UNITED STATES PATENT AND TRADEMARK OFFICE







The Place for Inventors, Makers, & Entrepreneurs

USPTO's Inventors Conference · August 11-12 · Alexandria, VA



Trademark Website Resources and Tools Highlights

PRESENTED BY:

Colleen Kearney





USPTO.GOV Website



Trademark Electronic Search System (TESS)



Trademark ID Manual



Trademark Electronic Application System (TEAS)



Trademark Status & Document Retrieval (TSDR)



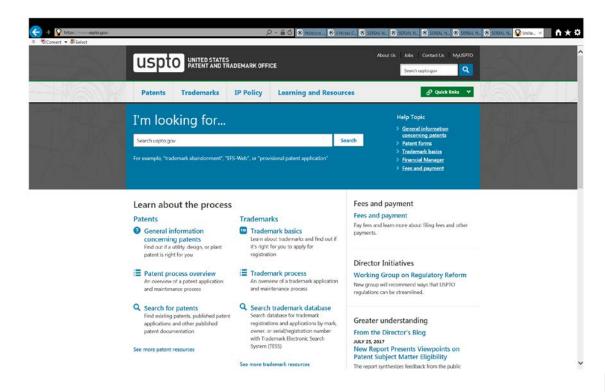


USPTO.GOV Website highlights

Learn about trademark law and the trademark application process on the USPTO.gov website trademark pages

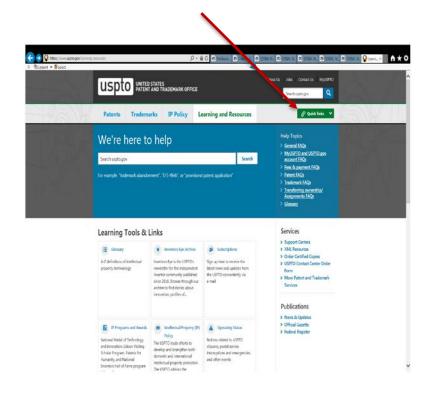


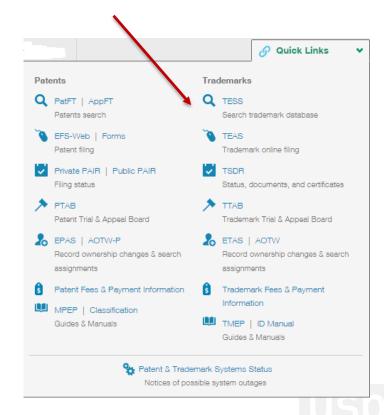
USPTO.gov homepage





Quick Links for easy navigation





Basic Trademark Facts

Read all about it on the web!

- What every small business and entrepreneur should know before filing a trademark application
- Trademark process overview
- Trademark FAQs
- Hiring an attorney
- Misleading notices- be on alert for solicitations

https://www.uspto.gov/trademark started/trademark-basics





Basic Facts!

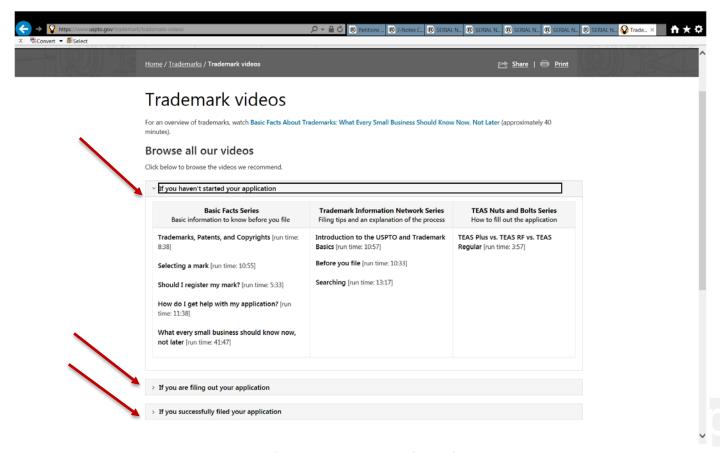
 Download and consult the free BASIC FACTS BOOKLET, found on the USPTO website



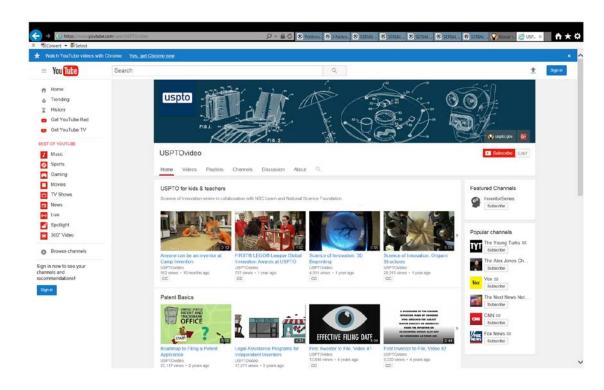
 http://www.uspto.gov/sites/default/files/Ba sicFacts.pdf



Basic Facts- Watch and Learn

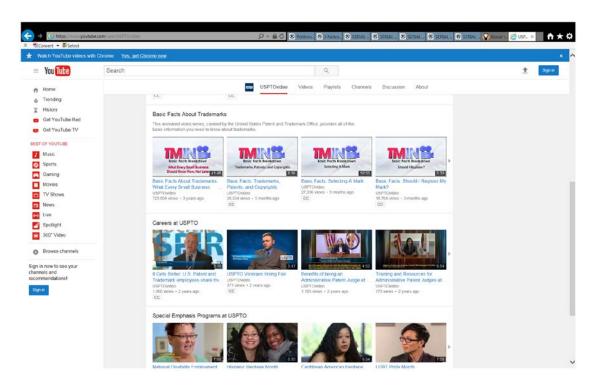


USPTO Videos on YOUTUBE®





Basic Facts About Trademarks on YouTube®



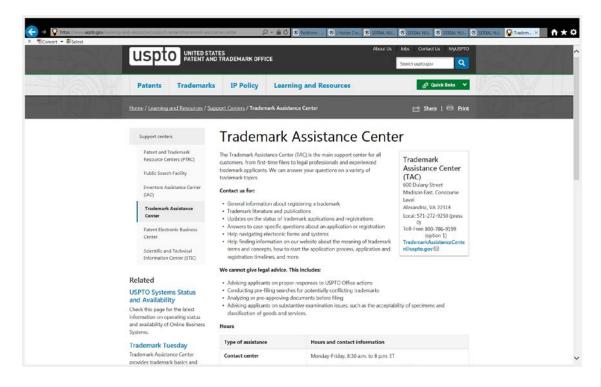


Patent and Trademark Resource Centers- Find one near you!





Trademark Assistance Center





Trademark Electronic Search System (TESS) highlights

Use the online search system to search the trademark database before you file



TESS



Trademark Electronic Search Session (TESS)

- Searchable database of active and inactive pending federal trademark applications and federal registrations
- State registrations and common-law marks are not included in the USPTO database and are not searched

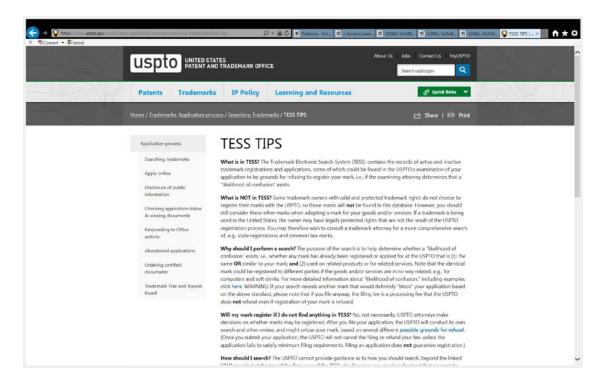


Why Search?

 The results may identify potential problems, such as likelihood of confusion with a prior registered mark or a mark in a pending application

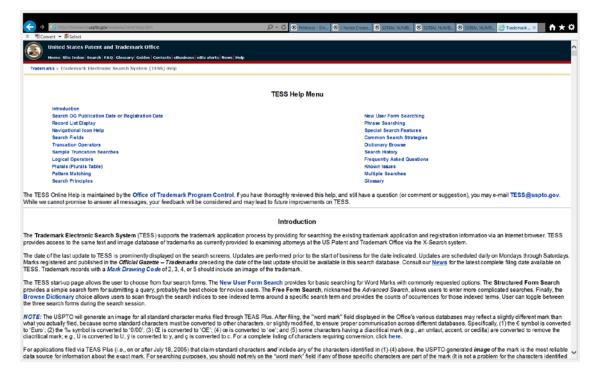
 The results may also show you whether your mark or part of your mark appears as generic or descriptive wording in other registrations, and thus is difficult to protect

Consult TESS TIPS





Consult TESS Help Menu





Most Common Searches

- Word Marks (which contain only letters and/or numbers)
 - T. MARKEY
- Design Marks (which contain only images)



Combination of Words and Designs





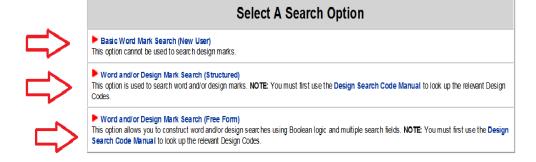
Three Search Options

Trademarks > Trademark Electronic Search System (TESS)

Welcome to the Trademark Electronic Search System (TESS). This search engine allows you to search the USPTO's database of registered trademarks and prior pending applications to find marks that may prevent registration due to a likelihood of confusion refusal.

WARNING: Before conducting your search, you must understand the following: (1) what the database includes; (2) how to construct a complete search; and (3) how to interpret the search results. Click TESS TIPS for detailed information on these and other important search topics.

HELP News!





Design Searches

- If search includes a design, you must first use the design search manual to locate the appropriate codes
- A design code is a six-digit number that helps you and your examining attorney search the database for marks

Design Search Code Manual

If a mark contains an image of a polar bear, that mark is assigned design search code 03.01.14

Please enter search criteria in the fields below:							
Design code or keyword: polar bear							
Submit Query Clear Query							
Section Display Result Detail Search for Plurals							
All ▼ Brief ▼ Yes ▼							
Logout							
Trademark Home Table Of Contents Index Browse Dict. Help							



Structured Search with Design Search Codes

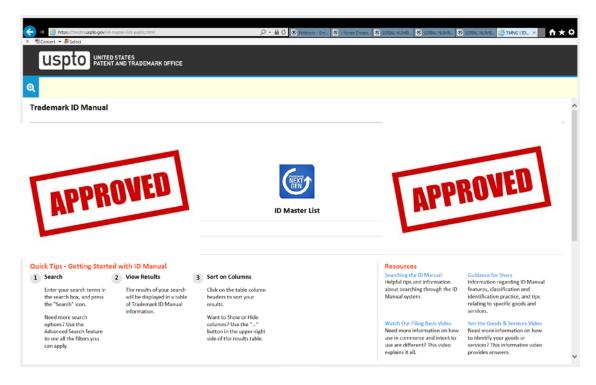


Trademark Identification Manual

Use the online trademark identification manual to find acceptable wording to describe your goods and/or services

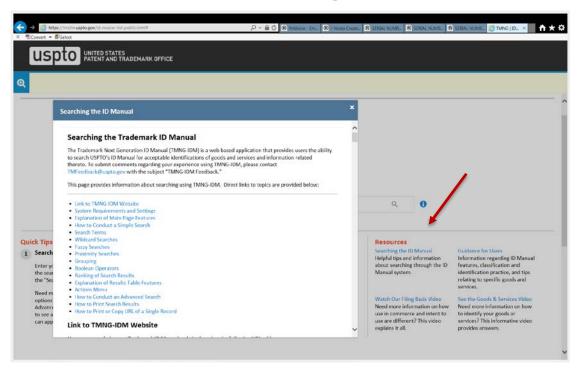


Trademark ID Manual





Link from ID Manual homepage to information on using ID Manual and tips for searching identifications of goods/services





ID Manual- Choose Wisely

- Correctly identifying your goods and services is one of the most critical aspects of your application
- If you choose the wrong items, your mark may be refused and your application may be abandoned
- After you file, you can't change the goods/services to something completely different or add new goods/services
- If the ID Manual doesn't contain an acceptable listing, you will need to explain the goods/services in your own words



ID Manual – Results

Results are displayed according to relevance

Term ID	Class	Description
030-730	030	Candy
030-1323	030	Jawbreakers
009-4662	009	Candy thermometers
005-709	005	Medicated candy
005-708	005	Medicated candies
021-1226	021	Candy boxes
030-722	030	Gummy candies
030-1355	030	Candy necklaces Invention-Con 2017 – Trademark

Website Resources and Tools

ID Manual - Notes

Notes describe the function or purpose of the goods/services

Description	Status	Effective Date	Туре	Notes
<u>Candy</u>	A	04/02/1991	GOODS	
Jawbreakers	А	05/02/2013	GOODS	Jawbreakers are a type of hard condy.
Candy thermometers	A	11/06/2014	GOODS	Candy thermometers are a type of thermometer used for measuring temperatures when making candy.



Trademark Electronic Application System (TEAS)

File your application, maintenance documents, and all related correspondence online



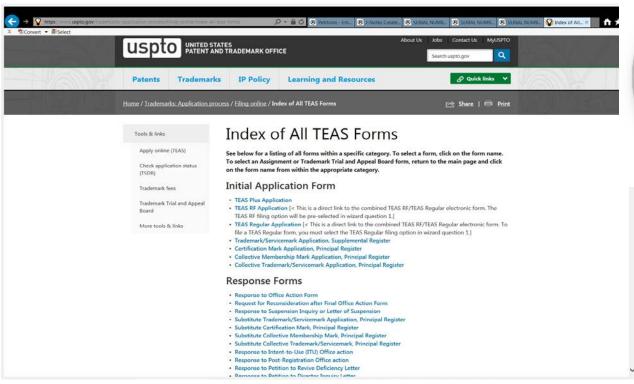
TEAS

- The Trademark Electronic Application System (TEAS) allows you to fill out online USPTO forms
- You can submit the forms directly to the USPTO over the Internet and pay by credit card, electronic funds transfer, or through an existing USPTO deposit account
- TEAS can be accessed through the USPTO website, at http://www.uspto.gov/trademarks/teas/index.jsp





TEAS – Form Overview





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TEAS - Filing a Trademark Application

 Three different initial application forms with different requirements and different fees per class

Choose carefully!





TEAS - Initial Application Options

	TEAS Regular	TEAS RF	TEAS Plus
Filing Fee	\$400	\$275	\$225
Email Address & Email Authorization Required?	No	Yes	Yes
Must Subsequent Filings (e.g., Responses) be Electronic?	No	Yes	Yes
Must ID be Selected from ID Manual?	No	No	Yes
Must Certain Statements be Included in Application (e.g., Translation, Claim of Ownership)?	No	No	Yesspto
Translation, Glaim of Ownership):	Invention-Con 2017 – T	25	

Website Resources and Tools

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TEAS - Nuts & Bolts Videos

- The USPTO has created the TEAS Nuts and Bolts videos, a how-to video series that provides information about each page of the TEAS application form.
- Each video shows how the form is used and provides examples.

TEAS - Preview a PDF Version Prior to Filing



TEAS PLUS

File a TEAS Plus Application. [< This is a direct link to the electronic form.]

The TEAS Plus application has the lowest filing fee, at \$225 per class of goods and/or services in the application, and you must meet certain additional requirements beyond the minimum filing requirements specified in the TEAS Regular description below. Select this option only if you agree to:

- File a "Complete" Application: Almost all the fields in this form are mandatory. For a complete list of TEAS
 Plus requirements, see TMEP §819.
- Use the ID Manual: You must be able to select an entry or entries from the USPTO's Acceptable
 Identification of Goods and Services Manual (ID Manual) that accurately describe your goods/services. If
 you do not find a listing that accurately identifies your goods/services in the ID Manual, you may request
 that an identification be added by e-mailing TMIDSUGGEST@uspto.gov ; however, you could not file
 immediately. For more information on this process, click here.
- · Pay Fees for All Classes: You must pay the fees for all classes at the time of filing.
- File Electronically: You must file certain relevant application-related submissions, such as a response to Office action, through TEAS.
- Authorize E-mail Communication: You must provide a valid e-mail address and authorize the USPTO to send e-mail correspondence concerning the application.

NOTE: If you fail to meet the TEAS Plus requirements, the USPTO will require you to pay an additional fee of \$50 per class.



Preview TEAS Plus application form [PDF] prior to accessing the electronic version through the link above. Do **not** attempt to file the PDF version because it is for informational purposes only and **not** for submitting application information. To prepare and file the electronic form, you must click on "File a TEAS Plus Application" at the top of this section.

TEAS - Success Screen

Your Trademark/Service Mark Application, Principal Register Was Submitted Successfully

Success! View/Save E-Receipt as PDF file

We have received your application and assigned serial number 87005647 to your submission. You can open and save a PDF version of the filing receipt by clicking on the button, above, and this will serve as your official confirmation copy. We will also separately send an e-mail summary of the form to "tanya.amos@uspto.gov". For electronically-submitted applications, the USPTO will no longer mail an additional paper filing receipt. However, since e-mail is not always reliable, please print out and save this notice. If the USPTO later determines that no filing date was justified, your submission will be returned, and your filing fee will be refunded. You would then have the opportunity to cure the deficiency, and re-file the application. Thank you.

NOTE: Do **NOT** send a duplicate paper copy of this filing to the USPTO, as it will interfere with the proper processing of the electronic submission and will result in your being charged for two filings, neither of which can be refunded.

Thank you.

TEAS Support Team

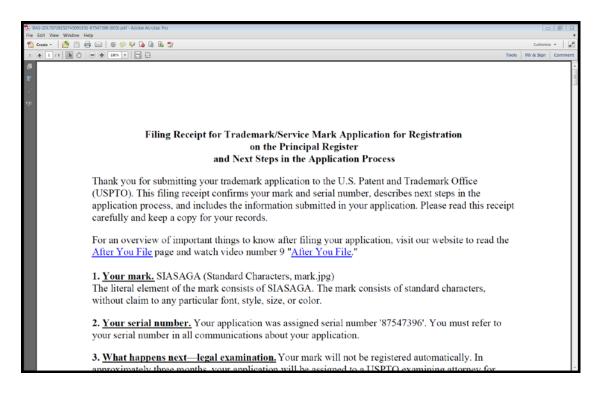
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Trademark Electronic Application System (TEAS) service U.S. Patent and Trademark Office

Please refer questions or comments to: teas@USPTO.gov

TEAS- Filing Receipt





Trademark Status & Document Retrieval (TSDR) highlights

Use the Trademark Status & Document Retrieval system to view, download and print all of the documents associated with your trademark application/registration

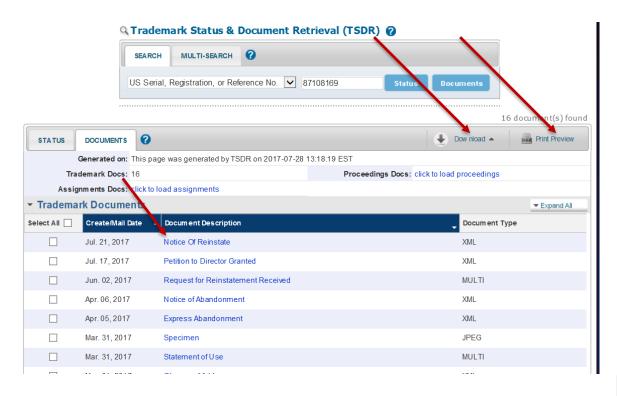


Trademark Status & Document Retrieval (TSDR)



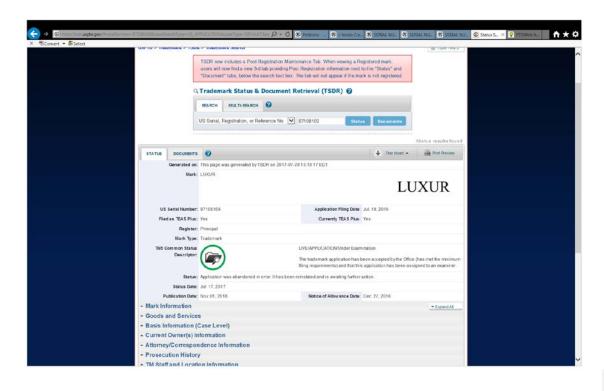
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TSDR- View, Download, Print



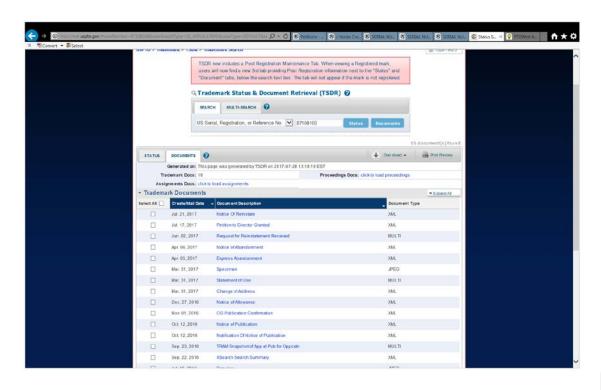


TSDR –Status Tab



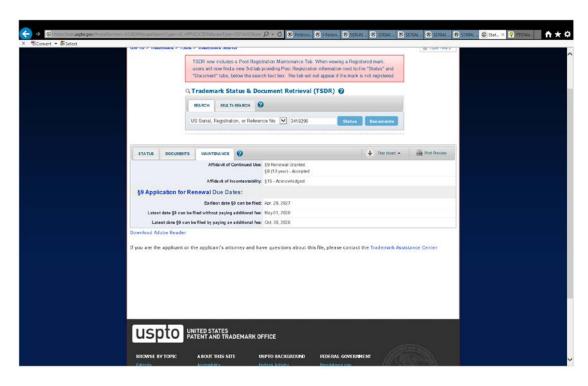


TSDR- Documents Tab





TSDR- Maintenance Tab appears if mark is registered





Recent TSDR Improvements



1. New maintenance tab where system tells you maintenance filing dates



3. Easier



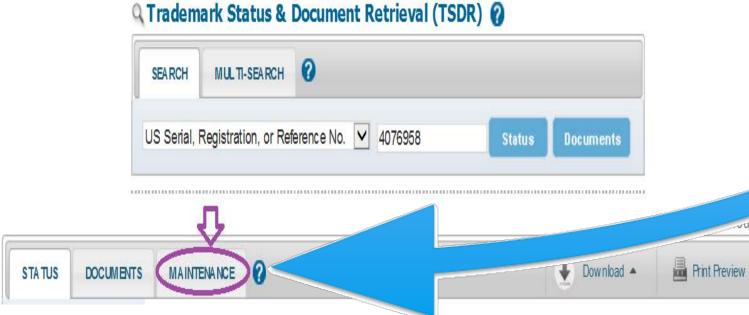
uspto

maintenance data

TSDR Maintenance Tab

On April 8th, the USPTO deployed a **new maintenance tab** for registered trademarks in TSDR.

The tab will not appear if the mark is not registered.



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If Mark Registered < 5 Years, System Will Display 3 Dates







If Filing Period Has Begun, System Will Display 2 Dates







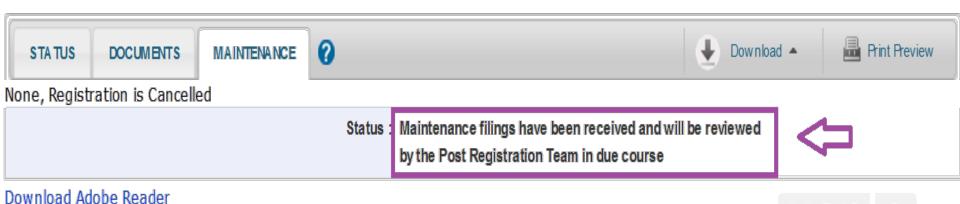
If User is in Grace Period, System Will Display 1 Date



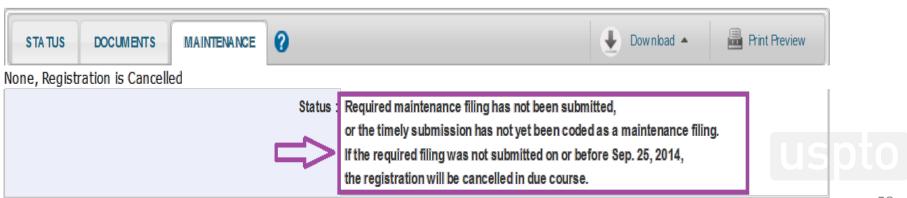




TSDR – System Alerts Users when TEAS Filing Received But Not Entered



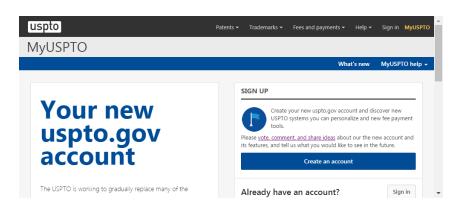
\Alerts/ System ' when Statutory Deadline Has Passed and Paper Filing Not Entered as a Maintenance Filing



MyUSPTO highlights



The uspto.gov user account

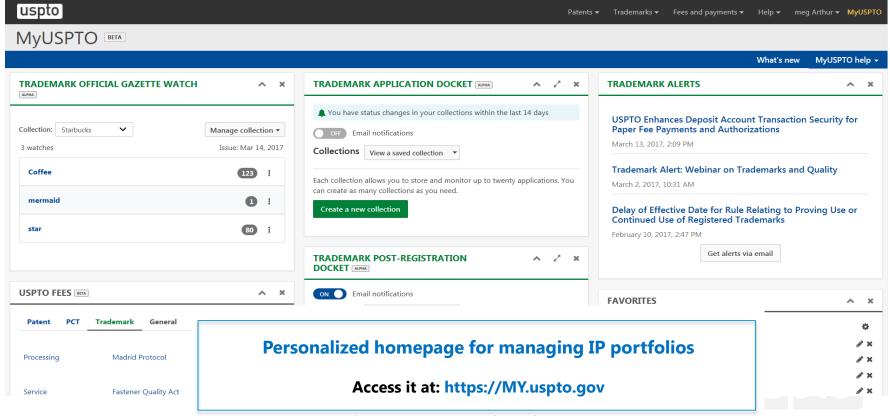


https://account.uspto.gov

- Users register once to set up a profile and establish the account credentials (login/password)
- Users can then sign-in using the credentials, and access all USPTO systems that have adopted the uspto.gov user accounts
 - MyUSPTO, Financial Manager, Patent Maintenance Fee storefront have already adopted the uspto.gov user accounts
 - Many more USPTO systems are moving to adopt the uspto.gov user accounts. Stay tuned!

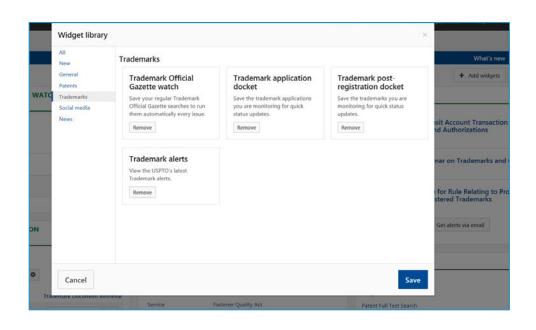


MyUSPTO



Invention-Con 2017 – Trademark Website Resources and Tools

Widgets & personalization



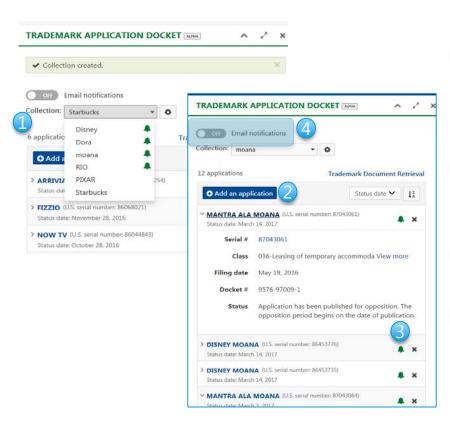
Widgets provide specific capabilities

There are several functional widgets available in the widget library. More are coming!

Widgets can be added, moved around on the page, deleted and re-added if needed



Spotlight: TM Docket widgets

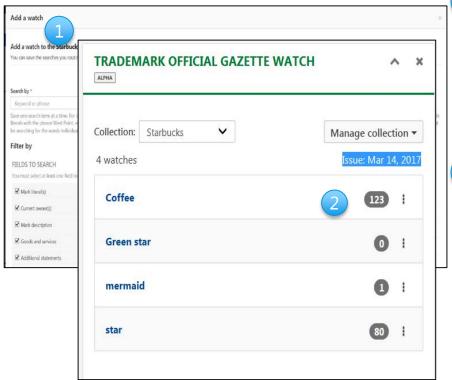


- Track TM applications or registrations in one or more named "Collections"
- Add/delete items from collections at any time
- See status changes
- Subscribe/unsubscribe to email updates



Spotlight: TM Official Gazette

widget



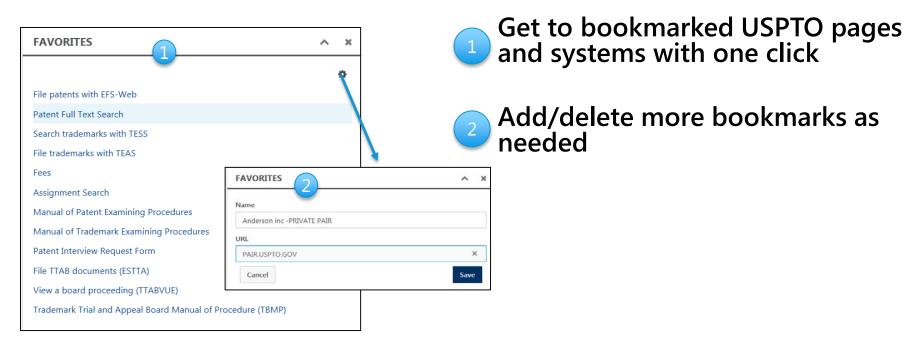
Save search queries ("Watch") in one or more named "Collections"

Add/delete watches from collections at any time

See search results of a search on the newest version of the OG



Spotlight: Favorites widget





RESOURCES

- Trademark Basics, https://www.uspto.gov/trademarks-getting-started/trademark-basics
- Basic Facts About Trademarks videos, https://www.uspto.gov/trademarks-getting-started/trademarks-basics/basic-facts-about-trademarks-videos
- USPTO related videos on YouTube®, https://www.youtube.com/user/USPTOvideo
- Trademark Electronic Search System: http://tmsearch.uspto.gov
- Trademark ID Manual: https://tmidm.uspto.gov/id-master-list-public.html
- Trademark Search & Document Retrieval System: http://tsdr.uspto.gov/
- Trademark Electronic Application System: https://www.uspto.gov/trademarks-application-process/filing-online
- USPTO System Status and Availability, https://www.uspto.gov/blog/ebiz/
- Filing Documents During an Outage (alternative methods of filing), https://www.uspto.gov/trademarks-application-process/filing-online/filing-documents-during-outage
- Trademark Assistance Center, Toll-Free: 800-786-9199, <u>TrademarkAssistanceCenter@uspto.gov</u>
- Trademark Electronic Application System (TEAS) forms troubleshooting, <u>TEAS@uspto.gov</u>





Thank You!



Presented By:
Colleen Kearney
Attorney Advisor
Office of the Deputy Commissioner for Trademarks



