

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.