



Creator's Legal Kickstart Kit.

Because every creator needs to know their worth, protect their work, and secure the bag!

**Creator Law School | Legal Smarts
for the Creative Mind**

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Your creativity isn't just art, it's your business. And businesses need protection.

Inside this kit, you'll find 5 major areas to review and secure your brand, your content, and your future. Each action you take moves you closer to building like a CEO, not just a creator.

This isn't about fear. It's about ownership, confidence, and growth.

Protect your empire.
~ **Prof. Liburd**

WHAT'S INSIDE THIS KIT

01 — Business Entity & Financial Foundation

02 — Brand & Intellectual Property

03 — Copyrights & Licensing

04 — FTC Compliance & Disclosures

05 — Contracts for Brand Deals & Partnerships

Each section includes a full checklist of action items to complete before your next deal, post, or pitch.



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Sections 01 + 02

Business Entity & Brand Protection

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01 - SET UP YOUR BUSINESS ENTITY & FINANCIAL FOUNDATION

- ✓ Choose the right structure: LLC, S-Corp, or Sole Proprietorship
- ✓ Get an EIN (Employer Identification Number) from the IRS
- ✓ Open a separate business bank account for tax and legal protection
- ✓ Track income and expenses: QuickBooks, Wave, or FreshBooks
- ✓ Set aside 25–30% of income for taxes to avoid IRS issues
- ✓ Understand your tax write-offs: home office, equipment, travel, software

02 - PROTECT YOUR BRAND & INTELLECTUAL PROPERTY

- ✓ Conduct a comprehensive trademark search before choosing a name
- ✓ Register your trademark with the USPTO to prevent brand theft
- ✓ Secure your domain name and social media handles before launching
- ✓ Protect logos, slogans, and branding elements with proper registration



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Sections 03 + 04

Copyrights, Licensing & FTC Compliance

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03 - SECURE YOUR CONTENT WITH COPYRIGHTS & LICENSING

- ✓ Register original photos, videos, music, and written work with the Copyright Office
- ✓ Use watermarks or metadata to deter unauthorized use of your content
- ✓ Set up content licensing agreements before allowing brands to use your work
- ✓ Understand fair use and how to protect against copyright infringement

04 - FTC COMPLIANCE & ADVERTISING DISCLOSURES

- ✓ Always disclose paid partnerships using #Ad, #Sponsored, or similar tags
- ✓ Keep track of all brand deal agreements to ensure legal compliance
- ✓ Avoid misleading advertising: ensure full transparency in all endorsements
- ✓ Know how to properly disclose affiliate links and sponsored content

IMPORTANT NOTE ON COPYRIGHT

Your work is protected by copyright from the moment you create it; you don't need to register it for copyright to exist. But registration with the U.S. Copyright Office is what gives you the ability to sue for statutory damages and attorney's fees. Without registration, you can only recover actual damages, which are often difficult to prove. Register your most valuable work.



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Sections 05 + Next Steps

Contracts, Brand Deals &

Your Next Move

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05 - USE CONTRACTS FOR BRAND DEALS, SPONSORSHIPS & PARTNERSHIPS

- ✓ Always sign written contracts before collaborating with brands or other creators
- ✓ Key clauses to include: Payment Terms, Content Ownership, Exclusivity, Termination
- ✓ Ensure agreements define deliverables, usage rights, and non-compete terms
- ✓ Never rely on a DM or email agreement: get it in writing, every time
- ✓ Use NDAs when discussing proprietary ideas, pitches, or business strategies

READY TO FULLY PROTECT YOUR BRAND?

This kit is just the beginning. Both products are live now.

THE CREATOR'S WORKING AGREEMENTS

Two attorney-drafted contracts for every working relationship. Choose your IP structure. Keep what's yours.

LICENSE IT, DON'T LOSE IT

Keep your copyright. Define exactly what they get. AI training prohibition built in, not optional.

Also available: Get Paid, Keep Control • Build Together, Stay Protected • Teach My Method • Get Protected Bundle