

UNITED STATES
PATENT AND TRADEMARK OFFICE



Federal trademark searching: advanced techniques

Mariessa Terrell

Attorney Advisor, Trademarks Customer Outreach

Jason Lott

Managing Attorney, Trademarks Customer Outreach



UNITED STATES
PATENT AND TRADEMARK OFFICE ®



Discussion topics

- New trademark search system
- Basic mode
- Expert mode
- Advanced techniques
- Practice tips and short cuts
- USPTO resources



USPTO restrictions

- The USPTO does not provide legal advice.
 - This program is for informational purposes only.
 - It only covers the mechanics of searching the federal register.
 - It does not cover full clearance searching.
 - It does not cover everything you need to know about federal and common law trademark rights.

Discussion topic

New trademark search system

New trademark search system

- Why it's happening

- Trademark Electronic Search System (TESS) deployed on February 14, 2000.

- It relies on a backend system that will no longer be supported.

- It relies on a programming language that will no longer be supported.

- TESS must retire on November 30, 2023.



New trademark search system

- Benefits

- Beta version launched August 28, 2023.

- It allows users to conduct all of the same types of searches that TESS did.
 - It provides a modern, more stable search experience.
 - It provides a platform for more powerful searches.
 - It supports new features and capabilities that will allow us to adapt to your needs and feedback.

Discussion topic

Federal trademark searching: basic mode



Basic mode

You want to register:

RABBIT

as a brand name for

racquet ball rackets



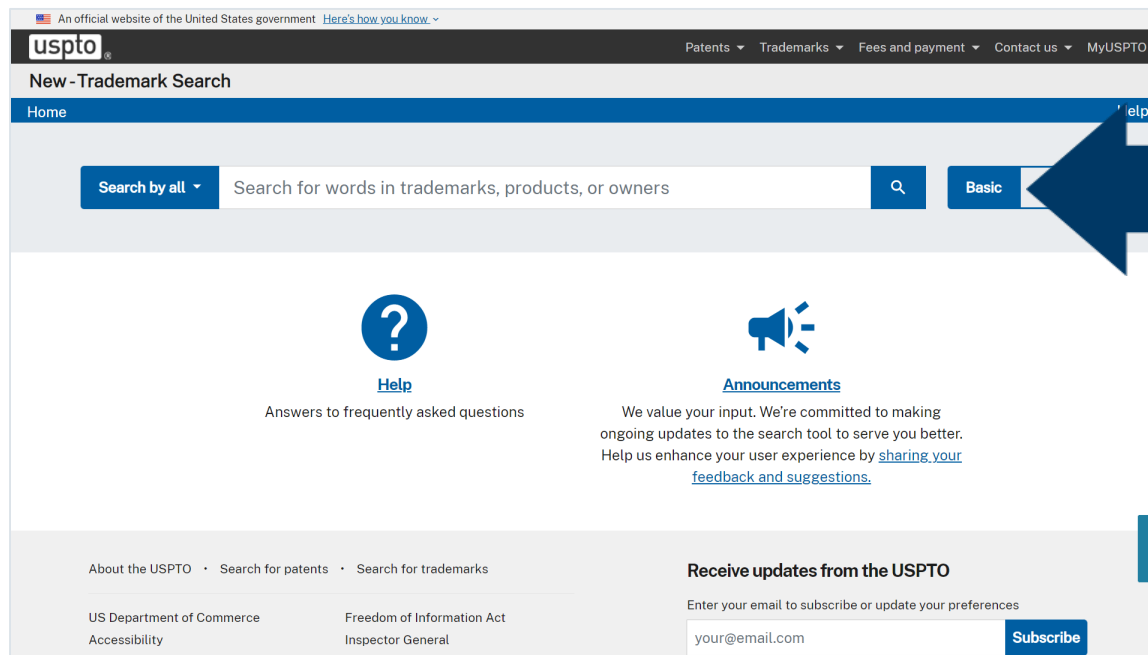


Basic mode

- Dropdown searches
 - Search by all
 - Not recommended for clearance searching
 - Wordmark

Basic mode

- Access the USPTO database.



The screenshot shows the USPTO website interface for a new trademark search. At the top, there is a navigation bar with the USPTO logo and links for Patents, Trademarks, Fees and payment, Contact us, and MyUSPTO. Below this is a header for "New - Trademark Search" with a "Home" link and a "Help" link. The main search area features a search bar with the text "Search for words in trademarks, products, or owners" and a search button. To the right of the search bar is a dropdown menu currently set to "Basic", which is highlighted by a large blue arrow. Below the search bar, there are two main sections: "Help" (with a question mark icon) and "Announcements" (with a megaphone icon). The footer contains links for "About the USPTO", "Search for patents", and "Search for trademarks", along with a "Receive updates from the USPTO" section with an email input field and a "Subscribe" button.

Basic mode

- Select “Wordmark” and enter search term.

The screenshot shows the USPTO New Trademark Search interface. At the top, there is a navigation bar with links for Patents, Trademarks, Fees and payment, Contact us, and MyUSPTO. Below this is a header for 'New - Trademark Search' with 'Home' and 'Help' links. The main search area features a dropdown menu for 'Wordmark' (selected) and a search bar containing the term 'rabbit'. To the right of the search bar are 'Basic' and 'Expert' mode buttons. Below the search bar, there are sections for 'Help' (Answers to frequently asked questions) and 'Announcements' (We value your input. We're committed to making ongoing updates to the search tool to serve you better. Help us enhance your user experience by sharing your feedback and suggestions.). The footer contains links for 'About the USPTO', 'Search for patents', and 'Search for trademarks', along with a 'Receive updates from the USPTO' section with an email subscription form.

Basic mode

- Look for conflicting trademarks.

The screenshot displays the USPTO Trademark Search interface. At the top, it says "New - Trademark Search" and "Home > Search results". The search term "rabbit" is entered in the search bar, and the mode is set to "Basic". The results show 1,878 results for "rabbit".

On the left side, there are filters for "Status filter" (Live: 784, Dead: 1,094, Cancelled, Abandoned) and "Configure" (Show image, Reset).

The results are displayed in a grid. The first result is "RABBIT RABBIT RABBIT DESIGNS" with status "DEAD CANCELLED". The second result is "RABBIT" with status "DEAD CANCELLED". The third result is "RABBIT RABBIT" with status "LIVE".

Wordmark	Status	Goods & services	Class	Serial	Owners
RABBIT RABBIT RABBIT DESIGNS	DEAD CANCELLED	(CANCELLED) IC 025: [WOMEN'S CLOTHING NAMELY, JUMPSUITS, PANTS,...	025, 042	73429552	TRAUTH, DIANE D (INDIVIDUAL; CALIFORNIA, USA)
RABBIT	DEAD CANCELLED	(CANCELLED) IC 009: [CONSUMER ELECTRONICS; NAMELY, ELECTRONIC...	009	73780303	GEMINI INDUSTRIES, INC. (CORPORATION; DELAWARE)
RABBIT RABBIT	LIVE	IC 044: barber services; hair care services; haircutting services;...	044	97188119	Remarkable Brands, LLC (LIMITED LIABILITY COMPANY; INDIANA)

Basic mode

- Learn more about the potential conflict.

The screenshot shows the USPTO website's Trademark Status & Document Retrieval (TSDR) interface. At the top, the USPTO logo and 'UNITED STATES PATENT AND TRADEMARK OFFICE' are visible, along with navigation links for 'About Us', 'Careers', and 'Contact Us'. Below this is a navigation bar with 'Patents', 'Trademarks', and 'Learning and Resources'. The breadcrumb trail reads 'USPTO > Trademark > TSDR > Trademark Search', with a 'TSDR FAQ'S' link. The main heading is 'Trademark Status & Document Retrieval (TSDR)'. A search box contains 'US Serial, Registration, or Reference No.' with a dropdown arrow and the value '87720173'. There are 'SEARCH' and 'MULTI-SEARCH' buttons, and a help icon. Below the search box are 'Status' and 'Documents' buttons. The results section shows 'Status results found' and a table with columns 'STATUS', 'DOCUMENTS', and 'MAINTENANCE'. The 'Generated on:' field shows 'This page was generated by TSDR on 2023-10-08 14:49:18 EDT'. The 'Mark:' field shows 'RABBIT RABBIT'. To the right is a logo for 'RABBIT RABBIT' featuring a leaping rabbit. At the bottom right, there are 'Download' and 'Print Preview' buttons. The USPTO logo is also present in the bottom right corner of the page.



Basic mode

- Dropdown searches
 - Search by all
 - Wordmark
 - Goods and services
 - Owner name
 - Serial number
 - Mark description

Discussion topic

Federal trademark searching: expert mode



Expert mode

- Dropdown searches
 - Search by all
 - Wordmark
 - Goods and services
 - Owner name
 - Serial number
 - Mark description
 - Design code
 - Design description



Expert mode

You want to register:

RABBIT

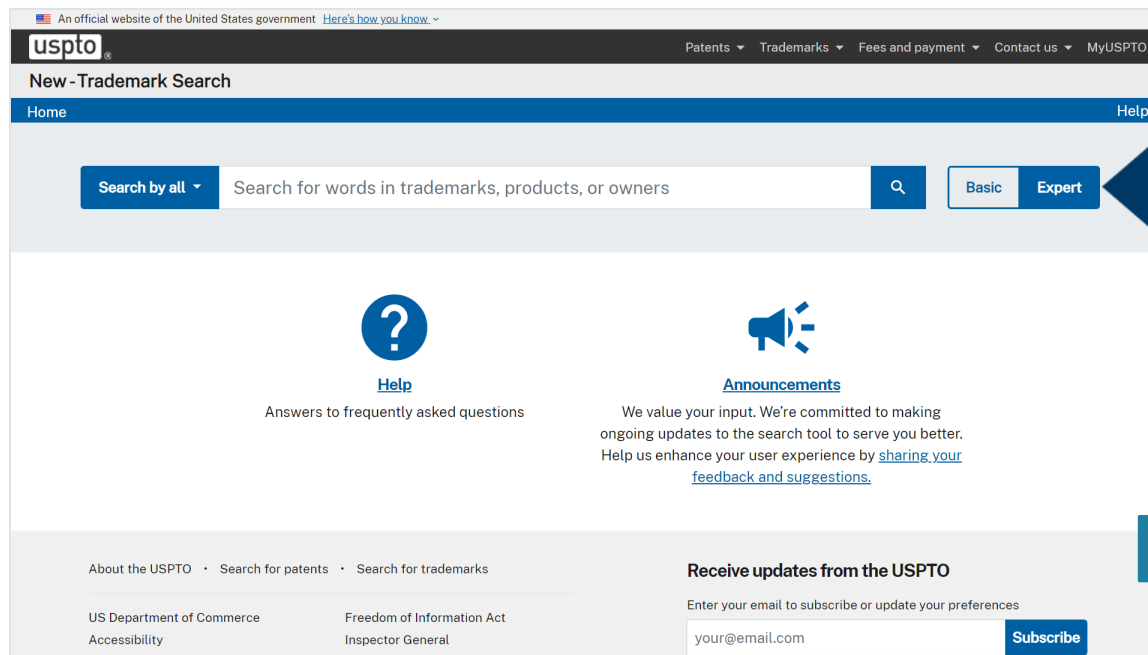
as a brand name for

racquet ball rackets



Expert mode

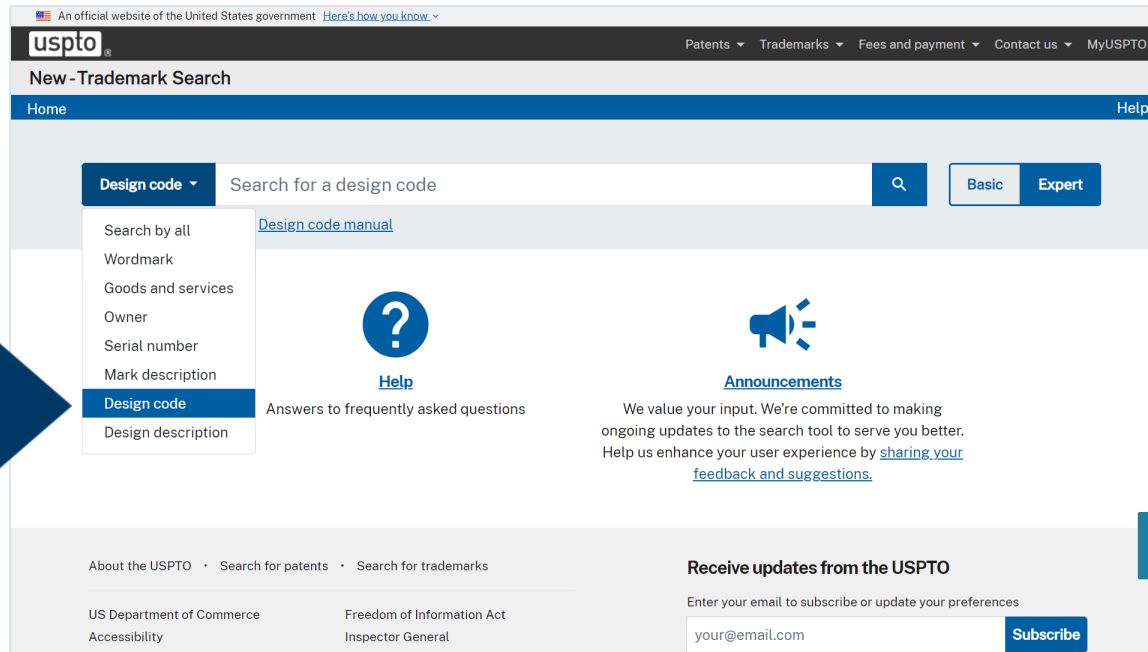
- Select “Expert” mode.



The screenshot shows the USPTO website interface for a new trademark search. At the top, there is a navigation bar with the USPTO logo and links for Patents, Trademarks, Fees and payment, Contact us, and MyUSPTO. Below this is a header for "New - Trademark Search" with a "Home" link and a "Help" link. The main search area features a search bar with the text "Search for words in trademarks, products, or owners" and a search button. To the right of the search bar are two buttons: "Basic" and "Expert". A large blue arrow points from the right side of the image towards the "Expert" button. Below the search bar, there are two main sections: "Help" (with a question mark icon) and "Announcements" (with a megaphone icon). The footer contains links for "About the USPTO", "Search for patents", and "Search for trademarks", along with a "Receive updates from the USPTO" section with an email input field and a "Subscribe" button.

Expert mode

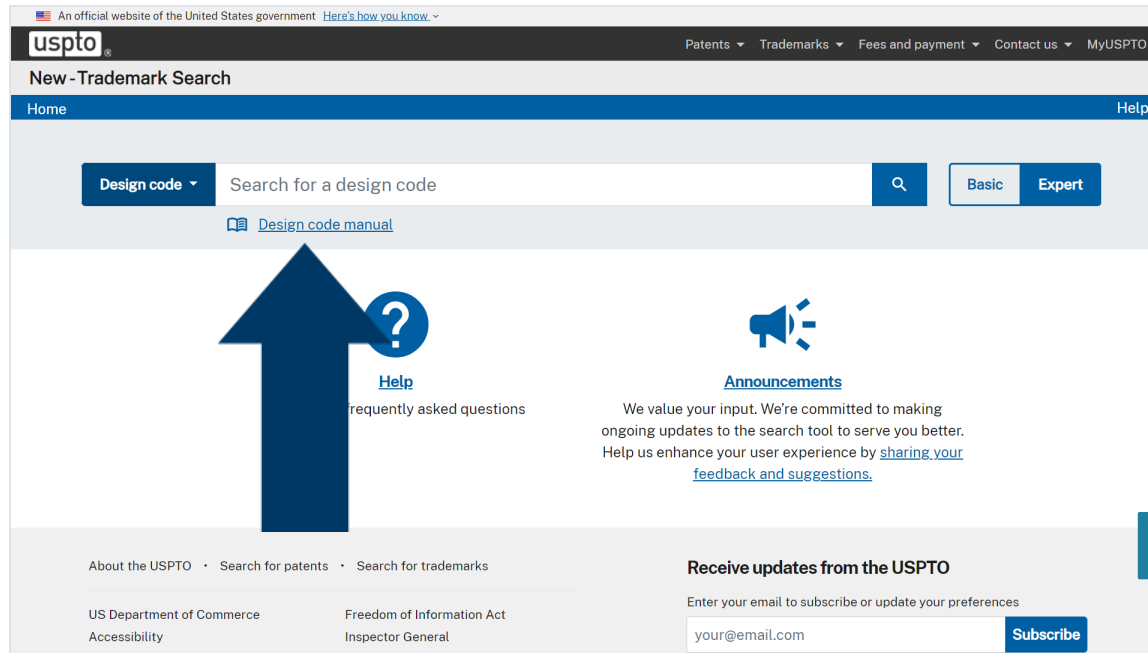
- Select "Design code."



The screenshot shows the USPTO website's "New - Trademark Search" page. At the top, there is a navigation bar with the USPTO logo and links for Patents, Trademarks, Fees and payment, Contact us, and MyUSPTO. Below this is a search bar with a dropdown menu currently set to "Design code". The dropdown menu is open, showing options: Search by all, Wordmark, Goods and services, Owner, Serial number, Mark description, Design code (highlighted), and Design description. A large blue arrow points from the left towards the "Design code" option in the dropdown. The main content area features a "Help" section with a question mark icon and a "Design code manual" link. To the right, there is an "Announcements" section with a megaphone icon and text about user feedback. The footer contains links for "About the USPTO", "Search for patents", and "Search for trademarks", along with a "Receive updates from the USPTO" section with an email input field and a "Subscribe" button.

Expert mode

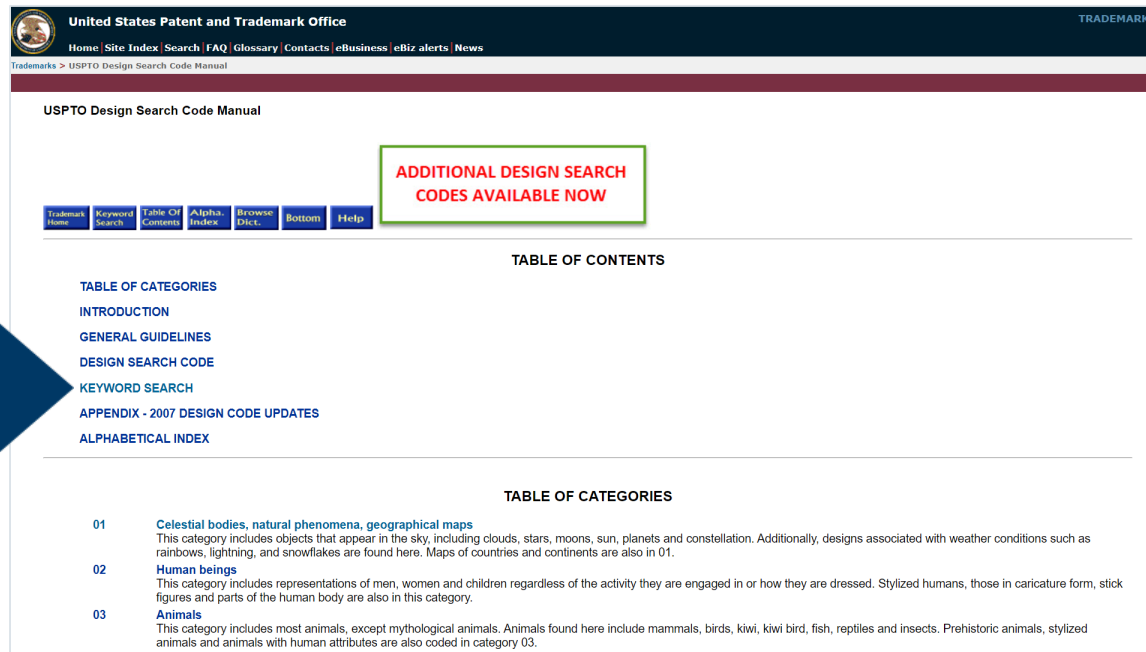
- Select “Design code manual.”



The screenshot shows the USPTO website interface for a new trademark search. At the top, there is a navigation bar with the USPTO logo and links for Patents, Trademarks, Fees and payment, Contact us, and MyUSPTO. Below this is a header for 'New - Trademark Search' with 'Home' and 'Help' links. A search bar is present with a dropdown menu set to 'Design code' and a search button. To the right of the search bar are 'Basic' and 'Expert' mode buttons. Below the search bar, a link for 'Design code manual' is highlighted with a blue arrow pointing upwards. The main content area features a 'Help' section with a question mark icon and a link to 'frequently asked questions', and an 'Announcements' section with a megaphone icon and text about user input and feedback. At the bottom, there is a footer with links for 'About the USPTO', 'Search for patents', and 'Search for trademarks', along with a 'Receive updates from the USPTO' section containing an email input field and a 'Subscribe' button. A 'Feedback' button is visible on the right side of the page.

Expert mode

- Select “Keyword search.”



United States Patent and Trademark Office

TRADEMARKS

Home | Site Index | Search | FAQ | Glossary | Contacts | eBusiness | eBiz alerts | News

Trademarks > USPTO Design Search Code Manual

USPTO Design Search Code Manual

ADDITIONAL DESIGN SEARCH CODES AVAILABLE NOW

Trademark Home | Keyword Search | Table Of Contents | Alpha Index | Browse Dict. | Bottom | Help

TABLE OF CONTENTS

TABLE OF CATEGORIES

INTRODUCTION

GENERAL GUIDELINES

DESIGN SEARCH CODE

KEYWORD SEARCH

APPENDIX - 2007 DESIGN CODE UPDATES

ALPHABETICAL INDEX

TABLE OF CATEGORIES

01 **Celestial bodies, natural phenomena, geographical maps**
This category includes objects that appear in the sky, including clouds, stars, moons, sun, planets and constellation. Additionally, designs associated with weather conditions such as rainbows, lightning, and snowflakes are found here. Maps of countries and continents are also in 01.

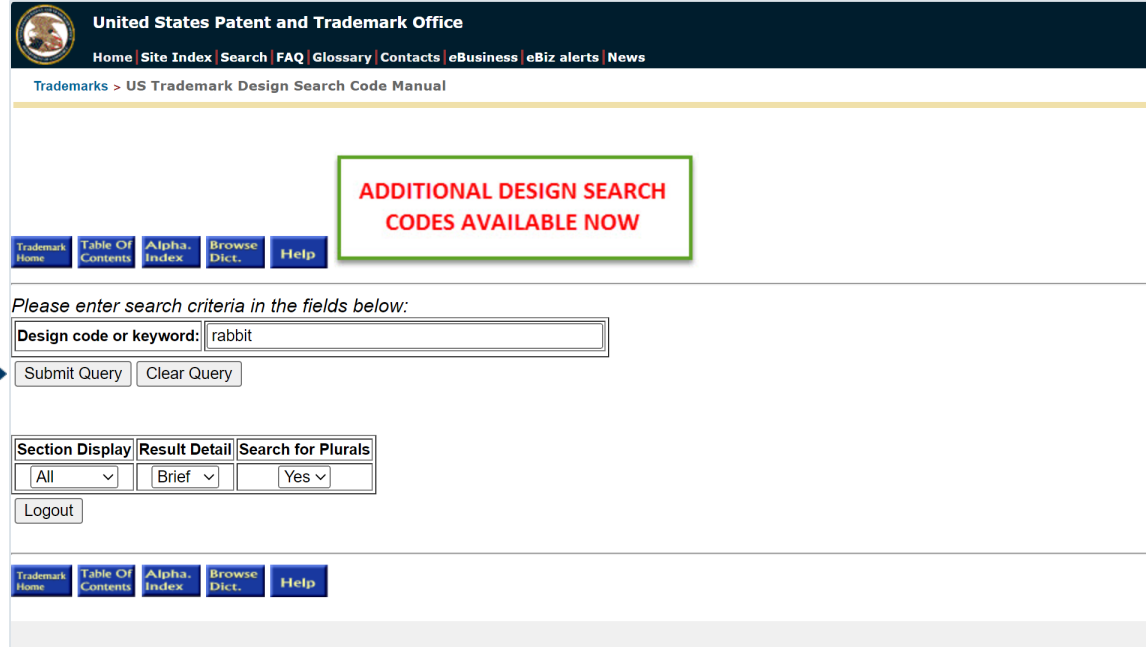
02 **Human beings**
This category includes representations of men, women and children regardless of the activity they are engaged in or how they are dressed. Stylized humans, those in caricature form, stick figures and parts of the human body are also in this category.

03 **Animals**
This category includes most animals, except mythological animals. Animals found here include mammals, birds, kiwi, kiwi bird, fish, reptiles and insects. Prehistoric animals, stylized animals and animals with human attributes are also coded in category 03.



Expert mode

- Enter search term and submit query.



United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Contacts | eBusiness | eBiz alerts | News

Trademarks > US Trademark Design Search Code Manual

ADDITIONAL DESIGN SEARCH CODES AVAILABLE NOW

Trademark Home | Table Of Contents | Alpha Index | Browse Dict. | Help

Please enter search criteria in the fields below:

Design code or keyword:

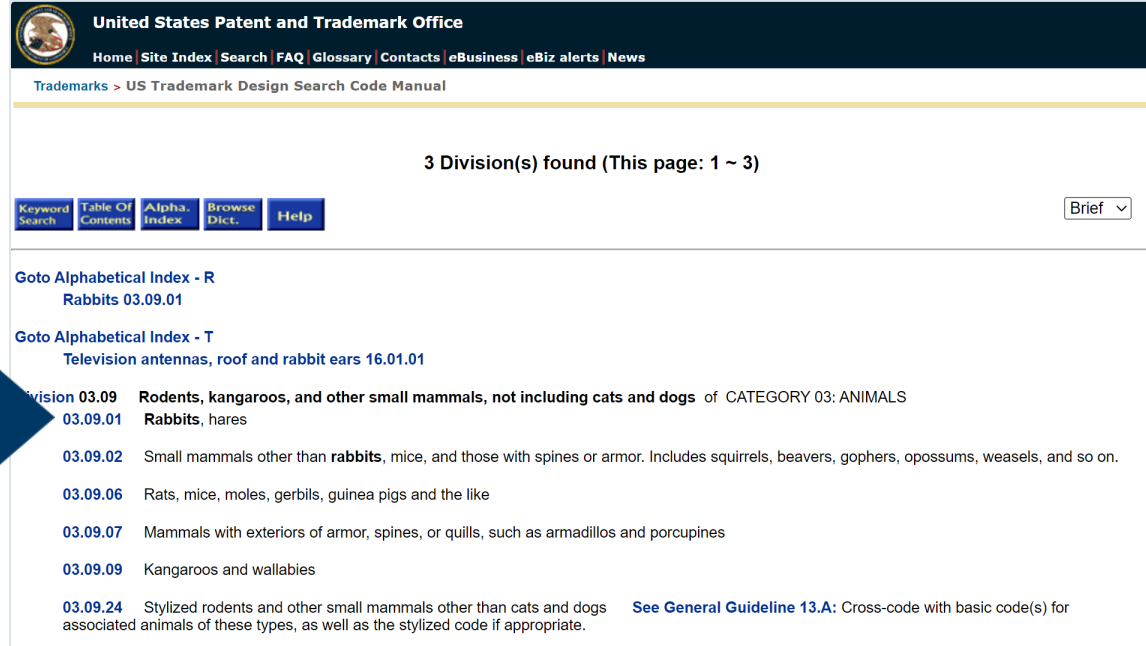
Section Display	Result Detail	Search for Plurals
All ▾	Brief ▾	Yes ▾

Trademark Home | Table Of Contents | Alpha Index | Browse Dict. | Help



Expert mode

- Copy down six-digit design code.



United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Contacts | eBusiness | eBiz alerts | News

Trademarks > US Trademark Design Search Code Manual

3 Division(s) found (This page: 1 ~ 3)

Keyword Search | Table Of Contents | Alpha. Index | Browse Dict. | Help

Brief ▾

[Goto Alphabetical Index - R](#)
Rabbits 03.09.01

[Goto Alphabetical Index - T](#)
Television antennas, roof and rabbit ears 16.01.01

Division 03.09 **Rodents, kangaroos, and other small mammals, not including cats and dogs** of CATEGORY 03: ANIMALS

03.09.01 **Rabbits, hares**

03.09.02 Small mammals other than **rabbits**, mice, and those with spines or armor. Includes squirrels, beavers, gophers, opossums, weasels, and so on.

03.09.06 Rats, mice, moles, gerbils, guinea pigs and the like

03.09.07 Mammals with exteriors of armor, spines, or quills, such as armadillos and porcupines

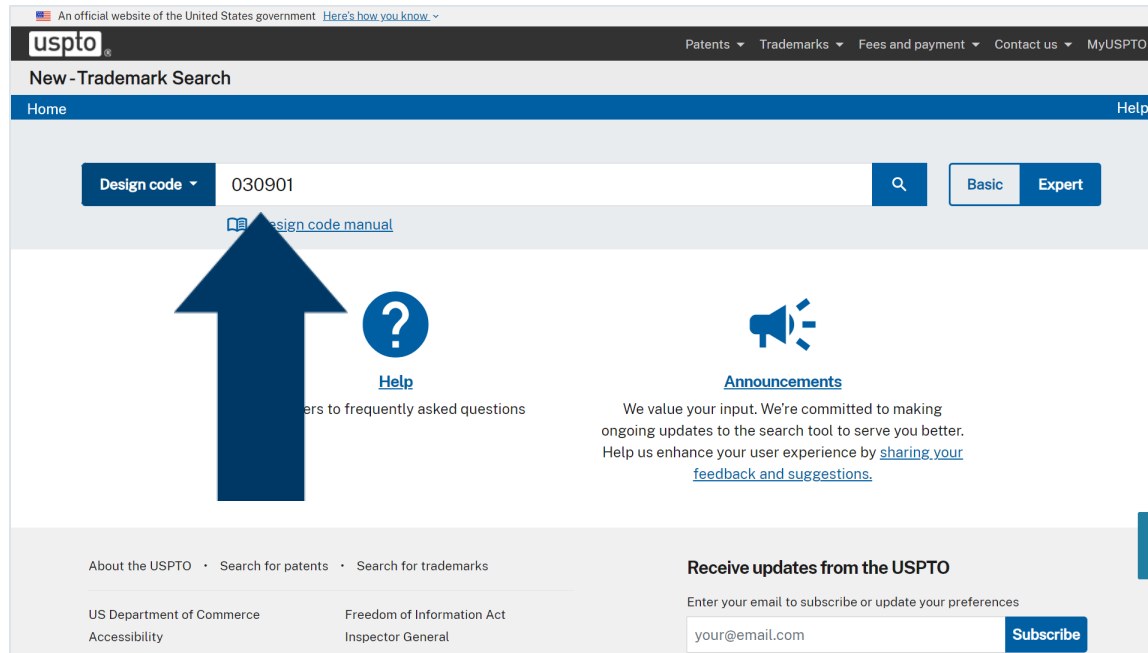
03.09.09 Kangaroos and wallabies

03.09.24 Stylized rodents and other small mammals other than cats and dogs [See General Guideline 13.A:](#) Cross-code with basic code(s) for associated animals of these types, as well as the stylized code if appropriate.



Expert mode

- Enter six-digit design code.



The screenshot shows the USPTO website's "New - Trademark Search" page. At the top, there is a navigation bar with the USPTO logo and links for Patents, Trademarks, Fees and payment, Contact us, and MyUSPTO. Below this is a header with "Home" and "Help" links. The main search area features a "Design code" dropdown menu set to "030901" and a search button. To the right of the search bar are two buttons: "Basic" and "Expert", with "Expert" being the selected mode. Below the search bar is a link to the "design code manual". The page also includes a "Help" section with a question mark icon and a link to frequently asked questions, and an "Announcements" section with a megaphone icon and text about user input and feedback. At the bottom, there is a footer with links to "About the USPTO", "Search for patents", and "Search for trademarks", as well as a "Receive updates from the USPTO" section with an email input field and a "Subscribe" button. A "Feedback" button is visible on the right side of the page.

Expert mode

- Look for conflicting marks.

An official website of the United States government [Here's how you know](#) ▾

uspto Patents ▾ Trademarks ▾ Fees and payment ▾ Contact us ▾ MyUSPTO

New - Trademark Search

Home Help

Design code ▾ 030901 Basic Expert

[Design code manual](#)



⌵ Status filter **1,686 results** for 030901 Export ▾

Live 1,686
 Dead 0
 Cancelled
 Abandoned

⌵ Class filter

Coordinated

1 2
 3 4
 5 6
 7 8
 9 10
 11 12

Wordmark	Status	Goods & services	Class	Serial	Owners
	LIVE	IC 041: Magazine publishing; Book publishing; Publishing of Web...	041	97122664	Apple Bunny LLC (LIMITED LIABILITY COMPANY; DELAWARE)
	LIVE	IC 025: Clothing, namely shirts, t-shirts, pants, skirts, dresses,...	025	79213338	Digital Light Studio, LLC (CORPORATION; BELARUS)

Feedback





Expert mode

- Dropdown searches
- Filtering by class
 - Coordinated class

^ Class filter

Coordinated

<input type="checkbox"/> 1	<input type="checkbox"/> 2
<input type="checkbox"/> 3	<input type="checkbox"/> 4
<input type="checkbox"/> 5	<input type="checkbox"/> 6
<input type="checkbox"/> 7	<input type="checkbox"/> 8
<input checked="" type="checkbox"/> 9	<input type="checkbox"/> 10
<input type="checkbox"/> 11	<input type="checkbox"/> 12
<input type="checkbox"/> 13	<input type="checkbox"/> 14
<input type="checkbox"/> 15	<input checked="" type="checkbox"/> 16
<input type="checkbox"/> 17	<input type="checkbox"/> 18
<input type="checkbox"/> 19	<input checked="" type="checkbox"/> 20
<input type="checkbox"/> 21	<input type="checkbox"/> 22
<input type="checkbox"/> 23	<input type="checkbox"/> 24
<input checked="" type="checkbox"/> 25	<input type="checkbox"/> 26
<input type="checkbox"/> 27	<input checked="" type="checkbox"/> 28
<input type="checkbox"/> 29	<input type="checkbox"/> 30
<input type="checkbox"/> 31	<input type="checkbox"/> 32
<input type="checkbox"/> 33	<input type="checkbox"/> 34
<input checked="" type="checkbox"/> 35	<input type="checkbox"/> 36
<input type="checkbox"/> 37	<input type="checkbox"/> 38
<input type="checkbox"/> 39	<input type="checkbox"/> 40
<input checked="" type="checkbox"/> 41	<input checked="" type="checkbox"/> 42
<input type="checkbox"/> 43	<input type="checkbox"/> 44
<input type="checkbox"/> 45	<input checked="" type="checkbox"/> A
<input checked="" type="checkbox"/> B	<input checked="" type="checkbox"/> 200



Expert mode

- Dropdown searches
- Filtering by class
 - Coordinated class
 - International class

^ Class filter

Coordinated

<input type="checkbox"/> 1	<input type="checkbox"/> 2
<input type="checkbox"/> 3	<input type="checkbox"/> 4
<input type="checkbox"/> 5	<input type="checkbox"/> 6
<input type="checkbox"/> 7	<input type="checkbox"/> 8
<input type="checkbox"/> 9	<input type="checkbox"/> 10
<input type="checkbox"/> 11	<input type="checkbox"/> 12
<input type="checkbox"/> 13	<input type="checkbox"/> 14
<input type="checkbox"/> 15	<input type="checkbox"/> 16
<input type="checkbox"/> 17	<input type="checkbox"/> 18
<input type="checkbox"/> 19	<input type="checkbox"/> 20
<input type="checkbox"/> 21	<input type="checkbox"/> 22
<input type="checkbox"/> 23	<input type="checkbox"/> 24
<input type="checkbox"/> 25	<input type="checkbox"/> 26
<input type="checkbox"/> 27	<input checked="" type="checkbox"/> 28
<input type="checkbox"/> 29	<input type="checkbox"/> 30
<input type="checkbox"/> 31	<input type="checkbox"/> 32
<input type="checkbox"/> 33	<input type="checkbox"/> 34
<input type="checkbox"/> 35	<input type="checkbox"/> 36
<input type="checkbox"/> 37	<input type="checkbox"/> 38
<input type="checkbox"/> 39	<input type="checkbox"/> 40
<input type="checkbox"/> 41	<input type="checkbox"/> 42
<input type="checkbox"/> 43	<input type="checkbox"/> 44
<input type="checkbox"/> 45	<input type="checkbox"/> A
<input type="checkbox"/> B	<input type="checkbox"/> 200



Expert mode

- Dropdown searches
- Filtering by class
 - Coordinated class
 - International class
 - Consider 035, 042, a, b, and 200

^ Class filter

Coordinated

<input type="checkbox"/> 1	<input type="checkbox"/> 2
<input type="checkbox"/> 3	<input type="checkbox"/> 4
<input type="checkbox"/> 5	<input type="checkbox"/> 6
<input type="checkbox"/> 7	<input type="checkbox"/> 8
<input type="checkbox"/> 9	<input type="checkbox"/> 10
<input type="checkbox"/> 11	<input type="checkbox"/> 12
<input type="checkbox"/> 13	<input type="checkbox"/> 14
<input type="checkbox"/> 15	<input type="checkbox"/> 16
<input type="checkbox"/> 17	<input type="checkbox"/> 18
<input type="checkbox"/> 19	<input type="checkbox"/> 20
<input type="checkbox"/> 21	<input type="checkbox"/> 22
<input type="checkbox"/> 23	<input type="checkbox"/> 24
<input type="checkbox"/> 25	<input type="checkbox"/> 26
<input type="checkbox"/> 27	<input checked="" type="checkbox"/> 28
<input type="checkbox"/> 29	<input type="checkbox"/> 30
<input type="checkbox"/> 31	<input type="checkbox"/> 32
<input type="checkbox"/> 33	<input type="checkbox"/> 34
<input checked="" type="checkbox"/> 35	<input type="checkbox"/> 36
<input type="checkbox"/> 37	<input type="checkbox"/> 38
<input type="checkbox"/> 39	<input type="checkbox"/> 40
<input type="checkbox"/> 41	<input checked="" type="checkbox"/> 42
<input type="checkbox"/> 43	<input type="checkbox"/> 44
<input type="checkbox"/> 45	<input checked="" type="checkbox"/> A
<input checked="" type="checkbox"/> B	<input checked="" type="checkbox"/> 200



Expert mode

- Dropdown searches
- Filtering by class
- Advanced techniques

Discussion topic

Federal trademark searching: advanced techniques



Advanced techniques

- Overview
 - Craft searches without the dropdown menus.
 - Incorporate into your search:
 - Pattern matching
 - Truncation
 - Logical operators
 - Execute “free form”-style searches.





Advanced techniques

- You want to register a wordmark:

RABBIT

as a brand name for

t-shirts



Advanced techniques

- Common search strategy
 - Execute dead-on search.
 - Execute alternate spelling search.
 - Execute truncation and wildcard search.
 - Execute combined term search.
 - Filter search results as needed.



Advanced techniques

- Search preparation
 - Brainstorm trademarks similar to yours.
 - Brainstorm alternate spellings of your mark.
 - Brainstorm alternate meanings of your mark.
 - Brainstorm goods and services related to yours.
 - Look up which USPTO database search fields you want to search.



Discussion topic

Advanced techniques: search fields and field tags



Search fields and field tags

- What are search fields?
 - Database categories available for searching
 - Example:
 - Goods and services
- What are field tags?
 - Abbreviations used to indicate a desired field
 - Example:
 - GS:





Search fields and field tags

- How do field tags work?
 - Place at the front of the search statement.
 - Use capital letters followed by a colon.
 - Type search term in lowercase letters.
 - DS:shoes
 - RG:supplemental

Search fields and field tags

- Combined mark field or CM:
 - Combines multiple trademark categories into a single searchable field.
 - Word mark field
 - Pseudo mark field
 - Translation field
 - Transliteration field

Search fields and field tags

- Design code field or DC:
 - Searches the six-digit code assigned to the mark.
 - Search with or without the internal periods.

Search for foxes using design codes
DC:030111
DC:03.01.11
DC:(030111 foxes)
DC:0301*





Search fields and field tags

Search field	Field tag
Combined mark	CM:
Design code	DC:
Live/dead	LD:
Coordinated class	CC:
International class	IC:
Goods/services	GS:
Disclaimer	DS:
Serial number	SN:
Registration number	RN:
Owner name and address	OW:
Attorney of record	AT:



Advanced techniques

- Common search strategy
 - Execute dead-on search.
 - rabbit
- Example
 - CM:rabbit

Discussion topic

Advanced techniques: Pattern matching



Pattern matching

- Signal the system for advanced searches.
 - Surround search term with forward slashes.
 - Type search term in lowercase letters.
 - CM:/trademark/



Pattern matching

- Pattern matching searching
 - Allows you to efficiently execute searches that include alternate spellings.
 - CAT → cat or kat or qat or ccat or ckat or cqat, etc.

Pattern matching

- Signal the system to pattern match.
 - Surround letters with square brackets.
 - Use quantifiers to search for multiple instances of a character.

Common vowel searches	
Search a or e or i or o or u or y	[aeiouy]
Search 0-1 vowels	[aeiouy]{0,1}
Search 1-2 vowels	[aeiouy]{1,2}

Pattern matching

Common phonetic equivalent combinations		
Sound	Example	Pattern match term
Hard K	Cat; kite; fox	[ckqkx] or [ckqkx]{1,2}
Soft S	Soup; scene; zen	[scz] or [scz]{1,2}
F/PH	Fun; phonics	[fph] or [fph]{1,2}
J/G	Genius, jeans	d{0,1}[gj]
TION	Action, fashion	[scth]{0,3}[aeiou]{1,2}n
Long I/E	Sigh, lye	[iey]{1,2}



Advanced techniques

- Common search strategy
 - Conduct an alternative spelling search.
 - rabbit or raabbit or rabet or rabbet, etc.
- Example
 - CM:/ra{1,2}b{1,2}[aeiouy]t/

Discussion topic

Advanced techniques: truncation and wildcards



Truncation and wildcards

- Wildcards
 - Allow you to efficiently broaden your search.
 - External truncation.
 - CAT → kittycat or catamaran
 - Internal truncation.
 - CAT → capture or crater

Truncation and wildcards

Wildcard	Explanation
.	Match any character (excluding space) exactly one instance
.{0,n}	Match any character (excluding space) 0 to n instances
*	Repeat the preceding character 0+ times
.*	Match any character (excluding space) 0 or more instances (internal)
.*	Match any character (excluding space) 0 or more instances (external truncation)



Advanced techniques

- Common search strategy
 - Conduct pattern matching with truncation.
 - rrrabit or rabbitt or fastrabet or rabbetfood, etc.
- Examples
 - CM:/.*ra{1,2}b{1,2}[aeiouy]t.*/

Discussion topic

Advanced techniques: basic operators and groupings



Basic operators and groupings

- Operators
 - Connect two or more search statements.
 - Must be in UPPERCASE letters.
 - AND
 - OR
 - AND NOT



Basic operators and groupings

- Groupings

- A space is treated as OR.

- Except when the space is between forward slashes.

- CM:/.*hip hop.* / will not find any marks.

- CM:(/.*hip.* / .*hop.* /) will find HIP marks or HOP marks.

- Search statements inside of parentheses are performed first.

Basic operators and groupings

Operators	Explanation	Examples
AND	Includes only results that meet additional search statements	CM:/. *d[oa]g.* / AND DS:food
OR space	Includes results that meet one of multiple search statements	IC:009 OR IC:016 CM:(/. *hip.* / /. *hop.* /)
AND NOT	Excludes results of identified search statements	GS:/toy.* / AND NOT GS:/pet.* /
()	Groups together search statements to be modified by field or operator	IC:(009 a b 200) (1 AND 2) OR 4

Advanced techniques

- Common search strategy
 - Conduct combined term search.
 - Registered “rabbit” trademarks.
- Example
 - CM:/.*ra{1,2}b{1,2}[aeiouy]t.* / AND RG:*

Discussion topic

Advanced techniques: knowledge checks



Knowledge check

Which field code returns the most comprehensive number of trademarks in the new search system?

- WM:
- WP:
- CM:
- [BI, TI]



Knowledge check

Which search string returns more ZEBRA trademark results?

- `CM:/[sz]ebr.*/`
- `CM:(/zebr.* / OR /sebr.* /)`
- No difference



Knowledge check

Which search string returns more PLEAD trademark results?

- `CM:/pl[aeiy]{1,3}d/`
- `CM:/pl[aeiy]{1,3}d.*/`
- `CM:/.*pl[aeiy]{1,3}d.*/`





Knowledge check

Which search string returns more HAMMOCK trademark results?

- `CM:/.*h[aeiouy]{1,2}m{1,2}[aeiouy][ckqx].*/`
- `CM:/.*h[aeiouy]{1,2}mm[aeiouy][ckqx].*/`
- `CM:/.*h[aeiouy]{1,2}m{2}[aeiouy][ckqx].*/`





Knowledge check

Which search string returns more DOG trademark results?

- `CM:/.*dog.*/`
- `CM:/.*d[aou]{1,2}[hw]{0,1}g.*/`
- `CM:/.*dog.*/ OR CM:/.*dawg.*/ OR CM:/.*dahg.*/`





Knowledge check

Which search string returns **CAN'T** trademark results?

- CM:/.*[ckq]a{1,2}n{1,2} t.*/
This search string uses a space before the 't' in the final term, which would not match the trademark 'CAN'T'.
- CM:/.*[ckq]a{1,2}n{1,2}.t.*/
This search string uses a period before the 't' in the final term, which would not match the trademark 'CAN'T'.
- No difference

Discussion topic

Practice tips and short cuts

Practice tips and short cuts

- Review
 - Tips for simple search strings
 - Field tags precede search term.
 - Field tags must be in all caps.
 - Field tags must be followed by a colon.
 - Search terms must be in lowercase.

CM:trademark



Practice tips and short cuts

- Review

- Tips for advanced search strings

- Search terms go between two forward slashes.
 - Pattern match by placing letters inside brackets.
 - Request a single character by inserting a period.
 - Request infinite characters by inserting a period and asterisk ("dot star").

CM:/.*trad.m[aeiouy]rk.*/



Practice tips and short cuts

Wildcard	Explanation	Examples
*	Repeats the preceding character 0+ times	<i>/cat*/</i> matches <i>ca, cat, catt, cattt</i> , but not <i>cats</i>
?	Repeats the preceding character 0-1 times	<i>/fis?t/</i> matches <i>fit</i> and <i>fist</i>
+	Repeats the preceding character 1+ times	<i>/com+/</i> matches <i>com, comm, and commm</i>
()	Forms a group treated as a single character	<i>/abc(def)/</i> matches <i>abc</i> and <i>abcdef</i> , but not <i>abcd</i>

Practice tips and short cuts

Operator	Explanation	Examples
" "	Matches an exact term	ON:"nike inc" returns all marks owned by Nike Inc. Does not return owners with just <i>nike</i> in the name
[TO]	Designates a range	RD:[2020-01-01 TO 2020-12-31] returns all marks with a registration date in 2020
~	Returns words in a certain proximity	CM:"zebra star"~3 returns <i>zebra star</i> , <i>star zebra</i> , and <i>zebra on a star</i> Does not return <i>zebra on a rocket to the stars</i>

Practice tips and short cuts

Operator	Explanation	Examples
	Acts as the OR operator Matches a character or string on the left side or the right side of the bar	<code>/abc xyz/</code> matches <i>abc</i> or <i>xyz</i>
[^]	Acts as the AND NOT operator by negating the characters or string in the brackets Matches any character that's not listed inside the brackets	<code>/[^abc]/</code> matches characters except <i>a</i> , <i>b</i> , or <i>c</i> <code>/[^a-c]/</code> matches characters except <i>a</i> , <i>b</i> , or <i>c</i>

Practice tips and short cuts

Operator	Explanation	Examples
\	<p>Allows you to search a reserved character such as:</p> <p>. ? + * { } [] () " \ / # @ & < > ~ - : ;</p> <p>Matches any character to the right of the backslash</p>	<p>/disney\+ / matches <i>disney+</i></p>
[]	<p>Allows you to search a reserved character such as:</p> <p>. ? + * { } [] () " \ / # @ & < > ~ - : ;</p> <p>Matches any character inside the brackets</p>	<p>/disney[+]/ matches <i>disney+</i></p>

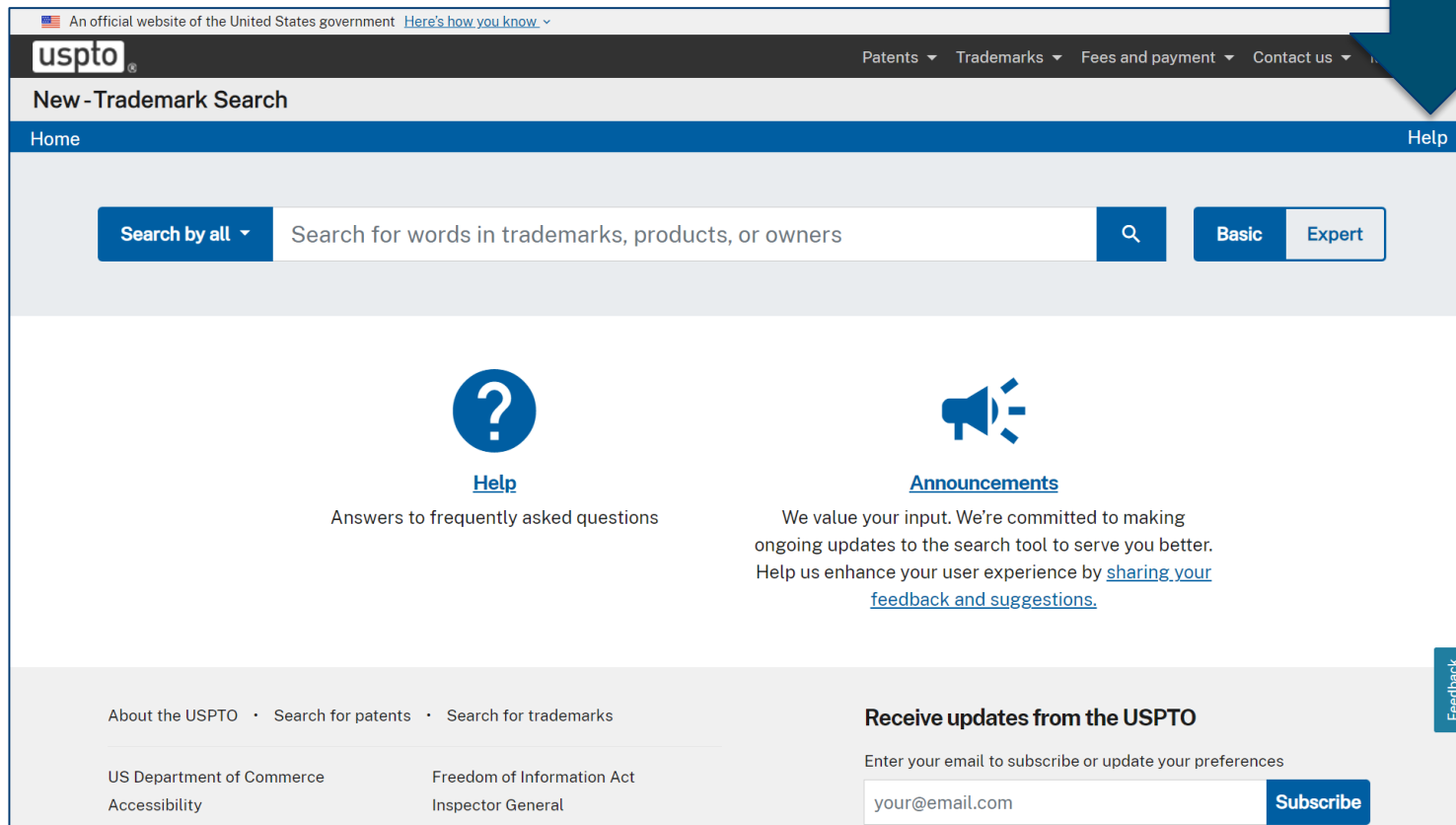
Practice tips and short cuts

Search query	Search string
Find all marks owned by Acme filed in 2023	OW:acme AND FD:[20230101 TO *]
Find all marks owned by Acme registered in 2023	OW:acme AND RD:[20230101 TO *]
Find all pending applications	SN:* AND NOT RN:*
Find all marks published for opposition, but not registered	(SN:* AND PO:true) AND NOT RN:*
Find all registrations	RN:*
Find a record by application serial number	SN:XXXXXXXX
Find a record by registration number	RN:XXXXXXXX
Find a specific attorney, Jane Smith	AT:"Jane Smith"

Discussion topic

USPTO resources

USPTO resources



An official website of the United States government [Here's how you know.](#)

uspto Patents Trademarks Fees and payment Contact us

New - Trademark Search

Home Help

Search by all Search for words in trademarks, products, or owners Basic Expert

Help

Answers to frequently asked questions

Announcements

We value your input. We're committed to making ongoing updates to the search tool to serve you better. Help us enhance your user experience by [sharing your feedback and suggestions.](#)

About the USPTO · Search for patents · Search for trademarks

US Department of Commerce Freedom of Information Act
Accessibility Inspector General

Receive updates from the USPTO

Enter your email to subscribe or update your preferences

your@email.com **Subscribe**

Feedback

USPTO resources


An official website of the United States government [Here's how you know.](#)


uspto Patents Trademarks Fees and payment Contact us MyUSPTO

New - Trademark Search

Home Help

Search by all Search for words in trademarks, products, or owners


Help
Answers to frequently asked questions


Announcements
We value your input. We're committed to making ongoing updates to the search tool to serve you better. Help us enhance your user experience by [sharing your feedback and suggestions.](#)

[Feedback](#)

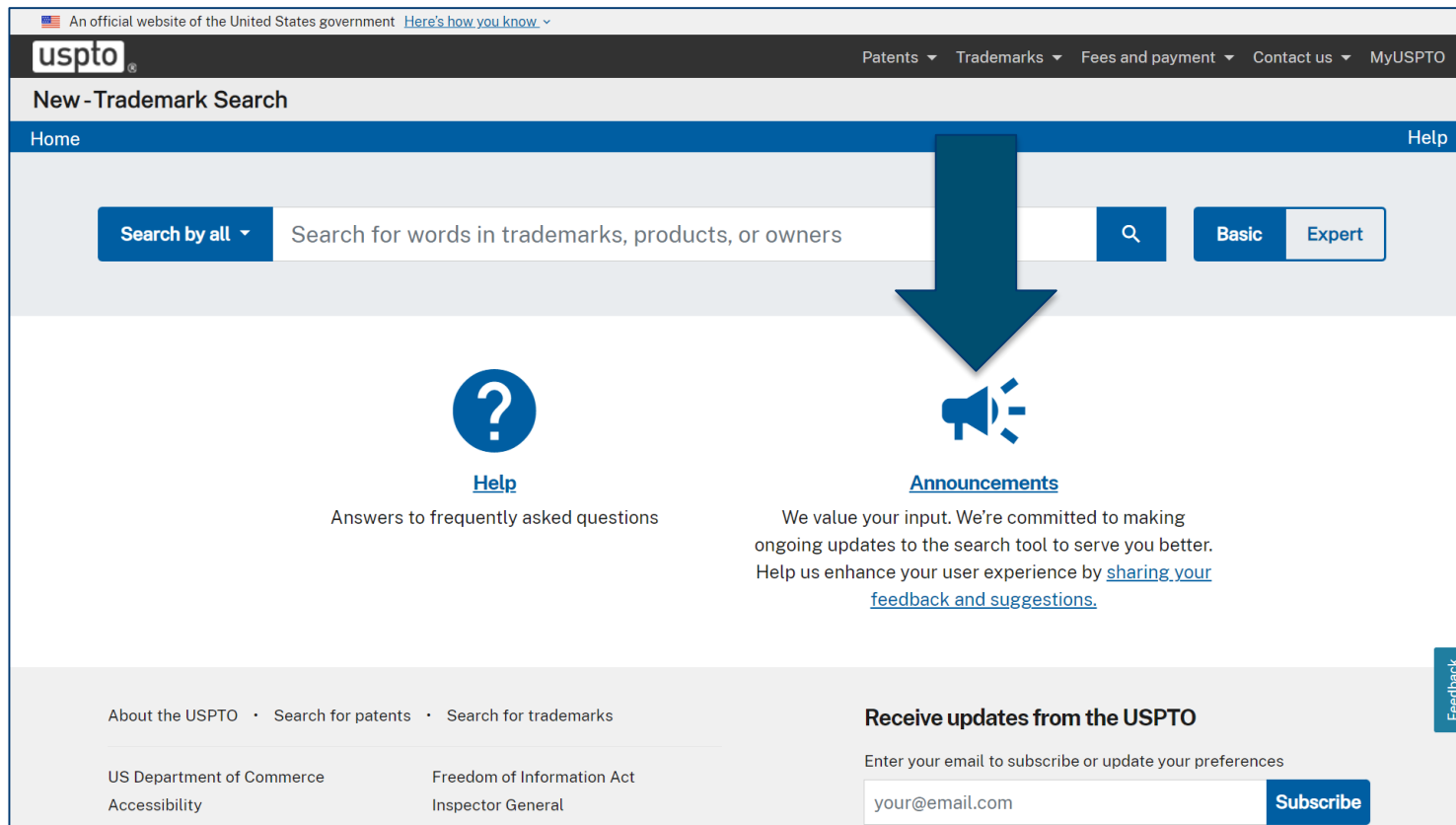
About the USPTO · [Search for patents](#) · [Search for trademarks](#)

US Department of Commerce
Accessibility

Freedom of Information Act
Inspector General

Receive updates from the USPTO
Enter your email to subscribe or update your preferences

USPTO resources




An official website of the United States government [Here's how you know](#) ▾

uspto® Patents ▾ Trademarks ▾ Fees and payment ▾ Contact us ▾ MyUSPTO

New - Trademark Search


Home Help

Search by all ▾ Search for words in trademarks, products, or owners



[Help](#)

Answers to frequently asked questions



[Announcements](#)

We value your input. We're committed to making ongoing updates to the search tool to serve you better. Help us enhance your user experience by [sharing your feedback and suggestions](#).

About the USPTO · Search for patents · Search for trademarks

US Department of Commerce Freedom of Information Act
Accessibility Inspector General

Receive updates from the USPTO

Enter your email to subscribe or update your preferences

Feedback



USPTO resources

- Trademark Assistance Center
 - Phone: 1-800-786-9199
 - TrademarkAssistanceCenter@uspto.gov
- USPTO virtual assistant
 - www.uspto.gov/trademarks/basics





USPTO resources

- USPTO trademark alerts
 - www.uspto.gov/subscribe
- USPTO YouTube channel
 - www.youtube.com/user/USPTOvideo





Images used in this presentation are for educational purposes only.