

Intellectual Property Podcast Rights

WHAT IS CONSIDERED INTELLECTUAL PROPERTY IN PODCASTS?

It is rare to have patentable assets for a podcast. Still, other forms of IP – like **trademarks** and **copyrights** – are intimately entwined with podcasting.

Your **domain name, podcast name, individual podcast titles, and live streaming events** can be *trademarked*. It may be wise to trademark your domain name once you obtain it to prevent cybersquatting.

TRADEMARK UNIQUE NAMES AND TAGLINES

COPYRIGHT CREATIVE CONTENT

You can acquire **copyright protection** for **podcast episodes, live streams, and any “jingles”** or music associated with your podcast.

Email lists are probably the most common form of **trade secrets** for podcasts. Email lists are likely **valuable to your brand** and should be carefully protected.

TRADE SECRETS