

LegalBoard creator secures agreement to expand distribution

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Brian Potts, creator of the LegalBoard, has secured an agreement to expand distribution for his specialty product.

The Perkins Coie attorney from Madison designed this keyboard specifically for his peers, with often-used words and symbols mapped to easy-to-reach keys. He sells the LegalBoard online for \$75, and with initial sales across the country, he says he's looking forward to expanding the company.

"Things are going great," Potts told WisBusiness.com. "Better than expected, I'd say."

He recently signed an exclusive reseller agreement with All-State Legal, a major supplier of office supplies that has been in business for over 60 years. Potts says the reseller does business with close to 20,000 legal firms.

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