

## Resources Overview

Competing for market share is a tough proposition in today's business environment. A company needs the capital to get started as well as the idea to provide a good product or service " but that's not enough. A business also must stand out, offering something different that no one else can provide. A company's unique difference might exist in the form of a business process, a product design, a written manual, a product name or even a customer list.

These areas of distinction are called "intellectual property" often a business's most valuable asset. At **Woodard, Emhardt, Moriarty, McNett & Henry LLP**, we specialize in identifying, protecting and preserving these assets for our clients, a requirement for success in today's highly competitive marketplace.