



BRANDLAW BOUTIQUE

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“The New Rich are those who abandon the deferred-life plan and create luxury lifestyles in the present using the currency of the New Rich: time and mobility.”

Tim Ferris, Author of
The Four Hour Work
Week

LEGAL CHECKLIST

For Location Independent Entrepreneurs

- Choose a business structure and register your business:** Even if you are a location independent entrepreneur, you should still register your business in the place of your "home base" in order to make sure you have the correct tax-filing status in place and limit yourself from personal liability for lawsuits brought against your business.
- Register your trademark and logo:** As a location independent entrepreneur, you will likely depend on digital marketing strategies heavily. With so much competition online for similar goods and services, your brand is what sets you apart. Lock it down, make it yours and protect your brand!
- Comply with GDPR:** If you do business online, as most location independent entrepreneurs do, chances are you will have clients or customers from the EU at some point. The EU's new General Data Protection Regulation imposes strict rules on businesses that interact with EU residents related to protecting their personal data. Developing policies and processes that comply the GDPR before you encounter these clients and customers will help you to avoid significant fines.
- Make sure you have all applicable business permits and professional licenses:** While location independent entrepreneurship is the new frontier of business and lifestyle design, the legal world hasn't completely caught up with the trend. So, wherever you register your business, you need to make sure you also apply for any applicable business permits and professional licenses, even if you plan on traveling around and working from your laptop.

Every business has individual legal considerations, so be sure to consult an attorney for advice on your location independent business.