



TRADEMARK MASTERCLASS FOR NICHE CLIENTS

NICHE CLIENTS IN ECOMMERCE AND CONTENT CREATORS

1. *Niche clients*

2. *Education through webinars and social media*

3. *Explanation of Benefits of Trademark Registration*

4. *Explanation of Legal Risks For Ecommerce Business Owners*

UNDERSTANDING NICHE CLIENTS

ECOMMERCE

- 1. What should they trademark?*
- 2. What are they worried about?*

CONTENT CREATORS

- 1. What can they trademark?*
- 2. What should they worry about?*

HOW DO YOU INCREASE YOUR INTELLECTUAL PROPERTY PROTECTIONS?

- 1 Understand, Identify, Protect, Value, *and* Learn *about* your *Intellectual Property*.
- 2 Run A Trademark Search *to make sure your name is available*. Then, Trademark *your business name and program/offers/products*. Finally, Copyright *your content - this includes your websites*.
- 3 Trademark & Copyright ASAP *to stop copycats and don't let copycats get the best of you by allowing them to trademark first, affect your sales and weigh you down!*
- 4 Avoid these three costly mistakes: *DIYing, NOT Hiring A Lawyer, and NOT registering because of the cost*.

THE TRADEMARK PROCESS IS LONG & COMPLICATED

YOU WANT AN ATTORNEY TO FILE FOR YOU

1 TRADEMARK SEARCH & ASSESSMENT

Search is very important and makes sure you don't attempt to trademark a name that infringes on someone else's rights

2 FILE APPLICATION WITH USPTO GOVERNMENT OFFICE

Always hire an attorney to prepare and file your application. The current wait time is 10 to 14 months.

3 USPTO EXAMINATION BY THEIR ATTORNEYS

A government attorney will review your application and allow or deny or ask for more information.

THE TRADEMARK PROCESS IS LONG & COMPLICATED

YOU WANT AN ATTORNEY TO FILE FOR YOU (CONT'D)

4 PUBLISHED FOR OPPOSITION

Your trademark will then be published for opposition. If no other party opposes your mark during the 30-day opposition period, a notice of allowance is issued.

5 TRADEMARK REGISTRATION

Yay! This is almost the finish line but there might be some more paperwork. In the next few months, you will receive your official trademark registration.

COMMON MISTAKES BY BUSINESS OWNERS

- TRYING TO DIY YOUR TRADEMARK APPLICATION

Most applications are rejected and the long trademark process could now take longer because you made an error along the way.

- NOT TRADEMARKING BECAUSE OF FINANCIAL REASONS

This decision to not protect and trademark your business could end up costing you more expenses in lawyer fees, lost profits, lost sales, lost time and energy!

- NOT HIRING AN ATTORNEY EARLY ON

You are better off hiring someone who knows how to do this complicated stuff because it's so much less complex to take them down once you have registrations.

EXPLAIN TRADEMARK IS ESSENTIAL TO STOPPING COPYCATS

- 1 YOU CAN SEND THE COPYCATS A STRONG CEASE AND DESIST LETTER

A cease and desist letter will be more powerful and less costly once you have a trademark registration.
- 2 YOU WILL HAVE TRADEMARK PROTECTION BEFORE COPYCATS EVEN START

You can stop copycats pretty quickly and they will likely have to rebrand.
- 3 YOU WON'T LET COPYCATS TRADEMARK BEFORE YOU

You don't want to send your copycats a cease and desist letter without trademarking. If you do then you just let them know that you don't have a trademark and now they might try to file before you!



WHEN YOU PUT YOUR NAME
ON SOMETHING YOU
WORKED SO HARD FOR, YOU
NEED TO TRADEMARK IT!