

CSU

STARTUP VIKES

**STARTUP
LEGAL 101**

Presented by

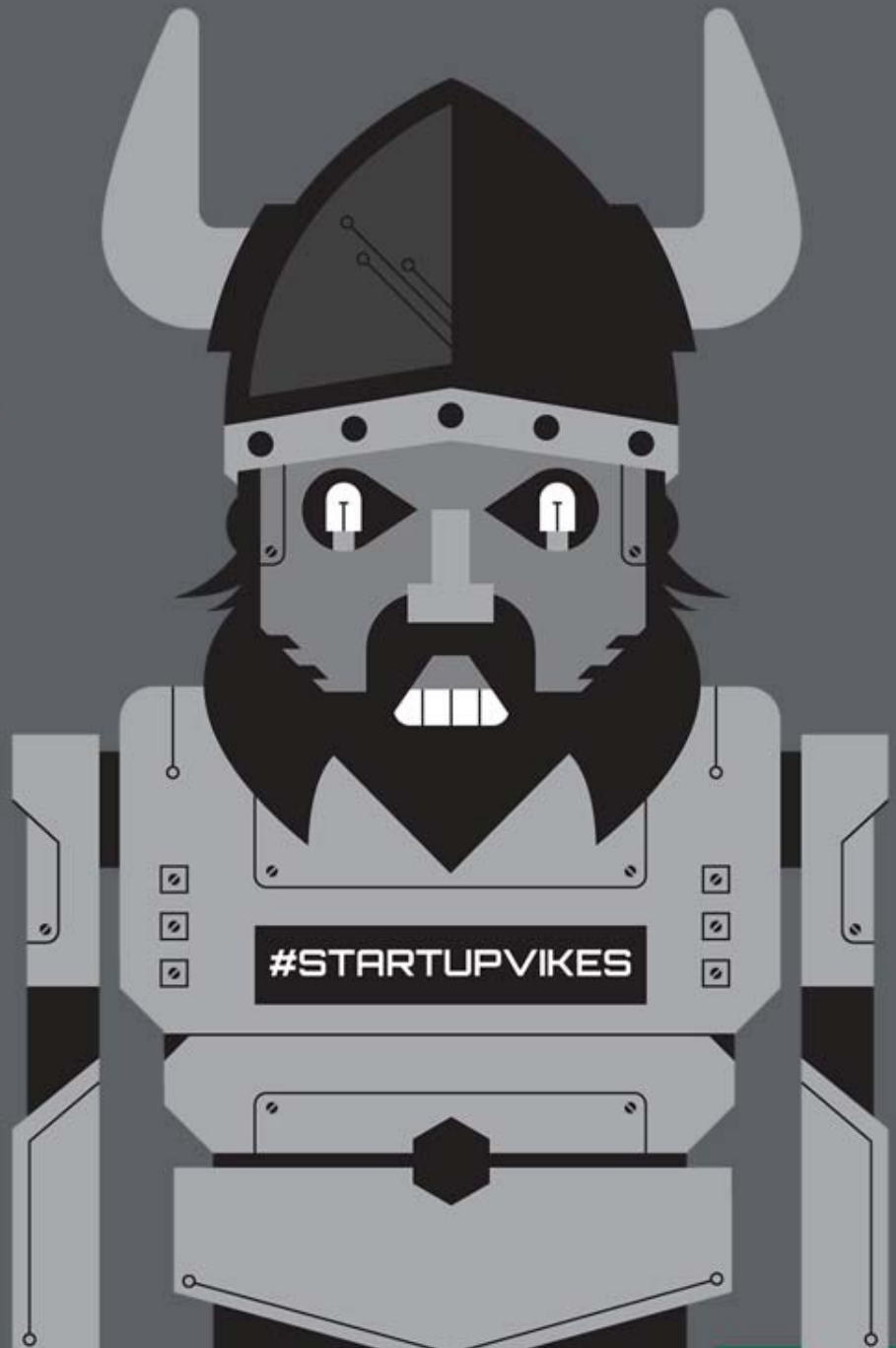
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THE 8 STEP START

LEGAL CONSIDERATIONS

WORKSHOP INCLUDES:

Overview of how to start a company.

Examples of legal documents/usage.

Where to go for more information.



STEP 1

Name Your Company

Everything starts with the name. But before you start ordering business cards or creating a Facebook page, make sure that great new name isn't infringing on the rights of an already existing business.

ACTION:

Online search for business names registered with the secretary of state

STEP 2



Register Your DBAs

If you have a sole proprietorship/general partnership, a DBA registration must be filed when your company name is different than your own name.

STEP 3

Incorporate or Form an LLC

You'll need to determine the best business structure for your startup. You might choose among:

- LLC : great for startups that want legal protection, but minimal formality
- S Corporation: great for startups that will make a profit soon after incorporation and that profit will be distributed to the shareholders
- C Corporation: great for those startups who plan to reinvest profits back into the company or seek funding from a VC

STEP 4

Create Your Operating Agreement

Sometimes deciding WHO owns WHAT can be a difficult challenge. You will need to decide who is listed as a SHAREHOLDER and their RIGHTS.

1. Capital commitments for startup and future growth.
2. How are decisions made—voting/non-voting stock?
3. Who are the directors/managers?
4. How are profits and losses allocated?
5. What happens if someone quits, fired, disabled, dies?

STEP 5

Get a Federal Tax ID Number // Employer Identification Number [EIN]

To distinguish your startup as a separate legal entity, you'll need to get a Tax Identification Number, referred to as an Employer Identification Number. This is issued by the federal government.

STEP 6

File for Trademark Protection

You should take steps to protect your company name by filing for a trademark.

1. Federal
2. State
3. International

Other Kinds of Protection:

- Patents
- Copyrights
- Trade Secret
- Confidentiality and Non-Competition

STEP 7

Educate Yourself on Employee Topics

Understand your obligations in areas of:

- Federal and state payroll // Taxes
- Intellectual Property
- Anti-discrimination laws
- OSHA regulations
- Unemployment insurance
- Workers' compensation rules

STEP 8

Obtain Business Licenses and Permits

Depending on the type of business, you may be required to have one or more business licenses and/or permits from the state, local (city and county) or even federal level.

CONSIDER:

Does your business require insurance?

1. General, Property and Product liability
2. Insurance pays for legal costs to defend a claim.

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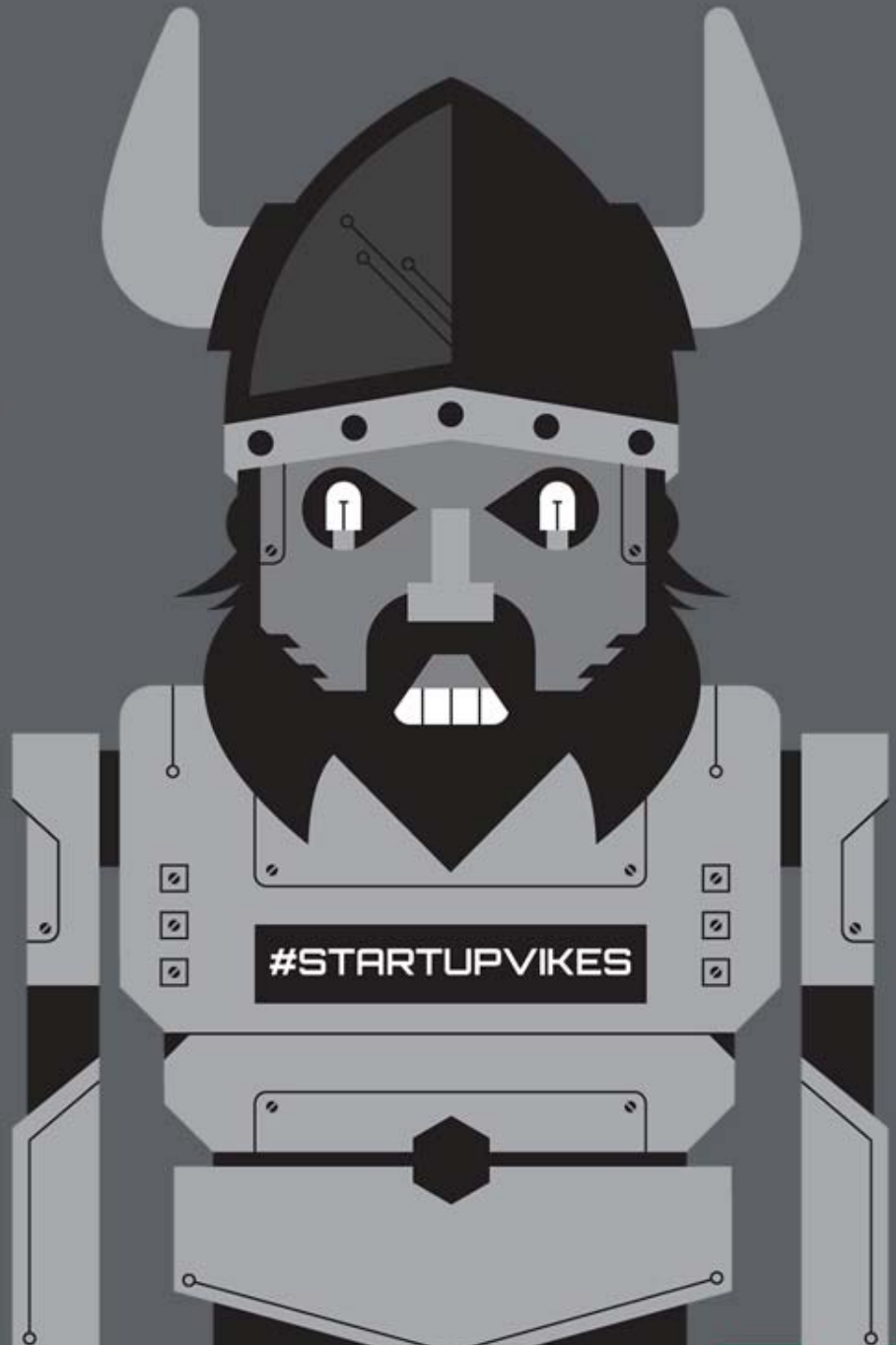
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