Pre-filing checklist for your trademark application

Use this checklist to understand the decisions you must make before filing your application.

1. Determine your mark drawing format.

Decide which version of your trademark you want to register.

Standard character format

- Protects words, letters, and slogans used as marks, without limiting the mark to a specific typeface, size, or color.
- Provides protection for the wording itself, not what it looks like.
- For example: **T.MARKEY**
- **Pro tip:** This provides more flexible protection than special form format registration.

Special form format

- Protects stylized and design marks.
- Provides protection for the look of the mark, plus any wording.
- For example:

- **Pro tip:** Registering the mark without color provides more flexible protection than registering it with color.
- **Pro tip:** Save a JPG image of your mark to your computer before filing.

For more information about drawing formats, see www.uspto.gov/trademarks/trademark-examples.

2. Determine your filing basis.

Verify the legal reason to register your mark.

Section 1(a) – Use-in-commerce

- You're using the mark with customers in another state, U.S. territory, or foreign country.
- **Pro tip:** Save a PDF or JPG image of your specimen to your computer before filing. A specimen is evidence of how you're actually using the mark with your goods and services.

Section 1(b) – Intent-to-use

- You're not yet using the mark in interstate commerce, but have a good faith intent to do so in the future.

For more information, see www.uspto.gov/trademarks/basics/application-filing-basis.

3. Determine your goods and services.

Prepare a list of goods and services that you use (or have a bona fide intent to use) with your mark.

- Use the USPTO's ID Manual to find acceptable identifications of goods and services: www.uspto.gov/TrademarkID.
- Inaccurate and unacceptable identifications will result in a refusal to register your mark.

See the reverse side to estimate your filing fee and learn how to file.

uspto UNITED STATES PATENT AND TRADEMARK OFFICE ®

4. Estimate your filing fee.

You must file your application through the online Trademark Center system. Your price may vary, depending on how complete or customized your application is.

Base application fee:

- **Filing a complete application:** $350 per class of goods and services.

Additional fees:

- **Filing an incomplete application:** $100 per class of goods and services.
- **Using the free-form text ID option:** $200 per class of goods and services.
- **Excess character fee:** $200 per affected class of goods and services for each additional 1,000 characters (including spaces and punctuation) in that class.

Pro tip: Complete applications filed using the ID Manual option are more likely to be approved on first action than incomplete and customized applications.

They're also less expensive because our examination costs are lower with this filing option.

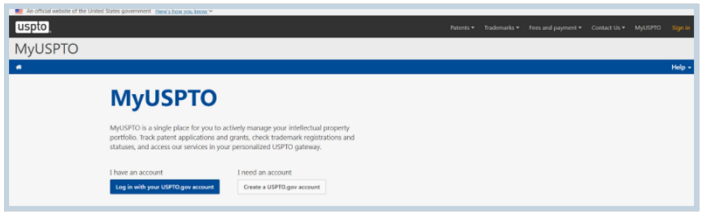
The filing fee is higher when you submit an application with insufficient information or with customized identifications of goods and services because our examination costs are higher.

To learn more about fees, visit www.uspto.gov/trademarks/trademark-fee-information.

5. Create a myUSPTO account.

An identity-verified USPTO.gov account is required to file an application and submit other trademark documents to the USPTO. This helps us deter bad actors who make fraudulent trademark filings and scam our customers.

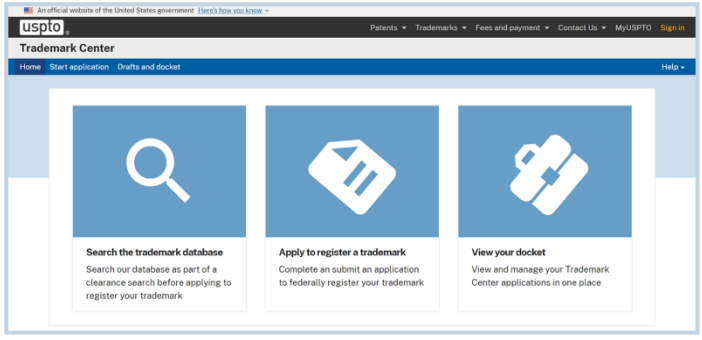
To create a myUSPTO account, visit https://my.uspto.gov.



To learn more about identity verification for your myUSPTO account, visit www.uspto.gov/trademarks/apply/identity-verification.

6. File your application.

To file your application, use Trademark Center.

The system includes a mobile-friendly design, a guided user interface, prompts to complete commonly omitted information, and transparent application costs that update as you go.

To access Trademark Center, visit https://trademarkcenter.uspto.gov.