



A garment lasts a season.
A protected label lasts for generations.

The founder's roadmap to a protected, profitable, inheritable fashion brand.

A designer makes a garment. A brand owner builds an empire. Most fashion brands don't fail at design — they fail at architecture, and hand their life's work to whoever copies them first.

In **Own the Label**, intellectual property attorney **Ruben Alcoba, Esq.** lays out the exact sequence that turns a clothing design into an asset you own — one you can defend, scale, license, and pass down. Written for designers, founders, and the advisors who guide them.

WHAT YOU'LL LEARN

- ◇ Prove a design is yours — and protect it before anyone sees it
- ◇ Choose between a design patent and a utility patent
- ◇ Own your name, your look, and your supply chain
- ◇ Structure the entity that shields what you own
- ◇ Price and scale without giving the brand away
- ◇ License for royalties and enforce against copycats

WHO IT'S FOR

- ◇ Designers turning a first collection into a real company
- ◇ Founders preparing for growth, partnerships, or licensing
- ◇ Brands protecting margin, pricing, and market position
- ◇ Owners weighing valuation, investment, or sale
- ◇ Advisors and attorneys guiding fashion entrepreneurs
- ◇ Anyone who wants the label to function as a real asset



Ruben Alcoba, Esq. — Author

Founder and managing attorney of Alcoba Law Group, P.A. (Doral, FL). He prosecutes patents and trademarks before the USPTO and advises founders on IP, corporate structuring, asset protection, and U.S. market entry — approaching every brand as both a patent prosecutor and a future litigator.

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