



FOR IMMEDIATE RELEASE

SHELOWITZ & ASSOCIATES TO LAUNCH UNIQUE BREAKFAST BRIEFING SERIES

Series to Launch on May 28th at 8:15 am with “Employer Self-Defense 101: How to Prevent Employee/Consultant Theft of Company Secrets”

New York, May 15, 2008- The business law firm of Shelowitz & Associates PLLC today announced the launch of The SA Business Briefing Breakfast Series™, a unique new program series addressing critical issues to assist business owners, executives, and managers handle high risk situations that arise without warning in their day-to-day business operations. The goal of this series is to provide businesses with tools to promptly identify and contain such risks using defensive, cost-effective, and practical strategies to minimize liability and related expenses.

Understanding the time constraints placed upon business professionals, each program will offer concise and focused discussions of 30 minutes or less coupled with a question and answer session to allow participants to inquire about specific scenarios of interest.

The first briefing in the series, co-sponsored with the Greater New York Chamber of Commerce, is entitled **“Employer Self-Defense 101: How to Prevent Employee/Consultant Theft of Company Secrets.”** This briefing will address key issues regarding non-competition and non-disclosure agreements, invention assignments, and averting misappropriation of company trade secrets, among other hot issues.

“There are a number of simple steps that every business can take to protect their most important assets from renegade employees and consultants,” said Mitchell C. Shelowitz, Managing Member of Shelowitz & Associates, PLLC. “Nevertheless, in the rush to hire talented employees and consultants, many companies skip these simple steps, often resulting in high costs, headaches, and litigation, when these engagements don’t work out,” he continued. “Our first breakfast briefing will arm business professionals with important information they can immediately put into practice to minimize these risks.”

“Employer Self-Defense 101: How to Prevent Employee/Consultant Theft of Company Secrets” will be held on May 28th at the offices of Shelowitz & Associates PLLC, 11 Penn Plaza, 5th Floor (7th Avenue between 31st and 32nd Streets).

About Shelowitz & Associates

Shelowitz & Associates is a business law firm with extensive experience representing both companies and individuals in the U.S. and abroad, in all phases of the business lifecycle — from start up companies with no revenue to companies with millions in revenue. Shelowitz & Associates has a focused expertise in the representation of corporations involved in the technology, telecommunications, Internet, entertainment and hospitality, consumer brands, and food and beverage industries.

Located in Manhattan, the firm distinguishes itself not only in the sophisticated background of its lawyers, but in its dedication to providing personalized attention with a business approach that is tailored to the needs of its clientele.



For additional information about the firm, please contact Mitchell C. Shelowitz, at 212-655-9384, mshelowitz@salaws.com and visit the firm's website at www.salaws.com.

To RSVP and obtain more information about this series please contact:

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