

WHY EMP&A?

A trademark search is the first step to securing legal protection for your brand name. It is critical that you hire the right attorney or search company, one that is experienced and understands your needs and your goals. Erik M. Pelton & Associates, PLLC brings a breadth of value to trademark searches for small and medium sized businesses, including:

EXPERIENCE

Our firm has extensive experience representing small businesses in trademark searches and federal applications:

- We have represented clients in more than one thousand five hundred (1500) Federal Trademark Applications
- We have conducted thousands of trademark searches
- Erik Pelton is a former USPTO Trademark Examiner with more than ten years of experience in the field of trademarks

FLAT FEE SERVICES

We bill on a “flat fee” basis, which we believe provides a number of advantages to small businesses:

- No unexpected costs or fees for you the client
- Flat fees permit us to maximize our time and effort representing you without taking time to worry about tracking time
- There is no conflict between the potential cost of a motion or a project and the value of that motion or project to you the client
- We do not bill for phone calls, email, standard copies, or other basic costs

CUSTOMER SERVICE

We believe that the primary priority of any attorney should be client communication and customer service:

- We generally return emails the same business day
- We generally return telephone calls within 24 hours
- We have developed and use proprietary software to electronically monitor the status of our searches and applications, allowing us a clearer view of the “big picture”
- Our small staff of two attorneys and one paralegal means personal attention for each client



Erik is great. He's responsive and takes the worry out of the trademark process. He tracks our renewals and ensures all of our trademark filings are up to date. As the CEO of a small business this saved me a great deal of time and allows me to focus on other crucial aspects of our business.

- **Mike Tuteur**
CEO
Votenet Solutions

I have had the pleasure of having Erik Pelton handle several trademark applications for my company. Unlike brick and mortar attorneys I have used in the past, Erik is responsive, knowledgeable and easy to work with. I am happy I found Erik, and I look forward to using his fairly priced services for all of our future IP matters.

.- **Mike Moshier**
CEO
DermaFend

I searched for days on the Internet trying to find the right attorney to help me with a trademark, until I found Erik. He was always there to pick up the phone and talk me through the trademark process. I highly recommend him.

- **A. Mari**
President & CEO
GamingExecutive.com

ERIK M. PELTON & ASSOCIATES, PLLC
PO Box 100637

ph: 703-525-8009
email: webinquiry@tm4smallbiz.com

FEE AGREEMENT

THE CLIENT: _____, retains attorney ERIK M. PELTON, (“Attorney”), for representation as pertaining to:

Comprehensive trademark search, analysis and report (\$500)
(if chosen, the comprehensive search will be completed prior to proceeding with application)
Includes: search of federal, state, business, internet and domain name databases; written analysis by attorney.
Name to be searched: _____

Expedited services (\$200)
Includes: Comprehensive search report within 5 business days

Service fees checked above shall be due upon the signing of this agreement. Costs such as mailing, copying, and telephone calls are included in the flat rates.

Client understands that there are no guarantees regarding the success of Attorney’s efforts and Client authorizes Attorney to employ counsel, agents or experts on its behalf. The Client understands that any additional work requested by Client, such as Appeals, research, and renewals shall be billed at the hourly rate of \$250.00 for time actually devoted to the service of Client, together with reimbursement for all expenses pertaining thereto.

SIGNED on this _____ day of _____, 2008.

Client Signature

Attorney Signature

Print Name: _____

Title: _____

_____ **Credit Card**
(circle one: Visa AmEx M.C.)

Card #: _____

Exp. Date: _____

Name on Card: _____

Billing Address: _____

fax the completed form to 703-525-8089

_____ **Check**

Make check payable to:

Erik Pelton, Attorney at Law

[include USPTO filing fee if appropriate]

mail check and signed agreement to:

Erik M. Pelton, Esq.

P.O. Box 100637

Arlington, VA 2221