



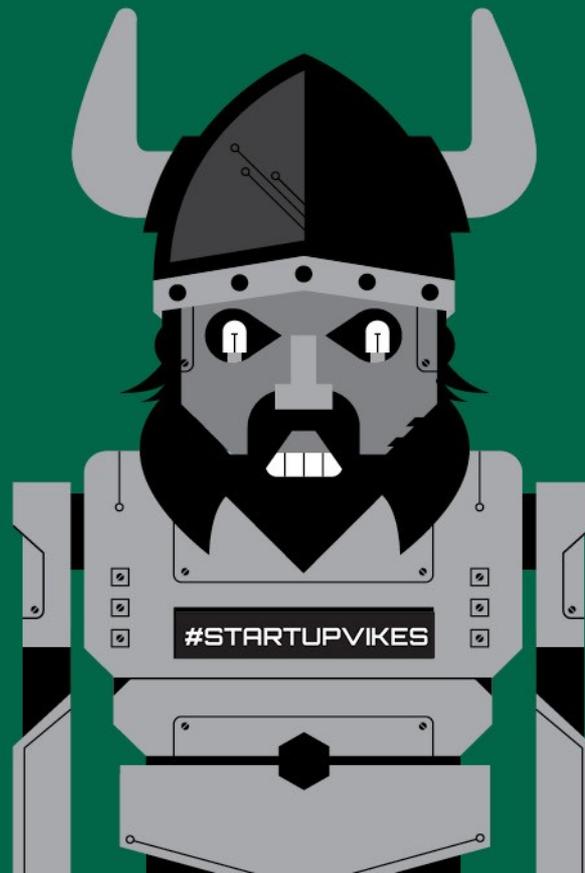
# CSU

## STARTUP VIKES

## STARTUP LEGAL 101

Presented by:

Jesse M. Gannon  
Law Offices of Jesse M. Gannon,  
LLC



## Legal Considerations

This Workshop Includes:

- Overview of how to start a company
- Examples of legal documents/filings
- Where to go for more information

\*Because every situation is unique, this presentation consists of general information. It should not be considered legal advice.



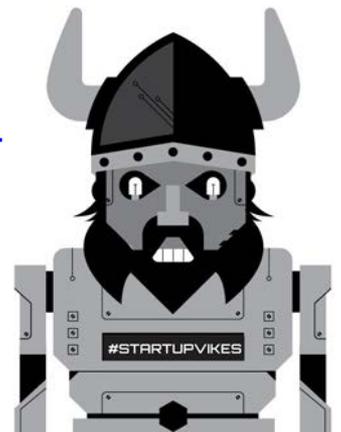
# ONE

## Name Your Company

Everything starts with the name. But before you start ordering business cards or creating a Facebook page, make sure that great new name isn't infringing on the rights of an already existing business.

### ACTION:

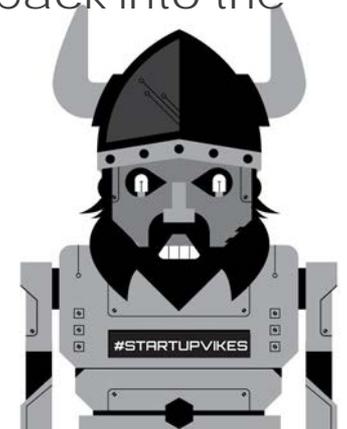
Search online for business names registered with the Secretary of State by [Clicking Here.](#)



# TWO

## Determine the Business Structure that is Right for You

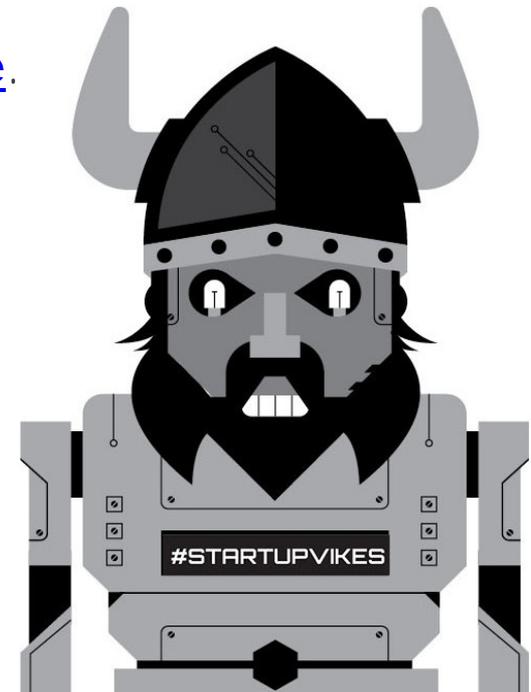
- You'll need to determine the best business structure for your startup. You might choose among:
- LLC : great for startups that want legal protection, but minimal formality.
- S Corporation: great for startups that will make a profit soon after incorporation and distribute profit.
- C Corporation: great for startups who plan to reinvest profits back into the company or seek funding from a VC.
- The Ohio Secretary of State and the IRS have Helpful information which you can view by clicking [Here](#) and [Here](#).



# THREE

## Get a Federal Tax ID Number/ Employer Identification Number [EIN]

- To distinguish your startup as a separate legal entity, you'll need to get a Tax Identification Number, also known as an Employer Identification Number. This is issued by the IRS.
- You can apply for an EIN by [Clicking Here](#).



# FOUR

## File the Necessary Paperwork with the Ohio Secretary of State

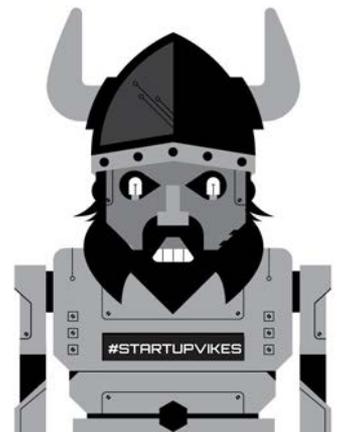
- In order to operate as a business, you will need to file all paperwork required by the Ohio Secretary of State, such as the Articles of Incorporation.
- In certain circumstances, you may also want to register a Trade Name with the Ohio Secretary of State.
- You can file the required paperwork online by [Clicking Here](#).



# FIVE

## Create Your Operating Agreement, Partnership Agreement or Bylaws.

- You need rules to govern how the business is operated and how the members interact with the business entity.
- Sometimes deciding WHO owns WHAT can be a challenge. It is good to make these decisions early in the process and create a written document.

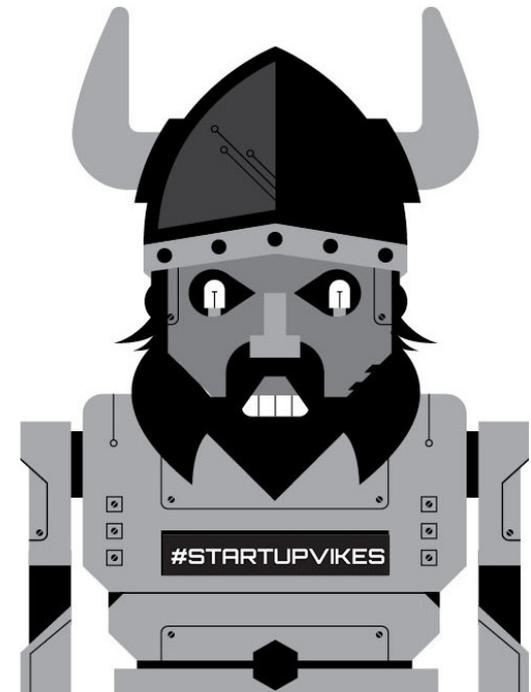


## Protect your Intellectual Property and Remain Competitive

- You should take steps to protect the things that make your business unique and give it a competitive advantage.

### Types of Protection:

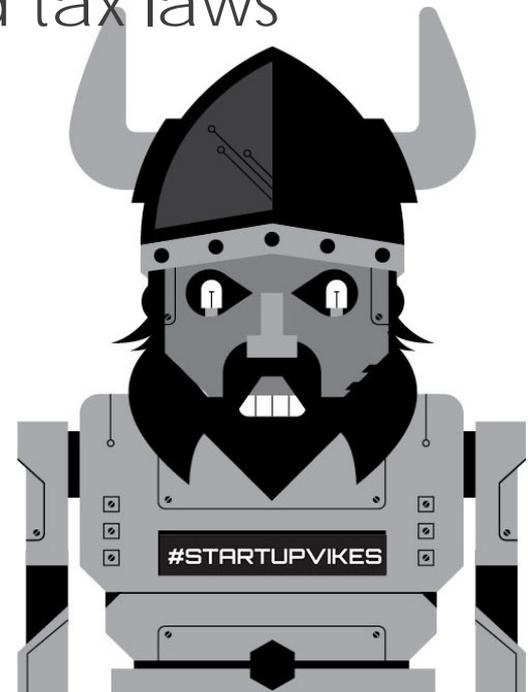
- Patents
- Copyrights
- Trademarks
- Trade Secrets
- Non-Disclosure and Non-Competition Agreements



# SEVEN

## Educate Yourself on Employee Topics

- As an employer, you should consult with an attorney to understand your legal responsibilities in areas such as:
  - Federal and state wage and tax laws
  - Intellectual Property
  - Anti-discrimination laws
  - OSHA regulations
  - Unemployment insurance
  - Workers' compensation rules

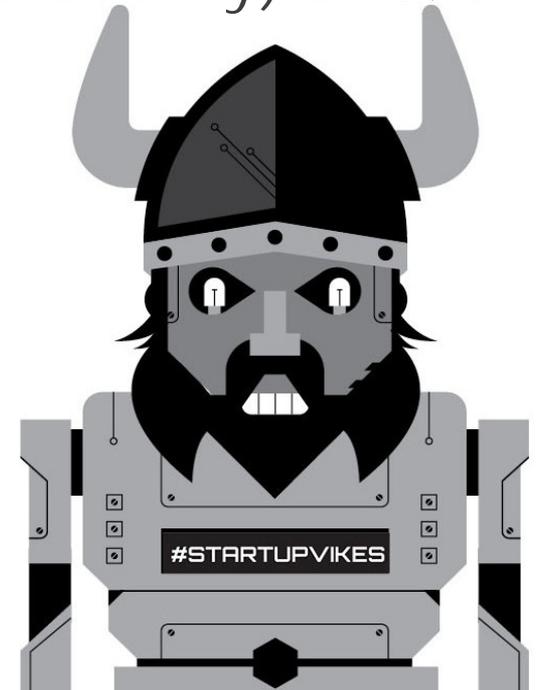


## Obtain All Business Licenses and Permits

Depending on the type of business, you may be required to have one or more business licenses and/or permits from the state, local (city and county) and/or federal level.

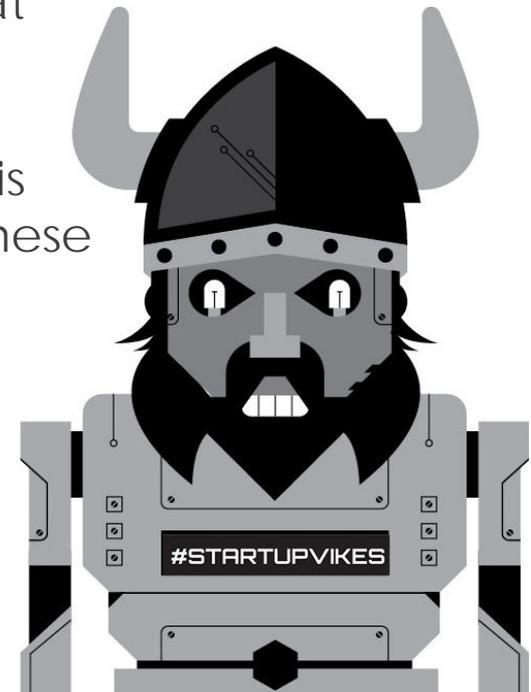
### CONSIDER:

Insurance policies for your business.



## Create Employee Policies and Procedures

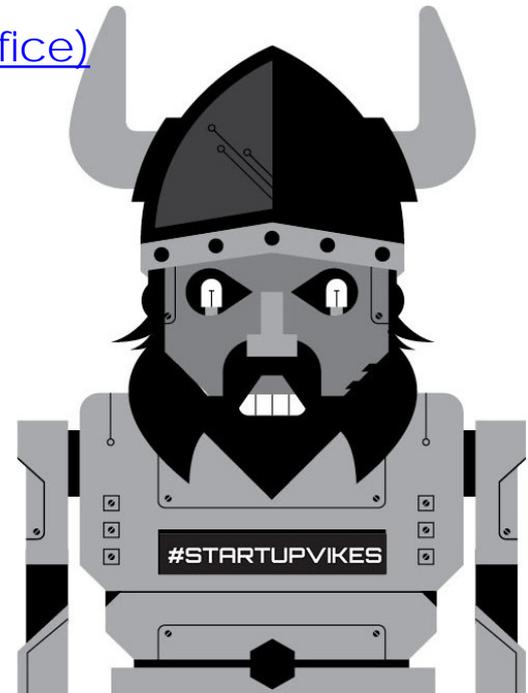
- As your business grows and you begin to hire employees, you should create written employee policies and procedures. Your employees should know the rules and the disciplinary actions that are taken when the rules are broken.
- Because of the legal complexities involved, it is wise to consult with a lawyer when creating these policies.



## HELPFUL RESOURCES

Ohio is fortunate to have a number of organizations that provide assistance to small businesses, entrepreneurs and start-ups. These organizations include, but are not limited to:

- [U.S. Small Business Administration \(Cleveland Office\)](#)
- [Ohio Small Business Development Center](#)
- [SCORE Cleveland](#)
- [Jumpstart](#)
- [Ohio Minority Business Assistance Centers](#)
- [Weston Ideation Lab](#)



# QUESTIONS?

***THANK YOU!***



Jesse M. Gannon  
Law Offices of Jesse M. Gannon, LLC  
850 Euclid Ave., Suite 1014  
Cleveland, OH 44114  
Phone: (216) 532-5297  
Email: [jesse@gannoncounsel.com](mailto:jesse@gannoncounsel.com)  
Website: [www.gannoncounsel.com](http://www.gannoncounsel.com)

