

WHY YOUR TRADEMARK REGISTRATION IS SO IMPORTANT

A trademark is more than just a calling card. It can be your company's most valuable asset due to its ability to be recognized by your customers as the mark of quality and high reputation for your goods and services.

Registering your trademark with the USPTO provides you important rights to protect and defend yourself.



BENEFITS OF TRADEMARK REGISTRATION

Nationwide Rights

Trademark registration grants you nationwide rights to protect against infringement and gives you the ability to bring an action concerning your trademark in Federal Court.

Priority Foreign Registration

Use your U.S. trademark registration as a basis to obtain trademark registrations in foreign countries.

U.S. Customs Protection

U.S. trademark registration gives the U.S. Customs Service the ability to protect you from imported knockoffs and counterfeits.

Protect Against Cybersquatter Infringement

Registering your trademark provides options to cancel or transfer of an infringing domain name.



A TOP RATED, COST-EFFECTIVE
TRADEMARK FIRM
FOR OVER 10 YEARS

FULL-SERVICE
INTELLECTUAL PROPERTY
LAW FIRM SPECIALIZING
IN ALL ASPECTS OF
TRADEMARK MATTERS



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**CALL 310-789-3200 TODAY FOR
YOUR FREE CONSULTATION**

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YOU RECEIVED AN OFFICE ACTION, NOW WHAT?

An **Office Action** is an official letter from the United States Patent and Trademark Office (USPTO) identifying problem(s) with your trademark application and rejecting the registration of your mark. The USPTO invites you to respond to the Office Action, providing you a limited time to explain why you should receive a registration for your trademark in light of the reasons the Trademark Office Examining Attorney rejected your application.



TYPES OF OFFICE ACTIONS

ADMINISTRATIVE REJECTIONS

Administrative rejections can usually be overcome by providing additional information to the USPTO or making focused revisions to your application in conformity with the trademark regulations and U.S. law. Administrative rejections typically include:

- Improper/Missing Specimens
- Unclear Identification of Goods/Services
- Missing Disclaimers
- Missing Information





COMPLEX REJECTIONS

A **likelihood of confusion** rejection is where the USPTO considers your applied-for trademark confusingly similar to an earlier filed trademark application or registered trademark.

Descriptiveness issues arise when your applied-for mark describes (or misdescribes) an ingredient, quality, characteristic, function, feature, purpose or use of the identified goods or services.

Complex rejections typically require attorney expertise to properly provide argument, cite case law and distinguish your applied-for trademark from the marks cited by the USPTO.

OUR COMMITMENT TO YOU

-  Risk free, no cost consultation
-  Exemplary customer service
-  Expert attorney and paralegal team assigned to your specific matter
-  Guaranteed Office Action response filed within 30 days*

*Additional government filing fees not included. **Sherman IP** guarantees to file a high quality Office Action Response within 30 days from the receipt of payment and any required client deliverables. If expedited filing is required or requested, **Sherman IP** may charge an additional expedited filing fee.

ADMINISTRATIVE REJECTIONS

\$199

- Specimen Issues
- Disclaimers
- Prior Marks
- Missing Information

COMPLEX REJECTIONS

\$599

- Likelihood of Confusion (one cited mark)**
- Descriptiveness Issues

**\$99/each additional cited mark



*"Our trademark applications had been rejected, abandoned, re-filed and rejected again. Within three months **SHERMAN IP** had all my applications on their way to allowance."*

Steven Shoenfeld
Founder and CIO, BlueStar Global Investors LLC



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Sherman IP is a full-service Intellectual Property law firm. Our attorneys are highly experienced in addressing Office Actions and regularly overcome positions taken by Trademark Examining attorneys through argumentation and amendment to the application.

OUR PRACTICE AREAS INCLUDE:

- Patents
- Trademarks
- Copyrights
- Trade Secrets
- Controversies, Litigation and Specialized Intellectual Property Proceedings
- Transactions
- Outside General Counsel Services