

**UNITED STATES  
PATENT AND TRADEMARK OFFICE**



# Outreach Distribution Dashboard

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Patent Public Advisory Committee quarterly meeting

UNITED STATES  
PATENT AND TRADEMARK OFFICE



# New tracking system–The TODD



Home

Training and Outreach Distribution Dashboard

Home

Hub Definitions

Stakeholder Definitions

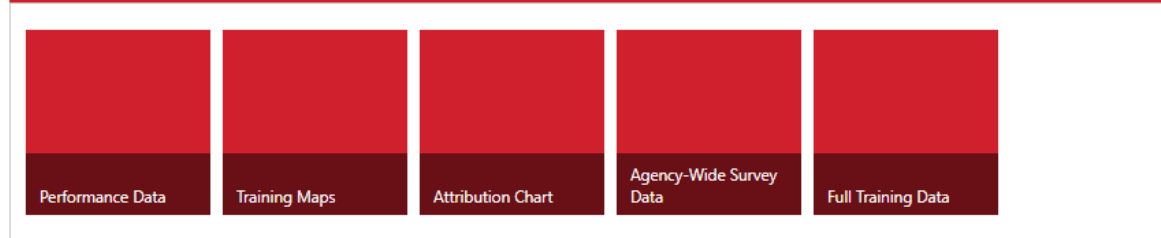
 EDIT LINKS

Site contents

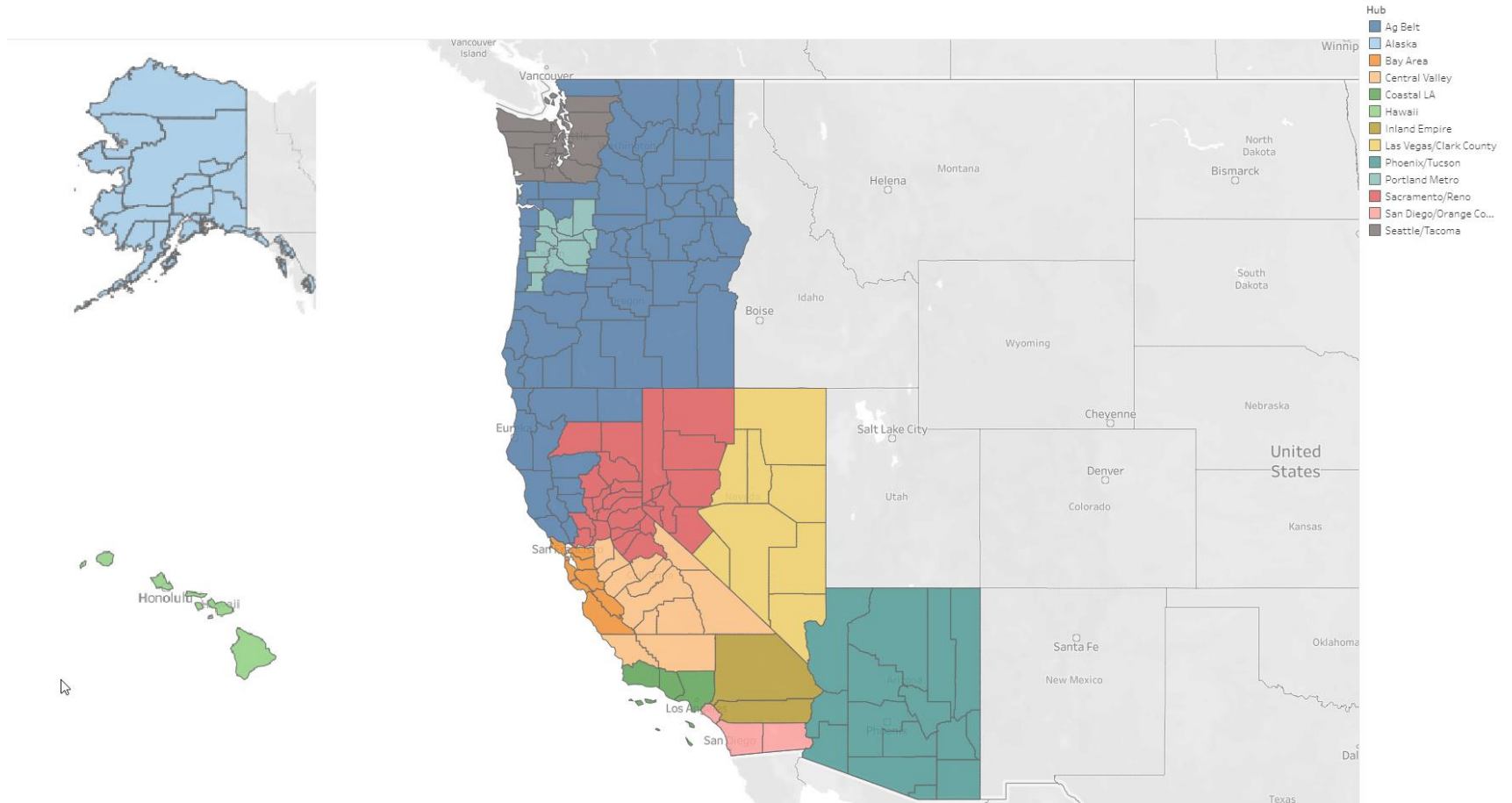
## Stakeholder Outreach



## Training Metrics



# Better geographic distribution through hubs



Geographically balanced training for stakeholders

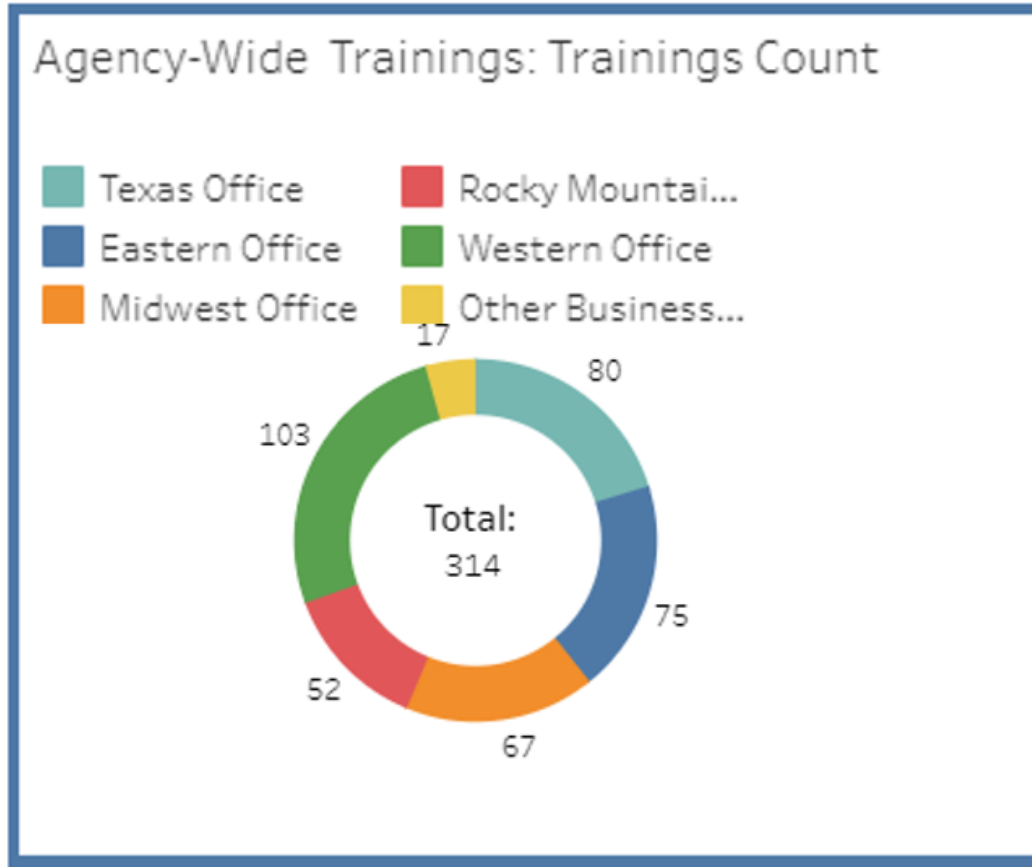
# **USPTO domestic training and tracking**

# Real-time, agency-wide training metrics

The screenshot displays the OUS Home dashboard. At the top left is the OUS logo, followed by the text 'Home' and a red button labeled 'Training and Outreach Distribution Dashboard'. A left-hand navigation menu includes 'Home', 'Hub Definitions', 'Stakeholder Definitions', 'EDIT LINKS', and 'Site contents'. The main content area is divided into two sections: 'Stakeholder Outreach' and 'Training Metrics'. The 'Stakeholder Outreach' section contains five red tiles with labels: 'Performance Data', 'Patent Outreach Tracker', 'Trademark Outreach Tracker', 'Pending Outreach', and 'Full Outreach Data'. The 'Training Metrics' section, indicated by a red arrow, contains five red tiles with labels: 'Performance Data', 'Training Maps', 'Attribution Chart', 'Agency-Wide Survey Data', and 'Full Training Data'.



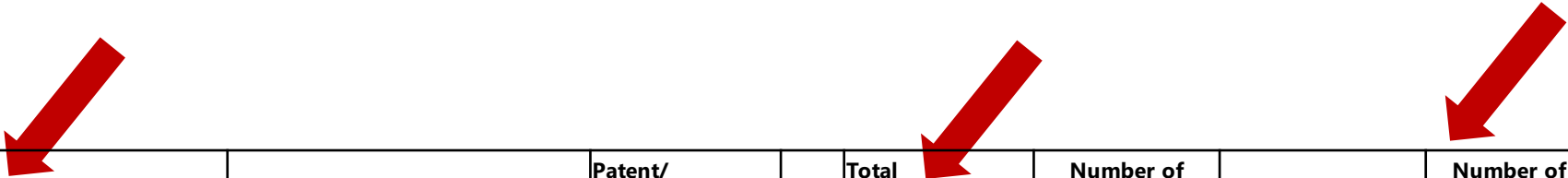
# Agency-wide event counter



FY 2021  
(Domestic YTD)



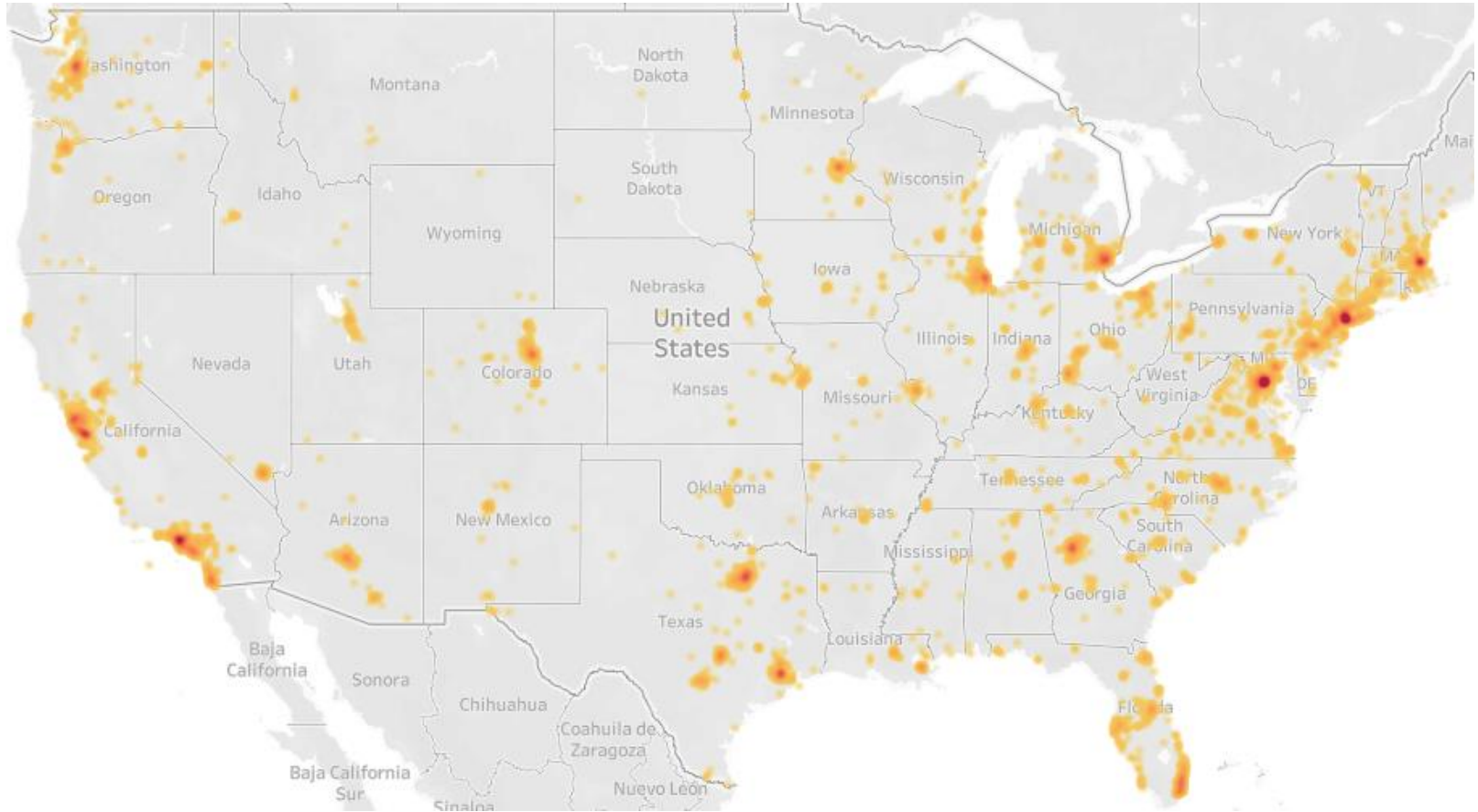
# Agency-wide tracking and attribution



<b>Originating Office</b>	<b>Event Title</b>	<b>Patent/ Trademark</b>	<b>Date</b>	<b>Total Registrations</b>	<b>Number of Regions</b>	<b>Number of States</b>	<b>Number of Hubs</b>
Office of Innovation Outreach (OIO)	Hispanic Entrepreneurs Program	Patent	10-07	379	5	31	43
	Veterans Program	Patent	10-27	430	5	42	53
Office of Policy and International Affairs (OPIA)	USPTO China IP Webinar: How the U.S. government can help companies protect and enforce their IP in China	Patent	10-20	900	5	47	60
<b>Grand Total</b>				<b>1709</b>	<b>5</b>	<b>50</b>	<b>61</b>

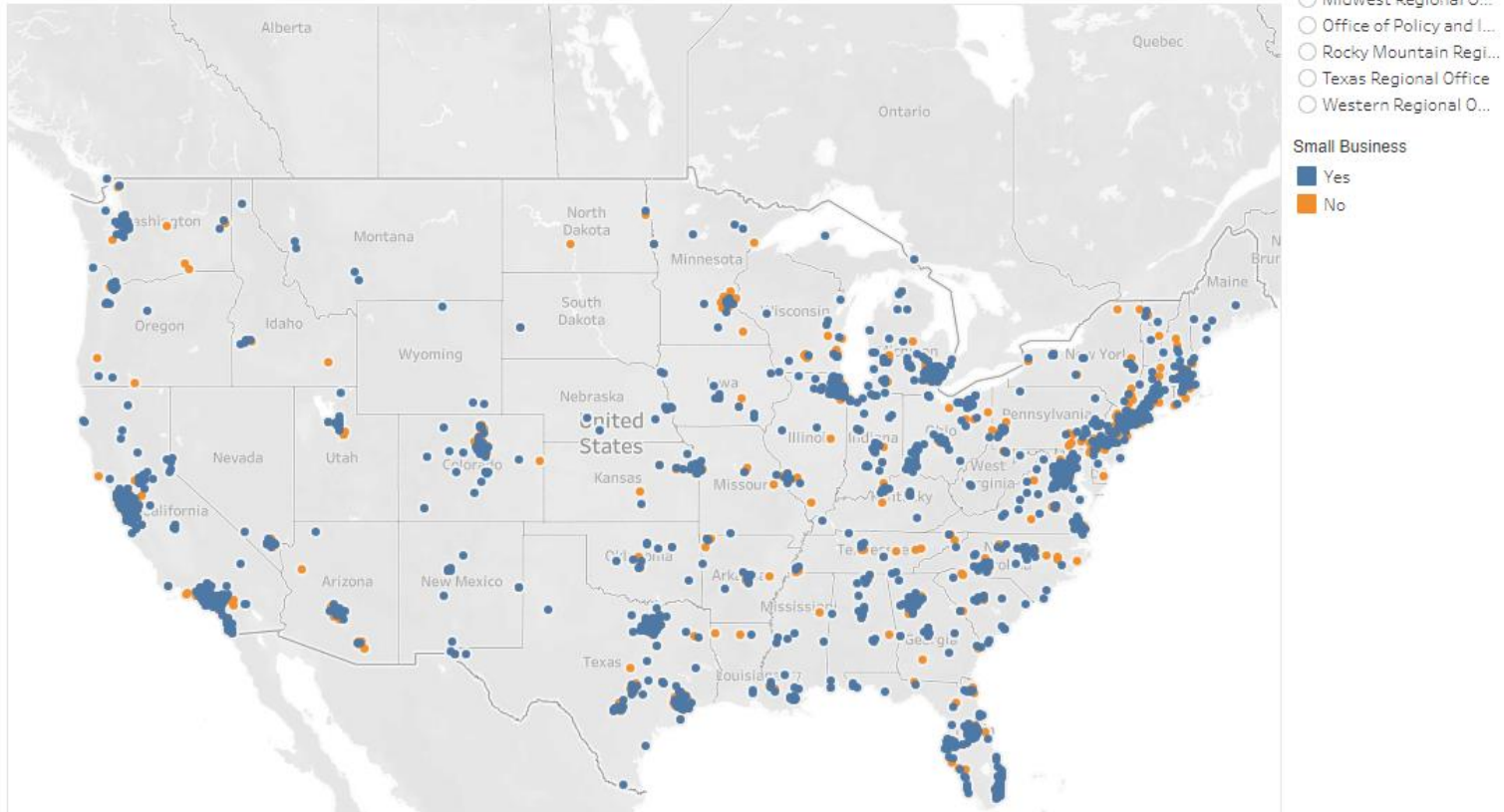


# Registration geographic distribution by zip code



# Small business registrations

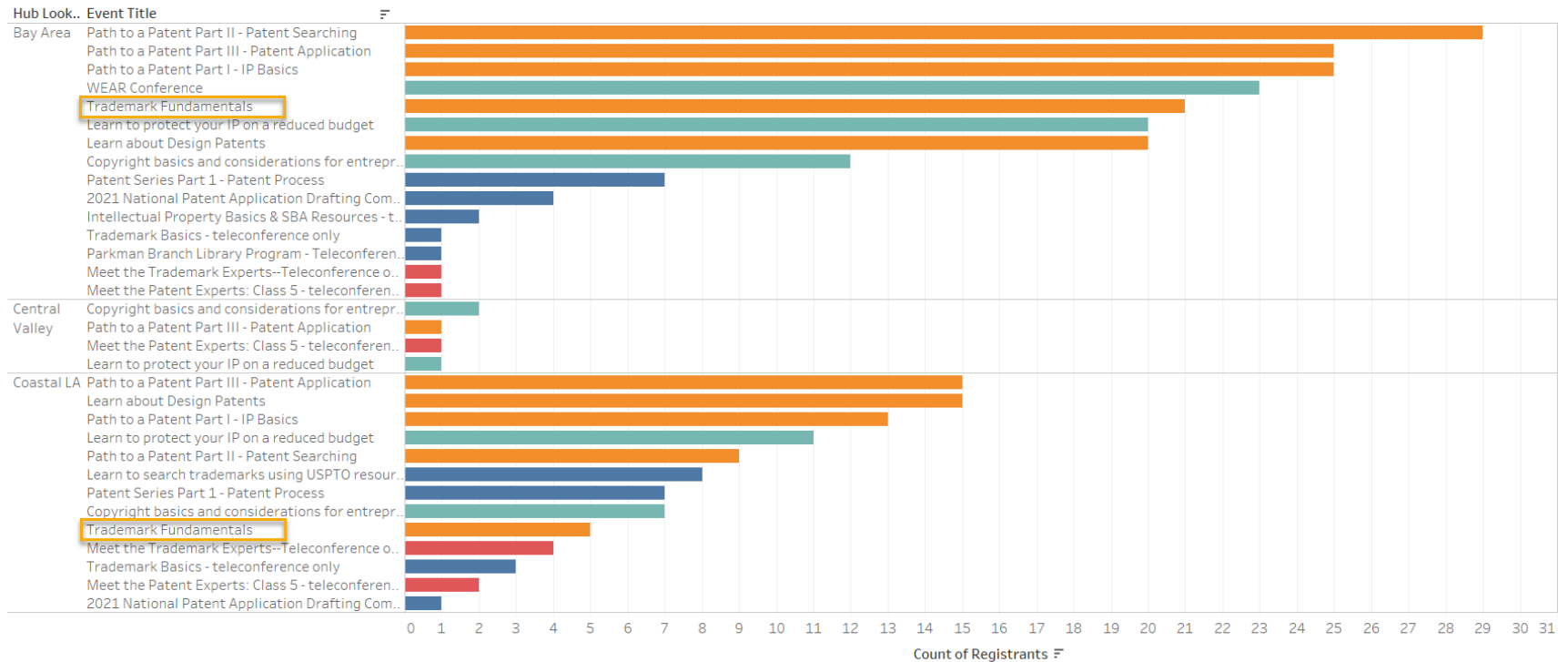
Which registrants represent an organization with **fewer than 500 employees**, and which represent an organization with **more than 500 employees**?



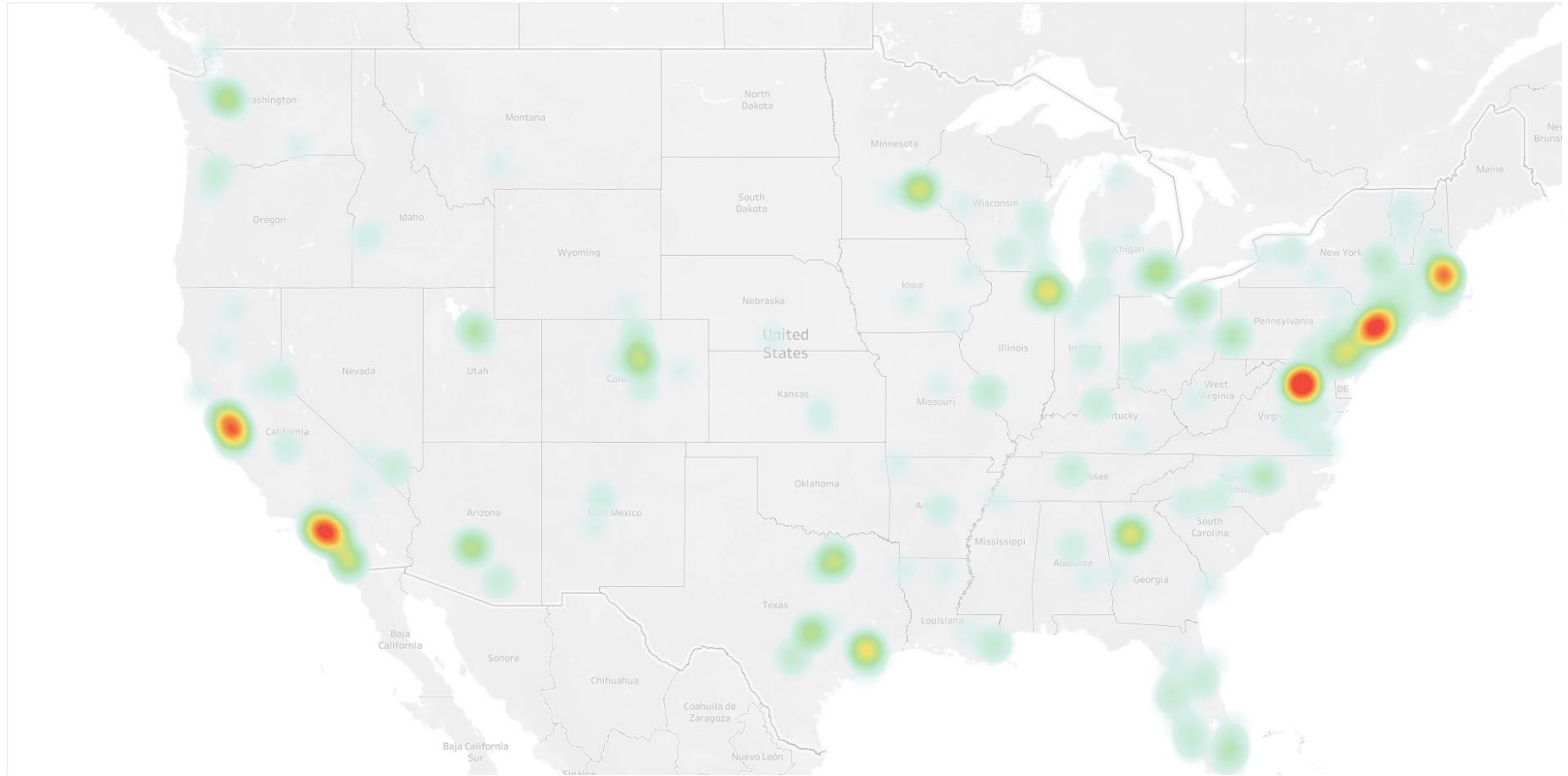
# Geographic tracking for improved distribution

## Hub and Events

From the WRO hubs, which events did people participate in?

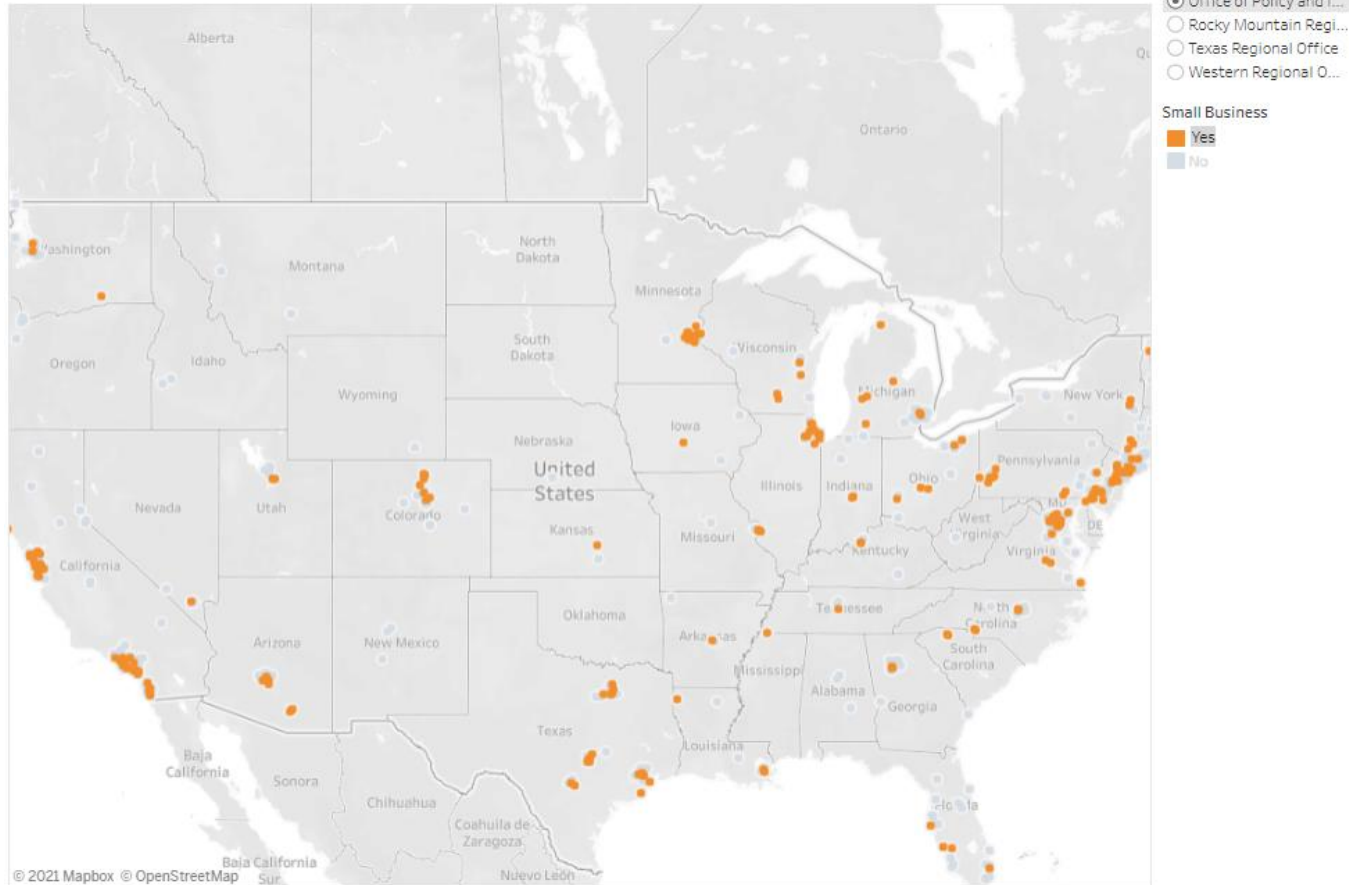


## USPTO China IP Webinar - Event Registration (Heat Map)



## USPTO China IP Webinar - Event Registration

Which registrants represent an organization with **fewer than 500 employees**, and which represent an organization with **more than 500 employees**?

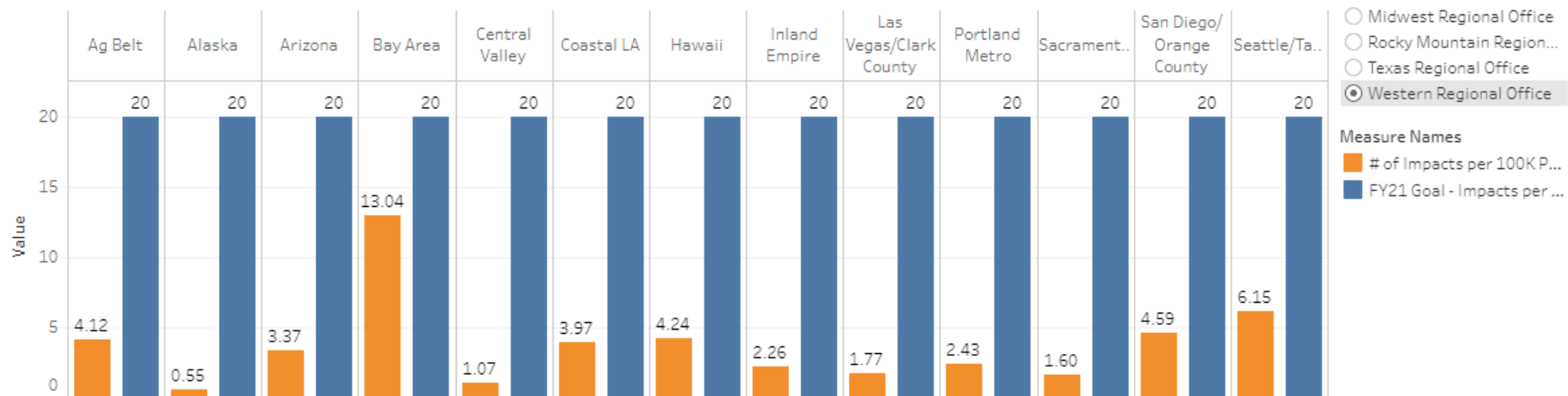


# Balanced training efforts across geographies

FY21 Agency-Wide Registrations and Impacts per 100K. Monthly Update (as of 1/31/2021).

Select Regional Office to Update and see Regional Metrics

Number of Registrations by Hub - Impacts per 100K\*

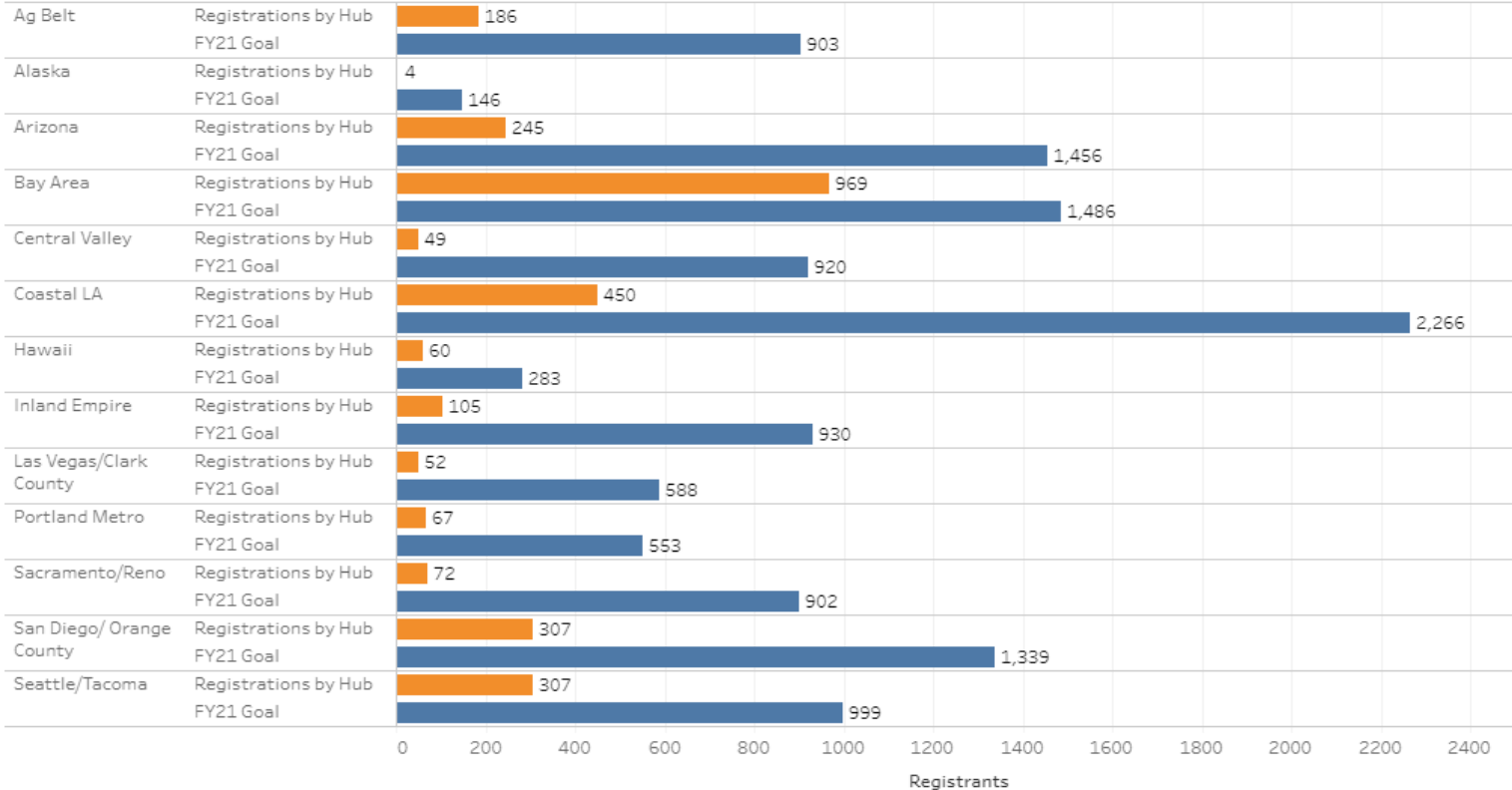


# Real-time tracking of balanced distribution

FY21 Number of Registrations and Regional Hub Goals. Monthly Update (as of 1/31/2021)

Agency-Wide attendee registration data

Hub Lookup



Regional Office Represented

- Eastern Regional Office
- Midwest Regional Office
- Rocky Mountain Regional Office
- Texas Regional Office
- Western Regional Office

Measure Names

- Registrations by Hub
- FY21 Goal

High-quality, balanced feedback from stakeholders

# **USPTO outreach tracking**



# Outreach metrics



Home

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Site contents

## Stakeholder Outreach



Performance Data

Patent Outreach Tracker

Trademark Outreach Tracker

Pending Outreach

Full Outreach Data

## Training Metrics

Performance Data

Training Maps

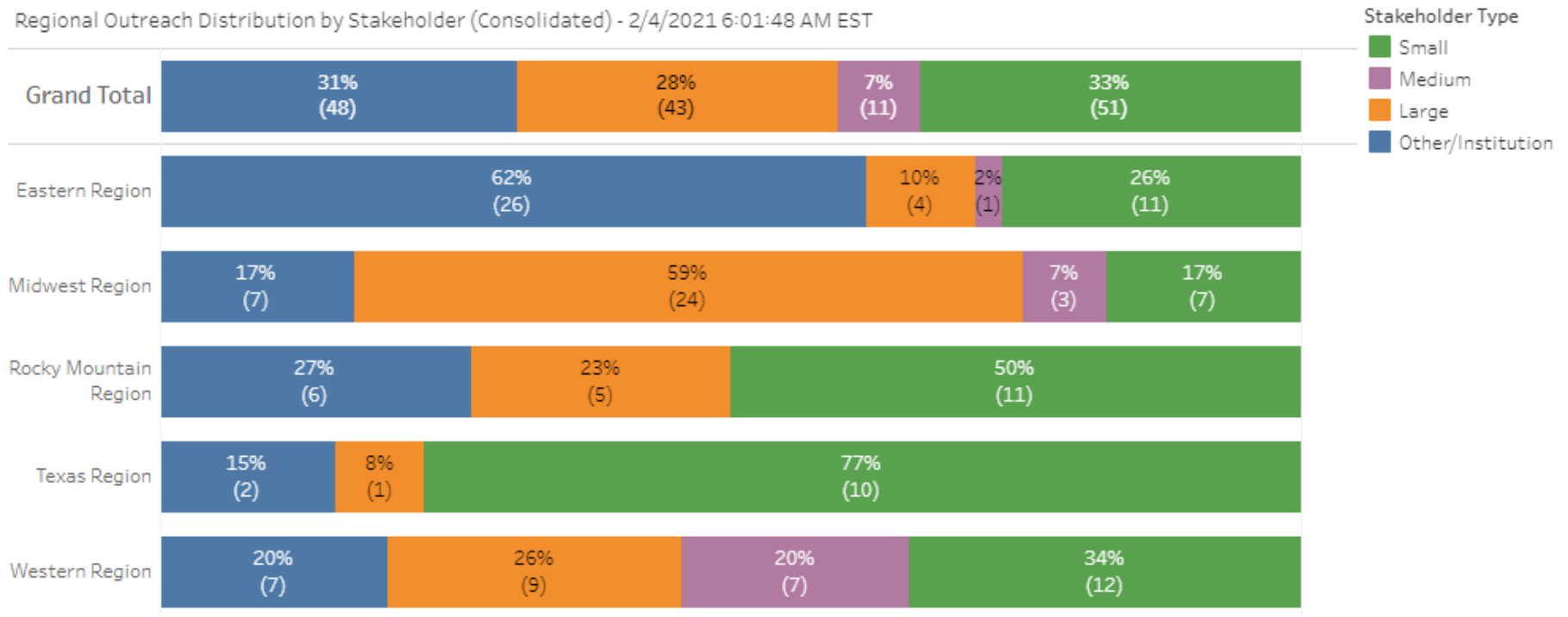
Attribution Chart

Agency-Wide Survey Data

Full Training Data

# Balanced feedback by stakeholder size

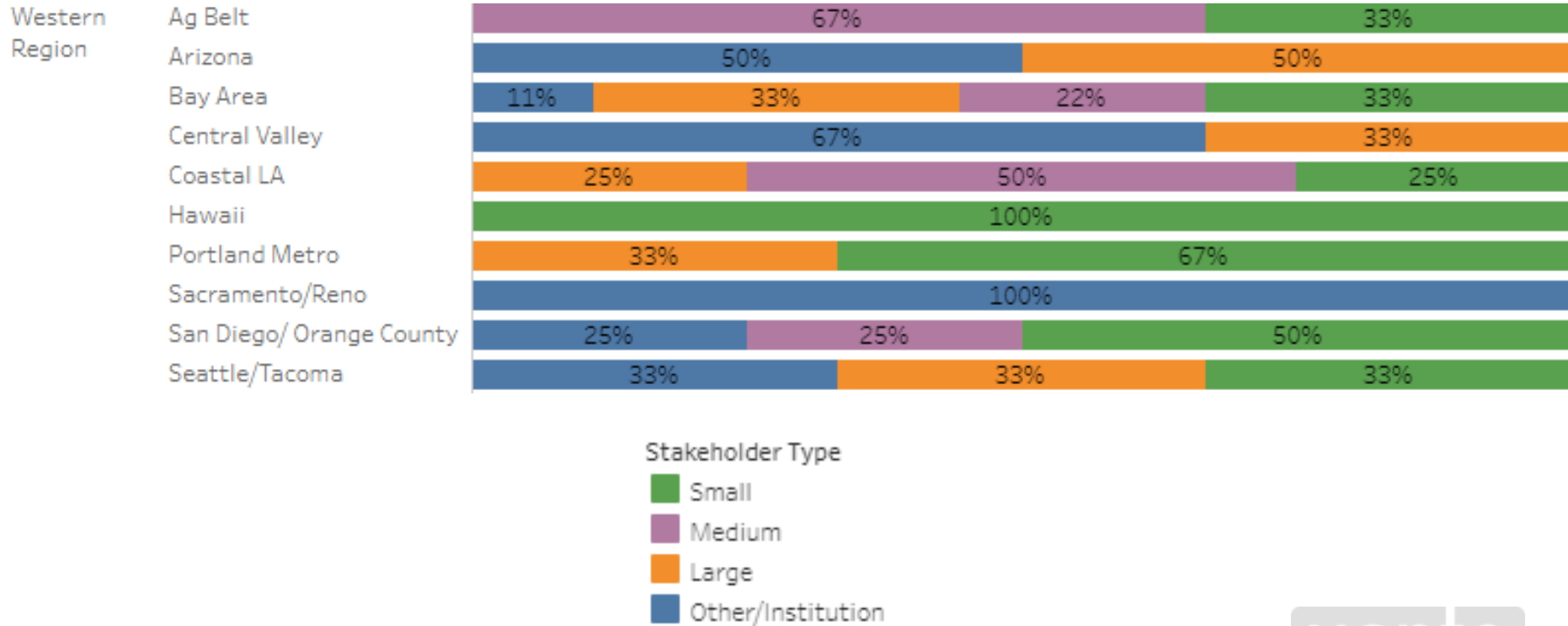
Regional Outreach Distribution by Stakeholder (Consolidated) - 2/4/2021 6:01:48 AM EST



- Large > 1500 employees
- Medium > 500 and <= 1500 employees
- Small business concerns (SBCs) <= 500 employees
- Institutions and others – Universities, non-profits, government



# Balanced long-term geographic feedback





# Thank you!

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