

SMALL BUSINESS CHECKLIST:

IS YOUR BUSINESS PROTECTED?

Important Business and Intellectual Property Questions All Business Owners Should Be Able to Answer

ENTITY FORMATION & GOVERNANCE

- Would your personal assets be protected if your business was sued?
- Will investors be involved?

COMMERCIALIZE

- Do you have an invention that can be patented?
- How can I commercialize my invention?
- Licenses, royalties, and sale of IP?

WORKFORCE MANAGEMENT

- What are the laws you must comply with given your number of employees?
- Are you liable for what your employees are saying on social media?
- Do you have contracts in place that prevent employees from stealing trade secrets or other confidential information?

YOUR BRAND & YOUR REPUTATION

- Should you trademark your name? Your logo?
- Is the logo or slogan you are considering too similar to someone else's?
- Are you authorized to use the images and copy on your website?
- How would you handle an online negative review?
- Is someone using your brand or logo?

DATA

- What information are you collecting from your customers?
- Who has access to this data?
- Is this information sufficiently protected?
- What would you do if there was a breach?
- Do you have proper privacy agreements?

The Business and Intellectual Property Attorneys at CSH Law offer a “Small Business Protection Plan” to help business owners proactively assess the risks associated with a variety of aspects of business ownership and operations. We help you prioritize risks and the urgency with which they should be addressed.

For more information, contact PK Shere at psHERE@cshlaw.com or 919-863-8841.

