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MAY ISSUE

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What to Know About Copyright

Any original invention or creative work that is produced or purchased by your business – whether a photograph, software program or mechanical process – is intellectual property.

Intellectual property is often an organization’s most valuable asset, and it’s important to know how to protect it from misappropriation and theft, which could cost you dearly in lost revenues and profits.

One type of intellectual property is copyright. Copyright law applies to art, literary works, photographs, film, musical compositions, and anything else that is the product of someone’s creative process, fixed in a tangible medium. The



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legal owner of the creative work enjoys the exclusive right to publish, sell and reproduce it.

United States copyright law is governed by the federal Copyright Act of 1976. The law heavily favors creators, with very few exceptions. The underlying goal of the law is to encourage creative expression by protecting the creator's work product from unlimited reproduction by others. Under the Act, a copyright remains in effect for the life of the author, plus an additional 70 years after the author's death. The copyright of works produced anonymously or under corporate authorship remains in effect for 120 years after creation or 95 years after publication, whichever is sooner.

If your business produces original creative output, you will want to formally register the work with the U.S. Copyright Office. Registration gives you (a) the ability to sue a violator for statutory damages (separate from actual damages you must prove); and (b) the right to

attach an official copyright notice to the work. However, a work need not be registered or accompanied by a notice to be protected by copyright; it is copyrighted as soon as it is fixed in a "tangible form."

Any use of someone else's work that is not approved by the copyright owner exposes the user to a potential infringement claim unless it falls under certain limited exceptions, discussed below. A popular misconception is that it's sufficient to credit the author, but attribution alone is not enough without express permission to use the work.

If your business's copyrighted work is infringed upon by another party, you generally have the right to the same relief that is available for trademark infringement, along with the burden of proving your actual damages. In addition, a copyright infringer may be criminally prosecuted by the U.S. Justice Department in egregious cases.

If your business uses the work of an employee or independent contractor

whom you have hired and paid for the purpose of creating the work, then generally you are considered the copyright holder. To ensure that the work you have paid for is protected, include a clause in your employment contracts that defines "work for hire" and clearly states that you own the copyright to all works created by the employee/independent contractor in the course of the job.

FAIR USE

The doctrine of fair use permits free use of copyrighted works under limited circumstances, such as nonprofit educational uses, scholarly research and some types of journalism. Also, certain "transformative" uses that add something new and different to the work—such as satire—have been found not to violate copyright protection. The mere fact that the user makes no money from copying the work does not amount to fair use.

In determining fair use, courts consider the following factors:



"If your business produces original creative output, you will want to formally register the work with the U.S. Copyright Office."

1. Purpose and character of the use;
2. Nature of the copyrighted work (imaginative work, such as fiction, receives more protection than nonfiction work);
3. Quantity and quality of the portion used in relation to the copyrighted work as a whole;
4. Effect of the use on the potential market for or value of the copyrighted work.

It is the defendant's burden to prove fair use.

PUBLIC DOMAIN

Works that are in the public domain may be used without attribution or compensation to the creator. There is some confusion about what is meant by "public domain." For example, work that is published on the Internet is not necessarily in the public domain, even though it's publicly accessible.

A work will fall into the public domain once the copyright expires, following the author's death. Accordingly, works by Shakespeare


and Dickens can be safely reproduced, as can most works created over a century ago. Anything produced by a U.S. government entity or employee, such as official photos, court opinions and congressional reports, is in the public domain. Some creators voluntarily release their work into the public domain, but the user is responsible for confirming that this is the case. 

Illustration by Freepik



Healthy Eating Tips to Feel Your Best

You know, of course, that proper nutrition is essential to good health. For many people, though, that statement raises more questions than it answers: Which foods pack the most nutritional value?

How do different foods support different body systems and functions? Is there really a way to make kale taste good?

While there is no “magic” diet, we have collected below some tips (and recipes!) to help you fuel your body with foods that will keep you

looking and feeling good, inside and out.

Protect Your Eyes

Vitamin A is essential to good vision and may help in the fight against certain eye diseases, including cataracts and age-related macular degeneration. An easy way to get your vitamin A is to eat

something orange every day, e.g., carrots, sweet potatoes, pumpkin, cantaloupe, shrimp, or salmon.

Zinc also is important for eye health. Black-eyed peas are a good source zinc (and often are easier on your stomach than zinc supplements or lozenges).

While you can't go wrong with carrot sticks as a quick and easy source of vitamin A, here are two tasty alternatives:

- Pumpkin pie with ginger and espresso: <https://somethingnewfordinner.com/recipe/pumpkin-pie-with-fresh-ginger-and-espresso/>.
- Black-eyed peas Greek salad: <https://somethingnewfordinner.com/recipe/black-eyed-peas/>.

Build Strong Bones and Teeth

Calcium and vitamin D are essential to building strong teeth and bones. Dairy products and green leafy vegetables are good sources of calcium. Milk is a good source of vitamin D, and many breakfast cereals are fortified with vitamin D. This means that a bowl of cereal with milk is more than just a good way to start the day (or satisfy a late-night craving); it's also good for your teeth and bones.

Build Muscle

Protein is essential to muscle

development, growth and repair. Good sources of lean protein include eggs, chicken breast, almonds, cottage cheese and other dairy products, and legumes (beans and peas). Quinoa also is high in protein.

For a different take on a protein rich meal, try this filling salad: <https://somethingnewfordinner.com/recipe/quinoa-black-bean-red-pepper-and-corn-salad/>.

Flex Your Joints

Do your joints ache? Foods that fight inflammation will help keep your joints healthy and pain-free. This includes whole grains (oatmeal, quinoa, brown rice), and foods rich in vitamin C (e.g., cherries, citrus fruits, red peppers and leafy greens) and omega-3 fatty acids (e.g., salmon).

This anti-inflammatory smoothie makes for a good start to an active day: <https://somethingnewfordinner.com/recipe/pineapple-kale-anti-inflammatory-smoothie/>.

Be Good to Your Gut

Fiber is essential to good gut health. Leafy greens, like spinach and kale, are excellent sources of fiber. Other foods that are good for your gut include:

- Lean proteins. Choose fish or chicken (grilled or baked, not fried), rather than a steak.
- Whole grains.
- Some fruits and vegetables: Berries, citrus fruits, bananas and avocados. Bananas and avocados, in particular, are high in potassium, which helps promote gut health and good digestion.

This (You Won't Taste The Avocado) Banana Bread makes a delicious and healthy breakfast, snack or dessert: <https://www.cookinglight.com/cooking-101/vegan-avocado-banana-bread-recipe>. 🍌

Illustrations by Designs.ai



Running Tips for a Beginner

If you're interested in making the leap from walking to running—or are simply curious about whether running might be a good fit for you—this quick guide will help you get started on the right foot (pun intended).

Set Your Goals

A person might want to start running for any number of reasons: achieving better physical fitness, managing stress levels, competing for a charitable cause, simply enjoying the outdoors...the list goes on. For those looking for an escape, running can be an intensely solitary

experience. Anyone looking for camaraderie, on the other hand, can share this hobby with hundreds (or thousands) of like-minded individuals on race days.

Before heading out to buy your first pair of running shoes, think about what you want to achieve. Are you looking to beat a certain time for a mile or 5K?

Perhaps you're more interested in reaching a specific distance without regard for time. Even a more generic goal like getting outside to run a little bit each week without timing or distance metrics is a great start.

If you can't decide, the 5K (3.1 miles) is the most popular race type in the U.S. and could be a good initial goal.

With an estimated 17,000 5K events taking place in 2016, this distance is excellent for both beginners and seasoned pros alike.

Get Your Equipment

Once you have your goals in mind, it's time to acquire some running gear. Despite the seemingly simple nature of the sport, however, a trip to the local sports store or a quick browse on Amazon inevitably leads to a dizzying array of choices for clothing, footwear, watches, and more.

- **Clothes:** aim to protect yourself from both the elements and the dangers you may encounter near roads. Lightweight "wicking" materials, which don't absorb much water, are best to keep you cool and mobile. You may even be able to find items that have some measure of UV light protection. If you plan to run when it's dark out, don't skimp on acquiring brightly colored shirts, shorts, or pants with reflective patches so motorists can see you. Hats and sunglasses are a must for warm weather, and



beanies and long sleeves will help with the cold.

- **Shoes:** the amount of running footwear on the market is staggering, but the cardinal rule is to get a pair of shoes that is comfortable. Everyone runs a little differently, so trust your instincts and test some pairs out in the store to see if they feel natural. It's critical that your feet feel good regardless of the foam density, weight, brand name, or myriad other factors the salesperson may talk about. Take your time; good shoes will both protect you from injury and help you achieve your goals.
- **Trackers:** running watches and fitness

trackers can cost upwards of several hundred dollars, but there are also plenty of starter models that won't break the bank. For watches, look into brands like Timex, Fitbit, and Mio for models that offer several useful features without going overboard. For an even more cost-effective solution, consider using a smartphone app like Human, Couch to 5K, or Pacer. These are ideal for beginners and will help you measure and map your runs. 📌

Illustrations by Designs.ai

Sugar Kiss Melon Gazpacho

A delicious and refreshing chilled melon and avocado gazpacho.

INGREDIENTS

- 1 small shallot, peeled and halved
 - 1 clove garlic, peeled
 - 1 Sugar Kiss melon, seeded, peeled and cut into large chunks
 - 1/2 avocado
 - 1/2 cucumber peeled, seeded and cut into large chunks
 - Juice from 1/2 lemon
 - 1 t kosher salt
 - 1/4 t white pepper
 - 2 T Spanish Sherry Vinegar
 - 1/4 cup good quality olive oil
-
- 2 1/2 ounces pepita seeds
 - 1 T olive oil
 - 1/2 t kosher salt
 - 1/2 t ground cumin
 - 1/2 t chile powder
 - 2 ounces crumbled feta cheese (optional)
 - 1/2 cup pomegranate seeds



INSTRUCTIONS

Add melon, avocado, cucumber, lemon juice, salt, pepper and vinegar. Whirl until smooth. While the processor is running, gradually add olive oil through the pour tube until incorporated. Taste and adjust seasonings. Refrigerate for at least an hour before serving.

Spread the pepita seeds on a baking sheet and toss with olive oil and seasonings. Bake for about 10 minutes until they are golden, shaking them half way through. Store in an airtight container until ready to serve. Serve the soup with a sprinkling of the seasoned pepitas, some crumbled feta and pomegranate seeds. You can add a drizzle of olive oil if you like.

MAKE IN ADVANCE

Gazpacho gets better with a little resting time so the flavors mellow. So if you have the time, make it a day in advance. I like to make a big batch and eat it all week long.