

# TRADEMARKS

**A QUICK OVERVIEW**



# WHAT IS A TRADEMARK?

- A WORD, PHRASE, SYMBOL, DESIGN OR COMBINATION THEREOF THAT IDENTIFIES AND DISTINGUISHES ONE SOURCE OF GOODS OR SERVICES FROM ANOTHER.
- A TRADEMARK IS USED TO HELP ESTABLISH AND PROTECT PROPERTY RIGHTS, THIS INCLUDES BUSINESS NAMES.

# 2 TYPES OF FILINGS

- STATE

- COST: \$50
- SUBMISSION TIME: 5-7 BUSINESS DAYS
- ATTORNEY: ADVISED, NOT REQUIRED
- EFFECTIVE ONCE FILED
- STATE FILINGS DO NOT CARRY OVER TO FEDERAL  
MUST BE DONE SEPARATELY.

- FEDERAL

- COST: \$275 (MIN.)
- SUBMISSION TIME: 3-4 MONTHS
- ATTORNEY: ASSIGNED TO APPLICATION
- RETRO ACTIVATED ONCE APPROVED AND FILED.

# FEES TO REMEMBER:

NEW FILINGS

\$50

PER MARK FILED

RENEWALS

\$50

RENEWS EVERY

5 YEARS

ASSIGNMENT/  
CANCELLATION

\$50

OWNERSHIP CHANGES

OR

CANCELLATION

# KEY REMINDERS:

- NO CHANGES TO DESCRIPTION – MUST FILE NEW MARK
- CORRESPONDENT INFORMATION CAN BE CHANGED ANY TIME FOR FREE
- A SPECIMEN IS AN EXACT REPRODUCTION OF THE TRADEMARK ATTACHED TO THE FILING IN A DRAWING, PHOTOCOPY OR ELECTRONIC VERSION IN PDF FORMAT.
- IMAGES ARE NOT IMMEDIATE: UPLOADED TO WEBSITE ON THE FIRST OF EACH MONTH
- THE FIRST DATE OF USE IS A PAST DATE. THE MARK SHOULD ALREADY BE IN USE WHEN FILING A TRADEMARK.