

# Simplified

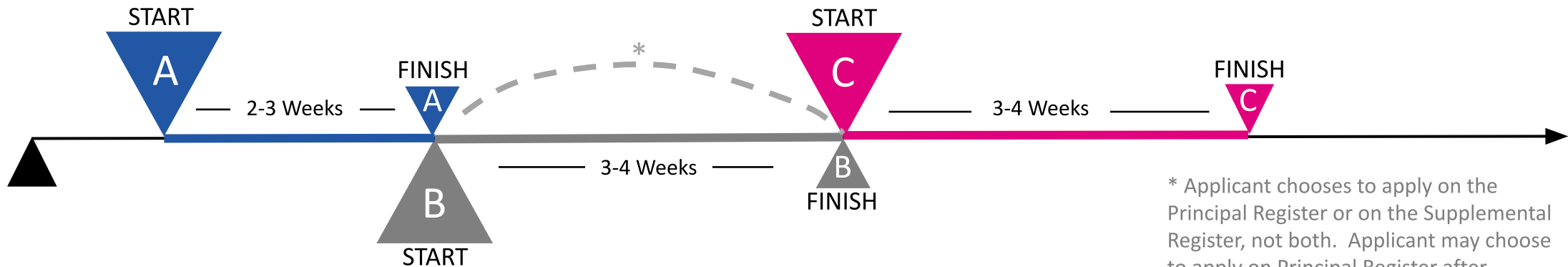
# A-B-C Trademark Application Process Flow

## Trademark Search:

- Takes 2-3 Weeks
- Answer on Trademark Availability
- Recommended Path Forward

## Principal Register Trademark Application:

- Takes 3-4 Weeks
- Detailed list of goods/services \*\*
- Description of the mark
- Grants trademark national recognition and protects from infringement throughout US



## Initial Consultation:

- Eligibility Issues
- Ownership
- Areas of Commerce
- Goals of Business

## Supplemental Register Trademark Application:

- Takes 3-4 Weeks
- Detailed list of goods/services
- Description of the mark
- Grants trademark recognition in specific state and protects from infringement in that state

\* Applicant chooses to apply on the Principal Register or on the Supplemental Register, not both. Applicant may choose to apply on Principal Register after trademark is registered on Supplemental Register, but usually not vice versa.

\*\*When applying for a trademark on the Principal Register, can apply for a mark already in use or can apply on an intent to use basis.