

November 08, 2018

Innovate, Fund and Grow: How to Build an Outdoor Products Business

Outdoor Retailer Winter Market

Please join David DiGiacomo, Jolly Northrop, and Beth Prendergast at the Outdoor Retailer Winter Market as they provide strategic insights on how to build an outdoor products business.

Starting a business for scale and growth in the outdoor consumer products space can be an adventure. Like any adventure, you want to be sure that you have the tools you need to be successful. Understanding trademark issue when choosing a name for the business, making sure you own all of your intellectual property, raising money, and considering and preparing for how your business will impact your community, can all be critical elements to your success. Intended audience:

Intended audience: Anyone who is interested launching or growing a company or a new product.

Takeaways:

- Familiarity with the dos and don'ts of starting a business.
- Guidance on creating a brand protection strategy for new products.
- Awareness of regulations for raising capital and growing a business.
- Understanding of options for cause-based business models.

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Related People

David DiGiacomo
Associate

Events Details

Location:

Colorado Convention Center
Room Number: MR 302
700 14th Street.
Denver, CO 80202

Date:

November 8, 2018

Time (Mountain):

3:30 - 4:30 p.m.

Related Practices

Corporate
Intellectual Property
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dmdigiaco@microbest.com

T 303.536.1178

David DiGiacomo

Associate

dmdigiaco@microbest.com

T 303.536.1178

Jolly Northrop

Senior Counsel

jlnorthrop@microbest.com

T 303.536.1187

Jolly Northrop

Senior Counsel

jlnorthrop@microbest.com

T 303.536.1187

Elizabeth Prendergast

Associate

eaprendergast@microbest.com

T 303.536.1737

Elizabeth Prendergast

Associate

eaprendergast@microbest.com

T 303.536.1737