



What You Need. What We Know.™

## **Retaining an Attorney to Prepare and File Your Trademark Application**

### **Preparation**

As part of the preparation for filing a trademark application with the United States Patent and Trademark Office (USPTO), Alexander Legal LLC can assist you with either an advanced knock-out search (structured and free form searches of your proposed mark within the USPTO database: federally registered marks and pending applications) or a trademark clearance search.

### **Advanced knock-out search: Flat fee cost - \$500**

An advanced knockout search provides you with more accurate information than a basic knockout search can about the risk that your application could receive a likelihood of confusion refusal from a USPTO trademark examining attorney. Based on information we collect from you, we conduct an advanced, targeted search in addition to the basic knockout search and will provide you with our evaluation/analysis of our findings. You will receive an email report from which we can help you make a decision on if and how best to proceed.

### **Trademark Clearance Search: Flat fee cost - \$1,425**

For a trademark clearance search, we order a US Comprehensive Search Report (current cost is \$750) from a third-party vendor.

- Reports typically range in length from 250-500+ pages and covers USPTO & Secretary of State trademark registers (newly-filed trademark applications, active registrations, and cancelled and abandoned marks), general and industry-specific common law resources and business name databases, top level domain names including .com, .net, .edu, .org, .biz, and .info, and thousands of online sources, periodicals, databases, directories, books and proprietary compilations often not accessible through the Internet.

We then review and analyze the Report for you and prepare a written analysis of any/all potential risks to your application receiving a refusal and being opposed by a third-party during the prosecution process. We can then help you make the most informed decision on if and how best to proceed.

**Filing: Flat Fee Cost - \$1,025\* for a one-class application, \$1,550 for a two-class application**

Once you have decided to move forward with your application, Alexander Legal LLC can handle the filing and prosecution of your trademark application for you. We charge a \$700 flat fee for a one-class application; the USPTO charges a \$325 per class fee. We discount multiple classes in an application to \$200 (as opposed to an additional \$700); the USPTO fees cannot be discounted.

We help you identify the appropriate class or classes of goods and/or services for your mark, craft the optimal description of goods and/or services for you, address all use-in-commerce issues, and determine the appropriate specimens.

When we receive notice from the USPTO that a trademark examining attorney has reviewed your application, we follow your application through the prosecution phase with the goal of ultimately seeing your mark registered on the Principal or Supplemental Registers.

We handle all procedural Office Actions (e.g., Clarification of description of goods and/or services; Notification that your goods/services fall into additional classes beyond those for which you have paid; Request for additional specimens; Request for a disclaimer)) as part of this flat fee. If your application generates a Likelihood of Confusion or other substantive concern, those responses are handled on an hourly rate of \$225/hr. Nothing is undertaken without your explicit approval to do so.