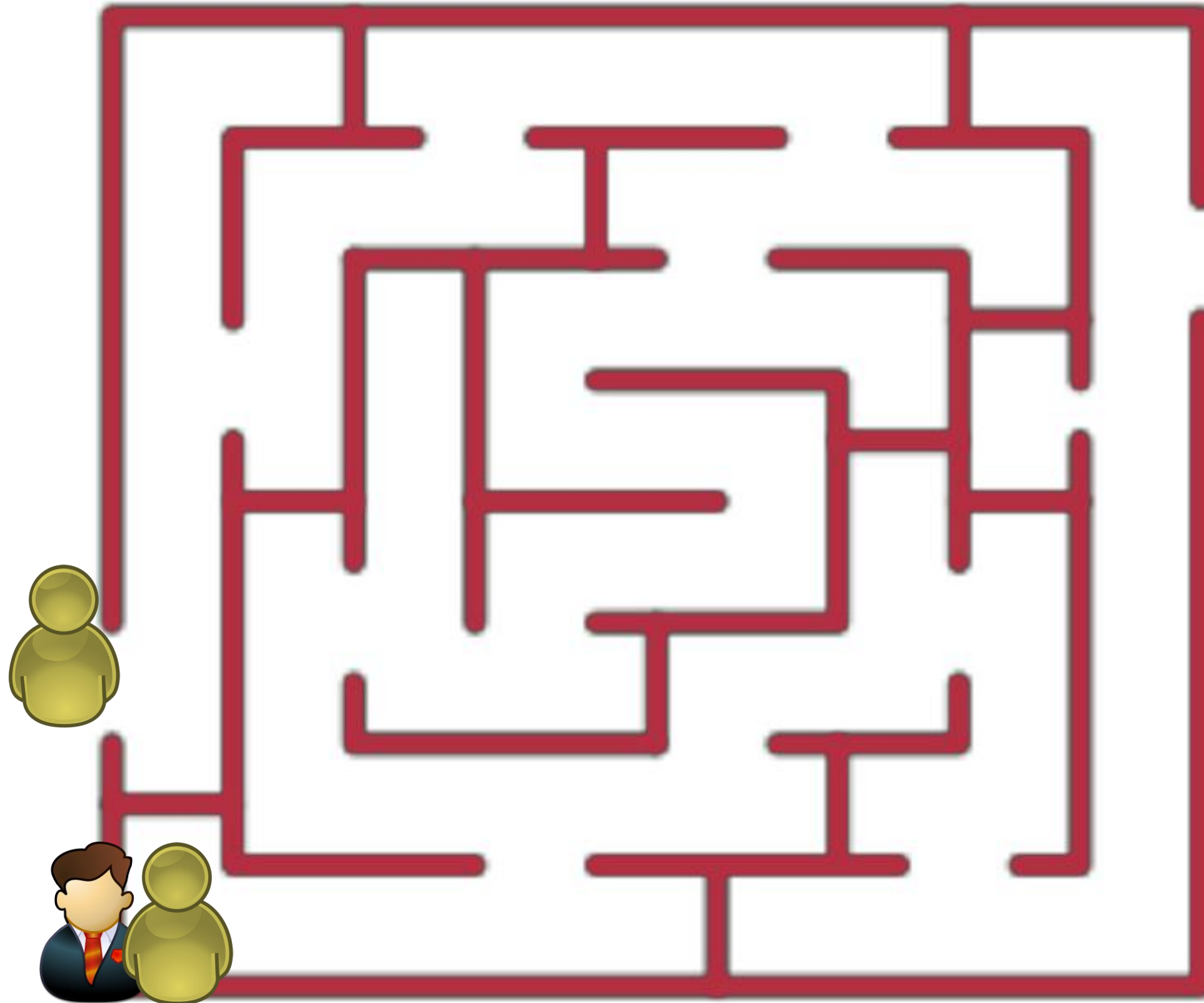


Presented by



A hand holding a silver compass with a black face and white markings. The compass is positioned in the lower-left quadrant. A trail of hexagonal shapes, some containing blurred green foliage and others showing skin texture, leads from the compass towards the right side of the image. The background is a solid light gray.

# **The Ins and Outs of the USPTO Application Process**



We'll lead  
the way!

# The *WHY* factor

*Why* are you even registering  
your trademark in the US?

Is it *really* worth it?





It's what we do after all!

# WHY register a trademark with the USPTO?



01

You'll gain *legitimate* legal ownership over your brand, products and services

02

Registered trademarks are easier to protect and defend

03

Trademarks are a valuable economic asset that appreciate over time



Wait!





You must follow the  
*rules to register  
successfully*

***POPULAR NICE CLASSES:***

- Class 9: Electrical and Scientific Apparatuses
- Class 25: Clothing
- Class 35: Advertising and Business Services
- Class 41: Education and Entertainment
- Class 42: Science and Technological Services

Your application must include:

- Name, Address, Business type
- An overview of your relevant products/services
- Basis for filing
- Drawing and description of the mark
- All applicable fees

If in commerce:

- Date of first use of trademark
- Proof of use for one product or service per class
- Verified statement of use or intention to use

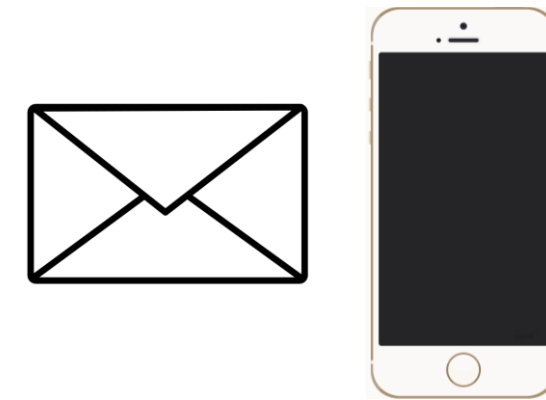


# Application process





*HOW* do you even apply?



**\$400** per class!

# Reduced Fee options



## TEAS RF

### Trademark Electronic Application System (Reduced Fee)

---

- Registration filing at a reduced fee acts as an incentive to file electronically
- **\$275** per class
- All correspondence via email and documentation submission will be online

## TEAS Plus

### Trademark Electronic Application System Plus

---

- **\$225** per class
- Certain conditions must be met:
  - Email correspondence only
  - Electronic submissions only
  - Filing complete application with no empty fields
  - All fees must be paid upfront

What *factors* will the examiner look for on your application?

**Completeness** and **Compliance**





## OFFICE ACTIONS:

missing or inaccurate information on your application

You have *six* months –

**HURRY UP** and **CORRECT!**

Get help from a *professional* and do your search  
in advance

Trademark searches will prevent you from:



On *WHAT* grounds can people oppose you?

- Likelihood of confusion: marks are too similar
- Desired mark is likely to cause dilution of distinctiveness for their brand
- Non-compliance with application requirements
- Date of first use dispute





## *HOW* long does the process take ?



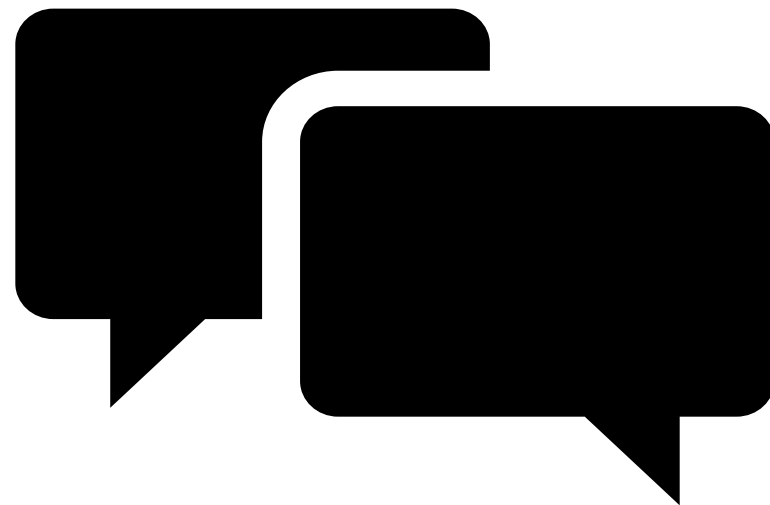
It takes about *six* to *nine* months

BUT if there are office actions and oppositions, it can take much *longer*



- You get a *certificate of registration*
- You're safe for 10 years!
- Monitor and police your trademark

# Have questions?



About the world of intellectual property protection, visit our website at  
<https://tm.witmart.com>

## Contact Us

Witmart Inc., 500 - 34 King St E, Toronto, ON, M5C 2X8  
1-877-948-6278

# Up Next

Trademark Rearing — Life After U.S. Registration