

# SMITH HOPEN

## Trademark Questionnaire

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**Introduction:** Trademark applications are logistically simple but strategically complex. Trademarks are frequently proposed that are improperly described, contain “merely descriptive” elements, and have highly narrowing design elements. This questionnaire enables us to conduct a preliminary search on the proposed trademark and its alphanumeric and phonetic analogs. Additionally it allows our attorneys to suggest possible modifications in the trademark and/or use of the trademark which will afford better protection. If additional information is required a follow-up communication will be sent.

Owner of Trademark: \_\_\_\_\_ State of Incorporation: \_\_\_\_\_

Address of Owner: \_\_\_\_\_

Officer that will sign Declaration: \_\_\_\_\_ Title: \_\_\_\_\_

Proposed Trademark: \_\_\_\_\_ (if design/logo, please attach/email)

Describe Product/Service Sold (or to be sold) under Trademark: \_\_\_\_\_

Owner has good-faith intent to use this trademark. Estimated first use date: \_\_\_\_\_

Owner is currently using this trademark. Date of first use in commerce: \_\_\_\_\_

**For Products:** how is trademark affixed to tangible product? \_\_\_\_\_

(please attach photo or link to photo of trademark affixed to product, i.e., label)

**For Services:** website URL where trademark is used: \_\_\_\_\_

(alternatively) attach brochure or other form of advertising of service under <sup>TM</sup>

Process:

