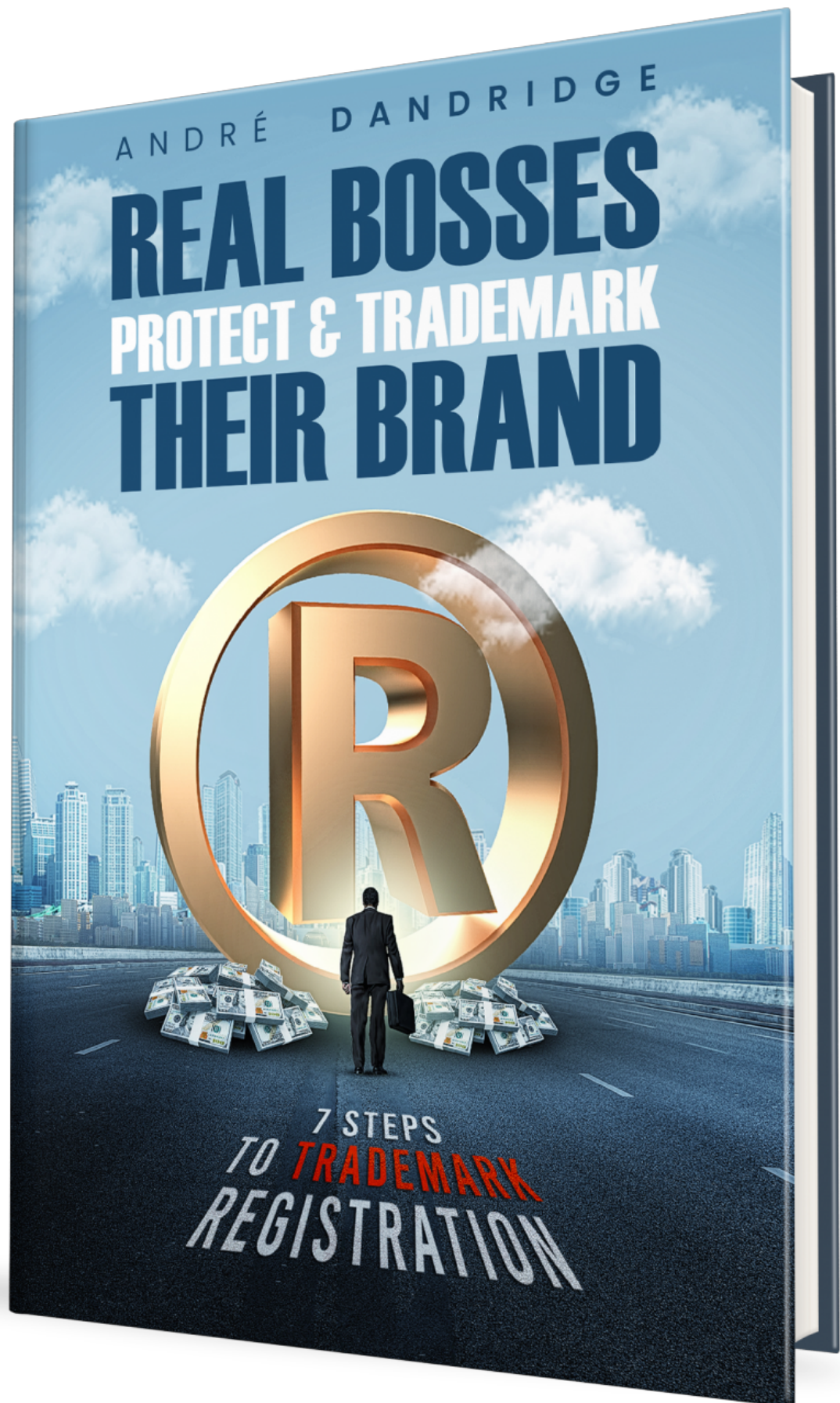


## **‘Real Bosses Protect & Trademark Their Brand – 7 Steps to Trademark Registration’ out now**

Author and entrepreneur Andre’ Dandridge guides overlooked business owners in latest release



adversity, author, entrepreneur, and instructor Andre' Dandridge understands what it takes to build a successful business from the ground up.

And now, the Grand Rapids-based Organic Intellectual Properties owner is helping other business owners that he believes are too often overlooked with the release of *Real Bosses Protect & Trademark Their Brand – 7 Steps to Trademark Registration*.

"I know how to move from failure to overwhelming success because I have done it myself," Dandridge said. "I want to help those in similar situations as they come up and develop from their tragedies."

He said the e-Book and its resources help entrepreneurs through organic economic development highlighting vital services that Opportunity Zone business owners may not otherwise know are available.

"When the new young entrepreneurs build their brand, they help the community," Dandridge said. "With *Real Bosses Protect & Trademark Their Brand – 7 Steps to Trademark Registration*, I want to show them how to sustain and grow their businesses and impact the lives of those around them."

Currently, Dandridge operates Organic Intellectual Properties, a small business consulting agency that helps business owners with business formation and intellectual property.

Before that, he had a prolific list of occupations that led to authoring his book, including a stint in academia and serving as the Director of Economic Development for a Community Development Financial Institution.

But behind the success was a long road, with many ups and downs.

Raised in Detroit, Dandridge attended Detroit Public Schools, where his instructors invested in his potential. Later, while working full-time as an undergraduate medical technology student, he became a father at 21. His desire to continue the educational journey remained, but responsibility put his dreams on hold.

After a turn of grace, he was accepted to podiatry school and moved from Maryland to Florida to pursue that dream with his young family in tow. However, he said he found it difficult balancing family and school, and during his second year, he was academically dismissed.

With a family to support, he returned to work as a medical technologist until one night, while working the third shift in a Florida laboratory, he decided to see if he could get into law school to help business owners in the area of Intellectual Property and was accepted.

"Older and more determined than ever to succeed, I made it a go," Dandridge said. "With the support of my wife and motivation of my father, who battled and overcame a lengthy heroin addiction, I was inspired to work harder than ever while serving others."

He believes most businesses in opportunity zones will prosper, but the proper support is needed.

"So, I did what I saw was needed for these owners and communities and wrote a book that guides them through the crucial area of Intellectual property and trademark registration," Dandridge said.

For more information about Dandridge or Organic Intellectual Properties, visit [organicips.com](http://organicips.com). He also maintains a presence on social media, including [LinkedIn](#).

For more about *Real Bosses Protect & Trademark Their Brand – 7 Steps to Trademark Registration*, visit [bosstrademarkbrandnow.com](http://bosstrademarkbrandnow.com).

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