

# The Advisor

Going Beyond the Numbers to Deliver Insight, Guidance and Success

**GRAY GRAY & GRAY**<sup>®</sup>  
CERTIFIED PUBLIC ACCOUNTANTS | ADVISORS

BEYOND THE NUMBERS

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

**Don't Miss Today's 1pm Webinar - the Second Session in Our Series on:**

### Managing Your Business Through the Covid-19 Crisis

*An important free webinar series for all business owners and managers*

#### Webinar #2: Tax Relief, HR Issues, & Cybersecurity Concerns

Wednesday, March 25 at 1:00pm EST

Presented by members of Gray, Gray & Gray's Human Resources, Tax and IT Leadership

- Managing Your People
  - Leadership
  - Remote work opportunities and issues
  - Alternatives to layoffs
  - Unemployment compensation
- Taxes
  - Extension of payment deadlines
  - Tax relief programs planned and in place
  - Strategic tax planning today
- Cybersecurity Issues
  - Remote working options
  - Keeping communications open - and secure
  - Cybersecurity issues in a remote working environment

[Click here to learn more and register.](#)

*Watch your email for announcement of more upcoming webinars.*

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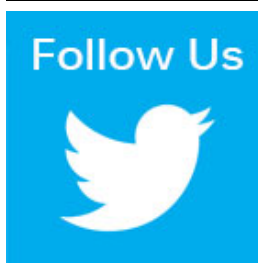
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## Coronavirus Response and Resources

Gray, Gray & Gray remains committed to helping our clients and friends successfully manage their businesses and individual finances during this challenging time. **Please click [here](#) for ongoing updates on our response to the coronavirus crisis as well as resources.** From informative webinars and articles, to links to helpful resources, we are committed to assisting and supporting you.

Stay safe!

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## Family Business

### Find Balance in Your Time



**Running the family business** can send some owners into a tailspin trying to pay attention to the company and family members. But a few simple techniques can help find the balance you need. Continue reading for some tips on how to evaluate activities and keep time under control.

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## Human Resources

### Covenants Not To Compete: Protection for Your Business



**If your business** requires employees to sign agreements that contain non-compete covenants in case they leave the company, make sure they're not overly restrictive. Here are the factors that must be in place for non-compete covenants to be enforceable, as well as the tax rules involved in deducting related costs.

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## Management

### Pick the Right Trademark



**Brand names speak volumes** about your products or services and are critical to your business and its goodwill. They should be memorable, appropriate and legally protected. Trademarks can be protected if they are sufficiently different from another mark that identifies a similar product or service. This article can help you choose and safeguard your brand by explaining the strong and weak categories of words or phrases and those that aren't eligible for protection.

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## Latest Headlines

### **U.S. weekly jobless claims soar to record 3.28 million**

*Reuters.com - Thu, 26 Mar 2020 12:19:47 -0400*

### **Morgan Stanley promises no job cuts in 2020 as coronavirus crisis grows**

*Reuters.com - Thu, 26 Mar 2020 12:17:31 -0400*

### **Ford to restart U.S. truck plants in April to combat virus cash squeeze**

*Reuters.com - Thu, 26 Mar 2020 12:13:51 -0400*

### **Wall Street rallies as job losses stir talk of more stimulus**

*Reuters.com - Thu, 26 Mar 2020 12:11:24 -0400*

### **Oil majors slash 2020 spending 20% after prices slump**

*Reuters.com - Thu, 26 Mar 2020 12:09:12 -0400*

## Saved Articles

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