

# START SHARP WITH HWL EBSWORTH

For any new startup, there are several key business decisions that need to be made. Firstly, choosing an appropriate business structure is extremely important and will impact on how the business will operate. The other main consideration concerns ownership of IP, including identifying what can and can't be owned, the branding of the business and subsequent protection of that brand.

At HWL Ebsworth, we have assisted many new businesses with their structuring requirements and brand protection. Our startup team can assist with:

- providing advice on company structuring and shareholdings;
- drafting and reviewing a range of commercial agreements;
- registering trade marks in Australia and international territories;
- registering domain names.

HWL Ebsworth's Adelaide team is well positioned to assist startups. We understand that a startup needs cost effective services as it navigates through the initial phases of starting and growing a business.

## LEGAL SERVICES STARTUP PACKAGE

HWL Ebsworth can offer a sustainably lower price. Our unique business model focuses on cost minimisation, whilst building a high-quality, full-service, national practice.

In the table below, we have provided the costs of our startup package.

SERVICES	FEES
Structuring and initial set-up advice	\$1,000 + GST
Preparation of pro forma documents, being: <ol style="list-style-type: none"> <li>1. privacy policies</li> <li>2. non-disclosure agreements</li> <li>3. deeds of trade mark/copyright assignment</li> </ol>	\$1,000 + GST per document
Branding bundle which includes: <ol style="list-style-type: none"> <li>1. one full Australian trade mark search;</li> <li>2. one trade mark application (2 classes max);* and</li> <li>3. one business name registration.**</li> </ol> <p>*Official IP Australia and ASIC fees will be charged as disbursements.</p> <p>**Additional fees at our standard hourly rates will also be charged if trade mark applications encounter difficulties prior to registration (eg refusal by IP Australia and opposition by third parties).</p>	\$2,000 + GST

Externally incurred disbursements such as couriers, searches, filing and registration fees will be charged at cost. HWL Ebsworth will inform you of these expenses and disbursements as well as any other payments required to be made.

# ABOUT HWL EBSWORTH LAWYERS

**HWL Ebsworth is a full service commercial law firm dedicated to assisting our clients to meet their commercial and strategic objectives.**

HWL Ebsworth is the largest legal partnership in Australia according to the most recent partnership surveys published by The Australian and the Australian Financial Review. The firm operates in nine locations across each state and territory: **Adelaide, Brisbane, Canberra, Darwin, Hobart, Melbourne, Norwest (North West Sydney), Perth and Sydney.**

As the largest legal partnership in Australia, we can provide our clients with access to a significant depth of talent, consolidated expertise and in-depth knowledge.

While we are large in size, HWL Ebsworth has a preference for working in small dedicated teams to maximise efficiency and ensure costs are managed appropriately. Due to our size, we are able to rapidly expand the resources allocated to matters when required.

## VALUE ADDED SERVICES

As part of the startup package, HWL Ebsworth is able to offer additional services at no extra cost. These services include:

### Invitations to Seminars

We regularly hold seminars at our Adelaide office (and national webinars) on a range of legal topics. We would be pleased to extend invitations to you and your staff.

### Newsletters and Publications

When significant legal developments occur, such as legislative changes or landmark court determinations, we publish newsletters and email client alerts to ensure that clients understand the legal implications for its business. We would be pleased to send you newsletters of interest.

### Free consultation

We are pleased to offer two no-cost meetings with one of our lawyers.

### Access to meeting rooms

We would be pleased to offer the use of the firm's Adelaide meeting rooms and spaces for the purpose of holding investor meetings (subject to availability).

## TO FIND OUT MORE

TO REGISTER YOUR INTEREST PLEASE COMPLETE THE ONLINE FORM USING THE LINK PROVIDED BELOW

[CONTACT US](#)

By submitting this form, you agree we may contact you and otherwise use your information in accordance with our [Privacy Policy](#).