

USPTO To Host Trademark Basics Boot Camp

By [John Ottaviani](#)

Businesses often overlook protecting one of their most valuable assets, their trademarks. It is important for a business owner to know what a trademark is, why it is valuable, and why the business should seek registration for its most valuable trademarks.

Among other things, a trademark registration makes it easier for a business to enforce its trademark rights locally and across the nation, to protect its trademark rights on the Internet, and to prevent competitors from using the same or a similar mark.

Are you a business owner or entrepreneur interested in learning about trademarks and how to apply for a federal registration? If so, the United States Patent and Trademark Office is hosting an 8-part virtual series to educate business owners about trademarks. The events are free, but registration is limited.

The first event will be presented on Tuesday, February 2, 2021, and focuses on trademark protection in the United States. Topics to be covered include definitions and types of trademarks; benefits of federal registration; selecting a trademark; filing and registration; and how to find help. The event will conclude with a question and answer session. Registration closes February 1. [Register here](#).

Other dates and topics in the series will be:

- February 9 – *Trademark searching and the effective use of the USPTO's Trademark Electronic Search System (TESS)*
- February 16 – *Requirements for an initial trademark application*
- February 23 – *How to navigate the USPTO Trademark Electronic Application System (TEAS)*
- March 2 – *Responding to Office Actions (the official letters that USPTO examining attorneys issue after reviewing your trademark application)*
- March 9 – *Overall U.S. trademark registration process, from filing to registration*
- March 16 – *What happens after registration, including mandatory filings to keep your registration alive*
- March 23 – *Questions and answers with USPTO "experts"*

You can attend the whole series or just the specific modules that best meet your needs. Separate registration is required for each module.

While it is important for business owners to understand the value of trademarks and the trademark registration process, it is a very good idea to engage a trademark attorney to assist with the registration process. Studies also have shown that trademark applications filed by attorneys have a much higher success rate than those filed by unrepresented applicants.

Technically, you do not need a trademark attorney and could proceed on your own, but it is a very good idea to work with an experienced attorney, just as you would work with an accountant to prepare your tax return or work with a dentist to address oral problems. The trademark application process is technical, the governmental filing fees are nonrefundable, and it often costs more to engage an attorney to correct mistakes than to prepare

and file the application in the first place.

Contact Us for Assistance

Our trademark attorneys have decades of experience and have filed thousands of trademark applications with the USPTO. If you would like to work with us please contact [John Ottaviani](#), Chair of our [Intellectual Property and Technology Practice](#), at 401-861-8200 or jottaviani@psh.com

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