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### Venture | October 2012 Newsletter

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# Why It's a Good Idea to Register Your Trademark

When starting a business, there's one early step many owners frequently overlook. The simple act of registering your trademark can protect you in a lawsuit, give constructive notice of your ownership and perhaps, most importantly, create a brand to which your customers respond.

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- Why It's a Good Idea to Register Your Trademark
  Why Press Releases Are Important
- Crowdfunding 101

- University of Alabama Apologizes to Baker

## Crowdfunding 101

Online communities have created more than just a social revolution, they are redefining how creative endeavors and businesses are succeeding in the modern era.

### Full Story >





### Why Press Releases Are More Important than Ever

Social media has quickly become an indispensible tool for both large and small companies. While many have figured out what it takes to drive a successful branding platform and social media campaign, an important component is the press release.

### Full Story >



### Blog: University of Alabama Apologizes to Baker for Attempt to Stop Production of Collegiate-Themed Products

Collegiate Licensing Co. recently sent a cease-and-desist letter to a Northport, Alabama bakery owner to stop producing baked goods with University of Alabama-related images and phrases. After the story hit the...



### Full Story >









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Chris Schutte used LegalZoom.com for creating and filing legal documents and has been featured in LegalZoom television commercials.

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