

UNITED STATES  
PATENT AND TRADEMARK OFFICE



# Transitioning from TEAS to Trademark Center

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UNITED STATES  
PATENT AND TRADEMARK OFFICE ®

# Transitioning from TEAS to Trademark Center

- Reminders:
  - This session is being recorded.
  - The slides will be emailed after the presentation.
  - Captioning is available.
  - Post your questions to the Q&A box.

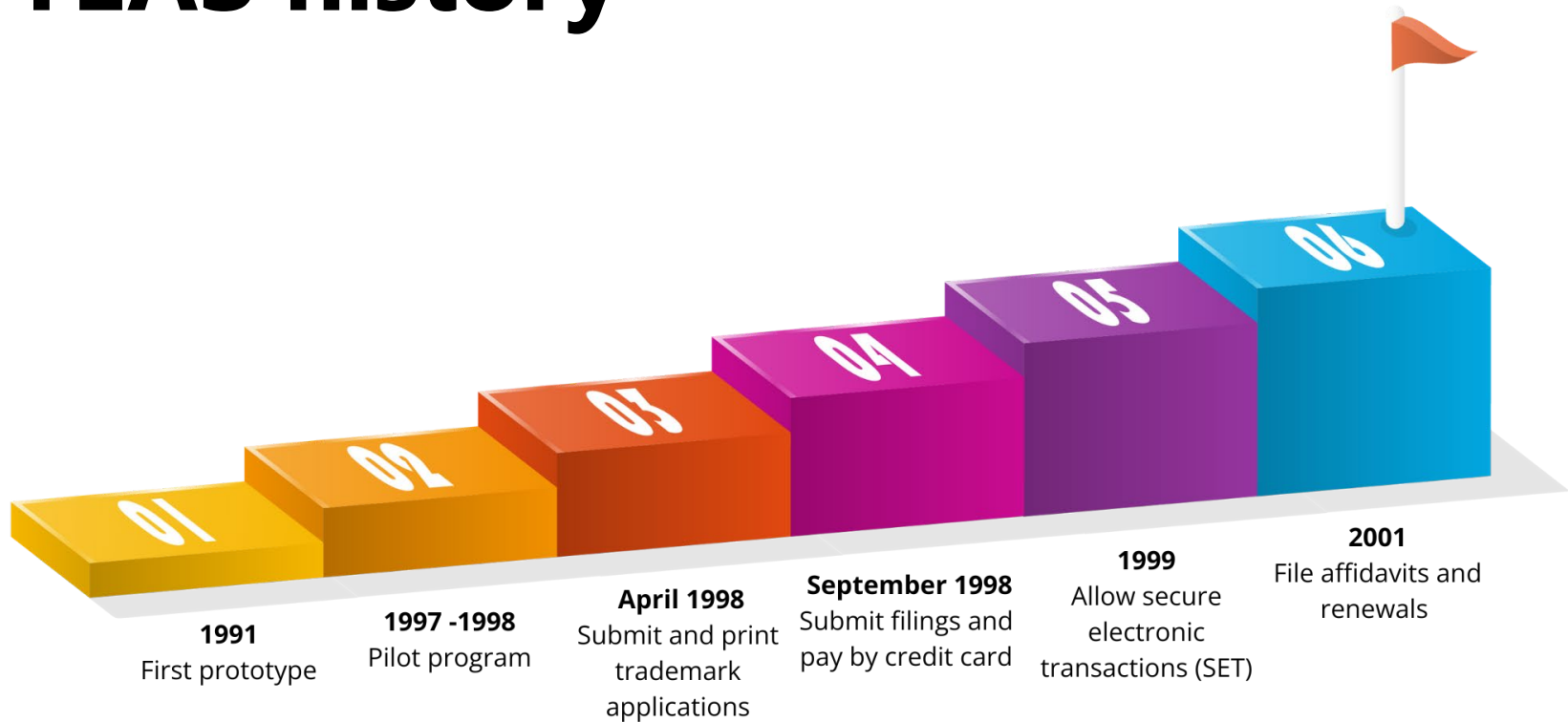
# Discussion topics

- Trademark Electronic Application System (TEAS) history
- Trademark Center development
- Trademark Center demonstration
- Q&A session

Discussion topic

# **TEAS history**

# TEAS history





# TEAS history (cont'd. 2)

- TEAS challenges
  - Technology now outdated and difficult to maintain
  - Lack of modern features
    - Difficult to read, edit, and navigate
    - No autosave capability
    - No continuous fee calculation or summary

Discussion topic

# **Trademark Center development**





# Trademark Center development

- Stakeholders influence development
  - Filing system designed with valuable feedback from attorneys, paralegals, entrepreneurs, and business owners
    - TEAS surveys
    - One-on-one interviews
    - Trademark Center feedback



# Trademark Center feedback

- Ways to provide feedback
  - Complete the survey
  - Feedback link on Trademark Center webpage
  - Feedback button embedded in Trademark Center
  - Sign up to be a customer experience volunteer





# Trademark Center improvements

- Trademark Center updates
  - Application preview feature
  - Increased character limits
  - Easy-to-read filing receipts
  - Continuous fee calculation and summary

Discussion topic

# **Trademark Center demonstration**

# Trademark Center demonstration (1 of 8)

The screenshot shows the MyUSPTO website interface. At the top, there is a navigation bar with the USPTO logo on the left and links for Patents, Trademarks, Fees and payment, Contact Us, MyUSPTO, and Sign in on the right. Below the navigation bar, the text "MyUSPTO" is displayed in a large, bold font. Underneath, a paragraph explains that MyUSPTO is a single place to manage intellectual property portfolios, track patent applications, check trademark registrations, and access services. Two buttons are provided: "Log in with your USPTO.gov account" (a dark blue button) and "Create a USPTO.gov account" (a light blue button). The footer of the page features the USPTO logo and the text "UNITED STATES PATENT AND TRADEMARK OFFICE" on the left, and a circular seal on the right.

An official website of the United States government [Here's how you know](#) ▾

uspto Patents ▾ Trademarks ▾ Fees and payment ▾ Contact Us ▾ MyUSPTO Sign in

## MyUSPTO

MyUSPTO is a single place for you to actively manage your intellectual property portfolio. Track patent applications and grants, check trademark registrations and statuses, and access our services in your personalized USPTO gateway.

I have an account

I need an account

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# Trademark Center demonstration (2 of 8)

The screenshot shows the USPTO website's Trademark Center. The header includes the USPTO logo and navigation links for About Us, Jobs, Contact Us, and MyUSPTO. A search bar is present with the text 'Search uspto.gov'. The main navigation bar features links for Patents, Trademarks, IP Policy, and Learning and Resources, along with a 'Find It Fast' button. The breadcrumb trail reads: Home > Trademarks > Apply > Identity verification for trademark filers.

**Main menu**

- Patents
- Trademarks
- IP Policy
- Learning and Resources
- About Us
- Jobs
- Contact Us
- MyUSPTO

**Verify your identity**

- Trademark sponsorship tool**
- Trademark user roles
- Trademark sponsorship tool guide

## Identity verification for trademark filers

To protect our customers from scams and fraudulent activities, the United States Patent and Trademark Office (USPTO) requires identity verification for USPTO.gov account holders who use our trademark filing systems. To complete this one-time process, customers can choose to verify their identities through a [paper identity verification](#) process or online via ID.me. In addition to verifying their identity, legal professional support staff, such as paralegals, must be [sponsored](#) by a verified attorney before they can access trademark filing systems.

If you have a filing deadline today and can't verify your identity in time, [read our instructions for submitting documents by fax](#).

[Expand all](#) | [Collapse all](#)

- > Who needs to verify their identity?
- > Selecting your user role
- > Paper verification
- > Online verification
- > ID.me and your privacy
- > Sponsoring legal support staff

### Common questions

# Trademark Center demonstration (3 of 8)

[Home](#) > [Trademarks](#) > [Apply](#) > Trademark user roles

## Main menu

[Patents](#)

[Trademarks](#)

[IP Policy](#)

[Learning and Resources](#)

[About Us](#)

[Jobs](#)

[Contact Us](#)

[MyUSPTO](#)

[Identity verification for trademark filers](#)

[Trademark Verified USPTO.gov Account Agreement](#)

## Trademark user roles

User roles determine how you'll use the Trademark Electronic Application System (TEAS) and what verification options you need.

It's important that you select the correct user role to associate with your USPTO.gov account, as making submissions under an improper user role violates the [Trademark Verified USPTO.gov Account Agreement](#).

The following user roles are available for customers using the Trademark Electronic Application (TEAS), Trademark Center beta, or TTAB Center beta:

- A **trademark owner** can file anything they need to on their own applications and registrations if they are unrepresented, or they can appoint an attorney to handle these matters for them.
- A **U.S.-licensed attorney** can file all documents for their clients and can also sponsor support staff and paralegals to work under their supervision.
- A **Canadian attorney/agent** can file certain permitted documents for their clients and can also sponsor support staff and paralegals to work under their supervision.
- **Attorney support staff** can assist with filing documents for clients, but must be sponsored by a verified attorney to do so.
- An **interested party** can access the TTAB Center beta if they aren't otherwise eligible for the role of trademark owner, U.S.-licensed attorney, Canadian attorney/agent, or attorney support staff. Currently, this role is a beta feature and can't be used in TEAS or Trademark Center beta.

# Trademark Center demonstration (4 of 8)

**uspto** Patents Trademarks Fees and payment Contact Us MyUSPTO KYLE INGRAM

## MyUSPTO

Home + Help Home actions

### TRADEMARK FORM FINDER BETA

Search

- File an application
- Respond to correspondence from the USPTO
- Respond to a Notice of Allowance
- Make changes to your application
- File documents after your mark is registered to maintain or change your registration
- Change an address
- Change attorney or domestic representative information
- Respond to a Notice of Abandonment
- File a petition
- File forms related to the Madrid Protocol
- File an appeal, opposition, or cancellation with the TTAB
- Record an assignment for ownership transfers or changes in name, entity type, or citizenship

[All trademark forms](#)

### ANNOUNCEMENTS

### PATENT ALERTS

**USPTO extends deadline for comments on patent subject matter eligibility guidance update**  
September 16, 2024, 12:02 PM ET

**Learn how to file DOCX documents in your patent applications**  
September 9, 2024, 9:17 AM ET

**Celebrating 25 years of USPTO's Public Advisory Committees**  
September 5, 2024, 5:30 PM ET

[Get alerts via email](#)

### PATENT TRIAL AND APPEAL BOARD ALERTS

**Join our next Boardside Chat to learn about discovery in AIA proceedings**  
September 12, 2024, 2:06 PM ET

**USPTO Patent Trial and Appeal Board launches Education Clinic to answer questions about PTAB proceedings**  
September 3, 2024, 11:31 AM ET

**Learn about new one-on-one educational meetings with former PTAB judges**  
August 10, 2024, 10:37 AM ET

### TRADEMARK ALERTS

**Get ready for the transition from TEAS to Trademark Center**  
September 9, 2024, 1:45 PM ET

**Celebrating 25 years of USPTO's Public Advisory Committees**  
September 5, 2024, 5:30 PM ET

**Announcing a new filing functionality for Trademark Trial and Appeal Board customers**  
August 29, 2024, 12:13 PM ET

[Get alerts via email](#)

### TRADEMARK DOCKET

[Manage docket](#)

Each collection allows you to store and monitor up to 1000 applications and registrations. You can create as many collections as you need.

[Create a new collection](#)

### TRADEMARK OFFICIAL GAZETTE WATCH BETA

You can save the searches you routinely perform in the Trademark Official Gazette as **watches**.



# Trademark Center demonstration (5 of 8)

The screenshot displays the MyUSPTO Trademark Center interface. A modal window titled "Create a collection" is open, showing the "Enter a name for the collection" step. The modal includes a text input field for the collection name, which contains "Application List 1", and a "Notes" text area. Below the input fields, there is a note: "Only letters and numbers are allowed. Examples: Owner, company, law firm, or attorney." The modal also features "Cancel" and "Next" buttons. The background interface shows the "TRADEMARK FORM FINDER" section with a search bar and a list of actions such as "File an application", "Respond to correspondence from the USPTO", and "File documents after your mark is registered to maintain or change your registration". There are also sections for "PATENT TRIAL AND APPEAL BOARD ALERTS" and "TRADEMARK DOCKET".

# Trademark Center demonstration (6 of 8)

The screenshot displays the USPTO MyUSPTO Trademark Center interface. A modal window titled "Create a collection" is open, showing the "Add trademark items to the Application List 1 collection. (Optional)" step. The modal includes a search input field with the example text "e.g. 78787878; 72131351;" and a "Search" button. Below the input field, a note states: "A U.S. serial number consists of 8 or less numerical digits with no alphabetical characters and separated by a space or semicolon." The modal also features "Back" and "Complete" buttons. The background interface shows a navigation menu on the left with options like "File an application" and "Respond to a Notice of Allowance". The main content area displays several announcements, including "Celebrating 25 years of USPTO's Public Advisory Committees" and "PATENT TRIAL AND APPEAL BOARD ALERTS". A "TRADEMARK DOCKET" section is also visible, along with a "Create a new collection" button.

# Trademark Center demonstration (7 of 8)

The screenshot shows the USPTO website's Trademark Center beta application page. At the top, the USPTO logo and navigation links (About Us, Jobs, Contact Us, MyUSPTO) are visible. A search bar is present. The main navigation menu includes Patents, Trademarks, IP Policy, and Learning and Resources. The breadcrumb trail is Home > Trademarks > Apply > Apply online. The main heading is "Trademark Center beta is here" with a green button labeled "Trademark Center beta". Below this, a paragraph explains the launch of the beta system and the option to use either the beta or the TEAS system until early January 2025. A link is provided for more information. On the left, an "Application process" sidebar lists: Search our trademark database, Apply online (highlighted), Disclosure of public information, Checking application status & viewing documents, Responding to office actions, and Abandoned applications. The main content area features a large "Apply online" heading and a yellow callout box with a clock icon stating: "We are currently examining new applications submitted between: January 30, 2024 - February 13, 2024. For average Trademark filing wait times, visit the Current wait times webpage." Below this is a "Log in to access forms" section with instructions on how to access forms, including links to create a USPTO account and verify identity.

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About Us | Jobs | Contact Us | MyUSPTO

Search uspto.gov

Patents Trademarks IP Policy Learning and Resources Find It Fast

Home > Trademarks > Apply > Apply online

## Trademark Center beta is here

[Trademark Center beta](#)

We launched Trademark Center beta, a new system designed to improve your filing experience. You can use the beta version of Trademark Center to apply to register your trademark. You have the option to apply to register your trademark in either Trademark Center beta or the Trademark Electronic Application System (TEAS) until early January 2025. The cost to file remains the same in both systems.

For more information, visit our [Trademark Center page](#).

### Application process

- Search our trademark database
- Apply online**
- Disclosure of public information
- Checking application status & viewing documents
- Responding to office actions
- Abandoned applications

## Apply online

We are currently examining **new applications** submitted between:  
**January 30, 2024 - February 13, 2024**  
For average Trademark filing wait times, visit the [Current wait times webpage](#).

### Log in to access forms

Select the type of form listed below for direct links to TEAS and TEASi forms. You will need to [create a USPTO.gov account](#) with two-step authentication and [verify your identity](#) before you can log in to access the forms. You can preview the

# Trademark Center demonstration (8 of 8)

The screenshot shows the USPTO Trademark Center Beta website. The header includes the USPTO logo, navigation links for Patents, Trademarks, Fees and payment, Contact Us, MyUSPTO, and Sign in. The main navigation bar contains Home, Start application, Drafts and docket, Find resources, and Help. The main content area features a search section, an actions grid, and a helpful resources section.

**uspto** Patents Trademarks Fees and payment Contact Us MyUSPTO Sign in

**Trademark Center** Beta

Home Start application Drafts and docket Find resources Help

### Search the trademark database

[Search the USPTO's trademark database](#) to see if any trademark has already been registered or applied for that is similar to your trademark, used on related products or related services or is live.

### Actions

- New application**  
Start a new trademark application
- View trademarks docket**  
View and manage all your applications and registrations in one place

### Helpful trademark webpages and resources

- Forms (TEAS)**  
Find all TEAS and TEASi forms to make specific filings in one convenient listing.
- Trademark basics**  
Learn about the application requirements and registration process in this easy-to-understand guide for beginners
- Trademark fee information**  
Determine the different costs associated with filing a new application and maintaining registrations

# TEAS

## Current webpage to begin application

Checking application status & viewing documents

Responding to Office actions

Abandoned applications

Ordering certified documents

Trademark Trial and Appeal Board

### Apply online

We are currently examining new applications submitted between:  
**October 20, 2022 - November 03, 2022**  
For average Trademark filing wait times, visit the [Current wait times webpage](#).

#### Log in to access forms

Select the type of form listed below for direct link to TEAS and TEASi forms. You will need to [create a USPTO.gov account](#) with two-step authentication and [verify your identity](#) before you can log in to access the forms. You can preview the forms without logging in on our [form previews](#) page.

For the latest information or to create a USPTO.gov account, review the [Log in to TEAS and TEASi page](#).

#### Identity verification

In January 2022, USPTO.gov account holders who use TEAS and TEASi were able to begin verifying their identity through a secure, online system. **As of August 6, 2022, identity verification is mandatory** for USPTO.gov account holders to file through TEAS and TEASi. For more information, see [Identity verification for trademark filers](#).

#### First time?

[Get basic information before filing](#) to avoid mistakes that cost you time, money, and potentially your legal rights.

#### Already know which forms you need?

Go to the [index of all TEAS forms](#).

#### Processing wait times

Check the [current processing wait times](#) to find out how long your trademark filing could take. Filing your initial application, response form, and post-registration accurately can speed up the process. You can help by reading these tips on [avoiding processing delays](#).

#### 1. Initial application forms

- Apply for a trademark/service mark on the Principal Register or a trademark/service mark on the Supplemental Register.

#### Identity verification for trademark filers

Trademark filers can verify their identity and authenticate their USPTO.gov account using a secure, one-time process.

#### Disaster guidance for trademark customers

Get guidance for trademark customers who have been affected by a widespread disastrous event.

#### USPTO rule makes electronic filing mandatory for trademark submissions

Explanation of the mandatory electronic filing rule change for Trademarks.

## Trademark Center



# Trademark Center

## Easier to know where to start

### Trademark Center beta landing page

Unofficial website of the United States government. Here's how you know.

uspto

Patents • Trademarks • Fees and payment • Contact us • MyUSPTO • Brian Hunt

### Trademark Center <sup>Beta</sup>

Home • Start Application • Manage applications and registrations • Find resources • TM Center help

#### Search the trademark database

Search the [USPTO's trademark database](#) to see if any trademark has already been registered or applied for that is similar to your trademark, used on related products or related services or is live.

#### Actions

- New application**  
Start a new initial trademark application
- My trademarks docket**  
View and manage all your applications and registrations in one place

#### Helpful trademark webpages and resources

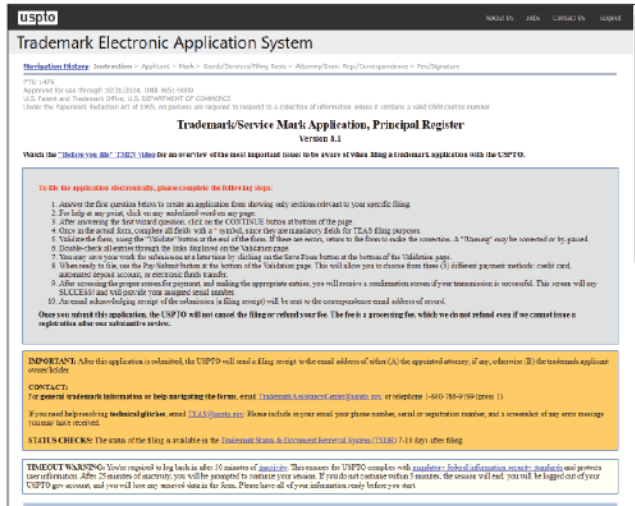
- Forms (TEAS)**  
Find all TEAS and TEASi forms to make specific filings in one convenient listing
- Trademark basics**  
Learn about the application requirements and registration process in this easy-to-understand guide for beginners
- Trademark fee information**  
Determine the different costs associated with filing a new application and maintaining registrations

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BROWSE BY TOPIC ABOUT THIS SITE USPTO BACKGROUND FEDERAL GOVERNMENT

# TEAS

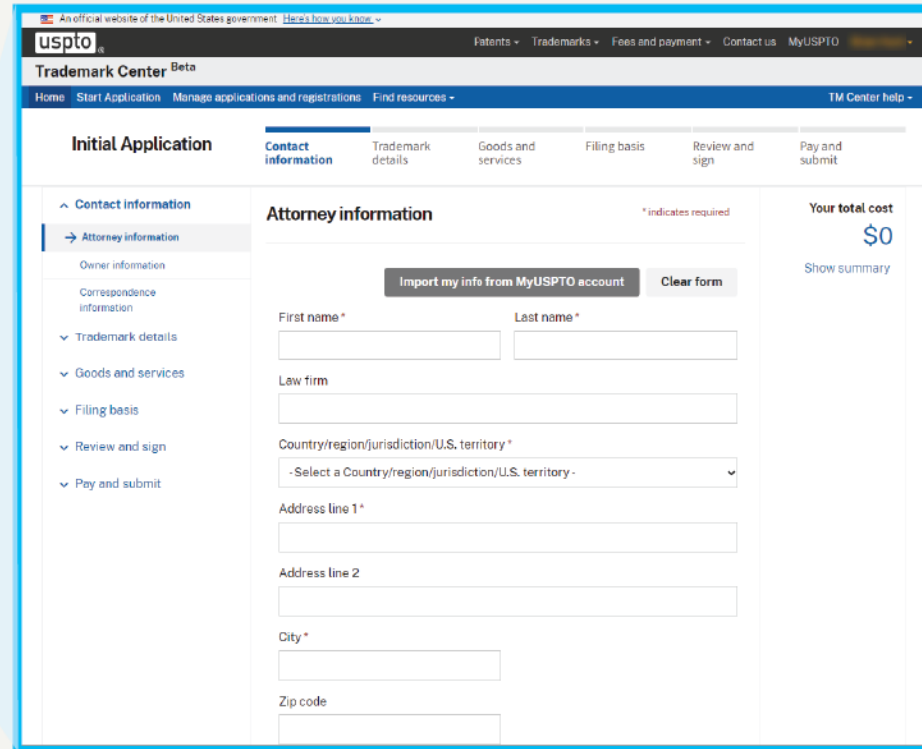
## First page of TEAS initial application



The screenshot shows the USPTO Trademark Electronic Application System (TEAS) interface. The header includes the USPTO logo and navigation links for ABOUT US, FEES, CONTACT US, and LOGOUT. The main heading is "Trademark Electronic Application System". Below this, there is a breadcrumb trail: "Introduction > Applicant > Mark > Goods/Services/Filing Basis > Attorney/Agent, Reg./Correspondence > Fee/Payment". A notice from the PTO is displayed, followed by the title "Trademark/Service Mark Application, Principal Register, Version 3.1". A warning message states: "Watch the 'BROKEN LINK' (BRL) (BRO) for an overview of the most important issues to be aware of when filing a trademark application with the USPTO." A list of 10 steps for applicants is provided, covering everything from filling out the application to paying the fee. An "IMPORTANT" notice follows, along with contact information and status checks. A "TIMEOUT WARNING" is at the bottom, indicating a 20-minute session limit.

# Trademark Center (cont'd.)

## Improved design and navigation First page of Trademark Center initial application



The screenshot shows the USPTO Trademark Center Beta interface. The header includes the USPTO logo and navigation links for Patents, Trademarks, Fees and payment, Contact us, and MyUSPTO. The main heading is "Trademark Center Beta". Below this, there is a breadcrumb trail: "Home > Start Application > Manage applications and registrations > Find resources > TM Center help". A navigation menu includes "Initial Application", "Contact information", "Trademark details", "Goods and services", "Filing basis", "Review and sign", and "Pay and submit". The "Initial Application" section is expanded, showing a list of steps: "Contact information", "Attorney information", "Owner information", "Correspondence information", "Trademark details", "Goods and services", "Filing basis", "Review and sign", and "Pay and submit". The "Attorney information" section is highlighted, showing a form with fields for "First name", "Last name", "Law firm", "Country/region/jurisdiction/U.S. territory", "Address line 1", "Address line 2", "City", and "Zip code". A "Your total cost" section shows "\$0" and a "Show summary" link. A "Import my info from MyUSPTO account" button and a "Clear form" button are also visible.

## Trademark Center



# TEAS

Multi-step save only available from Validation page

## Trademark Center



# Trademark Center (cont'd. 2)

Save drafts at any time in the platform  
Draft autosave and manual save on each page

Discussion topic

# **Q&A session**





DISCLAIMER: References to particular trademarks, service marks, certification marks, products, services, companies, or organizations are for illustrative and educational purposes only and do not constitute or imply endorsement by the U.S. government, the U.S. Department of Commerce, the U.S. Patent and Trademark Office, or any other federal agency.