

Six Steps to Protect Your Brand



What Every Small Business
Should Know Now, Not Later



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Step 1:

Determine whether a trademark is even appropriate for you.



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Step 2:

Select a mark using great care.



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Step 3:

Search the USPTO database
using the Trademark
Electronic Search System
(TESS)



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Step 4:

File the application online through the Trademark Electronic Application System (TEAS)



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Step 5:

Consider whether to hire an attorney to help you with these steps, as well as the overall application process.



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Step 6:

Monitor the progress of your application through the Trademark Status and Document Retrieval (TSDR) system



Resources

For more information on trademarks and to access helpful resources, go to

www.uspto.gov