

Trademark Examination Policy update

Amy Cotton

Deputy Commissioner for Trademark Examination Policy

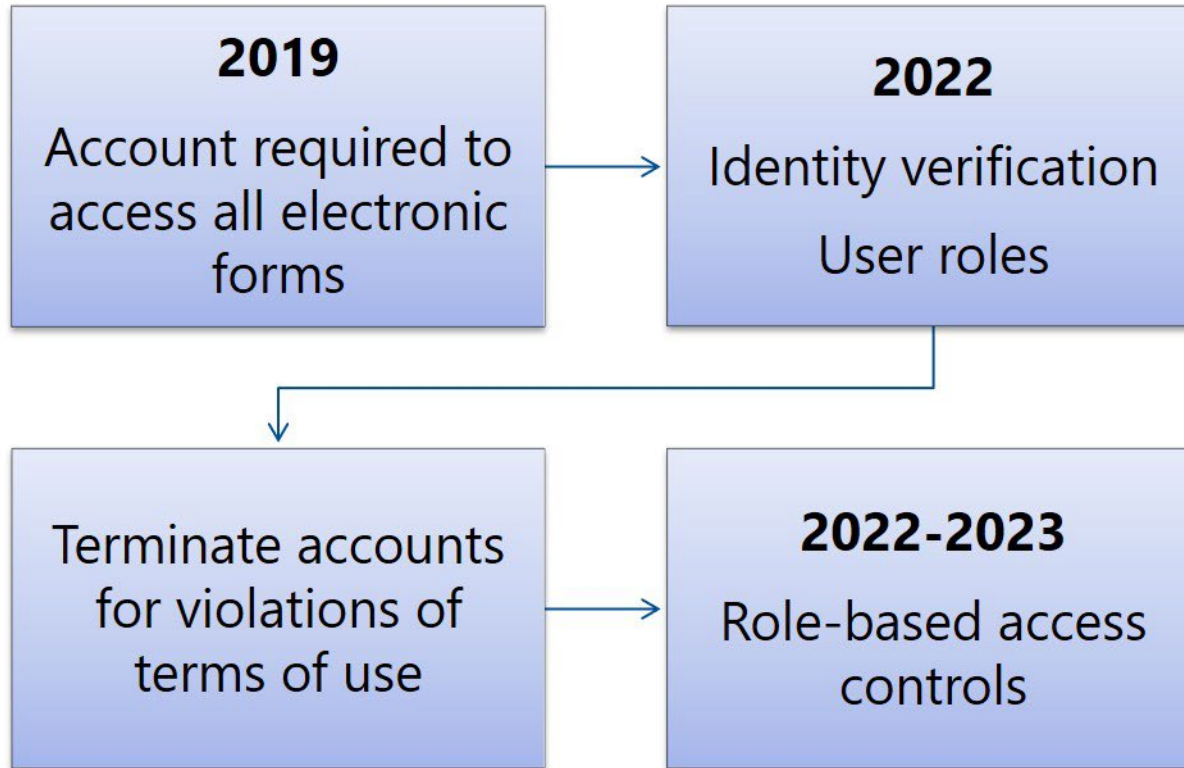
UNITED STATES
PATENT AND TRADEMARK OFFICE



Register protection journey



Mandatory account login



ID verification is role-based

Trademark customers choose a **role** prior to verifying their identity

- **Attorneys** and **owners** verify their identity with one of the ID verification options
- **Attorney support staff** are verified by their sponsoring attorney

Trademark roles

- Trademark owner
- U.S.-licensed attorney
- Canadian attorney or agent
- Attorney support staff

Petition-initiated proceedings

\$400 per class

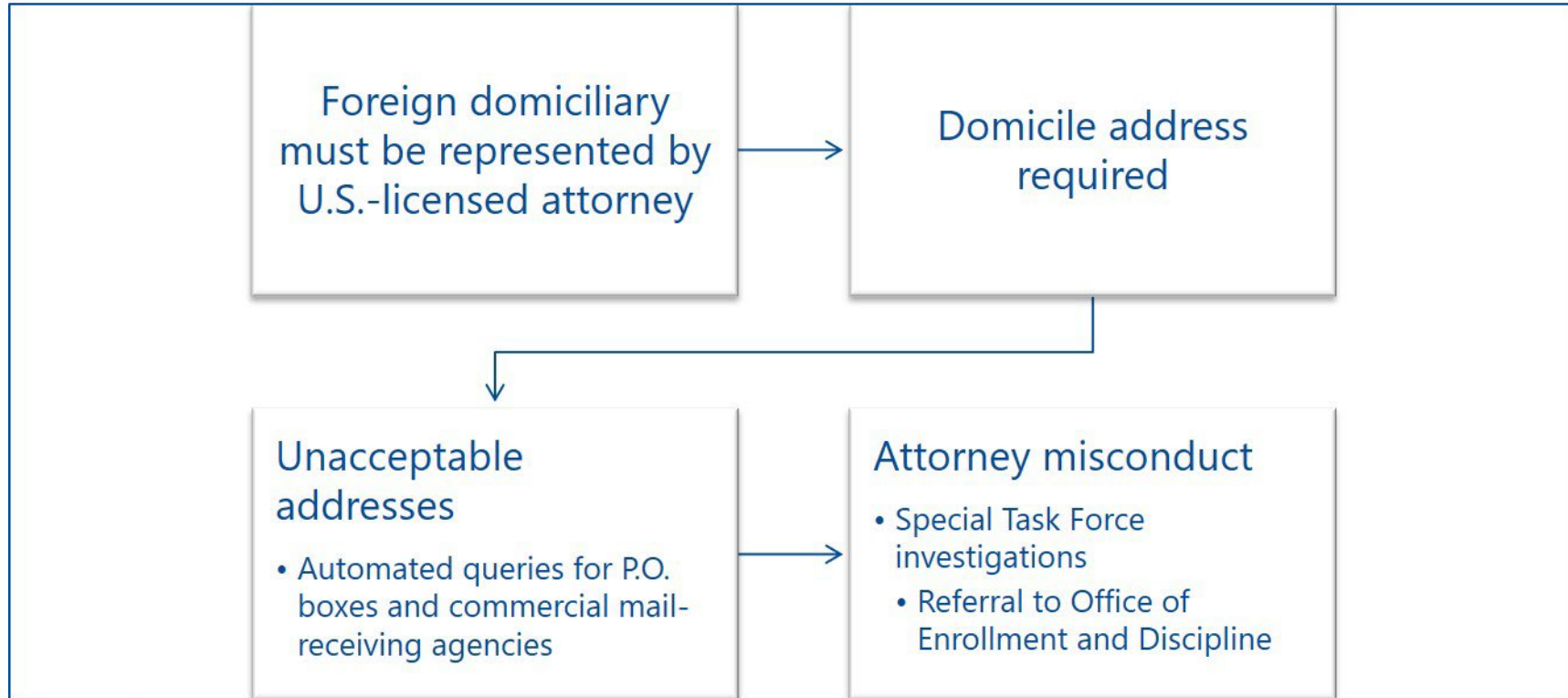
Uspto.gov account

Petitioner's name,
domicile address,
email address

Verified statement

Documentary
evidence of
nonuse

U.S. counsel rule

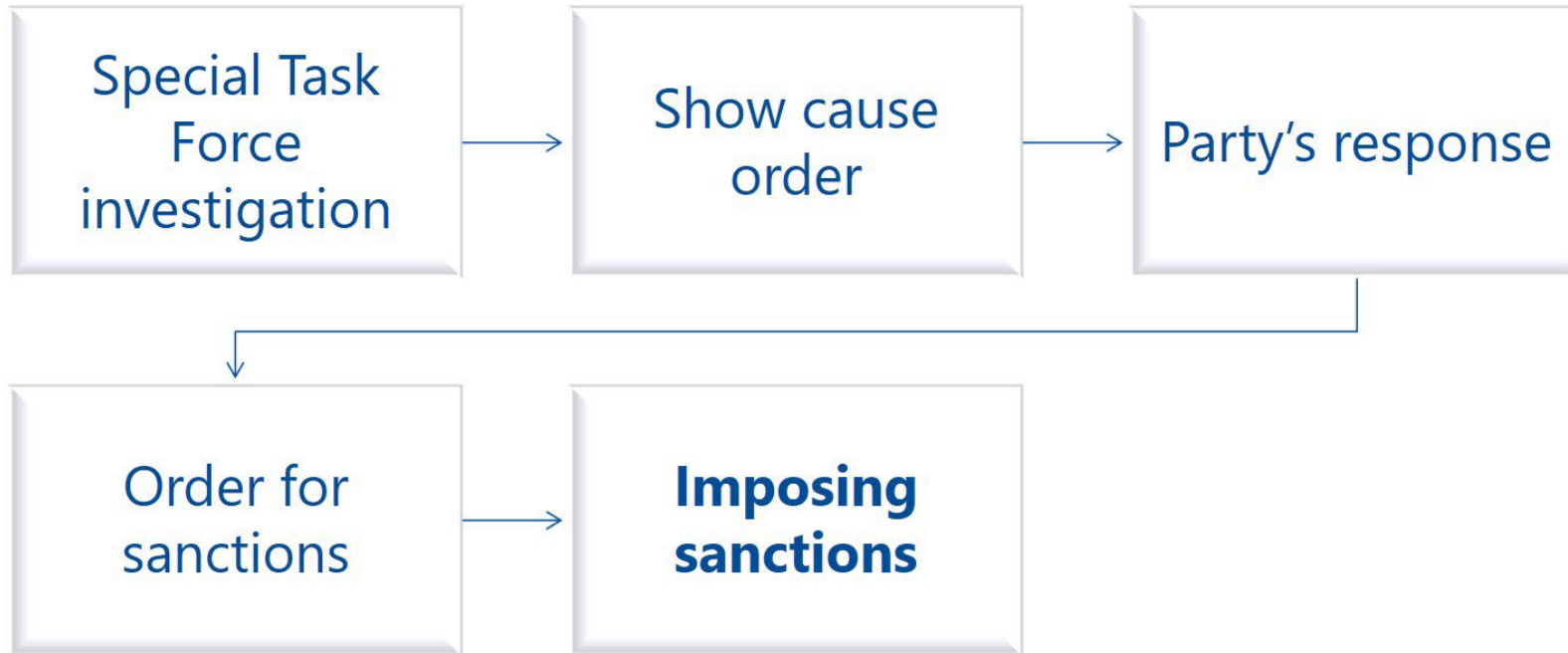


Holding attorneys accountable

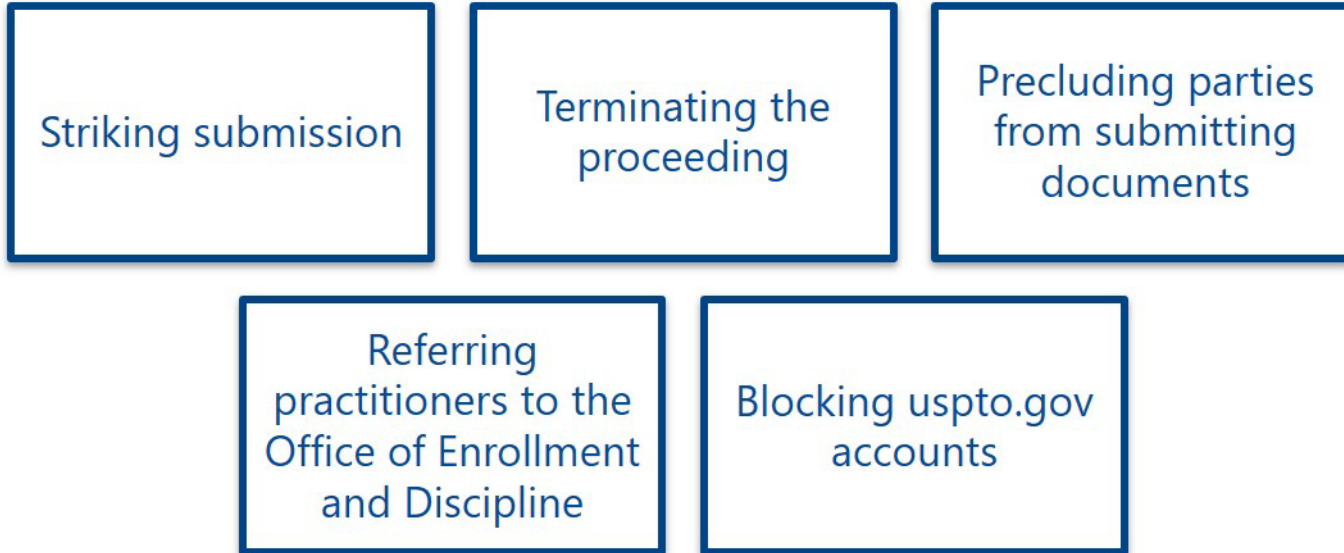
- Office of Enrollment and Discipline settlement agreements
 - Yiheng Lou
 - NY-licensed attorney contracted with Chinese IP firm (5/12/2021)
 - Devasena Reddy
 - CA-licensed attorney contracted with Indian TM filing firm (9/9/2021)
 - Bennet David
 - patent attorney and MA-licensed attorney contracted with Chinese IP firm (9/24/2021)
 - Di Li
 - CA-licensed attorney contracted with Chinese firm that consults with online retailers (10/7/2021)
 - Tony Hom
 - NY-licensed attorney contracted with several different Chinese firms (12/17/2021)
 - Elizabeth Yang
 - CA-licensed attorney contracted with Chinese firm serving online retailers (12/17/2021)
 - <https://foiadocuments.uspto.gov/oed/>



Administrative sanctions process



Sanctions



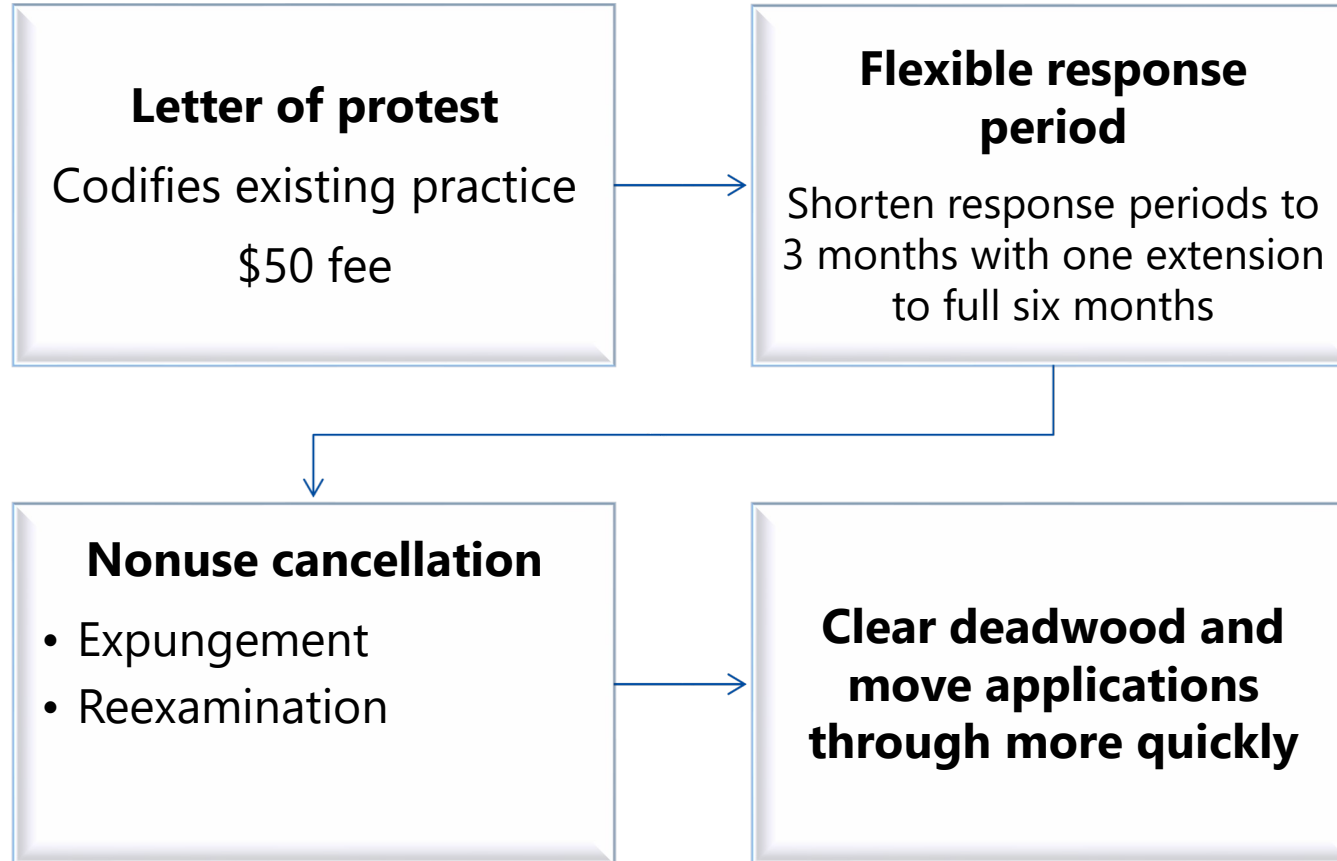
Recent administrative orders

5500 applications
and registrations →

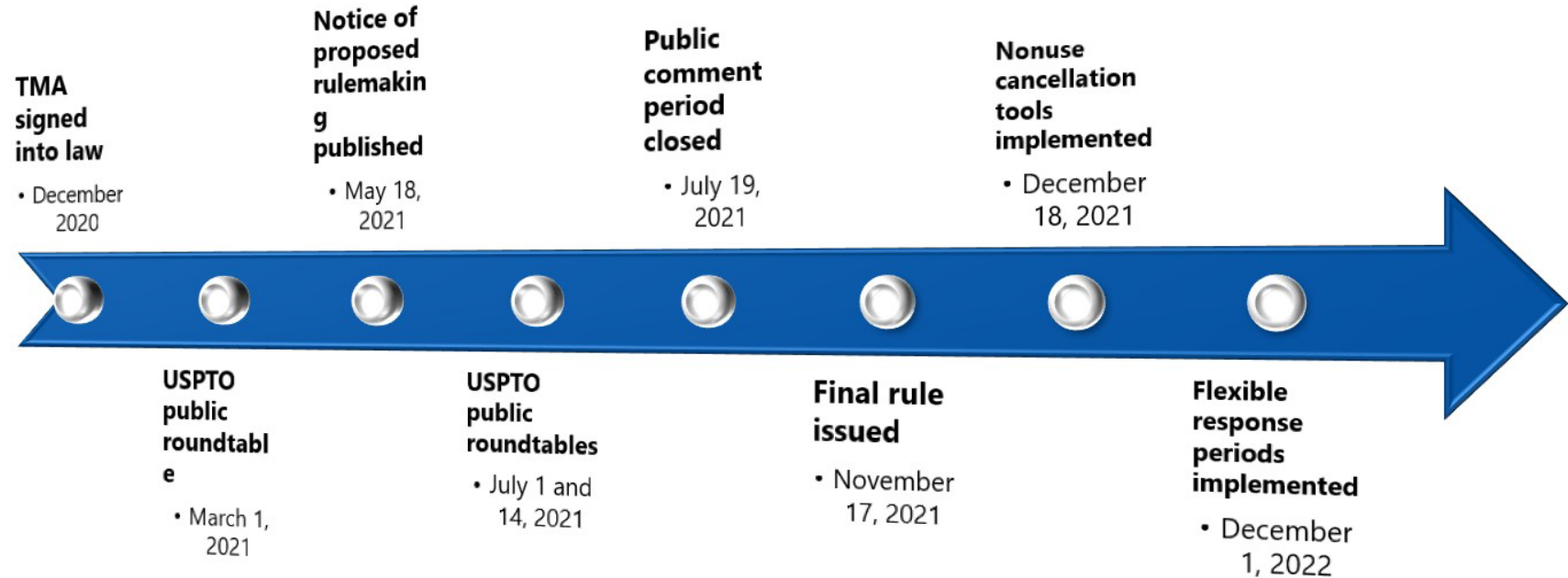
15,000 applications
and registrations →

Type of order	Proceeding name	Serial number(s)	Date
Sanctions	In re Abtach Ltd., 360 Marketing LLC, and Retrocube LLC	PDF	1/25/2022
Sanctions	In re Yusha Zhang and Shenzhen Huanyee Intellectual Property Co., Ltd	PDF	12/10/2021
Show-cause	In re Abtach Ltd., 360 Digital Marketing LLC, and Retrocube LLC	PDF	11/3/2021
Show-cause	In re Yusha Zhang and Shenzhen Huanyee Intellectual Property Co., Ltd	PDF	6/8/2021
Sanctions	In re Xue Chaoxing	90571970, 90572061, 90572081, 90572098, 90611199, 90613903, 90613948, 90613975, 90614009, 90630781, 90656855	5/6/2021
Sanctions	In re Thong Quang Ngo	PDF	5/6/2021

Trademark Modernization Act



TMA implementation timeline





Thank you!

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www.uspto.gov