

# ✓ 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?

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

