



**Launch**<sup>SM</sup>  
by LegalShield

# BUSINESS FORMATION MADE EASY!

## **SMART**

Form a new business entity with the professional help of an attorney.

## **FAST**

Save time by having an attorney file the business on the customer's behalf.

## **SECURE**

Have peace of mind knowing the business was properly formed. Plus, the customer gets three months of legal coverage for their new business included.



**No one provides value, simplicity and support like LegalShield. We've been in business since 1972, developing North America's oldest and largest network of law firms.**

## **Key Features of Launch:**

### **EASY, FAST, AFFORDABLE ONLINE PRODUCT**

Easy incorporation—customer fills out a questionnaire and proper documents are prepared and completed by a LegalShield attorney.

### **CONSULTATION**

Everything will be done right the first time because the customer will speak to an attorney before any filing is started. Once the attorney understands the business owner's needs, they will take care of the rest. Depending on their answers, customers will either receive a Family Legal Plan with the Home Business Supplement (HBS) or a Small Biz 10 plan.

### **LEGAL SUPPORT**

Customers have access to an entire network of law firms to assist with any business legal issue with three months of the LegalShield membership included.

## **Business Formation Services Include:**

### **FOR STANDARD, LLC AND DBA FILINGS**

- Consultation with an attorney
- Preliminary name check
- Articles of organization or incorporation based on business type
- Federal Tax EIN Obtainment
- LegalShield Small Business 10 or Family Legal Plan with HBS

*Associate earns commissions on membership as earned.*

This flier gives a general overview of LegalShield's Launch products and legal plan coverages. The benefits and prices described are not available in all states. See specific details on terms, coverage, pricing, conditions and exclusions by selecting your state in the cart at [www.launchbylegalshield.com](http://www.launchbylegalshield.com). LegalShield provides access to legal services offered by a network of provider law firms to LegalShield members through membership based participation. Neither LegalShield nor its officers, employees or sales associates directly or indirectly provide legal services, representation, or advice and is not able to render an opinion or recommendation concerning a selection of an entity or document. Information you provide LegalShield is covered by our privacy policy, but not by an attorney-client privilege.

**Q. Does it come with a legal plan?**

Yes. All Launch customers have 90 days of LegalShield coverage for their new business. They will receive either a Family Legal Plan with HBS or a Small Biz 10 plan.

**Q. What constitutes a customer getting the Family Legal Plan with HBS vs the Small Biz 10 plan?**

They receive the plan that best meets their needs based on the business information they enter on the questionnaire. Employee information and business location (such as whether the business is in a different state than their state of residence) determines which plan they receive.

**Q. What happens to the Launch member's legal plan membership after 90 days?**

Their legal plan membership will be auto-billed monthly following the 90-day trial.

**Q. What if a member already has a Family Legal Plan with HBS and they want an incorporation?**

When the incorporation papers are submitted, their legal plan membership will be advanced three months. The only exception is if they are on a group plan with payroll deduction. They will receive either a legal plan with HBS or Small Biz 10 plan based on the answers to their questionnaire.

**Q. What if a member has a Standard Family Plan with a Home Business Rider and wants an incorporation?**

They will be upgraded to the most recent Family Legal Plan with HBS (based on state availability).

**Q. What if someone doesn't want the Family Legal Plan with HBS or a Small Biz 10 plan? Is there an option to opt out?**

No. Our service is better because we have an integrated product and legal plan.

**Q. When can the member expect to get their company documents back?**

Most incorporations are completed and mailed in a packet to the member within 7-25 business days after they have been submitted following the two-day hold period.

**Q. When does the two-day hold begin?**

The two-day hold begins once the order is complete.

**Q. What happens if the member can't be reached within two business days?**

The provider law firm will attempt to contact the member. The provider will be able to address any question or concerns a member may have.

**Q. Where do I direct a member with questions specific to the Launch product?**

Members will be able to call (844) 699-7076, or email [launchsupport@legalshieldcorp.com](mailto:launchsupport@legalshieldcorp.com) for assistance from the live support team.

**Q. Who will prepare the incorporation/LLC documents?**

Documents will be prepared and filed by a LegalShield attorney based on information provided on the questionnaire.

**Q. How long does their membership take to be effective?**

Immediately after purchase is complete.

**Q. How is a business entity chosen?**

Members will speak to an attorney, who will advise them and help them decide which business entity fits them best.

**Q. Will the documents be filed with the appropriate Secretary of State or will the member file them after getting the package?**

Our attorneys will file the documents with the appropriate Secretary of State.

**Q. Is consideration made for business plans instead of family and HBS plans?**

Yes. Members will be enrolled in either a Family Legal Plan with HBS or a Small Biz 10 plan based on their questionnaire choices.

**Q. What if issues arise with the questionnaire during the conversation with the member?**

The provider law firm is available to answer any questions the member has.

**Q. Are providers responsible for more than the consultation?**

Yes. Providers will be involved through the entire process.

**Q. Will Launch be available in MA even though we have no HBS there?**

Yes. It would be under the Standard Plan.

**Q. What happens if the member waits to call until after the two-day hold is over?**

As with any other issues, the provider law firm will be available to help.