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From Creator to Company

The Legal & Brand Protection Starter Kit

If you're making money online even a little, you need protection. This guide shows you how to legitimize your creator business, protect your name, and avoid expensive mistakes."



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Why Creators Are Businesses, Even Before 100K Followers?

Content creators operate as businesses the moment they accept payments, sign brand deals, or monetize their platform.

Common Myths

- “I’ll wait until I start making real money”
- “LLCs are only for large or established creators”

Real-World Risks Creators Overlook

- Personal liability from contracts and sponsorships
- Tax exposure and reporting errors
- Brand ownership disputes and account loss



When a Creator Needs a Company (LLC vs. Sole Proprietor)

Ask yourself:

- Are you accepting brand deals or sponsorships?
- Are you earning recurring income?
- Are you using your real name or personal accounts to operate?

Structure Breakdown

Sole Proprietor

- Simple and low-cost
- No legal separation between you and your business
- Higher personal risk

LLC

- Separates personal and business liability
- Adds credibility with brands and platforms
- Supports long-term growth and protection

Best Practice: Most monetized creators upgrade to an LLC once income or contracts begin.



Protecting Your Name, Handle & Brand

What can be protected

- Brand name
- Logo
- Merch slogans



What You Can't Protect (and Why)

- Social Media usernames alone (Platform Ownership)
- Common or descriptive words without distinct branding
- Names already registered or in use by another business

Trademarks vs. Usernames

- A Trademark gives you legal ownership and enforcement rights.
- A username only gives you platform access, not legal protection.

Common Mistakes to Avoid

- Filing after your brand is already copied
- Choosing the wrong trademark class
- Assuming Instagram or TikTok “ownership” equals legal ownership



The 5 Biggest Legal *Mistakes* Creators Make

- Signing contracts personally instead of through a business
- Not owning their own content or brand rights
- Using copyrighted music or media without permission
- Ignoring tax obligations and reporting requirements
- Allowing agencies or brands to control intellectual property



Brand Deals, Merch & Monetization Safety Checklist

Before You Accept a Brand Deal

- Contract reviewed for usage and exclusivity rights
- Payment terms clearly defined
- Termination and ownership clauses verified

Before You Launch Merchandise

- Brand name and logo protected
- Supplier agreements in place
- Sales and tax obligations identified

Before You Hire Editors or Moderators

- Contractor agreements signed
- Content ownership clarified
- Confidentiality terms included



How to “Creator-Proof” Your Business Early

- Separate personal and business finances
- Open a dedicated business bank account
- Use contracts for brand deals, collaborators, and contractors
- Protect your content, brand, and income, even under \$10K/month

Why It Matters: Early protection prevents disputes, lost revenue, and legal exposure as your platform grows.



Your Creator Protection Roadmap

Just Starting

- Choose the right structure
- Set up financial separation
- Secure your brand identity

Growing Fast

- Form or upgrade your LLC
- Review contracts and monetization strategy
- Begin trademark protection

Already Monetized but Unprotected

- Audit legal and tax exposure
- Secure ownership rights
- Formalize agreements and brand protection

No matter where you are in your journey, the right legal foundation today determines how far your brand can safely grow tomorrow.

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Creators don't fail because of content, they fail because they didn't protect what they built.

Take the Next Step!

CLICK HERE



For a Free 15 Minute Call



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