

<i>FY 2010 - Trademark Performance Measures</i>	<b>FY 2009 Results</b>	<b>FY 2010 Targets</b>	<b>FY 2010 Q3 Actual</b>	<b>FY 2010 Q3 Variance</b>
<b>QUALITY</b> Improve examination quality of Trademarks as indicated by the compliance rate determined through an in-process review evaluation of the statutory bases for which the Office raises issues and or refuses marks for registration based on the first office action and the examiner's approval or denial of the application.	First Office Action: 96.4 % Final Compliance: 97.6 %	First Office Action: 95.5% Final Compliance: 97%	First Office Action: 96.8% Final Compliance: 96.5%	First Office Action: +1.4% Final Compliance: -0.5%
<b>E-GOV</b> Increase the use of electronic filing and processing as measured by the percent of applications for the registration of a trademark that are processed electronically.	62%	65%	66.3%	2.0%
<b>APPLICATION FILINGS – Classes</b> Increase/Decrease from the prior year	352,051 -12.3 %	356,000 1.1%	277,059 5.9%	3.9%
<b>Examiner PRODUCTION</b> Initial Exam First Actions Examiner Disposals – abandonments and approval for publication Examiner Balanced Disposals – first actions plus disposals	372,830 412,160 784,990	353,000 389,000 742,000	275,331 283,879 559,210	4.4% -2.3% 0.9%
Examiner FTE	388.4	377	279.0 est.	
Office Disposals – abandonments and registrations Registrations	431,324 241,637	339,000 218,000	277,919 163,678	9.3% 0.1%
<b>PENDENCY</b> First action pendency from date of filing to first office action in months.	2.7	2.5 – 3.5	2.8	On Target
<b>PENDENCY</b> Disposal pendency from date of filing to issuance of a notice of allowance, registration, or abandonment – <b>including</b> suspended and inter partes proceedings.	13.5	15.5	13.2	-14.8%
<b>PENDENCY</b> Disposal pendency from date of filing to issuance of a notice of allowance, registration, or abandonment – <b>excluding</b> suspended and inter partes proceedings.	11.2	13	10.8	-16.9%
<b>EFFICIENCY</b> Improve the efficiency of the trademark process as measured by the average cost of a trademark disposal compared to trademark direct and indirect costs. Actual results are based on total trademark related expenditures compared to office disposals.	\$474	\$655	\$517	-21.1%