

# HOW TO REGISTER YOUR NAME AS A BUSINESS

**HOW TO REGISTER YOUR NAME AS A BUSINESS** IS A CRUCIAL STEP FOR ANYONE LOOKING TO ESTABLISH A LEGAL ENTITY AND BUILD A BRAND. THE PROCESS INVOLVES SEVERAL IMPORTANT STEPS, INCLUDING CHOOSING THE RIGHT BUSINESS STRUCTURE, ENSURING YOUR DESIRED NAME IS AVAILABLE, AND COMPLETING THE APPROPRIATE REGISTRATION WITH STATE OR LOCAL AUTHORITIES. THIS ARTICLE PROVIDES A COMPREHENSIVE GUIDE ON THE STEPS TO TAKE, THE CONSIDERATIONS INVOLVED, AND THE BENEFITS OF REGISTERING YOUR BUSINESS NAME. BY FOLLOWING THE OUTLINED PROCEDURES AND UNDERSTANDING THE LEGAL REQUIREMENTS, YOU CAN SUCCESSFULLY NAVIGATE THE REGISTRATION PROCESS AND LAY A SOLID FOUNDATION FOR YOUR BUSINESS ENDEAVORS.

- UNDERSTANDING BUSINESS NAME REGISTRATION
- CHOOSING THE RIGHT BUSINESS STRUCTURE
- CHECKING NAME AVAILABILITY
- REGISTERING YOUR BUSINESS NAME
- BENEFITS OF REGISTERING YOUR BUSINESS NAME
- ONGOING COMPLIANCE AND MAINTENANCE

## UNDERSTANDING BUSINESS NAME REGISTRATION

BUSINESS NAME REGISTRATION IS THE PROCESS THROUGH WHICH A BUSINESS OWNER SECURES THE LEGAL RIGHT TO USE A SPECIFIC NAME FOR THEIR BUSINESS OPERATIONS. THIS PROCESS VARIES BY JURISDICTION, BUT THE FUNDAMENTAL PURPOSE REMAINS THE SAME: TO ENSURE THAT THE NAME IS UNIQUE AND NOT ALREADY IN USE BY ANOTHER ENTITY. REGISTERING A BUSINESS NAME CAN ALSO PROVIDE LEGAL PROTECTION AGAINST OTHERS USING THE SAME NAME, WHICH IS ESSENTIAL FOR BRAND IDENTITY AND CONSUMER RECOGNITION.

WHEN YOU REGISTER A BUSINESS NAME, YOU TYPICALLY HAVE THE OPTION TO CHOOSE BETWEEN A "DOING BUSINESS AS" (DBA) NAME OR A FORMAL BUSINESS NAME ASSOCIATED WITH A SPECIFIC LEGAL STRUCTURE, SUCH AS A CORPORATION OR LIMITED LIABILITY COMPANY (LLC). UNDERSTANDING THESE DISTINCTIONS IS CRUCIAL FOR MAKING INFORMED DECISIONS ABOUT YOUR BUSINESS IDENTITY.

## CHOOSING THE RIGHT BUSINESS STRUCTURE

BEFORE REGISTERING YOUR BUSINESS NAME, YOU NEED TO DETERMINE THE APPROPRIATE BUSINESS STRUCTURE THAT ALIGNS WITH YOUR GOALS AND NEEDS. THE MOST COMMON TYPES OF BUSINESS STRUCTURES INCLUDE SOLE PROPRIETORSHIPS, PARTNERSHIPS, CORPORATIONS, AND LIMITED LIABILITY COMPANIES (LLCs).

### SOLE PROPRIETORSHIP

A SOLE PROPRIETORSHIP IS THE SIMPLEST FORM OF BUSINESS STRUCTURE, WHERE ONE INDIVIDUAL OWNS AND OPERATES THE BUSINESS. THIS STRUCTURE DOES NOT REQUIRE FORMAL REGISTRATION, BUT YOU MAY STILL NEED TO REGISTER YOUR BUSINESS NAME IF IT DIFFERS FROM YOUR PERSONAL NAME.

## PARTNERSHIP

A PARTNERSHIP INVOLVES TWO OR MORE INDIVIDUALS SHARING OWNERSHIP AND RESPONSIBILITIES OF THE BUSINESS. SIMILAR TO SOLE PROPRIETORSHIPS, PARTNERSHIPS MAY NEED TO REGISTER A DBA IF THEY OPERATE UNDER A NAME THAT IS NOT THE LEGAL NAMES OF THE PARTNERS.

## CORPORATION

INCORPORATING YOUR BUSINESS PROTECTS YOUR PERSONAL ASSETS FROM LIABILITIES INCURRED BY THE BUSINESS. THIS PROCESS REQUIRES FILING SPECIFIC DOCUMENTS WITH THE STATE AND MAY INVOLVE ADDITIONAL NAMING REGULATIONS.

## LIMITED LIABILITY COMPANY (LLC)

AN LLC COMBINES THE BENEFITS OF BOTH A CORPORATION AND A SOLE PROPRIETORSHIP. IT PROVIDES PERSONAL LIABILITY PROTECTION AND ALLOWS FOR FLEXIBLE MANAGEMENT STRUCTURES. REGISTERING AN LLC TYPICALLY REQUIRES FILING ARTICLES OF ORGANIZATION WITH THE STATE.

## CHECKING NAME AVAILABILITY

ONCE YOU DECIDE ON A BUSINESS STRUCTURE, THE NEXT STEP IS TO CHECK THE AVAILABILITY OF YOUR DESIRED BUSINESS NAME. THIS ENSURES THAT YOUR CHOSEN NAME IS NOT ALREADY IN USE BY ANOTHER BUSINESS ENTITY, WHICH COULD LEAD TO LEGAL COMPLICATIONS.

## CONDUCTING A NAME SEARCH

START BY CONDUCTING A NAME SEARCH THROUGH YOUR STATE'S BUSINESS REGISTRATION WEBSITE. MOST STATES HAVE ONLINE DATABASES WHERE YOU CAN CHECK THE AVAILABILITY OF BUSINESS NAMES. ADDITIONALLY, IT IS WISE TO CONDUCT A SEARCH ON SOCIAL MEDIA PLATFORMS AND DOMAIN NAME REGISTRARS TO ENSURE THE NAME IS AVAILABLE ACROSS VARIOUS CHANNELS.

## TRADEMARK CONSIDERATIONS

IN ADDITION TO STATE-LEVEL NAME AVAILABILITY CHECKS, CONSIDER CONDUCTING A TRADEMARK SEARCH. THE UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO) MAINTAINS A DATABASE OF REGISTERED TRADEMARKS. IF YOUR DESIRED BUSINESS NAME IS TRADEMARKED, YOU MAY NEED TO CHOOSE A DIFFERENT NAME TO AVOID LEGAL ISSUES.

## REGISTERING YOUR BUSINESS NAME

AFTER CONFIRMING THAT YOUR DESIRED NAME IS AVAILABLE, YOU CAN PROCEED TO REGISTER IT. THE REGISTRATION PROCESS WILL VARY DEPENDING ON YOUR BUSINESS STRUCTURE AND JURISDICTION.

## FILING FOR A DBA

IF YOU ARE A SOLE PROPRIETOR OR PARTNERSHIP AND PLAN TO OPERATE UNDER A NAME DIFFERENT FROM YOUR OWN, YOU WILL NEED TO FILE FOR A DBA. THIS PROCESS USUALLY INVOLVES FILLING OUT A FORM AND PAYING A FILING FEE TO YOUR LOCAL OR STATE GOVERNMENT.

## REGISTERING A CORPORATION OR LLC

FOR CORPORATIONS OR LLCs, YOU WILL NEED TO FILE ARTICLES OF INCORPORATION OR ORGANIZATION WITH THE STATE. THIS TYPICALLY INVOLVES PROVIDING DETAILS SUCH AS THE BUSINESS NAME, ADDRESS, AND THE NAMES OF THE OWNERS OR DIRECTORS. AFTER APPROVAL, YOU WILL RECEIVE A CERTIFICATE OF INCORPORATION OR ORGANIZATION, WHICH CONFIRMS YOUR BUSINESS'S LEGAL STATUS.

## BENEFITS OF REGISTERING YOUR BUSINESS NAME

REGISTERING YOUR BUSINESS NAME OFFERS SEVERAL BENEFITS THAT CAN SIGNIFICANTLY IMPACT YOUR BUSINESS'S SUCCESS AND LONGEVITY.

- **LEGAL PROTECTION:** REGISTERING YOUR BUSINESS NAME PROTECTS IT FROM BEING USED BY OTHERS, WHICH HELPS IN BUILDING A UNIQUE BRAND IDENTITY.
- **INCREASED CREDIBILITY:** A REGISTERED BUSINESS NAME CAN ENHANCE YOUR CREDIBILITY WITH CUSTOMERS AND SUPPLIERS, SHOWING THAT YOU ARE A LEGITIMATE BUSINESS.
- **ACCESS TO FUNDING:** MANY LENDING INSTITUTIONS REQUIRE BUSINESSES TO BE REGISTERED BEFORE PROVIDING LOANS OR CREDIT.
- **BRAND RECOGNITION:** A REGISTERED NAME ALLOWS YOU TO ESTABLISH AND PROTECT YOUR BRAND ACROSS VARIOUS PLATFORMS.
- **TAX BENEFITS:** CERTAIN BUSINESS STRUCTURES MAY PROVIDE TAX ADVANTAGES, WHICH CAN BE BENEFICIAL FOR LONG-TERM GROWTH.

## ONGOING COMPLIANCE AND MAINTENANCE

AFTER REGISTERING YOUR BUSINESS NAME, IT'S ESSENTIAL TO MAINTAIN COMPLIANCE WITH LOCAL AND STATE REGULATIONS. THIS INCLUDES RENEWING YOUR BUSINESS LICENSE, FILING ANNUAL REPORTS, AND UPDATING YOUR REGISTRATION IF YOU CHANGE YOUR BUSINESS STRUCTURE OR NAME.

ADDITIONALLY, YOU SHOULD MONITOR THE USE OF YOUR BUSINESS NAME AND BE PROACTIVE IN PROTECTING YOUR BRAND FROM POTENTIAL INFRINGEMENTS. KEEPING YOUR BUSINESS REGISTRATION CURRENT WILL ENSURE THAT YOU RETAIN ALL THE BENEFITS ASSOCIATED WITH YOUR REGISTERED NAME.

ESTABLISHING A BUSINESS NAME IS A PIVOTAL STEP IN YOUR ENTREPRENEURIAL JOURNEY. BY ENSURING THAT YOU FOLLOW THE APPROPRIATE STEPS FOR REGISTRATION, YOU CAN SAFEGUARD YOUR BRAND AND SET A STRONG FOUNDATION FOR FUTURE GROWTH.

## **Q: WHAT IS A DBA, AND DO I NEED ONE?**

A: A DBA, or "DOING BUSINESS AS," IS A REGISTRATION THAT ALLOWS A BUSINESS TO OPERATE UNDER A NAME OTHER THAN ITS LEGAL BUSINESS NAME. IF YOU'RE A SOLE PROPRIETOR OR PARTNERSHIP USING A NAME THAT ISN'T YOUR OWN, YOU TYPICALLY NEED TO REGISTER A DBA.

## **Q: HOW MUCH DOES IT COST TO REGISTER A BUSINESS NAME?**

A: THE COST TO REGISTER A BUSINESS NAME VARIES BY STATE AND THE TYPE OF REGISTRATION. DBA REGISTRATIONS CAN RANGE FROM \$10 TO \$100, WHILE LLC OR CORPORATION FILINGS MAY COST BETWEEN \$50 AND \$500, DEPENDING ON THE STATE.

## **Q: CAN I REGISTER A BUSINESS NAME WITHOUT HAVING A BUSINESS?**

A: YES, IN MANY JURISDICTIONS, YOU CAN REGISTER A BUSINESS NAME WITHOUT ACTIVELY OPERATING A BUSINESS. THIS IS OFTEN DONE TO SECURE THE NAME FOR FUTURE USE.

## **Q: HOW LONG DOES IT TAKE TO REGISTER A BUSINESS NAME?**

A: THE TIME IT TAKES TO REGISTER A BUSINESS NAME DEPENDS ON THE JURISDICTION AND THE TYPE OF REGISTRATION. DBA REGISTRATIONS CAN BE PROCESSED IN A FEW DAYS, WHILE LLC OR CORPORATION FILINGS MAY TAKE SEVERAL WEEKS.

## **Q: DO I NEED AN ATTORNEY TO REGISTER MY BUSINESS NAME?**

A: WHILE IT IS NOT MANDATORY TO HIRE AN ATTORNEY TO REGISTER YOUR BUSINESS NAME, CONSULTING WITH ONE CAN BE BENEFICIAL IF YOU HAVE QUESTIONS ABOUT LEGAL COMPLIANCE OR TRADEMARK ISSUES.

## **Q: WHAT HAPPENS IF MY BUSINESS NAME IS ALREADY TAKEN?**

A: IF YOUR DESIRED BUSINESS NAME IS ALREADY TAKEN, YOU WILL NEED TO CHOOSE A DIFFERENT NAME. IT'S ESSENTIAL TO ENSURE THAT YOUR BUSINESS NAME IS DISTINCT TO AVOID LEGAL ISSUES.

## **Q: CAN I CHANGE MY BUSINESS NAME AFTER REGISTERING IT?**

A: YES, YOU CAN CHANGE YOUR BUSINESS NAME AFTER REGISTRATION. HOWEVER, YOU WILL NEED TO GO THROUGH THE PROPER LEGAL CHANNELS TO UPDATE YOUR REGISTRATION AND MAY HAVE TO FILE ADDITIONAL PAPERWORK.

## **Q: IS REGISTERING A BUSINESS NAME THE SAME AS TRADEMARKING IT?**

A: NO, REGISTERING A BUSINESS NAME AND TRADEMARKING ARE NOT THE SAME. REGISTRATION PROVIDES LEGAL RECOGNITION FOR YOUR BUSINESS NAME, WHILE TRADEMARKING PROTECTS THE NAME AS A BRAND IDENTIFIER ACROSS DIFFERENT GOODS AND SERVICES.

## **Q: WHAT IS THE DIFFERENCE BETWEEN A BUSINESS NAME AND A BRAND NAME?**

A: A BUSINESS NAME IS THE OFFICIAL NAME UNDER WHICH YOUR BUSINESS OPERATES, WHILE A BRAND NAME IS THE NAME THAT CONSUMERS RECOGNIZE AND ASSOCIATE WITH YOUR PRODUCTS OR SERVICES. YOU CAN HAVE DIFFERENT BUSINESS AND BRAND NAMES.

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**how to register your name as a business: The Ontario Business Registration Guide - How to Register a Business in Toronto / Ontario, Canada** Benjamin Lasher, CA, 2012-11-12  
Congratulations on picking up this book and taking time to educate yourself about one of the most liberating and rewarding steps you are about to take. My name is Benjamin Lasher. I am a Canadian who moved to the USA 25 years ago to pursue a successful corporate career. But the global economic crisis of 2008 forced my employer to lay me off. I took a nice severance offer and moved back to Canada with my wife and children to be close to our family. After a year relaxing and contemplating next steps, I started a business in Ontario that has grown successfully over the last few years. Since then I have registered more businesses as well as helped others in my family and friends circle do the same. I've learned a lot about the business registration process over the last several years, and I have written this book to help you understand the implications of registering a business in Ontario, as well as how to go about doing so. This book also serves as an efficient way to respond to some of the most common questions I received about the process. Rather than respond individually, it is my hope that this book reaches far more than whom I can reach personally and help everyone searching for this information. As an entrepreneur and successful multi business owner, I hope you will find this information helpful and actionable so that you too can take advantage of it immediately. I wish you all the best Ben Lasher  
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**how to register your name as a business: FASTSTART YOUR BUSINESS** Ronika Khanna, 2020-10-29  
FASTSTART Your Business is a comprehensive guide that simplifies the process of starting your Canadian small business with a focus on sole proprietorships. Learn about each step in the process so that you don't have to spend hours trying to figure it all out. Focus on what you have to do right away--and what can wait while your business grows. Eliminate the stress and uncertainty and start your business on a strong foundation. Avoid mistakes that can result in government penalties. Save the fees of consulting with an accountant. Know when you should register your business. Get insights into whether you should incorporate your business. Understand when and how to register for sales tax and what to do if you plan to hire employees. Know what type of expenses are deductible for small businesses. Understand the types of tax forms that need to be completed by unincorporated self employed small business owners. Get guidance on setting up accounting for your business. Learn how to create invoices for your customers and clients. Save time and frustration and instead focus on growing your business! "After reading it I think it's essential reading for any Canadian/Quebecer small business person who wants clear, straightforward, no BS answers to every question you have (and many you haven't thought about) about starting a sole proprietorship." - David .

**how to register your name as a business:** *How to Start, Set Up and Manage Your Own Business Under President Trump's "Tax Cuts and Jobs Act of 2017"* Donald E. Willmoth Sr. , 2019-05-02 How to Start, Set Up and Manage Your Own Business Under President Trump's "Tax Cuts and Jobs Act of 2017" By: Donald E. Willmoth Sr. Are you having financial struggles? Are you trying to achieve your dreams of owning your own business? Donald E. Willmoth Sr. shows you the crucial steps in opening your own business, especially with the difficulties of understanding President Trump's tax cuts and job acts. This is a helpful introductory book that will lead you to the path of success!

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**how to register your name as a business:** *How to Start a Business in Georgia* Charles T. Robertson, Mark Warda, 2005 *How to Start a Business in Georgia* is an innovative answer to understanding the federal and state laws that accompany starting a new business. From choosing your business to employment and financial matters, this book simplifies the start-up process and saves you time and money.

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**how to register your name as a business:** *How to Establish a Successful Business in Thailand* Philip Wylie, 2007 Designed for anyone thinking of starting or buying a business in Thailand, this guide is full of information on how to run a business in this Asian country. It includes practical tips by successful foreign business people from such different trades as guest house, bar trade, e-commerce, export, and restaurant.

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business. Look for useful charts and worksheets throughout the book, including: Start-Up Costs Checklist Client Intake Form Assessment Visit/Working Agreement Sample Invoice Marketing Plan Worksheet

**how to register your name as a business:** How to Name Your Business in the United States  
Vincent Allard, 2020-08-22 Do you want to find the best name for your business in the United States? If you are a U.S. or foreign entrepreneur, this practical guide is for you! This second guide in the YES TO ENTREPRENEURS® series will help you understand the essential characteristics of your business name. It will also provide you with the tools you need to choose and protect your company name in the United States and around the world. Together, we will explore several aspects related to a business name: □ The 7 important characteristics □ The 8 essential tools □ The 5 steps of the process □ The 5 levels of protection □ The 3 urban legends □ The 5 mistakes not to make □ The 20 types of names to avoid □ The 4 steps of a name change □ Exclusive Bonus: Useful Resources Throughout the process of writing this guide, the author accumulated many hyperlinks that greatly enrich its content. An up-to-date list of these hyperlinks can be found at the web address listed in the Useful Resources section, at the end of this guide. □□ Take action! Choose the best name for your business. ----- WHAT THEY SAY Books such as those in the Yes to Entrepreneurs series provide businesses with useful information and practical tools to expand into the United States market, the largest consumer market and recipient of foreign direct investment in the world. Gina Bento, Commercial Specialist, U.S. Department of Commerce, International Trade Administration Never before have guides been so deserving of the term practical! Bernard Geenen, Economic and Commercial Counselor, Wallonia Export & Investment Agency, Consulate of Belgium, New York Simple. Clear. Precise. Complete.... A must. Richard Johnson, Retired Journalist, Journal of Montreal ... these guides are great... I highly recommend their use. Tom Creary, Founder and Past Chairman of the American Chamber of Commerce in Canada - Quebec Chapter The Yes to Entrepreneurs book series is extremely structured, complete and easy to use... Serge Bouganim, Lawyer of the Paris and Brussels Bars Congratulations to my colleague Vincent Allard for the publication of three exceptional popularization books for entrepreneurs who want to start a business in the United States. Pierre Chagnon, Retired Emeritus Attorney, Bâtonnier of Quebec This series of practical guides allows entrepreneurs and professionals who advise them to benefit from the experience of thousands of other entrepreneurs who have started their business in the United States. Robert CHAYER, U.S. Tax Expert, Canada Reading is highly recommended. Three essential and very comprehensive guides for all immigrant candidates who wish to familiarize themselves with the important concepts to start their professional installation in the United States. Estelle Berenbaum, Immigration Lawyer, Florida Vincent Allard's Yes to Entrepreneurs collection provides ready-to-use pragmatic knowledge to successfully navigate American waters. Arnaud Labossière, CEO, The Free Minds Press Ltd ----- CONTENTS 1 - Introduction 1.1 Presentation 1.2 Important Definitions 2 - Characteristics of the Business Name 2.1 Length of the Name 2.2 Spelling of the Name 2.3 Pronunciation of the Name 2.4 Sound of the Name 2.5 Visual Aspect of the Name 2.6 Meaning of the Name 2.7 Originality of the Name 3 - Elements of the Business Name 3.1 Beginning and End 3.2 Singular and Plural 3.3 Numbers 3.4 Lowercase and Uppercase 3.5 Punctuation and Typographic Signs 3.6 Accented Characters 3.7 Special Characters and Mathematical Signs 3.8 Repeated Characters 3.9 Repeated Words 3.10 Words Stuck Together 3.11 Initialisms and Acronyms 3.12 Legal Identifier 3.13 Logo 3.14 Slogan 4 - Types of Business Names 4.1 Name of an Individual 4.2 Geographical Name 4.3 Temporal Name 4.4 Historical Name 4.5 Metaphorical Name 4.6 Numeric Name 4.7 Name in Foreign Language 4.8 Domain Name 4.9 Assumed Name 4.10 Descriptive Name 4.11 Distinctive Name 4.12 Military Name 4.13 Religious or Charitable Name 4.14 Superlative Name 4.15 Name with Initials 4.16 Name with Greeting 4.17 Humorous Name 4.18 Action Name 4.19 Positive Name 4.20 Animal Name 5 - How to Choose your Business Name 5.1 The 8 Essential Tools 5.2 The 5 Steps of the Process 5.3 The 3 Urban Legends 5.4 The 5 Mistakes Not to Make 5.5 The 20 Types of Names to Avoid 5.6 25 Famous Names: Where Do They Come From? 6 - How to Protect your Business Name 6.1 Protection no. 1: Business Name 6.2 Protection no. 2: Domain Name 6.3

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**how to register your name as a business:** *How to Build a Successful Virtual Assistant Business - Intl Edition* Janice Byer, CCVA, MVA, VAC, & Elayne Whitfield-Parr, BA, CCVA, MVA, VAC, PREVA, 2011-03-09 How to Build a Successful Virtual Assistant Business is the perfect resource for anyone interested in starting or building their own Virtual Assistant practice. It helps you every step of the way... from choosing the right name for your business... to determining your rates... to marketing your services... and even helps you when it comes time to expand your business... plus so much more! This book takes critical information needed to turn your desire to start your own Virtual Assistant business into a profitable endeavor that are guaranteed to bring success... including dozens of sample letters, contracts and other documents; an extensive list of helpful websites and software; and input from VAs in all stages of business ownership.

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**how to register your name as a business: Music Business Handbook and Career Guide** David

Baskerville, Tim Baskerville, Serona Elton, 2022-11-16 The Thirteenth Edition of this powerhouse best-selling text maintains its tradition as the most comprehensive, up-to-date guide to the music industry in all of its diversity. Readers new to the music business and seasoned professionals alike will find David Baskerville, Tim Baskerville, and Serona Elton's handbook the go-to source, regardless of their specialty within the music field. Music Business Handbook and Career Guide is ideal for introductory courses such as Introduction to the Music Business, Music and Media, and other survey courses as well as more specialized courses such as the Record Industry, Music Careers, Artist Management, and more. The fully updated Thirteenth Edition includes a comprehensive discussion of the streaming revolution, where this predominant form of music consumption stands today and is heading in the future. Rapid changes in music licensing are addressed and how they impact creators, musical work performance licensing, compulsory and negotiated mechanicals, and sound recording licenses. The new edition also analyzes the changing picture of music video and shows how music video has been upended by on-demand streaming. Lastly, there is all-new coverage of COVID-19 and how the concert industry has been impacted as well as digital advances that have been made.

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