Around Trademarks: Customer Outreach

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Trademarks Customer Outreach

• Audience
  – Novice trademark owners and practitioners
  – Experienced trademark practitioners
Outreach audience and focus

• Audience
  – Novice trademark owners and practitioners

• Focus
  – Trademark fundamentals
  – Trademark registration process
Outreach audience and focus

• Audience
  – Experienced trademark practitioners

• Focus
  – Trademark policy changes
  – Advanced trademark topics
Novice owners and practitioners

• Current efforts
  – Trademark Basics Boot Camp
  – One-off trademark webinars
  – Revamp of trademark videos
  – Trademark Basics registration toolkit
Novice owners and practitioners

- **Trademark Basics Boot Camp**
  - Eight-week cycle
  - Covers fundamentals and the registration process
  - Reaches thousands of stakeholders
Novice owners and practitioners

• One-off webinars
  – Focus on trademarks relevant to a particular industry
  – Restaurant webinar reached hundreds of stakeholders
Novice owners and practitioners

• Revamp of trademark videos
  – Retire long-form Trademark Information Network series
  – Replace with short-form Trademark Basics series
Novice owners and practitioners

- Registration toolkit
  - Bridge between the Basic Facts booklet and the Trademark Basics webpages
  - Downloadable PDF
  - Easily sharable and printable
Experienced practitioners

• Current efforts
  – Trademarks Webinar Series
  – One-off advanced trademark webinars
Experienced practitioners

• Trademarks Webinar Series
  – Provided quarterly
  – Focuses on hot topics, upcoming changes, and issues important to the trademark bar
  – Reaches thousands of stakeholders
Experienced practitioners

- One-off webinars
  - Focus on trademark topics requested by various groups
Customer experience

• Measure results with a post-event survey
  – Gathers metrics to track performance
  – Generates narrative feedback on what works and what doesn’t
  – Generates topics for new outreach efforts
Customer experience

The bar chart shows the distribution of responses from 1097 respondents. The x-axis represents the rating scale from 1 to 5, with 1 being "Strongly Disagree" and 5 being "Strongly Agree". The y-axis shows the number of responses. The majority of responses fall under the "Strongly Agree" category, with 916 respondents agreeing.
Equity and inclusion

• Current and future efforts
  – Continue to be mindful of equity and accessibility in webinars, presentations, and materials
  – Continue to brainstorm creative ways to connect with hard-to-reach communities