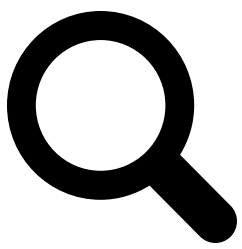


TRADEMARK REGISTRATION TIMELINE

Overview of the Registration Process



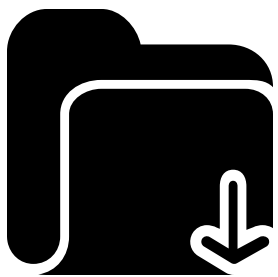
Conduct a Trademark Search

Whenever you are considering using a potential mark, whether in your business or registering it with the USPTO, you must conduct a thorough trademark search to "clear" the mark for use. This means searching both the USPTO database and other available resources, like Google.



Prepare the Application

The next step to protecting a mark you are using or intending to use is to file a trademark application with the USPTO. This requires identifying the mark, the goods or services with which the mark will be used, and proof of your use.



File with the USPTO

Once you have assembled all the necessary information, you will enter this into the USPTO TEAS system and officially file your application. This application must include all requested information and declarations that the information is accurate.



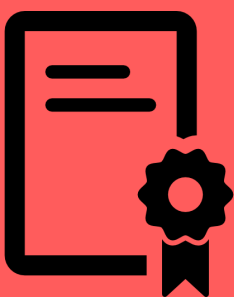
Application Assigned to USPTO Examiner

About 3 months after the application is filed, it will be assigned to a USPTO Examining Attorney for review. They will evaluate whether the mark is eligible for registration and conduct a search to ensure it does not conflict with prior marks.



Publication for Opposition

Once the examining attorney finishes their review and are satisfied with the application, they will schedule the mark for publication in the Trademark Gazette. Once published, any opposers have 30 days to contest the mark's registration or request an extension of time.



Registration Certificate Issued

If no oppositions are filed during the opposition period, the trademark registration certificate will be issued approximately 6 weeks later and the trademark will be officially registered.



Police Unauthorized Use

Your obligations do not end once the mark is registered. You are required to maintain control over the use of your mark and this means policing its use and taking action against any unauthorized uses.