

Bonus Materials for

Office DEPOT.

Avoiding Legal Headaches When Branding Your Business



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Avoiding Legal Headaches When Branding Your Business

Your Legal Prep Portfolio

So you've listened to the webinar, **Avoiding Legal Headaches When Branding Your Business**—and if your head has stopped spinning with all of the legal issues, you're probably asking yourself this: **what should I be protecting?** What are some of the different elements of my brand? How might the ways I run my business have an impact (and a negative one at that) on my brand and how it's used?

This Legal Prep Portfolio will help you take the next step: identifying the elements of your brand and how they are created. Once you identify the elements, you can take steps to **protect them!** Put another way, if you don't know what you have, you may find you have nothing (left).

When you have collected this information, you'll have taken a **powerful step** in securing your business assets—specifically, **your company's intellectual property**. *Extra bonus:* with this information readily available, you'll also be able to work with an attorney much **more (cost-) effectively!**

Brand Elements

1. Logo
2. Brand name
3. Tagline(s)
4. Brand personality (e.g., spokesperson or representative--whether human, animal, or object) or signature style
5. Product packaging (color scheme, design)
6. Domain name(s)

How and Where Is Your Brand Expressed?

Print/Tangible Content

1. Articles
2. Books
3. Brochures/leaflets/flyers
4. letterhead stationery
5. Newsletters
6. Advertising and promotional materials (bags, mugs, pens, mouse pads, etc.)

Digital content

7. Audio interviews
8. CDs/DVDs/videos
9. Blog posts
10. Vlog posts
11. Tweets
12. E-mail signatures
13. Websites
14. Facebook/LinkedIn/Twitter profiles

Who Has Access to Your Brand or How It's Created?

All of these people/providers may have played a role in the creation, development, and promotion of your brand. What happens if you are no longer working together? Do you have a clear (written) understanding of who will own the elements and expressions of your brand when all is said and done? Are you keeping your eyes open for “poachers” of your brand—people who want to piggyback off of your hard work (and money)?

1. You
2. Business partners (that is, other owners of your business)
3. Employees
4. Freelance designers
5. Website developers
6. Copywriters
7. Videographers
8. Virtual assistants
9. Content collaborators
10. Strategic alliance partners
11. Co-marketing presenters
12. Professional printers
13. Networking colleagues
14. E-newsletter distribution services
15. Third-party storage/database providers (e.g., Audio Acrobat, KickStartCart)
16. Competitors
17. Just about anyone online

Additional Resources from Nina Kaufman

Internet Law & You Power Pack

Has this webinar made you curious about cyberspace issues and how they affect your company? Sign up for your free copy of our *Internet, Law & You Power Pack* at <http://bit.ly/ilawpack>. Not only will you get solid information about several of the hot topics involving the Internet today, but you'll also get our free weekly ezine, *Lex Appeal*, and access to our library of business law articles available through GreatBusinessLawTips.com. You'll learn valuable tips, tools, and strategies that can **save you thousands of dollars** in botched deals and unnecessary legal fees!



Is Your Business Legally Healthy?



Has this webinar raised questions about the legal health of your business overall? When was the last time your company went to the “doctor” to make sure you didn’t have any “illnesses” festering? An unseen loophole or ambiguous language is all a savvy attorney needs to turn a sniffle (*a technicality*) into walking pneumonia (*litigation*). **If business isn’t booming, your company could be just one step from a visit to the emergency room (bankruptcy)!** Get your copy of [Is Your Business Legally Healthy?](http://bit.ly/legalhealth) today at <http://bit.ly/legalhealth>!

Disclaimer(you knew there’d be one, didn’t you ©): *The information in these bonus materials—and the accompanying webinar—are for your general education only. They are not meant to provide legal advice about your specific situation. To make sure you get the guidance you need, consult with a local attorney about your particular circumstances.*

About Nina

Nina L. Kaufman, Esq. demystifies legal mumbo-jumbo to save small businesses time, money, and aggravation. She's also an award-winning business attorney, speaker, and columnist/blogger for Entrepreneur Magazine online.

Through both her [NYC-based law practice](#), and her legal information company, [The Legal Edge LLC](#), she has spent over 15 years successfully navigating thousands of entrepreneurs and small businesses through the legal issues that they face in starting and running their own companies. She advises companies and speaks on subjects ranging from creating business partnerships that work, training clients to pay you, and protecting your intellectual capital online.



A regular media resource, she has been an article contributor to *The E-Myth Insider*, *Enterprising Woman*, *WomenandBiz.com*, the American Bar Association's *GP/Solo Magazine*, and the *New York Enterprise Report*, among others. She also serves as an Intellectual Property Law Expert for Forbes.com's Small Business Exchange. She publishes her own blog, [BusinessPartnershipCentral.com](#), and weekly ezine, [Lex Appeal](#), and has recently released *The Entrepreneur's Prenup: How to Choose a Business Partner Who Won't [BLEEP] You*, available through [GreatBusinessLawResources.com](#). and [Amazon.com](#).

To learn more about Nina, and to get a free copy of her [Internet Law & You Power Pack](#), visit <http://bit.ly/ilawpack>.