

Trademark Administration

Greg Dodson

Deputy Commissioner for Trademark Administration

August 11, 2023



UNITED STATES
PATENT AND TRADEMARK OFFICE ®

eFile Demonstration

Charlie Thomas

Customer Experience Administrator

August 11, 2023




UNITED STATES
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Search the trademark database

[Search the USPTO's trademark database](#) to see if any trademark has already been registered or applied for that is similar to your trademark, used on related products or related services or is live.

Actions




New application
Start a new initial trademark application




My trademarks docket
View and manage all your applications and registrations in one place


Helpful trademark webpages and resources



Forms (TEAS)
Find all TEAS and TEASi forms to make specific filings in one convenient listing



Trademark basics
Learn about the application requirements and registration process in this easy-to-understand guide for beginners



Trademark fee information
Determine the different costs associated with filing a new application and maintaining registrations

BROWSE BY TOPIC

- [Patents](#)
- [Trademarks](#)
- [Learning & Resources](#)




ABOUT THIS SITE

- [Accessibility](#)
- [Privacy Policy](#)
- [Terms of Use](#)

USPTO BACKGROUND

- [Federal Activity Inventory Reform Act \(FAIR\)](#)
- [Performance and Planning](#)
- [Freedom of Information Act](#)

FEDERAL GOVERNMENT

- [Regulations.gov](#) 
- [StopFakes.gov](#) 
- [USA.gov](#) 



My applications and registrations

My Trademarks

My Drafts

Only Applications filed in Trademark Center are available in My applications and registrations. Don't see your application here? Try searching your serial number in [TSDR](#).

Search:

Mark literal	↑↓	Serial number	↑↓	Status	↑↓	Status date	↑↓	Filing date	↑↓
> Example trademark		98002315		New Application		04/25/2023		04/25/2023	
> J.Markey's Trademark Emporium		98002316		New Application		04/25/2023		04/25/2023	

Show entries

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My applications and registrations

My Trademarks

My Drafts

Showing 1 to 3 of 3 entries

Search:

Mark	↑↓ Last Modified Date	↑↓ Actions
> Nondescript trademark example	04/25/2023	⋮ ▾
> T.Markey	04/25/2023	⋮ ▾
> Unfinished trademark idea	04/25/2023	⋮ ▾

Show ▾ entries

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eFile Beta

A note about using this form

eFile is a beta release with limited filing capabilities. Your usage and feedback will help us improve and expand its capabilities. If eFile doesn't serve your filing needs, please use the [Trademark Electronic Application System \(TEAS\)](#), which is still the USPTO's primary trademark application filing tool.

Please carefully review the following criteria before using eFile:

- You are filing a [TEAS Plus initial application](#).
- Your [trademark](#) must be submitted in [standard characters](#) without a design, color, or stylized font.
- You may only file for a trademark that you have not yet started using in commerce but intend to in the future, known as the [intent-to-use filing basis](#) (Trademark Act Sec. 1(b)).
- All [goods and services](#) you will use your trademark on or in connection with, must be found in the Trademark ID Manual.
- The trademark owner must be one of the following: an individual person, corporation, limited liability company (LLC), sole proprietorship, nonprofit association, or incorporated or unincorporated association.
- Your mark can't include any claims of active prior registrations, [Section 2\(f\) claims of acquired distinctiveness](#), use in another form, or concurrent use of the mark by one or more other parties.
- Your trademark will only be registered on the [Principal register](#). This is the main listing of federal trademarks and provides the strongest nationwide rights.

Using eFile to file your application when it doesn't meet the above criteria could result in delays, additional fees, or even rejection.

By checking this box, you confirm that you have read and meet the filing requirements for eFile. You also agree that if you're unable to complete your application in eFile due to these limitations, you will use [TEAS](#).

I agree

The [Trademark Manual of Examination Procedure Chapter 800](#) covers all trademark filing options and requirements, many of which can only be selected in TEAS.

Enrichment information

Trademark Electronic Application System



TEAS Plus application

^ Contact Information

→ Attorney Information

Owner Information

Correspondence Information

▾ Trademark details

▾ Goods and services

▾ Filing basis

▾ Review and sign

▾ Pay and submit

Attorney information * indicates required

Import my info from MyUSPTO account

Clear form

First name *

Last name *

Law firm

Country *

-Select a country -

Address line 1 *

Address line 2

City *

Zip code/postal code *

Email address *

Your total cost

\$0

Show summary

If applicable, enter the attorney docket or reference number.

Bar membership or registration information *

The attorney of record is an active member in good standing of the bar of the highest court of a U.S. state, the District of Columbia, or any U.S. Commonwealth or territory.*

You must verify that you are an attorney in good standing of the highest court of a U.S. state, the District of Columbia, or any U.S. Commonwealth or territory.

Bar or registration number *

Jurisdiction *

Year of admission *

Other appointed attorney(s)

Enter or copy and paste the names of other appointed attorneys; separate names with comma or semicolon. Maximum number of characters is 1,000.

Previous

[Cancel](#)

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Continue



Entering an owner's mailing address

An address for the owner must be included in the public record for every application. If you would like to keep your home address private, you can provide an alternate mailing address.

I would like to provide a separate mailing address for the public record.

Country*

-Select a country-



Address line 1*

Address line 2 (optional)

City*

Postal code

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TEAS Plus application

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✓ Owner Information

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Correspondence information

* indicates required

[Hide explanation](#)



Who will receive updates about the application?

If an attorney is appointed, the correspondence email address is the attorney's. If no attorney is appointed, correspondence is sent to the trademark owner's email address.

How do I change the primary email address for correspondence?

Return to the attorney information page and enter your changes in the email address field.

We send formal communication only to the primary email address of the application or owner. If a U.S.-licensed attorney has been appointed for the application, we will only correspond with the attorney.

Correspondence name

Cynthia Dooley

Primary email address for correspondence

efileuattestu.ser@gmail.com

Docket or reference number

Would you like us to send courtesy copies of official communication to other email addresses? (up to 5)

Yes

No

Your total cost

\$0

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Form saved successfully!

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Mark selection

→ Mark information

Translation

Name consent

∨ Goods and services

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Mark information ⓘ

* indicates required

Hide explanation



Did you search for your mark?

Before applying, save time and money by [searching our trademark database](#) to see if any registered or pending trademarks are similar to yours and used on similar products or services as yours. If there are, it could prevent your trademark from being registered.



Symbols

Symbols such TM, SM, ® and © are used to indicate a trademark, service mark, or copyright has been claimed or registered. **They are generally not part of the mark itself and should not be included in the box below.**

Enter the exact wording of your trademark. Be sure this is what you intend to use with your goods or services. You can't change this text after you submit your application. *

Your total cost

\$0

Show summary

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Mark selection

✓ Mark information

→ ✓ Translation

! Name consent

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∨ Filing basis

∨ Review and sign

∨ Pay and submit

Translation

* indicates required

Hide explanation



What words need translation?

Any non-English wording in your trademark requires a translation of its meaning in English.

[More information](#)

Does your trademark contain any words in a language other than English? *

Yes

No

Your total cost

\$0

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Form saved successfully!

Saving Form... ✕

Form saved successfully!

Saving Form... ✕

Form saved successfully!

✓ Pay and submit

Select **No** if the mark includes a name but doesn't identify a living person.

Does your trademark include the name of a living individual? This can be any nickname, pseudonym, or stage name. *

Yes No

Is the name a legal name, stage name, pseudonym, or nickname? *

Legal name Stage name Pseudonym Nickname

What is the legal name? *

Is this the name of the person who will sign the application? *

Yes No



The name appearing as the legal name must be an exact match with 'Signatory's name' on the 'Declaration and signature' page



Does your trademark include the name of another living individual? This can be any nickname, pseudonym, or stage name. *

Yes No

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Continue

Do you have this person's signed consent to register their name as a trademark? You will not be able to submit your application until you have uploaded the named person's consent. *

Yes No

[Hide explanation](#)



Obtaining consent

You must upload the named person's consent. This should be a text document that contains the following:

- The statement, *"I consent to the use and registration of my name as a trademark or service mark."*
- The signature of the named person
- Date of signature

[Read more about obtaining consent](#)

Upload consent



Drag and drop to upload your document

or

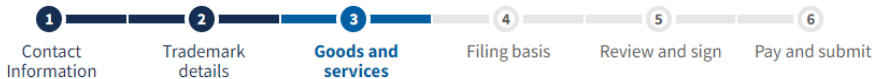
[Browse File](#)

You may attach files up to 5MB in the following formats: .pdf, .doc, .docx, .txt, .jpg.

Does your trademark include the name of another living individual? This can be any nickname, pseudonym, or stage name. *

Yes No

Trademark Electronic Application System



TEAS Plus application

▼ Contact Information

▼ Trademark details

▲ Goods and services

→ Search

▼ Filing basis

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Goods and services

* indicates required

[Hide explanation](#)



Identify goods and services

Your application must identify all goods or services that you have a bona fide intent to use with your trademark. Goods and services are classified into broader categories called international classes. A single class will only consist of either goods or services, not both. Learn more on our [goods and services webpage](#).

Select from the standardized list of goods and services found in the Trademark ID Manual. If any of your goods or services are not listed in the ID Manual, you must file using the [TEAS Standard filing option](#), which allows you to enter your own description.

Search for goods or services individually and select each one separately.

Your application fee is based on how many classes you list in your application.

motivation

Choose terms that the general public would recognize and use to describe your goods or services. Don't select something that is just similar or "close enough." See [tips and resources](#) for searching.

Selected goods and services

[Hide summary](#)

Summary

Your goods/services

Class 045 **\$250**

PERSONAL GROWT...

PROVIDING A MOTI...

Class 041 **\$250**

EDUCATIONAL SER...


Total Cost

\$500

Select from the standardized list of goods and services found in the Trademark ID Manual. If any of your goods or services are not listed in the ID Manual, you must file using the [TEAS Standard filing option](#), which allows you to enter your own description.


Search for goods or services individually and select each one separately.

Your application fee is based on how many classes you list in your application.



 


Choose terms that the general public would recognize and use to describe your goods or services. Don't select something that is just similar or "close enough." See [tips and resources](#) for searching.

Selected goods and services

Sort by Order added 

Showing 1 to 3 of 3 selected goods and services

<input type="checkbox"/>	Class 	Description 
<input type="checkbox"/>	045	Personal growth and motivation consulting services
<input type="checkbox"/>	045	Providing a motivational website the primary mission of which is to increase personal happiness in terms of personal relationships, personal growth and motivation, and self-fulfillment
<input type="checkbox"/>	041	Educational services, namely, providing a reading program designed to motivate children to read

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Remove selected records

Total Cost
\$500

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Filing basis

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What is an intent-to-use filing basis?

If you have not yet used your mark in commerce but intend to in the future, you can file your application with an **intent-to-use** filing basis. You must include a sworn statement that you have a good faith (bona fide) intention to use the mark in commerce. [Read more about intent-to-use basis.](#)

Important notice about the Section 1(b) “intent to use” filing basis

Before this trademark can be registered, you must:

- Begin using the trademark in commerce.
- File an Allegation of Use, which includes a specimen and additional fee. Even if the application has been approved, the examining attorney may still issue a refusal based on their examination of the Allegation.

Your total cost

\$500

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Trademark Electronic Application System



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- Declaration and signature
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Additional information

[Hide explanation](#)



Additional information

Use the statements below to add information not found elsewhere in the application. These options are less common and do not apply to most applications.

Check any of the options that apply to you:

- There are words or phrases in my trademark that I want to disclaim.
- There are words or phrases in my trademark that have an industry-specific meaning, geographic significance or other significance.
- USPTO staff have asked me to provide additional information about my trademark.

Your total cost

\$500

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 - Additional information
 - **Review and edit**
 - 🔒 Declaration and signature
- ✓ Pay and submit

Review and edit

*
TEAS Plus required field

[Hide explanation](#)



Review your information carefully

Review all information for accuracy and completeness. To make changes, select the edit icon. To edit some fields, you must return to the specific section in the application by selecting its linked heading.

Contact information +

Trademark details +

Goods and services +

Your total cost

\$500

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Correspondence name
Cynthia Dooley

Primary email address for correspondence
efileuattestu.ser@gmail.com

Trademark details

Mark information

 Edit



You must fix the 1 error below.

* Mark

Dave Gooder to Great

Mark Type

Standard character

The mark consists of standard characters, without claim to any particular font style, size, or color.

* Consent to register the name appearing in the mark

The name shown in the mark identifies David Gooder, a living individual whose consent is made of record.

You must indicate whether the trademark contains the name of another living individual.


Goods and services

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[Cancel](#)

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Continue

 No alternate mailing address was provided.

[Correspondence information](#)

 Edit

Correspondence name

Cynthia Dooley

Primary email address for correspondence

efileuattestu.ser@gmail.com

Trademark details

[Mark information](#)

 Save



You must fix the 1 error below.

Return to the [Mark information](#) section to edit the translation, name consent, or mark name.



Return to the [Additional information](#) section to edit the meaning or significance, disclaimer, or additional information statement.

When you're done, return to the Review and edit section.

* Mark

Dave Gooder to Great

Mark Type

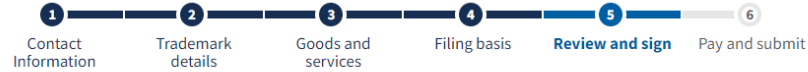
Standard character

The mark consists of standard characters, without claim to any particular font style, size, or color.

* [Consent to register the name appearing in the mark](#)

The name shown in the mark identifies David Gooder, a living individual

Trademark Electronic Application System



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▸ **Review and sign**

Additional information

Review and edit

→ **1** Declaration and signature

▾ Pay and submit

Declaration and signature

* indicates required

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Who can sign this application?

The application must be signed by the owner or a person properly authorized to sign on behalf of the owner. All signatures must be personally entered by the individual identified as the signatory.

[Learn more about declarations and signatures](#)

Signature method: *

Sign directly ▾

Declarations

Read the following statements before signing. Acknowledge the statements by checking the boxes and signing below.

Basis:

If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a):

- The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;
- The mark is in use in commerce and was in use in commerce as of the filing date of the application on or in connection with the goods/services in the application;
- The specimen(s) shows the mark as used on or in connection with the goods/services in the application and was used on or in connection with the goods/services in the application as of the application filing date.

Signature

Enter your signature using letters or numbers only preceded and followed by the forward slash (/) symbol. NOTE: The individual listed in the Signatory's Name field is legally required to enter their own signature. You can't sign for somebody else.

Signature *

Your first and last name is an acceptable signature, but you can enter any combination of letters and numbers that you have adopted as a signature. Examples of acceptable signatures include: /John doe/, /jd/, and /jd123/.

Date signed *

Signatory's name *

Signatory's phone number

Signatory's position *

Indicate your title or relationship to the trademark owner.

If the signer is

- An individual owner, enter "Owner."
- Joint individual owner, enter "Owners."
- A business entity authorized signatory, enter their official title. For example, "President" if a corporation, or "General Partner" if a partnership, or "Principal" if a limited liability company.
- A U.S.-licensed attorney, enter "Attorney of record," and if not specified in the application or prior communications, specify at least one state bar admission. For example, "Attorney of record, New York Bar member." If the signing attorney is from the same U.S. firm as the attorney of record but was not listed in the original filing and is not otherwise of record, also include the law firm name. For example, "Associate Attorney, Smith, Jones & Davis, Virginia Bar member."

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- Overview

Pay and submit

Please click "Pay now" to be directed to the USPTO payment site. [↗](#)

Once your payment has been successfully processed, you will receive a payment receipt as well as your application serial number and application filing receipt. Information on what you can expect next will also be provided.

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Save session

Pay now

Make Payment

Payment

Order Details ⓘ

TOTAL
\$500.00

TRANSACTION DESCRIPTION

TRADEMARK/SERVICE MARK APPLICATION, PRINCIPAL REGISTER
MARK: DAVID GOODER TO GREAT
OWNER: DAVID GOODER
FILING BASIS: 1(B), INTENT TO USE
APPLICATION TYPE: TEAS PLUS
NUMBER OF CLASSES: 2

Sale Item Reference #	Sale Item Reference #2	Attorney Docket #	Fee Code ⓘ	Fee Amount	Qty	Item Total
Provided on confirmation screen and receipt after payment is complete.	Provided on confirmation screen and receipt after payment is complete.	None	7007	\$250.00	2	\$500.00

Payment Information

Required fields *

Payment Options * ⓘ

- Stored Payment Method
 Credit/Debit Card

Stored Payment Method *

Trademark Electronic Application System



Payment canceled:

Your application was not submitted

If you wish to pay and submit later, your draft application has been saved in your [Trademark Docket](#).

For more assistance, contact USPTO Fees Support



1-800-786-9199
(select option 3, then option 4)



FeesHelp@uspto.gov

[Return to Trademark Center](#)

[Return to payment](#)



Thank you!

www.uspto.gov

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