



So You Think You're Pretty Smart? We do, too.

You've got the hottest new app. Connections in Silicon Alley.
Friends and Family seed capital.

And you're smart enough to know when it pays to get help.

As the founder of an early-stage company, every day you orchestrate a complex symphony of customers, suppliers, employees, and the general public. You carefully manage critical relationships with co-founders, investors, and board members. You want to concentrate your time and resources on growing your business, but you recognize the importance of minimizing your venture's risk as you juggle the demands of your diverse stakeholders.



Your business has legal needs unique to an emerging company. Consider the following:

- **Choosing an Entity**
How can I protect my personal assets from my business liabilities? What is better—a limited liability company or a corporation? What documents do I need?
- **Establishing Ownership**
How do I set up ownership and equity rights with my co-founder(s) and friends and family who have invested in my business?
- **Complying with licensing and tax requirements**
How do I obtain my federal and state tax identification numbers? How can I minimize the tax consequences of my ownership structure and operations?
- **Negotiating Supplier and Customer Contracts**
Are the agreements with this vendor reasonable? How can I protect myself when I sell my products and services?
- **Raising money**
I need capital for my next phase of production. Where do I start?
- **Hiring employees**
Do I need written contracts and non-compete agreements? What kind of policies and benefits should I be aware of and put in place?
- **Protecting Intellectual Property**
How do I protect the ideas and technology behind my business? How do I register my trademark/copyright? What non-disclosure agreements do I need?

Robinson & Cole's Emerging Companies Team can assist you as you work through these and other critical early-stage business issues. We have helped hundreds of startups with creative solutions customized to their needs.

We Know Emerging Companies

We've worked with emerging companies at all stages of the business cycle, from seed capital to mezzanine finance, to exit strategy through merger, acquisition, and IPO. Our lawyers have significant experience with venture capital financings, so we understand how venture capitalists assess businesses and business plans and models, the types and terms of securities involved, and the dynamics of multi-investor groups and multiple series of equity.

We Understand Your Business

Our lawyers have experience in a full range of industries, including:

- biotechnology
- business process outsourcing
- consumer products
- data analytics
- digital media and entertainment
- e-commerce
- fashion and apparel
- financial technology
- food and beverage
- health care
- internet and mobile device applications
- manufacturing
- medical device
- software
- telecommunications

We Support the Venture Community

Our lawyers are deeply connected in the venture community, serving as counsel to, and leaders and participants of, venture groups including

- Crossroads Venture Group
- Stamford Innovation Center
- Association for Corporate Growth
- Connecticut Innovations.

We Are Cost-Effective

Getting legal help before you run into problems is a cost-effective business decision. We understand how to work with you efficiently and effectively, which may save you time and money over the long haul.

Robinson & Cole's Emerging Companies Team

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