

# What's Your BIG Idea?



Let us help you turn your  
BIG idea into something more

# An Integrated Approach

Aird & Berlis LLP is the go to source for all of your startup's legal needs. We can provide a solid legal foundation to fuel your business's growth while putting in place mechanisms to minimize your risk.

## Practical Experience

Our lawyers and patent agents can incorporate your business, protect your intellectual property and draft a shareholders' agreement so that you can get organized, raise money and gain credibility.

## A Startup-Friendly Firm

We provide local, national and cross-border expertise to our diverse client base, including startups and entrepreneurial businesses at all growth stages. Our relationships with financiers, government agencies and large multinational corporations provide a leg up for you and your business.

## Protect Your IP Rights

All businesses have intellectual property. We assist clients in acquiring the appropriate IP rights to support their business mandates. We also secure and enforce various forms of IP, including patents, trademarks, copyrights, industrial designs, trade secrets and domain names.

## Our Services Include:

### Capital Markets

- > preparation and negotiation of documents related to corporate structuring and governance, including your shareholders' agreements
- > protecting you during rounds of seed, angel and venture financing
- > getting you listed on a stock exchange
- > mergers and acquisitions

### Intellectual Property

- > preparation, prosecution and maintenance of patent and industrial design applications
- > development and management of national and global trademark portfolios
- > conducting searches to determine the availability of trademarks for use in Canada and elsewhere
- > full range of services relating to the prosecution, registration and maintenance of trademarks

### Technology

- > helping you commercialize and scale your product
- > negotiating and drafting technology outsourcing and procurement documents
- > protecting you through confidentiality agreements, and privacy and information management policies
- > advising clients on internet strategy

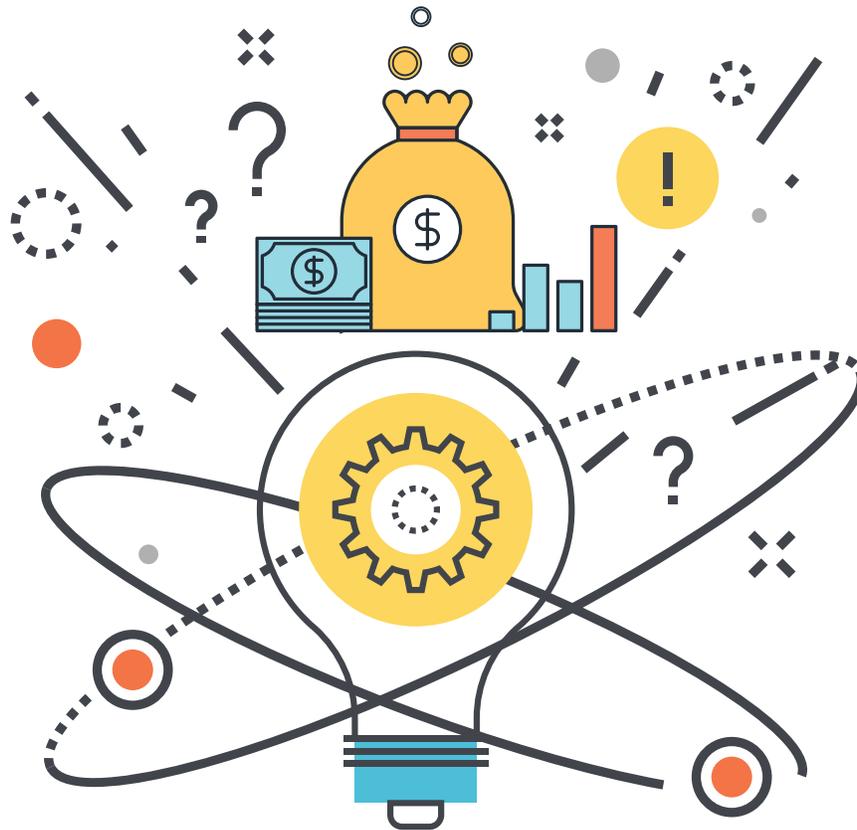
### Workplace Law

- > preparing employment and consultancy contracts
- > helping startups comply with the *Employment Standards Act*
- > defending your business from wrongful and constructive dismissal defence litigation
- > aiding in workplace and business restructuring

# Why a Solid Legal Foundation is Important for Startups

- > You will need a proper legal structure for raising capital, gaining credibility and selling your business (if you ever want to)
- > Not having the right business structure, properly drafted contracts and appropriate intellectual property protections in place from the start can end up costing you your ideas, your relationships and even your business

We have worked with thousands of companies at all stages, from startup and growth, to maturity and exit, and can assist you every step of the way!



## Our Startup Suites Package\*

- > Initial meeting
- > Federal or Ontario incorporation, including:
  - director and shareholder resolutions
  - articles and bylaws
  - subscription agreements and share certificates
  - director, officer and shareholder registers
  - your minute book
- > Access to basic confidentiality, non-disclosure and IP transfer agreements
- > Form of employment or consultant agreement
- > 2 hours of IP consultation
- > 2 hours of corporate law consultation

\* Certain conditions apply. Contact us for more details.

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For more information on how  
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