

UNITED STATES
PATENT AND TRADEMARK OFFICE



Federal trademark searching: Overview

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Images used in this presentation are for educational purposes only.

Federal trademark searching: Overview

- Reminders:
 - The slides will be emailed after the presentation.
 - Captioning is available.
 - Post your questions to the Q&A box.

Discussion topics

- Comprehensive clearance searching
- Likelihood of confusion
- Search system fundamentals
- Federal trademark searching
- Common search strategy
- How to find help

USPTO restrictions

- The USPTO does not provide legal advice.
 - This program is for informational purposes only.
 - It only covers the mechanics of searching the federal register.
 - It does not cover full clearance searching.
 - It does not cover everything you need to know about federal and common law trademark rights.

Discussion topic

Comprehensive clearance searching



Comprehensive clearance searching

- **Concept:**
 - Determine whether your trademark conflicts with the rights of a trademark owner who filed before you.
- **Potential benefits:**
 - Avoid a likelihood of confusion refusal from the USPTO.
 - Avoid an opposition proceeding at the USPTO.
 - Avoid a trademark infringement lawsuit.





Comprehensive clearance searching (cont'd)

- Hire a private trademark attorney.
 - Search might include:
 - USPTO database of registrations and applications
 - State trademark databases
 - Business name registries
 - Foreign trademark databases
 - The internet



Comprehensive clearance searching (cont'd 2)

- Conduct searches on your own.
 - Search might include:
 - USPTO database
 - Federally applied-for and registered trademarks
 - The internet
 - Looking for common law use by others





Discussion topic

Likelihood of confusion



Likelihood of confusion

- **Concept:**
 - Avoid confusing consumers about the source of the goods and services.
- **Test:**
 - Are the trademarks confusingly **similar**?
 - and
 - Are the goods and/or services **related**?





Likelihood of confusion refusal

- Examining attorney issues refusal if:
 - The trademark in the application is confusingly **similar** with a registered trademark.and
 - The goods and/or services in both the application and the registration are **related**.



Likelihood of confusion example #1

Your trademark

T.MARKEY

for

shirts

Registered trademark

T.MARKEY

for

pants





Likelihood of confusion example #2

Your trademark

T.MARKEY

for

shirts

Registered trademark

TEE MARQEE

for

pants





Likelihood of confusion example #3

Your trademark

T.MARKEY

for

shirts

Registered trademark

TEE MARQEE

for

golf flags



Discussion topic

Search system fundamentals



Search system fundamentals

- Reasons to use the search system
 - Conduct a clearance search before applying to register your trademark.
 - Research how the USPTO treated similar marks.
 - Research marks owned by a particular owner.
 - Check the status of your application or registration.



Search system fundamentals (cont'd)

The screenshot shows the USPTO Trademark Search website. At the top, there is a navigation bar with the USPTO logo and links for Patents, Trademarks, Fees and payment, Contact us, and MyUSPTO. Below this is a search bar with a dropdown menu set to 'Wordmark' and a search input field containing 'Search for words'. To the right of the search bar are buttons for 'Basic' and 'Expert'. The main content area features two sections: 'Help' with a question mark icon and the text 'Answers to frequently asked questions', and 'Announcements' with a megaphone icon and the text 'We value your input. We're committed to making ongoing updates to the search tool to serve you better. Help us enhance your user experience by sharing your feedback and suggestions.' The footer contains links for 'About the USPTO', 'Search for patents', and 'Search for trademarks', along with contact information for the US Department of Commerce and the Freedom of Information Act Inspector General. There is also a 'Receive updates from the USPTO' section with an email input field and a 'Subscribe' button. A vertical 'Feedback' button is located on the right side of the footer.


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uspto® Patents ▾ Trademarks ▾ Fees and payment ▾ Contact us ▾ MyUSPTO

Trademark Search

Home Help

Wordmark ▾ Search for words Basic Expert


[Help](#)
Answers to frequently asked questions


[Announcements](#)
We value your input. We're committed to making ongoing updates to the search tool to serve you better. Help us enhance your user experience by sharing your feedback and suggestions.

About the USPTO · Search for patents · Search for trademarks

US Department of Commerce
Accessibility

Freedom of Information Act
Inspector General

Receive updates from the USPTO

Enter your email to subscribe or update your preferences

Feedback



Search system fundamentals (cont'd 2)

- Two ways to use the system
 - Dropdown searches
 - Field tag searches
- Two ways to adjust your options
 - Basic mode
 - Expert mode



Search system fundamentals (cont'd 3)

The screenshot shows the USPTO Trademark Search interface. At the top, there is a navigation bar with the USPTO logo and links for Patents, Trademarks, Fees and payment, Contact us, and MyUSPTO. Below this is the 'Trademark Search' header with a breadcrumb trail 'Home > Search results' and a 'Help' link. The search bar contains 'uspto' and a search button. To the right of the search bar are buttons for 'Basic' and 'Expert' search options. Below the search bar, there are filters for 'Status filter' and 'Sort'. The 'Status filter' section shows checkboxes for 'Live' (4 results), 'Registered' (checked), 'Pending' (checked), 'Dead' (4 results), 'Cancelled' (checked), and 'Abandoned' (checked). The 'Sort' section is currently set to 'Live'. A 'Configure' section is also visible. A 'Reset' button is located at the bottom left of the filter area. The search results are displayed in a grid format. The first result is for the wordmark 'USPTO' with a status of 'LIVE' and 'REGISTERED'. The second result is for the wordmark 'uspto' with a status of 'LIVE' and 'REGISTERED'. Both results show the same goods and services: 'IC 009: Downloadable documents in the field of intellectual property...' and the same class: '009, 035, 041, 042, 045'. The owners for both are 'United States Patent and Trademark Office, U.S. Department of Commerce (agency of the United States government; USA)'. A 'Feedback' button is located on the right side of the results grid. A red box highlights the grid view icon in the top right corner of the results area.

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uspto® Patents Trademarks Fees and payment Contact us MyUSPTO

Trademark Search

Home > Search results Help

Wordmark uspto × Refine search by goods or services Basic Expert

8 results for uspto

Status filter

- Live 4
 - Registered
 - Pending
- Dead 4
 - Cancelled
 - Abandoned

Sort

Configure

Show image

Reset

Wordmark [USPTO](#)

Status **LIVE** **REGISTERED**

Goods & services IC 009: Downloadable documents in the field of intellectual property...

Class 009, 035, 041, 042, 045

Serial 90865893

Owners United States Patent and Trademark Office, U.S. Department of Commerce (agency of the United States government; USA)

Wordmark [uspto](#)

Status **LIVE** **REGISTERED**

Goods & services IC 009: Downloadable documents in the field of intellectual property...

Class 009, 035, 041, 042, 045

Serial 90866032

Owners United States Patent and Trademark Office, U.S. Department of Commerce (agency of the United States government; USA)

Feedback

Search system fundamentals (cont'd 4)

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uspto Patents Trademarks Fees and payment Contact us MyUSPTO

Trademark Search

Home > Search results [Help](#)

Wordmark uspto × Refine search by goods or services [Basic](#) [Expert](#)

8 results for uspto [Grid](#) [List](#) [=](#) [Export](#)



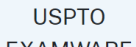
Status filter

- Live 4
 - Registered
 - Pending
- Dead 4
 - Cancelled
 - Abandoned

Sort

Configure

Show image [Reset](#)

	Wordmark Serial 90865893 Goods & services Owners	USPTO Status LIVE REGISTERED Class 009, 035, 041, 042, 045 IC 009: Downloadable documents in the field of intellectual property... United States Patent and Trademark Office, U.S. Department of Commerce (agency of the United States government; USA)
	Wordmark Serial 90866032 Goods & services Owners	USPTO Status LIVE REGISTERED Class 009, 035, 041, 042, 045 IC 009: Downloadable documents in the field of intellectual property... United States Patent and Trademark Office, U.S. Department of Commerce (agency of the United States government; USA)
	Wordmark Serial 78186670 Goods & services	USPTO EXAMWARE Status DEAD ABANDONED Class 009 (ARANDONED) IC 009: Interactive pre-recorded CD-ROM consisting of

[Feedback](#)

Search system fundamentals (cont'd 5)

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uspto Patents Trademarks Fees and payment Contact us MyUSPTO

Trademark Search

Home > Search results [Help](#)

Wordmark uspto × Refine search by goods or services [Basic](#) [Expert](#)

^ Status filter **8 results** for uspto [Grid](#) [List](#) [=](#) [Export](#)

- Live 4
 - Registered
 - Pending
- Dead 4
 - Cancelled
 - Abandoned

Sort: ^ Configure

Show image [Reset](#)

Result	Image	Wordmark	Class	Serial	Status
1		USPTO	009, 035, 041, 042, 045	90865893	LIVE REGISTERED
2		USPTO	009, 035, 041, 042, 045	90866032	LIVE REGISTERED
3		USPTO EXAMWARE	009	78186670	DEAD ABANDONED
4		USPTO EXAMINERS	042	77350830	DEAD ABANDONED
5		PROFESSOR KAYTON'S USPTO	009	78186808	DEAD ABANDONED
6		WEIRDO FOR LIFE WWW.WEIRDOFORLIFE...	025	77613523	DEAD ABANDONED

Feedback

Search system fundamentals (cont'd 6)

The screenshot shows the USPTO Trademark Search interface. At the top, there is a navigation bar with the USPTO logo and links for Patents, Trademarks, Fees and payment, Contact us, and MyUSPTO. Below this is the 'Trademark Search' header with a breadcrumb trail 'Home > Search results' and a 'Help' link. The search bar contains 'uspto' and a search button. To the right of the search bar are buttons for 'Basic' and 'Expert' search options. Below the search bar, there are filters for 'Status filter' and 'Sort'. The 'Status filter' is expanded, showing a list of options: Relevance (selected), Wordmark (A-Z), Wordmark (Z-A), Class (0-9), Class (9-0), Serial (0-9), and Serial (9-0). The 'Sort' filter is also expanded, showing 'Relevance' as the selected option. Below the filters, there are two search results for 'uspto'. Each result shows the wordmark 'uspto', the status 'LIVE REGISTERED', the goods and services 'IC 009: Downloadable documents in the field of intellectual property...', the class '009, 035, 041, 042, 045', the serial number, and the owners 'United States Patent and Trademark Office, U.S. Department of Commerce (agency of the United States government; USA)'. There is also a 'Feedback' button on the right side of the results area.

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uspto® Patents Trademarks Fees and payment Contact us MyUSPTO

Trademark Search

Home > Search results Help

Wordmark uspto × Refine search by goods or services Basic Expert

8 results for uspto

Status filter

Sort

- Relevance
- Wordmark (A-Z)
- Wordmark (Z-A)
- Class (0-9)
- Class (9-0)
- Serial (0-9)
- Serial (9-0)

Configure

Show image

Reset

Wordmark [USPTO](#)

Status **LIVE REGISTERED**

Goods & services IC 009: Downloadable documents in the field of intellectual property...

Class 009, 035, 041, 042, 045

Serial 90865893

Owners United States Patent and Trademark Office, U.S. Department of Commerce (agency of the United States government; USA)

Wordmark [uspto](#)

Status **LIVE REGISTERED**

Goods & services IC 009: Downloadable documents in the field of intellectual property...

Class 009, 035, 041, 042, 045

Serial 90866032

Owners United States Patent and Trademark Office, U.S. Department of Commerce (agency of the United States government; USA)

Feedback

Search system fundamentals (cont'd 7)

The screenshot shows the USPTO Trademark Search interface. At the top, there is a navigation bar with the USPTO logo and links for Patents, Trademarks, Fees and payment, Contact us, and MyUSPTO. Below this is the 'Trademark Search' header with a breadcrumb trail 'Home > Search results' and a 'Help' link. The search bar contains 'uspto' and a search button. To the right of the search bar are buttons for 'Basic' and 'Expert' search options. Below the search bar, there are filters for 'Status filter' and 'Sort'. The 'Status filter' section shows checkboxes for 'Live' (4 results), 'Registered' (checked), 'Pending' (checked), 'Dead' (4 results), 'Cancelled' (checked), and 'Abandoned' (checked). The 'Sort' section is currently set to 'Live'. A 'Reset' button is highlighted with a red box. The search results are displayed in a grid format, showing 8 results for 'uspto'. Two results are visible, both for the wordmark 'USPTO'. Each result shows the status as 'LIVE' and 'REGISTERED', the goods and services as 'IC 009: Downloadable documents in the field of intellectual property...', the class as '009, 035, 041, 042, 045', the serial as '90865893' and '90866032', and the owners as 'United States Patent and Trademark Office, U.S. Department of Commerce (agency of the United States government; USA)'. A 'Feedback' button is visible on the right side of the results grid.

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uspto® Patents Trademarks Fees and payment Contact us MyUSPTO

Trademark Search

Home > Search results [Help](#)

Wordmark uspto × Refine search by goods or services [Basic](#) [Expert](#)

8 results for uspto [Export](#)

Live 4
Registered
Pending
Dead 4
Cancelled
Abandoned

Sort

Configure

Show image [Reset](#)

USPTO

Wordmark [USPTO](#)

Status **LIVE** **REGISTERED**

Goods & services IC 009: Downloadable documents in the field of intellectual property...

Class 009, 035, 041, 042, 045

Serial 90865893

Owners United States Patent and Trademark Office, U.S. Department of Commerce (agency of the United States government; USA)

uspto

Wordmark [USPTO](#)

Status **LIVE** **REGISTERED**

Goods & services IC 009: Downloadable documents in the field of intellectual property...

Class 009, 035, 041, 042, 045

Serial 90866032

Owners United States Patent and Trademark Office, U.S. Department of Commerce (agency of the United States government; USA)

Feedback



Search system fundamentals (cont'd 8)

- **Dropdown searches**
 - Good for exact match, single-term trademark searches
 - Doesn't allow for "exact phrase" trademark searches
- **Benefits of field tag searches**
 - Good for complex, multiple-term trademark searches
 - Allows for "exact phrase" trademark searches
 - Good for alternate spelling searches

Discussion topic

Federal trademark searching: Dropdown searching

Dropdown searching

The screenshot displays the USPTO Trademark Search homepage. At the top, there is a navigation bar with the USPTO logo and links for Patents, Trademarks, Fees and payment, Contact us, MyUSPTO, and Sign in. Below this is a blue header with 'Trademark Search' and a 'Home' link. The main search area features a search bar with the placeholder text 'Search for words in trademarks, products, or owners' and a search button. To the right of the search bar are two buttons: 'Basic' and 'Expert', with the 'Expert' button highlighted by a red border. Below the search bar, there are two main sections: 'Help' (with a question mark icon) and 'Announcements' (with a megaphone icon). The 'Help' section provides answers to frequently asked questions, and the 'Announcements' section encourages user feedback to improve the search tool. At the bottom, there is a footer with links for 'About the USPTO', 'Search for patents', and 'Search for trademarks'. On the right side of the footer, there is a 'Receive updates from the USPTO' section with an email input field and a 'Subscribe' button. A vertical 'Feedback' button is located on the far right edge of the page.

Dropdown searching (cont'd)

- Filtering by live/dead

^ Status filter

- Live 250
 - Registered
 - Pending
- Dead 336
 - Cancelled
 - Abandoned

Dropdown searching (cont'd 2)

- Filtering by live/dead
- Filtering by class
 - Coordinated class

^ Class filter

Coordinated

<input type="checkbox"/> 1	<input type="checkbox"/> 2
<input type="checkbox"/> 3	<input type="checkbox"/> 4
<input type="checkbox"/> 5	<input type="checkbox"/> 6
<input type="checkbox"/> 7	<input type="checkbox"/> 8
<input checked="" type="checkbox"/> 9	<input type="checkbox"/> 10
<input type="checkbox"/> 11	<input type="checkbox"/> 12
<input type="checkbox"/> 13	<input type="checkbox"/> 14
<input type="checkbox"/> 15	<input checked="" type="checkbox"/> 16
<input type="checkbox"/> 17	<input type="checkbox"/> 18
<input type="checkbox"/> 19	<input checked="" type="checkbox"/> 20
<input type="checkbox"/> 21	<input type="checkbox"/> 22
<input type="checkbox"/> 23	<input type="checkbox"/> 24
<input checked="" type="checkbox"/> 25	<input type="checkbox"/> 26
<input type="checkbox"/> 27	<input checked="" type="checkbox"/> 28
<input type="checkbox"/> 29	<input type="checkbox"/> 30
<input type="checkbox"/> 31	<input type="checkbox"/> 32
<input type="checkbox"/> 33	<input type="checkbox"/> 34
<input checked="" type="checkbox"/> 35	<input type="checkbox"/> 36
<input type="checkbox"/> 37	<input type="checkbox"/> 38
<input type="checkbox"/> 39	<input type="checkbox"/> 40
<input checked="" type="checkbox"/> 41	<input checked="" type="checkbox"/> 42
<input type="checkbox"/> 43	<input type="checkbox"/> 44
<input type="checkbox"/> 45	<input checked="" type="checkbox"/> A
<input checked="" type="checkbox"/> B	<input checked="" type="checkbox"/> 200

Dropdown searching (cont'd 3)

- Filtering by live/dead
- Filtering by class
 - Coordinated class
 - International class
 - Consider 035, 042, a, b, and 200

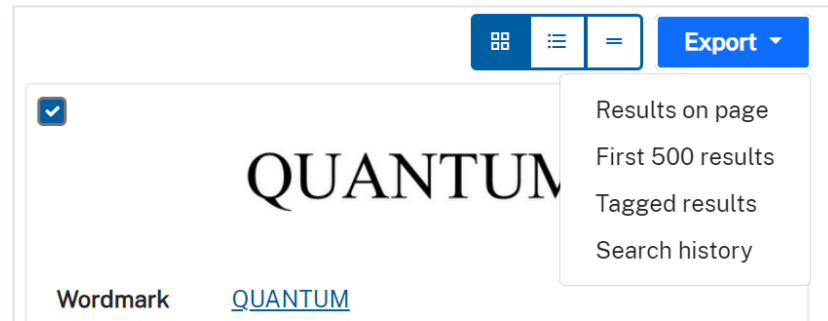
^ Class filter

Coordinated

<input type="checkbox"/> 1	<input type="checkbox"/> 2
<input type="checkbox"/> 3	<input type="checkbox"/> 4
<input type="checkbox"/> 5	<input type="checkbox"/> 6
<input type="checkbox"/> 7	<input type="checkbox"/> 8
<input type="checkbox"/> 9	<input type="checkbox"/> 10
<input type="checkbox"/> 11	<input type="checkbox"/> 12
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<input checked="" type="checkbox"/> 35	<input type="checkbox"/> 36
<input type="checkbox"/> 37	<input type="checkbox"/> 38
<input type="checkbox"/> 39	<input type="checkbox"/> 40
<input type="checkbox"/> 41	<input checked="" type="checkbox"/> 42
<input type="checkbox"/> 43	<input type="checkbox"/> 44
<input type="checkbox"/> 45	<input checked="" type="checkbox"/> A
<input checked="" type="checkbox"/> B	<input checked="" type="checkbox"/> 200

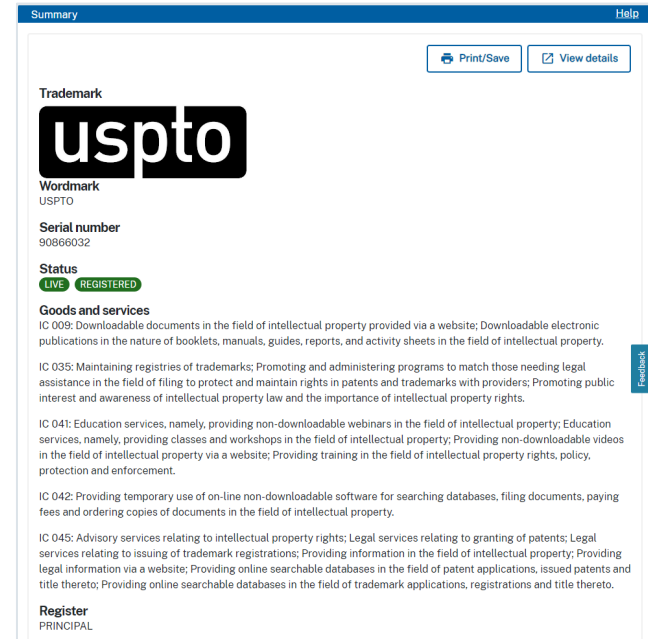
Dropdown searching (cont'd 4)

- Filtering by live/dead
- Filtering by class
- Tagging
 - Export to Excel spreadsheet



Dropdown searching (cont'd 5)

- Filtering by live/dead
- Filtering by class
- Tagging
- Summary page
 - Must be logged into your USPTO.gov account.



The screenshot shows a 'Summary' page for a trademark. At the top right, there are 'Print/Save' and 'View details' buttons. The trademark name 'uspto' is displayed in a large, bold, black font. Below it, the wordmark is identified as 'USPTO'. The serial number is 90866032. The status is 'LIVE' and 'REGISTERED'. The goods and services are listed as follows: IC 009: Downloadable documents in the field of intellectual property provided via a website; Downloadable electronic publications in the nature of booklets, manuals, guides, reports, and activity sheets in the field of intellectual property. IC 035: Maintaining registries of trademarks; Promoting and administering programs to match those needing legal assistance in the field of filing to protect and maintain rights in patents and trademarks with providers; Promoting public interest and awareness of intellectual property law and the importance of intellectual property rights. IC 041: Education services, namely, providing non-downloadable webinars in the field of intellectual property; Education services, namely, providing classes and workshops in the field of intellectual property; Providing non-downloadable videos in the field of intellectual property via a website; Providing training in the field of intellectual property rights, policy, protection and enforcement. IC 042: Providing temporary use of on-line non-downloadable software for searching databases, filing documents, paying fees and ordering copies of documents in the field of intellectual property. IC 045: Advisory services relating to intellectual property rights; Legal services relating to granting of patents; Legal services relating to issuing of trademark registrations; Providing information in the field of intellectual property; Providing legal information via a website; Providing online searchable databases in the field of patent applications, issued patents and title thereto; Providing online searchable databases in the field of trademark applications, registrations and title thereto. The register is listed as 'PRINCIPAL'.

Dropdown hypothetical

You want to register:

QUANTUM

as a brand name for

t-shirts



Discussion topic

Federal trademark searching: Field tag searching



Field tag searching

- Tips for search construction
 - Field tags precede the search term.
 - Field tags must be in all caps.
 - Field tags must be followed by a colon.
 - Search terms must be in lowercase.

CM:trademark





Search fields and field tags

Search field	Field tag
Combined mark	CM:
Design code	DC:
Live/dead	LD:
Coordinated class	CC:
International class	IC:
Goods/services	GS:
Disclaimer	DS:
Serial number	SN:
Registration number	RN:
Owner name and address	OW:
Attorney of record	AT:



Field tag hypothetical

You want to register:

QUANTUM LEAP

as a brand name for

t-shirts





Field tag hypothetical (cont'd)

- Common search strategy
 1. Execute dead-on search.

Field tag hypothetical (cont'd 2)

- Search string
 - Dead-on search

CM:"quantum leap"

The **CM: field code** searches for trademarks in multiple areas of the database.

The **search term** appears in all lowercase.

Use **quotation marks** to search for exact phrases or multiple-term marks.

Field tag hypothetical (cont'd 3)

- Search string
 - Dead-on search

CM:"quantum leap" AND LD:true

The LD: field code searches whether the result is "live" or "dead."

The AND operator tells the system to provide combined results – but note the use of uppercase.



Field tag hypothetical (cont'd 4)

- Common search strategy
 1. Execute dead-on search.
 2. Execute expanded search.



Field tag hypothetical (cont'd 5)

- Truncation and wildcards
 - Use wildcards to search for variations of a mark.
 - Example: **?** (to return one character)
 - Example: ***** (to return infinite characters)
 - External truncation
 - Examples:
 - CM:?appines? (returns **happiness**)
 - CM:*appines* (returns **happiness**, **happinest**, and **wrappiness**)

Field tag hypothetical (cont'd 6)

- Search string
 - Expanded search

CM:*quantumleap* AND LD:true

The **asterisk** tells the system to look for an infinite number of characters.



Field tag hypothetical (cont'd 7)

- Common search strategy
 1. Execute dead-on search.
 2. Execute expanded search.
 3. Execute alternate spelling search.

Field tag hypothetical (cont'd 8)

- Search string
 - Alternate spelling search

Removing **final sounds** and adding an **asterisk** can capture variations in spelling at the ends of words.

CM:(*quant* OR *qwant*) AND LD:true

CM:(*leap* OR *leep*) AND LD:true

Field tag hypothetical (cont'd 9)

- Search string
 - Combined term search – option 1

CM:(*quant* OR *qwant*) AND CM:(*leap* OR *leep*) AND LD:true

Use the **OR operator** to search spelling variations – but note use of parentheses.

Remember to use a **field tag** in front of each search term when combining terms.

Field tag hypothetical (cont'd 10)

- Search string
 - Combined term search – option 2

CM:(*quant* OR *qwant*) AND LD:true

CM:(*leap* OR *leep*) AND LD:true

1 AND 2

Using previous search strings is a way to combine search terms – but must be in expert mode.

Discussion topic

Federal trademark searching: Using the search builder

Using the search builder

- Search builder
 - Allows you to create complex searches without learning the search syntax.
 - Choose the field you want to search.
 - Enter your search term, including wildcards.
 - Refine your search by adding more criteria.
 - Edit your search in the search bar.



Using the search builder (cont'd)

The screenshot displays the USPTO Trademark Search interface. At the top, there is a navigation bar with the USPTO logo and links for Patents, Trademarks, Fees and payment, Contact us, MyUSPTO, and Sign in. Below this is the 'Trademark Search' header with a 'Home' link and a 'Help' link. The main search area features a 'Field tag and Search builder' dropdown menu, a search input field with the placeholder text 'Search using field tags', a search button, and 'Basic' and 'Expert' search mode buttons. A red box highlights the 'Search builder' section, which includes a dropdown menu, a text input field with the placeholder 'Type to select field tag', another text input field with the placeholder 'Search text', and a '+ Build' button. Below the search area, there are two main sections: 'Help' with a question mark icon and the text 'Answers to frequently asked questions', and 'Announcements' with a megaphone icon and the text 'We value your input. We're committed to making ongoing updates to the search tool to serve you better. Help us enhance your user experience by sharing your feedback and suggestions.' At the bottom, there are links for 'About the USPTO', 'Search for patents', and 'Search for trademarks', along with a 'Receive updates from the USPTO' button and a vertical 'Feedback' button on the right side.

Discussion topic

Common search strategy



Common search strategy

1. Search for owner in ON: field.
2. Execute "dead-on" search in CM: field.
3. Execute alternate spelling searches in CM: field.
 - **Pro tip:** "Not out" your previous search to avoid looking at already viewed results.

Common search strategy (cont'd)

4. Execute additional searches looking for alternative versions of the trademark.
 - Words/designs alone and together
 - Words that have similar meanings
 - Acronyms and what they stand for
 - **Pro tip:** Search for pictorial equivalents using the DC: field tag.



Common search strategy (cont'd 2)

- Narrow if needed:
 - By coordinated class with CC: field tag.
 - By international class with IC: field tag.
 - **Pro tip:** Use the IC:(xxx 035 042 a b 200) formula.
 - By goods and services with GS: field tag.
 - **Pro tip:** Only narrow this way if absolutely necessary.

Discussion topics

How to find help

USPTO resources

- Website
 - www.uspto.gov
- Trademark search
 - www.uspto.gov/trademarks/search
- Trademark search help
 - <https://tmsearch.uspto.gov/help>





USPTO resources (cont'd)

- Trademark Assistance Center
 - Main support center for all trademark customers
 - Phone: 1-800-786-9199
 - Email: TrademarkAssistanceCenter@uspto.gov

USPTO resources (cont'd 2)

- The USPTO does not:
 - Provide legal advice.
 - Enforce legal rights.
 - Recommend specific private attorneys.





Legal resources

- Remember:
 - Best resource is an experienced trademark attorney.
 - Most trademark filing companies can only provide limited services.



Caution: scam alert

- Beware of scams.
 - www.uspto.gov/TMFraud
- Beware of non-attorney filing firms.
 - www.uspto.gov/trademarks/protect/filing-firms
- Beware of misleading notices and offers.
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