

# IP Protection Guide

Branded reference for Shear Genius Society, LTD Co. • Updated February 18, 2026.

**Important:** This material is for educational/general informational purposes and does not constitute legal advice. For legal advice, consult a qualified attorney.

## The 4-Layer Protection Plan

- 1 Copyright registration for flagship works (enforcement strength).
- 2 Trademark registration for brand identity (name/logo/slogan).
- 3 Licensing terms on every product page + inside every download (control usage).
- 4 Website policies (Terms, Privacy, DMCA, Copyright Notice) for compliance + takedown readiness.

## What to Register First

- Best-selling designs and signature graphics.
- Core bundles and evergreen study materials.
- High-value worksheets, guides, and PDFs.
- Key brand graphics (as artwork) in addition to trademarks for the brand identifiers.

## Group Registration (Cost Control)

Batch your works monthly or quarterly. Keep a 'Register Queue' folder with exported finals, dates, and titles so filing is fast and consistent.

## Infringement Response Ladder

- 1 Capture proof: screenshots + URLs + timestamps.
- 2 Send DMCA takedown to the host/platform.
- 3 File platform infringement reports (marketplaces/social).
- 4 Send a cease & desist if needed.
- 5 Escalate legally (registration strengthens remedies).

## Comparison Table

Protection	Covers	Examples
Copyright	Creative expression	Artwork, PDFs, worksheets, photos
Trademark	Brand identity	Name, logo, slogan, product line name
Patent	Inventions	New functional product/mechanism