

FUNDERBURG

LAW

BRAND PROTECTION INVESTMENT GUIDE

SPRING 2019 • ISSUE 01 • VOLUME 01

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ABOUT THE AUTHOR



Lerae Funderburg, Esq. is a mother of two beautiful children (6 year old boy and 21 month old girl), and the Founder of Funderburg Law, LLC. Funderburg Law is a boutique law firm that focuses on intellectual property, business transactions, and estate planning.

Lerae brings excellence, professionalism, integrity, and humility to every issue presented. Her philosophy for success is individual attention coupled with high quality work product, completed on

time and always with the client's overall vision in mind. She is very passionate about everything she does and brings that same passion in assisting her clients to achieve their goals with the law in mind.

Lerae's love for her family and the black community as a whole caused the expansion of her practice into estate planning, where she focuses her efforts into helping others to build black businesses, create legacies and develop tools and plans to obtain and sustain generational wealth.

Lerae graduated from Clark Atlanta University Magna Cum Laude. She completed a Paralegal Certification course at Northeastern University, and also attended Mesoamerica: Institute for Central American Studies in San Juan, Costa Rica. Lerae received her Juris Doctorate degree from Howard University School of Law with Honors and her LL.M. from Chapman University School of Law with honors. She also received certification as an Estate Plan Specialist from the Institute of Business and Finance.

Hey You!
It's Me... Lerae

Lawyer. Mommy. For the culture.

As a black woman and mother, I've always been very passionate about the creation and expansion of black businesses and the preservation of black wealth. It's important for us to create our own and have our own if we want to see any real growth and success in our community across the board. And the only way to effectively do that, is to make sure we own every aspect of our creations and legally protect them.

I work with you from idea to creation, to protection, and succession.

People today are always so caught up in the "brand" and building the brand, the colors, the fonts, the social media posts of the brand. The brand! Don't get me wrong, branding is an important part of your business because it helps you make a lasting impression in the minds of your consumers. It increases your business value, gets you recognition in the eyes of the public, creates trust within the marketplace and ultimately helps to generate new business. Effective branding (or the lack thereof) can really make or break your business.

But protecting your brand is of optimal importance because failure to do so will likely result in wasted time, money, and resources and limitations on growth and expansion. The last thing you want to do is invest in your brand, just to learn that someone else beat you to the trademark office and registered your brand name first. It happens – more often than you think. I've had plenty of clients who tried to cut on costs at the beginning and it end up costing them more in the long run. Please believe, when they had to re-brand, one of the first things they did was come see me to secure their brand the second time around.

I tell people all the time, having a federally registered trademark is an investment, not an expense. And the sooner you're able to wrap your brain around this notion, the better off you will be. Trademarks are an asset of the business. Investors know this. And with the growth of your business, comes the opportunity to license your trademarks to other brands who want to capitalize off of your brand's reputation and goodwill. And believe me, the investment is quite minimal in light of the risks of not obtaining a federal trademark.

Before I get ahead of myself (because I always do LOL), let me just get to the meat of this thing. The purpose of this Brand Protection Investment Guide is to provide you with a resource that you can consult with regard to starting a business, protecting your brand, and building your legacy. Because when you win, I win, and, we all win. And I'm looking to build a greater black community – one that is educated, empowered, powerful and prosperous. I know you have the creativity and the wherewithal to get sh** done, sometimes we just need a little guidance. And that's exactly what I'm here for. To help you get sh** done – the right way, the first time.

xoxo



A Few Fun Facts About Me:

- *I love pens, paper, post its, colored pens and pencils**
- *I'm an introverted extrovert or extroverted introvert or whatever you call it, but you get the point, right?**
- *I'm a 1st generation college student and the only one in my family to pursue a law degree**
- *I'm a part time vegan - it's been hard getting rid of the cheese and ice cream**
- *I love to travel...and eat!**
- *I meditate daily and take baths often**
- *I'm obsessed with shower steamers - in fact I just learned how to make them myself because I buy them way too much**
- *And I'm an all-around fun, loving, and humorous person**

STARTING THE BUSINESS

You may have already started your business, or you may just be contemplating starting a business. Wherever you are in your business process, you definitely want to make sure you've completed the first and most important step, and that is entity formation. In order to have a legal business, you must create a business entity.

There are quite a few entity types to choose from. And selecting the correct entity type for you will depend on a number of factors, such as if you're doing business with other people, your potential tax liability, if you'll have investors or outside funding, and your record keeping policies, to name a few.

The main different entity types are: sole proprietorship, partnerships, corporations, and limited liability companies.

A Sole Proprietorship is the simplest form of business entity. It's run by a single individual for that individual's sole benefit. Sole proprietorships are not separate legal entities and do not exist apart from the owner. The owner is personally liable for all debts and claims of the business. Sole proprietorships are however considered separate entities for accounting purposes so that financial activities of the business must be separately maintained from the proprietor's personal finances unrelated to the business. Sole proprietorships terminate upon the owner's death.

A Partnership is formed when two or more people associate for the purpose of carrying on a business for a profit. Each partner contributes property, money, labor or skill to the partnership and shares equally in the profits and losses of the business, unless stipulated by agreement.

Each partner is also personally liable, individually and severally, for the debts and liabilities of the business. Partners are taxed on their share of the business and profits are filed on their individual tax returns.

Corporations are separate legal entities governed by state law. To create a corporation, Articles of Incorporation must be filed with the Secretary of State. Owners of a corporation (shareholders) are shielded from personal liability for corporate acts. The majority of corporations are Subchapter C Corporations (C-Corps), and they are subject to double taxation: corporate profits are taxed first and capital gains are taxed when shareholders receive their dividends. Subchapter S Corporations (S-Corps) are closely held corporations with a small number of owners. Under S-Corps, taxes on the corporate level are eliminated altogether and the individual owners report profits on their individual tax returns, thereby avoiding double taxation.

Limited Liability Companies are a favored business form for small businesses. It's the best of both worlds because they contain qualities of a corporation and a partnership. The management and governance of LLC's has the same flexibility as a partnership, while maintaining the same limited personal liability as a corporation. LLC's may also elect S-Corp status to enjoy certain tax benefits as well.

Now that you know a little bit about the different entity types, which one are you considering for your business? If you've already formed an entity, are you thinking about changing the structure in light of the above?

PROTECTING THE BRAND

In order to properly protect your brand, it's important that you understand the nature of your assets and what protections those assets are eligible to receive under the law.

Let me give you some background.

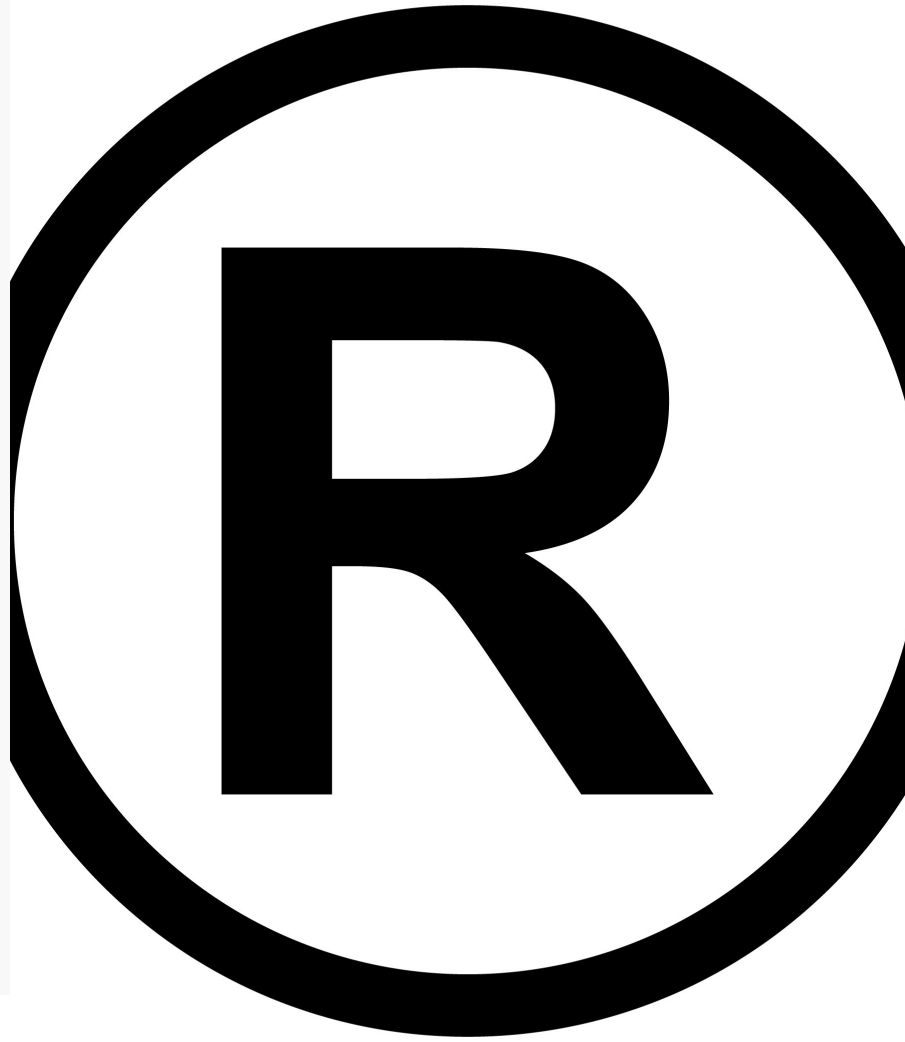
There are 3 types of property that you can own. You have (1) real property, (2) personal property, and (3) intellectual property (IP).

Real property is your land and materials that are attached to the land (real estate).

Personal property is all movable goods. Pretty much all tangible goods that are not real property are classified as personal property. When it comes to these types of property, the rules of ownership are pretty straight forward. You have the right to exclusive possession and enjoyment and the right to sell it for someone else to exclusively possess and enjoy.

And then you have your intellectual property. Intellectual property is intangible property that is the product of your intellect. It's harder to define the boundaries of this type of property because it is not tangible, meaning, it cannot be held, touched, or seen. It is the ownership of the efforts stemming from your creative mind.

When you're dealing with real and personal property, generally the laws covering the ownership and control, are concerned with ownership disputes. There are hardly issues concerning what constitutes real or personal property, or issues concerning the ramifications of ownership and possession of that property.



Intellectual property is a little harder to define and the ownership of it is always in dispute. Initially, IP is owned by the person who created it, however, it can be transferred or released to other persons or entities by way of agreement, relationship between the parties, transactions, operation of law or the passage of certain time periods.

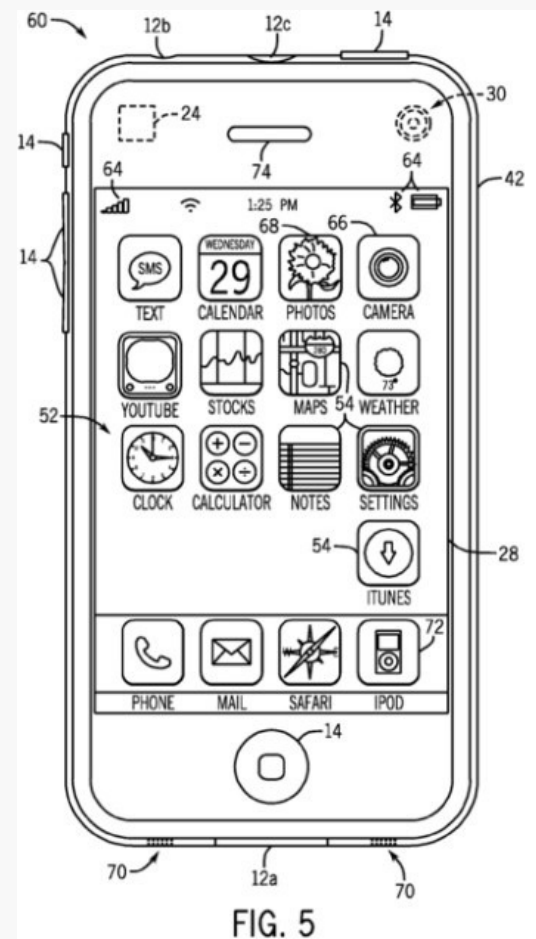
The laws governing ownership of IP rights provide some form of exclusivity to the IP owners, but it is not as black and white as the ownership rights in real and personal property because of the "bundle of rights" included in the different forms of IP.

There are four (4) different types of intellectual property - (1) trade secrets, (2) patents, (3) copyrights, and (4) trademarks.

A Trade Secret is confidential information, like a pattern, formula, program, process, technique, that is used in business and provides leverage over its competitors who don't know or use it. Protection under trade secret lasts forever or until the secret becomes known to the public, so owners have to be diligent in preserving its confidentiality. The formula for Coca-Cola has been protected by trade secret for over a century. Coca-Cola owners refused to patent its formula because it becomes public record with the patent application and the scope of protection is so much wider under trade secret. This is something to consider for creative business owners whose goods involve products with recipes or formulas.

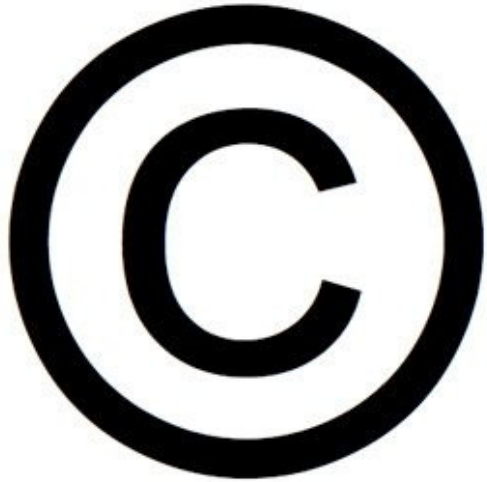


A Patent is the right granted to inventors to exclude others from making, selling or using its invention for a limited period of time. There are utility, design and plant patents. Utility patents are the most common patents sought, and apply to new machines, processes, and chemicals. Design patents protect the appearance or design of objects. And, plant patents protect the new species of plants produced as a result of plant breeding. For an item to be protected under patent law it must be novel (new) and non-obvious (innovative to someone in that field). Additionally, utility patents require that the item seeking patentability be useful as well. I know enough about patents to know I don't want anything to do with them, so if your goods involve an invention of some sort, you definitely want to engage a patent attorney.



INTELLECTUAL PROPERTY

COPYRIGHTS



copyright

all rights reserved

Copyright law protects original works of authorship once fixed in “any tangible medium of expression”. This means that any work of authorship, once it is memorialized in a sufficiently stable form, copyright protection exists. Ideas alone are not protected. They must be fixed. But once fixed, nothing more is required to afford copyright protection. Aside from being original and fixed in a tangible medium of expression, there are no formalities required to secure protection under the law; however, registration of your work provides you with additional rights. In order for a work of authorship to meet the test of originality, it must be wholly original to the author and not a copy of another work.

So, all that mess you’ve heard about the poor man’s copyright and mailing a copy of your work to yourself to protect it is a waste of time. Mailing it to yourself doesn’t grant any copyright rights. At best it provides a date as to when the work was created if you mailed it as soon as the work was complete.

Protected works of authorship under copyright law include:

1. literary works (books, poems);
2. musical works, including any accompanying words (song lyrics, beat, melody);
3. dramatic works, including any accompanying music (screenplay, scripts);
4. pantomimes and choreographic works (dance routines);
5. pictorial, graphic, and sculptural works (artwork, sculptures);
6. motion pictures and other audiovisual works (films, music videos)
7. sound recordings – (masters); and,
8. architectural works (building design).

Creators are encouraged to retain as much ownership of their copyrights as possible because the opportunity for residual royalties and extended earning potential is inherent in ownership of the copyright.

The owner of a valid copyright enjoys

the following exclusive rights (as well as the right to authorize others to):

1. reproduce the work in copies or phonorecords;
2. prepare derivative works based upon the work (adaptations);
3. distribute copies or phonorecords of the work to the public by sale or other transfer of ownership, or by rental, lease, or lending;
4. perform the work publicly, in the case of literary, musical, dramatic, and choreographic works, pantomimes, and motion pictures and other audio visual works;
5. display the work publicly, in the case of literary, musical, dramatic, and choreographic works, pantomimes, and pictorial, graphic, or sculptural works, including the individual images of a motion picture or other audiovisual work; and,
6. perform the work publicly (in the case of sound recordings) by means of a digital audio transmission.

Although copyright protection is automatic, registration of your copyright and deposit of your work with the United States Copyright Office (USCO) will afford you even more rights than the six (6) exclusive rights listed hereinabove. Registration with the USCO also provides the following benefits:

1. ability to file suit for copyright infringement;
2. provides prima facie evidence of validity of copyright (if filed prior to or within 5 years of publication); and,
3. allows for plaintiff to sue for statutory damages if acts of infringement occurred after registration or within 3 months after publication of the work..

As a business owner, some things that may be subject to copyright are website verbiage, ad copy, newsletters, social media content, graphic designs, label design, digital products such as e-books, worksheets, and planners.

COPYRIGHTS (CONT...)

TRADEMARKS



Registered
trademark

TM

Unregistered
trademark

SM

Unregistered
service trademark

A Trademark is a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs ("mark"), that identifies and distinguishes the source of goods and/or services of one party from those of others. As a creative entrepreneur, you may want to trademark your professional name, your business name, the design or symbol (logo) associated with your name or company, or a slogan associated with your name or company. Or you may want to trademark a combination of those things. Also, smells, colors and sounds may be trademarked as well.

I always like to use Nike for example. They have the Nike

swoosh symbol as their logo. The name Nike as their brand. "Just Do It" as their slogan. Nike as written in its special font. And plenty of combinations, such as the Nike swoosh pictured under the "Just Do It" slogan or Nike with the swoosh. Nike has mad trademarks. And you might have quite a number of marks yourself, that's why it's important to understand what trademarks are and what they are not, and the requirements and different ways to protect them.

People are often confused about the difference between trademarks, domain names and registration of your business with the Secretary of State, so I'll touch on it briefly here.

A trademark protects brand names and logos as they relate to certain goods and services. A domain name is the web address that people type in to get to a particular website. While it is common practice to have a domain name that matches your trademark, registering a domain name does afford any trademark protection. The registration of the domain is simply that and it does not in and of itself indicate the source of goods or services.

In the same vein, registration of a business name with your Secretary of State, does not provide you with any trademark rights. When you register a business with the Secretary of State in your state, you are essentially putting the public

PROTECT YOUR BRAND WITH FEDERAL TRADEMARKS

on notice that you are running a certain type of business in your state under a particular name. The Secretary of State will not register your business name only if it conflicts with another business in the state. Trademark registration, on the other hand, is a matter of federal jurisdiction and puts the entire nation on notice that your brand is associated with a specific set of products or services.

The same is true for a Fictitious Business Name Statement. When you apply for a Doing Business As ("DBA") designation, you are simply putting the public on notice that you plan to do business under a different name than your legal business name, that's it. No trademark protection exists by obtaining a DBA.

Types of Trademarks

There are different types of trademarks, all of which offer varying degrees of protection. The common law trademark is established by first use of the mark in connection with the goods and/or services. It doesn't require any formalities to obtain outside of actual use of the mark and protection is limited to the immediate geographic location in which you sell your goods or perform services. The state registered trademark is established by filing an application with the Secretary of State in the state in which you do business. You will have to state the date you began using the mark and the types of goods and/or services that you associate with the mark. This will grant you statewide protection of your mark. Then you have the federally registered trademark, which is exactly where you want to be because it will grant you nationwide protection to the exclusive use of your mark in connection with the goods and/or services that you provide.

The benefits of federal trademark registration include:

- 1. Notice- the filing with the United States Patent and Trademark Office (USPTO) is public record, so it puts everyone on notice that you are the source of the goods and/or services as registered;**
- 2. Validation- registration comes with a statutory presumption that (a) the mark is valid, (b) it belongs to you, (c) you can use it exclusively in connection with the goods and/or services, (d) you have priority of use with regard to the date of filing, and (e) the mark has developed in association with the particular goods and/or services in the filing;**
- 3. Right to Sue- you have a civil cause of action if someone else uses your mark or one that is similar or likely to cause confusion, deception, or mistake in the minds of consumers with regard to the source of origin of the goods and services;**
- 4. Use of ®- this symbol is representative of the fact that you have a validly registered trademark with the USPTO. Otherwise, you may only use the ™ symbol for state and common law trademark rights; and,**
- 5. International Benefit- US registration acts as a basis for international registration. In addition, you can prohibit the importation of counterfeit goods bearing your mark.**

BENEFITS OF HIRING TRADEMARK LAWYER

Some people register their own trademarks (and some are successful at it). Some use places like Legal Zoom to register their trademarks for them. I've heard enough horror stories and have been on the receiving end of reviving abandoned trademark applications from people who tried DIY services to know that it's best to hire a trademark attorney to register your trademark for you and get it done right the first time. Save yourself from unnecessary fees, delays, abandoned applications and headaches.

First, trademark attorneys normally perform preliminary knockout searches on your proposed trademark and provide an opinion letter as to the likelihood of registration prior to paying the fees to the United States Patent and Trademark Office (USPTO). If the opinion letter states that your mark is not likely to register due to likelihood of confusion or other refusals cited by the USPTO, you won't have to waste your money on the application just to have a trademark examining attorney from the USPTO tell you the same thing.

Second, trademark attorneys will know how to provide accurate descriptions for the class of goods and/or services that you will associate with your mark. Marks have to be used in connection with actual goods/services in order for a trademark to register. You may file an application based on intent to use in order to reserve the exclusive use of your mark in connection with your goods. The point here is that you want to ensure that the description for your products or services is an accurate, true and complete one because that outlines the scope of protection.

Third, trademark attorneys are better equipped to respond to and deal with office actions, especially substantive ones that require legal research and memo writing as a response. Office actions are notices sent by the trademark examining attorney assigned to your application and they are sent out whenever your initial application is deficient to move to the next phase in the trademark registration process. Sometimes the office actions are administrative and call for minor changes, such as inconsistencies between specimen and mark. Other times, office actions are substantive and call for legal persuasive arguments to defeat a refusal cited by the USPTO.

Fourth, trademark attorneys will handle post registration maintenance and follow up. Brand protection under trademark federal law is potentially infinite, but it does require that certain actions be taken at certain intervals in order to maintain that perpetual protection. Attorneys will keep accurate records of those time requirements and complete the actions on your behalf so that you do not lose protection of your brand. In addition, trademark attorneys can draft cease and desists on your behalf for trademark infringement, dilution or any other violation under trademark law.

And last but certainly not least, trademark attorneys are able to provide general advice and counsel surrounding trademark law as it pertains to you and your brand in particular.

So if you're ready to protect your brand, holla at me so we can get it done right!

BUILD THE LEGACY

So, you've created the business, you've protected the brand, now you must build the legacy so that everything that you've created and protected can be passed on to your children and for generations to come. This is how we preserve black businesses and black wealth. We make plans for our estate – regardless of how big or small it may be.

Stop thinking that estate planning is for the rich or elderly. We need estate planning just as much if not more than the rich and elderly. For one, we've worked hard for what we got, and if it ain't much (and please be mindful that what ain't much to you, is the world to someone else), then we damn sure need to make sure it does what it's supposed to because we don't have it to waste. And for two (do people say that?), we're young, we're parents, we need to make sure our children are well taken care of in our absence, and we need to make sure our life plans aren't just cut short because we are no longer here to make sh** happen.

It's just time we start planning for our futures – the ones that don't necessarily involve us, but greatly impact and effect those we leave behind. As a business owner, you definitely want to have a Business Succession Plan drafted. A business succession plan is like a retirement plan for entrepreneurs. You don't want to work until the day you die, but you also don't want your business to cease to exist simply because you no longer run it. This is where the business succession plan comes into play. It's a plan that determines who takes over the business and on what terms. This requires proper care, consideration and preparation, and should be planned for in the earlier stages of a business, rather than later.



Business succession plans have a number of benefits, including, but not limited to the following:

- 1. Business owners agree upon a predetermined price for the value of their shares of the company, so it eliminates the need for performing a valuation of the company upon death since a fixed price was previously determined;**
- 2. Succession plans aid in the timely administration of an estate;**
- 3. Policy benefits are available immediately upon death so that the price for the deceased owner's share is covered, thereby preventing liquidation of remaining business assets to satisfy the cost of deceased owner's interest; and,**
- 4. Succession plans give the owner control over the outcome of the business, without which, laws, government and attorneys will inevitably make the determination.**

In addition to a business succession plan, there are a variety of different estate planning tools available to fit any individual or family situation. These tools consider a number of factors, such as finances, medical history, disability, marriage, and personal preferences. Here is a breakdown of the most commonly used estate planning tools:

Last Will and Testament: Every estate plan should include a will. It's a document that disposes of an individual's probate property at death and it may also appoint guardians for minor children.

Revocable Living Trust: A trust is a device that creates a special ownership relationship of certain properties between the trustee(s) and the beneficiaries. The trustee holds legal title of the property, with the duty and right to manage the property for the benefit of the beneficiary, who holds equitable title to the property, which is the economic interest in the property. There are many different types of trusts which all are used to produce a very specific result.



Living Will: Every estate plan should also include a living will. Living wills, also known as advance medical directives, indicate the medical instructions and desires to be fulfilled in the event that an individual is unable to make them, due to some medical emergency, like a terminal illness or an irreversible coma.

Durable Power of Attorney for Healthcare (Healthcare Proxy): This document appoints another individual as an agent to make healthcare decisions in the event the principal is unable to do so.

Durable Power of Attorney for Finances: This is a document that designates a person to act on your behalf with regard to finances in the event of incapacitation. It can also go into effect now, if you require assistance with handling your financial affairs.

Unfortunately, death is inevitable. But since we know that, we'd be doing ourselves a major disservice by failing to plan for it. Don't leave your loved ones with the burden of dealing with losing you and having to handle your affairs. And you get to rest assured that everything you put in motion will still come into fruition when you're gone.

SECURE THE BAG

Packaged Service Offerings

I've given you a lot to digest, I'm sure, but it's necessary. I like for people to make informed decisions – to understand what's available to them and why there is a need for it. And then I like to provide those services in the most seamless and efficient manner. It is for that reason, that I've done away with billable hours and have created packaged services to address creating your business, protecting your brand, and building a legacy.

All you have to do is select the package that works best for you, we'll have an initial consultation and I'll take it from there. We'll stay in touch throughout the process and get sh** done!

My available packaged services offerings are on the following pages.



JUST GETTING STARTED (\$1100)

You have an idea for a business, and you want to take it slow. You're still a 9-5'r somewhere, so this is your side hustle, but the goal is to turn it into your career eventually. This package includes a 30-minute consultation, entity set-up with the Secretary of State, an Employee Identification Number (EIN), single member Operating Agreement/Bylaws, and an Independent Contractor Agreement template.

HITTING THE GROUND RUNNING (\$2575*)

You have an idea for a business, but you need some help getting it all started. You've been wrestling with the idea for a while and now you're finally ready to take the plunge. And you want all the bells and whistles to set your business up for maximum success. This package includes a 1-hour consultation where we discuss your business plans and goals; registration of your selected entity set with the Secretary of State, an Employee Identification Number (EIN), a single member Operating Agreement or Bylaws (depending on entity type), and an Independent Contractor Agreement template for you to use with different consultants or third parties you engage in business. This package also includes a preliminary Knockout Search on your desired mark with an opinion letter as to your mark's registrability; and, filing your trademark application with the United States Patent Trademark Office.

BOURGEONING ENTREPRENEUR (\$1475*)

This package is for my entrepreneurs who've already taken the initial steps in starting their business. You have determined the entity structure that is perfect for your type of business and you are somewhat in motion. Now, you want to ensure your brand is protected before you go any further. This package includes a 15-minute discovery call where I learn the specifics about your business and brand and your product or service offerings; a preliminary Knockout Search on your desired mark with an opinion letter as to your mark's registrability; and, filing your trademark application with the United States Patent Trademark Office.

BOURGEONING ENTREPRENEUR W/EXTRAS (\$1725*)

This package includes everything from Bourgeoning Entrepreneur and the following templates - Trademark Cease and Desist, Trademark Licensing Agreement, Trademark Assignment, Non-Disclosure Agreement, Work for Hire Agreement, and an Independent Contractor Agreement.

*Additional marks and additional classes of goods/services will incur an additional fee of \$500 per additional mark and \$350 per additional class (plus fees to USPTO).

CONTRACT BUNDLE

(\$750)**

Includes the following templates - single member Operating Agreement/Bylaws, Employment Agreement, Independent Contractor Agreement, Customer/Client Agreement, Trademark Cease and Desist, Trademark Licensing Agreement, Trademark Assignment, Non-Disclosure Agreement, Work for Hire Agreement, Services Agreement, Settlement and Release Agreement, Liability Waiver, Publicity Release, Content License Agreement, Terms of Use, Privacy Policy, Disclaimer, and Website Policy (GDPR)

**Cost reduced to \$500 if purchased with another package.

SIMPLE ESTATE PLAN (\$1750)

Includes Last Will & Testament, Durable Power of Attorney for Finances, Power of Attorney for Healthcare, Living Will and Business Succession Plan.

CONTACT US



Thanks so much for taking the time to review this Brand Protection Investment Guide!!! I hope you found it helpful and resourceful.

If you would like to retain my services or set up a legal consultation, please contact me at 678.814.6300.

If you would like to reach out to say hello, I'd love to hear from you. Follow me on Instagram at @LawyerMommyLerae or shoot me an email at lerae@funderburglaw.com.

Hope to speak with you soon!

*XOXO
Lerae*