

# UNITED STATES TRADEMARK MAINTENANCE SERVICE

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TRADEMARK:

REGISTRATION #: REGISTRATION DATE:

## ELECTIVE TRADEMARK MONITORING SERVICE

ATTENTION:  
Trademark Owner

REGARDING:  
Elective Trademark  
Monitoring

### SECTION 2 OF THE UNITED STATES TRADE MARKS ACT:

No Trademark shall be refused registration unless it so resembles a mark registered as to be likely to cause confusion.



Trademark law allows the United States Patent and Trademark Office (USPTO) to grant trademarks that may be confused with other trademarks.

The trademark owner retains sole responsibility for the protection of trademarks registered by the United States Patent and Trademark Office (USPTO) and the enforcement of the statutory rights associated with it.

Businesses have become increasingly aware of the benefits of registration of a trademark. The number of applications for registration has increased to over 200,000 per year, resulting in an increased potential for confusion between similar marks. Using sophisticated computer software, the electronic database maintained by the USPTO for trademark applications and registrations may be accessed, enabling detection of potentially conflicting trademark applications. Trademark applications are entered into the USPTO's database when received. The United States Trademark Maintenance Service (USTMS) monitors this database, seeking possible conflicts for trademark owners. Identified conflicts allow the trademark owner or their legal counsel to file a "letter of protest" with the USPTO, outlining why the application should not move forward.

Once a prospective mark is approved by a USPTO Examiner, it is published each week in the USPTO's "Trademark Official Gazette". The purpose of the publication is to give those who believe that the registration of the prospective mark will be damaging 30 days from publication to file a Notice of Opposition with the USPTO, or seek an extension of time to oppose. If this deadline is not met, the right of opposition is lost, and the application can proceed. All the aggrieved party can do after registration of the objected-to mark is commence a legal action by way of a Petition filed with the USPTO seeking the cancellation of the registration, a proceeding which is complex and usually requires the help of legal counsel.

USTMS monitors and reports on applications for trademarks at the USPTO, so you may bring opposition proceedings in a timely fashion, if you so choose. We are a private entity and do not give legal advice relating to trademarks or such proceedings. USTMS monitors trademarks.

To subscribe to weekly monitoring of the Trademark(s) listed above for one year, complete the required sections below and return to the United States Trademark Maintenance Service.

MAILING INFORMATION		PLEASE INDICATE METHOD OF PAYMENT BY MARKING ONE OF THE BOXES BELOW.	
1) CONTACT NAME		9) MASTERCARD NUMBER	
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4) CITY		12) EXPIRY DATE	13) SIGNATURE
5) STATE	6) ZIP	CHECK PAYABLE TO: USTMS	
7) PHONE	8) FAX	FEE AT \$395.00 PER TRADEMARK	
THIS SERVICE HAS NOT BEEN APPROVED OR ENDORSED BY THE FEDERAL GOVERNMENT & THIS OFFER IS NOT BEING MADE BY AN AGENCY OF THE FEDERAL GOVERNMENT			

(RETAIN COPY MARKED "TRADEMARK OWNER" FOR YOUR FILING)

STATE TAXES INCLUDED  
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TRADEMARK OWNER

PAYMENT MUST ACCOMPANY COMPLETED FORM

THIS IS NOT AN INVOICE