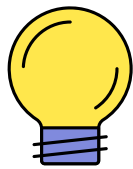


# How To Protect A YouTube Channel Name

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Step  
**1**



Choose a creative and memorable name. DO NOT pick a name that only describes your channel. Descriptive names are harder to protect.

Step  
**2**



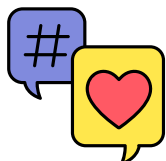
Trademark your name by applying to the U.S. Patent and Trademark Office.

Step  
**3**



Use your trademark in your opening and closing sequences, on social media, and in a corner watermark on your videos.

Step  
**4**



Ensure the health of your brand. Watch for copycats. Monitor your reputation on social media. DO NOT ignore infringers.

## Benefits of Trademarking a Youtube Name

1. **Security** – it will prevent any other Youtubers from using the same or similar name
2. **Prevention** – no one else will be able to trademark your name for their channel
3. **Ownership** – it's official confirmation that you own your name
4. **Enforcement** – it will make it easier to get Youtube to remove infringing channel names