



Attorney-At-Law, Author & Speaker

Francine D. Ward

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www.FrancineWard.com

BIOGRAPHY

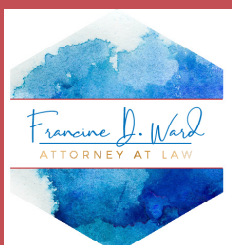


A 1989 graduate of Georgetown University Law Center, Francine D. Ward is a business, intellectual property, and estate planning attorney.

Francine's intellectual property law focus is on helping clients protect their valuable creative content through copyrights; their developing and existing logos, designs, and business brands through trademarks; their books through carefully negotiated publishing agreements, and their purses by sensibly navigating social media legal issues—Knowing the Law.

Her business law practice is focused on reviewing, preparing, and negotiating agreements based on current, relevant, legal decisions, and counseling clients on the appropriate formation of business entities. Not all businesses are created equal, especially under the new Tax Cuts and Jobs Act. Understanding the differences and the reasons for choosing one form over another is critical to counseling clients—Knowing the Law.

In addition to preparing proper estate documents based on the changing nature of the law, Francine counsels clients on the best estate plan for their needs. Such documents include trusts, wills, powers of attorney, healthcare directives, assignments of assets, certificates of trust, and trust deed documents. Not everyone needs a trust-based estate plan, for some people a will-based plan is sufficient. And for some people, an irrevocable trust is more appropriate than a revocable trust. Understanding the clear dis-

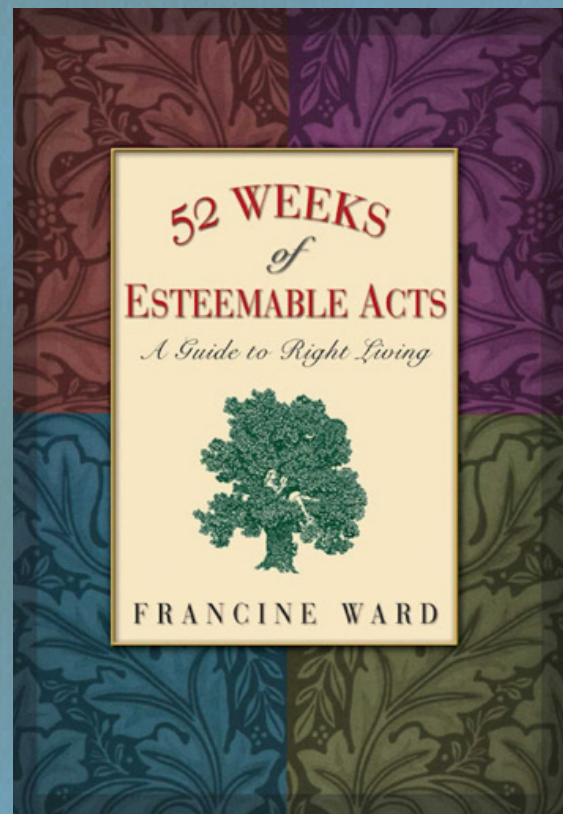
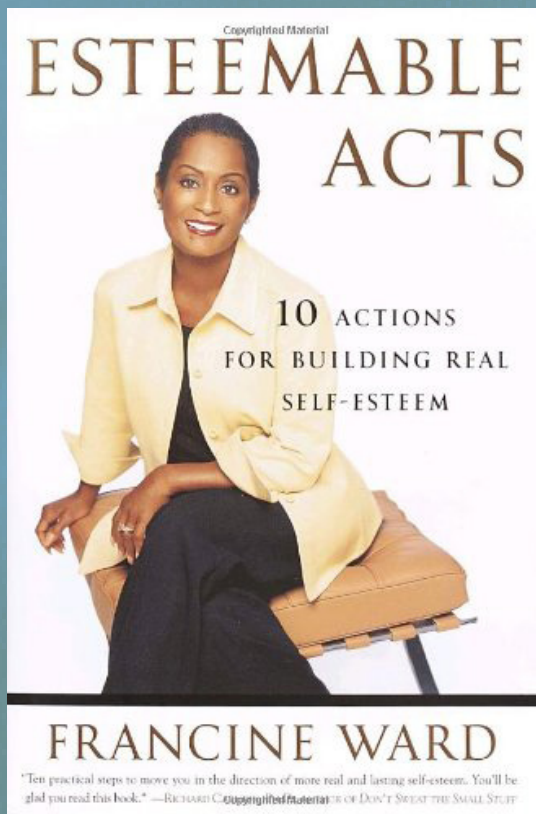


inction among these things is not just about spitting out documents at a trust-mill document factory, it's about knowing the nuances of each and being able to competently explain the differences—Knowing the Law.

Francine is an active participant in her church community, her support community, and her legal community. She is a leader in the American Bar Association's 19,000+ Intellectual Property Law Section, where she is a member of Council, the section's governing body. She also chairs the Substance Abuse and Mental Health Committee, sits on a number of committees and boards, and is liaison for the Specialized Practice Division. Finally, like Ward doesn't have enough to do, she teaches intellectual property and contract drafting at the California Desert Trial Academy of Law in Indio, California.

Francine Ward lives in Palm Desert, CA with her husband, Richard Lipfield and her Persian cat Kiwi.

RECENT WORK



TESTIMONIALS



INTELLECTUAL PROPERTY CLIENT

“Francine is exceptional in the field of Intellectual Property Law. I had the pleasure of meeting her after attending one of her workshops on Intellectual Property/Copyright matters. The workshop was tailored to nonprofit executive directors and was truly excellent. It was interactive, fun, and had a great deal of useful information that we could immediately apply to work in our agencies. I learned so much that day. After the workshop, I asked Francine about possibly representing the nonprofit I lead in protecting/copying righting some of our training materials. Francine not only agreed, her fees were affordable and she was generous/responsive with her time from start to finish. I knew I was in good hands! We received copyright approval for our Kitchen Table Talk facilitator training guides a few months ago thanks to Francine. Getting that copyright was a huge milestone achievement for our small nonprofit, and the information from the workshop will give us so much to think about as nonprofit leaders and how to protect ourselves and our ideas, etc. I can’t recommend her enough. You’ll be very pleased with her services.”

Gwen Wilson, LCSW – Founder/Executive Director/CEO – G.O.A.L.S. For Women



BUSINESS LAW CLIENT

“I hired Francine Ward to provide me with legal advice, trademark assistance, and to help me develop contract documents during my business startup. She is a pleasure to work with, and very knowledgeable, responsive, and client-focused. I

highly recommend her to other entrepreneurs who are looking for legal support for IP, contracts, and general business matters.”

Keiko, Business Owner



SPEAKING ENGAGEMENT

“As an avid conference fan...Francine is truly in the top 1% of great motivational speakers. She joins with her audience and touches the hearts and souls of the listeners. Her message is universal and embraces humor and joy...Francine’s

message...triggered a chain of events that not only cemented one the best events our agency ever sponsored but created a cascading effect.”

Maureen Keating, PCC-S, LICDC Director of Women & Family Services Community Health Center Akron, OH

TOPICS & EXPERTISE

TOPICS

Fear Ain't Nothing But A
Four-Letter Word

Self-Esteem Comes from DO-
ING Esteemable Acts

You Can't Change What You
Can't See

Lions, Tigers, & Friends: Land-
mines When Playing in the
Social Media Sandbox

EXPERTISE

Women in Business

Motivation & Inspiration

Alcoholism & Drug Use

Image & Self-Esteem

Principles of Success

FEATURED TOPIC

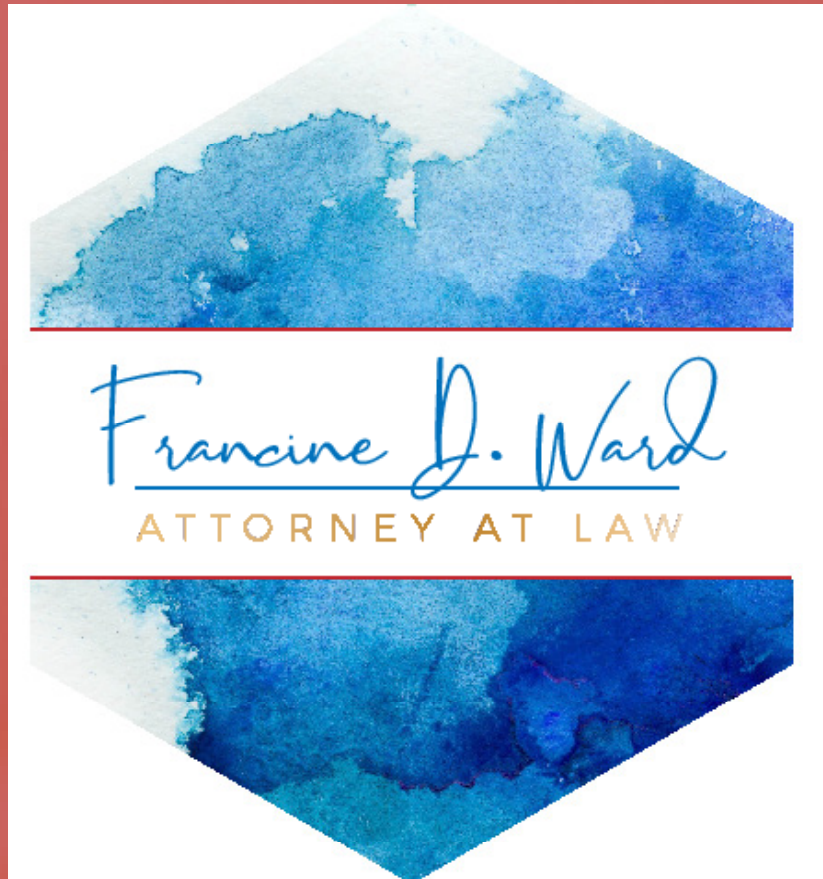


FEAR AIN'T NOTHING BUT A FOUR-LETTER WORD

What is more cunning, baffling, powerful, and more deadly than a speeding bullet? FEAR!

In any given year, F-E-A-R takes more lives than cigarettes, alcohol, drugs, cancer, and car accidents combined. It ruins families and is arguably the root cause of more depression and is the single biggest barrier to living a life of endless possibilities. F-E-A-R keeps us stuck, broke, dependent, and living beyond our means. It is the ultimate jailor because when F-E-A R comes to visit it takes plenty of prisoners.

It is the one thing we all have in common, whether we are head of our own company, working for someone else, retired, single, married, divorced, or in search of our-selves. In this program Francine demonstrates strategies for helping the audience get past this deadly killer of hope and dreams.



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