



ACTION SPORTS

Many of the issues you encounter as a leader of an action sports company are varied and unique. You need a legal team who understands you, your competitors, and industry trends: someone genuinely interested in your company and someone who knows how to maneuver within the action sports culture.

Luce Forward's action sports attorneys assist both emerging and well-known action sports companies including surf, skate, snow, MMA, and moto businesses during every stage of the business cycle.

You will find our attorneys active and involved within the industry. Many on our team have been surfing since their parents let them out of the house. Others spend many of their winter weekends snowboarding. One of our attorneys even took a break from the legal profession for several years to form and run a snowboard company. On the business front, Luce Forward is a member and sponsor of the San Diego Sports Innovators, a sponsor of the Surf Industry Manufacturers Association and the Shop-Eat-Surf Executive Roundtables, and a regular contributor to Transworld Business.

Let us assist you with the legal aspects of your business while you focus on the business aspects of developing your company and building your reputation. We have the diverse legal specialties to fit your needs through the full life cycle of your business.

Starting Your Business.

- Decide on corporate structure.
- Create a tax plan.
- Find and secure space.
- Understand the nuances of California labor laws.
- Create employee handbook.
- Establish employee policies.

Developing Your Products and Identity.

- Obtain and enforce trademarks and patents.
- Avoid infringement.
- Stop counterfeits.
- Protect your trade secrets.
- Develop outsource and license relationships.

Growing Your Business.

- Prepare contract to bring partner and investors on board.
- Buy and sell business and product lines for profit.
- Locate and obtain financing.
- Widen your referral network: accountants, VCs, angels, etc.
- Set up successful endorsements and sponsorship agreements.
- Consider importing and exporting products.

Getting Value for Your Business.

- Formulate an exit strategy: sell the business; develop strategic buyouts.
- Develop a business succession plan.
- Manage your personal assets: prepare a will; design a tax plan to maximize income.

Planning for Your Future.

- Business succession planning.
- Personal estate planning.
- Buy / Sell agreements.
- Planning for the right business exit.