

# Around Trademarks: Customer Outreach

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UNITED STATES  
PATENT AND TRADEMARK OFFICE



# Trademarks Customer Outreach

- Audience
  - Novice trademark owners and practitioners
  - Experienced trademark practitioners

# Outreach audience and focus

- Audience
  - Novice trademark owners and practitioners
- Focus
  - Trademark fundamentals
  - Trademark registration process

# Outreach audience and focus

- Audience
  - Experienced trademark practitioners
- Focus
  - Trademark policy changes
  - Advanced trademark topics

# Novice owners and practitioners

- Current efforts
  - Trademark Basics Boot Camp
  - One-off trademark webinars
  - Revamp of trademark videos
  - Trademark Basics registration toolkit

# Novice owners and practitioners

- Trademark Basics Boot Camp
  - Eight-week cycle
  - Covers fundamentals and the registration process
  - Reaches thousands of stakeholders



# Novice owners and practitioners

- One-off webinars
  - Focus on trademarks relevant to a particular industry
  - Restaurant webinar reached hundreds of stakeholders



# Novice owners and practitioners

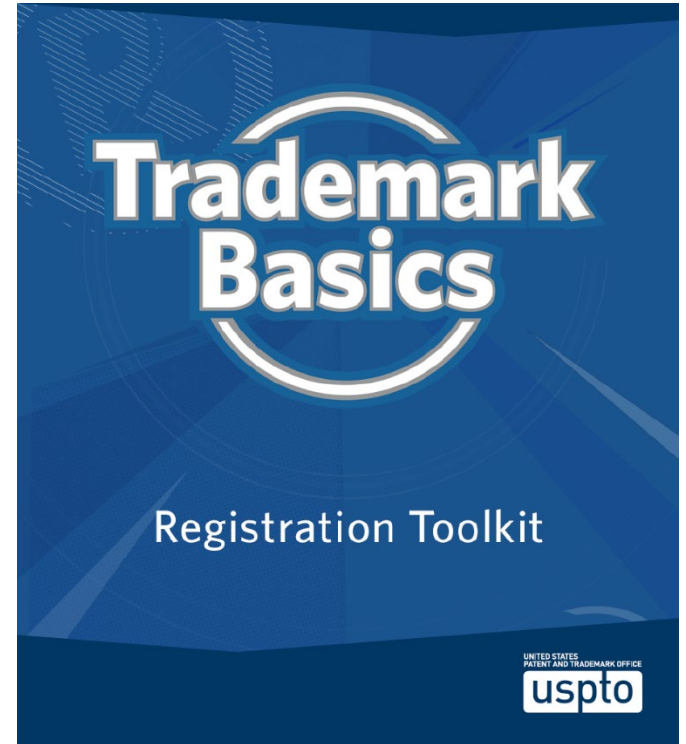
- Revamp of trademark videos
  - Retire long-form Trademark Information Network series
  - Replace with short-form Trademark Basics series





# Novice owners and practitioners

- Registration toolkit
  - Bridge between the Basic Facts booklet and the Trademark Basics webpages
  - Downloadable PDF
  - Easily sharable and printable



# Experienced practitioners

- Current efforts
  - Trademarks Webinar Series
  - One-off advanced trademark webinars

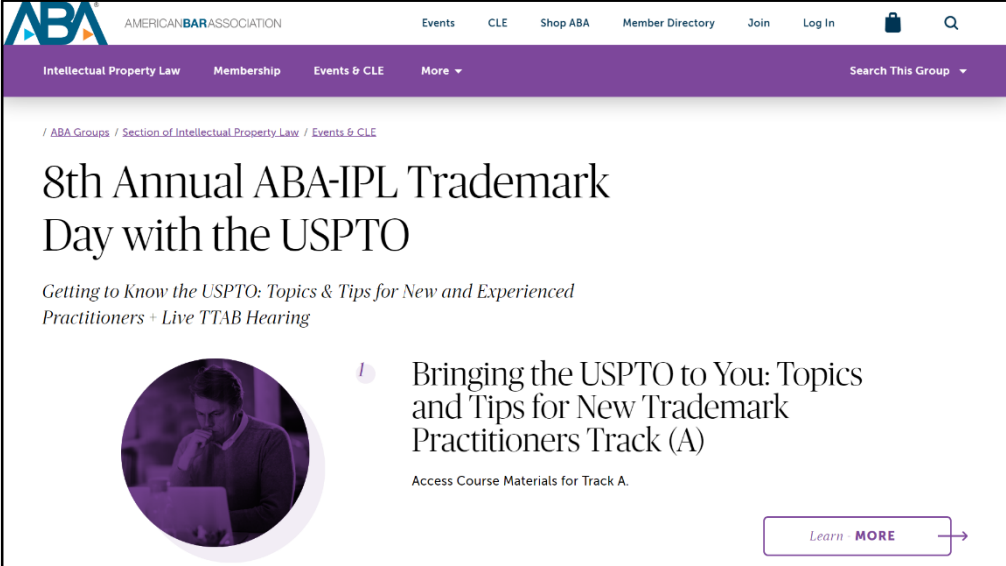
# Experienced practitioners

- Trademarks Webinar Series
  - Provided quarterly
  - Focuses on hot topics, upcoming changes, and issues important to the trademark bar
  - Reaches thousands of stakeholders



# Experienced practitioners

- One-off webinars
  - Focus on trademark topics requested by various groups



The screenshot displays the ABA website's event page. At the top, the ABA logo and navigation links (Events, CLE, Shop ABA, Member Directory, Join, Log In) are visible. Below the navigation bar, the page title reads "8th Annual ABA-IPL Trademark Day with the USPTO". The subtitle is "Getting to Know the USPTO: Topics & Tips for New and Experienced Practitioners + Live TTAB Hearing". A circular image shows a man looking at a laptop. To the right of the image, the text says "Bringing the USPTO to You: Topics and Tips for New Trademark Practitioners Track (A)" and "Access Course Materials for Track A." A "Learn MORE" button with a right-pointing arrow is located at the bottom right of the content area.

# Customer experience

- Measure results with a post-event survey
  - Gathers metrics to track performance
  - Generates narrative feedback on what works and what doesn't
  - Generates topics for new outreach efforts

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### Trademarks Presentation Survey

Thank you for taking the time to provide feedback. We appreciate your input.

OMB Control No. 0690-0035  
Expiration 9/30/2023

*Required questions are denoted by an \**

1: \*Please enter the date attended: (Please use MM/DD/YYYY format).

2: \*Please rate your level of agreement with the following statements:

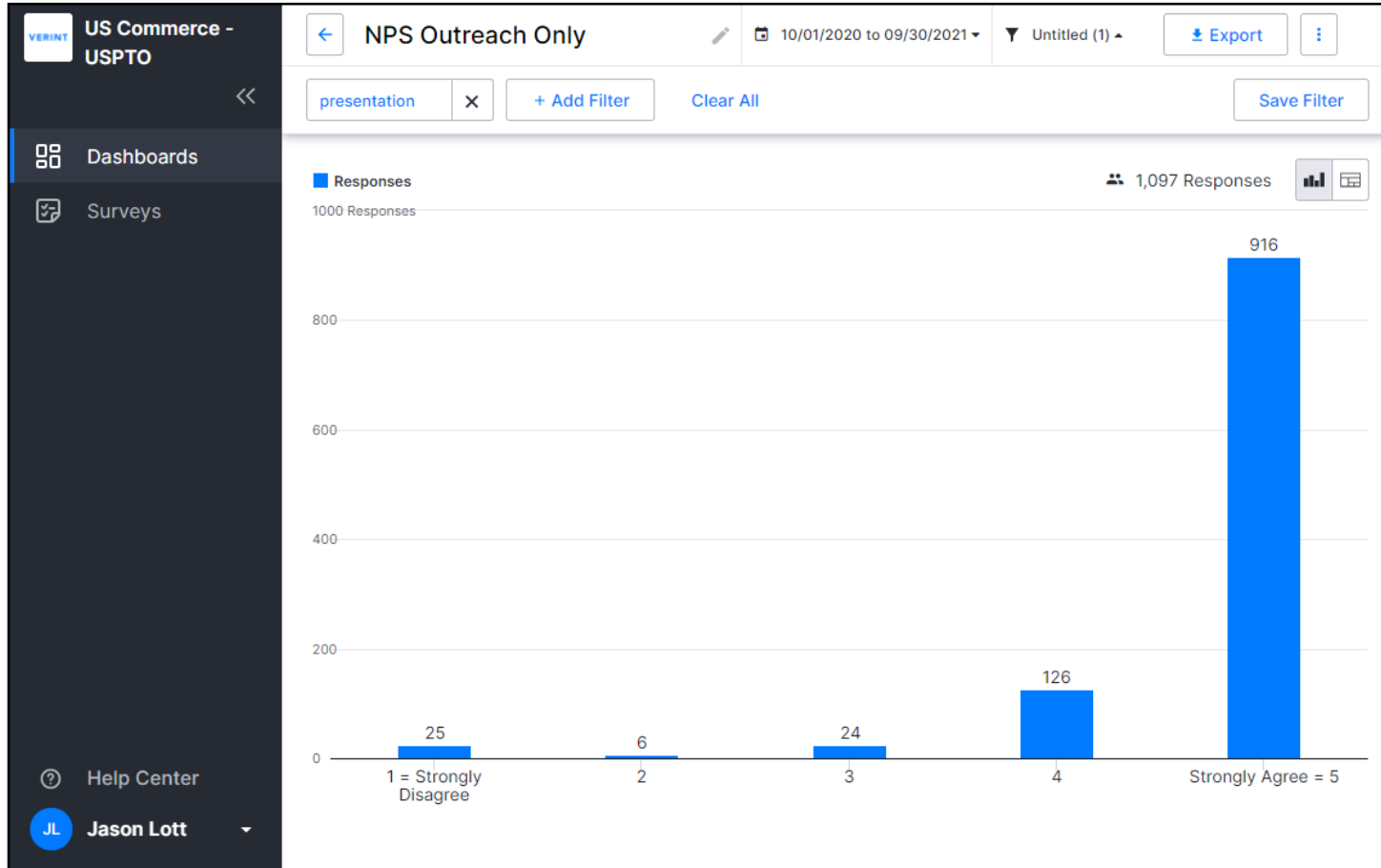
I am satisfied with the presentation I received from the Trademark organization.

1 = Strongly Disagree				Strongly Agree = 5
1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3: \*I would recommend this program to someone else.



# Customer experience



# Equity and inclusion

- Current and future efforts
  - Continue to be mindful of equity and accessibility in webinars, presentations, and materials
  - Continue to brainstorm creative ways to connect with hard-to-reach communities