

Trademark Checklist

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.

Before You File (Checklist)

- Confirm the exact spelling and formatting you will use consistently (e.g., 'Shear Genius Society').
- Decide what you're protecting: word mark (name), design mark (logo), slogan(s), collection names.
- List the goods/services you offer (e.g., digital study materials, educational services, apparel designs).
- Gather specimens if you're already using the mark in commerce (screenshots of site/product pages).

Filing Prep (Accountability Steps)

- 1 Run a clearance search (USPTO database + Google + social platforms).
- 2 Choose filing basis (in use vs intent to use).
- 3 Pick correct classes for your goods/services.
- 4 Create a consistent brand folder: logos, usage screenshots, brand guidelines.

After Filing

- Use TM until registration is granted; then use ® where appropriate.
- Monitor for copycats: marketplaces, social platforms, and domain lookalikes.
- Keep dated evidence of use (updated listings, ads, screenshots).