



PURPLE FOX LEGAL

SERVICE PRICING GUIDE





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 also offer other solutions for clients, including services within business, trademark, copyright, and publicity law.

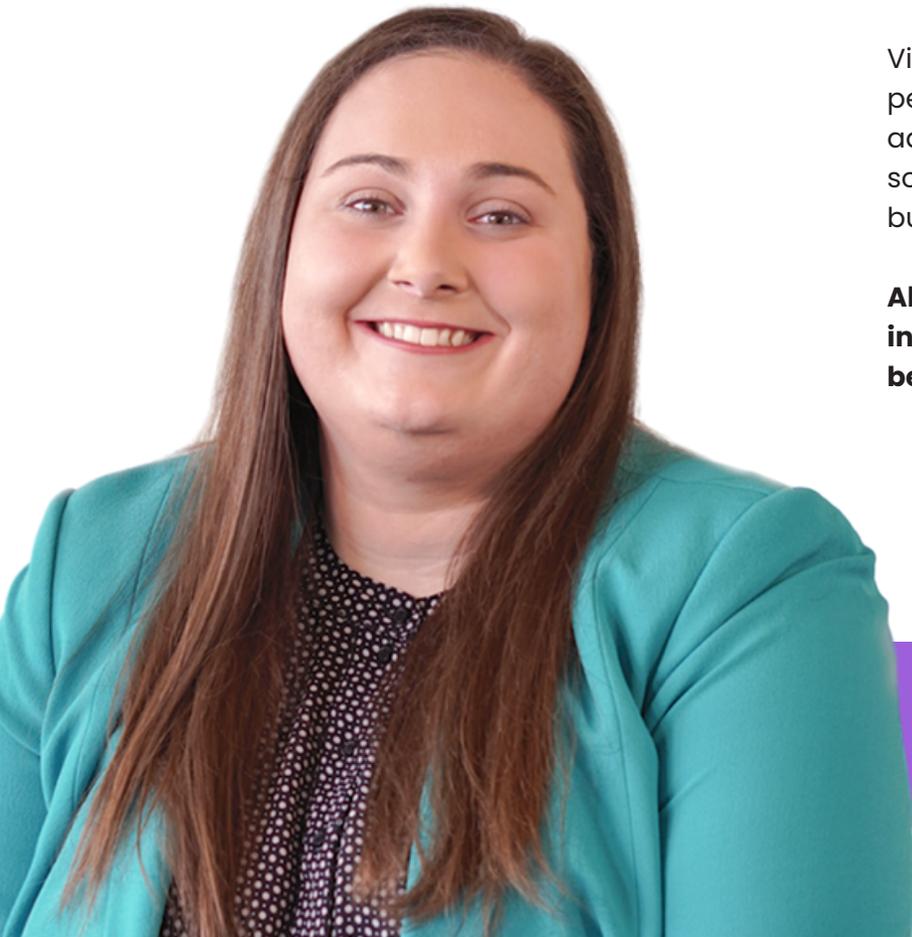
We assist entrepreneurs form and continue their businesses by drafting individualized contracts that protect business assets, registering federal trademarks and copyrights, and implementing customized strategies that reduce liability and increase business potential.

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.

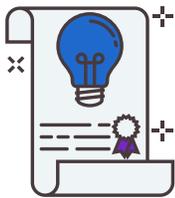
WHETHER YOU ARE STARTING OR EXPANDING YOUR BUSINESS, HAVING AN ATTORNEY BY YOUR SIDE WILL ENSURE YOU HAVE THE KNOWLEDGE YOU NEED FOR BUSINESS SUCCESS.

At Purple Fox Legal, we aim to solve the most pressing issues business owners face while simultaneously providing value and insights to secure long-term growth.

As a business owner ourselves, 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

SERVICE	PRICE	DESCRIPTION
Business entity registration and new business checklist	\$300	We help you form a legal and compliant business entity, i.e., a corporation, LLC, LLP, LP, non-profit, or any other registered business you wish to set up.
LLC operating agreement	\$900	As an LLC you need to create an operating agreement. We help develop a governance structure and distribution calculations for members.
Corporate bylaws	\$900	We help develop a governance structure and distribution calculations for shareholders.
Partnership agreement	\$900	We help develop a governance structure and distribution calculations for partners.
Customized business plan for startup	\$900	We help develop a written business plan outlining all substantive operational business areas. A thorough business plan can help when seeking funding and partners to invest in your startup.
Website or mobile app development agreement	\$900	This agreement ensures you have the ownership of all assets, including intellectual property, that are created for your business.
Website or mobile app terms of use and privacy policy	\$750	We help customize your terms of use and privacy policy for your app or website. These are essential to ensure legal compliance online.

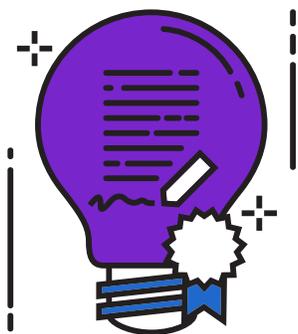


ESTABLISHED BUSINESS SOLUTIONS

SERVICE	PRICE	DESCRIPTION
Joint venture agreement	\$1,200	A joint venture agreement clarifies all terms of your agreement in writing for all parties to understand.
Consulting agreement	\$900	A consulting agreement reduces your risks as a business, providing clear expectations for all involved parties.
Employment or independent contractor agreement	\$900	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	\$750	An NDA protects your business entity trade secrets and confidential information, ensuring it remains confidential.
Financing agreement	\$900	A financing agreement outlines the obligations of the parties in writing using clear language

Vendor or distributor agreement	\$1,200	This agreement secures accountability of vendors and distributors when conducting business together.
Advertisement campaign compliance review	\$300 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	\$300 per hour	We can review your contracts, providing answers and clarity to written questions. This service excludes revisions of contract.
Business sale and purchase agreement	\$2,100	We create an agreement with concise, contractual language that ensures clarity on all terms when transferring the ownership of a business.
Customized business plan for established business	\$750	We will create a custom, comprehensive plan outlining all operational areas based on any existing plan you have right now. Business plans should be updated as your business grows or changes.
Legal audit for established business	Varies	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.





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 a trademark clearance search to prevent selection of a trademark that infringes on others' rights.

TRADEMARK SOLUTIONS

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	\$750	This is highly recommended before investing in a new brand or forming a new business.
Trademark assignment agreement	\$750	This agreement transfers ownership of a trademark to another, ensuring ownership is clear.
Trademark enforcement	\$300 per hour	This prohibits others from using a trademark in commerce without your explicit permission.
Trademark licensing agreement	\$900	This grants others the permission to use your registered trademark under certain licenses.
Trademark registration	\$1,500	This includes trademark clearance search and TEAS application filing fee for one USPTO class.





COPYRIGHT SOLUTIONS

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.

While not required, it is recommended that you register your copyrights. Registration grants the creator a number of benefits and special remedies under the Copyright Act.

However, it's important to note that the value of a copyright is correlated to the creator's ability and willingness to enforce it. If you believe another creative work is infringing on your registered copyright, we can enforce your rights.

SERVICE	PRICE	DESCRIPTION
Copyright clearance search	\$300 per hour	This is recommended before creating content to prevent potential infringement on others.
Copyright assignment agreement	\$750	This transfers ownership of a registered copyright to another.
Copyright enforcement	\$300 per hour	This prohibits others from using a registered copyright without permission.
Copyright licensing agreement	\$900	This grants another permission to use your registered copyright under certain licenses.
DMCA takedown notices and DMCA defense	\$300 per hour	We offer recommendations and legal action relating to DMCA issues.

ENTERTAINMENT AND SPORTS SOLUTIONS

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	\$900	This outlines expectations and interests related to content created by joint authors.
Influencer agreement	\$900	This agreement ensures intellectual property is used according to certain pre-determined conditions.
Sponsorship or endorsement agreement	\$900	This agreement protects publicity rights and allows measurable increase of value in publicity rights.
Talent management agreement	\$1,200	This agreement reduces risks and ensures compliance with federal and state laws.
Right of publicity clearance and/or enforcement	\$300 per hour	This is recommended before creating content containing others' publicity rights.





SUBSCRIPTIONS

***All subscription plans require a minimum 6-month commitment**

SERVICE	PRICE	DESCRIPTION
Enterprise subscription plan	\$1,050 per month	This includes 5 hours of business and legal services per month at a discounted rate.
Small business subscription plan	\$720 per month	This includes 3 hours of business and legal services per month at a discounted rate.
Entrepreneur subscription plan	\$270 per month	This includes 1 hour of business and legal services per month at a discounted rate.

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

**Prices listed within this guide do not include applicable filing fees and expenses*



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