

Trademarks

Steps that legal must take when dealing with TM

1. Clearance Searches
2. Legal analysis of viability
3. Inform the team/ Provide Recommendations
4. Prepare trademark application
5. File and save files in drives
6. Inform other team members

These are the minimum steps the legal must take when dealing with trademarks. The teams are encouraged to file for trademarks using this Form:

<https://docs.google.com/forms/d/1hT5gbfYUEYnyEQc-jHVyA-rsLWIGQZ0u8f4NVFjuKM7Y/edit>

Securities

Howie Test

1. investment of Money
2. Expectation of Profits
3. Common Enterprise
4. From the efforts of others

Apply the Howey Test when you or the team is unclear whether the issue raised could be a security

Marketing / Advertisement

General principles

Claims must be truthful and not misleading

Claims must be substantiated (tests, analyses, research, studies, or other evidence)



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