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“Tip of the Month”

Federal Trademark Applications – Can you Go It Alone?

Maybe! But, can you really afford a misstep regarding the name that consumers will equate with your company and the assets and goodwill that trademark could represent?

There are several advantages to using a trademark attorney. A trademark attorney will craft an identification of goods or services that is sufficiently broad to be valuable. Once the application is filed, the identification of goods or services cannot be broadened. A new trademark application will be required.

If the mark is weak, the attorney will avoid an identification that reinforces that weakness. In addition, you cannot alter a mark in a material way after an application is filed. Any material alterations will require the filing of a new trademark application. An attorney will help you present the mark in a way that provides the broadest protection. As for possible conflicting marks, the attorney can guide you and help tailor your application and use of the mark to minimize the chance of conflict.

Further, the attorney will help you understand and provide you with the best chance of overcoming any substantive or procedural issues raised by the examining attorney at the United States Patent and Trademark Office. Lastly, the application and any resulting registration will be entered into the attorney’s electronic docketing system to help avoid abandonment due to a missed deadline.

If you need help with a federal trademark application, please give us a call at 668-1971 or contact us using e-mail at *Meslaw @ aol.com*.

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