

# Potential Client Guide

Law Office of Aleece McKnight



[www.aleecemcknightlaw.com](http://www.aleecemcknightlaw.com)



Your Business and Assets Secured.

# Hi There!

I'm Aleece, Founder of the Law Office of Aleece McKnight and your future attorney.

As a fellow entrepreneur, I've faced many of the same experiences that you face on a daily business trying to grow your business, handle the administrative duties, perfect your craft, and enjoy life. I understand. Running a business while operating in your element can be overwhelming at times. For me, I find it worth the investment to have someone operate in their zone of genius rather than trying to figure it out myself. Honestly, I cannot be the best I need to be for my clients trying to do everything myself.

You're here because you know its time to stop relying on social media and the internet to help you with the legal stuff.

You know its time to legally protect your business and brand so that you can operate in your genius knowing that your assets are secured.

The Law Office of Aleece McKnight is a virtual firm designed to help entrepreneurs and content creators protect their business. The benefits of partnering with my firm are business-changing and I'm so glad that you've stopped by to learn more about how I can provide legal solutions to take your business to the next level.

Learn more [About Me](#). Looking forward to working with you!

Regards,

Chief Esquire Officer of  
the Law Office of Aleece McKnight  
[contactus@aleecemcknightlaw.com](mailto:contactus@aleecemcknightlaw.com)

# Legal Services

TRADEMARK REGISTRATION

COPYRIGHT REGISTRATION

CEASE AND DESIST LETTERS

TRADEMARK MAINTENANCE

TRADEMARK MONITORING SERVICES

OFFICE ACTION STRATEGY AND RESPONSE

LEGAL STRATEGY SESSIONS

CONTRACT DRAFTING

# What Can You Expect From Me

I take pride in providing a personal and direct client experience. I accept a limited number of clients so that I can be attentive to your unique matter.

From me, you can expect:

- Transparency
- Brand Legal Strategy
  - Flat Rates
- Open Communication
- Attention to your unique matter
- Relatable Personality and Professionalism

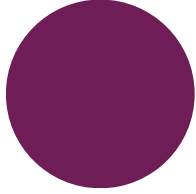
# Client Expectations

Our relationship is like a partnership. In order to reach your ultimate goal of legal protection, I must have all the information I need to best perform legal services as well as receive timely communication from you.

- Timely response to all calls and/or emails
- Informing us of any phone number or address change
  - Transparency and honesty
  - Open Communication
  - Timely payment

# Client Testimonials

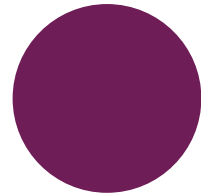
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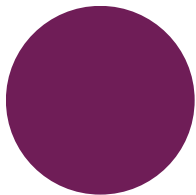
"I HIGHLY recommend Attorney McKnight! She is knowledgeable, detail-oriented, and meticulous in ensuring the protection of her clients. I am thankful to have crossed paths with an attorney who has a heart (and skill set) to serve entrepreneurs."

- LaToya NaShae, Breakout Coaching

"Aleece is amazing! From the first conversation, Aleece was so easy to talk to and broke things down in a way I could understand. Aleece is extremely professional and super responsive. Aleece made working with her effortless. I will definitely be reaching out in the future to use Aleece's services for some other business components that I need."



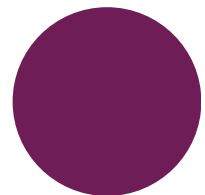
- Tiffani Willis, KNOW I.D.E.A



"Aleece is hands down the best Attorney there is!! The level of professionalism, efficiency, clear and knowledgeable communication is unparalleled. It was a smooth process and her turn around was quick! I definitely recommend her and will be working with her for all of my legal needs! Very, Very Satisfied with her service and customer service."

- Melissa Cottingham, Melnificent Wingz

"Aleece McKnight is my FOREVER trademark and copyright attorney. Not only did she trademark all of my businesses, she seriously cares and teaches you about the trademark process so that it won't feel as if it's just transactional."



-Whitney Lynn, Lynn Whitney Consulting, LLC

# Complete Trademark 'Secure Your Mark' Pack

## Starting at \$3,000

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The Complete Trademark Protect Your Brand Pack is a flat fee trademark registration package. From search to registration, we handle each step of the process.

This package includes:

- Intake Call
- Comprehensive trademark search and legal analysis to determine the likelihood of registration
- Legal Strategy and Assessment
- Assistance collecting proof of use and all documentation necessary to file the trademark application
- Preparation and filing of the trademark application
- Non-substantive responses to office actions (responses to procedural office actions)
- Unlimited client support via email and scheduled phone calls throughout the process
- An attorney serving as the point person with the trademark office throughout registration the process
- Consistent updates throughout the process
- Post-registration trademark guide on how to protect and maintain your trademark
- Includes filing fee up to \$350

Additional Fees: If you haven't launched (have not started using your trademark with your services/products, a statement of use must be filed to show proof of use after the application is filed.

The additional fee is \$500 per class, which includes the required filing fees

LET'S WORK TOGETHER

# Other Trademark Services

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Trademark Maintenance Filings

starting at \$1,800 per trademark

Trademark Cease and Desist Letters

starting at \$1,000

Trademark Office Action Responses -  
Non-Substantive

starting at \$900

Trademark Office Action Responses -  
Substantive

starting at \$1,500

Trademark Monitoring Services

starting at \$1700 per year/  
\$500 per quarter



# Trademark Strategy Package

There may be a time where you have a new idea that you'd like to launch and you want to access the strength of a few brand names before committing to starting or filing a trademark application. This option is for those who want to strategize on what makes a strong trademark and access the likelihood of registration. You will appreciate this option because you will not waste time building a brand around a mark that you cannot use or one that will result in cease and desist letter.

[Learn More](#)

## PACKAGE INCLUDES

- Trademark Strategy Session
- Comprehensive Trademark Search and Opinion Letter

\$1,000

This service is included in the Secure Your Mark package.

# Business Entity Formation (LLC - Tennessee)

Having a separate legal entity for your business creates a shield of personal protection. Additionally, it allows you to take the first step in creating an asset that you're able to monetize or pass down to generations.

[Learn More](#)

## FULL PACKAGE INCLUDES

- Business Formation Strategy
  - Articles of Organization
  - Obtain Federal EIN
  - "What To Do Next" Guide
- Operating Agreement, single member LLC
- BOI Filing with FinCEN
- Includes State Filing Fee

\$1,500

\*Package fees for other entities or states vary

# Copyright Registration

Starting at \$1,000

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Whether you're a blogger, podcaster, graphic designer, music artist, or course creator, you have created content that needs to be protected. Registering your copyright allows you to put a stop to others who use your original work without your permission. If you want to sue or have power behind your cease and desist letters, register your copyright.

[Learn More](#)

## PACKAGE INCLUDES

- Discovery Call
  - Collection of Creative Works
  - Preparation and Filing of one Copyright Application
  - Attorney Representation Throughout Process
  - Includes filing fee up to \$85
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# Our Trademark Registration Process

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**DISCOVERY  
CALL**

You'll have a call with Attorney McKnight to discuss your business and your goals. This allows her to determine how to best serve you.

**INTAKE**

You will receive a proposal, engagement letter, and link to submit payment for legal services.

**ONBOARDING**

After the engagement letter has been signed and fees paid, you will schedule an intake call to provide relevant information needed to conduct the trademark search and prepare the application.

**TRADEMARK  
SEARCH**

A comprehensive trademark search is completed. You will receive a written legal analysis regarding the strength of your trademark and the likelihood of registration within 7-10 business days.

**TRADEMARK  
APPLICATION**

If you decide to move forward with the filing of your trademark application, you'll submit any balances and we will prepare the application for filing, including confirming necessary proof of use has been received.

**TRADEMARK  
APP FILING**

Your trademark application is filed with the USPTO.

**THE  
PROCESS**

You will receive confirmation that your application has been filed. The process can take 12-18 months, on average, before the registration certificate is given if there are no matters that need to be addressed along the way. You will be consistently updated along the way.

# Our Process

## Business Formation - Copyright Registration

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### CONSULTATION

You and Attorney McKnight will take some time to speak on the phone so that she is able to learn more about your business and your goals. This allows her to determine how to can best serve you.

### INTAKE

You will receive a proposal, engagement letter, and link to submit payment for legal services.

### ONBOARDING

After the engagement letter has been signed and fees paid, you will receive a questionnaire to provide relevant information needed to move forward.

### THE WORK

Once we've gathered all necessary information, we'll get to work.

### DELIVERY

Don't worry about collecting any documents. Once we've completed legal services, you will receive your official documents directly from our office.

\*Copyright registrations take a several months so expect for us to be on your team for at least 4 months.

# Discovery Call and Legal Strategy Call

## Discovery Call (30 minutes) - \$50

If you know that you'd like to work with us, a discovery call is for you to meet before working together or if you have any preliminary questions prior to making the commitment. This is not a call for you if you are seeking to ask legal questions and get legal advice. If you hire us within 72 hours of the call, this fee will be applied to your invoice.

## Legal Strategy Consultation (1 hour) - \$400

Let's talk legal strategy and allow me to answer your legal questions. During this call, I will offer legal advice specific to your business, conduct a legal audit of your operations and intellectual property, as well as provide you with a legal strategy plan. This is perfect if you need to know exactly what to do when starting or building your business to ensure you are proactive against legal issues. You will receive a personalized action plan as well as legal service estimates to achieve your goals. If you hire us within 72 hours of the call, 50% of this fee will be applied to your invoice.

# Frequently Asked Questions

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## **01. WHAT HAPPENS DURING THE DISCOVERY CALL?**

This is your opportunity to share your business goals and mission. Discussing these details will allow me to identify how to best serve you and prioritize legal services. You'll also learn more about my services and your investment. This call is designed for those who are ready to begin working with me.

## **02. HOW MUCH ARE LEGAL SERVICES? THE FEES SAY 'STARTING AT'.**

My firm offers flat fees for legal services. The total investment that you'd make depends on your specific legal needs. You will learn more about your investment during the discovery call.

## **03. DO YOU OFFER PAYMENT PLANS?**

Yes, payment plans are offered for trademark registration services as well as services over \$1,000. You can also take advantage of ClientCredit through Affirm to allow for more flexible payment options. Learn more about [Client Credit](#).

## **04. DO I HAVE TO SCHEDULE A DISCOVERY CALL TO GET STARTED?**

All new clients are recommended to have a discovery call so that you and I can determine if we are a good fit to work with one another. It also gives me the opportunity to inform you of what is needed to protect your brand so that you know exactly what you need to protect your brand or content. But if you know you're ready to work with me, you can request the service proposal instead.

## **05. WHAT IF I DO NOT KNOW WHAT I NEED?**

No worries. We're here to help you determine what you need. I got you!

*Still have questions?*

Contact us at [contactus@aleecemcknightlaw.com](mailto:contactus@aleecemcknightlaw.com) and we'd be happy to help you!

# READY TO GET STARTED?



I'm glad that you are here! I look forward to the opportunity to speak with you more about legally protecting your business, brand, and creative works. I am passionate about my work. I strive to help you step into your full purpose without the frustrating fear that someone will steal your creative genius or that uncertain feeling of being unprotected. By working with me, you'll operate in your genius knowing you are LEGALLY SOLID!

[SCHEDULE A CALL](#)



**JOIN ME ON SOCIAL MEDIA!**

