

INTELLECTUAL PROPOERTY (IP) COMMUNITY OUTREACH RESEARCH SUPPORT  
REQUEST FOR PROPOSAL (RFP)

**BACKGROUND**

The United States Patent and Trademark Office (USPTO) requires a offeror to provide high level analysis and recommendations on improvements to the patent examination system based on input from the external intellectual property community.

**Central Contractor Registration Requirement (CCR):** Company must be registered on CCR in order for an award to be made to it. Companies may register at [www.ccr.gov](http://www.ccr.gov).

Offeror information must be entered in the USPTO Vendor Database in order for an award to be made. If offeror information is not already entered, the offeror must complete and return the attached USPTO Vendor Data Entry Form.

**Offeror Representations and Certifications:** Offeror must indicate, in writing in its offer, whether it has completed the annual representations and certifications electronically on the ORCA website at [www.orca.bpn.gov](http://www.orca.bpn.gov) and that the information entered in ORCA is current (within 12 months) and accurate. If an offeror has not completed the annual representations on the ORCA website the offeror must submit a completed copy of the provision at FAR 52.212-3, Offerors Representations and Certifications – Commercial Items. The full text of the clause is available for retrieval at <http://www.acqnet.gov/far>.

**NOTE: This requirement is set aside 100% Total Small Business Set Aside.**

A Contracting Officer's Technical Representative (COTR) will be designated at the time of award.

**SCOPE OF WORK:**

The objective for this research process is to gather, analyze, and become aware, using the most unbiased and scientific process(es) possible, all issues pertaining to potential problems and improvements to the United States patent system in a clear and concise format. The USPTO requires research design expertise, including focus group expertise, to support the Patent Public Advisory Committee (PPAC) in carrying out its Intellectual Property community outreach program. The offeror shall provide the necessary labor, materials, and supplies necessary to conduct this research. All travel shall be done in accordance with the Federal Travel Regulations. The USPTO will issue a firm fixed price contract for these services.

**Requirements:**

The offeror will provide an approach that will deliver research results using the following data gathering mechanisms to include but not limited to:

- 3 to 6 focus groups – one of which shall be conducted on the west coast
- 3 to 6 virtual focus groups
- 2 to 4 on-line surveys
- 10 to 25 one-on-one interviews

The approach shall include a plan to identify and recruit candidates for participation in the events described above, define the content of what is to be discussed at the events, define how the input from responders is to be captured and evaluated, and define how the analysis of the data is to be conducted.

The ranges specified above are estimates and changes to them and/or to the data gathering mechanisms will be considered as proposed by the offeror. The offeror will advise on a wide range of methodologies in addition to methodologies identified above for gathering input to improve the current patent system.

Typical tasks related to focus groups and virtual focus groups that will be required in the performance of this contract shall include but are not be limited to:

- Task support on the comprehensive range of design, content and structure of regional focus groups for obtaining input from the external IP community on improvements to the current patent system.
- Identifying individuals representing a cross section of the external IP community to attend the focus groups and provide recruiting expertise for populating the focus groups with the identified individuals.
- Conducting regional focus groups including providing moderating expertise for leading the focus groups and virtual focus groups. Review, analyze, summarize, and develop an analysis of the focus group results. Analysis should include both objective and subjective perspectives including statistical analysis and cross tabulation of data.
- Offeror shall assist the USPTO in the preparation and submission of all required Office of Management and Budget (OMB) clearance documents and Paperwork Reduction Act requirements. (The USPTO has submitted the 60-day Federal Register Notice (FRN).)

Typical tasks relating to on-line surveys and one-on-one interviews that will be required in the performance of this contract shall include but are not be limited to:

- Working closely with PPAC, design a comprehensive survey with opportunity for both quantitative and qualitative responses, and design methods to ensure a response rate which yields statistically valid results
- Provide on-line survey tool
- Design and construct on-line survey and build distribution list
- Produce topic/discussion guide and or script for one-on-one interviews
- Handle all logistics for scheduling, conducting and summarizing results of one-on-one interviews, etc.
- Planning and coordination of all required on-site logistics required for all methodologies
- Record and transcribe all dialogues (audio taping) for detailed reporting

Key Personnel:

The offeror shall provide a copy of the proposed Project Manager's résumé. The résumé should contain information on education, background, and recent work experience, and accomplishments, and shall not exceed 2 typewritten pages.

The Project Manager that will act as the single point of contact for contract performance issues, and shall be reachable by phone and email. The Project Manager must return any phone call or email within 24 hours, Monday through Friday, during normal business hours.

Deliverables:

- Estimated project plan with dates and critical milestones detailed by task using “Microsoft Project Schedule” software [or other Microsoft Office compatible software]. Due 2 weeks after contract award on 7/16/2007. (Updates to the plan will be provided upon request to the USPTO and PPAC during the research process. Conference calls will be used to address follow-up issues.)
- Interim summary report of preliminary findings mid-way through the research program. Due 10/15/2007.
- Raw data from all data gathering mechanisms specified in the Requirements Section of this document. Due 5 business days after the completion of each event.
- Detailed analysis of data including a high-level overview (executive summary). Due 10 business days after the completion of each event.
- Conclusions and recommendations in a final report at the completion of the research program. Due on 1/3//2008.

Period of Performance:

July 1, 2007 – January 14, 2008

**CLAUSES**

Full text of FAR clauses may be accessed electronically at <http://www.arnet.gov/far>.

The following clauses apply to this acquisition:

52.203-6, Alternate I, Restrictions on Subcontractor Sales to the Government  
52.212-3, Offeror Representations and Certifications – Commercial Items  
52.212-4, Contract Terms and Conditions – Commercial Items  
52.212-5, Contract Terms and Conditions Required to Implement Statutes or Executive Orders – Commercial Items: 52.206-6, Restrictions on Subcontractor Sales to the Government (Jul 1995), with Alternate I (Oct. 1995), 52.219-6, Notice of Total Small Business Set-Aside (June 2003), 52.219-14, Limitations on Subcontracting (Dec. 1996), 52.222-3, Convict Labor (June 2003), 52.222-19, Child Labor – Cooperation with Authorities and Remedies (Jan 2006), 52.222-21, Prohibition of Segregated Facilities (Feb 1999), 52.222-26, Equal Opportunity (Apr 2002), 52.222-35, Equal Opportunity for Special Disabled Veterans, Veterans of the Vietnam Era, and Other Eligible Veterans (Dec 2001), 52.222-36 Affirmative Action for Workers with Disabilities (June 1998), 52.222-37, Employment Reports on Special Disabled Veterans, Veterans of the Vietnam Era, and Other Eligible Veterans (Dec 2001), 52.232-33, Payment by Electronic Funds Transfer – Central Contractor Registration (Oct 2003), 52.239-1, Privacy or Security Safeguards (Aug. 1996),  
52.249-2, Termination for Convenience of the Government (Fixed-Price).  
52.249-8, Default (Fixed-Price Supply and Service).

**EVALUATION CRITERIA**

The USPTO will use the following evaluation criteria (roughly of equal importance):

(1) Past Performance/Experience: The USPTO will evaluate the offeror's experience & expertise in performing similar services. In order to be eligible for award under this solicitation, the offeror must have experience in business/corporate research/analysis using various forms of

research methodologies, including focus groups, etc. Past performance information should include a description of the skill sets and unique qualifications as well as a narrative and at least three examples where the offeror has performed similar work. Examples should include the company/agency name, point of contact, telephone number, fax number, and email address (if possible). This should not exceed 3 pages.

(2) Technical Approach: The USPTO will evaluate the offeror's proposed approach to gathering and analyzing issues related to the U.S. patent process. Resumes are required for key personnel. This should not exceed 7 pages.

(3) Price: The USPTO will issue a firm fixed price for this contract. Pricing should include all labor, materials and travel costs needed to perform the tasks associated with this contract.

After review and analysis of the offer, the contracting officer reserves the right to hold oral presentations with one or more of the offerors. If oral presentations are held, they will be limited to the offerors deemed most likely to receive an award.

If held, the contracting officer will notify each offeror of the date, time and location of its oral presentation at least 48 hours in advance of the presentation. The contracting officer may videotape or voice record the oral presentation(s). Information communicated during the oral presentation shall not become a part of any contract resulting from this solicitation. The conduct of oral presentations is not the conduct of discussions.

All offerors who would like to submit questions, in relation to the requirement described in this RFP, must submit questions NO LATER THAN 2:00 PM June 6, 2007. Questions shall be submitted via email to the Contract Specialist, ann.miller1@uspto.gov. Questions will not be answered unless addressed in this manner. Responses to the questions will be posted.

No information or requests for clarification will be provided in response to telephone calls from Offerors.

The basis for award of a contract as a result of the RFP will be an integrated assessment by the USPTO based on the evaluation factors.

Past Performance/Experience and Technical Approach are approximately equal in importance. These factors, when combined, are significantly more important than price.

The USPTO will make a best value determination across all Offerors' proposals. In making this determination, the USPTO is more concerned with obtaining a superior technical approach and past performance/experience than with making an award at the lowest overall price to the USPTO. However, the USPTO will not award a contract at a significantly higher overall price to achieve slightly superior technical expertise and past performance/experience.

## RECEIPT OF PROPOSALS AT THE USPTO

All proposal documents shall be received **no later than 2:00 PM (local time), June 14, 2007.** All responses may be emailed to Ann Miller at [ann.miller1@uspto.gov](mailto:ann.miller1@uspto.gov), or faxed to 571-273-4028. Proposals must reference RFP number DOC52PAPT0701030 and be submitted in the following format:

Volume I: Proposal  
Volume II: Pricing

Depending on the mode of delivery, Offerors' responses should be addressed as follows:

U.S. Postal Service	*Hand carried, Courier, or Non-USPS Mail Service
U.S. Patent and Trademark Office	U.S. Patent and Trademark Office
Office of Procurement	Office of Procurement
PO Box 1450	James Madison Building, East Wing
Mail Stop 6	7 <sup>th</sup> Floor, Corridor D, Room 48
600 Dulany Street	600 Dulany Street
Alexandria, VA 22313-1450	Alexandria, VA 22313-1450
Attn: Ann F. Miller	Attn: Ann F. Miller

When proposals are hand-carried or sent by courier service, the Offeror assumes the full responsibility for ensuring that the proposals are received by the Contract Specialist on the date and time specified above.

**\*The right of ingress and egress to and from the USPTO facilities for Contractor personnel is controlled by security. Therefore, Offerors are responsible for allowing sufficient time to be processed through security to ensure that the USPTO's Office of Procurement receives proposals by the date and time specified above.**

If proposals are mailed or hand carried, the offeror is required to submit an original and (3) copies.

All relevant documents for this procurement will be posted on the USPTO website at the Internet address: <http://www.uspto.gov/web/offices/ac/comp/proc/currproj.htm>. It is the responsibility of each prospective offeror to check the project web site regularly for amendments, questions and answers, and other pertinent information concerning the procurement. An offeror's failure to check the website will not be a justifiable excuse for requesting an extension to the response due date.