

LAUNCH

L A U N C H P A D

giving your new business the start it needs

The start of a business' life is an important and exciting time. As an entrepreneur, you want not only to develop your new venture but also to lay the foundations for its long term success. A new business will need to get the legal foundations in place, quickly, at a time when it can often least afford to pay professional fees. This pack is designed to provide a user friendly, flexible and cost effective approach to assist in providing the legal help and documentation necessary to get a business on the right footing and to help the founders create the structure that is best for them and the growing business.

Frequently asked questions

- How do I form a company?
- What should I do first?
- How do I protect my ideas?
- Can I use someone else's ideas?
- Can I file a patent? When is the best time to file one?
- What do I have to do as a director?
- How do I preserve the value of my stake in the business?
- How do I set up a share scheme?

The LaunchPAD scheme will help you to answer these and many other questions, and the LaunchPAD team is available to meet you or to answer your questions on the telephone.

As part of this introduction we have developed a chart or 'road map' to setting up a business with milestones and points to watch. More comprehensive information on each of these stages is signposted from the chart to the relevant chapter within LaunchPAD.

A glossary explaining key terms, acronyms and jargon is also included at the end of this pack.

The LaunchPAD team

Mills & Reeve's LaunchPAD team is committed to building a strong and supportive relationship with its clients. The team offers entrepreneurs the necessary strategic advice needed to form, finance and grow new companies. We combine strategic legal advice and experience with a practical understanding of the emerging companies' commercial needs. Strong relationships with business angels, venture capitalists and other investment and networking sources have been a successful source of introductions for emerging business clients. We can provide the crucial guidance demanded in developing both long and short term financing and growth strategies as well as in the development of policies and practices needed to sustain commercial development and organisational vision. Our team has the necessary expertise not only to be your legal advisers but your business advisers too, helping you to make contacts, put deals together and generally assisting with strategic advice.

Offices

Mills & Reeve has offices in Birmingham, Cambridge, Leeds, London, Manchester and Norwich.

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Princes Exchange Princes Square LEEDS LS1 4HY	1 St James Court Whitefriars NORWICH NR3 1RU

Why choose Mills & Reeve?

Mills & Reeve is one of the UK's leading law firms. We have a team which is dedicated to start-up and spin-out companies. Our commercial teams are consistently ranked as leaders in their field with specialists in corporate finance, intellectual property, corporate tax, employment, employee share schemes, dispute resolution, personal tax, trusts and real estate matters. Extensive experience of working with universities' technology transfer offices, challenge funds, start-ups, spin-outs and investors means we have the relevant practical insight. Our experience includes trade mark availability, searches and registration; protection and enforcement of patents, copyright and design rights; licensing and distribution agreements in Europe, the US and worldwide; strategic alliances, funding, trade sales, acquisitions and initial public offers (IPOs).

International advice

Although we are a UK law firm qualified to advise our clients on issues governed by English law, we recognise the importance of being able to offer our clients advice on their business in international markets. We are members of the State Capital Global Law Firm Group, an organisation of independent firms that practise in their respective US

States, provincial and other major commercial centres around the world.* We also have an alliance with Trask Britt, a specialist US intellectual property firm. The alliance means that our clients have ready access to advice on intellectual property matters in both UK and US jurisdictions. In addition, we have a particularly strong relationship with law firms, Boss & Young in China and J Sagar Associates in India.

Newsletters and seminars

In addition to LaunchPAD, Mills & Reeve is able to offer other value added products and services to keep you abreast of changes in the law. We run seminars every year, on matters from employment law to property law. We also produce regular newsletters covering topical areas of law: *Spectrum*, *Employment Post* and *Hot Property*. To receive any of our free newsletters or for further information on seminars and events please email marketing@mills-reeve.com or visit our website at www.mills-reeve.com.

Contact

If you would like to discuss your business venture with a member of our LaunchPAD team please contact:

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Birmingham: Julian Smith on 0121 456 8392,
email: julian.smith@mills-reeve.com

Norwich: James Hunter on 01603 693267,
email: james.hunter@mills-reeve.com

Contact details for each specialist member of the LaunchPAD team can be found at the end of the respective chapters. LaunchPAD is also available online at www.mills-reeve.com/launchpad.asp

What clients say about Mills & Reeve:

“the solicitors are practical, solution-focused and very in tune with what is important to our business.”

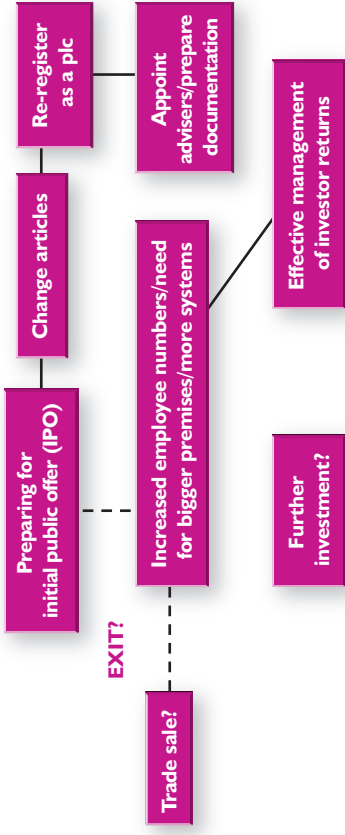
Chambers UK, A client's guide to the legal profession

* Member firms of the group practise independently and not in a relationship for the joint practice of law.

The text in this publication has been selected and prepared with the aim of providing key information. Space dictates that it may not deal with individual concerns but Mills & Reeve would be pleased to respond to specific queries. No liability can be accepted in relation to particular cases. Before taking action, you should seek specific legal advice. © Copyright Mills & Reeve LLP 2008. Extracts may be copied with our permission and provided their source is acknowledged.

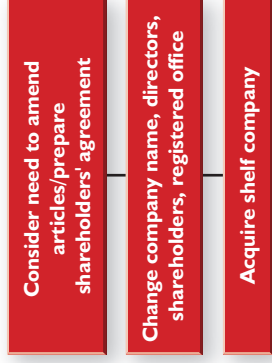
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GROWTH AND EXIT

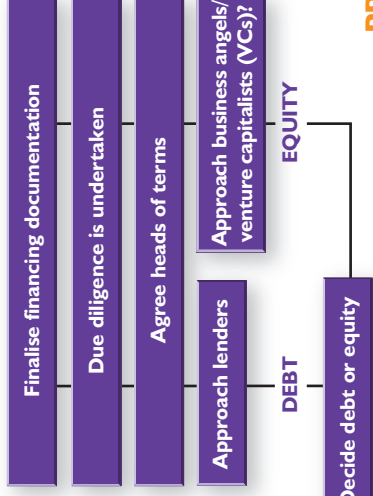


EXIT?

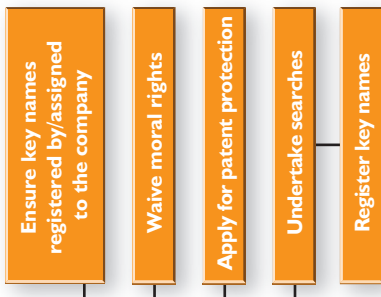
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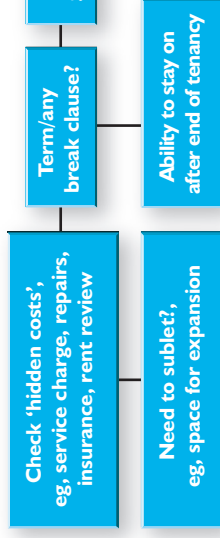
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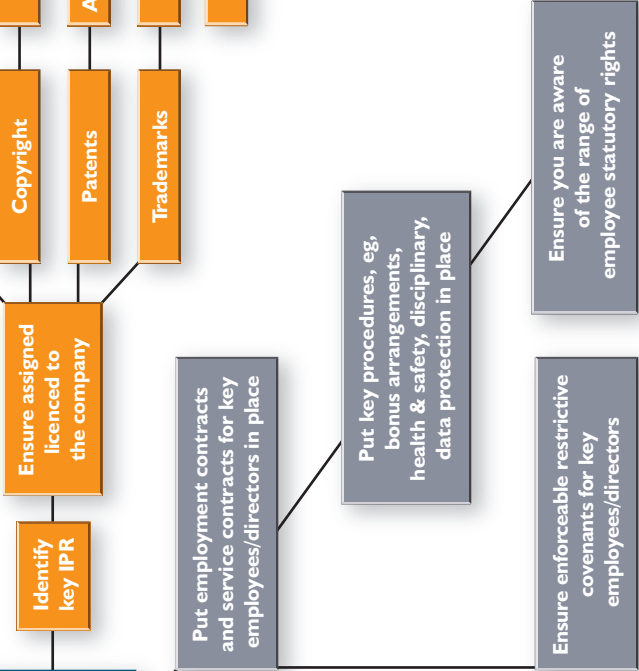
PROTECTING INTELLECTUAL PROPERTY RIGHTS (IPR)



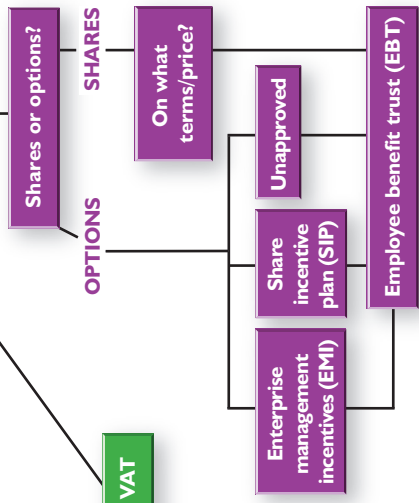
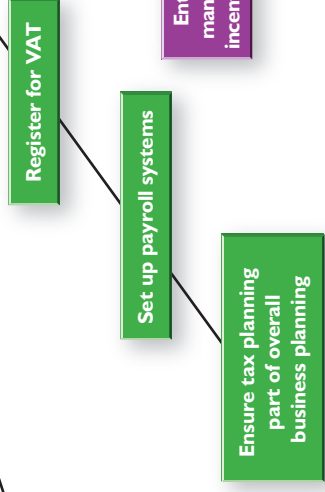
PROPERTY



LAUNCH PAD LIMITED



TAX



SHARE INCENTIVES

EMPLOYEES