

IP FOR INFLUENCERS AND CONTENT CREATORS

Many intellectual property (IP) rights may be automatic but here's the top reasons why you should still protect your digital content:



- You can only **sue for monetary damages** if someone infringes on your registered copyright or trademarks
- Official registration **reduces the risk of others stealing your creative works** and marks
- Registered trademarks help **make your brand more recognizable**
- Trademark registration also **prevents others from using your name or logos** in an attempt to mislead or steal your audience
- Registering your intellectual property makes it **easier to get infringing content taken down**

Common Intellectual Property Owned by Influencers and Creators

Trademarks and copyrights are the most common.

You can trademark your **domain names, logos, hashtags, and online aliases**. You can secure copyright protection for **videos, photos, written text, artwork, and sound recordings**. Furthermore, you can also copyright images and visuals you create, as well as **dance moves, slogans, and phrases**.



Influencers Must Respect the IP Rights of Others

In a nutshell, remember to always seek permission before using any of the following content:



- **Brand names**
- **Logos**
- **Products and services of a brand**
- **Videos, photos, and visuals created by someone else**
- **Written text, artwork, sound recordings**
- **Another brand's slogan or phrases**