

# Welcome!



INTRO TO TRADEMARKS

# Welcome



Congratulations on taking the first step in protecting your brand!

I am Fatme Chehadeh, the legal mind steering the ship at Lawbrella by FC Legal Group PLC. Today, I extend to you insights into the intricate world of Trademarks, tailored for discerning business owners like yourself.

In this informative freebie, I've distilled key tips to navigate the labyrinth of trademarks without drowning in legal complexities. As a fellow small business proprietor, I appreciate the delicate balance between protecting your brand and the demands of entrepreneurship.

Prepare to fortify your brand, shield your creative endeavors, and delve into the realm of trademarks. Together, let's unravel the intricacies of Trademark law – transforming legal intricacies into a strategic advantage for your enterprise. Your brand stands on the precipice of distinction. Are you prepared to etch your mark in the annals of commerce?

Turn the page and commence your trademark journey. Should queries arise, consider me at your disposal. Here's to the elevation of your brand and the triumph of your endeavors.

Fatme Chehadeh Esq.



info@Lawbrella.org



@Lawbrella



@Lawbrella

# Expectations for COMMUNICATIONS

## Email

INFO@LAWBRELLA.ORG

Email is our preferred method of contact. Feel free to message us with your Trademark in the subject name for the quickest response. You will receive a response within 24-48 hours.

## Phone Number

313-351-8862

Looking for a quicker answer or just want to say Hello? We have a general phone line as well! Contact us during regular business hours, if we are unavailable feel free to leave us a message and we will get back to you in a timely manner.

## Response Time

24-48 HOURS

You are guaranteed a response within 24-48 hours.

## Business Hours

10:00 AM - 5:00 PM (EST)

We are in office Monday - Thursday

# CLIENT CHECKLIST

## DO THIS

☐ Consult

Reviewed all the required information or have questions about moving forward? Go to our website and book a FREE consult.

☐ Intake

Decided to move forward? Go to the bottom of this form and click "IM READY", you will be directed to our intake form. Fill-it out and we will get started!

☐ Review

We will review your intake form and open your file.

## THEN THIS

☐ Search

Once your file is open we will complete a comprehensive search of your potential Trademark name and within 2-3 business days you will receive a detailed analysis of the viability of your mark!

☐ Application

After the search, we will confirm the application and filing classes with you prior to submission.

☐ Submission and Receipt

Once your application is submitted, we will send over a confirmation email and monthly updates informing you of the status.



## CLICK TO LOGIN

Interested in the Trademark process? Wanna know what else we  
can do for your business? Visit our website!  
[www.LawBrella.org](http://www.LawBrella.org)

**Available 24/7**

## COMPLETE QUESTIONNAIRE

For the quickest turnaround time please try to get your intake  
form to us as soon as possible!

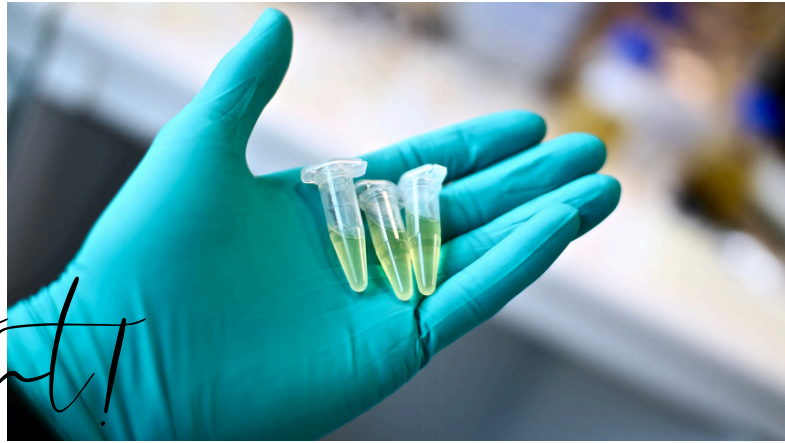
**Due within  
7-10 Days**

## SPECIMEN INSTRUCTIONS

THE MOST IMPORTANT PART OF YOUR APPLICATION IS THE  
SPECIMEN. PLEASE REVIEW THE SPECIMEN PAGE AND  
CONTACT US IF YOU HAVE ANY QUESTIONS ABOUT WHAT  
YOU SHOULD USE.

# Specimen

## *Most Important!*



### What is a Specimen?

A specimen is merely a sample of how you actually USE the trademark in commerce. The description of goods and services for your Trademark application or Trademark Registration determine the TYPE of specimen you must submit.

## GOODS

For goods, the specimen must show the mark on the goods themselves or in direct connection with the goods. The preferred specimen is a photo of the goods with the Trademark clearly shown on the goods.

#### ACCEPTABLE:

- Photograph of the actual product, packaging or container on which the TM is imprinted or engraved. (photo must clearly show the TM)
- Label or tag which the mark is on that can be attached to either the product itself or the packaging/container in which the product is sold/shipped.
- Webpage that displays the product and provides a means to order the product wherein the mark appears on the web page in a manner in which the mark is associated with the goods.
- Instruction sheet/manual on which the mark is imprinted and which accompanies the product when it is sold. (Software? Try CD jacket, CD Label, screenshot of download instructions)

## SERVICES

For services, the specimen must show the mark used in providing or advertising the services. The specimen must show or contain some reference to the services themselves in addition to the Trademark.

#### ACCEPTABLE:

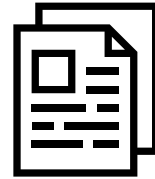
- Picture of business sign for store showing Trademark.
- Advertisement for the services using the Trademark
- Website or web page using the Trademark
- Letterhead or business cards showing the trademark.

# TRADEMARK PROCESS

## Comprehensive Search & Attorney Analysis

Once you fill out the Intake form, we will review your application before filing. This review includes a comprehensive or knock-out search to ensure that your mark is not already in use or has an application pending. If it is, we will contact you to discuss alternative steps.

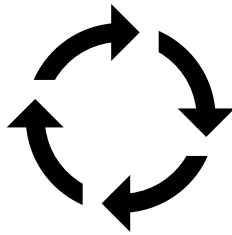
01



02

## File Application with the USPTO

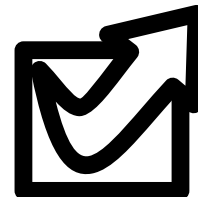
After the comprehensive search we will fill out an application with the United States Patent and Trademark Office requesting to have the name trademarked.



## USPTO Examination and Process

Your application will be assigned to a USPTO attorney within six months. This attorney will review the application and either come up with a decision or request more information.

03



04

After your trademark is approved for publication, your trademark is published in the USPTO's Trademark Official Gazette. IT IS NOT YET REGISTERED. This consists of a 30-day period during which any member of the public who thinks they will be harmed by your Trademark may oppose it.



## Receive Registration Certificate

CONGRATULATIONS! Your Trademark is registered. You will receive your Trademark certificate in 2-4 weeks by priority mail. Please ensure your address is up to date with our office.

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# Trademark Tips

- ✓ Never allow others to use your mark without a license agreement
- ✓ Monitor and Calendar Future Dates after Trademark Registration(s)
- ✓ Use your trademark properly


# Trademark Benefits

- ✓ Gain Nationwide validity with a Trademark Registration
- ✓ You want to micro manage and don't trust our work process
- ✓ You can start using the registered <sup>®</sup> symbol to indicate that you have a Federal Registration



# Let's compare

## Knockout & Comprehensive Searches

Knockout	Comprehensive
 <p>Quick search that determines obvious issues with proposed TM.</p>	 <p>Search and opinion letter drafting has a 2-3 business day turnaround time.</p>
 <p>Limited to public databases at USPTO.</p>	 <p>Numerous databases searched including company names, State TM's, domain names, and many more.</p>
 <p>Looks for IDENTICAL trademarks.</p>	 <p>Not limited to exact name, also searches for complete and thoughtful comparisons of proposed TM.</p>
 <p>Doesn't confirm availability, only tells you that there are no obvious conflicts.</p>	 <p>Offers a formal legal opinion that analyzes all known risks you may face if you pursue the TM.</p>

# TRADEMARK

## *Terms to Know*



### ACTUAL USE

Actual Use Applications are used when you are able to show proof of the potential trademark being used at the time of filing your application with the USPTO.

### INTENT-TO-USE

Intent-To-Use Applications are used when you are not ready to show proof of the trademark being used, but you have a strong intent to use the mark.

### OFFICE ACTIONS

After we file your application with the USPTO, there is a possibility that the examining attorney assigned to your application may issue an office action. They can be issued for numerous reasons.

### CLASSIFICATIONS

There are 45 classes in which your trademark has the opportunity to be represented by. Classifications 001 to 034 are known as goods. Classifications 035 to 045 are known as services.

### SPECIMEN

Specimen submission is evidence of use for your trademark being used. There are specific guidelines to follow when submitting your specimen. Some requirements of your specimen are that it must represent the goods and services that are being identified in your application. In addition, you must show the URL and date from the webpage of your specimen.

### PUBLICATION

The publication phase is when your trademark has been published in the The Trademark Official Gazette (TMOG) for 30 days. This gives the public a chance to challenge the pending trademark application.

# GET STARTED!

FEEL THAT YOU'RE READY TO GET STARTED?

CLICK THE LINK BELOW TO SCHEDULE A CONSULTATION  
WITH A TRADEMARK ATTORNEY

I'M READY!  
(CLICK HERE)

