

# How to Protect Your Business Intellectual Property

## Business Name

A **Business Name** is an official name which your business is registered under as a business entity in your state. Business entities include corporations, general partnerships, limited partnerships, limited liability partnerships, limited liability companies, professional limited liability companies. The business name may include an abbreviation which follows the official business name for these entities: Inc., G.P., L.P., LLP, LLC, AND PLLC, respectively.

A **DBA** is a fictitious name, which you or your business have been granted the right to use, which differs from your personal legal name or the name your business registered when the entity was formed. DBA is an acronym for Doing Business As.

## DBA

## Domain Name

A **Domain Name** is a web address acquired through a registrant organization.



A **Patent** protects inventions and requires an application and approval obtained through the United States Patent and Trademark Office or USPTO.

## Patent

## Copyright

A **Copyright** protects original, artistic works such as text, music, art, design, etc. To claim a copyright, affix the symbol © followed by the year of creation and the owner's legal name to the works.



A **Trademark** is a brand, unique promotional tagline or slogan which may be protected through a formal claim and application process at the United States Patent and Trademark Office. If a formal application at the USPTO has not been made, the use of TM or SM may be applied to claim a Trademark and Service Mark, respectively. When the USPTO approves the trademark or service mark, its owner may apply a registration mark which appears as a capital R with a circle around it. It looks like this: ®

## Trademark