

FY 2014 Trademark Performance Measures

FY 2014 – Trademark Performance Measures	FY 2013 Results	FY 2014 Target*	FY 2014 (Oct. 1 – Jan. 31)	FY 2014 Variance	Pendency Target**	Current Pendency**
ESU Amendment and Publication Productivity (<i>classes</i>) Amendments Publication Review	15.69 4 days 10 days	12	15.77	+31.42%	14 days 14 days	6 days 20 days
ESU QUALITY Improve examination quality of Trademarks as indicated by the compliance rate determined through an in process review evaluation of the amendment entry and publication proofing processes	Amendments: 97.53% Pub Review: 97.38%	Amendments: 95% Pub Review: 95%	Amendments: 96.87% Pub Review: 96.50%	+1.96% +1.57%	N/A N/A	N/A N/A
TRADEMARK ASSISTANCE CENTER Performance Measure 1: 85% of calls answered within 20 seconds of receipt Performance Measure 2: 92% of calls received in the TAC queue Performance Measure 3: 95% of First-Contact E-mails in 1 business day Performance Measure 4: 95% of Non-First-Contact E-mails in 3 business days Call Volume E-mail Volume	92% 99% 95% 95% 102,236 21,267	85% 92% 95% 95% 115,000 21,500	91% 99% 90% 95% 32,398 5,923	+8.23% +7.05% -5.26% On Target	N/A	N/A
INTENT TO USE (<i>classes</i>) Extension Requests Statements of Use Divisional Requests Overall Quality Success Rate (Ext. Req., SOU & Divisionals)	213,086 92,802 2,979 98.8%	227,246 100,936 3,229 95%	76,107 32,165 1,061 97.6%	+2.74%	15 days 15 days 15 days	11 days 10 days 9 days
MADRID PROCESSING UNIT International Applications (<i>classes</i>) Request for Extension of Protection Overall Quality Success Rate (All International Documents)	7,835 16,711 97%	9,618 N/A 95%	2,973 4,357 97%	+2.11%	2 days	1 day
PRE-EXAMINATION UNIT (<i>applications</i>) Quality Review Tagged and Uploaded Applications Overall Quality Success Rate (Design Search, Mark Drawing Codes & International Classes)	263,210 96.8%	276,214 95%	86,731 97.3%	+2.42%	2 days	9 days
POST REGISTRATION (<i>classes</i>) Affidavits Renewals Amendments and Corrections Overall Quality Success Rate (Affidavits, Renewals & Amendments)	173,014 84,470 4,040 95.7%	208,444 123,264 5,408 95%	60,341 33,408 1,475 96%	+1.05%	15 days 15 days 15 days	17 days 18 days 17 days
PETITIONS OFFICE 2.66 Petitions to Revive 2.66 Petition to Revive Quality Success Rate	18,489 98%	20,000 98%	6,851 99%	+1%	4 days	4 days

* Targets are projections based on analysis of historical workloads and filings.

** Pendency is the number of days it takes the office to process a document once it is received in the mailroom. For Publication Review, pendency is the number of days it takes the LIE to process the case once it has been approved for publication. N/A – Not Applicable