

PARDALIS & NOHAVICKA



BACK
TO
WORK

BETTER YOUR BUSINESS & BRAND

SEPTEMBER 26, 2019 | WEWORK TOWER 49

ABOUT US

Pardalis & Nohavicka is a full-service law firm based in New York City a thriving global presence.

We handle an eclectic array of matters representing individuals and business owners in:

- ❑ Civil Litigation
- ❑ Trademark Services
- ❑ Business Transactions
- ❑ Employment Law
- ❑ Intellectual Property Protection
- ❑ Patents

Our mission is to approach each matter with the utmost in ethical standards and integrity. With their experience and unique approach, our attorneys regularly solve problems for a total fee lower than comparable firms charge. We cannot help but consider it a professional honor to be entrusted with your business and personal matters.

We are counsel to innovative companies, start-ups, and brands around the world, and are thrilled to be here to offer you and your business full protection!

Manhattan Flagship

950 3rd Ave., 25th Floor
New York, NY 10022

212-213-8511

Astoria Flagship

3510 Broadway, Suite
201
Astoria, NY 11106

718-777-0400

WeWork Office

135 E 57th St., 14th Floor
New York, NY 10022

646-690-3741

WHY WEWORK

PN Lawyers has been a part of the WeWork family since Fall 2016, when we established our "Giving Back Initiative."

Our firm was humbly established in a windowless office in Queens, therefore we know first hand the expected hardships and obstacles that come with starting your own business. After several years of paying our dues by putting in hard work, endless office hours and always giving our clients 100% of our attention and time, we have reached our goal and tripled our growth. Today, PN Lawyers has 3 offices throughout New York City and many clients globally. This brings us to a position where we can effectively "Give Back" and help other businesses and startup owners jumpstart their professional journey to proper career success.



As WeWork is providing workspace for startups, small businesses, and freelancers, we're offering necessary, affordable legal protection and hand-holding for these very same businesses.

We are happily available 24 hours a day and 7 days a week. Give us a call and you will receive a live person, not an automated message.

Flow of Events

This evening, we will be reviewing the following topics:

- **The Business Plan:** Structure, Ownership, Market & Financials
- **Intellectual Property:** How to best protect your business.
- **Protecting Your Assets:** Formating of a company, agreements & independent contractors
- **Marketing, Outreach & Networking**

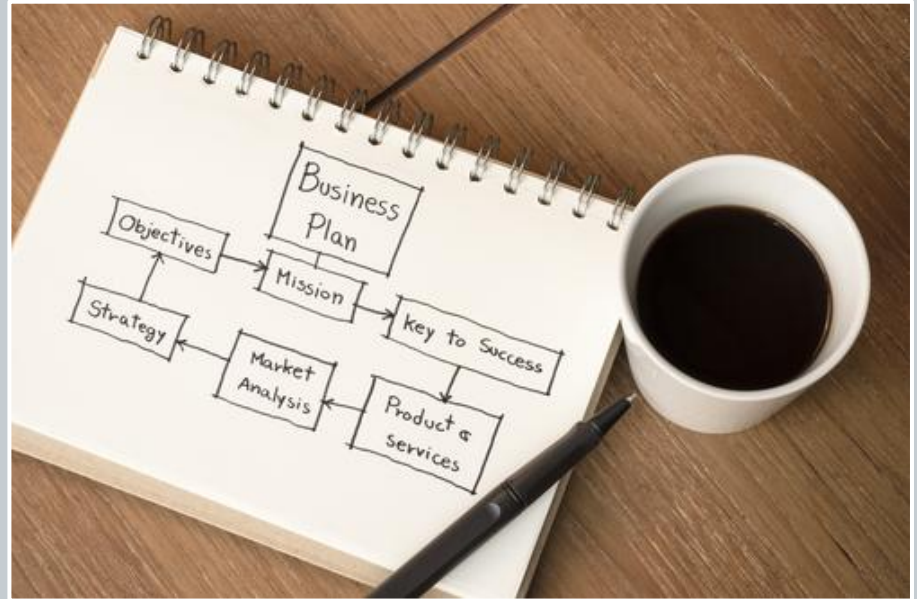
The Business Plan



Carla Gonzalez | Associate Attorney

What makes a good business plan?

- An **executive summary** is your business's calling card. You must include it and clearly state the "problem" your business solves
- Detailed Target Market
- Key Financial Highlights
- Your Management Team



Where do I start?

Company Overview

- Mission Statement
- Brief Summary of the Company's Legal Structure and Ownership
- Company History
- Location



Where to start?

Products and Services

- Explain the core of what you are trying to achieve
- Detail the problem you are solving
- How you are solving it
- The competition and your edge.
- Detail the technologies you are using, intellectual property that you own, and what you plan to build.

Scaling company growth and the three D's of business in the modern age:

Dematerialization, Demonetization, and Democratization.

Defining The Market

Marketing and Sales Plan

- Detail the strategies you will use to reach your target market.
- How you will price your products and services
- How will you promote your offerings
- How do you generate sales and revenue

Understanding your target market is key to building marketing campaigns and generating sales. Your target market will define how your company grows.



Milestones, Metrics & Management

The milestones & metrics portion lays out concrete tasks that you must accomplish, with due dates and the names of the people to be held responsible.

The Management Team:

- This is where investors focus most
- Include relevant team bios
- Explain why your management personnel are the right people for their jobs.
- Investors very often invest in people more than products



Your Financial Plan

- How much capital does your business need to get started or to grow?
- Where it will be spent?
- How much money do you plan on bringing in?
- Where will you spend it once it comes?

A typical financial plan includes:

- Sales Forecast, Personnel Plan, Profit & Loss Statement, Cash Flow Statement, Balance Sheet



Intellectual Property Roundup



Eleni Melekou | Associate Attorney

IP Protection

Business plan complete?

Now do your homework!

Do not allow yourself to advance in your business and then find that you have to change the name of your entire company because someone has realized that you're using a variant of their name and wants to sue you.



Legally acquire a trademark and/or copyright before you start taking your first business steps.

Trademarks 101

- Protects words, phrases, slogans or logos that are actually in use in commerce.
 - Serves as a source identifier connecting a particular good/service to its owner.
 - Must renew 6 years after registration, then every 10 years.
-
- Downfall of not registering: can't sue for infringement of “substantially similar” works.
 - Trademark applications can be filed even if the trademark is not actually used in commerce yet



Copyright 101

- Protects “original works of authorships” in “tangible form” (no ideas!).
 - Gives authors the right to control their works in anyway they see fit.
 - For individuals, lasts for life of the author, plus 70 years; no need to renew.
-
- Downfall of not registering: can not sue for infringement of “substantially similar” works.



IP Protection: Logo Mark & Word Mark

Many people do not understand that they should apply for two different TM's.

You will often be quoted a fee for a mark and later get told you may need both or find out when it is too late.

facebook®



Google

Why do companies register in Delaware?

- Delaware corporate law contains rules and provisions that are friendly to corporations and executives
- Companies incorporated in Delaware are subject to Delaware corporate law, even if their headquarters are in other states
- Security against corporate law changes that could negatively affect corporations, as Delaware's economy is largely based on franchise tax (e.g. they do not have sales tax, and their property taxes income is low, as most companies prefer to have headquarters elsewhere, like NY or California)
- Good quality court system, rich case law, efficiency and predictability regarding corporate disputes



Protecting Your Assets



Taso Pardalis | Partner

Formation of a Company

Formation: Partnership, LP, LLP, LLC, C-Corp, S-Corp, Sole-Proprietorship



Formation of a Company

Agreements: Shareholder or member operating agreement outlining the relationship of the parties and the terms of the venture..

- ❖ What do the parties get and under what terms?
- ❖ What happens when one of the partners wants to exit?
- ❖ What happens if more money is needed?



There Is No Tomorrow – Document Everything:
Stay Organized from the Beginning.

Service Agreements

Realize the importance of having contracts with vendors, clients and employees.

Some deals on a handshake may never lead to any serious legal problems, but it will make for plenty of headaches.

You need to have something in writing to outline terms and conditions.



This protects both **you** and the other side.

Independent Contractors

Independent Contractors with access to sensitive information such as code, website data, customer lists and pricing info should be subject to NDA and non-compete language in their agreements.



Independent Contractors

Independent Contractors who you are contracting to build or design something for you. Should have clear language that the IP or the rights in the work or anything created on your time or dollar are yours.



If your company is being contracted to work for someone else, you want similar language, but language that says you own the rights in the work or at a minimum, until you are paid in full.

Legal Counsel

You do not need an attorney for everything.

If you educate yourself about legal issues in your industry, you will know when you do need to include an attorney--and save a lot of money.

But do not mistake your Google search with our law degrees and our own experience in business.



Marketing, Outreach & Networking



Maria A. Pardalis | Director of Media Relations

Marketing & Outreach

Now that you have your plan and legal matters worked out, it is time to get your business effectively off the ground!



With social media at its height, online marketing is free and at your fingertips.

Social media is one of the easiest & most budget friendly ways to interact directly with your customers, clients & target audience.

Everyone Needs A Marketing Plan

Why Marketing Is Important For A Company's Success & Longevity



- Lets The World Know Who You Are!
- Helps Increase Sales
- Establishes Trust & Reputation
- Builds An Instant Social Network
- Creates A Powerful & Sustainable Brand

Importance of Networking

Networking is essential and necessary in advancing your business, your career and YOURSELF

1. Network In-Person & Arrive On-Time
2. Dress Professionally. When In Doubt, Wear A Suit
3. Always Bring Business Cards & A Smile
4. Ditch The Sales Pitch & Share Your Passion
5. Always Follow-up The Very Next Business Day

Connect Globally

Spaces like WeWork provide more than just a coworking space.

WeWork is the world's leading co-working company and the sixth-most-valuable start-up.

WeWork gives businesses an instant built in global network allowing for instant growth and development.

The WeWork logo is displayed in white lowercase letters on a black rectangular background.

CONTACT US

PN Lawyers is proudly available to our clients 24 hours a day, 7 days a week.

Manhattan Flagship

950 3rd Ave.,
25th Floor
New York, NY 10022

212-213-8511

Astoria Flagship

3510 Broadway,
Suite 201
Astoria, NY 11106

718-777-0400

WeWork Office

135 E 57th St.,
14th Floor
New York, NY 10022

646-690-3741

Check out our website and follow us on social media for more content, videos, blog posts, and events!



/pnlawyers



/newyorkcitylawyers



/pnlawyers

Don't miss our upcoming events...

PARDALIS & NOHAVICKA | VAROSSIEAU IP

LEGAL WORKSHOPS & EVENTS FOR ENTREPRENEURS, STARTUPS & SMALL BUSINESSES



Office Hours

WITH LYDIA VRADI & ELENI MELEKOU



WEDNESDAY, 9TH OCTOBER | 1-3 PM
WEWORK 57TH STREET