

General Counsel Services

Internet & Online Business Transactions

Strategic Transactions & Capital Financings

Technology & Cloud Services

**Start-Ups & Emerging Companies**

## **START-UPS & EMERGING COMPANIES**



**WHEN CLIENTS WANT LEGAL ADVICE  
AS A VEHICLE FOR GROWTH,  
THEY TURN TO  
HORZEPA SPIEGEL & ASSOCIATES.**

**WELCOME TO HS&A**

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Horzepa Spiegel & Associates provides sophisticated legal services to business owners, business founders, and entrepreneurs. With offices in Texas and New York, the firm works in partnership with clients, delivering personal service, and balancing legal issues with business realities. Our clients benefit from legal counsel and business advice grounded in the practical concerns of business executives. We advise established businesses, emerging companies, and start-ups on managing legal risks while forming profitable commercial relationships to maximize opportunities and drive growth.

## ENTREPRENEURS, START-UPS, AND EMERGING COMPANIES

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Horzepa Spiegel & Associates advises entrepreneurs at all points on the business spectrum - from the inception of their businesses ideas to stages when business growth is well underway. While entrepreneurs benefit from our experience with larger businesses, we understand the tradeoffs they must constantly make. Our approach is to help entrepreneurs make the best decisions and choose the right tradeoffs to achieve their specific business goals.

## SETTING UP AND MOVING FORWARD

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We advise entrepreneurs on their very first decisions: business entity choice and formation, and business owner agreements, including operating agreements, shareholder agreements, and buy/sell agreements. As they need assistance with building relationships with independent contractors, employees, or strategic partners, we structure business terms and create agreements that protect the intellectual property and other assets of the business while allowing these relationships to drive growth. We also advise companies on agreements with their vendors and suppliers of critical business services including office leases, equipment leases, hosting services, and other information systems or services.

## MAXIMIZING POTENTIAL WHILE MANAGING RISK

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We advise entrepreneurs on the matters they must address when their business idea matures to a going concern. Documenting important decisions and actions, in the manner required by their choice of entity and state, can significantly reduce or prevent legal complications from arising in future strategic transactions. Incentives for employees can attract and maintain talent when cash available for compensation is sparse. We assist entrepreneurs with navigating these choices so that the business can continue its growth.

## FINANCING, TRANSACTIONS, AND EXIT STRATEGIES

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We advise entrepreneurs on securing financing from angel investors, institutional investors or other sources while maintaining maximum control of the business. We also assist with identifying the exit strategy best suited for both the founders and the business, structuring transactions to maximize value while minimizing business disruptions and lingering liabilities.

## AREAS OF WORK

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Our work with entrepreneurs and emerging companies includes:

- **Business entity formation and maintenance**
- **Business owner relationships and agreements**
- **Day-to-day business relationships and agreements**
- **Employment/independent contractor relationships/agreements**
- **Intellectual property protection (copyrights, trademarks, trade secrets)**
- **Commercial real estate leasing**
- **Hosting agreements**

## HS&A OFFICES

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Horzepa Spiegel & Associates is headquartered in Houston, Texas, and serves the New York metropolitan area through its office in New York City.

Our offices operate as one firm and through our substantial investment in our information technology infrastructure, all of our lawyers, regardless of location, are available to our clients, anywhere in the world.

### **HOUSTON OFFICE**

Horzepa Spiegel & Associates PC  
988 Patterson Street  
Houston, Texas 77007  
Phone: (713) 861-2201  
Fax: (713) 861-2301

### **NEW YORK CITY OFFICE**

Horzepa Spiegel & Associates PC  
44 Wall Street  
10th Floor  
New York, New York 10005  
Phone: (212) 710-9510  
Fax: (212) 710-9509

# HS&A

BALANCING LEGAL ISSUES AND BUSINESS REALITIES

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[www.horzepalaw.com](http://www.horzepalaw.com)