



PURPLE FOX LEGAL

SERVICE PRICING GUIDE



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ABOUT US

Purple Fox Legal offers entrepreneurs and creatives customized business and legal solutions.

Our services include, but aren't limited to, contract drafting, intellectual property protection, revenue optimization, and strategy execution. Our goal is to optimize your operations and increase the value of your business.

We offer numerous solutions for clients, including services within business, trademark, copyright, and publicity law. We also offer Fractional Chief Legal Officer (FCLO) subscriptions!

We assist entrepreneurs form and continue their businesses by drafting individualized contracts that protect business assets, registering federal trademarks and copyrights, and implementing customized strategies that reduce liability and increase business potential.

ABOUT OUR FOUNDER

Alyssa J. Devine, Founder and Managing Attorney of Purple Fox Legal, created a unique law firm brand as a reflection of her appreciation for entrepreneurship and passion for intellectual property.

"EVERY ENTREPRENEUR NEEDS TO ASK HERSELF TWO THINGS. FIRST, HOW DOES SHE WANT CUSTOMERS TO FEEL WHEN THEY ENCOUNTER HER BRAND? SECOND, HOW CAN SHE MAKE THAT A REALITY?"

- ALYSSA J. DEVINE



Alyssa earned her J.D. and M.B.A. degrees from Indiana University. Pursuing dual degrees granted her the opportunity to perfect her time-management skills as well as learn from and work collaboratively with talented thought leaders.

During law school, Alyssa participated in law review, competed in national moot court competitions, and interned with four judges at the state and federal levels.

In addition to these experiences, she gained valuable insight while working at a renowned intellectual property management company protecting celebrities' brands.

Alyssa J. Devine's alma mater, Indiana University Robert H. McKinney School of Law, recently published an Alumni Spotlight recognizing her accomplishments following graduation.
















Viewing issues from multiple perspectives, Alyssa works with clients to add value and create strategic legal solutions that do not compromise their business values.

Alyssa educates others about the law to inspire appreciation for the value and beauty of intellectual property.



**HOW ARE WE DIFFERENT FROM
OTHER LAW FIRMS AND ONLINE
PROVIDERS LIKE LEGAL ZOOM?**



	Purple Fox Legal	Other Law Firms	Legal Zoom and Other Online Providers
Responsiveness			
Price transparency			
Free consultations			
Accountability			
Online bookings**			

***Online bookings mean potential clients can schedule their own appointment without needing to call or send a message before their appointment is scheduled*



FRACTIONAL CHIEF LEGAL OFFICER SUBSCRIPTIONS

***SEE DISCLAIMERS ON PAGE 22**

FRACTIONAL CHIEF LEGAL OFFICER SUBSCRIPTIONS CONT.

***SEE DISCLAIMERS ON PAGE 22**

What is a Fractional Chief Legal Officer (FCLO)?

An FCLO is an attorney that a business hires as an independent contractor (as opposed to hiring in-house counsel as an employee) to provide cost-effective legal services on a recurring basis for a fixed monthly fee.

What are the benefits of a hiring Fractional Chief Legal Officer (FCLO)?

- A flat monthly fee for consistent, quality legal services
- Flexibility in how much time you want to address your company's legal needs
- Comprehensive compliance with laws, rules, and regulations
- Creation of strategic business plans that minimize risks and add savings
- An attorney who is always on call for your business and legal needs

What types of tasks can a Fractional Chief Legal Officer (FCLO) do for you and your business?

- Dedicating a specific amount of hours per month preventing problems, creating solutions, or otherwise working on your business and legal needs
- Developing a comprehensive business plan and execution strategy
- Meeting with you to identify and/or discuss your urgent and non-urgent business and legal needs
- Conducting comprehensive legal audits periodically for your business and internal operations
- Providing recommendations for improving your business and internal operations to reduce liability and increase operational efficiency
- Drafting and negotiating customized contracts for your business
- Reviewing contracts received by your business from external sources (i.e., vendors, service providers, etc.);
- Conducting intellectual property clearance searches
- Obtaining intellectual property licenses from third parties for your business' specific use (i.e., copyrighted music or audiovisual content needed for a marketing campaign)
- Registering and monitoring your business' intellectual property
- Performing similar business and legal consulting services as needed

FRACTIONAL CHIEF LEGAL OFFICER SUBSCRIPTIONS CONT.

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SERVICE	PRICE	DESCRIPTION
Entrepreneur subscription plan	\$1,018.50 per month	This includes 3 hours of business and legal services per month at a discounted rate for a 12 month term.
Small business subscription plan	\$2,037.00 per month	This includes 6 hours of business and legal services per month at a discounted rate for a 12 month term.
Enterprise subscription plan	\$3,055.50 per month	This includes 9 hours of business and legal services per month at a discounted rate for a 12 month term.





BUSINESS FORMATION SOLUTIONS

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WHETHER YOU ARE STARTING OR EXPANDING YOUR BUSINESS, HAVING AN ATTORNEY BY YOUR SIDE WILL ENSURE YOU HAVE THE KNOWLEDGE YOU NEED FOR BUSINESS SUCCESS.

We understand that a lot of time, money and other resources need to be invested into new companies. However, hiring an attorney on day zero is one of the best ways to ensure your business thrives from the beginning. The sooner you contact us, the more we can do for your business.

BUSINESS FORMATION SOLUTIONS CONT.

***SEE DISCLAIMERS ON PAGE 22**

SERVICE	PRICE	DESCRIPTION
Business entity state registration	\$350	We can help you create a formal business entity, i.e., a corporation, LLC, LLP, LP, non-profit, or any other registered business you wish to set up within Tennessee or New York. The price provided excludes state filing fees.
LLC operating agreement	\$1,750	As an LLC you need to create an operating agreement. We can help develop a governance structure and distribution calculations for members.
Corporate bylaws	\$1,750	We can help develop a governance structure and distribution calculations for shareholders.
Partnership agreement	\$1,750	We can help develop a governance structure and distribution calculations for partners.
Customized business plan for startup	\$1,750	We can help develop a written business plan outlining primary operational areas. Thorough business plans help grow and manage your business.



ESTABLISHED BUSINESS SOLUTIONS

***SEE DISCLAIMERS ON PAGE 22**



ESTABLISHED BUSINESS SOLUTIONS CONT.

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SERVICE	PRICE	DESCRIPTION
Joint venture agreement	\$2,100	A joint venture agreement clarifies all terms of your agreement in writing for all parties to understand.
Consulting agreement	\$1,400	A consulting agreement reduces your risks as a business, providing clear expectations for all involved parties.
Employment or independent contractor agreement	\$1,400	When hiring external assistance, this agreement reduces risks and provides clear expectations, guidelines and terms for all parties you hire.
Non-disclosure and confidentiality agreement	\$1,050	An NDA protects your business entity trade secrets and confidential information, ensuring it remains confidential.

ESTABLISHED BUSINESS SOLUTIONS CONT.

*SEE DISCLAIMERS ON PAGE 22

SERVICE	PRICE	DESCRIPTION
Financing agreement	\$1,400	A financing agreement outlines the obligations of the parties in writing using clear language
Vendor or distributor agreement	\$1,400	This agreement secures accountability of vendors and distributors when conducting business together.
Advertisement campaign compliance review	\$350 per hour	A compliance review is recommended before publishing any marketing or influencer campaigns. It ensures everything is compliant and legal before the campaign goes public.
General contract review	\$350 per hour	We can review your contracts, providing answers and clarity to your written questions. This service excludes revisions of contract.





ESTABLISHED BUSINESS SOLUTIONS CONT.

*SEE DISCLAIMERS ON PAGE 22

SERVICE	PRICE	DESCRIPTION
Business sale and purchase agreement	\$2,100	An agreement with concise, contractual language that ensures clarity on all terms when transferring the ownership of a business. Requires annual revenue of business to be under \$100,000.
Client or customer product or service agreement	\$1,400	When selling products or providing services, its important to have a written document that outlines disclaimers, the scope of the services, and other topics. This agreement reduces risks and provides clear expectations, guidelines for all parties.
Legal audit for established business	\$350 per hour	A legal audit involves reviewing many of your business documents and contracts to make sure you are complying with the law and to increase operational efficiency.



TRADEMARK SOLUTIONS

***SEE DISCLAIMERS ON PAGE 22**

TRADEMARK SOLUTIONS CONT.

***SEE DISCLAIMERS ON PAGE 22**

Choosing a strong trademark to represent your brand is one of the most crucial steps in starting any business. A trademark can be anything that identifies the source of a good or service, including a word, logo, color, sound, or combination of these.

At Purple Fox Legal, we can conduct trademark clearance searches to help you select a trademark that does not infringes on others' rights.

We will walk you through the entire trademark registration process, from submitting your application to receiving your trademark registration certificate.

SERVICE	PRICE	DESCRIPTION
Trademark clearance search	\$1,050	This is highly recommended before investing in a new brand or forming a new business.
Trademark assignment agreement	\$1,050	This agreement transfers ownership of a trademark to another, ensuring ownership is clear.
Trademark enforcement	\$350 per hour	This prohibits others from using a trademark in commerce without your explicit permission.
Trademark licensing agreement	\$1,400	This grants others the permission to use your registered trademark under certain licenses.
Trademark registration	\$2,000	This includes trademark clearance search and TEAS application filing fee for one USPTO class.



COPYRIGHT SOLUTIONS

***SEE DISCLAIMERS ON PAGE 22**



COPYRIGHT SOLUTIONS CONT.

***SEE DISCLAIMERS ON PAGE 22**

Copyright law protects creative works such as songs, films, photos, drawings, and more. As soon as an original idea is fixed in a tangible format, a copyright is created.

SERVICE	PRICE	DESCRIPTION
Copyright clearance search	\$350 per hour	This is recommended before creating content to prevent potential infringement on others.
Copyright assignment agreement	\$1,050	This transfers ownership of a registered copyright to another.
Copyright enforcement	\$350 per hour	This prohibits others from using a registered copyright without permission.
Copyright licensing agreement	\$1,400	This grants another permission to use your registered copyright under certain licenses.
DMCA takedown notices and DMCA defense	\$350 per hour	We offer recommendations and legal action relating to DMCA issues.



ENTERTAINMENT AND SPORTS SOLUTIONS

***SEE DISCLAIMERS ON PAGE 22**

ENTERTAINMENT AND SPORTS SOLUTIONS CONT.

***SEE DISCLAIMERS ON PAGE 22**

The unauthorized use of a person's (living or deceased) right of publicity may result in significant consequences. The right of publicity, often called NIL by media outlets, is a distinct type of intellectual property that we can help you with.

This right prohibits the unauthorized, commercial use of an individual's name, image, likeness, voice, signature, mannerisms, or any other unequivocal identifying features.

It's important for individuals and businesses to consider implications related to publicity law before creating advertisements or working with influencers.

SERVICE	PRICE	DESCRIPTION
Co-writing agreement	\$1,400	This outlines expectations and interests related to content created by joint authors.
Influencer or speaker agreement	\$1,750	This agreement ensures intellectual property is used according to certain pre-determined conditions.
Sponsorship or endorsement agreement	\$2,100	This agreement protects publicity rights and allows measurable increase of value in publicity rights. This agreement can also be drafted for companies forming new sponsorship programs.
Talent management agreement	\$1,750	This agreement reduces risks and ensures compliance with federal and state laws.
Right of publicity clearance and/or enforcement	\$350 per hour	Our clearance services are recommended before creating content containing others' publicity rights.



**THANK YOU FOR
CONSIDERING
PURPLE FOX LEGAL
TO ASSIST WITH
YOUR BUSINESS
AND LEGAL NEEDS**

We offer a number of flat fee services as well as **flexible payment plans** to ensure our solutions are affordable for everyone who may need them. We also offer subscription plans for those who seek long-term business and legal consulting services at **cost efficient rates**. If you have any questions, please contact us directly.

DISCLAIMERS

****Prices listed within this guide do not include applicable filing fees or set external, third-party costs***

****Contract review and revision services are priced the equivalent to the type of contract (i.e., the fee for reviewing and revising an LLC operating agreement would total \$1,750)***

****All subscription plans require a minimum 12-month commitment***

****Potential clients may schedule up to 1 free consultation appointment per calendar year. Subsequent consultation appointments in the same calendar year may not be scheduled prior to payment being received by Purple Fox Legal.***

****We do not offer patent law services.***

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”

**ALYSSA J. DEVINE,
FOUNDER AND MANAGING ATTORNEY OF
PURPLE FOX LEGAL PLLC**



PURPLE FOX LEGAL

