

# Artist & Band Branding Protection Checklist

Not a fake legal filing form.

Not pretending to replace an attorney.

A practical preparation and verification worksheet artists can use before investing heavily into a name or brand.

That makes this topic operational instead of purely theoretical.

# Artist & Band Branding Protection Checklist

## Artist / Band Information

**Artist / Band Name:**

**Alternate Spellings / Variations:**

**Primary Contact:**

**Website Domain(s):**

## Brand Usage Verification

**Is the name currently being used publicly?**

Yes

No

**Approximate First Public Usage Date:**

### **Areas Of Usage:**

- Live Performances
- Streaming Platforms
- Merchandise
- Social Media
- Website Branding
- Print Advertising
- Video Content
- Tour Promotion

## **Search & Conflict Review**

### **Trademark Search Completed:**

- Yes
- No

### **Social Media Handle Search Completed:**

- Yes
- No

### **Domain Availability Reviewed:**

- Yes
- No

### **Streaming Platform Search Completed:**

- Yes
- No

### **Existing Band / Artist Conflict Found:**

- Yes
- No
- Possible Conflict

### **Notes Regarding Similar Names:**

# Branding Assets

## Logo Created:

- Yes
- No

## Logo Ownership Confirmed:

- Yes
- No

## Designer Agreement Documented:

- Yes
- No

## Brand Color / Visual Standards Established:

- Yes
- No

## Merchandise Branding Prepared:

- Yes
- No

# Ownership & Internal Agreements

## Are all members in agreement regarding name ownership?

- Yes
- No
- Not Discussed

## Is ownership documented in writing?

- Yes
- No

**Are former members connected to the branding?**

- Yes
- No

**Are merchandise rights clarified internally?**

- Yes
- No

## Trademark Registration Tracking

**Trademark Registration Filed:**

- Yes
- No
- Pending

**Filing Territory:**

- United States
- International
- State Level
- Other: \_\_\_\_\_

**Registration Number (If Applicable):**

**Filing Date:**

## Online Presence Tracking

Platform	Username Secured	Password Archived
Instagram	<input type="checkbox"/>	<input type="checkbox"/>

Facebook	<input type="checkbox"/>	<input type="checkbox"/>
TikTok	<input type="checkbox"/>	<input type="checkbox"/>
YouTube	<input type="checkbox"/>	<input type="checkbox"/>
Spotify For Artists	<input type="checkbox"/>	<input type="checkbox"/>
X / Twitter	<input type="checkbox"/>	<input type="checkbox"/>
Website Domain	<input type="checkbox"/>	<input type="checkbox"/>

## Archive & Documentation

- Screenshots of early public usage archived
- Merchandise samples archived
- Domain purchase records saved
- Logo source files backed up
- Promotional flyers archived
- Social media creation dates documented

## Additional Notes