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# HOME PAGE

San Novus Trademark LLP

Trademarks. Simplified.

Protecting your brand with expertise and precision - Welcome to San Novus Trademark LLP. Our team of attorneys has decades of combined experience navigating the U.S. Trademark Office to help individuals and business owners register their trademarks.

Your trademark application has more than an [**82% chance**](https://law.stanford.edu/wp-content/uploads/2016/07/dotrademarklawyersmatter.pdf)to proceed to registration if you use an attorney. A San Novus Trademark attorney is here to guide you through the entire trademark registration process, from application to final registration, not provide you with a fillable form and make you complete the application process on your own.

We are a law firm, not a filing service. Watch out for other “filing services” that will take your money and leave you to complete the process on your own. We stay up to date with the latest business technologies and practices at the U.S. Patent and Trademark Office to make sure that our clients have the best representation possible. Our virtual model allows us to reduce costs and we pass those savings on to you. You can stay updated with our client centered portal that allows you to review your files directly at any time.

Let San Novus Trademark help you:

* Search for existing variations of your mark to ensure unique and defensible branding
* File your federal trademark application to ensure accuracy and completeness
* Respond to a rejection from the U.S. Patent and Trademark Office
* File your Statement of Use to finish your trademark registration
* Renew your registered trademark so you can keep your brand protected for years to come
* Obtain international trademark protection to make sure that you’re covered wherever you have a business presence

San Novus Trademark LLP is a virtual law firm that specializes in trademarks. We offer representation for trademark matters in all 50 states, as well as internationally. We will provide you with comprehensive trademark advice and educate you about the trademark process. Our fully transparent pricing model is the most competitive in the industry. Let us take care of your federal trademark application so that you can focus on your business.

Ready to safeguard your brand? Click here to get started on our new application form today! Have questions first? Contact us at XXX-XXX-XXXX or [info@sannovustrademark.com](mailto:info@sannovustrademark.com).

# SERVICES

*Excelling in Trademark Protection - Our Specialized Services*

San Novus Trademark specializes exclusively in trademark law. We offer unparalleled expertise and precision in protecting your brand’s identity. We’re the best in the industry and can help you with the following:

* Trademark Searching: Ensuring unique and defensible branding for your mark.
* Securing your trademark: Comprehensive assistance with registration applications.
* Navigating Registration Challenges: Expert responses to application rejections.
* Trademark Statements of Use: Finalizing your registration with accurate usage declarations.
* Trademark Maintenance: Renew your registered trademark for ongoing protection.
* International Coverage: Extend your brand’s reach with foreign trademark applications.

Ready to move forward? Click here to get started on our new application form to start protecting your brand today! Have questions first? Contact us at XXX-XXX-XXXX or [info@sannovustrademark.com](mailto:info@sannovustrademark.com).

## Trademark Searches

*Ensuring Your Mark's Uniqueness and Registrability*

Wondering if your chosen mark can be federally registered? San Novus Trademark is here to assist. Our initial step is a Knockout Search to identify any identical existing trademarks. This search is crucial prior to filing your application, providing a valuable preliminary assessment of your mark's registrability.

**Try it yourself:**

You can conduct a basic search with the U.S. Trademark Office using the powerful [Trademark Search](https://tmsearch.uspto.gov/search/search-information) tool. Simply follow the link and input your mark into the search bar to explore existing trademarks. The Trademark Search tool uses regular expressions to efficiently comb through the federal trademark database. The provided help page is extremely useful if you’re not familiar with the system.

**For a More In-Depth Search:**

Consider broadening the scope of your search to include similarly spelled marks. Instead of typing your exact mark in the search bar, tell the search tool to look for variations of the mark. You can do this by using the following format: “CM:/[search term]/”. Replace any vowels (or letters that might be substituted) in the search term with similar letters in between square brackets. For example, instead of searching for:

GOOGLE

try searching for: (Note that the first 2 letters MUST be in CAPS)

CM:/g[ou][ou]gl[ei]/

This would tell the search tool to look for the following combinations:

* GOOGLE
* GOOGLI
* GOUGLE
* GOUGLI
* GUOGLE
* GUOGLI
* GUUGLE
* GUUGLI

Please remember that DIY searches have limitations. A comprehensive trademark search requires expertise and an understanding of the nuances of trademark law.

**Professional Trademark Search Services:**

Our team of experts is skilled in conducting thorough and effective trademark searches. We ensure a comprehensive review, significantly reducing the risk of conflicts. This is included as a part of our services to you.

**Need expert help with your trademark search?**

Click here to submit an inquiry. Have questions first? Contact us at XXX-XXX-XXXX or [info@sannovustrademark.com](mailto:info@sannovustrademark.com) for professional guidance and peace of mind.

## Trademark Registration Applications

*Ready to Secure Your Brand? Let Us Guide You Through the Process*

**Starting your federal trademark application can be complex, but San Novus Trademark is here to simplify it for you.** We’ll begin by gathering some basic information from you with our easy-to-use intake form. If you have the following details ready, completing the questionnaire should only take about 5 minutes.

1. **Trademark Owner:** Who will be the legal owner of the trademark?

1. **Type of Mark:** Is it a word mark (text only, no design elements), a design logo (a piece of 2-D artwork), or a sound mark?
2. **The Mark Itself:** What is the exact mark you wish to register? We’ll need you to provide the text of the word mark, an image file of the design logo, or a recording of the sound mark.
3. **Usage of the Mark:** Are you currently using the mark to sell your goods and/or services?
   1. If yes, when did you first start using the mark commercially (we need at least the month and year).
   2. Can you provide evidence of commercial use? Check out our FAQ section for accepted evidence types.
   3. Not using the mark quite yet? That’s no problem! We can file the application now and submit the evidence later. Evidence of commercial use will eventually be required to complete the registration process, but we can secure your rights while you get everything ready.
4. **Related Goods/Services:** What goods and/or services are you offering in connection with the mark?

Click here to get started today! Have questions or need more detailed guidance? We’re here to help. Contact us at XXX-XXX-XXXX or [info@sannovustrademark.com](mailto:info@sannovustrademark.com) and we’ll be happy to discuss your trademark needs in more detail.

## Trademark Office Action Responses

*Overcoming Hurdles in Your Trademark Registration Journey*

Received an office action for your federal trademark application? Don’t worry, San Novus Trademark is here to help get that sorted out so that you can complete your federal trademark registration. Our team, with decades of combined experience working with U.S. Trademark Office examining attorneys, is skilled in obtaining allowance and registration of trademark applications. We commonly address rejections such as:

* **Likelihood of Confusion**
  + The examining attorney found a conflicting mark that he or she believes consumers would confuse with another brand. Let us help you collaborate with the examining attorney to clarify the distinction between your mark and any conflicting registrations.
* **Merely Descriptive**
  + The examining attorney believes that your mark is describing the goods and/or services that you’re offering, not serving as an identifying source of your product(s). We’ll demonstrate how your trademark is doing more than just describing the goods and/or services you’re offering.
* **Objection to Description of Goods/Services**
  + The examining attorney has required some additional detail about the description of goods and services listed in your application. We can refine your description to meet those requirements.
* **Rejection of Specimen**
  + The examining attorney objected to the evidence of commercial use that was submitted with your trademark application. The U.S. Trademark Office has become extremely particular about the specimens that it accepts as bona fide commercial use. We’ll help you select appropriate evidence of use to satisfy the filing requirements. More detailed information about trademark specimens can be found in our FAQ section.
* **Prior Pending Application**
  + Similar to a likelihood of confusion rejection. The examining attorney found another application that hasn’t registered yet, but that has a filing date which predates your application filing date. If this conflicting application proceeds to registration, the examining attorney will issue a subsequent office action based on a likelihood of confusion.

This isn’t a comprehensive list of all possible trademark rejections but does cover the most common types of rejection.

**Need assistance with an office action?** Click here to provide us with some additional information so that we can ensure your mark gets the protection it deserves. Have more questions? Contact us at XXX-XXX-XXXX or [info@sannovustrademark.com](mailto:info@sannovustrademark.com).

## Trademark Statements of Use

*Completing Your Registration with Proof of Use*

Congratulations on your federal trademark application being allowed! San Novus Trademark is here to assist you in filing the Statement of Use – the final step in the trademark registration process for applications filed under an “intent-to-use” basis. The U.S. Trademark Office requires proof of commercial use to officially register a trademark.

A Statement of Use includes:

1. **Evidence of Use:** Photographs or screenshots, showing your mark being used in connection with the sale of the goods and/or services listed in your application.
2. **First Use Anywhere:** The first date that you started using your mark anywhere (requires at least the month and year).
3. **First Use in Commerce:** The first date that you started using your mark in commerce. What is the date of the first sale, or the date that you first started offering services (requires at least the month and year)? These dates can be, and often are, identical or they can be different. We just need to submit accurate information to the Trademark Office.

**Filing requirements:**

**For Goods (Trademarks)**

* Acceptable: The mark on a product itself, the mark on product packaging, website order page, user manuals, clothing hang tags, software screenshots.
* NOT Acceptable: The mark on invoices, non-transactional websites, shipping labels, advertisements, news articles, ornamental clothing use, pre-order promotions.

**For Services (Service Marks)**

* Acceptable: The mark in advertisements, physical store signage, invoices, website service registration links, business vehicles.
* NOT Acceptable: PDF/image files for filing purposes, marks without context, radio ad recordings (except for sound marks).

**Not quite ready for commercial use yet?** That’s not a problem! The U.S. Trademark Office allows for the filing of up to five (5) extensions of time, in six-month increments, before requiring you to file the Statement of Use. That’s an available time limit of up to three (3) years before you are required to provide evidence of use.

Click here to get started! Questions about the Statement of Use or extensions of time? Contact us at XXX-XXX-XXXX or [info@sannovustrademark.com](mailto:info@sannovustrademark.com) for a detailed discussion about your specific needs.

## Trademark Registration Renewals

*Ensuring the Longevity of Your Trademark*

**Did you know U.S. trademark registrations can be maintained indefinitely with continuous commercial use?** A classic example is “Coca-Cola,” federally registered since 1893 and it is still in force!

**When does my trademark need to be renewed?**

* **Initial Renewal:** Between the fifth and sixth year from the registration date.
* **Subsequent Renewal:** Between the ninth and tenth year from the registration date, then every ten years after that.

**Easy Renewal with San Novus Trademark:**

Just fill out our brief questionnaire, upload at least one photo showing evidence of use, and we’ll take care of the rest, ensuring that your trademark remains active.

**Beware of Predatory Notices:**

Have you received an official-looking notification about renewing your trademark? Be cautious of misleading third-parties like “Patent and Trademark Bureau” or “Patent and Trademark Office,” which are not affiliated with the U.S. Patent and Trademark Office. These companies often solicit renewal services prematurely and at inflated prices. For more details, visit the USPTO’s warning page at: <https://www.uspto.gov/trademarks/protect/caution-misleading-notices>.

Click here to provide us with some additional information so that we can get to know your trademark registration. Questions about trademark renewal or an ‘official notice’ you've received? Contact us at XXX-XXX-XXXX or [info@sannovustrademark.com](mailto:info@sannovustrademark.com) for personalized assistance and guidance.

## International Trademark Applications

*Expanding Your Brand’s Reach Globally*

**Thinking of taking your brand international?** San Novus Trademark is here to guide you in registering your trademark beyond the United States. We understand the complexities of the global marketplace and offer tailored foreign filing strategies to align with your needs and budget.

**Adaptable Strategies for Global Protection:**

Our approach to international trademark protection is designed to be versatile. Whether your goal is to penetrate specific foreign markets or to secure broad international coverage, our seasoned team of trademark professionals is equipped to devise a strategy that aligns seamlessly with your brand's global aspirations.

**Expertise in WIPO Filings and Global Connections:**

By filing applications directly with the World Intellectual Property Organization (“WIPO”) and utilizing our vast network of associate attorneys across the globe, we offer a dual approach. This strategy merges the efficiency of centralized filing with the localized expertise of attorneys in your target countries, ensuring comprehensive and cost-effective solutions for your international trademark needs.

**Ready to take your brand global?** Click here to begin crafting your tailored international filing strategy! Have questions first? Contact us at XXX-XXX-XXXX or [info@sannovustrademark.com](mailto:info@sannovustrademark.com).

# ABOUT

*A Forward-Thinking, Virtual Law Firm Dedicated to Trademarks*

San Novus Trademark LLP is a virtual law firm that specializes in the intricacies of trademark law. Our specialization extends to offering comprehensive representation in trademark matters across all 50 states, as well as internationally.

We provide a range of trademark-related services, from initial application filings to handling office actions and renewals. Our virtual model is designed for modern convenience, offering our clients efficient and flexible legal services no matter where they are located.

Our client base spans virtually every industry. Whether you’re a startup or an established business, our goal is to help you safeguard your brand’s identity, giving you peace of mind to focus on what you do best – running your business.

We believe in complete cost transparency. Our pricing model is clear and straightforward, ensuring that you receive the best representation with no hidden fees.

Contact San Novus Trademark LLP today for comprehensive trademark advice and services tailored to your unique needs. Let us handle the complexities of trademark law, so you can concentrate on your business’s success.

# WHY US

*Expert Legal Representation, Focused on Affordability*

San Novus Trademark is here to help you protect your brand at a low, fixed cost. Our attorneys bring decades of combined experience in trademark law, ensuring that your registration process is handled with skill and precision. We have successfully completed thousands of filings for clients just like you!

**Beyond Basic Filing Services:**

We are a law firm, not a “filing service” like LegalZoom® or Trademarkia®, meaning we will represent you before the U.S. Patent and Trademark Office. Our approach is not just about filling out forms; it’s about providing expert guidance and advocacy to successfully secure your trademark.

**The Ideal Middle Ground:**

We understand that DIY solutions are limited, and the cost of a traditional full-service law firm can be prohibitive. San Novus Trademark fills this gap by offering comprehensive help without the excessive expense. We offer a perfect blend of professional legal assistance and cost-effectiveness.

**Staying Ahead with Technology and Knowledge:**

Our team is constantly updated on the latest practices at the U.S. Patent and Trademark Office and utilizes the latest consumer technologies. This commitment ensures that your trademark experience is as seamless and effective as possible.

**Transparent Communication and Fixed-Rate Pricing:**

We believe in building relationships on trust and transparency. Our communication is straightforward and our pricing model is fixed-rate, meaning no surprises or hidden costs for you.

**Looking for a partner to protect your brand?** Contact San Novus Trademark for expert trademark services that combine experience, efficiency, and affordability. Let us navigate the complexities of trademark law, while you focus on growing your business.

# FAQ

* What is the difference between a trademark and a copyright?
  + **Trademarks:** Trademarks are used to distinguish your goods or services from others, associating your specific brand with your mark. They typically cover things like brand names, logos, and slogans.
  + **Copyrights:** Copyrights protect original works of authorship, such as books, paintings, music, and films. They give the creator exclusive rights to their work.
* Why do I need a federally registered trademark?
  + Obtaining a federally registered trademark is invaluable for your business for several reasons:

**Protection Against Competitors:** It legally protects your brand, preventing others from using similar marks that could cause confusion. This protection extends nationwide, giving you exclusive rights to use your mark in connection with your goods or services in all 50 states.

**Brand Recognition:** A registered trademark makes it easier for customers to identify and choose your products or services over others. It serves as a symbol of quality and trust associated with your brand.

**Enhanced Business Value:** A trademark is an intangible asset that can significantly increase your company's worth. It not only bolsters brand recognition but can also be a key factor in business agreements, licensing, or even in the sale of the business.

A federally registered trademark is more than just a symbol; it's a key component of your brand's identity and business strategy.

Thinking about trademark registration or have questions? Contact **San Novus Trademark** for a comprehensive discussion on how a federal trademark registration can benefit your specific business.

* Are trademarks registrations expensive?
  + While the cost of filing a federal trademark application can vary, it doesn’t necessarily have to be expensive. The overall cost is influenced by several factors, including the type of application, the number of goods and/or service classes included, and the specific details of your mark. Every client is unique.

At **San Novus Trademark**, we’re committed to providing competitive and transparent pricing. We understand the importance of budgeting, especially for small businesses and startups. Our aim is to help you strategize your trademark filing in a way that aligns with your business needs, ensuring you get the best value for your investment.

Concerned about costs or need a tailored filing plan? Reach out to us for a detailed discussion. We can provide you with a customized filing strategy and a clear understanding of our fee structure, which is designed to be straightforward and budget-friendly. An overview of our fee schedule can be viewed here.

* I’ve heard the terms “trademark” and “service mark.” How are these different?
  + Both trademarks and service marks function as identifiers, but they apply to different aspects of a business:

**Trademark:** This term is used to identify and distinguish goods or products offered for sale. For example, the Nike “swoosh” on shoes is a trademark, as it identifies the source of the footwear.

**Service Mark:** Different from a trademark, a service mark relates to services rather than goods. For instance, the term 'FedEx' used in relation to shipping and delivery services is a service mark, as it identifies the source of these services.

Legally, both trademarks and service marks are registered and protected in similar ways, ensuring that businesses can safeguard their brand identity, whether it relates to products, services, or both.

Need more information or assistance in registering a trademark or service mark? Contact **San Novus Trademark** for expert guidance tailored to your specific needs.

* What is the difference between a TEAS Standard and a TEAS Plus application?
  + The main difference between TEAS Standard and TEAS Plus applications lies in the descriptions used for goods and services and the associated filing fees charged by the Patent and Trademark office.

**TEAS Plus:** This option requires using pre-defined descriptions from the Trademark ID Manual. Choosing these specific descriptions often accelerates the examination process and simplifies the examining attorney's work. As an incentive, the U.S. Patent and Trademark Office offers a reduced filing fee of $250 per class for TEAS Plus applications, compared to the standard fee of $350 per class. This option is cost-effective but requires strict adherence to the manual’s descriptions.

**TEAS Standard:** If your trademark needs a more customized description — known as "free-form" — then a TEAS Standard application is appropriate. This option offers more flexibility in describing your goods or services but comes with a higher filing fee of $350 per class.

The choice between TEAS Standard and TEAS Plus depends on whether your goods or services can be accurately described using the manual’s pre-defined terms. You can search the Trademark ID Manual [here](https://idm-tmng.uspto.gov/id-master-list-public.html).

Not sure which application type is right for you? Contact **San Novus Trademark** for guidance. We can help you decide the best approach for your trademark application, considering both cost efficiency and the unique aspects of your brand.

* Can San Novus Trademark help me determine an appropriate description of goods and services for my application?
  + Absolutely! San Novus Trademark is dedicated to helping our clients file the best quality and most cost-efficient applications possible. We work closely with you to develop descriptions that accurately and comprehensively represent your goods or services.

The process of selecting the right description is vital for ensuring robust trademark protection. While the Trademark ID Manual offers pre-defined descriptions, we recognize that these may not always suit the unique aspects of your mark. Our experienced team will leverage their knowledge in trademark prosecution to craft a description that perfectly aligns with your specific needs, ensuring optimal protection for your brand.

**Need expert guidance on your trademark application?** Reach out to us for personalized assistance in developing a description that best represents your goods or services, tailored to maximize the effectiveness of your trademark protection.

* What kinds of evidence of commercial use is the U.S. Patent and Trademark Office looking for?

**For Goods**

Acceptable:

* The mark on a product itself (Continue this theme below)
* The mark on product packaging
* The mark on website where consumers can order product (must include “Add to Cart” button or something similar)
* The mark located in owner or user manual that is distributed with product at the time of sale
* The mark on hang tag affixed to clothing articles
* Screenshot from software application (software trademarks only)

NOT Acceptable:

* The mark on invoice for sale of product
* The mark on website that merely describes the product, but consumers cannot directly order or purchase product
* Shipping label for product
* Advertisements for product
* News article about product
* The mark printed on clothing articles themselves (this is considered to be ornamental use – not an identifying source of trademark)
* Anything related to pre-orders for a product

**For Services**

Acceptable:

* The mark on advertisement for services being offered (mailers, description on website, etc.)
* The mark on brick-and-mortar store signage that shows services being offered (road signs, billboards, banners/signage located inside or outside of physical store, etc.)
* The mark on invoice for sale of services that shows services being offered
* The mark located at website link for consumers to register or sign up for services being offered
* The mark used on business vehicle(s) for advertising purposes, and showing services

NOT Acceptable:

* PDF or computer image file created for purpose of filing with U.S. Patent and Trademark Office
* The mark with no context given to services being offered in connection with the mark
* Recordings of radio advertisements for services (only allowed for sound marks)
* How long does it take for a trademark application to be examined and subsequently registered?
  + There are multiple variables that can affect the prosecution time of a trademark application – the number of other applications the examining attorney is currently working on, how many applications are ahead of yours in the docket, etc. The U.S. Patent and Trademark Office strives to issue initial correspondence about new trademark applications within six months from the application filing date. This timeline, however, may be affected by current staffing at the Trademark Office or the volume of new applications currently under review. Current processing times can be viewed directly with the U.S. Patent and Trademark Office at <https://www.uspto.gov/dashboard/trademarks/application-timeline.html>.
* My federal trademark application has been filed. Now what happens?
  + Once your trademark application is filed with the U.S. Patent and Trademark Office, it undergoes a detailed review process:
* **Digital File Wrapper:** The Trademark Office creates an online digital file for your application, allowing you to track its progress.
* **Assignment and Review:** An examining attorney is assigned to your application. They will thoroughly review it.
* **Examination for Conflicts:** The examining attorney searches for any existing trademarks or applications that might be similar to yours. They also check to ensure your application meets all formatting and description requirements.
* **Office Action (If Necessary):** If any potential conflicts or issues are identified, the examining attorney will issue an 'office action', formally rejecting the application. This isn't the end! You'll have the opportunity to respond to these objections, and San Novus Trademark can assist in crafting a response aimed at overcoming these hurdles.
* **Publication for Opposition:** Once all objections are addressed, the application moves forward for public opposition. This is a 30-day period where others can oppose your trademark if they believe it infringes on their rights.
* **Final Steps:** If there’s no opposition, your trademark will either be registered directly, or a Notice of Allowance will be issued. This indicates that your mark will be registered once you provide evidence of commercial use.

Need assistance or have questions about the process? Contact San Novus Trademark LLP for expert guidance every step of the way.

* How likely is it that an examining attorney will reject my trademark application?
  + The likelihood of an examining attorney rejecting a trademark application can vary, depending on several factors:
* **Common Phrases and Terms:** If your mark contains commonly used phrases or terms, it may face more scrutiny.
* **Relevance to Goods/Services:** How your mark relates to the goods or services you offer is also a critical consideration.

At **San Novus Trademark**, we conduct a detailed search with the U.S. Trademark Office prior to filing your application. This search helps us identify any directly conflicting marks. We then provide you with an informed assessment of your mark's likelihood of successful registration. Our goal is to minimize the chances of rejection by ensuring your application is as strong as possible right from the start.

Concerned about your trademark's registrability? Reach out to us for a customized evaluation and guidance on how best to proceed with your trademark application.

* My trademark is registered in the U.S. Is it also covered internationally?
  + Trademarks provide protection that is specific to each country. This means a trademark registered in the United States is protected in the U.S. but not automatically in other countries. For instance, a U.S. trademark does not grant you rights in Canada or Mexico.

If you're looking to protect your brand internationally, there are several pathways to consider, such as applying through the Madrid Protocol or filing directly in individual countries. Each option has its own processes and benefits, and the best choice can depend on your specific needs and business goals.

Planning to expand your brand globally? Reach out to **San Novus Trademark** for expert guidance on developing an effective international trademark strategy. Our team can help you navigate the complexities of global trademark protection.

* How do I obtain trademark protection outside of the U.S.?
  + International trademark applications must be filed within six months from the U.S. filing date to claim the benefit of the original U.S. filing date. Foreign applications can technically be filed at any time, but it is best to be able to claim the earliest filing date possible. Unfortunately, there is not a singular “international trademark application” that will provide trademark coverage in every single country outside of the U.S., but international filings are available and can be completed in two ways:

1. An application filed through the Madrid Protocol; or
2. A direct filing into a foreign country.

The best filing strategy will depend upon your desired results. It is also important to note that not all countries participate under the Madrid Protocol, so this filing method may not be available in every situation. The major benefit of filing under the Madrid Protocol is a potential reduction of filing costs. Since our office is authorized to file international trademark applications with the World Intellectual Property Office (“WIPO”), filings completed under the Madrid Protocol would not incur attorney fees for countries where those filings can be completed. If you are seeking trademark protection in a country that does not participate under the Madrid Protocol then we would need to work with our network of associates in foreign countries to accomplish that filing, which would incur additional foreign attorney fees.

* Can I file one international trademark application to cover all countries outside of the U.S.?
  + No, each country has its own set of laws surrounding trademarks and trademark protection. Just like the U.S. has its own trademark filing process and laws, so do all other countries. Trademark applications must be filed individually in each country where you are seeking protection. The only exception to this is by filing into the European Union, which offers protection in all 27 member countries.
* How long will my registered trademark be enforceable?
  + Federal trademarks need to be renewed periodically to remain in force. If the trademark is renewed at the appropriate time, it can be maintained indefinitely. Trademarks must be renewed at the following intervals:
* Between the fifth and sixth year from the date of registration of the trademark
* Between the ninth and tenth year from the date of registration of the trademark
* Every subsequent 10 years
* How much does it cost to renew my trademark?
  + The cost to renew your trademark primarily depends on the government filing fees, which vary for each class your trademark is registered under. These fees can change, so it's best to check the current rates on the [USPTO website](https://www.uspto.gov/learning-and-resources/fees-and-payment/uspto-fee-schedule#Trademark%20Fees).

At **San Novus Trademark**, we pride ourselves on offering competitive pricing for trademark renewals. Our approach ensures that you receive quality service at a cost-effective rate. For detailed information on our fees, please refer to our fee structure.

Considering a trademark renewal and need a custom quote? Don’t hesitate to contact us. We can provide a personalized estimate based on your specific trademark renewal needs, ensuring clarity and affordability in the renewal process.

# PRICING

*Clear, Transparent Pricing*

San Novus Trademark values a transparent and simple pricing structure. We offer fixed prices for our services, billing by project rather than on an hourly basis. This approach ensures that you know exactly what to expect in terms of costs, without any surprises.

|  |  |
| --- | --- |
| Service | Cost |
| Trademark Comprehensive Search (standalone) | $250 |
| Trademark Registration Application | $375 (includes knockout search) |
| Trademark Office Action: |  |
| Likelihood of Confusion | $500 |
| Merely Descriptive | $500 |
| Objection to description of goods/services | $100/class |
| Rejection of Specimen | $175 |
| Primarily a Surname | $100 |
| Geographically Descriptive | $500 |
| Disclaimer | $100 |
| Translation | $100 |
| Statement of Use | $200 |
| Renewals: |  |
| Section 8 only | $200 |
| Section 15 only (incontestability) | $200 |
| Section 9 only | $200 |
| Combined Section 8 & 15 | $375 |
| Combined Section 8 & 9 | $375 |
| International Applications |  |
| Madrid Protocol | $375 |
| Direct Filing | $100/country |

Please note: Listed prices do not include government filing fees. These fees are set by the U.S. Patent and Trademark Office and are subject to change. For the most current fee schedule, please visit the [USPTO Fee Schedule](https://www.uspto.gov/learning-and-resources/fees-and-payment/uspto-fee-schedule#Trademark%20Fees).

**Have questions about our pricing or need more details about our services?** Contact us Contact us at XXX-XXX-XXXX or [info@sannovustrademark.com](mailto:info@sannovustrademark.com) to discuss your specific trademark needs and how we can assist you efficiently and cost-effectively.