SEARCHING TRADEMARKS ON THE U.S. PATENT AND TRADEMARK OFFICE

U.S. TRADEMARK Electronic Search System (TESS)

(www.uspto.gov)

1. Click on **Trademarks.**

2. Click on **Search pending and registered trademarks.**

3. Click on **New Use Form Search (Basic).**
*(For more complex searches such as design codes or goods and services or description of marks, please choose **STRUCTURED SEARCH** or **FREE FORM SEARCH**.*

4. In the **Search Term** Box, type in trademark words such as *my first pillow.*

- Search for unique words. Leave out generic words like “the”, “company”, “inc.”, and “com”.
- Be creative with your search terms. Vary the spelling: “high hat” and “hy hatt”.
- Combine two words into one or separate one word into two: birthright and “birth right”.

5. Click on **Submit Query**.

6. To view a particular trademark, click on the highlighted trademark in the column below **Word Mark**. The “live/dead” indicator tells you whether the trademark is active or inactive. If a particular trademark has an image, it will be displayed. You can check more details on current status by clicking on **TARR (Trademark Applications and Registrations Retrieval) Status** immediately to the top left of the display.

7. To print, select **print** from the file menu. Select the number of pages you want to print and hit **ok**.

8. If you have any questions, please ask for assistance at the San Francisco Public Library Government Information Reference Desk at (415) 557-4500.

Before you begin your search be sure to consult Basic Facts about Trademarks at http://www.uspto.gov/web/offices/tac/doc/basic/index.html and Trademark : Legal Care for your Business and Product Name at the San Francisco Public Library 346.0488 EL42t.

State Trademarks
The CD-ROM for searching all 50 states is at the reference desk. State of California registration forms are also at the desk or at the California Secretary of State web site: http://www.ss.ca.gov/business/ts/ts_formsfees.htm

Classes of Goods and Services
Trademark Acceptable Identification of Goods and Services Manual (Patent & Trademark Center or USPTO web site http://tess2.uspto.gov/netahtml/tidm.html. For brief listings*: The Trademark Register* (Patent & Trademark Center) and *Basic Facts about Trademarks* (reference desk).

Design or Logo Search
Ask at the reference desk for help using the *Design Search Code Manual*. It is also available at http://tess2uspto.gov/.

Trademark Images
Logos and designs for selected active and pending trademarks are on the USPTO web site. Images of all U.S. trademarks are on the USAMark CD-ROM in the Patent & Trademark Center.

Common Law Trademarks
For an overview of the subject, ask at the reference desk for the brochure, *Common Law Trademark Sources*. Directories of business and trade names are in the Business & Technology Center on the 4th floor. Brand names can be found at the Art and Music Center on the 4th floor.

Registration Forms and Information
These forms can be downloaded at http://www.uspto.gov/web/forms/index.html. To contact the USPTO by telephone: 1 800 786-9199 or 571-272-1000, Monday to Friday, 8:30 a.m. to 8:00 p.m., eastern time.

The Brooks Walker Patent and Trademark Center
at the Main Library

The Patent and Trademark Center is located on the 5th floor of the Main Library in the Government Information Center and is open to the public during library hours. Use of the center is self-service. Library staff is available to provide assistance, but do not offer legal advice or interpret search results. There is no charge for searching; printing costs fifteen cents per page.

Phone (415) 557-4500
Email: governmentinfo@sfpl.org
http://sfpl.org/librarylocations/main/patent/patent.htm

Main Library Hours

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