



Smithsonian
Institution

2018 National
TRADEMARK EXPOSITION



Application to Exhibit

The Smithsonian Institution and the United States Patent and Trademark Office will host the 2018 National Trademark Exposition (Exposition) at the National Museum of American History (NMAH) in Washington, D.C. on Friday, July 27 and Saturday, July 28, 2018. The free two-day program is expected to attract more than 30,000 visitors and will feature a mix of displays, educational workshops and seminars, and a variety of hands-on activities for children and adults.

Any owner of a federally-registered trademark may apply to exhibit at the Exposition. Space is limited, so apply now. Those interested in exhibiting should apply by Wednesday, February 28, 2018.

Those selected to exhibit will be notified by March 16, 2018.

Please answer the following questions as accurately as possible. For additional information, please go to [uspto.gov/TMExpo](https://www.uspto.gov/TMExpo).



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Please complete all sections marked with an asterisk.

Enter Requested Information

*Name of Owner of Registered Mark(s):

*Mark(s) you would like to feature at the Exposition:

*U.S. Registration number(s) of the mark(s) you would like to feature:

*Contact Name:

*Telephone:

*E-mail Address:

*Website Address:

*Mailing Address:

*How would you categorize your entity? Please check all that apply.

Individual

Intellectual Property Association

Small Business

Intellectual Property Firm

Medium-Sized Business

Government Agency

Large Corporation

Franchise

Non-Profit

Other



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*Which of the following categories, if any, would your exhibit address?
Please check all that apply.

Authentic and counterfeit goods side by side

Certification marks

Evolution of a mark

Unusual marks (sound, color, scent, etc.)

Different kinds of marks used by one source
(e.g., word, design, configuration)

Other

*Please describe your proposed display in detail: (Note that displays will be set up in the NMAH. Unlike trade shows, Smithsonian does not allow full booths. We encourage table-top displays and will work with you to ensure good engagement between your display and the public.)

*Please describe how your participation in the Trademark Exposition will help educate the public about trademarks:

*Have you participated in the Trademark Expo in the past?

Yes

No

Or save a copy on your computer
and e-mail it to TMExpo@uspto.gov