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# Federal trademark searching: Getting started

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# Legal disclaimer

- This program is not legal advice.
  - It is for informational purposes only.
  - It does not include all aspects of searching.
  - It only covers general concepts and the mechanics of searching the federal register.

# Discussion topics

- Search system fundamentals
- Search system options
  - Dropdowns
- Searching takeaways

Discussion topic

# Search system fundamentals



# Search system fundamentals

- Reasons to use the search system
  - Conduct a clearance search before applying to register your trademark.
  - Research how the USPTO treated similar marks.
  - Research marks owned by a particular owner.
  - Check the status of your application or registration.



# Search system fundamentals

The screenshot shows the USPTO Trademark Search website. At the top, there is a navigation bar with the USPTO logo and links for Patents, Trademarks, Fees and payment, Contact us, and MyUSPTO. Below this is a header for 'Trademark Search' with a 'Home' link and a 'Help' link. The main search area features a search bar with the placeholder text 'Search for words in trademarks, products, or owners'. To the left of the search bar is a 'Search by all' dropdown menu, and to the right are 'Basic' and 'Expert' search mode buttons. Below the search bar, there are two main sections: 'Help' (with a question mark icon) and 'Announcements' (with a megaphone icon). The 'Help' section offers 'Answers to frequently asked questions'. The 'Announcements' section states: 'We value your input. We're committed to making ongoing updates to the search tool to serve you better. Help us enhance your user experience by sharing your feedback and suggestions.' At the bottom, there is a footer with links for 'About the USPTO', 'Search for patents', and 'Search for trademarks'. On the right side of the footer, there is a 'Receive updates from the USPTO' section with an email subscription form (input field with 'your@email.com' and a 'Subscribe' button). A vertical 'Feedback' button is located on the right edge of the page.



# Search system fundamentals

- Two ways to use the system
  - Dropdown searches
  - Field tag searches
- Two ways to adjust your options
  - Basic mode
  - Expert mode



# Search system fundamentals

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**uspto** Patents Trademarks Fees and payment Contact us MyUSPTO

**Trademark Search** Home > Search results Help

Wordmark - jason X Refine search by goods or services [Search] [Basic] [Expert]

▲ Status filter **586 results** for jason [Filter] [List] [Table] [Export]

Live 250

- Registered
- Pending

Dead 336



- Cancelled
- Abandoned

▼ Sort

▲ Configure

Show image

[Reset](#)

 <p>Wordmark <a href="#">JJASON</a></p> <p>Status <b>LIVE REGISTERED</b></p> <p>Goods &amp; services IC 010: compression sleeves for athletic use.</p> <p>Class 010</p> <p>Serial 88456252</p> <p>Owners DO DAY DREAM (PUBLIC LIMITED COMPANY; THAILAND)</p>	<p>Wordmark <a href="#">A JASON</a></p> <p>Status <b>DEAD</b> ABANDONED</p> <p>Goods &amp; services (ABANDONED) IC 009: electronic calendar.</p> <p>Class 009</p> <p>Serial 77464127</p> <p>Owners Anderson P Jason (INDIVIDUAL; CANADA)</p>	<p>Wordmark <a href="#">JASON MARKK</a></p> <p>Status <b>LIVE REGISTERED</b></p> <p>Goods &amp; services IC 037: Cleaning of shoes.</p> <p>Class 037</p> <p>Serial 90600036</p> <p>Owners JMBrand, Inc. (CORPORATION; CALIFORNIA, USA)</p>	<p>Wordmark <a href="#">Jason &amp; Kitty</a></p> <p>Status <b>LIVE REGISTERED</b></p> <p>Goods &amp; services IC 025: Ankle boots; Beach coverups; Belts; Boots for sport; Caps...</p> <p>Class 025</p> <p>Serial 88469229</p> <p>Owners Guangzhou Feike Leather Co., Ltd. (LIMITED LIABILITY COMPANY; CHINA)</p>
 <p>Wordmark <a href="#">JASON'S DELI</a></p> <p>Status <b>LIVE REGISTERED</b></p> <p>Goods &amp; services IC 043: RESTAURANT SERVICES, DELICATESSEN SERVICES, CATERING SERVICES,...</p> <p>Class 043</p> <p>Serial 76572310</p> <p>Owners DELI MANAGEMENT, INC. (CORPORATION; TEXAS, USA)</p>	<p>Wordmark <a href="#">FINALLY JASON'S</a></p> <p>Status <b>DEAD CANCELLED</b></p> <p>Goods &amp; services (CANCELLED) IC 025: [ Women's Sportswear-Namely, Blouses, Pants, Tops,...</p> <p>Class 025</p> <p>Serial 73298267</p> <p>Owners Robby's Place, Ltd. (CORPORATION; NEW YORK, USA)</p>	<p>Wordmark <a href="#">BEMISS-JASON</a></p> <p>Status <b>LIVE REGISTERED</b></p> <p>Goods &amp; services IC 016: PAPER PRODUCTS USED IN THE FIELDS OF ARTS AND CRAFTS,...</p> <p>Class 016, 028</p> <p>Serial 76377455</p> <p>Owners DIXON TICONDEROGA COMPANY (CORPORATION; DELAWARE, USA)</p>	<p>Wordmark <a href="#">JASON MARKK</a></p> <p>Status <b>LIVE REGISTERED</b></p> <p>Goods &amp; services IC 003: Shoe cleaning kits, namely, cleaning solution and brushes.</p> <p>Class 003</p> <p>Serial 77390319</p> <p>Owners JMBRAND, INC. (CORPORATION; CALIFORNIA, USA)</p>

# Search system fundamentals

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Trademark Search

Home > Search results Help

Wordmark - jason X Refine search by goods or services [Search] [Basic] [Expert]



^ Status filter **586 results** for jason [Filter] [Export]

Live 250  
 Registered  
 Pending  
 Dead 336  
 Cancelled  
 Abandoned

Sort

Configure

Show image  
Reset

	<b>Wordmark</b> Serial 88456252 Goods & services Owners	<a href="#">J JASON</a> Status <b>LIVE REGISTERED</b> IC 010: compression sleeves for athletic use. DO DAY DREAM (PUBLIC LIMITED COMPANY; THAILAND)	Class 010
a jason	<b>Wordmark</b> Serial 77464127 Goods & services Owners	<a href="#">A JASON</a> Status <b>DEAD ABANDONED</b> (ABANDONED) IC 009: electronic calendar. Anderson P Jason (INDIVIDUAL; CANADA)	Class 009
JASON MARKK	<b>Wordmark</b> Serial 90600036 Goods & services Owners	<a href="#">JASON MARKK</a> Status <b>LIVE REGISTERED</b> IC 037: Cleaning of shoes. JMBrand, Inc. (CORPORATION; CALIFORNIA, USA)	Class 037
Jason & Kitty	<b>Wordmark</b> Serial 88469229 Goods & services Owners	<a href="#">JASON &amp; KITTU</a> Status <b>LIVE REGISTERED</b> IC 025: Ankle boots; Beach coverups; Belts; Boots for sport; Caps... Guangzhou Feike Leather Co.,Ltd. (LIMITED LIABILITY COMPANY; CHINA)	Class 025
	<b>Wordmark</b> Serial 78572310 Goods & services Owners	<a href="#">JASON'S DELI</a> Status <b>LIVE REGISTERED</b> IC 043: RESTAURANT SERVICES, DELICATESSEN SERVICES, CATERING SERVICES,... DELI MANAGEMENT, INC. (CORPORATION; TEXAS, USA)	Class 043
	<b>Wordmark</b> Serial 78888887 Goods & services Owners	<a href="#">FINALLY JASON'S</a> Status <b>LIVE REGISTERED</b> IC 043: RESTAURANT SERVICES, DELICATESSEN SERVICES, CATERING SERVICES,... DELI MANAGEMENT, INC. (CORPORATION; TEXAS, USA)	Class 043

# Search system fundamentals

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Trademark Search

Home > Search results Help

Wordmark - jason X Refine search by goods or services [Search] [Basic] [Expert]

^ Status filter **586 results** for jason [Grid] [List] [Compare] [Export]

	Live	Registered	Pending	Dead	Cancelled	Abandoned
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<input checked="" type="checkbox"/>						
<input checked="" type="checkbox"/>						
<input checked="" type="checkbox"/>						
<input checked="" type="checkbox"/>						
<input checked="" type="checkbox"/>						

Sort

Configure

Show image [Reset]

Result	Image	Wordmark	Class	Serial	Status
1		J JASON	010	88456252	LIVE REGISTERED
2		A JASON	009	77464127	DEAD ABANDONED
3		JASON MARKK	037	90600036	LIVE REGISTERED
4		JASON & KITTY	025	88469229	LIVE REGISTERED
5		JASON'S DELI	043	76572310	LIVE REGISTERED
6		FINALLY JASON'S	025	73298267	DEAD CANCELLED
7		BEMISS-JASON	016, 028	76377455	LIVE REGISTERED
8		JASON MARKK	003	77390319	LIVE REGISTERED
9		JASON GEOSYSTEMS	009	75491492	DEAD CANCELLED
10		JASON&LIN	025	88430423	DEAD ABANDONED
11		JASON&HELEN	025	87740134	LIVE REGISTERED
12		JASON & LARRY'S	033	78830429	DEAD CANCELLED
13		JASON & MICHAEL'S	003	97307010	DEAD ABANDONED

Facebook

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## Trademark Search

Home > Search results Help

Wordmark - jason

↑ Status filter **586 results** for jason

Live 250

- Registered
- Pending

Dead 336



- Cancelled
- Abandoned

↑ Sort

- Relevance
- Wordmark (A-Z)
- Wordmark (Z-A)
- Class (0-9)
- Class (9-0)
- Serial (0-9)
- Serial (9-0)

↑ Configure

Show image

 <p>Wordmark <a href="#">JJASON</a></p> <p>Status <b>LIVE REGISTERED</b></p> <p>Goods &amp; services IC 010: compression sleeves for athletic use.</p> <p>Class 010</p> <p>Serial 88456252</p> <p>Owners DO DAY DREAM (PUBLIC LIMITED COMPANY; THAILAND)</p>	<p>Wordmark <a href="#">A JASON</a></p> <p>Status <b>DEAD</b> ABANDONED</p> <p>Goods &amp; services (ABANDONED) IC 009: electronic calendar.</p> <p>Class 009</p> <p>Serial 77464127</p> <p>Owners Anderson P Jason (INDIVIDUAL; CANADA)</p>	<p>Wordmark <a href="#">JASON MARKK</a></p> <p>Status <b>LIVE REGISTERED</b></p> <p>Goods &amp; services IC 037: Cleaning of shoes.</p> <p>Class 037</p> <p>Serial 90600036</p> <p>Owners JMBrand, Inc. (CORPORATION; CALIFORNIA, USA)</p>	<p>Wordmark <a href="#">JASON &amp; KITTY</a></p> <p>Status <b>LIVE REGISTERED</b></p> <p>Goods &amp; services IC 025: Ankle boots; Beach coverups; Belts; Boots for sport; Caps...</p> <p>Class 025</p> <p>Serial 88469229</p> <p>Owners Guangzhou Feike Leather Co., Ltd. (LIMITED LIABILITY COMPANY; CHINA)</p>
 <p>Wordmark <a href="#">JASON'S DELI</a></p> <p>Status <b>LIVE REGISTERED</b></p> <p>Goods &amp; services IC 043: RESTAURANT SERVICES, DELICATESSEN SERVICES, CATERING SERVICES,....</p> <p>Class 043</p> <p>Serial 76572310</p> <p>Owners DELI MANAGEMENT, INC. (CORPORATION; TEXAS, USA)</p>	<p>Wordmark <a href="#">FINALLY JASON'S</a></p> <p>Status <b>DEAD CANCELLED</b></p> <p>Goods &amp; services (CANCELLED) IC 025: [Women's Sportswear-Namely, Blouses, Pants, Tops,...</p> <p>Class 025</p> <p>Serial 73298267</p> <p>Owners Robby's Place, Ltd. (CORPORATION; NEW YORK, USA)</p>	<p>Wordmark <a href="#">BEMISS-JASON</a></p> <p>Status <b>LIVE REGISTERED</b></p> <p>Goods &amp; services IC 016: PAPER PRODUCTS USED IN THE FIELDS OF ARTS AND CRAFTS,...</p> <p>Class 016, 028</p> <p>Serial 76377455</p> <p>Owners DIXON TICONDEROGA COMPANY (CORPORATION; DELAWARE, USA)</p>	<p>Wordmark <a href="#">JASON MARKK</a></p> <p>Status <b>LIVE REGISTERED</b></p> <p>Goods &amp; services IC 003: Shoe cleaning kits, namely, cleaning solution and brushes.</p> <p>Class 003</p> <p>Serial 77390319</p> <p>Owners JMBRAND, INC. (CORPORATION; CALIFORNIA, USA)</p>

# Search system fundamentals

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**Trademark Search** Home > Search results Help


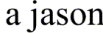

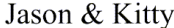

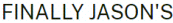
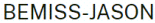

Wordmark - jason X Refine search by goods or services [Search] [Basic] [Expert]

^ Status filter **586 results** for jason [Filter] [Menu] [Export]

Live 250  
 Registered  
 Pending  
 Dead 336  
 Cancelled  
 Abandoned

^ Sort  
 Relevance  
 Wordmark (A-Z)  
 Wordmark (Z-A)  
 Class (0-9)  
 Class (9-0)  
 Serial (0-9)  
 Serial (9-0)

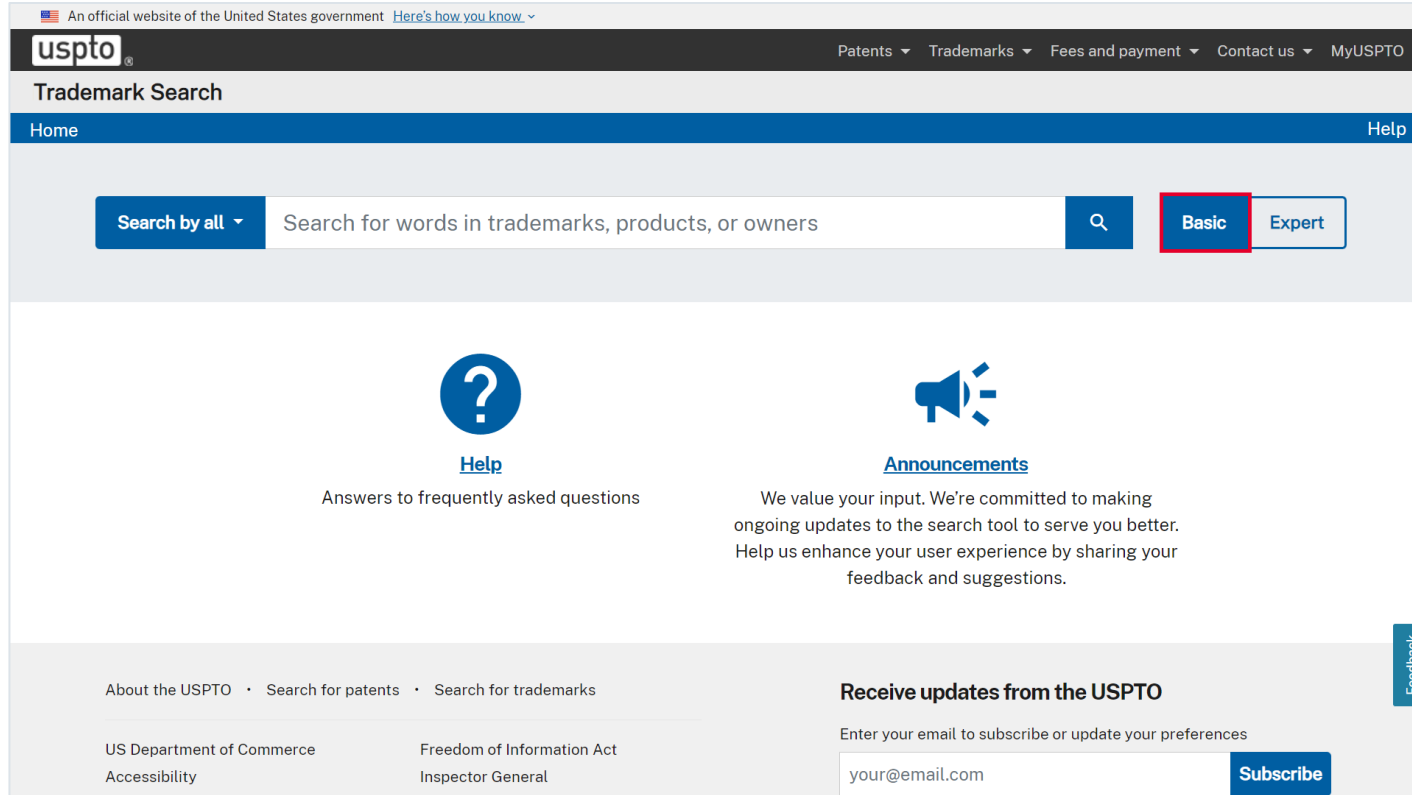
^ Configure  
 Show image

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 Wordmark <b>JASON'S DELI</b> Status <b>LIVE REGISTERED</b> Goods & services IC 043: RESTAURANT SERVICES, DELICATESSEN SERVICES, CATERING SERVICES,.... Class 043 Serial 76572310 Owners DELI MANAGEMENT, INC. (CORPORATION; TEXAS, USA)	 Wordmark <b>FINALLY JASON'S</b> Status <b>DEAD CANCELLED</b> Goods & services (CANCELLED) IC 025: [Women's Sportswear-Namely, Blouses, Pants, Tops... Class 025 Serial 73298267 Owners Robby's Place, Ltd. (CORPORATION; NEW YORK, USA)	 Wordmark <b>BEMISS-JASON</b> Status <b>LIVE REGISTERED</b> Goods & services IC 016: PAPER PRODUCTS USED IN THE FIELDS OF ARTS AND CRAFTS,.... Class 016, 028 Serial 76377455 Owners DIXON TICONDEROGA COMPANY (CORPORATION; DELAWARE, USA)	 Wordmark <b>JASON MARKK</b> Status <b>LIVE REGISTERED</b> Goods & services IC 003: Shoe cleaning kits, namely, cleaning solution and brushes. Class 003 Serial 77390319 Owners JMBRAND, INC. (CORPORATION; CALIFORNIA, USA)

Discussion topic

# **Search system options: Dropdown searching**

# Dropdown searching - basic




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## Trademark Search


Home Help

**Search by all** ▾ Search for words in trademarks, products, or owners   **Basic**



[Help](#)

Answers to frequently asked questions



[Announcements](#)

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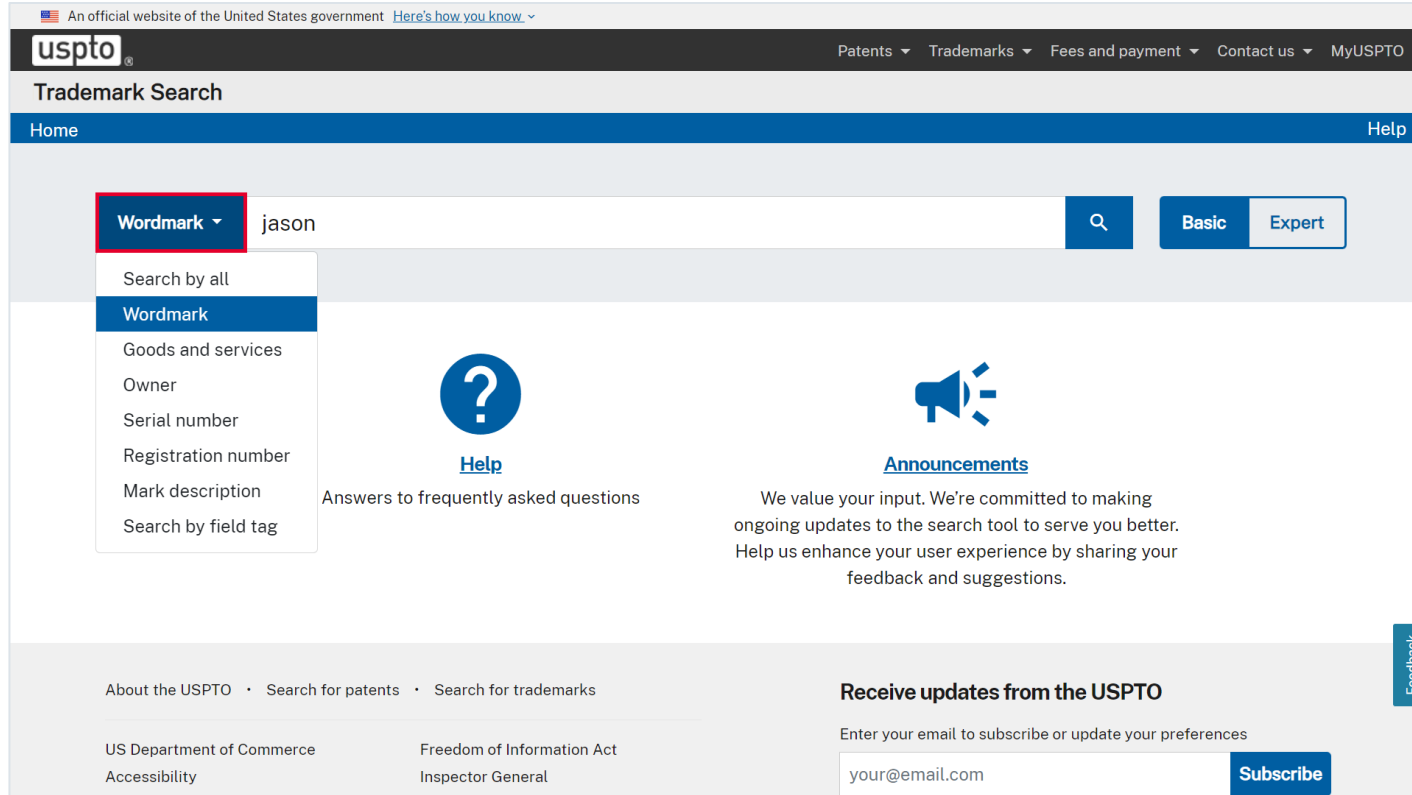
US Department of Commerce      Freedom of Information Act  
Accessibility                      Inspector General

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# Dropdown searching - basic



The screenshot shows the USPTO Trademark Search homepage. At the top, there is a navigation bar with the USPTO logo and links for Patents, Trademarks, Fees and payment, Contact us, and MyUSPTO. Below this is a header with 'Trademark Search' and 'Home' on the left, and 'Help' on the right. The main search area features a search bar with the text 'jason' and a search button. A dropdown menu is open, showing search criteria options: 'Wordmark' (highlighted with a red box), 'Search by all', 'Goods and services', 'Owner', 'Serial number', 'Registration number', 'Mark description', and 'Search by field tag'. Below the search bar, there are two main sections: 'Help' (with a question mark icon and text 'Answers to frequently asked questions') and 'Announcements' (with a megaphone icon and text 'We value your input. We're committed to making ongoing updates to the search tool to serve you better. Help us enhance your user experience by sharing your feedback and suggestions.'). At the bottom, there is a footer with links for 'About the USPTO', 'Search for patents', and 'Search for trademarks'. On the right side of the footer, there is a 'Receive updates from the USPTO' section with a text input field containing 'your@email.com' and a 'Subscribe' button. A vertical 'Feedback' button is located on the far right edge of the page.





# Dropdown searching - basic

- Dropdown searches
  - Search by all
  - Wordmark
  - Goods and services
  - Owner
  - Serial number
  - Registration number
  - Mark description
  - Search by field tag

# Dropdown searching - basic

- Dropdown searches
- Filtering by live/dead

^ Status filter

<input checked="" type="checkbox"/>	Live	250
<input checked="" type="checkbox"/>	Registered	
<input checked="" type="checkbox"/>	Pending	
<input checked="" type="checkbox"/>	Dead	336
<input checked="" type="checkbox"/>	Cancelled	
<input checked="" type="checkbox"/>	Abandoned	

# Dropdown searching - expert

The screenshot shows the USPTO Trademark Search interface. At the top, there is a navigation bar with the USPTO logo and links for Patents, Trademarks, Fees and payment, Contact us, and MyUSPTO. Below this is a 'Trademark Search' header with 'Home' and 'Help' links. The main search area features a search bar with the placeholder text 'Search for words in trademarks, products, or owners' and a search button. To the right of the search bar are two buttons: 'Basic' and 'Expert'. The 'Expert' button is highlighted with a red border, indicating it is the selected search mode. Below the search bar, there are two main sections: 'Help' (with a question mark icon) and 'Announcements' (with a megaphone icon). The 'Help' section provides answers to frequently asked questions. The 'Announcements' section states that the USPTO values user input and is committed to making ongoing updates to the search tool to serve users better, and encourages users to share feedback and suggestions. At the bottom of the page, there is a footer with links for 'About the USPTO', 'Search for patents', and 'Search for trademarks'. On the right side, there is a 'Receive updates from the USPTO' section with a text input field containing 'your@email.com' and a 'Subscribe' button. A vertical 'Feedback' button is located on the far right edge of the page.



# Dropdown searching - expert

- Dropdown searches
  - Search by all
  - Wordmark
  - Goods and services
  - Owner
  - Serial number
  - Registration number
  - Mark description
  - Design code
  - Design description
  - Search by field tag

# Dropdown searching - expert

- Dropdown searches
- Filtering by live/dead

^ Status filter

<input checked="" type="checkbox"/>	Live	250
<input checked="" type="checkbox"/>	Registered	
<input checked="" type="checkbox"/>	Pending	
<input checked="" type="checkbox"/>	Dead	336
<input checked="" type="checkbox"/>	Cancelled	
<input checked="" type="checkbox"/>	Abandoned	

# Dropdown searching - expert

- Dropdown searches
- Filtering by live/dead
- Filtering by class
  - Coordinated class

^ Class filter

Coordinated

<input type="checkbox"/> 1	<input type="checkbox"/> 2
<input type="checkbox"/> 3	<input type="checkbox"/> 4
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<input type="checkbox"/> 7	<input type="checkbox"/> 8
<input checked="" type="checkbox"/> 9	<input type="checkbox"/> 10
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<input checked="" type="checkbox"/> 41	<input checked="" type="checkbox"/> 42
<input type="checkbox"/> 43	<input type="checkbox"/> 44
<input type="checkbox"/> 45	<input checked="" type="checkbox"/> A
<input checked="" type="checkbox"/> B	<input checked="" type="checkbox"/> 200

# Dropdown searching - expert

- Dropdown searches
- Filtering by live/dead
- Filtering by class
  - Coordinated class
  - International class

^ Class filter

Coordinated

<input type="checkbox"/> 1	<input type="checkbox"/> 2
<input type="checkbox"/> 3	<input type="checkbox"/> 4
<input type="checkbox"/> 5	<input type="checkbox"/> 6
<input type="checkbox"/> 7	<input type="checkbox"/> 8
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<input type="checkbox"/> 41	<input type="checkbox"/> 42
<input type="checkbox"/> 43	<input type="checkbox"/> 44
<input type="checkbox"/> 45	<input type="checkbox"/> A
<input type="checkbox"/> B	<input type="checkbox"/> 200

# Dropdown searching - expert

- Dropdown searches
- Filtering by live/dead
- Filtering by class
  - Coordinated class
  - International class
    - Consider 035, 042, a, b, and 200

^ Class filter

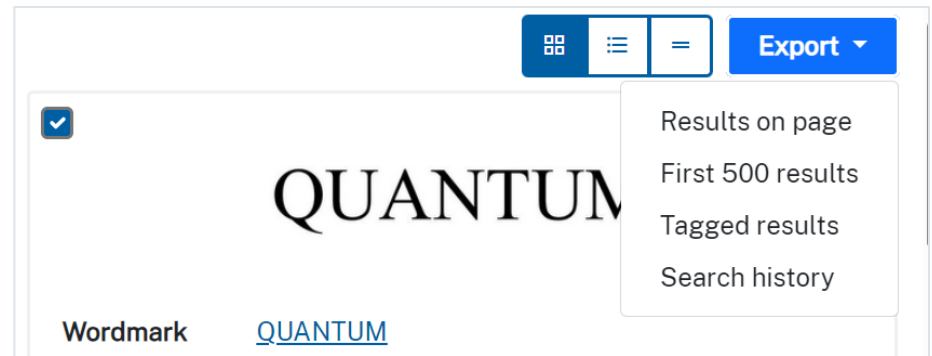
Coordinated

<input type="checkbox"/> 1	<input type="checkbox"/> 2
<input type="checkbox"/> 3	<input type="checkbox"/> 4
<input type="checkbox"/> 5	<input type="checkbox"/> 6
<input type="checkbox"/> 7	<input type="checkbox"/> 8
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<input type="checkbox"/> 41	<input checked="" type="checkbox"/> 42
<input type="checkbox"/> 43	<input type="checkbox"/> 44
<input type="checkbox"/> 45	<input checked="" type="checkbox"/> A
<input checked="" type="checkbox"/> B	<input checked="" type="checkbox"/> 200



# Dropdown searching - expert

- Dropdown searches
- Filtering by live/dead
- Filtering by class
- Tagging
  - Export to Excel spreadsheet



Discussion topic

# **Search system options: Dropdown hypotheticals**

# Dropdown hypothetical

You want to see trademarks owned by:

UNITED STATES PATENT AND  
TRADEMARK OFFICE



# Dropdown hypothetical

You want to check the status of a trademark application:

90866054

# Dropdown hypothetical

You want to check the status of a trademark registration:

6832052

# Dropdown hypothetical

You want to conduct a clearance search before applying to register:

**GOOBER**

as a brand name for

**surfboards**



Discussion topic

# Searching takeaways

# Trademark search takeaways

- **Basic mode vs. expert mode**
  - Use basic mode for searches that require minimal filtering.
  - Use expert mode for most searches.
- **Drop-down searching**
  - Use the owner option for trademark owner searches.
  - Use the serial number and registration number options to check the status of applications and registrations.
  - Use the wordmark option for exact match, single-term searches.
  - Use the field tag option for complex, multiple-term searches.



**Questions?**



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