



Hi Kate,

Change is in the air, and we're not just talking about daylight savings.

After 15 years, we decided it was time for a little makeover. That's right – we have a shiny new logo! Hidden within the graphic are the letters H, J, and F, symbolizing how our small and mighty team comes together to form HJFLaw.

Pretty cool, right? We think so too. Our new logo marks a fresh chapter for HJFLaw.

Want to hear more? Dive into this month's newsletter for all our latest updates.



Startups not able to receive the funding they need.

Source: Data published January 4, 2024 by Embroker

Startups that fail due to running out of money.

Source: Data published January 4, 2024 by Embroker



What Will Your First Round of Financing Look Like?

Hey, founders and entrepreneurs!

We get it, those statistics can be daunting.

That's why getting a grasp on startup financing is so crucial. Whether you're a seasoned entrepreneur or just starting to build your startup, our top 10 tips can help any founder find financial success.

10 Tips for Financial Success

LAW LAB

WHAT'S AT STAKE FOR YOUR STARTUP

NYC Employers Need to Reexamine Freelancer Relationships

New York recently passed the "Freelance Isn't Free" Act, significantly changing independent contractor arrangements. This statewide law introduces new protections for freelance workers, mandating requirements for hiring companies like yourself. *So, what does this mean for you?* Simply put, beginning May 20, 2024, when you hire freelance workers in New York, you'll need to prepare to sign written contracts.

We break down all you need to know [HERE](#).

Yes, We're Still Talking About the Corporate Transparency Act

Got your calendar handy? If you created your company on or after January 1, 2024, you have 90 days to file your Beneficial Ownership Information (BOI) with the state. Unsure what this means? That's okay, [email us](#) and we'll help you.

And the beat goes on... Earlier this month a federal court in Alabama ruled that the Corporate Transparency Act is unconstitutional. Despite the court's decision, new companies formed on or after January 1, 2024, should still file their BOI within 90 days. There will be further developments, stay tuned for updates and please keep in touch.

CLIENT SYNERGY SPOTLIGHT

TACKLING TRADEMARKS: FUNFULL FILING SUCCESS

We recently obtained approval on a **trademark** we filed for Funfull, a membership-based app that offers access to a wide range of local family entertainment options. After extensive research with Funfull to thoroughly understand their company, what they do, and potential competitors, we carefully crafted descriptions for each relevant trademark class and filed the application. We are thrilled to partner with them on their trademark filings and take pride in providing comprehensive support, from initial consultations to final approvals.



OFFICE ORBIT

NEWS FROM AROUND OUR OFFICE AND BEYOND

Get ready for some real *chutzpah!*

[Check out](#) the "On Vision, Technology Innovation & Money" podcast where Howard Finkelstein and host Ronen Chen dive deep into the world of startups, discussing everything from innovation and trusting your gut to Howard's belief that business is personal – and why that's a good thing.

RESOURCE ROUNDUP

A FEW FREE RESOURCES JUST FOR YOU!

Y Combinator's [SAFE Financing Templates](#) can help you secure successful funding.

Class in session! [Carta Classroom](#) offers everything on equity, venture capital, and ownership.

About HJFLaw

With more than 30 years of experience, HJFLaw serves as general counsel to startups and other businesses, helping our clients navigate business, legal and financial challenges. We work with you to ensure that your emerging business achieves its goals while avoiding many of the mistakes that startups make. We look forward to being part of your team. Call us today at 347-602-3083.

Creative Legal Pricing Solutions

HJFLaw does not believe that the traditional hourly billing model is beneficial for small and growing businesses. We offer unique creative pricing models designed to provide flexibility and value. Our subscription-based model allows our clients to enjoy ongoing legal support and expertise whenever they need it.

Our Team



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Disclaimer: The information provided in this newsletter does not, and is not intended to, constitute legal advice. All content made available to you in the newsletter is for general informational purposes only and shall not be construed as an offer to represent you, nor shall it constitute an attorney-client relationship. However, we hope that you will find the contents of the newsletter helpful and would love to speak with you to tell you more about our work at HJFLaw.

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