

The AI Armor Kit: 6-Step Roadmap

 1. Copyright Your Creative Works □ Register copyright to high-value works (viral/high view videos, headshots FIRST). budget allows, register every video at <u>US Copyright Office</u>) Use <u>Copyright Registration DIY Kit</u> to train your team and add to post-production workflow. □ Document your creative process (choices, edits, prompts, discarded material) □ Save drafts, edits, screenshots and project files as proof, timestamp and label with relevant video for organized asset management. 	<u>n</u>
 2. Contract Shields □ Add AI disclosure/no-AI use clauses in contract with team members and vendors; rep & warranty that they won't use AI to undermine copyrightability □ Redline a limited license to Name, Image & Likeness (NIL) in contracts □ Prohibit AI training or creation of digital replicas in contracts 	
3. Protect Your Brand □ Do a trademark clearance search for your branding (brand name, handle, logo, slogan, podcast, course/membership) □ Trademark your handle, brand name, logo, or tagline (Brittany says: "if you like it, y should have put a ®ing on it!") □ Store registrations and certificates safely (digital storage) □ Set up google alerts or third-party monitoring software to track brand and content infringement	
 4. Don't Rely on AI Alone as Final Creative Work □ AI-only outputs = not copyrightable under U.S. law (as of October 2025) □ Layer in your human contributions: edits, tone, meaningful creative choices □ Track revisions and final cut decisions 	
5. Systems & Practical Protections ☐ Add watermarks to videos and graphics. ☐ Clarify site/course Terms & Conditions against AI training. ☐ Use robots.txt (signal for bots, not foolproof). ☐ Embed metadata or content authenticity tags.	

	\square Maintain good file hygiene: version control, backups.	
6. Push for Policy		
	☐ Support NO FAKES ACT (federal publicity right)	
	☐ Get involved with the <u>Creator Economy Caucus/Congressional Creators Caucus</u>	
	\square Advocate for data portability & interoperability for creators (Ensure creators can	
	export their data (audience, analytics, content history) in open formats	
	\square tax credits & financial Incentives for Creators, consistent tax code policy for	
	deductions	

Framework: AI Copying Levels

- (Green light) AI = Inspiration/Training: Broad AI training, like human inspiration
- (Yellow light, caution) AI = Remix/Style Mimicry: Copying style or prompting for a specific IP may require licensing/attribution.
- (Red Light) AI = Direct Copying: Deepfakes or replicas infringement/theft.

Build your MOAT

M — Monetize strategically

Design revenue that isn't as CPM-fragile. Monetization Ladder = flagship digital/physical products, membership/community, smart licensing, and selective equity. Price usage/rights, not effort. Build LTV, recurring cash flow.

0 — Own your IP

Paper and register what matters most. Copyright your top viral videos first (long-form and shorts), then batch the rest. Trademark your channel/podcast name, distinctive logo, and real catchphrases used in commerce. Tight contracts (work-for-hire + assignments, guest/location releases, editor/composer deals) and an AI/likeness clause that bans training or synthetic voice without a separate, paid, time-bound license.

A — Authentic connection

Double down on earned human-to-human connection over algorithm tricks. Capture email/SMS, show up consistently, set clear community rules, and protect boundaries. Explore live events, streaming and live shopping. Give behind-the-scenes/context, invite co-creation, and make it easy to buy or share the official way. Reputation is an asset—treat it like one.

T — Tools

Use AI as a tool. Preserve copyrightability. Monitor AI caselaw and platform changes.

Remember: Don't let the AI monkey on your back steal your shot. Protect your empire. Use the tools at your disposal and keep adapting!

Grab ready-to-use contract templates at CreativeContracts.co

Connect with Brittany on Instagram, Youtube or LinkedIn.

Ready for more support? Book a call here.