

## Free Legal Seminar: What Every Business Person Must Know

*Press Release*

---

November 8, 2011

Cherry Hill, NJ

More than 700,000 businesses change ownership each year, according to the U.S. Small Business Administration. Most of these transactions occur with small to mid-sized businesses. With these statistics in mind, if you are considering buying or selling a business, it is important to plan ahead. The next installment of the "Legally Speaking" program, a free seminar series sponsored by the Burlington County College High Technology Small Business Incubator, the Rutgers-Camden Business Incubator and the Rutgers-Camden Small Business Development Center, will be held on November 15, and concerns the basics of intellectual property for business owners.

The workshop first examines what companies should consider when protecting their brand and when managing their reputation on the Internet. The program will cover preventative measures that companies can take to avoid disputes that arise related to these issues and will provide tips on running your business so that you can avoid litigation.

The second part of the seminar will cover matters of what you would need to do if you are served with legal paperwork indicating you have been sued, and how to initiate a lawsuit if you need to sue someone else. In addition, the program will cover how to resolve litigation quickly through settlement and what a typical litigation timeline looks like, including costs, pleadings, discovery, motion practice, alternative dispute resolution and trial. The workshop is presented by Alexis K. Arena and Rachel E. Licausi.

For more information or to register, please [click here](#).

**When:** Tuesday, November 15, 2011, at 8:00 a.m. Program 8:30 – 10:00 a.m.

**Where:** Richard J. Flaster Conference Center, 1810 Chapel Avenue West, Cherry Hill, NJ 08002

Alexis Arena is an attorney in the Intellectual Property and Litigation groups focusing her practice on online trademark enforcement and internet disputes. She was named a 2010 Pennsylvania Rising Star by the publishers of Pennsylvania Super Lawyers. She advises clients on protecting and enforcing intellectual property rights online, including the resolution of domain name disputes and matters concerning e-commerce, online speech and conduct, and related intellectual property issues.

Rachel Licausi is an attorney in the Litigation Department and maintains a broadly-based practice focused on commercial litigation and represents corporate entities, government entities, and individuals involving a range of industries practicing regularly in state and federal courts in both Pennsylvania and New Jersey. Additionally, she is also a member of the Family Law Department and represents clients in divorces and adoptions. She is at the forefront of family formation law where she guides clients through the legal issues involved in surrogacy, gestational carriers, and sperm and egg donation arrangements.