

KAPLOWITZ STRACHAN

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Exclusively serving the A&D
community, entrepreneurs, and
creative professionals.

SERVICES

Legal & Strategic Counsel
Intellectual Property
Counsel / Protection
Brand Expansion
Strategic Marketing
Operational &
Financial Analysis

FOCUSED ON MAXIMIZING OPTIONALITY, PROFITABILITY, AND SUPPORTING STRATEGIC EXPANSION

1. Full service legal practice for all corporate and litigation needs
2. Function as Out-of-house General Counsel
3. Strategic counsel to support growth and COO team
4. Pricing analysis and advisory
5. Residential, commercial and hospitality client contracts structuring and negotiation
6. Licensing / collaboration contracts structuring and negotiation

PROTECT EXISTING AND FUTURE IP

1. Create protections for studio developed IP – employee work for hire negation
2. Ensure accurate trademark and copyright registration of existing IP
3. Review of historical contracts to identify any weaknesses in IP protections
4. Litigate when necessary

IDENTIFY AND IMPLEMENT STRATEGIC ROADMAP FOR BRAND EXPANSION

1. Brand and product expansion strategy
2. Road-mapping strategy for brand development and evolution
3. Brand partnerships, licensing and collaborations sourcing, vetting, negotiation, and implementation

STRATEGIC MARKETING

TAILORED MARKETING CONSULTING

1. Storytelling and editorial placements
2. Media planning
3. Event strategy and in-person activations
4. Product launch management

OPERATIONAL &
FINANCIAL ANALYSIS

ORGANIZATIONAL AND CASH FLOW ANALYSIS TO DRIVE EFFICIENCY IMPROVEMENTS AND GROWTH / SPEND DECISIONS

1. Analysis of operations and workflow coordination
2. Advisory on hiring and growth opportunities
3. Assist in new project considerations
4. Historical and projected expense analysis
5. Review of cash flow projections on a per client / per project basis

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