

From: djuan@jordanconnections.com
To: [TM FR Notices](#)
Subject: Proposed Fee for Letter of Protest
Date: Monday, September 23, 2019 12:32:28 PM

To Whom It May Concern:

I am a new small business owner and have found that the guidelines for filing trademarks are outlined in great detail on the USPTO.gov website. When starting my business, I reviewed the trademark process and guidelines provided on this website. I was confident that, if I ever needed to trademark my business name, I understood what was involved and that the USPTO was diligent in ensuring only proper trademarks would be registered. Unfortunately, after only being in business for a few weeks I found that what I read in the guidelines on the USPTO website were not at all what was actually occurring, most specifically in class 025.

Based on USPTO's own guidelines, many trademarks filed should have never been considered. Common and widely-used words such as dogs, ginger, beers, mashed potatoes and sister have registration numbers, meaning they made it past an Examining Attorney's examination, as defined by the Trademark Manual of Examining Procedure (TMEP). In such situations, my main recourse is to file a letter of protest (LOP) to present evidence of "genericness or descriptiveness."

In the recent months, there has been a proposal to impose a fee for each LOP filed. Please note that these filings are only completed to prevent trademarks that clearly violate the guidelines set forth from being registered. I ask that this system be reviewed to ensure Examining Attorneys are truly conducting complete examinations according to USPTO guidelines. Additionally, I ask that the Commissioner of Trademarks remove any consideration of charging fees to file LOPs until changes have been made to ensure the TMEP is being followed. This fee will negatively affect the ability of small business owners to be heard when the government agency responsible for upholding trademark law is negligent in doing so.

Sincerely,
D'Juan Jordan