



Build, protect & grow your brand with confidence.

Brandcircle offers joint marketing and legal services that provide a full-circle solution that enables you to launch, protect and grow your brand and business.

We integrate brand development and legal services to ensure your ideas are protected, cultivated and brought to life in a way that only we can make happen. We make sure your intellectual property remains yours and your vision is brought to life beyond your expectations. We are your brand guardians. Every step of the way.

Well rounded.

Brandcircle provides services that enable you to build & protect your brand.

We've combined brand development and intellectual property protection into one streamlined process. The results are brands that are bold, cohesive and protected from the start. No more frustration with your legal team shooting down fresh new ideas from your creative team. With Brandcircle, legal and creative collaborate on the same team.

We are your full circle approach to brandbuilding.

We integrate brand development and legal services to ensure your ideas are protected, cultivated and brought to life in a way that only we can make happen. We make sure your intellectual property remains yours and your vision is brought to life beyond your expectations. We are your brand guardians. Every step of the way.

Legal Services

Protecting the Power Behind Your Brand.

A strong trademark is more than a great design, it's a brand that signals quality and embodies all the goodwill of your customers. On other words, it's tremendously valuable. We ensure your brand is protected from the start, with legal strategy to secure trademarks, copyrights, and ownership rights before your brand hits the market or goes next level.

- Trademark Registration & Protection
- Brand Licensing
- Franchising & Distribution
- International Brand Protection and Enforcement

Creative Services

A strong brand starts with strategy, not just style.

We build brands with purpose, aligning voice, visuals and values to connect with your audience and stand out in the market. From identity to messaging, we craft cohesive systems designed to grow and evolve with your business.

- Brand Audit
- Brand Strategy
- Visual Identity & Creative Development
- Brand Guidelines & Standards
- Marketing Communications Strategy
- Digital & Traditional Marketing



visit **brandxcircle.com**



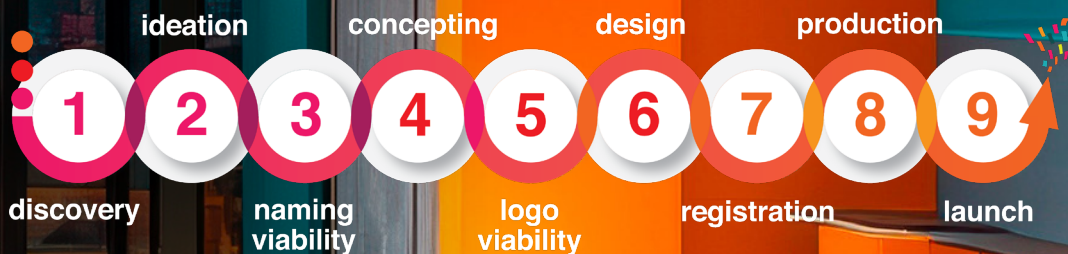


Brand Protection Overview

Our collaboration of a top-tier law firm and full-service communications agency gives you 360-degree brand lifecycle support to maximize time and resources efficiently and effectively. BrandCircle brings you tremendous value because the content BrandCircle produces for you is vetted by our Intellectual Property Team. No more sending your new creative work out to counsel for an intellectual property evaluation only to find out that it exposes you to risk and you need to start over from scratch resulting in lost time and higher creative development costs. BrandCircle seamlessly combines brand creation with brand screening and protection.

Our Process

Below is a high-level flow of seamless handoffs happen between the Intellectual Property Team and Creative Services Team as the client's brand is developed from concept to launch.



> **Let's Connect**



Brian Gregg

Member Attorney

McNees Wallace Nurick LLC

717.237.5456

bgregg@mcneeslaw.com



Brett Marcy

President

Apollo Communications

717.237.5316

bmarcy@apollo-pr.com



Kerry Mullen

VP of Brand & Client Services

Apollo Communications

717.237.5399

kmullen@apollo-pr.com



Apollo Portfolio of Work