

## FY 2013 Trademark Performance Measures

<b>FY 2013 – Trademark Performance Measures</b>	FY 2012 Results	FY 2013 Target*	FY 2013 (Oct. 1 – Sept.30)	FY 2013 Variance	Pendency Target**	Current Pendency**
ESU Amendment and Publication Productivity ( <i>classes</i> ) Amendments Publication Review	15.92 9 days 11 days	12	15.69	+30.8%	14 days 14 days	4 days 10 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: 98.14% Pub Review: 98.15%	Amendments: 95% Pub Review: 95%	Amendments: 97.53% Pub Review: 97.38%	+2.7%  +2.5%	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	90% 99% 95% 95% 113,253 24,321	85% 92% 95% 95% 115,000 23,000	92% 99% 95% 95% 102,236 21,267	+8.23% +7.6% On Target 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)	203,549 87,567 2,795 99%	197,248 89,958 2,623 95%	213,086 92,802 2,979 98.8%	+4%	15 days 15 days 15 days	11 days 11 days 8 days
MADRID PROCESSING UNIT International Applications ( <i>classes</i> ) Request for Extension of Protection Overall Quality Success Rate (All International Documents)	6,811 13,492 97.5%	6,426 N/A 95%	7,835 16,711 97%	+2.1%	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)	259,820 96.5%	250,166 95%	263,210 96.8%	+1.89%	2 days	4 days
POST REGISTRATION ( <i>classes</i> ) Affidavits Renewals Amendments and Corrections Overall Quality Success Rate (Affidavits, Renewals & Amendments)	157,395 71,618 4,095 96%	120,518 52,898 3,427 95%	173,014 84,470 4,040 95.7%	+0.74%	15 days 15 days 15 days	4 days 4 days 10 days
PETITIONS OFFICE 2.66 Petitions to Revive 2.66 Petition to Revive Quality Success Rate	17,957 98.8%	20,000 98%	18,489 98%	On Target	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