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## Gray, Gray & Gray, LLP's News

### IRS Offers Tips on Avoiding Tax Identity Theft



The Internal Revenue Service (IRS) estimates tax refund fraud will near \$21 billion in 2016. To counteract rising threat, the IRS has put on a full court press to stop identity theft, using a combination of prevention, detection and victim assistance. The "Taxes. Security. Together." awareness campaign is an effort to better inform taxpayers about the need to protect their personal, tax and financial data online and at home. [Click here to read more.](#)

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### Wedding Bells? Many Happy Returns!



Summer is traditionally wedding season, and our congratulations go out to all of the newly married couples starting out their lives together. But we also want to remind you of your obligation to report your new marital status to the Internal Revenue Service (IRS) and other government agencies. Before you sit down to write out all those "thank you" cards, there are a few important things you should take care of.

[Click here to read more on our blog.](#)

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## Family Business

### Value Your Business Internally and Externally



**Valuing your** family business can help determine whether you should keep it, sell it or pass it on to a family member — either now or in your estate plan. There are two types of valuations that relate to a small business. Here are details on both and how they can fit into the succession plans for your family business.

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## Benefits Administration

### Does Your Employee Benefits Programs Provide Meaningful Protection?

**Working families** are more reliant than ever on employer-provided benefits to see them through a financial crisis. Are your workplace benefits sufficient to provide your workers with meaningful protection in case of a medical or other disaster befalling a breadwinner? Keep reading to get an idea of where your



benefit plans stand in relation to the needs of those left behind.  
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## Marketing

### Winning Ways to Compare Products in Advertising



**These days, it's not** uncommon for businesses to take out advertising comparing their products and services with those of their competitors. It's also not uncommon for competitors to sue, claiming the ads are untrue or violate their trademarks. Here are the stories of two companies who successfully fought these types of lawsuits.

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*Reuters.com - Wed, 24 Aug 2016 09:50:15 -0400*

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*Reuters.com - Wed, 24 Aug 2016 09:51:58 -0400*

### **UBS leads team of banks working on blockchain settlement system**

*Reuters.com - Wed, 24 Aug 2016 06:39:01 -0400*

### **Monsanto pulls new GM cotton seed from India in protest**

*Reuters.com - Wed, 24 Aug 2016 09:47:09 -0400*

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