

What is Birth to Buyout?

Published by Profit and Laws, *Birth to Buyout: Law for the Life Cycle of Your Business* is a tight, handy and (nearly) funny book on business law. Designed to help the American entrepreneur, *Birth to Buyout* gives you a place to start when launching, running or selling a business. Lawyers can use it to spot issues. Businesses can cut legal bills. New entrepreneurs get a roadmap for their company.

Why is this law book different from all other law books?

Birth to Buyout was carefully crafted to make business law issues easy to understand and interesting in three ways:

- 1) Simplify Smartly.** *Birth to Buyout* boils down the law, realistically and smartly. It also helps that *Birth to Buyout* is broken into 7 phases: Getting Organized, Getting Funded, Getting the Rights, Getting it Made, Getting it Sold, Getting Protection And Getting Rich. These 7 phases make up the life cycle of a business – from birth to buyout. This makes it easier to understand business law in the context of your business.
- 2) Pretty Pictures.** *Birth to Buyout* uses charts, tables and pictures to help explain more complex legal questions.
- 3) A Story!** *Birth to Buyout* shows you the law by also telling the story of how two entrepreneurs deal with the business and legal issues in their green tech start-up - with the help of their (kickass) corporate lawyer.

Wow. Must be huge. Is it even possible to carry around?

Actually, it's not that big. It's 286 pages. The paperback version is very manageable; it's even lighter if you download the eBook to your Kindle, Nook, or iPad.

Is this book just for startups?

Absolutely not. While this book will certainly be helpful for those who are just starting out, it also has invaluable information for current business owners, as well as lawyers in need of a quick reference for practical problem solving. Additionally, *Birth to Buyout* is intended for businesses in all sectors, including tech, manufacturing, e-commerce, consumer electronics, and art & entertainment.

Who is Coco Soodek?

Coco Soodek has worked in "Big Law" for 14 years, helping businesses navigate legal risks, obligations and opportunities. With broad experience as outside general counsel to a wide variety of companies, Coco helps craft and complete business deals in art, advertising, stage, trade and rock shows, and digital media, as well as steel, manufacturing, trucking, warehousing and consumer electronics. In 2007, Coco established the Bryan Cave Art Law Team, and Bryan Cave's first blog at www.artlawteam.com, which she continues to lead. She currently serves as Chair for the Midwest Board of the American Committee for the Weizmann Institute, a prominent scientific research institute in Israel. In 2009, Coco was honored to make "40 Under 40" in *Crain's Chicago Business* – an annual list naming outstanding young professionals to watch. She is a member in the Fellows of the American Bar Association. Coco has lectured on business law, art law, and not for profit legal issues, and has been featured in [Bloomberg News](#), [Crain's New York](#), [Chicago Lawyer](#), and [Chicago Daily Law Bulletin](#). Coco has been admitted to practice law in Illinois since 1997.

What is Profit and Laws?

Profit and Laws produces holdable, foldable legal maps to guide American Entrepreneurs. People who want to start a business, grow a business, or help other people run their businesses will find real world information about business law at www.profitandlaws.com. Designed to make business law more available and accessible to more people, Profit and Laws publishes business and financial information in articles that are easy to understand. Technology and the American culture of entrepreneurs make online, retail, franchise, consulting, home-based and other businesses possible today like never before. The mission of Profit and Laws is to empower entrepreneurs to start businesses and fulfill their dreams, and, in the process, create jobs in America.