



NEW MILLENNIA

LEGAL RESOURCES

# TRADEMARK SERVICES

White-glove trademark services for  
next-level businesses.

**EFFECTIVE SEPTEMBER 2019**

[info@newmillenniallegal.com](mailto:info@newmillenniallegal.com)

# Congratulations!

## **YOU'RE ONE STEP CLOSER TO PROTECTING YOUR BRAND**

Thank you for choosing New Millennia Legal to help you protect your company's most valuable intellectual assets. You've worked hard to build your brand, and we're going to help you guard what's yours.

Before we get started, take a look at this helpful brochure that talks about our process, costs, and what to expect.

We can't wait to work with you! Here's to your success!

Click [here](#) when you're ready to get started.



# WHAT TO EXPECT

Registering your brand's name, logo, or slogan with with U.S. Patent and Trademark Office not only strengthens your rights in arguably the most valuable asset your company owns, it makes enforcing those rights against would-be infringers much easier.

With our full-service package you can rest assured that your trademark receives full protection. From start to finish our firm handles the tedious process of submitting your trademark application in addition to giving you tons of tools to give you peace of mind that you and your trademarks are fully protected.

Here's what to expect as we work through the process of protecting your trademark and submit an application to the US Patent and Trademark Office.



## QUESTIONNAIRE

The first step in the process is to fill out our questionnaire. This document helps us know exactly what your trademark is so that we can process your request more quickly.



## SEARCH AND REPORT

Using the information provided on your questionnaire, we will perform a comprehensive search and generate a report of our results.



## APPLICATION SUBMISSION

After discussing the search results with you, we will start working on submitting your application to the US Patent and Trademark Office.

## DID YOU KNOW?

Registering your brand's name, logo, or slogan with the U.S. Patent and Trademark Office not only strengthens your rights, it makes enforcing those rights against would-be infringers much easier.

## HOW LONG DOES THE PROCESS TAKE?



Within 5 business days of receiving your full payment and completed questionnaire we start our comprehensive search. Completing the search and report takes up to 5 business days to complete. Once your report is ready we will schedule a consultation to review your results and talk about next steps to submit your application.

Once your application is submitted the US Patent and Trademark office takes usually between 9 and 11 months to issue a registration number, assuming that there are no issues with your mark. If they take exception to any aspect of your usage or application, that timeline can increase dramatically depending on what needs to be corrected or modified. It's best to allow for at least 11 months to start and finish the process.

Click [here](#) when you're ready to get started.

# WHAT ARE THE COSTS?

**Our trademark clients receive almost \$5,500 worth of premium services with our package!**

The cost to submit one trademark application in one class is **\$2,600\*\***. If you would like to register a single mark in several classes, the cost is an additional **\$600** per class.

## HERE'S WHAT'S INCLUDED:

-  **Federal database search**
-  **All 50 states databases search**
-  **Top 50 social media sites search**
-  **Domain name search**
-  **Detailed search report, explanation, and 30 minute consultation**
-  **Worry-free application submission**
-  **USPTO Application Fee included**
-  **1 Procedural Office Action response**
-  **FREE 1 month membership to New Millennia Legal Resources with premium contract templates and more!**
-  **FREE 1 year trademark monitoring with weekly status updates**

**\$5,449 Value!**

If someone is using a similar mark we'll most likely find it with our white-glove service! We scour all federal and state databases, social media, the internet, domains, etc. to see if there is someone who has either registered a trademark similar to yours, or is simply using one in the market place.

After conducting our comprehensive search, we generate a detailed report that includes all of our search results. Our reports generally range between 100 and 1000 pages, and are filled with information so that you can be certain of the strength of your mark, as well as be alerted to possible infringers.

\*\* This service does not include substantive action responses requested from the USPTO. Responses to office actions will be billed separately, if and when necessary.

Click [here](#) when you're ready to get started.

# WHAT DO OUR CUSTOMERS SAY ABOUT US?

## BECOME A SATISFIED CLIENT!



Great Experience!

I am a very satisfied client. I know nothing about trademark searches, so having Raven's help to make sure everything was done properly was definitely a gift from above. Raven's customer service was superb! I will definitely shop with New Millennial Legal again!

-Rakisha B.



That business name just hit different when it's ®.

Shout out to Raven Chamblin Willis for your services 🍷🍷🍷🍷🍷

-Ayanna L.



... I LOVE that we have been able to trust her with such an important part of our business and that I rest in the fact that we are completely taken care of. I know that I can rely on the information that she gives us and will guide us in the direction we need to go.

-MeLisa D.

Click [here](#) when you're ready to get started.



# PREPARING FOR YOUR TRADEMARK

BELOW ARE THINGS YOU CAN DO IN YOUR BUSINESS NOW TO PREPARE FOR A SMOOTH USPTO TRADEMARK REGISTRATION.

## **Prepare Your Website.**

Because your website is where you're probably offering your wares for sale, make sure your trademark is clearly visible on it and exactly matches what you plan to register. Also, putting your trademark in the header is a fabulous idea.

## **Remove Questionable References.**

Generally, it's pretty hard to get federal trademark protection for marks associated with illegal or questionable activity (e.g. cannabis based activity). So remove from your website and trademark any and all references to activities that could be frowned upon by the federal authorities.

## **Reconsider Regulated Industry Terms.**

Be careful about using regulated industry terms in your trademark (e.g. "organic," "medical," "bank," etc.), especially if these terms are used descriptively. You could trigger potential problems down the road if your products or services aren't compliant with those industry regulations, plus receive a rejection due to your trademark being "descriptive."

## **Prepare Financially.**

Start preparing now by assessing how many classes you want to register your mark in. Generally, whatever product/services makes you the most money, that product's class is where you'll want to start.

## **Get Ready to Wait.**

Trademark registrations can take 9 months or longer to obtain, so plan ahead. If you have a product launch that is contingent upon a trademark registration, give yourself at least a year. Once your application has been submitted, get ready to exercise patience.

Click [here](#) when you're ready to get started.

10

## REASONS YOUR TRADEMARK COULD BE REJECTED

*Don't let these common mistakes trip you up! Our firm can navigate the process and help you get your trademark registered with the least amount of confusion and worry.*

1

### CONFUSION

Your mark is too similar to another trademark in the same category and could cause confusion.

6

### DECEPTIVE

Your mark falsely implies a connection with other people, organizations, or beliefs.

2

### POPULAR BRAND

Your mark is too similar to a popular trademark, even though it's in a completely different category.

7

### LOCATION

Your mark primarily consists of a geographic location.

3

### GENERIC

Your mark primarily consists of a generic term, or simply just describes your product or service.

8

### IMPERSONATION

Your mark has the name of another living person without their consent.

4

### SURNAME

Your mark primarily consists of your name. This can sometimes make registration more difficult.

9

### INSIGNIA

Your mark includes a flag or other insignia of the U.S. or another country.

5

### IMMORAL

Your mark includes references to prohibited activities or is deemed immoral.

10

### ALREADY TAKEN

You didn't do a thorough search and the mark is already in use and owned by someone else.

Click [here](#) when you're ready to get started.

# Ready to get started?

**SO ARE WE!**

Click [here](#) so we can start the process of protecting what's yours.

We can't wait to work with you and help you take your business to the next level.

Here's to your success!

