

How Do I Trademark A Product Name

The first step for us to trademark your product name is to complete a trademark search. Conducting a trademark search allows us to verify that no one else is already utilizing the product name; thereby avoiding any potential conflicts that could arise. While one way to conduct a *trademark search* is by using the Trademark Electronic Search System provided by the U.S. Government or simply searching for similar marks on the internet, we offer a much more comprehensive and robust search package for you. Our search is conducted using complex and state of the art software, which provide a more meticulous search. Once we have completed a thorough and detailed trademark search and found no conflicting trademarks, our next step is to assist you in drafting and filing a trademark application that we are confident will be approved by the USPTO. The application is ultimately filed online using the Trademark Electronic Application System or TEAS. There are a few elements of the application that I would suggest preparing prior to beginning the application process. These items include: a scanned JPEG file of the drawing of the mark and a scanned JPEG file of an actual example of how the trademark is being utilized in commerce. By offering my legal advice and assistance in the preparation of these critical components of the application, I make certain that your application is as well assembled as possible. Furthermore, the trademark application will require that you specify the mark type as either standard characters or special form. A standard characters mark is one that does not contain any design element. In contrast, a trademark that is categorized as special form does include a design element. I will help you make the decision as to which type of trademark is appropriate for your product once we review your file. The next section of the application pertains to goods and/or services information where you will need to complete a list of goods and/or services for your application. After reviewing the description of your product we will draft a legal description of your product that is appropriate for the application. After we complete the application, you will receive an email which will allow you to review and approve the application for submission to the U.S. Government. At that time your application will be filed and your product name will be well on its way to receiving trademark protection.