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and Trade Secrets -- Patents -- Trade Secrets -- Chapter 11: Trademarks -- Definition -- Prohibited Trademarks -- Protecting a Trademark -- Confusingly Similar -- Federal Registration -- Applications Based on Actual Use -- Applications Based on Intent-to-Use -- Constructive Use. Benefits of Registration -- Duration -- Supplemental Register -- Loss of Protection -- Infringement -- Antidilution -- International Protection -- State Registration -- Using an Attorney -- Chapter 12: Copyrights -- Copyright Law Foundation -- Copyrightable Material -- Scope of Protection -- Ownership -- Works Made for Hire -- Derivative Works -- Collective Works -- Copyright Protection for Utilitarian Objects -- Notice Requirement -- Application Process -- Period of Protection -- Infringement -- Chapter 13: Advertising -- Government Regulation -- Comparative Advertising -- Publicity and Privacy -- Unauthorized Use of Trademark -- Trade Dress -- Chapter 14: Licensing -- General Consideration -- Licensing Hazards -- Method of Payment -- Acknowledgement of Ownership -- Quality Control -- Signature -- Chapter 15: The Internet -- Protecting Business Property -- Protecting Consumer Information -- Domain Names -- Internet Advertising -- Audits -- Copyright Concerns -- Server Protection -- Email -- Spam -- Viruses, Worms, and Traps -- Security for Online Commerce -- Chapter 16: Warranties -- Express Warranties -- Implied Warranties -- Disclaimers -- Magnuson-Moss Warranty Act -- Using an Attorney -- Chapter 17: Product Liability -- Defective Products -- Types of Defects -- Federal Laws -- Product Liability -- Liability Insurance -- Chapter 18: Business Insurance -- Basics of Insurance Law -- Property Covered -- When and How to Insure -- Chapter 19: People Who Work for You -- Independent Contractors -- Employees -- Employment Contracts -- Other Considerations in Hiring -- Hazards in the Workplace -- Termination of Employment -- Chapter 20: Keeping Taxes Low -- Income Spreading -- Spreading Income among Family Members -- Family Corporations and Limited Liability Companies -- Qualifying for Business Deductions -- Deduction for the Use of a Home in Business. Other Professional Expenses -- Travel Expenses -- Entertainment Expenses -- Conventions -- Logbooks -- Charitable Deductions -- Grants, Prizes, and Awards -- Health Insurance -- Chapter 21: Zoning -- Local Zoning Restrictions -- Federal Regulations -- Telecommuting and Web-Based Businesses -- Chapter 22: Renting Commercial Space -- Premises -- Cost -- Term -- Restrictions -- Remodeling -- Utilities -- Security and Zoning -- Written Document -- Chapter 23: Pension Plans -- Defined Benefit Plans -- Defined Contribution Plans -- Designing and Documenting a Plan -- Employer-Sponsored Plans -- Investments in a Qualified Plan -- Chapter 24: Estate Planning -- The Will -- Payment of Testator's Debts -- Disposition of Property not Willed -- Advantages to Having a Will -- Estate Taxes -- Distributing Property Outside the Will -- Probate -- Chapter 25: Finding a Lawyer and an Accountant -- Finding a Lawyer -- Finding an Accountant -- Glossary -- Index -- About the Author -- Back Cover.

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#### Sommario/riassunto

Is a clear, commonsense guide to creating and running a company of less than 500 employees.

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