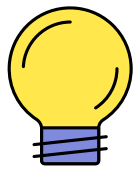


How To Protect A YouTube Channel Name

Step
1



Choose a creative and memorable name. DO NOT use your name and do not describe your channel. Descriptive names are harder to protect.

Step
2



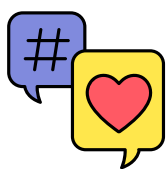
Trademark your name by applying to the U.S. Patent and Trademark Office.

Step
3



Use your trademark in your opening and closing sequences, on social media, and in a corner watermarks on your videos.

Step
4



Ensure the health of your brand. Watch for copycats. Monitor your reputation on social media. DO NOT ignore infringers.

Benefits of Trademarking a Youtube Name

1. **Security** – it will prevent any other Youtubers from using the same or similar name
2. **Prevention** – no one else will be able to trademark your name for their channel
3. **Ownership** – it's official confirmation that you own your name
4. **Enforcement** – it will make it easier to get Youtube to remove infringing channel names