

CONTROL THE BRAND

How to Build, Protect, and Scale a Business That Dominates Its Market

By Ruben Alcoba, Esq.

The Strategic Position

Most businesses treat trademarks as protection. This is incomplete—and often dangerous. A trademark is a system of control that shapes market behavior, pricing power, distribution access, and long-term business value. This book reframes intellectual property from a legal checkbox into a competitive advantage.

What You Will Learn

- Why trademarks control markets—not just names
- How to prevent competitors from entering your position
- How to scale without losing pricing power
- Why ownership structure determines business value
- How licensing and distribution shape control

Who This Book Is For

Founders, brand owners, Amazon sellers, and companies that want to move beyond growth and begin controlling how their business operates within the market.

About the Author

Ruben Alcoba is a trademark and intellectual property attorney with over 25 years of experience. He has handled thousands of matters and focuses on helping businesses structure their brands for control, scalability, and long-term valuation.

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