



What to expect when registering your Trademark

1

Trademark Clearance. We obtain and analyze a third-party comprehensive search for any issues with your use and potential registration of your mark.

2

Application. We prepare and file your application.

3

Wait. We wait at least 10 months for the United States Patent and Trademark Office (USPTO) to review.

While we wait:

- Use the TM in superscript to increase your trademark rights
- Consider filing a priority international trademark - due 6 months after filing the USPTO application

4

USPTO Examination. USPTO reviews the application. Sometimes an office action will be issued. If so, we will assess and respond.

5

Publication. After approval, the USPTO publishes your trademark for opposition. During the 30 day period, a third party can oppose your application.

6

Notice of Allowance. Once publication is finished, if you are not using the mark in commerce yet, the USPTO issues a Notice of Allowance. You must use the mark and file a Statement of Use before it is registered. If you are using it already, you'll go directly to Step 7.

7

Registration. Congratulations! Your mark is registered! Start using the ® and make sure you calendar the renewal dates.