Trademark Information Network:

Critical application issues before you file

- Use the electronic resources that the Office provides.
  - Search on the Trademark Electronic Search System (TESS).
  - File on the Trademark Electronic Application System (TEAS).

- Identify the applicant correctly.
  - If a business owns the trademark, use the business name as the applicant name.
  - If you individually own the trademark, use your name as the applicant name.

- Understand the difference between a drawing and a specimen.
  - A **drawing** is a clear depiction of the mark you seek to register.
  - A **specimen** is an example showing how the mark is actually used in commerce with the applied-for goods and/or services.

- Identify your goods and services correctly.
  - Goods are products that bear the trademark.
  - Services are activities you perform for others.
  - Use the ID Manual for assistance.

- Use the correct filing basis.
  - If you are already using your mark in interstate commerce, file under a Section 1(a), Use-in-Commerce basis.
  - If you are not using your mark in interstate commerce, but have a **bona fide** intent to do so within the next 3–4 years, file under a Section 1(b), Intent-to-Use basis.