

# PUBLICATION

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## **BakerBridge: Helping Minority Owned Businesses Identify and Address Legal Issues**

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**Supporting minority-owned businesses is a crucial step in dismantling structural inequalities. A key component to allyship is using your skills and resources to help others advance – and Baker Donelson is doing just that.**

Minority-owned small businesses face many unique challenges, particularly when it comes to understanding legal needs and how to secure the appropriate legal services. Recognizing this problem, Baker Donelson's BakerBridge program aims to level the playing field for these businesses by providing vital legal services to enable sustained growth. Through BakerBridge, we offer legal services under a flexible fee arrangement or through a grant application process. The pilot program, launched in January of this year, has already provided valuable services to a number of minority-owned business clients, including the two listed below.

### **Braham Entertainment**

**Braham Entertainment LLC** (B.E.) was one of our first BakerBridge clients. We assisted them by protecting their intellectual property by filing their very first trademark application. We hope this is the first of many legal services we provide B.E., which adopted the abbreviation B.E. as its mantra, serving as a constant reminder to uphold its core enterprise values – BE Bold. BE Disruptive. BE Different.

B.E. is an independent Black-owned and operated, multimedia production company. Founded by indie trailblazer Noel Braham, the company is devoted to enhancing the storytelling landscape in entertainment and media, while shifting the narrative for marginalized, underrepresented and disenfranchised communities.

### **The Original Irving Whiskey**

We also assisted **The Original Irving Whiskey, LLC** in securing its first trademark application. The premium whiskey company is owned and created by Timothy Irving Jr., who drew inspiration from his family's history of manufacturing spirits to create a spirit that aligns with the ever-changing tastes of indulgers.

These are just two of the BakerBridge clients who have received assistance to protect their brands. We are excited about the future of this program and our continued efforts to provide legal services to help minority-owned businesses scale and grow. Additional information, including how to apply for the program, can be found [here](#).