



ASK DR. LEAH TOOLKIT

Rev. Dr. Leah Jackson ESQ.

Licensed Attorney in Technology and Intellectual Property Law, Pastor, Preacher, and Educator

Brand name/Series title: _____

My content type(s):

- Sermons
- Devotionals
- Bible Studies
- Ebooks/Print
- Books
- YouTube
- Online Course
- Social Posts
- Music
- Other _____

Where I publish:

- Instagram
- Facebook
- TikTok
- YouTube
- Website/Blog
- Amazon KDP
- Teachable/Kajabi
- Podcast Apps
- Other _____

My biggest concern (choose one):

- Someone is copying/reposting my work
- I collaborate and ownership is unclear
- I use AI tools and I'm unsure about rights/risks
- I want to protect my ministry/brand name
- I'm publishing a book/course and want to do it correctly

What happened/what am I trying to do (2 sentences):

- 1) _____
- 2) _____

What outcome do I want (choose one):

- Stop the copying
- Protect the name/brand
- Protect the content
- Create a protection plan
- Decide whether to file (copyright/trademark)
- Clean up agreements/collaborations

CLARITY QUESTIONS (Pick the section the section that fits)

If your content was copied:

- Where was it copied? (platform + link) _____
- What was copied? (video/caption/PDF/audio/slides) _____
- Is the copier selling it or using it to grow an audience? _____
- Did you give permission at any point? (yes/no/not sure) _____

If you collaborate:

- Who contributed, and what did they create? _____
- Was there a written agreement? (yes/no) _____
- Who is publishing it / earning revenue? _____
- Shared ownership or full ownership? _____



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CLARITY QUESTIONS (Continued...)

If you're building a brand:

- Exact name you use _____
- Where you use it (handles/website/books/courses) _____
- Is anyone using something similar? (yes/no/not sure) _____
- What category matters most (books/courses/merch/etc.) _____

If you use AI tools:

- Which tools? _____
- How you use them (brainstorm/outline/rewrite/images) _____
- Heavily edit output? (as-is / edit heavily) _____
- Save drafts/final versions with dates? (yes/no) _____

POWER QUESTIONS (copy/paste):

- What should I protect first - my content, my brand name, or both - and why?
- Is my series name eligible for trademark, and what would block it?
- When I collaborate, what must be in writing so I don't lose ownership?
- My content was reposted - what's the fastest way to respond and request removal?
- What should I keep as proof that I created this first (especially online)?

WHAT TO HAVE READY:

- Link(s) to the content + publish date
- Screenshots of copying/reposting (if applicable)
- Original files/drafts (timestamps help)
- Names of collaborators/contractors + any agreement
- Your brand name + where it is used (handles/domain/products)

YOUR NEXT STEP (circle one and commit):

- | | |
|--|---|
| <input type="checkbox"/> Create my proof folder | <input type="checkbox"/> Get agreements in writing |
| <input type="checkbox"/> Update copyright/terms | <input type="checkbox"/> Decide whether to file (copyright/trademark) |
| <input type="checkbox"/> Lock in brand name strategy | <input type="checkbox"/> Start an enforcement log |

I will do it by (date): _____