

# **Apple to Begin Enforcing Royalty on Direct Sales of Applications Sold on App Store**

Apple has signaled its intention to step up its enforcement of its royalty on direct sales of apps being sold on the App Store, as the Silicon Valley Software Law Blog explained in its blog post linked below:

<http://www.siliconvalleysoftwarelaw.com/apple-signals-new-enforcement-strategy-to-companies-distributing-applications-at-the-app-store>

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# **The Prinz Law Office Launches the Silicon Valley Software Law Blog**

The Prinz Law Office announced the launch of the Silicon Valley Software Law Blog in the following link:

<http://www.siliconvalleyiplicensinglaw.com/the-prinz-law-office-launches-the-silicon-valley-software-law-blog/>

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# **Apple Signals New Approach to Enforcing Royalty Policies on App Store**

Amazon, Google, and the Wall Street Journal have all now modified their applications on the Apple App Store in response to signals by Apple that it will be stepping up enforcement of its royalty policies, as was discussed by the Silicon Valley IP Licensing Law Blog in its recent blog post:

<http://www.siliconvalleyiplicensinglaw.com/amazon-google-wall-street-journal-move-to-modify-applications-on-apple-app-store/>

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# **How to Protect Your Ideas Before the Launch of a Software Start-up**

How do you protect your ideas before you launch your novel software start-up? The Silicon Valley Software Law Blog explored this issue in the following blog post linked here:

<http://www.siliconvalleysoftwarelaw.com/tips-to-protecting-your-ideas-before-you-launch-your-software-start-up-company>

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# **Consider Alternatives to Equity When Launching Your Start-up's First Development Project**

If you are like many software start-ups, you probably think that equity is the only way to pay for your development work. However, this is not in fact the only option for a cash-strapped start-up, as the Silicon Valley Software Law Blog discussed in the blog post linked here:

<http://www.siliconvalleysoftwarelaw.com/equity-not-the-only-option-for-software-start-ups-hiring-first-developer>

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# **Most Early-Stage Development Projects Overlook the Need to Procure a Copyright Assignment**

If you are like most early stage software companies, you will complete your next development project without ever asking for or procuring a copyright assignment. The Silicon Valley Software Law Blog explored this issue in the blog post linked below:

<http://www.siliconvalleysoftwarelaw.com/copyright-assignmentsoverlookedinmostdevelopmentprojects>

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## **How Does an Entrepreneur Protect His or Her Ideas for Launching a New Start-Up?**

How do you protect your ideas for launching a new start-up? The Silicon Valley IP Licensing Law Blog addressed this issue in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/how-does-an-entrepreneur-protect-his-or-her-ideas-for-launching-a-new-start-up/>

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## **Don't Forget the Copyright Assignment**

One of the most common mistakes business owners and entrepreneurs make when they hire someone to create something for their business is that they fail to obtain a copyright assignment from the person hired, which is a problem as the Silicon Valley IP Licensing Law Blog explained in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/hiring-a-third-part>

## **Trying to Save Money by Handling Your Own Trademark Filings?**

If you are like many small businesses and start-ups and are trying to save money by handling your own trademark filings, you may end up spending more money than you save as the Silicon Valley IP Licensing Law Blog discussed in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/trying-to-save-money-with-do-it-yourself-trademark-filings-how-to-avoid-creating-a-more-expensive-headache-for-yourself/>

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## **Start-ups Should Consider Collaboration Agreements as an Option to the Equity Agreement**

If you are like many start-ups, you are probably contemplating hiring contractors on an equity basis because you don't have cash to pay them for their services. But is this really a good idea? The Silicon Valley IP Licensing Law Blog looked at

this issue and the collaboration agreement option in the following blog post:

**<http://www.siliconvalleyiplicensinglaw.com/new-start-ups-should-consider-collaboration-agreement-as-alternative-to-equity-agreement/>**