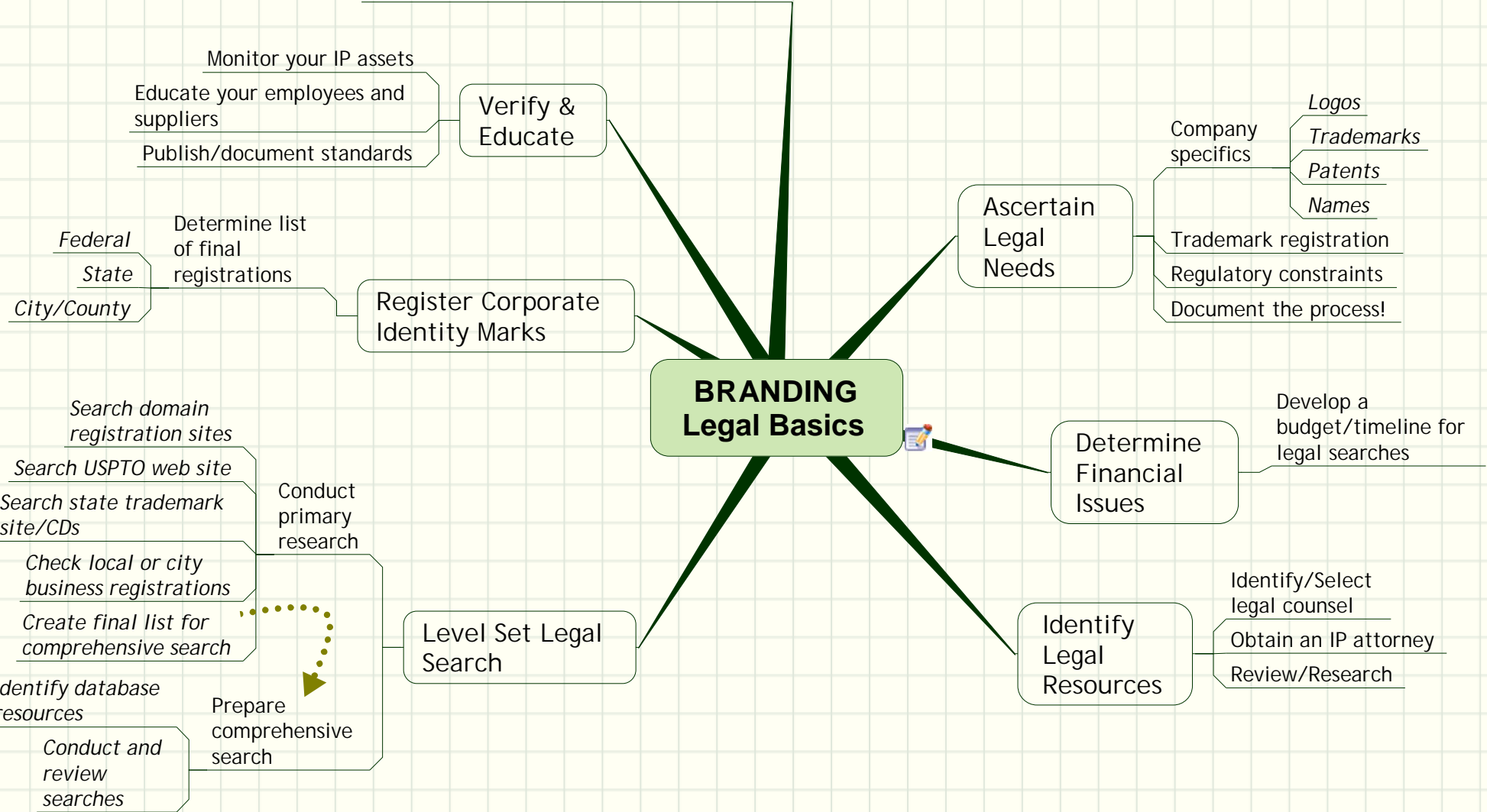


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# BRANDING Legal Basics

Verify & Educate

- Monitor your IP assets
- Educate your employees and suppliers
- Publish/document standards

Register Corporate Identity Marks

- Determine list of final registrations
- Federal
- State
- City/County

Level Set Legal Search

- Search domain registration sites
- Search USPTO web site
- Search state trademark site/CDs
- Check local or city business registrations
- Create final list for comprehensive search
- Identify database resources
- Conduct and review searches
- Conduct primary research
- Prepare comprehensive search

Determine Financial Issues

- Develop a budget/timeline for legal searches

Identify Legal Resources

- Identify/Select legal counsel
- Obtain an IP attorney
- Review/Research

Ascertain Legal Needs

- Company specifics
- Logos
- Trademarks
- Patents
- Names
- Trademark registration
- Regulatory constraints
- Document the process!