

# Trademark Registration Process

Trademarks are an important asset for many companies. A trademark identifies the source of goods and services, conveys an expectation of quality, and sets a company apart from its' competitors. Trademarks can be monetized through the use of licensing agreements and other means, and even used as collateral for business loans! You will want to ensure you are protecting your trademark and preserving its' value. How do you do that? By registering it.

Follow the path to get a simplified look at the trademark process.  
**Call us at 503-877-0881 or email us at [info@intellequityip.com](mailto:info@intellequityip.com) with any questions.**

## Create A Unique Business Or Product Name

Preparing and submitting a properly filed trademark application is important for many reasons. It will help you avoid running into technical issues that will keep your application from being accepted by the USPTO, it can ensure your mark survives the examination process, and it will save you time, money and hassle as well.

Filing basis, identification of goods and services, specimens to provide and stylization of any mark or logo are but a few of the decisions that must be made at the time of application. If done improperly, this can delay, or worse, cause rejection of an application.

The USPTO strongly encourages applicants to hire private attorneys for their search, as they can be complicated. I can prepare a detailed and proper application of your proposed mark which will reduce the chance that your trademark application will be rejected.

Creating a unique business name will set you apart from your competitors and provide a strong branding opportunity your goods and services.

If there is no objection after the preliminary approval of your trademark application, Congratulations!

You will receive an official notice from the USPTO that your mark has been approved, and which provides you with an official registration number for your mark. You may begin to use the ® symbol with your mark at that time.



**01**  
**Trademark Search**

The trademark search phase is the most important, and often the least planned part of the trademarking process. Without conducting a thorough search, you could be wasting significant time and money.

A properly conducted search will include not only the USPTO search database, but state databases, an internet search and ICANN for domain names as well.

Conducting a proper search will ensure the mark you want to use will not infringe an existing mark, stands a good chance of being successfully registered, is unique, and will not be diluted.



**02**  
**Trademark Application**

Once your trademark application has been accepted by the USPTO, an examiner will be assigned to review your application. The examiner will be looking for technical defects in the application and whether there might be other registered or in-process marks similar to your proposed mark. The examiner does this by reviewing the Trademark Manual of Examining Procedure (TMEP), which can be found here. <https://www.uspto.gov/trademarks/guides-and-manuals/tmep-archives>

Once the examination process is complete and the examiner is satisfied that your mark meets the requirements for registration, it will be preliminarily approved and then published in the official trademark gazette for an opportunity for others to object to the registration of your mark. If an objection is made, a notice of objection to the mark is then filed by the opposing party, and an opposition hearing must be held to determine if the mark can be registered.

If this happens, you will definitely want the assistance of an attorney knowledgeable in the handling of these proceedings. Feel free to contact our office for more information.



**03**  
**Examination & Publication For Opposition**



**04**  
**Trademark Registration**

## Trademark Maintenance

Did you know that once you receive a registration for your mark, you must timely file documents with the USPTO that attest to the fact that your mark is still in use? If you do not, you can lose your mark! This maintenance must initially be done between year five and six after registration. After that, you must file additional documents to attest to its' use every ten (10) years.

I can help make sure you do not miss any important deadlines and have filed the proper documents to keep your mark alive and strong! I can file Declarations of Use, Declarations of Incontestability and Applications for Renewal on your behalf!  
**Book a free or low-cost consultation today!**

<https://www.intellequityip.com/book-online>

