



Intellectual property for startups: Six Ways That Startups Can Hold Down Legal Costs

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Startups can conserve capital by doing some of their own legal legwork. But intellectual property (IP) attorneys Michael J. Kasdan and Richard P. Zemsky also pinpoint those scenarios that call for professional help.

For young cost-conscious businesses, the prospect of incurring expensive legal costs can be daunting. But addressing key legal issues early on is crucial for your company's initial and long-term success.

Zemsky specializes in IP issues at the law firm of Amster, Rothstein & Ebenstein LLP. Zemsky says that the owners of startup businesses can reduce certain legal costs by doing much of the preliminary legwork themselves. For more complex problems, it is crucial to retain an experienced attorney — without cutting corners.

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