

David Gooder

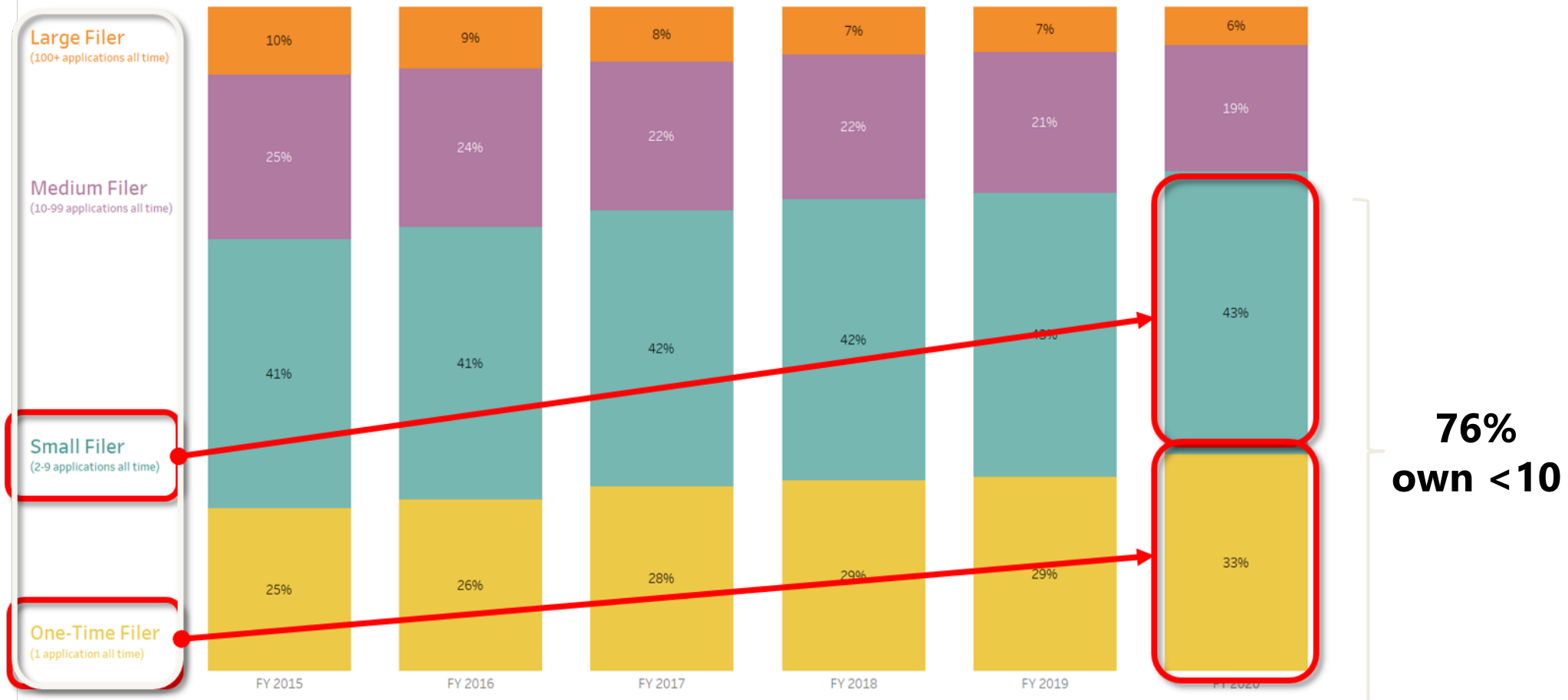
Commissioner for Trademarks

**Trademarks: Two things you might not
know**

Who are U.S. trademark filers

- Previously focused on customers w/counsel or *pro se*
 - *Currently ~25%*
- But who really are they
 - Our data offers insight

Who are U.S. Trademark filers



Value of a US trademark registration

- Commonly known values
- Not so commonly known values
 - First-time filers have double the revenue growth
 - 13% vs. 6% per year
 - vs. comparable firms that don't file for trademark protection
 - After five years,
 - 50% higher revenues for trademark filers
 - 80% higher employment for firms filing TM applications

Value of registration, cont.

- Not so commonly known values, cont.
 - Majority of "IP-intensive industries" were found to be trademark-intensive
 - Of 210 industries considered, 110 are trademark-intensive
 - v. 70 utility patent-intensive and 13 copyright-intensive industries

5 big things going on (winter '22)

The 5 Biggest things going on (winter '22)

1. Moving to eReg Certificates
2. Digging out from the Surge of 2021
3. Stepping up Register Protection
 - Identity verification
 - Sanctions
4. TMA now live, but more ahead
5. IT Modernization

Big thing #1:
Moving to eReg Certs

Moving to electronic registration certificates

- Why
 - Customer requests
 - Currently printing 5-8k weekly
 - Benefits
- When:
 - For initial applications filed on/after May 31, 2022 (target date)
- What:
 - eReg Certs will be issued with a digital seal
 - Presentation copies still available
- Comment period closed January 14, 2022





Thank you!

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Commissioner for
Trademarks

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