

Trademark Performance Scorecard – FY 2001

Goal 1 – Enhance the Quality of Our Products

Objective	Measure
Increase quality of applications processed	<ol style="list-style-type: none"> 1. Average error rate affecting registrability as measured by TQR – clear error rate. 2. Average error rate – missed references – as measured by TQR.
Improve consistency of examination	<ol style="list-style-type: none"> 3. Percent of customers satisfied with examiner searches and explanations. 4. Issue guidelines for disclaimers. 5. Issue guidelines for 2(e)(1) refusals. 6. Issue guidelines for companion/conflicting cases. 7. Issue guidelines for 2(d) refusals. 8. Revise ID manual. 9. Interactive law office training sessions.

Goal 2 – Enhance the Quality of Our Services

Objective	Measure
Increase overall customer satisfaction levels for external customers	<ol style="list-style-type: none"> 1. Percent of overall customer satisfaction on annual survey. 2. Percent satisfaction in key drivers. 3. Percent satisfaction with ease of electronic application form.
Increase number of customer problems resolved effectively	<ol style="list-style-type: none"> 4. Annual customer survey of: Percent satisfied with problem resolution. Percent satisfied with TAC services.
Respond to customer service results	<ol style="list-style-type: none"> 5. Develop a complaint management process. 6. TAC Customer service level - % of calls answered with in 20 seconds

Goal 3 – Minimize Processing Time

Objective	Measure
Minimize application processing times	<ol style="list-style-type: none"> 1. Examiner first actions. 2. Pendency to first action. 3. Pendency to final disposal. 4. Percent of applications meeting the 13 month pendency goal. 5. Days to mail filing receipts. 6. Average number of days to respond to an amendment. 7. Pendency to post-registration – section 8 & 9. 8. Pendency to ITU – SOU's.
Maximize examination time	<ol style="list-style-type: none"> 9. Time spent training and mentoring new examiners.

Goal 4 – Implement e-Government into Our Business

Objective	Measure
Increase the number and percent of electronically filed applications for registration, ITU applications, and Post Registration applications.	<ol style="list-style-type: none"> 1. Number of applications filed electronically. 2. Percent filed electronically.
Change customer behavior	<ol style="list-style-type: none"> 3. Increase in attorneys filing electronically. 4. Promotional events.
Increase customers communicating electronically	<ol style="list-style-type: none"> 5. Propose/change rules – mandate electronic filing. 6. Proposal to replace paper records with electronic access. 7. Add new e-TEAS forms. 8. Survey paper filers. Respond to feedback.
Reengineer/consolidate operations	<ol style="list-style-type: none"> 9. Determine process and production changes to support receiving all applications electronically. 10. Develop plan to transition to all e-commerce law offices.

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Goal 5 – Enhance Employee Satisfaction

Performance Management

Objective	Measure	Goal	Champion	Responsibility
Increase overall level of employee satisfaction	1. Percent of employee satisfaction on survey question "how satisfied am I with my job". 2. Percent proud to work for the USPTO. 3. Employee satisfaction rank in Government.	1. Enhance the Quality of Our Products • Issue exam guidelines • Revise ID Manual	Sharon Marsh	Lynne Beresford Jessie Marshall
Increase communication	4. Expand TM Intranet site/content.	2. Enhance the Quality of Our Services • Establish a complaint mgmt system • Improve TAC response	Meryl Hershkowitz	Lynne Beresford Sharon Marsh CEG Fellows
Efforts taken to respond to results of employee survey	5. Present results to employees. 6. Develop plan to respond to results, consolidate/communicate action plan PTO-wide.	3. Minimize Our Processing Time • Pendency • Time spent training & mentoring	Jerry Price	Ron Williams
Increase participants in work at home program	7. Number of examiners working from home. 8. Percent of examiners working from home. 9. Number of paralegals or others working from home.	4. Implement E-Government into Our Business Process • Increase use of electronic filling • Replace paper records with electronic access • Reengineer/consolidate operations	Craig Morris	Anne Chasser Bob Anderson Lynne Beresford Craig Morris Karen Strohecker
		5. Enhance Employee Satisfaction • Increase communication • Response to employee survey • Work at home program	Gary Cannon	Anne Chasser CEG Fellows Debbie Cohn/Ron Williams Managers & Supervisors Debbie Cohn

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Performance Measures	FY-00 Baseline	FY-01 Goal/Target	Unit	1 st Qtr.	2 nd Qtr.	3 rd Qtr.	4 th Qtr.	FY-01 Actual
Goal 1 – Enhance the Quality of Our Products								
Average error rate affecting registrability: TQR – clear error rate	3.4	3.0	% error rate	4.2				
Average error rate for missed references as measured by TQR	1.5	1.5	% error rate	1.4				
Issue disclaimer guidelines		April 1						
Issue guidelines for 2(e)(1) refusals		April 15						
Issue guidelines for companion/conflicting cases		April 1						
Issue guidelines for 2(d) refusals		April 15						
Revise ID manual		June 1						
Train/Develop employees – interactive office training sessions		16	Sessions	4				
Key Drivers – Customer Satisfaction (based on):								
Clear written communication	77	77	B4					
Percentage of customers reporting satisfaction with the adequacy of the examiner's explanation of the office action	68	70	Percent					
Percentage of customers reporting satisfaction with examiner searches for likelihood of confusion	65	68	C1AP8					
Goal 2 – Enhance the Quality of Our Services								
% of overall customer satisfaction (<i>annual survey</i>)	65	68	C18					
TAC service level (enterprise call center reports)	23%	80%	Answer calls w/in 20 sec.	57%				
Develop a proposal to create a complaint management process		March 31						
Key Drivers – Customer Satisfaction (based on):								
Provide clear and accurate answers to customer questions - TAC			B27					
Return phone calls in 1 day	53	65	B3					
Provide final determination regarding registrability within 13 months	41	70	B8					
Mail filing receipts within 14 days	28	85	B10					

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Performance Measures	FY-00 Baseline	FY-01 Goal/ Target	Unit	1 st Qtr.	2 nd Qtr.	3 rd Qtr.	4 th Qtr.	FY-01 Actual
Problem resolution – problem resolved within 7 days	32		B26					
Issue Certificates of Registration with correct information	80	80	B24					
Ease of electronic application form	100	93	C11					
Goal 3 – Minimize Processing Time								
Examiner First Actions	352,325	440,000	Actions	85,941				
Pendency to first action	5.7	6.6	Months	6.1				
Pendency to final disposition during 1 st examination period	17.3	19.0	Months	17.4				
Percentage of applications meeting 13 month pendency goal ¹	43.6	45	% of Total	44.2				
# days to mail filing receipts – Paper	9	14	Days	15				
# days to mail filing receipts – e-TEAS ²	1	1	Days	1				
Average # of days to respond to an amendment	135	35/90	Days	147				
Post Registration pendency – sec 8	99	30	Days	99				
Post Registration pendency – sec 9	225	30	Days	228				
ITU pendency – SOU's	47	30	Days	67				
Goal 4 – Implement e-Government into Our Business								
# of applications filed electronically – YTD:								
1. Trademark registration	44,108	106,600	# of filings	12,800				
2. ITU applications			355,400	2,584				
3. Post Registration applications			files	460				
% of applications filed electronically:								
1. Trademark registration	14.9%	30%	% of total	21%				
2. ITU applications			files	8.8%				
3. Post Registration applications			serialized	1.6%				
Increase in electronic filing by Attorneys	15,295		Results	5,133				
Promotional events to increase use			# of Events	2				
Survey paper filers			Status	300 Surveys mailed 1/19/01. Requested return date 2/15/01. Center for Quality to tabulate results.				

¹ Reported number equates to the percent of applications with 6-15 months pendency at the end of the quarter.

² E-TEAS applicants receive an electronic filing receipt with a serial number within 24 hours after filing.

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Performance Measures	FY-00 Baseline	FY-01 Goal/Target	Unit	1 st Qtr.	2 nd Qtr.	3 rd Qtr.	4 th Qtr.	FY-01 Actual
Propose rules change – mandatory electronic filing		Publish changes	Status	Cleared internal review. Forwarded to DOC and OMB – on hold for appointment of Undersecretary.				
Propose plan to replace paper files with electronic access		Public hearing	Status	Federal Register Notice was sent to DOC and OMB – on hold for appointment of Undersecretary.				
Develop plan to change production process to support electronic filing/examination		Project plan	Status	Pending				
Develop plan to transition to all e-commerce law offices		Project plan	Status	Pending				
Goal 5 – Enhance Employee Satisfaction								
Percent employee satisfaction on survey question “how satisfied am I with my job”	67%	70%						
Percent of employees proud to work for the USPTO	63%							
Employee satisfaction rank in Government	top 43%							
Plan for responding to employee survey results		March 30	Date					
Number of Examining attorneys working from home	57	110	Number	67				
Percent of examining attorneys working at home (based on 383 as of 9/30/00 and 425 as of 9/30/01)	15%	25%	Percent	16%				
Number of Paralegals (or others) working from home		4	Number	0				
Percent of Paralegals (or others) working from home		15%	Percent	0%				
Pilot “hotel” for future of work @ home			Status		Union negotiations.			
Other Performance Indicators								
Funding	99.9%*	16,823,127**	% spent of allocation	94.9%				
Total Staffing	678	904	# of positions	750				
Examiner Positions	383	425	filled	414				
L.O. Support Positions	132	332		238				
Other Positions	163	147		98				
Level of Filings (including fee paid classes)	375,428	470,000	# of filings	77,780				

* Based on a revised allocation plan totaling \$68,447,000 (initial allocation \$56.9 million). Amount expended \$68,349,318.

**Reflects first quarter allocation. Approved annual allocation of \$65.1 million.