



Newsletter

APRIL 2009

Professional Legal Assistors

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Our office will be closed for the following holidays:

May 25th – Memorial Day

Our next newsletter will be mailed out the beginning of July 2009.

Remember if you have an article that you would like to contribute to our newsletter just fax it to us for our review. We must receive the article no later than June 15th for our July newsletter.

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CHANGE, CHANGE, CHANGE

It's in the air! Can you feel it? The old just isn't working any more. This is an opportunity for everyone to make changes or do something totally different. It's time for you to do something better and more satisfying.

Turn off your television sets! The sky is not falling. Get out and create your dreams. Right now everyone is home glued to the televisions letting the negativity rule their lives. Wake up people! Stop believing what you hear. Life changes and now it changes more rapidly than ever. This isn't necessarily good or bad. It just is what it is. In every day there are opportunities to make money. If a flood comes there will be people making a ton of money in the boat businesses, construction business, marine product businesses. Stop turning on the television waiting to see if someone is going to come and save you. Now is the time to save yourself!



We are making changes at Professional Legal Assistors. And we are excited about these changes!

TRADEMARK SERVICES

Effective April 1st, 2009:

\$500 – Federal Trademark Search – All International Classes searched.

\$250 – State Trademark Search – Only 1 -2 International Classes Searched.
\$100 for each additional International Class searched.

\$500 – State Trademark Search – All International Classes searched.

\$300 – Common Law Search – We search for unregistered marks.

\$250 – Prepare and File a Trademark Application (state or federal).

\$300 – Prepare and File Responses to Office Actions.

\$500 – Prepare and File a Trademark Application and Respond to Office Actions.

Call us to discuss which package will best fill your needs.

DELAWARE ENTITIES

Delaware Secretary of State has increased the Franchise Tax Fees.

\$ 75 minimum Franchise Tax for corporations.

\$250 Franchise Tax for Limited Liability Companies.

Calendar the following dates:

Between January 1st and March 15th Delaware corporate franchise taxes are due.

Between March 1st and June 1st Delaware LLC franchise taxes are due.

Delaware Franchise Taxes must be paid online at www.corp.delaware.gov. They will not accept checks.

AGENT FOR SERVICE OF PROCESS

Why do you need an Agent for Service of Process?

All states require that you have someone who has a physical address in their state to accept service of any documents on behalf of your entity. This may or may not be any lawsuits that are served on the corporation or any documents that the state sends to the corporation. The states will not mail your documents to you if you are located outside of that state. Hence, the need for an agent.

What are the responsibilities of the Agent for Service of Process?

The responsibility of your agent is to accept and forward any and all documents that are received for the entities that they provide agent services to.

The Agent is not the liaison between you and the state. If you want to know if your corporation is in good standing you should contact the state directly. If the state did not send out an annual list or tax notice for your entity it is not the agent's responsibility to follow up and find out where this document is.

MONITORING AND CALENDARING SERVICES

For your convenience Professional Legal Assistors now offers monitor and calendaring services for the fee of \$1,200 per year. We will closely monitor your corporation and let you know when fees and filings are due. This service is available for all state filings.

DECEPTIVE BUSINESS PRACTICES MAIL

All states sell their mailing list. This means that when you set up a corporation your name and address will be sold. You will begin to receive mail from merchant card services, printing companies and companies who want you

to think they are associated with the state.

Please read the small print! After setting up a corporation you will receive something that looks like it comes from the Secretary of State complete with state seal. The name of the company is “Corporate Compliance Board”, “Corporate Review Board” or “Annual Review Board”. The State has no such boards. These are individuals who are trying to trick you into thinking that they are with the Secretary of State’s office. Several of my clients have indeed opened the document and paid these people. Money has gone down the drain. Yes, this is deceptive business practice. They could be stopped if enough people would call the Attorney General’s Office and place a complaint against them. However, most people throw it away, fax it to me for advice or mail in money.

I was recently alerted to yet another scam. Upon filing a fictitious business statement your notice is published in a newspaper 3 times. A company calling its self United States Trademark then subscribes to the newspaper and has begun sending out letters stating that the client is in risk of losing their trademark unless money is paid to them to file a trademark application. This document looks as if it is coming directly from the USPTO (United States Patent & Trademark Office). I personally called United States Trademarks and asked them why their documents looked so deceiving. I was told that his company name “United States Trademark” was no different than if he had used the name “United States Steel”. I really don’t know how long someone who has to use scare tactics to get clients or make you think that they are associated with the government to get clients, stays in business.

Please, please, please! READ THE SMALL, TINY, STRAIN YOUR EYES PRINT! It is hard to undo whatever you paid them. Saying I didn’t read the document will not undo whatever they do. It is your responsibility to read your mail and act accordingly. They must put it in writing that they are not associated with a government agency in any way even though it looks like they are. As long as they print those words, and it doesn’t matter how small they are, they aren’t breaking the law. it doesn’t matter how small they are, they aren’t breaking the law. They haven’t done anything wrong. You don’t have a leg to stand on when you don’t read every word of a document addressed to you.

SEARCH ENGINE OPTIMIZATION

Search Engine Optimization or Placement (SEO & SEP respectively) seems to be on everyone’s lips lately. In this article, we will explore what is SEO and some of the common misconceptions surrounding it.

First, SEO is a method of marketing your website via search engine rank. Studies have shown that when people use a search engine the majority never make it past the second page of results and nearly none proceed past the 3rd page (for example, on Google 84% of users never make it to the 3rd page of results).

Search engine rank is simple. Type a word or phrase into your favorite search engine and you get a list of results. Your rank for that phrase is your place on the list. If you are number 115 on Google after searching “[incorporate](#)” then that is your rank on Google for that phrase. Ideally, you want to be in the top 10 for all the prominent search phrases relative to your product or service. Unfortunately, in most cases, this is an impractical goal.

Next, let’s move on and dispel 2 popular misconceptions. 1) Your web developer doesn’t know what’s best. 2) SEO is not a one off service which rockets your site to top placement and you never have to consider it again. SEO campaigns are ongoing. We recommend you expect a 12 to 18 months effort in order to see results. Although results are often seen much sooner.

You may have seen some advertisements or emails claiming to put you in the top 10 on Google or provide SEO for anywhere from \$29.99 (all the figures in this article are in US dollars) to \$300 and beyond. It is probability a good idea to ask your self “what’s the difference between the \$30 one off product and the ongoing \$10,000/month campaign?” The obvious answer is the quality and effectiveness of the service provided.

My experience has led me to the following conclusions regarding costs. After considering the realistic costs you will be better able to determine if SEO is something which can be profitable for your company. A small business SEO campaign typically costs about \$1000-\$3000 and is very limited in scope. A few pages will be optimized for a handful of

keyword phrases. On the high side a large online business whose customers come mainly from search engine traffic and has hundreds (or thousands) of pages to be optimized can expect costs to be \$5000 to \$10,000 and up, *per month!*

Finally, when considering SEO there are a few questions worth considering before you contact a provider.

- Do I generate sales, clients, customers etc. via my website and does the income they generate justify the expense?
- Can I expect a reasonable ROI from an effective SEO campaign?
- What are we prepared to budget for an online marketing campaign?

SEO can be an incredibly effective tool for generating new clients and income for your business; however, it isn't suitable for everyone. Discussing your needs with a professional will help you feel out the service provider and get a better understanding of whether or not you can benefit from the investment.

For more information on Professional SEO Services contact Eugene Wasnetsky at 570-328-2012, email ProSEOServices@aol.com or check out our blog at myspace/ProSEO. In my next article we will examine the qualifications for a professional SEO specialist. Enjoy the day.

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ADDRESS SERVICE REQUESTED

I do not want anybody to convince my son that some one will guarantee him a living. I want him rather to realize that there is plenty of opportunity in this country for him to achieve success, but whether he wins or loses depends entirely on his own character, perseverance, thrift, intelligence and capacity for hard work.

Major John L. Griffith

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The man who works need never be a problem to anyone. Opportunities multiply as they are seized; they die when neglected. Life is a long line of opportunities. Wealth is not in making money, but in making the man while he is making money. Production, not destruction, leads to success.

John Wicker

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There is no security on this earth. Only opportunity.

Douglas MacArthur

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