



DODGE LEGAL GROUP, PCSM

DODGE A LEGAL BULLET AVOID SERIOUS LEGAL ISSUES AND BUSINESS PROBLEMS

10 LEGAL ESSENTIALS FOR YOUR RETAIL E-COMMERCE WEBSITE

GET THE FULL 9-PAGE VERSION WITH HYPERLINKS

1. Identify your Retailer of Record

- You could be a sole proprietor, a LLC, a corporation or partnership. If you have an existing brick-and-mortar retail business, it could operate your retail e-commerce store by using either:
 - its existing business entity; or
 - a separate affiliate or subsidiary; or
 - a completely separate entity.

[See Selecting the Best Legal Structure for Your Business for more information.]

2. Select and Manufacture Your Goods—Physical and/or Digital

3. Establish Your Sales Territory—only in the US or Internationally

International Sales--[Check out Cross-Border Legal Compliance.]

4. Design and Develop Your Website

- If your business already has an existing website, will it also include your E-Commerce Store?
- If not, you must identify and register an appropriate domain name.

[Learn more about Domain Names and Trademark Rights].

5. Host Your Website

6. Draft Your Consumer-Facing Legal Materials

- Legal materials usually include website terms of use, website privacy policy, website copyright/DMCA policy, retailer terms of sale, FAQs.
- Separate legal materials may be needed for your **Mobile App**.

7. Set up and Operate the E-Commerce Store

8. Sales Tax Calculation, Collection and Remittance

9. Obtain the Right Insurance

10. Comply with Advertising and Marketing Laws