

✓ Free Checklist: How to Protect Your Brand



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With Tiffany Stepney | In Vivo Exposure LLC

👉 Step 1: Business Name Check

- Brainstorm a few strong business name options
- Search your name on Google & social media
- Check name availability on your Secretary of State's website
- Confirm domain (website URL) is available
- Make sure your name isn't already trademarked (use USPTO.gov)

Step 2: Form Your LLC

- Choose your business state (where you operate)
- File Articles of Organization with your state
- Appoint a Registered Agent
- Pay your filing fee
- Get your EIN (Employer Identification Number) from IRS.gov
- Open a business bank account

® Step 3: Secure Your Trademark

- Decide what to trademark (name, logo, slogan, etc.)
- Do a deeper trademark search on USPTO
- Identify your class of goods/services
- Collect proof of use (website, packaging, product photos)
- File your application on USPTO.gov
- Keep track of your filing and monitor emails from USPTO

Step 4: Protect & Maintain

- Add ™ symbol while waiting for approval
- Once approved, update your brand materials with ®
- Set reminders to renew your trademark (usually every 5-10 years)
- Stay alert for copycats — monitor your brand online

BONUS

Want Tiffany to review your business name or guide your trademark app?

 [\[Schedule a Free Call\]](#)

