

# Trademark Selection Form

Is a trademark you want to use available for your use on a particular product or services? Start the process by completing this form.

**STEP ONE** - Complete this Form and return to legal counsel, along with a search engine printout for any of your own searching you conducted. A preliminary search will be conducted based upon the details you provide. If the search suggests the mark may be available, we'll contact you to discuss Step Two. If the search suggests the mark is not available, you will be asked to select another mark.

**STEP TWO** - Once you've considered preliminary results and still want to move forward, we will conduct a comprehensive search, if necessary. If the comprehensive search results confirm the mark is available, you will be advised that you can use and/or register the mark and be instructed on the proper trademark format for your product/service.

## Make your job easy at the outset:

- Consult all the members of your team to gain consensus on a trademark before submitting it to legal. You may submit - and we recommend - two to three candidates, to make certain at least one is available.
- Submit the form to legal as soon as you are able. Do not wait until the end of a deadline, or when you are ready to use the mark.
- Complete all fields in the document.



**QUESTIONS**

**PLACE RESPONSE IN SPACE PROVIDED**

1. Full Name of Requestor

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2. Email address

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3. Job Title

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4. Name of anyone who will approve costs of searching/using/registering mark for your unit

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5. List the proposed mark or marks in order of preference.

- 1.
- 2.
- 3.

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6. Are you aware if any of these marks are in use by another company? If so, provide an explanation of how the mark is used (for what goods or services).

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7. What product or service will your mark be used in conjunction with (for example: semiconductors, or, dessert topping, or consulting services,

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8. Does the trademark have any significance in our or a related industry? Does it have a meaning in a foreign language? For example, the term G3 refers to the general technology for mobile devices.

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9. Are you planning to market or sell the product or service internationally? If so, in which countries?

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10. Will you use this mark with another brand? If so, in what way?

Did we miss something important? **Tell us.**  
And don't forget to attach your search engine results!