

# Initiating Protection Law Group Brand Health Assessment

## What's in a name?

Your company name is one of the most important assets your company has. It is likely the #1 way customers find you. While this is good news, there is a real risk that it can change; that this tremendous asset can be the very thing that destroys your company. Big businesses usually manage this risk by hiring expensive law firms to protect them. Meanwhile, small businesses *cross their fingers* hoping that their brands generate sales and not catastrophes.

## Small businesses deserve better!

I left the high-priced firms in 2021 to establish my own firm: Initiating Protection. This law firm is dedicated to helping small businesses with brand protection. And now, for a limited time, we have a great offer for these businesses.

**Initiating Protection** is offering a **Brand Health Assessment for only \$275** to a limited number of clients. This written assessment will address the following:

- What risk does your brand pose to your business?
- What specific steps should you take to increase your rights in your brand?
- How strong is your brand?

Also, for an additional \$150, an attorney will be happy to further discuss the report and answer any questions you may have about the assessment. This offer is available to a limited number of clients. Contact us today to see how you can turn this risk into a reward!



F. Richard Rimer, Jr. |

[www.initiatingprotection.com](http://www.initiatingprotection.com) |

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