

New Solution Helps Small Businesses Trademark Their Brands

A step-by-step video course helps shoestring startups protect their brand investment without hiring an expensive lawyer.

ATLANTA, GA, UNITED STATES, August 24, 2026 /EINPresswire.com/ -- Small businesses have historically operated without federal trademark protection because plumbers, flower shops, salons, coffee shops, etc., typically operate locally and are less likely to conflict with national brands.



As products and services increasingly launch online, trademark protection has become essential.

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When a competitor challenged my mom’s use of her personal name for her business, I created this course to help small businesses protect their brands.”

Bruce Miller

Companies that sell online compete in a marketplace where brand conflicts are likely. Yet, hiring a lawyer can be too expensive for shoestring startups and cottage businesses.

[Brand Story Bruce](#), a subsidiary of [Miller eMedia](#), has introduced a low-cost, step-by-step video course to guide business owners seeking to trademark their brand.

“I created this course from a childhood experience,” [Bruce Miller](#) said. “My mother, Nan Miller, operated her Los Angeles PR agency under her own name. A second Nan

Miller, in Chicago, owned the trademark and challenged my mom’s use of the name. A \$350 filing fee would have prevented this lawsuit.”

Course Contents – The \$28 trademark course takes the business owner through each step of the USPTO Trademark filing process, including:

- Performing the Trademark Search
- Understanding Classes
- Selecting Your Description from the Trademark ID Manual

- Preparing Your Specimen
- Submitting the Application
- Maintaining Your Trademark

The Spectrum of Trademarkability –

This key feature of the course helps businesses determine if their brand can be trademarked.

“A trademark attorney is always recommended if your budget allows.” Bruce Miller recommends. “But operating without a trademark leaves you vulnerable. That’s why I created the course.”

The Name Game – The package also includes The Name Game, a bonus course that guides new businesses in choosing a Web-ready brand name that uniquely positions a brand and can likely be trademarked.

MILLER EMEDIA brings 30 years of corporate and agency experience to brand development and e-media production. The company is versed in brand strategy, content development, web strategy, and brand videos.

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Every brand name lives on a spectrum of what can and can't be trademarked.

Trademark classifications explain why Dove Soap and Dove Chocolate don't conflict.

This press release can be viewed online at: <https://www.einpresswire.com/article/936149672>

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