

**UNITED STATES
PATENT AND TRADEMARK OFFICE**



Trademarks and Trademark Searching

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Office of Trademark Legal Policy

UNITED STATES
PATENT AND TRADEMARK OFFICE



Patent, Trademark, or Copyright?

- **Patent** - protects an invention (e.g., a new kind of vacuum cleaner)
- **Trademark** - typically protects brand names and logos used on goods and services (e.g., the brand name of the vacuum cleaner)
- **Copyright** - protects an original artistic or literary work (e.g., the TV commercial used to market the vacuum cleaner)

Domain Name, Business Name, or Trademark?

Domain Name

- part of a web address that links to the IP address of a particular website
- registered with accredited domain-name registrar, not through USPTO – does not give any trademark rights
- use of domain name only as part of web address does not qualify as source-indicating trademark use

Domain Name, Business Name, or Trademark?

Business Name

- use of a business name does not necessarily qualify as trademark use
- other use of a business name as the source of goods or services may qualify it as both a business name and a trademark
- state authorization to form a business with a particular name does not also give you trademark rights

Before You File

<http://www.uspto.gov/trademarks-getting-started/trademark-process#step1>

The screenshot shows the USPTO website header with the logo and navigation links. The main content area is titled "Trademark Process" and includes a breadcrumb trail: Home / Trademarks: Getting Started / Trademark Process. Below the title is a sub-header: "An overview of a trademark application and maintenance process".

Helpful 241

- 1 Is a trademark application right for you?
- 2 Get ready to apply
- 3 Prepare and submit your application
- 4 Work with the assigned USPTO examining attorney
- 5 Receive approval/denial of your application
- 6 Maintain your registration

Step 1

Is a trademark application right for you?

Trademarks, patents, copyrights, domain names, and business name registrations all differ, so it is important to learn whether a trademark is appropriate for you.

A trademark typically protects brand names and logos used on goods and services. A patent protects an invention. A copyright protects an original artistic or literary work. For example, if you invent a new kind of vacuum cleaner, you would apply for a patent to protect the invention itself. You would apply to register a trademark to protect the brand name of the vacuum cleaner. And you might register a copyright for the TV commercial that you use to market the product.

A domain name is part of a web address that links to the internet protocol address (IP address) of a particular website. For example, in the web address "<http://www.uspto.gov>," the domain name is "uspto.gov." You register your domain name with an accredited domain name registrar, not through the USPTO. A domain name and a trademark differ. A trademark identifies goods or services as being from a particular source. Use of a domain name only as part of a web address does not qualify as source-indicating trademark use, though other prominent use apart from the web address may qualify as trademark use. Registration of a domain name with a domain name registrar does not give you any trademark rights. For example, even if you register a certain domain name with a domain name registrar, you could later be required to surrender it if it infringes someone



Before You File

<http://www.uspto.gov/trademarks-getting-started/process-overview/trademark-information-network>

The screenshot shows the top of the USPTO website. On the left is the USPTO logo and the text "UNITED STATES PATENT AND TRADEMARK OFFICE". On the right are links for "About Us", "Careers", and "Contact Us", along with a search bar containing "Search uspto.gov". Below this is a navigation bar with "Patents", "Trademarks", "IP Policy", and "Learning and Resources". A "Quick Links" button is on the right. At the bottom of the navigation bar is a breadcrumb trail: "Home / Trademarks: Getting Started / Process Overview / Trademark Information Network". To the right of the breadcrumb are "Share" and "Print" icons.

Helpful 78

- Getting Started
- Trademark Basics
- Process Overview
- Trademark FAQs
- Using Private Legal Services
- Non-USPTO Solicitations
- Madrid Protocol & international protection

Related

Basic Facts About Trademarks Videos

An animated video series that provides all of the basic information you need to know about trademarks.

TEAS Nuts and Bolts

Trademark Information Network



First-time filer? Confused by trademark application terms? Interested in saving time and money during the application process? For your convenience, the USPTO presents TMIN, the Trademark Information Network. Here you can view news broadcast-style videos that cover important topics and critical application filing tips.

While these videos provide pertinent suggestions and legal information, they are not considered legal advice. For information about legal advice and the use of an attorney to help you through the application process, click [here](#).

The play buttons below connect you to the videos on the [USPTO YouTube channel](#). You can also watch the videos directly from USPTO's servers by viewing the Enhanced Accessibility Version of each video.

ACCESSIBILITY NOTE: For those viewers requiring closed captioning and audio descriptions, please use the "Enhanced Accessibility Versions" of the videos linked below.

Questions or comments about any of the videos? Please contact TMIN@uspto.gov.

1. VIDEO: "Introduction to the USPTO and Trademark Basics"

This video outlines the differences between trademarks, patents, and copyrights, and introduces the United States Patent and Trademark Office (USPTO) and its Trademark Information Network (TMIN) series. It provides information about the federal trademark registration process, as well as highlights the rights and protection you gain by federally registering your trademark. The video also features brief interviews with the USPTO's top-level executives: the Under Secretary of Commerce for Intellectual Property, the Deputy Under Secretary of Commerce for Intellectual Property, and the Commissioner for Trademarks. [run time: 12:11]



What is a Trademark?

Any Word, Name,
Symbol, Device
(or any combination thereof) used

- to identify and distinguish goods or services and
- to indicate their source



Google™



1971



1987



1992



10

Types of Trademark Protection

Common Law: protection derived from use

State Registration: registered with one or more U.S. states

Federal Registration: registered in the U.S. Patent and Trademark Office

Where To Search Trademarks

Common-law marks may be found in:

- Telephone, business, and manufacturing directories
- Print and on-line catalogs
- Trade journals and magazines
- Web search engines and portals
- Newspapers, press releases, and new product announcements

The USPTO does not review common-law (unregistered) trademarks in making decisions on allowing registration of federal trademarks.



Where To Search Trademarks

State Trademarks

- Registration agency varies from state to state
- National index of state trademark offices at <http://www.sos.state.md.us/registrations/trademarks/NtlIndexTM.aspx>
- Fee-based databases collect state trademark information

The USPTO does not review state trademarks in making decisions on allowing registration of federal trademarks.

How To Search Trademarks

Federal Trademarks

- **Trademark Electronic Search Session (TESS)**
 - Searchable database of active and inactive pending federal trademark applications and federal registrations
 - State registrations and common-law marks are not included in the USPTO database and are not searched
 - Available for free at the USPTO website *www.uspto.gov*
- **Private Trademark Search Companies**



Why Search Trademarks?

- **Clearance**

Due diligence before investing in a mark and launching a marketing campaign

- **Detection**

Discovering problems before they sink a business investment

- **Protection**

Defending a trademark from infringing marks

- **Competition**

Gathering marketplace intelligence

Why Search Trademarks?

Courts have objected to the following marks when used with identical or similar products:

Seycos <> Seiko (for watches)

Cleo Cola <> Coca Cola (beverages)

S.O. <> Esso (petroleum products)

Toro Rojo <> Red Bull (beverages)

Icon <> Nikon (cameras)

Oral-Angle <> Oral-B (toothbrushes)

Why? Due to "Likelihood of Confusion"

Likelihood of Confusion

Is use/registration likely to cause confusion or mistake, or to deceive potential consumers as to the source of the goods and/or services?

- Basic test of common-law and federal statutory infringement and under many state statutes
- Test used by Examining Attorneys in evaluating registrability under the Federal Trademark Act of 1946 vis-à-vis prior-filed pending applications and registrations

Likelihood-of-Confusion Analysis

- Is there a conflict with a registered mark or potential conflict with a prior-filed application?

Would customers be likely to believe, in error, that the goods (or services) come from the same company?

If “yes” the TM examining attorney will refuse the application

- Examining attorneys compare the trademarks as to **sound, appearance, and meaning**
- Also compare the goods/services as to relatedness in terms of **similarities in nature, use, and marketing**

Common Mistakes People Make in Trademark Searching

- Assume that all they have to do is search for the exact spelling of the trademark they want to register
- Think that if it doesn't appear in the USPTO's trademark database, they will get a registration for their mark

Why are These Potential Pitfalls?

If there is a registered U.S. trademark or prior-filed application that is

- not spelled exactly like your mark but is similar in sound, appearance, or meaning
- is for related goods and/or services,

registration could be refused.

CANDIE CONES for “candy” vs. KANDI KONZ for “gum”

It is *likely* that consumers will be confused by similar trademarks for the same or related goods and/or services and think that the goods/services come from the same source.

Conducting a Trademark Search

1. Select a trademark
2. Write a concise description of the goods or services you are using or plan to offer under your trademark
 - Select an identification from the Trademark ID Manual; or
 - Provide the common commercial name of the goods or services; or
 - Describe the function and field of use for the goods or services
3. List related goods or services
4. Note the international class for your goods and services and the related goods and services (ID Manual or TMEP Chapter 1400)
5. Develop a strategy for searching the mark
6. Execute the search strategy along with modifications, if necessary

Resources and Electronic Tools

- Official USPTO website (www.uspto.gov)
- Trademark Information Network (TMIN) Videos
- U.S. Acceptable Identification of Goods and Services Manual (ID Manual)
- Trademark Electronic Search System (TESS)
- Design Search Code Manual
- Trademark Manual of Examining Procedure (TMEP)
- Trademark Status and Document Retrieval (TSDR)

Steps 1 & 2 – Select Mark & List Goods/Services

Step 1 – Mark:
BLUE RAZOR

Step 2 – Goods:
tennis rackets



Step 3 – List Related Goods and Services

Rely on research and knowledge of the relevant industry in identifying potentially related goods and services:*

Tennis balls	Sporting equipment
Tennis grips	Tennis wear
Tennis bags	Retail store services
Racket covers	featuring tennis gear
Sports rackets	
Racket Strings	

***This is not an exhaustive list of all possible related goods and services. It is a sampling for purposes of this exercise.**

Classification & Identification Manual

[Trademarks](#) > [Trademark Acceptable Identification of Goods & Services](#)

U.S. Acceptable Identification of Goods and Services Manual (ID Manual) [Reflects Nice Agreement 10th Ed.]

The ID Manual contains a listing of acceptable identifications of goods and services. Any entry you choose must accurately describe your goods and/or services. A failure to correctly list the goods/services with which you use your mark, or intend to use your mark, may prevent you from registering your mark.

Need more information on how to identify your good/services? Watch the Trademark Information "how-to" video on "[Goods and Services](#)." Or need more information on the difference between use and intent to use? Watch the "[Filing Basis](#)" video.

[Help](#) | [Notices](#) | [Browse Entire Content](#) | [To suggest additions to the Trademark ID Manual click here](#)

Search Manual

Choose Field

Enter Search Terms

Trademark ID Manual Field Codes

Code & Name	Examples
[IC] Class Code	Ex: "001"[IC]
[GS] Goods or Services (G/S)	Ex: G[GS]
[ED] Effective Date	Ex: "20010601"[ED]
[DE] Descriptions	Ex: computer[DE]
[ST] Status (A, M, D)	Ex: A[ST]
[NT] Note	Ex: deleted[NT]
[TL] Trilateral	Ex: T[TL]

Click for list of [All Notes](#)

Quick Tips:

- **How to enter a search:**
Enter search term(s) in search box. Use the Search list box to select the search field. The default "All Fields" will search all available fields (IC, GS, ED, DE and ST). Press "Submit Query" to execute the search. The "Reset" button will delete contents of the search box and will return to the "All Fields" selection.
- **Refine Search:**
Use the Refine Search box located at the top of the results page to add terms to the original search. This search box may be used to execute new searches. To execute a



Identification Manual Results

Trademark ID Manual

Refine Search: RACKET AND TENNIS

Submit Query

Documents: 12 of 12

Hit No.	Class	Description	Status	Effective Date	Type	Note	Trilateral
1	016	Stencils used to apply designs onto tennis rackets	A	21 Jan 10	G	N	
2	028	Gut for tennis rackets	A	02 Apr 91	G	N	
3	028	Guts for rackets [for tennis or badminton]	A	20 Jul 04	G	N	T
4	028	Racket cases [for tennis or badminton]	A	20 Jul 04	G	N	T
5	028	Rackets [for tennis or badminton]	A	20 Jul 04	G	N	T
6	028	Rackets for {specify type, e.g., tennis, racquetball, squash}	A	02 Apr 91	G	N	
7	028	Table tennis rackets	A	02 Apr 91	G	N	
8	028	Tennis racket covers	A	02 Apr 91	G	N	
9	028	Tennis racket presses	A	02 Apr 91	G	N	
10	028	Tennis racket strings	A	02 Apr 91	G	N	
11	028	Tennis rackets	A	02 Apr 91	G	N	
12	037	Customizing sports equipment, namely, {indicate type, e.g., tennis rackets, golf clubs, etc.}	A	24 Nov 11	S	Y	

Step 4 - Note the International Class

The ID Manual reveals that some related goods and services are in the following International Classes:

tennis rackets	28	racket strings	28
tennis balls	28	tennis wear	25
tennis grips	28	retail store services featuring	
tennis bags	28	tennis gear	35
racket covers	28	providing tennis court facilities	41

General Searching Information

Data is stored in distinct FIELDS. Some of the commonly used fields tags are listed below:

- [BI] Basic Index includes the word mark
- [IC] International Class
- [GS] Goods and Services
- [DC] Design Search Code
- [TI] Translation Index - includes the English translation of foreign terms
- [CC] Coordinated Class - includes a combination of several related International Classes

General Searching Information

- Search system uses Boolean logic to limit and expand search results
- The common Boolean operators are AND, OR, and NOT
 - TOP[BI] AND NOTCH[BI] (will only find marks containing both words)
 - TOP[BI] OR NOTCH[BI] (will retrieve marks containing either word)
- Two common proximity connectors are ADJ (adjacent) and SAME (same paragraph)
 - computer[GS] ADJ monitor[GS]
 - computer[GS] SAME monitor[GS]

General Searching Information

To find the exact word combination in any field, enclose the wording in quotation marks (" ")

"FALL SALE"[BI] will retrieve FALL SALE
but not FALLSALE

"computer software"[GS] will retrieve "computer software"
but not "computer accounting software"

General Searching Information

Truncation symbols: dollar sign (\$), question mark (?), and asterisk (*)

- Dollar sign (\$) or question mark (?) may be placed to the left, right, or internally in a word or letter string

PAC\$RAT[BI] will retrieve PACKRAT, PACRAT, PACAGERAT, PACRAT, but not PAC RAT

- Question mark (?) represents one additional character. \$ or ? will never represent a space.

R?P[BI] will retrieve RIP, RAP, RTP, RSP but not R P or RP

General Searching Information

- Asterisk (*) may only be placed to the left or right of a word or letter string and may only be used in the Basic Index [BI] and Translation Index [TI] fields.
- Asterisk (*) may **never** be used as an internal truncation symbol.

TRAC[BI] will retrieve TRAC, TRACK, TRACKS, TRACKED, TRACKING, PROTRACT, PROTRACTION

BED*[BI] will retrieve BED, BEDS, BEDDING

TESS: Trademark Electronic Search System



United States Patent and Trademark Office

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Are you filing electronically through TEAS?



[Trademarks](#) > [Trademark Electronic Search System \(TESS\)](#)

Welcome to the **Trademark Electronic Search System (TESS)**. This search engine allows you to search the USPTO's database of registered trademarks and prior pending applications to find marks that may prevent registration due to a **likelihood of confusion** refusal.

WARNING: Before conducting your search, you must understand the following: (1) what the database includes; (2) how to construct a complete search; and (3) how to interpret the search results. Click [TESS TIPS](#) for detailed information on these and other important search topics.

[HELP](#) [News!](#)



Select A Search Option

- ▶ [Basic Word Mark Search \(New User\)](#)
This option cannot be used to search design marks.
- ▶ [Word and/or Design Mark Search \(Structured\)](#)
This option is used to search word and/or design marks. **NOTE:** You must first use the [Design Search Code Manual](#) to look up the relevant Design Codes.
- ▶ [Word and/or Design Mark Search \(Free Form\)](#)
This option allows you to construct word and/or design searches using Boolean logic and multiple search fields. **NOTE:** You must first use the [Design Search Code Manual](#) to look up the relevant Design Codes.

Additional Search Options

- ▶ [Browse Dictionary \(Browse Dictionary\)](#)
This option browses all fields in the database unless you limit to a particular field. Results are returned in a dictionary-style (alphabetic) format.
- ▶ [Search OG Publication Date or Registration Date \(Search OG\)](#)
This option searches the Official Gazette for marks published or registered on a particular date.

[Logout](#)

Please logout when you are done to release system resources allocated for you.



TESS: Trademark Electronic Search System

Select A Search Option

▶ **Basic Word Mark Search (New User)**

This option cannot be used to search design marks.

▶ **Word and/or Design Mark Search (Structured)**

This option is used to search word and/or design marks. **NOTE:** You must first use the [Design Search Code Manual](#) to look up the relevant Design Codes.

▶ **Word and/or Design Mark Search (Free Form)**

This option allows you to construct word and/or design searches using Boolean logic and multiple search fields. **NOTE:** You must first use the [Design Search Code Manual](#) to look up the relevant Design Codes.

New User Form Search (Basic)

[TESS HOME](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [BOTTOM](#) [HELP](#)

WARNING: AFTER [SEARCHING](#) THE USPTO DATABASE, EVEN IF **YOU** THINK THE RESULTS ARE "O.K.," DO **NOT** ASSUME THAT YOUR MARK CAN BE REGISTERED AT THE USPTO. AFTER YOU FILE AN APPLICATION, THE USPTO MUST DO ITS OWN SEARCH AND OTHER REVIEW, AND MIGHT [REFUSE TO REGISTER](#) YOUR MARK.

View Search History:

Plural and Singular Singular
 Live and Dead Live Dead

Search Term:

Field:

Result Must Contain:

Please logout when you are done to release system resources allocated for you.

This **New User (Basic)** search form allows for searching of the most commonly searched fields: word marks, serial or registration numbers, and owners.

The **Combined Word Mark** is the default search field and includes the **word mark** and **translation**.

Use the \$ for truncation in any field. For **Combined Word Mark** searches, the * is a more efficient truncation operator for left and/or right truncation. For example, the search term *DOG* with the **Combined Word Mark** will retrieve marks with common variations of the word DOG in the word mark or translation statements. Use of the \$ truncation operator sometimes results in a truncated hit list.

For serial number or registration number searches, enter the 8-digit serial number (e.g. 75123456) or 7-digit registration number (e.g., 1234567) and select **Serial or Registration Number** as the *Field* for the search. If multiple serial or registration numbers are searched, separate the numbers by spaces and change the *Results Must Contain* value to Any Search Terms (OR). (Alternatively, separate the number by the Boolean OR operator without adjusting the *Result Must Contain* value.)

Do **NOT** include the apostrophe for contractions. For example, search for the word **DON'T** by searching **DON T**. Including Boolean operators (e.g., AND, OR, NOT) or proximity operators (e.g., ADJ, NEAR, SAME, WITH) in your search will override the *Result Must Contain* setting for the search. To actually search for these Boolean or proximity operators, include quotes around the operator.



Step 5 – Develop a Search Strategy

- Begin with a search of the words in the mark
 - blue and razor
- Apply truncation, to broaden the search
- Also consider alternate spellings of the words
 - *blu* and *raz\$r*
 - *bloo* and *raz\$r*



New User Form Search (Basic)

[View Search History:](#)



Plural and Singular Singular

Live and Dead Live Dead

Search Term:

BLUE RAZOR

Field:

Combined Word Mark (BI, TI, MP, TL) ▾

Result Must Contain:

All Search Terms (AND) ▾

Submit Query

Clear Query

Logout

Please logout when you are done to release system resources allocated for you.

Step 5 – Develop a Search Strategy

- Also search any distinctive (e.g., non-descriptive) wording alone. Here “razor” should be searched alone

`*raz$r*`

- If a search of a distinctive term alone produces too many documents to view, limit the marks to those in a relevant Coordinated Class, here Class 28. This search will retrieve marks with the word “razor” that appear in International Classes 28, 9, 16, 20, 25, 35, 41, 42, A, B, and 200

`*raz$r* and "028"[CC]`

Coordinated Class Table

- Here's an excerpt of the table:

024	023, 025, 026, 033, 042, A, B, 200
025	014, 018, 024, 035, 042, A, B, 200
026	023, 024, 035, 042, A, B, 200
027	019, 024, 035, 037, 042, A, B, 200
028	009, 016, 020, 025, 035, 041, 042, A, B, 200
029	005, 030, 031, 032, 033, 035, 042, 043, A, B, 200
030	001, 005, 029, 031, 032, 033, 035, 042, 043, A, B, 200
031	005, 029, 030, 032, 035, 042, 043, 044, A, B, 200
032	005, 029, 030, 031, 033, 035, 042, 043, A, B, 200
033	005, 029, 030, 031, 032, 035, 042, 043, A, B, 200
034	005, 029, 030, 031, 032, 035, 042, 043, A, B, 200

- The entire Coordinated Class Table may be found at:
http://tess2.uspto.gov/webaka/html/help.htm#Coordinated_Class

Step 5 – Develop a Search Strategy

If this limited search produces too many documents to view

- Further limit search by specific individual International Classes
- Classes 25, 28, 35, and 41 are relevant International Classes

Structured Form Search (Boolean)

WARNING: AFTER [SEARCHING](#) THE USPTO DATABASE, EVEN IF YOU THINK THE RESULTS ARE "O.K.," DO NOT ASSUME THAT YOUR MARK CAN BE REGISTERED AT THE USPTO. AFTER YOU FILE AN APPLICATION, THE USPTO MUST DO ITS OWN SEARCH AND OTHER REVIEW, AND MIGHT [REFUSE TO REGISTER YOUR MARK](#).

[View Search History:](#)



Records Returned: 100 ▾

Plurals: Yes ▾ [Quick Tips](#)

Search Term:

raz\$r

Field:

Basic Index (combined MP+PM+MN) ▾

Operator

AND ▾

Search Term:

"028"

Field:

Coordinated Class ▾

Submit Query

Clear Query

Logout

Please logout when you are done to release system resources allocated for you.

[TESS HOME](#)

[NEW USER](#)

[FREE FORM](#)

[BROWSE DICT](#)

[SEARCH OG](#)

[TOP](#)

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uspto

Structured Form Search - Search Results

TESS was last updated on Thu Nov 12 03:20:58 EST 2015

[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [Browse Dict](#) | [SEARCH OG](#) | [PREV LIST](#) | [NEXT LIST](#) | [IMAGE LIST](#) | [BOTTOM](#) | [HELP](#)

Please logout when you are done to release system resources allocated for you.

List At: OR to record: **624 Records(s) found (This page: 1 ~ 100)**

Refine Search

Current Search: S1: docs: 624 occ: 1406

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	86644643		BRAZODERM	TSDR	LIVE
2	86643511		RAZORTOOTH	TSDR	LIVE
3	86458335		TRAZEETRAVEL.COM	TSDR	LIVE
4	86589752	4851168	BRAZILIAN-TRANSSEXUALS	TSDR	LIVE
5	86469449		RAZR	TSDR	LIVE
6	86342731	4852166	KRAZYRIDE	TSDR	LIVE
7	86807757		RAZOR OLED	TSDR	LIVE
8	86488494		RAZORJACK RECRUITING	TSDR	DEAD
9	86423037		CRA-Z-CRAYONS	TSDR	LIVE
10	86654498		RAZBERI TECHNOLOGIES	TSDR	LIVE
11	86572160	4845111	THECRAZYGORILLA	TSDR	LIVE
12	86241315		RAZOR FIN	TSDR	LIVE
13	86456271		TEAM RAZER ESPORTS ELITE	TSDR	LIVE
14	86304917		RAZER	TSDR	LIVE
15	86228386		RAZOR CRAZY CART	TSDR	LIVE
16	86642811		RAZOR SHARP WEB DESIGN	TSDR	LIVE
17	86565882		RAZOR GANG	TSDR	LIVE
18	86691346		RAZORPAY	TSDR	LIVE
19	86691326		RAZORPAY	TSDR	LIVE
20	86477058		BRIMRAZOR	TSDR	LIVE
21	86587121		PRAZOR	TSDR	LIVE
22	86374337		TAILGRAZER	TSDR	DEAD
23	86460314		RAZOREDGE	TSDR	DEAD

TESS Search Tips

- Your TESS session will terminate if it is idle for 10 minutes
- When searching two or more terms, if no Boolean operator is specified, the system uses the OR operator

For example, (CAT FOOD)[BI] is equivalent to (CAT OR FOOD)[BI].

If the phrase "cat food" is sought, the search should read ("CAT FOOD")[BI]

TESS Search Tips

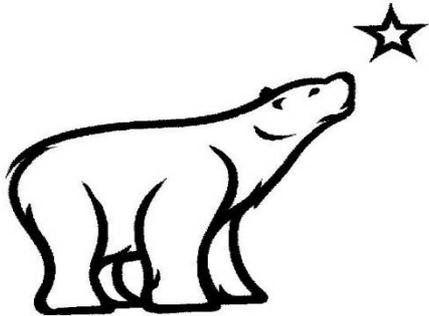
- **Do not include the apostrophe for contractions**

For example, search for the word DON'T by searching "DON T" or DON ADJ T.

- **Enter a numeric International Class in quotes with leading zeros**

For example, enter "032"[IC] to retrieve documents classified in International Class 32.

What if the Mark Includes a Design Element?



Design Search Code Manual

Select A Search Option

▶ Basic Word Mark Search (New User)

This option cannot be used to search design marks.

▶ Word and/or Design Mark Search (Structured)

This option is used to search word and/or design marks. **NOTE:** You must first use the [Design Search Code Manual](#) to look up the relevant Design Codes.

▶ Word and/or Design Mark Search (Free Form)

This option allows you to construct word and/or design searches using Boolean logic and multiple search fields. **NOTE:** You must first use the [Design Search Code Manual](#) to look up the relevant Design Codes.

The Design Search Code Manual may be accessed using the link on the first page of TESS (as shown above) or by entering the URL: <http://tess2.uspto.gov/tmdb/dscm/index.htm>.



Design Search Code Manual

Trademarks > USPTO Design Search Code Manual

USPTO Design Search Code Manual

[Trademark Home](#) [Keyword Search](#) [Table Of Contents](#) [Alpha. Index](#) [Browse Dict.](#) [Bottom](#) [Help](#)

Keyword Search

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- [INTRODUCTION](#)
- [GENERAL GUIDELINES](#)
- [DESIGN SEARCH CODE](#)
- [KEYWORD SEARCH](#)
- [APPENDIX - 2007 DESIGN CODE UPDATES](#)
- [ALPHABETICAL INDEX](#)

Design Search Code Manual

Please enter search criteria in the fields below:

Design code or keyword:

Section Display

Result Detail

Search for Plurals

All



Brief



Yes



[Trademark Home](#)

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[Browse Dict.](#)

[Help](#)

Design Search Results

Goto Alphabetical Index - B

Bears other than Panda bears 03.01.14

Bears, koala 03.01.14

Bears, polar 03.01.14

Black bears 03.01.14

Goto Alphabetical Index - C

Cats, dogs, wolves, foxes, bears, lions, tigers 03.01

Cats, dogs, wolves, foxes, or bears with forepaws resting on a shield, crest or other object 03.01.17

Costumed cats, dogs, wolves, foxes, bears and those with human attributes 03.01.26

Goto Alphabetical Index - G

Grizzly bears 03.01.14

Goto Alphabetical Index - H

Heads of cats, dogs, wolves, foxes, bears, lions, tigers 03.01.16

Goto Alphabetical Index - K

Koala bears 03.01.14

Goto Alphabetical Index - P

Panda bears 03.01.13

Polar bears 03.01.14

Polar scenery 06.09.06

Goto Alphabetical Index - S

Stylized cats, dogs, wolves, foxes, bears, lions, tigers 03.01.24

Goto Alphabetical Index - T

Teddy bears 21.01.11

Division 01.07 Globes of CATEGORY 01: CELESTIAL BODIES, NATURAL PHENOMENA, GEOGRAPHICAL MAPS

01.07.01 Globes with outlines of continents

01.07.02 Globes with meridians and parallel lines only.

01.07.04 Flattened or squashed globes

01.07.05 Globes held by a human

01.07.06 Globes forming human face or part of a human body

01.07.07 Globes with rings or orbits

01.07.08 Globes with bars, bands, or wavy lines, excluding meridian or parallel lines

Design Search Codes

TESS HOME NEW USER FREE FORM BROWSE DICT SEARCH OG BOTTOM HELP

WARNING: AFTER SEARCHING THE USPTO DATABASE, EVEN IF YOU THINK THE RESULTS ARE "O.K.," DO NOT ASSUME THAT YOUR MARK CAN BE REGISTERED AT THE USPTO. AFTER YOU FILE AN APPLICATION, THE USPTO MUST DO ITS OWN SEARCH AND OTHER REVIEW, AND MIGHT REFUSE TO REGISTER YOUR MARK.

View Search History:

Records Returned:

Plurals: *Quick Tips*

Search Term:

Field:

Operator

Search Term:

Field:

Enter design code with or without the periods.

Please logout when you are done to release system resources allocated for you.

Search Principles

1. Conduct a thorough search.
2. Search all forms of all the distinctive elements of the mark.
3. Search each distinctive element alone.
4. Search acronyms AND what they stand for.
5. Search all the legal word equivalents of terms.
6. Search component parts of individual terms when necessary.
7. Searches for marks consisting of two or more separate terms should be conducted so that the two terms would be retrieved whether they run together or are separate.
8. Search pictorial equivalents for distinctive terms and vice versa when appropriate.
9. Search all phonetic equivalents.
10. Search all English equivalents.

Applying Search Principles

- **Acronyms**

If mark is MVP, search MVP, "M V P", "MV P", "M VP", and "most valuable player"

- **Alternative spellings and homonyms**

WOOLY BEAR, WOOLLY BEAR, WOOLIE BEAR, WOOLLIE BEAR, WOOLIE BARE, WOOLLIE BARE, WOOLY BARE, WOOLLY BARE

- **Words that have the same or similar meanings**

GAS CITY or GAS TOWN

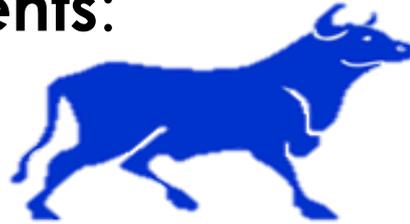
- **Legal word equivalents**

HOME vs. HOUSE

Applying Search Principles

- **Pictorial Equivalents:**

BLUE BULL vs



- **Phonetic Equivalents:**

FRESHN vs FRESHEN

TOUGH vs TUFF

LIGHT vs LITE

- **English Equivalents:**

BUENAS DIAS vs GOOD MORNING

Questions?



uspto

