



EVOLVV STRATEGIES

A FREE DOWNLOAD FROM DESIGN A STUNNING BRAND
WITH AI

The 15-Minute Sanity Check

The three legal-and-logistics checks to run on your brand name before you commit — click by click, in fifteen minutes.

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The 15-Minute Sanity Check

Three quick searches, five minutes each. Run this once, right before you commit to the name and logo you're about to build a business on.

You own what the AI made you. Both ChatGPT and Claude assign you the output, free and paid plans alike. For a normal small business, *trademark* (built by using your name in business) is what protects a brand — not image copyright. This check catches the obvious collisions.

The one rule that keeps you clean: never prompt for someone else's brand — no "make it look like the Nike swoosh," no trademarked characters or celebrities. No ownership clause fixes copying a protected mark.

Check 1 — Trademark knockout search (~5 min)

1. Go to **tmsearch.uspto.gov** — no account needed. (The old "TESS" system was retired in 2023; ignore any tutorial that still says to use it.)
2. Search your **exact business/brand name**.
3. Search **close variations** — different spellings, plurals, and words that *sound* alike ("Brite" vs "Bright"). The sound-alikes trip up beginners.
4. For each hit, check two things: is it **LIVE** (not dead/abandoned), and is it in a **related industry**?

How to read it: a live, confusingly-similar mark in your space is the red flag ("likelihood of confusion"). The same word in a totally unrelated industry is usually fine. A close hit → change the name, or get an attorney's opinion before you print anything.

Check 2 — Name, domain & handle scan (~5 min)

1. **Google the exact name in quotes**, plus your city or industry — look for a business already using it prominently near you.
2. Go to **namechk.com**, type the name once — it scans the domain *plus* Instagram, TikTok, X, YouTube, Facebook, LinkedIn and 90+ more in one shot. No signup.

You don't need every handle free. But a name where the .com and all the main handles are already taken by active businesses is a signal to keep iterating — for legal calm *and* for being findable.

Check 3 — Reverse-image your final logo (~5 min)

Catches the nightmare case: your AI mark accidentally resembles an existing one.

1. Save your final logo as a PNG.
2. **Google Lens (first pass):** go to google.com, click the camera/Lens icon, drag your logo in, and review both the exact and the "**visually similar**" results.
3. **TinEye (second pass):** go to tineye.com and upload the same image — best at finding exact or edited copies circulating online.

What you want: no established company using a strongly similar mark in a related field. If a real brand pops up looking close, run the variation loop again and push your logo somewhere more distinctive.

When to actually call a lawyer

Do the free knockout search yourself for early candidates. But the moment a name is a finalist you'll put on signage, invest real money in, or expand beyond your town — **or your own search turned up a live, similar mark in your industry** — pay a trademark attorney for a proper clearance search before you file or print. Until then, this 15-minute check is exactly the right amount of diligence.

This is practical guidance, not legal advice.

Evolv Strategies — Design a Stunning Brand with AI



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THE NEXT STEP

Want a site this polished without building it yourself?

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