

**RUSSIAN-
AMERICAN
FORUM IN
NEW YORK**

Print Markets in
a Time of Change,
Challenge and
Opportunity

Legal Issues in Entering the U.S. Market

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Legal Issues in Entering the U.S. Market

- Goals
- Legal Structure
- Legal Permissions
- Legal Relationships
- Intellectual Property
- Insurance
- Antitrust

Goals

- Publish
- Print/produce
- Distribute
- Where?

Legal Structure

- Direct/subsidiary
- Corporation/limited liability company
 - Governing documents
- Taxes – federal, state, local
 - Income
 - Employment
 - Excise
- Liabilities

Legal Permissions

- Registrations
 - “doing business as”
 - Registered agent
- Tax identifications/registrations
 - Federal
 - State
- Licenses/permits

Legal Relationships

- Distributor
- Agent
- Contractor
- Employee
- Landlord

Intellectual Property

- Trademark
 - Search
 - Registration
- Copyright

Insurance

- Property
- Liability
- Unemployment/worker's compensation

Antitrust

- Price fixing
- Restrictive practices
- Discriminatory practices

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