

# Should You Follow This Start-up's Lead if Approached by a Patent Troll?

Should you take a combative approach if approached by a patent troll? The Silicon Valley IP Licensing Law Blog evaluates the response by one start-up in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/should-you-follow-the-advice-of-this-start-up-if-approached-with-a-demand-letter-by-a-so-called-patent-troll/>

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## How to Choose Your Start-up's Name

What issues should you consider when choosing the name of your start-up? The Silicon Valley IP Licensing Law Blog looked at this issue in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/practical-tips-on-choosing-your-start-ups-name/>

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## Challenges of Negotiating

# Licenses with Start-ups

What are some of the challenges in negotiating a license with a start-up? The Silicon Valley IP Licensing Law Blog recently explored this issue in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/challenges-of-negotiating-a-licensing-deal-with-a-start-up/>

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## How to Manage Intellectual Property Disputes as a Start-up

How do you manage intellectual property disputes as a start-up with limited resources? The Silicon Valley IP Licensing Law Blog explored this issue in the following blog post:

<http://www.siliconvalleyiplicensinglaw.com/successfully-managing-intellectual-property-disputes-as-an-early-stage-start-up/>

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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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## 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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# **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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## **IP Licensing and Start-up Lawyer Kristie Prinz to Speak at The Art of Telling Your Story Workshop**

IP Licensing and Start-up Lawyer Kristie Prinz to speak at The Art of Telling Your Story Workshop sponsored by the U.S. Chamber of Commerce/National Institute of Standards and Technology, Advanced Technology Program in San Jose on September 7, 2005.