

## Startup and Emerging Business

### Overview

Startup and emerging businesses are typically founded by visionary entrepreneurs sharing common attributes: drive, ambition and new ideas with the desire to build a flourishing business. What they also have in common is the need for financial resources, guidance and legal experience as they form their business.

The startup and emerging business team at Bond can provide the legal services that are needed at this crucial time in a new business' development. We bring together a cross-practice team that includes attorneys with experience in business, intellectual property, tax, labor and employment, finance, and more, to help set up entities, protect intellectual property and help ensure that owners are set on the best path to success. We bring real-life experience to the table with attorneys who come from a variety of backgrounds that mirror many of the clients we serve.

### Services for Emerging Businesses

We offer a full slate of legal services for any stage of the life of a business, including the following that are typically needed at the start:

- Forming and establishing a business (creation of by-laws, formation resolutions, creation of company record book, publishing requirements, etc.)
- Identifying funding sources and capitalization
- Negotiating commercial leases and license agreements for office, retail and other workspaces
- Drafting terms and conditions, terms of use, service agreements and privacy policies
- Intellectual property services, including non-disclosure agreements, trademarks and copyrights
- Labor and employment advice and counseling, including drafting employee handbooks, providing training, ensuring compliance with New York State and federal labor laws and requirements, drafting compensation agreements and employment contracts
- Preparation, review and implementation of cybersecurity policies and programs

### Packages for New Emerging Business Clients

The first years of a new business are exciting, exhausting and sometimes daunting. What we don't want it to be is expensive. For many new business owners, having a fixed price gives the peace of mind knowing what our legal services package will do—at a set fee—that's why we are offering special packages for new clients just starting out.

#### "Enterprise" Package

- Complimentary introductory meeting to discuss your business with attorneys in our corporate, intellectual property, real estate and employment practices to help us determine how best to assist you
- Entity selection and formation for your business (sole proprietorship, partnership, trust, limited liability corporation, corporation), including identifying and

### Primary Office Contacts

developing a strategy for protecting your intellectual property

- New York State filings and legal notices (*state filing fees, registered agent fees, publication notice fees and trademark application filing fees are not included in fixed fee*)
- Labor and employment compliance checklist

#### "Enterprise Plus"

Now that the business is formed, it's time to focus on future growth and the additional legal services that might to be encountered. To assist our startup and emerging business clients during their initial years, we can offer alternative fee arrangements to clients established under our Enterprise package. Our goal is to help new businesses succeed. We want to be the go-to law firm throughout your business' life and help remove some of the barriers along the way.