

MAKING AND SAVING CLIENTS MILLIONS OF DOLLARS BY AVOIDING LEGAL PITFALLS. SM



EXPERIENCED. EFFECTIVE. EFFICIENT.

ATTORNEYS LICENSED IN ILLINOIS, MICHIGAN AND WISCONSIN

Client Bulletin

Copyright 2013 LaSusa Law Offices, PLC

Top Ten Tips on Intellectual Property Best Practices for Small Businesses

The greatest asset most businesses have today is their intellectual property. Every business should be constantly looking at ways to maintain their competitive advantage by protecting and leveraging their intellectual property (IP). Experienced IP legal counsel can add tremendous value to your business by ensuring proper protection for these valuable assets. The following is our monthly ***Top Ten Tip on IP Best Practices for Small Businesses***:

Tip #6. Staff Properly. Most small businesses do not have in-house legal counsel, and many rely on smaller law firms or general practitioners to serve as their general counsel. Because IP law is so specialized, utilizing a general practice law firm to handle your IP issues is often NOT the best choice for small businesses. Your general counsel's time can be better spent managing an IP specialist. Experienced IP counsel will have more efficient processes for handling basic tasks such as trademark and copyright searches, filings and renewals, as well as maintaining their own docketing system to ensure timely renewals. Patents are an entirely different matter. Generally, hiring a licensed patent attorney is a must if your company has a patent worthy product or formula which can generate sufficient revenue to justify the cost of hiring a patent attorney.

AREAS OF SPECIALIZATION

- INTELLECTUAL PROPERTY: COPYRIGHT, TRADEMARK, TRADE SECRET, REGISTRATION, ENFORCEMENT AND LICENSING
- COMPLEX COMMERCIAL LITIGATION: EXPERTISE IN CREATIVE NEGOTIATION AND TRIAL LITIGATION
- CORPORATIONS, LLCs AND PARTNERSHIPS: FORMATION, OPERATION, MERGER, ACQUISITION OR SALE
- EMPLOYMENT AND LABOR: HIRING, FIRING, DISCIPLINE, AND COVENANTS NOT TO COMPETE
- REAL ESTATE: PURCHASES, ZONING, LAND DEVELOPMENT, CONSTRUCTION, SALES AND LEASING, PROPERTY TAX APPEALS AND ABATEMENTS
- WEALTH MANAGEMENT: BUSINESS SUCCESSION AND ESTATE PLANNING, PROBATE AND TRUST ADMINISTRATION

CHICAGO, IL
(312) 371-1200

LONDON, UK
011-44-2032-393605

TRAVERSE CITY, MI
(231) 392-9616

EMAIL: INFO@LASUSALAW.COM
WEBSITE: WWW.LASUSALAW.COM

This Client Bulletin is not intended to be a source of solicitation or legal advice. Legal advice varies depending on the facts; for that reason, the information in this Client Bulletin should not be acted on without consulting a lawyer.