

## NEW TRADEMARK APPLICATION FORM

**Price:**

1. Legal Fees: Basic, Single Class Trademark Application - \$399.00 (this includes the legal fees incurred to order a trademark search, analyze the search results, prepare the trademark application and file the application).
2. Filing Fees Payable to the United States Patent and Trademark Office (USPTO): \$275.00 - 325.00 per class of goods/services being registered
3. Search Fees: Trademark search reports ordered from a third party provider - \$299.00 (see below).

***Please note that any legal fees incurred in any post-filing correspondence with a USPTO examiner will be additionally billed.***

**Applicant/Owner of Trademark:** (name/address/email)

\_\_\_\_\_  
\_\_\_\_\_

**Entity Type:** (Choose One)

1. Individual (please provide country of citizenship) \_\_\_\_\_
2. Corporation or LLC (please provide state of incorporation or LLC) \_\_\_\_\_
3. Partnership (please list each partner & the citizenship of each partner – i.e. John Smith, USA citizen) \_\_\_\_\_
4. Other (please specify the type of entity and provide state/country where created) \_\_\_\_\_  
\_\_\_\_\_

**Trademark/Service Mark:** \_\_\_\_\_

Type of mark claimed:

Typed (not claiming special font or design) \_\_\_\_\_ or Stylized/Design Mark \_\_\_\_\_

If the mark is stylized or a design mark,

- A. Please attach trademark in JPG format JPG File Requirement for Electronic Filing: 1) JPG image file is in pixel range between 250 and 944 pixels, *in any direction*; 2) scanned at 300-350 DPI
- B. Please provide a detailed description of the logo/design: (For example, *The mark consists of blue lettering surrounded by a shaded light green circle.*)

(The mark consists of \_\_\_\_\_  
\_\_\_\_\_.)

**Description of Type of Good(s)/Service(s):**

\_\_\_\_\_  
\_\_\_\_\_

**Search Report Required:** Yes \_\_\_\_\_ No \_\_\_\_\_

National US Search \_\_\_\_\_ International Search \_\_\_\_\_ (Please call for a quote)  
(Nat'l Search -- from \$299 and above; Int'l Search -- from \$750 and above)

**Please Note:** If you do not order a search report, please sign and date below. Our firm does not assume responsibility for any confusingly similar marks which may be cited by the USPTO to refuse your mark for registration or any claims made by third parties if a search report is not ordered.

I, \_\_\_\_\_, assume all claims and responsibilities  
(print name)  
that may result from not ordering an official trademark search report.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Are you using the mark now or will you use the mark prior to filing the application?** \_\_\_\_\_

**If yes**, please provide first use dates and attach a Specimen showing how you are using the mark (i.e. **Goods:** A photo of the trademark on the goods, a photo of hang tags attached to the goods, **Services:** store signage, page(s) from web site, copy of advertising or POP showing the mark and identifying the services)

*Date first used anywhere* \_\_\_\_\_ *Date used in commerce* \_\_\_\_\_

**Specimen Requirements:** If an image is to be used for a specimen, the pixel range should be approximately 2400 X 2400 pixels, in any direction and scanned at 300 DPI. The overall size of any attachment cannot exceed 2 megabytes. Be very careful NOT to confuse the images and attach an image meant to be a specimen as the mark image, because in most instances this cannot be cured through an amendment, since it would be considered a "material alteration" of the mark as filed.

**Date of First Use Anywhere**

The date of first use anywhere for every applicant, whether foreign or domestic, is the date of first use of a mark anywhere, in the United States or elsewhere, regardless of whether the nature of the use was local or national, intrastate or interstate, or of another type.

**Date of First Use in Commerce**

The date of first use in commerce is the date when the goods were first sold or transported, or the services first rendered, under the mark in a type of commerce that may be lawfully regulated by Congress, if such use is bona fide and in the ordinary course of trade.

**If you are not currently using the mark**, do you want to file an Intent-to-Use Application? \_\_\_\_\_

This option reserves the trademark, and gives applicant 1 year to show use of the mark. (This time may be extended in 6 month intervals for an additional fee.) *Please note, to show use, applicant must file a Statement of Use affidavit and this fee is currently \$100.00 per class of goods/services).*

**Checklist:**

- \_\_\_\_\_ Completed New Trademark Application Form
- \_\_\_\_\_ Drawing in black and white in JPG format - 250 to 944 pixels, *in any direction*; 300-350 DPI. Color drawings ok if claiming color as a part of the mark
- \_\_\_\_\_ Specimen of Use
- \_\_\_\_\_ Retainer Agreement and Retainer