

**® REGISTERED**

**A GUIDE FOR PROTECTING YOUR**

*Brand, Business & Bucks with*

**TRADEMARKS**



**Michelle J. Miller**

## REGISTERED

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ABOUT THE AUTHOR

## DEDICATION

I dedicate this book to all the innovators, trailblazers, pioneers, creative geniuses, entertainers, influencers, leaders, coaches and dreamers who have decided to do something to make a difference. I also dedicate this book to celebrity financial coach, Dr. Lynn Richardson and hip-hop legend, MC Lyte for giving me my brand name “The Trademark Queen<sup>TM</sup>” bka “TMQ” for my trademark work. Lastly, I especially dedicate this book to my clients who trust me develop strategies to protect their brands, their businesses and their bucks.

## THIS GENERATION

## INTRODUCTION



*“Live your best life by handling & protecting your business.”*  
- Michelle J. Miller

**L**et’s get right down to business. If you have dreamed of starting a business, if you have a side gig, or if you are a business owner this book is for you! Starting and maintaining a business can be overwhelming but when you are handling your business you conquer challenges. There are no shortcuts to success, you must put in the work. Successful people make sacrifices that unsuccessful people refuse to make. Successful people make the sacrifice to protect their brands in order to build on a strong business foundation.

This book was written to help guide people like you. This book was written to guide people through a major challenge - protecting their brands with registered trademarks. Protecting your brand is an important tool for protecting your business and your bucks. As an attorney with over 20 years of legal and business experience, I wrote this book to help you handle your business. I wrote this book to help you protect your intangible business assets, your intellectual property – particularly your trademarks. I have the privilege of working with celebrities, entertainers, ministry leaders, authors, influencers, coaches, literary agents, publishers, entrepreneurs, business owners and executives on business and brand issues. I have spent many years providing legal advice on marketing, e-commerce, business and regulatory compliance issues to business leaders on a local, national and international level in the corporate world. Then I opened my own law practice to help my clients navigate brand and business issues in the global marketplace. This guide is based off of some of these experiences coupled with my extensive knowledge. This guide will be your go to resource and I promise you will review it again and again.

I want you to make informed decisions about your business(es) and your brand(s). Securing trademarks for your brand(s) is a cost-effective way to reduce business risks and increase business value. This book is a guide designed to give you practical knowledge about protecting your brand. This book will literally help you understand the trademark registration process. This book is not a

substitute for seeking legal advice, the content is not and cannot be considered legal advice and it was not created to deter you from seeking the services of an experienced attorney.

This guide will help you gain an understanding of intellectual property with a focus on trademarks. My motivation for writing this book is simple: I'm passionate about helping people own and grow their businesses and protect their brands. This guide was created to ignite you to protect your brand before infringement occurs. My career as an attorney is filled with handling business issues on a local, national and international level, including the review and negotiation of multi-million-dollar contracts. I have witnessed smart people make not-so-smart decisions that have had a detrimental impact on their businesses, brands and bucks. This will not be you. You will be the smart person that makes smart business decisions. You will not have to learn the hard way from this day forward. This book was created to guide you through an important process, the process of obtaining a registered trademark to protect your brand. It is time for you to get your brands REGISTERED!

# 1

## MIND YOUR BUSINESS



*“Mind your business and stop worrying about your nonexistent competition. Your competition does not exist because no one does what you do like you do it!”*

- Michelle J. Miller

**M**ind your business. This chapter is titled “Mind Your Business” because that is exactly what you need to do to handle your business. I remember being told to “mind your business” as a kid and I would get upset. However, as an adult I soon recognized that minding my business is the best thing to do in order to handle my business. Today, I am happy to mind my business. I want you to be happy about minding your business. You are about to live and breathe your dreams. Whether you are sitting at your job thinking about jumping into entrepreneurship or if you are an experienced business owner, this chapter will ignite you to protect your business. This book is for doers, ones that will dream big and then take big actions. If you are a dreamer only, this book is not for you. This book was written as a guide to help people wake up from their dreams and do the work that will take their lives and their businesses to the next level. So, let’s get down to business.

### DEFINE YOUR WHY

I want to start this journey by igniting you to take proactive steps to protect your brand, business and bucks. In order to do that, I need to light a fire of passion within you and I believe this comes

through you recognizing your purpose – your why. I need you to identify the foundation of why you do what you do. Let's start by defining your WHY.

List the reasons why you do what you do. If you want to start something new (i.e. a business, ministry, etc.), list why do you want to start it.

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One of your “whys” should be that you are passionate about what you are doing or what you plan to do. When you are passionate about something you invest your time and money in it. If you lack passion, you lack purpose and without these two things you will not value what you do enough to protect it. If you are passionate about sharing your gifts and talents with the world, you will recognize the value in what you do. If you recognize the value in what you do, you can define success for yourself.

### **IDENTIFY YOUR NICHE**

I started this chapter with a quote that I often tell myself. To sum it up, the quote reminds me that I am special. The quote reminds me that no matter how many people do what I do, they can never do it like I do it. Your niche is your specialty and your unique way of delivering that specialty to the world. I hate to break this to you, but you cannot be a specialist of 50 different things. You can have different streams of income, but you cannot be a specialist in everything you touch.

Your unique style determines the types of projects you take on and the type of customers and clients you attract. News flash: you can't be everything to everyone so please stop trying. Set your standards, operate in excellence and stand by your business position. Many people know me as a Christian business and brand lawyer who loves to travel and interact with people of all different ethnicities, races, genders, religious beliefs and backgrounds. I have a reputation for operating in integrity and honesty. My ideal clients are wise goal-getters who are not afraid to take risks and who love to laugh,

handle business and enjoy the finer things in life. In other words, they are a lot like me or they need someone like me in their lives to push them to their next level.

In this section, define your niche. Identify what makes you special and identify why people would want to work with you.

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### **CREATE YOUR DEFINITION OF SUCCESS**

I did not ask you to write the dictionary’s definition of success in this section. To the contrary, I am asking you to “CREATE YOUR DEFINITION OF SUCCESS” because there is a difference. One of the beautiful things about building your own business and brand is that you get to define what success looks like to you.

To one-person success looks like owning a global multimillion-dollar brand, but to another person success looks like providing business ownership opportunities to single moms. When you define success for yourself, you determine what success looks like to you.

The pathway to success is not a straight road, it is a journey full of twists and turns that you’re willing to go on because it is worth every step. Neither the individuals that you are connected to or your social media followers get to the determine what success looks like in your life.

In this section, write your definition of success.

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After you “DEFINE YOUR WHY”, “DEFINE YOUR NICHE” and “CREATE YOUR DEFINITION OF SUCCESS” it is important to identify any perceived obstacles that you need to overcome. You must identify these obstacles in order to develop a plan of attack. Every day it can feel as if there are a million obstacles that stand in your way of success. However, you are an overcomer. You can overcome any obstacle that comes your way. How do I know? Because if you’re reading this book you are unstoppable. No matter what hits you, you are like that Energizer® Bunny, no matter what happens you refuse to give up or give in, you are still going! You might be your own obstacle. For example, you may think you are not smart enough, educated enough or you’re not talented enough but you must overcome these thoughts. Whatever obstacles you face, you can overcome them because you can get up and do something about them. Put in the work, position yourself as an expert and then do this one simple thing – act like you are who you say that you are. Identify your obstacles below and whether they are real or imaginary. Each day proclaim the following: *“I am an overcomer and I will overcome every obstacle that comes my way!”*

<b>OBSTACLE</b>	<b>REAL</b>	<b>IMAGINARY</b>
_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>

Now that you have identified your perceived obstacles and whether they are real or imaginary, it is time for you to develop a plan of attack. You cannot just identify obstacles and let them stay there. After you identify obstacles that stand in your way of success, you must develop a plan to deal with them. If you do not create plan to deal with your obstacles, you will always experience defeat and this is true even if all of your obstacles are imaginary. Imaginary obstacles remind me of what I’ve heard people say about the word “FEAR” – they say fear is FALSE EVIDENCE APPEARING REAL. Sometimes

obstacles appear real, but they are figments of our imagination because we have not been through them experience yet. Your plan of attack may require that you develop a strategy to overcome the perceived obstacles that you have created in your mind. Use the section below to write a brief plan of attack to overcome obstacles.

**THE PLAN TO ATTACK YOUR OBSTACLES**

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**ENCOURAGE YOURSELF**

You must mind your business to ensure that you take time to encourage yourself as you handle your business. Starting and growing a business can be discouraging as you walk along your journey towards success. As you walk along your personal journey you must learn how to become your own greatest fan. Before we dig deeper into protecting your business, brands and bucks with trademarks, I want you to recognize that the most important thing you must protect is your peace of mind. You are going to get frustrated sometimes and you may feel scared and you may even make some mistakes, but it's ok. Chin up. You got this. Now, in the space below write some words of encouragement to yourself.

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