



## WEBSITE LEGAL CHECKLIST\*

- 1. Website Legal Forms.** This includes your [Privacy Policy, Terms of Use, and other important legal documents](#) based upon the content of your site.
- 2. Copyrights.** In addition to copyright notices on your website, register your content with the [U.S. Copyright Office](#).
- 3. Trademarks and Service Marks.** “TM” and “SM” on your common law and state registered marks. Some marks can be federally registered with the [U.S Patent & Trademark Office](#).
- 4. Testimonials.** You’ll want signed releases and [compliance with Federal Trade Commission endorsements and testimonial guidelines](#) that became effective December 1, 2009.
- 5. Photos and Graphics.** You’ll want signed releases or proof of ownership so that you can use these.
- 6. Content.** Proof to support claims, compliance with Federal Trade Commission guidelines, original content or proof of ownership if you’re using private label rights (PLR) content. Check for duplicate content on the Internet using a service like [Copyscape.com](#).
- 7. E-mail Autoresponders.** Don’t send [unsolicited commercial e-mail \(spam\)](#). Obtain consent from subscribers, preferably with double/verified/confirmed opt-ins instead of single opt-ins. [Our law firm uses and recommends AWeber](#) for legally sending e-mails to groups of people at the same time.
- 8. eBook Legal Notices.** Include [intellectual property notices, disclosures, and disclaimers](#) in your ebooks.

### \* DISCLAIMER AND MATERIAL CONNECTION DISCLOSURE

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