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Venture | September 2012 Newsletter

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## Choosing the Right Business Entity: Does Everyone Need to Incorporate?

With the job market still on the rebound, many people are considering starting their own businesses. But is forming a legal entity advantageous for you? Whether to incorporate and which entity to select depends on many factors. Here are some questions to consider that can help point you in the right direction.

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### The Problem of Genericide in Trademarks

Sometimes a company's branding can become so pervasive in our culture it goes beyond the traditional confines of its trademark. What seems like a good problem to have can actually create a new public relations headache known as genericide.

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**"I never really thought I would make money doing what I love."**

JANET LONG  
Elaine's Toffee Company

[Incorporate Your Business >](#)



## 5 Ways to Go Green at Your Office

"Going green" is more than just a cultural buzzword, the effects can dramatically change your company's culture, and perhaps more importantly, your company's bottom line.

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### Blog: Jack Daniel's Sends "Most Polite Cease and Desist Letter Ever Written"

You know the old adage "You get more bees with honey than..."

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A federal judge ordered Samsung to stop selling its Galaxy Tablet...

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

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