

Entrepreneurs

Everyone knows how tough it is for a new venture to succeed in today's business environment. It is commonly thought that the people, the physical office space or the marketing plan will make or break a business' success. While this is essential, a company's true uniqueness is likely to be in its intellectual resources.

Protecting your uniqueness in order to preserve market share takes careful planning and organization. It takes proper mechanisms and safeguards to protect the fruits of the investment. It may involve a complicated interplay of protection by and vigilance over patents, trade secrets, copyrights and source identifiers, such as trademarks, to ensure a steady course for the business.

At **Woodard Emhardt,Â** we have substantial experience in working with start-up companies from conception, to funding, to product launch, and beyond. We can assist you in developing and implementing a strategic plan for protecting your core intellectual property assets, as well as ensuring that you avoid the intellectual property of others, to secure the long term success of your venture. In addition to this, we provide you with the type of support necessary to satisfy investors at all stages that your intellectual property is secure.