



Make.Your.Mark. 2024 TRADEMARK PACKAGES

Before we cover our packages, let's go over **WHY trademarks are complex** and **HOW long trademarks can take**.

- ➔ First, the attorney does a comprehensive search of other registered trademarks to ensure no one else owns the name you want to trademark or something similar (the “something similar” is the hard part).
- ➔ Second, the attorney researches trademark “classes” to determine which one is needed for your trademark, or if you need more than one (this is the MOST important part - class selection).
- ➔ Third, the attorney gathers evidence of your use of the trademark in commerce.
- ➔ Fourth, the attorney prepares and files the trademark application.

Then...the waiting process begins. 🕒

A trademark application can take **up to 18 months to process**.

And, in that time, the USPTO (the trademark office) assigns an USPTO examining attorney to your application, who then reviews it for errors and/or clarification. That examining attorney may either reject the application outright (meaning, you lose your filing fee and don't get a trademark), they process it for the next step, or the most likely outcome is they issue an office action.

This is where most applications get rejected or abandoned- because individuals don't know how to respond or respond inadequately and the application then gets rejected.

With an adequate response, the USPTO examining attorney may further process the application for publication. The trademark notice and publication period is for the general public to make comments or object to your trademark application.

Once the publication period is over and no proper objections were made during the notice and publication period, it takes an additional 3-4 months for the trademark to be processed and is officially registered. And, then, it's time to party as a trademark owner! 🎉🥳



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Trademark Application & Search Package

Number of Classes	Attorney Fee	Govt. Application Fee*	Total**
One Class	\$1,750	\$250	<u>\$2,000</u>
Two Classes	\$2,100	\$500	<u>\$2,600</u>

Trademark Application & Search Package includes:

- **U.S. trademark search for one trademark** (plus a complimentary 2nd search if the initial trademark is unavailable)
- **20-minute phone call or email** regarding your search results
- **Preparation and filing of one U.S. trademark application for one class** (additional classes are \$600 each (\$350 attorney fees and \$250 government fees))
- **Trademark application monitoring** and updates (this can take up to 18 months!)
- **Unlimited support via email** regarding your trademark
- **Responses to all Office Actions** from the U.S. Patent and Trademark Office (aka “USPTO”) – *this includes non-substantive responses only and any additional govt fees to file the response(s) are also not included and will be charged separately*
- **20-minute phone call** regarding any substantive office actions
- **A trademark registration certificate** from the USPTO
- **Trademark Maintenance Guide**

* Sometimes we are unable to file for \$250 and will need to charge you \$350 for the government filing fee. We will inform you *before* proceeding with your application for additional payment.

** Additional filing fees for intent-to-use applications are not included (this would be if you want to RESERVE a name now but are not selling your services or products yet). See our separate [Intent to Use Trademark Package](#) for additional information.

- **WHAT IS A TRADEMARK CLASSIFICATION?** Classes are categories that your application is required to be filed in based on your products or services. It is similar to the departments in a store. Stores categorize merchandise into departments to help you find the products that you are looking for, like household appliances, women’s clothing, or bed linen. Each additional class requires an additional fee for the attorney’s fees and government application fees. If you do not know how many classes you need you may purchase the package for one class and add any additional classes *before* we file your application. The attorney will let you know how many classes you need after conducting the trademark search. *If* your goods and/or services are in the Trademark ID Manual, we can reduce your filing fee from \$350 to \$250.



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Owning multiple trademarks...

Multiple Trademark Application & Search Package

NEED MORE THAN ONE TRADEMARK? Save \$\$\$ when purchasing multiple trademarks.

Number of Trademarks	Total*
One Trademark (one class)	\$2,000
Two Trademarks (one class)	\$3,700
Three Trademarks (one class)	\$5,550
Four Trademarks (one class)	Contact to discuss.

* **Please note**, each additional classification will have an additional fee of \$350 for the attorney's fees and \$250 for the government application fee (and this is for each trademark) – so an extra \$600 for each additional class for each trademark.

You may need **multiple trademarks (with multiple classes)** to protect your brand and business.

If you want to trademark your business name, logo, and product name, you will have to pay the application three times – to register them separately. And this will be subject to higher legal fees.

You can apply for trademark protection (*i.e.* for your name and logo) concurrently, but each is considered a separate mark. As such, each mark (*i.e.* your standard character mark and design mark) requires its own application with its own filing fees.

In addition, if you provide a service and a product, you may need to apply for several different classes for each mark, with each class having a separate government filing fee attached.

Combining applications for trademark registration might appear attractive, but it will harm you and your ability to protect your intellectual property. If a trademark attorney suggests you do this – run. Do not let the shortcut tempt you. Because if you filed them together on the same application, then the USPTO only sees one trademark and you will not own the federal



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trademark rights to the name by itself or the logo by itself – only displayed together as a single unit.

We know this can add up but we are here to discuss your options and help you decide what is best for you and your business.



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HOW TO GET STARTED:

⇒ **STEP ONE: PURCHASE A MAKE.YOUR.MARK PACKAGE BELOW**

If you're reading this, you want to own your brand. You have an unprotected brand, name, program, product, or other services that are critical to your business and you want to protect it. The first step is to purchase one of the trademark packages – see below.

⇒ **STEP TWO: CHECK YOUR EMAIL**

We will send you a trademark questionnaire to complete. This is the information that we will use to do our research and complete the application.

⇒ **STEP THREE: CONSULT**

We will schedule a free consultation or send you an email to discuss your trademark needs. Any additional classes will be invoiced separately if needed.

⇒ **STEP FOUR: LET'S DO THIS!**

Let us do the heavy lifting – we will conduct our research, finalize the class selection and application, and make sure that everything is complete. Basically, we will do a bunch of legal



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mumbo jumbo to get the application ready and get it back to you for final review and feedback. Then, we submit the application and...the waiting begins.

⇒ **STEP FIVE: THE WAITING GAME**

This is where you sit back and relax. We will monitor the application and respond to any non-substantive questions or Office Action letters from the USPTO – please note, this whole process can take up to a year (or more) but we will keep you updated the entire time.

⇒ **STEP SIX: CELEBRATION**

You will get an email from us when the registration is complete. We will send you an electronic certification and this will allow you to start using the coveted registration mark - ®. We will also mail your certified copy a few weeks later via U.S. mail. A big congrats – you are the new owner of a registered trademark. We will send you a guide on how to maintain your trademark.



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2024 MAKE.YOUR.MARK PACKAGE

TRADEMARK PACKAGES

➡ **One Trademark (One Class): \$2,000 USD**

[Buy Here](#)

➡ **One Trademark (Two Classes): \$2,600 USD**

[Buy Here](#)

➡ **Two Trademarks (One Class Each): \$3,700 USD**

[Buy Here](#)

➡ **Three Trademarks (One Class Each): \$5,550 USD**

[Buy Here](#)

Note: If you think you need more classes, just purchase the number of trademarks, and we will invoice the classes separately.

Check out our: [Frequently Asked Questions](#) (at the bottom of the Legal Services page)

Please review our [Terms & Conditions](#) and [Privacy Policy](#) before you purchase.

WHAT IS NEXT???

After purchasing one of the above packages, we will follow up with an email containing a trademark questionnaire and an engagement agreement to formalize the services.



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WHAT ELSE SHOULD YOU KNOW?!

Claiming your mark is very exciting...it is like telling others- THIS IS MINE!!!!

You get to claim your unique brand identity and set yourself apart from the competition.

However, it's important to note that maintaining your trademark is crucial for keeping it valid and effective. **Before we file your trademark, I don't want you to feel blindsided by these other cost considerations.**

This involves renewing it regularly, vigilantly monitoring for infringement, and potentially hiring legal representation to defend it in case of any disputes.

- **Renewal Costs:** Between years 5 and 6, you must file more paperwork with the USPTO to claim that your trademark is still in use. You will fill out a Section 8 declaration and pay \$225 for each applicable class. Then, between years 9 and 10 (and every 10 years thereafter), you must submit a combined Section 8 declaration and Section 9 declaration for renewal, with a \$525 per class fee.
- **Monitoring Costs:** This can simply be you monitoring the USPTO website or online for infringers. Or, you can hire trademark monitoring services, which vary in cost but are typically around \$395 per year.
- **Legal Representation:** Oftentimes, you'll hire a lawyer (or DIY) to prepare a cease and desist/demand letter to send to trademark infringers. If they don't stop, you may need to pursue legal action.

These steps are essential for ensuring that your brand stays strong and protected, and the benefits of having a trademark far outweigh the costs.

So, have us file your trademark (while being well-informed) and bask in the glory of owning your very own business brand!



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➔ WHAT IF I ALREADY FILED A TRADEMARK, BUT I RECEIVED AN OFFICE ACTION AND I NEED HELP?

We have a package for that too:

Trademark Office Actions Response Package

Non-substantive Responses	\$450
Substantive Responses (<i>up to 3 hours of attorney time</i>)	Starting at \$900

We also offer office action response packages. Please email us to inquire.

Trademark Office Actions Response Package includes:

- Respond to your current office action
- Monitor your application throughout the remainder of the process
- Correspond with the examiner at the USPTO for the remainder of the process
- Respond to additional non-substantive office actions that arise later in the process
- Send you monthly status update emails throughout the remainder of the process
- Mail your trademark certificate to you anywhere in the U.S.

Non-substantive response issues include, without limitation, the following:

- Proposed amendment to the identification of your goods/services
- Proposed amendment to the classification of your goods/services
- Request for information on the mark
- Proposed revision to the description of a stylized design mark
- Request for disclaimer

Substantive issues include, without limitation, the following:

- Likelihood of confusion
- Mere descriptiveness
- Failure to function as a trademark
- Message in widespread use

Please note: *in some circumstances, the USPTO will require you to pay additional fees to respond to an office action – the above prices listed do not include these additional fees. Your office actions will state whether you are required to pay the additional fees or not.*



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