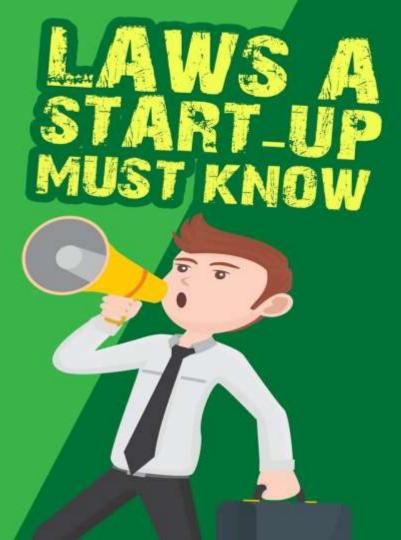
# LAWS A START-UP MUST KNOW

#### **Business licenses**

To legally start a business, you'll likely need a business license. Start by calling your local city government. See if you need a license, and if you need to know about any zoning rules.

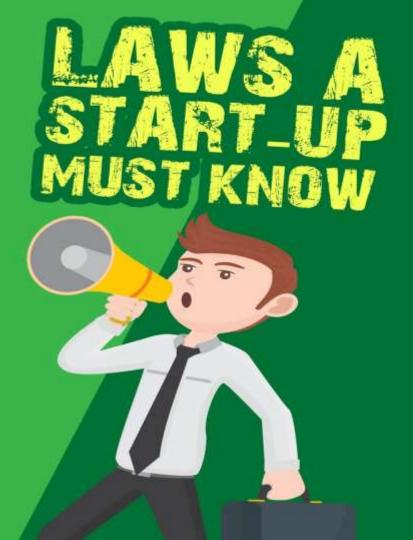




### Family and Medical Leave Act

If an employee is dealing with a medical condition, or a family member with a medical condition, there are rules an employer must follow.

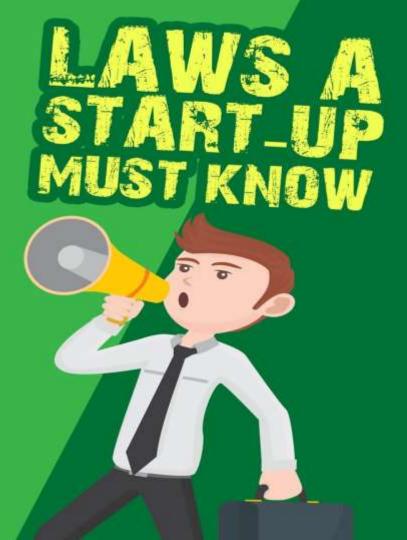




#### **Workers' compensation**

Most states require employers to buy an insurance policy that compensates employees if they get hurt or become ill from workplace exposure.

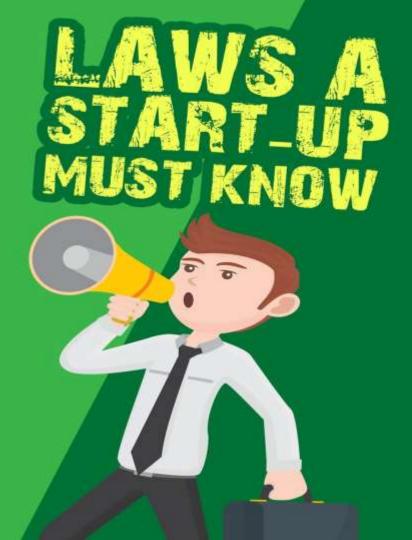




### **Truth in Advertising and Marketing**

Just as it sounds, this law requires all advertising or marketing efforts to be truthful. In addition, if you make any claims during an advertisement, you must have proof to back it up.

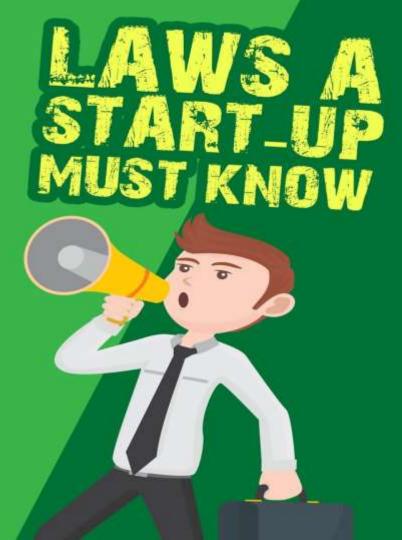




#### **Data security**

If your business collects sensitive personal information from its customers, you must have a sound security plan in place. Aside from keeping the data under lock and key, you should only collect the information that you need, nothing more.

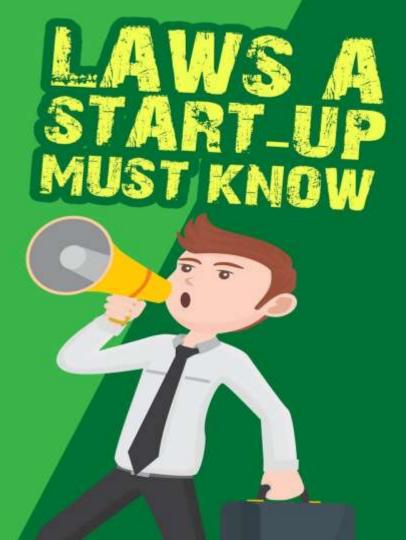




#### Protect your intellectual property

If you develop a new product, you'll want to protect it with a patent. You can also protect your business name, symbols, and logos by applying for a trademark.





### **47** Legitimate Book Keeping

When the business is too small for the tax authorities to bother, you are safe. However, as soon as the business starts growing, you will come under the radar of tax officers, who will go over your accounts with magnifying glasses to find something wrong (even in transactions that occurred years earlier, when you were not really a 'big company' owner).



