

**Belongly**

**The Belongly  
Guide To The  
Art of  
Owning Ideas**

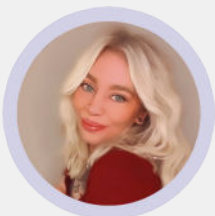


**Idea Bodyguards &  
Brand Superheroes: Understanding  
Intellectual Property**



**Picture this: You're not JUST a therapist. You're a veritable idea factory, churning out innovative methodologies, tools, and resources faster than a popcorn machine at a movie premiere. But here's the kicker – how do you protect these brain-babies from being swiped, copied, or misused? It's like having a golden goose but leaving the gate wide open. Not on our watch!**

This guide is your personal superhero, swooping in to save the day. We're here to navigate the often confusing, sometimes intimidating, but always important world of Intellectual Property. We'll help you lock up your ideas tighter than Fort Knox, ensuring your unique contributions to the therapy world are protected. So buckle up and get ready for a thrilling ride through copyrights, trademarks, and patents – the unsung heroes of your therapy practice. This isn't just a guide; it's your ticket to peace of mind.



**Danielle Rose (Dani) Allen, MSW CTRC (She/Her)**

Dani Allen is the Clinical Outreach and Development Manager for [Belongly](#). At [Belongly](#) she is responsible for engaging in outreach and marketing efforts to establish collaborative alliances with mental health practitioners who can gain value from the Belongly community while supporting clinical referrals for therapists and facilitating networking connections. She offers specialized knowledge on mental health subjects and the requirements of therapists and creates valuable downloadable content and resources for existing and prospective members of the [Belongly Community](#).

# Copyrights: The Bodyguards of Your Creative Works

Copyrights are like the secret service, always ready to protect your unique therapy materials. This could be your innovative worksheets, e-books, or even a unique therapy model you've developed. Here's what you might want to copyright

## **Therapeutic Methods and Models:**

If you've written a detailed description or guide to a unique therapeutic method or model.

## **Written Works:**

This includes books, articles, blog posts, therapy worksheets, or handouts you've created.

## **Online Content:**

Original content created for an online platform, such as a therapy app or an online course.

## **Training Materials:**

Unique materials developed for training other therapists, such as slide decks, handouts, or training manuals.

## **Artistic Works:**

Original artistic works created as part of your therapy practice, such as therapeutic art or music.

# Trademarks: The Superheroes of Your Brand Identity

Trademarks are like the Batman to your Gotham City, protecting your practice's name, logo, and anything else that distinguishes you from other therapists. Here's what you might want to trademark:

## **Branding Elements:**

The elements that make up your brand, such as your practice's name, logo, slogan, or other distinctive signs.

## **Unique Product Names:**

If you've developed a specific product or service within your practice, the name of that product or service.

## **Distinctive Symbols or Icons:**

If you use any specific symbols or icons to represent your practice or a specific service you offer.

## **Unique Color Combinations or Patterns:**

If your brand uses a specific color combination or pattern that is strongly associated with your practice.

## **Sound Marks:**

If there's a specific sound or jingle associated with your practice (for example, in a podcast or video series).

# Patents: The Golden Tickets for Inventions

Patents are like golden tickets, giving you exclusive rights to profit from your invention. They're rare in the therapy world, but if you invent a new tool or method, they could come into play. Here's what you might want to patent:

## **Software or Apps:**

If you've developed a software program or app related to therapy, such as a mental health tracking app or a virtual reality program for exposure therapy.

## **Unique Therapeutic Equipment:**

If you've invented a piece of equipment that aids in therapy, such as a special chair, desk, or other physical tool.

## **Innovative Therapeutic Processes:**

If you've developed a new process that involves a unique sequence of actions leading to a specific therapeutic result, and it involves a technical aspect.

## **Novel Algorithms or Systems:**

If you've developed a unique algorithm or system for use in therapy, such as a new method for analyzing patient data or a unique system for matching patients with therapists.

Remember, each type of intellectual property protection serves a different purpose and protects a different aspect of your work. Understanding these differences is the first step in protecting your ideas and your practice.

# Lock and Key: Navigating Intellectual Property in Therapy

Protecting your intellectual property is like setting up a security system for your ideas. Here's a step-by-step guide for each type of protection:

## 1. Copyrighting Your Therapy Materials

- Create:** Write or create your original therapeutic material.
- Mark it:** Add the copyright symbol (©), the year, and your name or registered business name to your work. This gives you basic protection.
- Register it:** For extra security, register your work with the U.S. Copyright Office. You'll need to fill out the appropriate form (like Form TX for textual works) and pay a fee.

**Template:** © [Year] [Your Name/ Registered Business Name]. All rights reserved.

**Estimated Investment:**

**Energy: (Low)**

**Time: (A few hours)**

**Money: (Around \$45-\$65)**

## 2. Trademarking Your Practice

- Ensure Uniqueness:** Make sure your practice's name or logo is unique. You can search existing trademarks in the USPTO database.
- Apply:** Apply for a trademark through the U.S. Patent and Trademark Office. You'll need to fill out an application (like the TEAS Plus form) and pay a fee.

**Template:** TM [Your Practice's Name or Logo]

**Estimated Investment:**

**Energy: (Medium)**

**Time: (Several months to over a year)**

**Money: (Around \$225-\$400 per class of goods/services)**

# Lock and Key: Navigating Intellectual Property in Therapy

## 3. Applying for a Patent

Ensure Novelty: Make sure your invention is new and non-obvious. You can search existing patents in the USPTO database.

- Apply:** Apply for a patent through the U.S. Patent and Trademark Office. You'll need to fill out an application and pay a fee. This process is complex and usually requires the help of a patent attorney or agent.

**Template:** Patent Pending [Your Invention's Name]

**Estimated Investment:**

**Energy:** (High)

**Time:** (Several years)

**Money:** (Starting around \$300, potentially much higher with legal fees)

Remember, it's always a good idea to consult with an intellectual property attorney to ensure you're taking the right steps to protect your work. Now, go forth and conquer the therapy world with your protected, unique ideas!

# Get published for free on the fastest growing content platform in the mental health industry today.

Whether you're just opening the doors to your private practice or have a thriving business to run, blogging and article writing are great ways to gain exposure and attract new clients. At Belongly, we're inviting mental health professionals to submit their articles for distribution within our community and across our multiple channels.

## Publish An Article

**01. Boost your professional profile** **02. Read by 10s of thousands of mental health professionals**

**03. Excellent SEO for your website**





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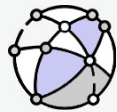
## The community for mental health professionals.

A free, secure space for mental health professionals to collaborate with and meet new colleagues, support each other with referrals and stay connected to a trusted network of peers.

[Join Today](#)

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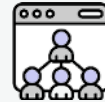
Belongly is a secure private platform. Currently, we only accept US-based therapists.



### Connect

Meet other psychologists, social workers, and mental health professionals who share your specialties, interests, and day-to-day challenges.

[See who's on Belongly](#)



### Collaborate

Consult on cases, securely discuss specific issues, and learn from a protected space. Help one another by giving and receiving professional support.

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### Cultivate

Grow your practice with referrals from the community, and develop your business with tools, advice, best practices, and continued training.

[Exchange Referrals](#)