



WHAT YOU NEED TO KNOW

Masterclasses

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Protecting your Speaking Business with Russ Riddle (chatting with Owen Fitzpatrick)

Intellectual Property

Copyright is for Content. Register with copywriting office online \$65

Trademarks are for Source Identifier as a Brand... tagline, word, phrase, logo, symbol etc

Copyright things that are saved in a tangible medium

Can use TM on something before even apply for it but can't use r symbol.

Fair Use not an 'amount of words' issue. More so used as a defence against an infringement. Very ambiguous and case by case basis.

Be careful using quotes or photos by others.

You can contact **Motion Picture Licensing Organization** to use movie or ad clips in your work

You can get a **Performing rights License** to use music (from BMI etc)

Corporate Logos: avoid using without permission because:

- a) Could be a TM Infringement
- b) Could be a contract breach
- c) Could alienate your client

- d) Could be expensive to remove
- e) Could violate article 4 of NSA ethics laws

Safer names than logos and add their trademark on it.

For New Projects

- 1) Use Due Diligence
- 2) Search trademark (uspto.gov)
- 3) Google search
- 4) Grab URL first
- 5) File application
 - 1) Already in Use
 - 2) Bonafied Intent to use

Can take a year

Book title can't be protected unless a series of books or workbooks

Can TM a business name or a name but not if common phrase or purely descriptive.

Not good to TM a framework because not source for identifying your brand. More about your way of doing something.

Best things to TM are new words

Trademark costs \$350 per CLASS per TRADEMARK

Trademark might be a logo or phrase or word.

Class could be:

- 41 Speaking / Coaching
- 16 Books
- 9 Downloads
- 35 Consulting
- 25 Apparel
- 21 Mugs etc

Copyright more protected worldwide than Trademarks which only really USA

Register a Trademark for your UMBRELLA Brand in each class needed

CONTRACTS:

Contracts needed:

Engagement Agreement
License Agreements for video etc
Video and Photo releases
NSA
Train the Trainers

Add a Clause for Recording:

My presentation cannot be filmed at any time unless advanced written permission by me.

Add a Clause for Publicity:

Speaker may use our logo on publicity materials.

Actual vs Apparent Authority

INSURANCE NEEDED

General Commercial Liability (if in person)
Errors and Omissions Professional Liability (for all)
Business Interruption
Disability

Things we overlook:

Independent Contractors - photos/videos/content... if they create the content we need to make sure we have a contract which says they did work for hire and assignment of exactly what they did

Form a LLC or Corporation - protects you legally, tax advantages, helps sell business and make more attractive for investors

<https://www.russriddle.com/>