

Trademark Searching on the USPTO's website - The Six Steps

www.uspto.gov/go/ptdl/tmsearch.html

Please refer to this website to help you in your search.

1. Trademark Acceptable Identification of Goods and Services Manual

Begin with this alphabetical listing of acceptable terms for the identification of goods and services. Locate terms that describe your good or service. Note the international class number listed next to each term. Also identify terms for goods and/or services that are used, advertised, or sold with your product.

2. International Schedule of Classes of Goods and Services

Scan the schedule for additional classes that are related to your product or service. On the back of this sheet, there is a list of short titles that can be used to assist you in the identification of numbered classes. Please consult the website above for the complete list of classes.

3. Trademark Manual of Examining Procedures

In the Trademark Manual of Examination Procedures, review Chapter 1400 (Classification and Identification of Goods and Services) for the appropriate explanatory notes in order to confirm the terms and classes you have chosen.

4. Design Code Manual

If your mark incorporates a design or logo, you must search for trademarks that might be confusingly similar. Use the index in the back of the *Design Code Manual* to locate the appropriate six-digit code for each design element in your mark. Each element in a logo is assigned a design code. Carefully review the guidelines for each category.

5. Trademarks REGISTERED and PENDING

Conduct the search combining your word mark or logo with the terms, classes, and design codes you've identified in steps 1-4. Remember to search for synonyms, homonyms, alternate spellings, and phonetic and foreign language equivalents.

6. TSDR Trademark Status and Document Retrieval

Finally, check TSDR, the Trademark Status and Document Retrieval system, for the current status of the marks you found in Step 5.

Short Titles for International Trademark Classes

| <u>GOODS</u> | <u>SERVICES</u> |
|---|--------------------------------------|
| 1. Chemicals | 35. Advertising and business |
| 2. Paints | 36. Insurance and financial |
| 3. Cosmetics and cleaning preparations | 37. Building construction and repair |
| 4. Lubricants and fuels | 38. Telecommunications |
| 5. Pharmaceuticals | 39. Transportation and storage |
| 6. Metal goods | 40. Treatment of materials |
| 7. Machinery | 41. Education and entertainment |
| 8. Hand tools | 42. Computer, scientific and legal |
| 9. Electrical and scientific apparatus | 43. Hotels and restaurants |
| 10. Medical apparatus | 44. Medical, beauty and agricultural |
| 11. Environmental control apparatus | 45. Personal |
| 12. Vehicles | |
| 13. Firearms | |
| 14. Jewelry | |
| 15. Musical instruments | |
| 16. Paper goods and printed matter | |
| 17. Rubber goods | |
| 18. Leather goods | |
| 19. Non-metallic building materials | |
| 20. Furniture and articles not otherwise classified | |
| 21. House wares and glass | |
| 22. Cordage and fibers | |
| 23. Yarns and threads | |
| 24. Fabrics | |
| 25. Clothing | |
| 26. Fancy goods | |
| 27. Floor coverings | |
| 28. Toys and sporting goods | |
| 29. Meats and processed foods | |
| 30. Staple foods | |
| 31. Natural agricultural products | |
| 32. Light beverages | |
| 33. Wines and spirits | |
| 34. Smokers' articles | |

These short titles are not an official part of the international classification. Their purpose is to provide a means to quickly identify the general content of numbered international classes. By their nature, these titles will not necessarily disclose the classification of specific items. The titles are not designed to be used for classification, but only as information to assist in the identification of numbered classes. To determine the classification of particular goods and services, it is necessary to refer to the Alphabetical List of Goods and Services, the class headings of international classes, and Explanatory Notes in the *International Classification of Goods and Services for the Purposes of the Registration of Marks*. For more information, please go to www.wipo.int/classifications.