

<i>FY 2011 – Trademark Performance Measures</i>	FY 2010 Actual	FY 2011 Target	FY 2011 Results	Variance from Plan
QUALITY 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. Results are cumulative year-to-date. “Excellent Office Action” is a new measure for FY 11 that indicates comprehensive quality of the first office action search strategy, evidence, writing and decision making.	First Office Action: 96.6% Final Compliance: 96.8 %	First Office Action: 95.5% Final Compliance: 97% Excellent Office Action: 15%	First Office Action: 96.5 % Final Compliance: 97 % Excellent Office Action: 23.6 %	First Office Action: +1.05% Final Compliance: On target Excellent Office Action: +57%
E-GOV 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.	68.1%	68%	73%	+7.4%
APPLICATION FILINGS – Classes Increase/Decrease from the prior year	368,939 4.8%	385,000 4.4%	398,667 8.1%	3.5 %
Examiner PRODUCTION Initial Exam First Actions Examiner Disposals – abandonments and approval for publication Examiner Balanced Disposals – first actions plus disposals	367,027 380,792 747,819	369,000 408,000 777,000	389,084 391,737 780,821	+5.4% -4.0 % +.5%
Examiner FTE Examiner Positions – EOY Actual and Target	372 378	366 375	362.3 378	-1.0% .8 %
Office Disposals – abandonments and registrations Registrations Total Active Registrations	372,117 221,090 1.6 million	356,000 227,800	379,494 237,586 1.6 million	+6.6% +4.3%
PENDENCY First action pendency from date of filing to first office action in months.	3.0	2.5 – 3.5	3.1	On target
PENDENCY Disposal pendency from date of filing to issuance of a notice of allowance, registration, or abandonment – including suspended and inter partes proceedings.	13.0	15	12.6	-16.1%
PENDENCY Disposal pendency from date of filing to issuance of a notice of allowance, registration, or abandonment – excluding suspended and inter partes proceedings.	10.5	12.5	10.5	-15.8%
EFFICIENCY 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.	\$520	\$677	\$541	-20%