Name test and dated-proof sheet

LoftyBiz 174 — Protect Your Name and Your Work: Simple Checks Before You Publish

These are examples, not promises. The people and businesses in this video are illustrative examples, and results vary. Figures are rough examples from the official script, not targets or forecasts. This is general business education, not financial, legal, HR or tax advice. Trademark and copyright rules differ by country, so check locally before you act.

This week

- Take the name you plan to use, or a short alternative, and run the say-and-type test with ten people.
- Do a careful, early search for obvious clashes.
- Save a dated copy of one piece of original work in a folder you will not overwrite.
- If you plan to register a mark, speak to a local professional first.
- Put the name test and the dated proof checklist into Systex, so the same checks are waiting next time you publish.

Habits to keep

- Choose a short name that is easy to say, spell and remember, and test it out loud.
- Write the name four times as if it were an email address. Say it to ten people and watch them type it.
- Avoid hyphens, invented spellings, long strings, and names that sound like everyday words with a different meaning.
- Prefer a name you can own as a brand, not a phrase everyone already uses for something else.
- Look for obvious conflicts before you print cards or buy a domain: a general web search, social handle availability, whether the obvious domain is taken, and a high-level look at public trademark databases. A quick search is not a full legal search.
- If a candidate is close to an existing business, even in another city, ask whether customers might mix you up.
- If the obvious first-choice domain is taken, do not add random numbers. Go back to the shortlist and test the next clean option.
- Write the chosen name, the date you first used it, and a photo of the first labelled piece in a dated folder you will not overwrite.
- Note the names you rejected and why, so you do not circle back to a confusing option under deadline pressure.
- Keep dated proof of every new handout, diagram or class outline: a document, an export, or a photo of a whiteboard.
- Email a copy to your business address, or store it in a system that keeps timestamps.
- You can study other teachers and then write your own steps, with your own examples and your own diagrams. Do not paste someone else's pages, swap the title, and call it your course.
- When you quote a short published line, name the source. When you use a photo, use your own, or a licensed image, and keep the licence record.
- If someone uses your work, get local advice before sending a heavy letter. A folder of dates is not the same as a registered right.
- Keep the before-you-publish checklist in Systex so it stays easy to find.

Worked example: Elena, jewellery line, Portland

Item	Example from the official script	Your note
Setting	Elena, jewellery line, Portland, USA	
First idea	a long, poetic name with a hyphen and a spelling she had invented	
Say-and-type test, in this example	said it out loud to ten people and asked them to type it	
Result, in this example	six got it wrong, and two thought of a shop they already knew	
Short test she used	write the name four times as if it were an email address; say it to ten people and watch them type it	
What to avoid	hyphens, invented spellings, long strings, and names that sound like everyday words with a different meaning	

Item	Example from the official script	Your note
What to prefer	a name you can own as a brand, not a phrase everyone already uses for something else	
Early search	a general web search, social handle availability, whether the obvious domain was taken, and a high-level look at public trademark databases, without treating that as a full legal search	
Close candidate, in this example	one name was close to an existing studio in another city; even if the law might have allowed it, she did not want customers to mix them up	
What she chose	a shorter name, tested again, then a matching domain and a small first batch of cards	
Time, in this example	the extra week of checks cost little compared with reprinting and explaining a confusing name later	
Dated proof	the chosen name, the date she first used it, and a photo of the first labelled piece, in a dated folder	
Rejected names	she noted names she had rejected and why, so she would not circle back under deadline pressure	
If the domain was taken	she did not add random numbers; she went back to the shortlist and tested the next clean option	

Elena is starting a small jewellery line in Portland. She first loved a long, poetic name with a hyphen and a spelling she had invented. When she said it out loud to ten people and asked them to type it, six got it wrong, and two thought of a shop they already knew. She used a short test, then a careful early search, and chose a shorter name. In this example, the extra week of checks cost little compared with reprinting later. These are illustrations, not a promise that a name will be available, and not a substitute for a trademark filing or legal advice where you live. These are examples, not promises.

Worked example: Kenji, workshops, Minneapolis

Item	Example from the official script	Your note
Setting	Kenji, workshops, Minneapolis, USA	
What he writes	short method notes for people who attend	
What went wrong	he found a blog post that followed his outline almost line for line, including a diagram he had drawn, and he could not show, in one place, when he had first written it	
New habit	for every new handout, diagram or class outline, he saved a dated file — a document, an export, or a photo of a whiteboard — in a folder he did not overwrite	
Extra copy	he emailed a copy to his business address, or stored it in a system that kept timestamps	
Rule for learning	he could study other teachers, break a method into ingredients, then write his own steps, with his own examples and his own diagrams	
What he would not do	paste someone else's pages, swap the title, and call it his course	
When he quoted	he named the source	
When he used a photo	he used his own, or a licensed image, and kept the licence record	
Reuse	the dated folder helped him find the first version later, instead of rewriting from memory	
In Systex	he kept the dated-proof steps in Systex, so each new handout followed the same habit	
If someone used his diagram	he still planned to get local advice before sending a heavy letter; the file meant he had something to show	
The same rule in class	students could be influenced by work they admired, but the notes they took home had to be their own words and their own examples	

Kenji runs workshops in Minneapolis and writes short method notes for people who attend. He once could not show when he had first written a method that later appeared on a blog. He changed his habit: a dated file for every new handout, diagram or class outline, in a folder he did not overwrite. These are examples, not a copyright filing guide, and not a promise that a folder will win a dispute. A quick search is not the same as a full clearance, and a folder of dates is not the same as a registered right. These are examples, not promises.

Keep this checklist in Systex, our own product. You can find Systex at loftybiz.net. These are examples, not promises.