

# Saving Costs and Time When Coming to America

Compared to other countries, the trademark registration process in the United States is expensive and complicated. But, there are ways to save costs and time.

## Narrow the Identification of Goods and Services

- Amend before filing U.S. application.
- Use specific terms.
- Use the ID Manual, found [here](#).
- File a voluntary amendment before examination.

## Preserve Evidence of Intent to Use the Mark

- Whether filing a direct application or extending international registration, the Applicant must sign a declaration that there is **bona fide intent to use** the mark in the U.S.
- Collect and preserve documents evidencing intent to use the mark in the U.S. (business plans, marketing materials, customer testing etc.).
- Third parties can challenge application or registration based on lack of bona fide intent to use. Having documents can end the proceeding quickly without significant expense.

## Verify Mark is in Use Before Filing Declaration

- Mark must be used on **each** item listed in statement of use or registration, even though only one specimen is required.
- Delete items on which the mark is not in use **before** filing.
- USPTO has pilot program to issue Office Action and request additional evidence of use in questionable cases.



The United States offers a market of over 325 million people.

Learn more at [psh.com](http://psh.com) or [click here](#) to read the full article.