

Trademarks IT Modernization and business highlights

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UNITED STATES
PATENT AND TRADEMARK OFFICE



Identity verification project update

- **Phase 2a (“Authentication”): Voluntary verification**
 - Successfully implemented January 8, 2022
 - ID.me for electronic verification
 - Notarized documents for “paper” process (similar to Patents via EBC)
 - Average of ~400 daily (1/27 stat: ~7300 electronic, ~2100 sponsorships)
 - Initial numbers: approx. 10% abandonment rate; 13% to trusted referee
- **Phase 2b: Mandatory verification**
 - On track for April 9, 2022



Identity verification project update cont'd

- Phase 3 (“Authorization”)
 - Targeting late FY22Q4 or early FY23Q1
 - Critical dependency: enterprise transition from RBAC to Okta
- Exam Policy hosted webinar
 - Planned prior to mandatory date
 - Critical next step post-IT information session (December 14, 2021)

Additional TM IT business highlights

- Production team plus-up to enable “Intensify IT” guidance
 - Accelerated/increased workload showing positive gains
 - Continued focus on outstanding TMA work
- Image search tool
 - Accenture/Clarivate team continuing work
 - Demo to CfT & staff, December 16
- Business process analysis
 - Identify significant increases in capacity, production, and quality, while decreasing processing time

TM IT “Big Rocks”

- TM Exam Modernization/TMA Phase 2
- Modernize Trademark Filing Experience
- Retire TRAM



Thank you!

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