

To: Leland J. Mack Jr., Esq.(leland@mackesq.com)
Subject: U.S. Trademark Application Serial No. 97120371 - THE JOHN CASH SHOW
Sent: August 23, 2022 11:15:17 AM EDT
Sent As: tmng.notices@uspto.gov

Attachments

[2255134](#)
[screenshot-www-collinsdictionary-com-dictionary-english-johnny-16612674446481](#)

**United States Patent and Trademark Office (USPTO)
Office Action (Official Letter) About Applicant's Trademark Application**

U.S. Application Serial No. 97120371

Mark: THE JOHN CASH SHOW

Correspondence Address:

LELAND J. MACK JR., ESQ.
MACK LAW PLLC
305 BROADWAY, 7TH FLOOR
NEW YORK NY 10007 UNITED STATES

Applicant: John Cash Enterprises, Inc.

Reference/Docket No. N/A

Correspondence Email Address: leland@mackesq.com

NONFINAL OFFICE ACTION

The USPTO must receive applicant's response to this letter within six months of the issue date below or the application will be abandoned. Respond using the Trademark Electronic Application System (TEAS). A link to the appropriate TEAS response form appears at the end of this Office action.

Issue date: August 23, 2022

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

SUMMARY OF ISSUES:

- 2(d) Likelihood of Confusion
- Name of Individual
- Additional Fee - TEAS Plus Status Lost

2(d) LIKELIHOOD OF CONFUSION - CLASS 025 ONLY

Registration of the applied-for mark is refused because of a likelihood of confusion with the mark in U.S. Registration No. 2255134. Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.* See the attached registration.

The applicant has applied to register the mark "THE JOHNNY CASH SHOW" for use in connection with "Baseball caps and hats; Sweatshirts; T-shirts; Tank-tops." The mark in the cited Registration is "JOHNNY CASH" for use in connection with "clothing, namely, t-shirts, baseball caps, and caps."

Trademark Act Section 2(d) bars registration of an applied-for mark that is so similar to a registered mark that it is likely consumers would be confused, mistaken, or deceived as to the commercial source of the goods of the parties. *See* 15 U.S.C. §1052(d). Likelihood of confusion is determined on a case-by-case basis by applying the factors set forth in *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361, 177 USPQ 563, 567 (C.C.P.A. 1973) (called the "*du Pont* factors"). *In re i.am.symbolic, llc*, 866 F.3d 1315, 1322, 123 USPQ2d 1744, 1747 (Fed. Cir. 2017). Any evidence of record related to those factors need be considered; however, "not all of the *DuPont* factors are relevant or of similar weight in every case." *In re Guild Mortg. Co.*, 912 F.3d 1376, 1379, 129 USPQ2d 1160, 1162 (Fed. Cir. 2019) (quoting *In re Dixie Rests., Inc.*, 105 F.3d 1405, 1406, 41 USPQ2d 1531, 1533 (Fed. Cir. 1997)).

Although not all *du Pont* factors may be relevant, there are generally two key considerations in any likelihood of confusion analysis: (1) the similarities between the compared marks and (2) the relatedness of the compared goods. *See In re i.am.symbolic, llc*, 866 F.3d at 1322, 123 USPQ2d at 1747 (quoting *Herbko Int'l, Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1164-65, 64 USPQ2d 1375, 1380 (Fed. Cir. 2002)); *Federated Foods, Inc. v. Fort Howard Paper Co.*, 544 F.2d 1098, 1103, 192 USPQ 24, 29 (C.C.P.A. 1976) ("The fundamental inquiry mandated by [Section] 2(d) goes to the cumulative effect of differences in the essential characteristics of the goods [or services] and differences in the marks."); TMEP §1207.01.

Similarity of the Marks

The dominant portion of the applied-for mark and the mark in the cited Registration convey the same commercial impression.

Although marks are compared in their entireties, one feature of a mark may be more significant or dominant in creating a commercial impression. *See In re Viterra Inc.*, 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012); *In re Nat'l Data Corp.*, 753 F.2d 1056, 1058, 224 USPQ 749, 751 (Fed. Cir. 1985); TMEP §1207.01(b)(viii), (c)(ii). Disclaimed matter that is descriptive of or generic for a party's goods is typically less significant or less dominant when comparing marks. *In re Detroit Athletic Co.*, 903 F.3d 1297, 1305, 128 USPQ2d 1047, 1050 (Fed. Cir. 2018) (citing *In re Dixie Rests., Inc.*, 105 F.3d 1405, 1407, 41 USPQ2d 1531, 1533-34 (Fed. Cir. 1997)); TMEP §1207.01(b)(viii), (c)(ii). Consequently, the issue is whether the applied-for mark component "JOHN

CASH" is confusingly similar to "JOHNNY CASH".

"Johnny" is an informal version of "John", both being names. As such, "JOHNNY CASH" and "JOHN CASH" create the same commercial impression, one being the informal version of the other.

See attached from:

<https://www.collinsdictionary.com/dictionary/english/johnny>
("Informal: John")

It should be noted that a mark in typed or standard characters may be displayed in any lettering style; the rights reside in the wording or other literal element and not in any particular display or rendition. See *In re Viterro Inc.*, 671 F.3d 1358, 1363, 101 USPQ2d 1905, 1909 (Fed. Cir. 2012); *In re Mighty Leaf Tea*, 601 F.3d 1342, 1348, 94 USPQ2d 1257, 1260 (Fed. Cir. 2010); 37 C.F.R. §2.52(a); TMEP §1207.01(c)(iii). Thus, a mark presented in stylized characters and/or with a design element generally will not avoid likelihood of confusion with a mark in typed or standard characters because the word portion could be presented in the same manner of display. See, e.g., *In re Viterro Inc.*, 671 F.3d at 1363, 101 USPQ2d at 1909; *Squirtco v. Tomy Corp.*, 697 F.2d 1038, 1041, 216 USPQ 937, 939 (Fed. Cir. 1983) (stating that "the argument concerning a difference in type style is not viable where one party asserts rights in no particular display").

As such, the marks at issue are identical and therefore likely to cause confusion.

Relatedness of Goods/Services

Both the applied-for mark and the mark in the cited Registration seek or have protection for "t-shirts" and "baseball caps," as well as related clothing. The goods therefore are identical. Neither the application nor the registration(s) contains any limitations regarding trade channels for the goods and therefore it is assumed that registrant's and applicant's goods are sold everywhere that is normal for such items, i.e., clothing and department stores. Thus, it can also be assumed that the same classes of purchasers shop for these items and that consumers are accustomed to seeing them sold under the same or similar marks. See *Kangol Ltd. v. KangaROOS U.S.A., Inc.*, 974 F.2d 161, 23 USPQ2d 1945 (Fed. Cir. 1992); *In re Smith & Mehaffey*, 31 USPQ2d 1531 (TTAB 1994); TMEP §1207.01(a)(iii).

That is all to say that in this instance, the marks are highly related. Furthermore, the goods will likely be sold to the same type of consumers and through similar channels of trade. As such, the similarities among the marks and goods so great as to create a likelihood of confusion among consumers.

The overriding concern is not only to prevent buyer confusion as to the source of the goods, but to protect the registrant from adverse commercial impact due to use of a similar mark by a newcomer. See *In re Shell Oil Co.*, 992 F.2d 1204, 1208, 26 USPQ2d 1687, 1690 (Fed. Cir. 1993). Therefore, any doubt regarding a likelihood of confusion determination is resolved in favor of the registrant. TMEP §1207.01(d)(i); see *Hewlett-Packard Co. v. Packard Press, Inc.*, 281 F.3d 1261, 1265, 62 USPQ2d 1001, 1003 (Fed. Cir. 2002); *In re Hyper Shoppes (Ohio), Inc.*, 837 F.2d 463, 464-65, 6 USPQ2d 1025, 1026 (Fed. Cir. 1988).

NAME OF AN INDIVIDUAL

Applicant must clarify whether the name "JOHN CASH" in the mark identifies a particular living

individual. *See* 37 C.F.R. §2.61(b); TMEP §§813, 1206.03. In this case, the application neither specifies whether the name in the mark identifies a particular living individual nor includes a written consent. *See* TMEP §§813.01(a)-(b), 1206.04(a), 1206.05.

To register a mark that consists of or comprises the name of a particular living individual, including a first name, pseudonym, stage name, or nickname, an applicant must provide a written consent personally signed by the named individual. 15 U.S.C. §1052(c); TMEP §§813, 1206.04(a).

Accordingly, if the name in the mark does not identify a particular living individual , applicant must submit a statement to that effect (e.g., “The name shown in the mark does not identify a particular living individual.”).

However, if the name in the mark does identify a particular living individual , applicant must submit both of the following:

(1) The following **statement** : “The name(s) shown in the mark identifies a living individual(s) whose consent(s) to register is made of record.” If the name is a pseudonym, stage name, or nickname, applicant must provide the following statement: “JOHN CASH identifies [ENTER SPECIFIC NAME HERE, IF OTHER THAN SHOWN IN MARK], a living individual whose consent is of record.”

(2) **A written consent**, personally signed by the named individual(s), as follows: “I, John Cash [OR ENTER SPECIFIC NAME HERE, IF OTHER THAN SHOWN IN MARK], consent to the use and registration of my name, JOHN CASH, as a trademark and/or service mark with the USPTO.”

For an overview of the requirements pertaining to names appearing in marks, and instructions on how to satisfy this requirement online using the Trademark Electronic Application System (TEAS) response form, please go to <http://www.uspto.gov/trademarks/law/consent.jsp> .

Failing to respond to this inquiry may result in a refusal to register the mark. *See In re Cheezwhse.com, Inc.* , 85 USPQ2d 1917, 1919 (TTAB 2008); TMEP §814.

Although applicant's mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration.

If applicant responds to the refusal(s), applicant must also respond to the requirement(s) set forth below.

\$100 PER CLASS FEE REQUIRED – TEAS PLUS STATUS LOST

Processing fee required. Applicant must submit an additional processing fee of \$100 per class because the application as originally filed did not meet the TEAS Plus application filing requirements. *See* 37 C.F.R. §2.22(c); TMEP §§819.01-01(q), 819.03. Specifically, applicant failed to meet the following requirement(s): **a consent to register the mark from the person identified in the mark (or conversely, if appropriate, a statement that the name or portrait in the mark does not identify a living individual) was not provided.**

The additional processing fee is required regardless of whether applicant satisfies these application

requirements.

Accordingly, the application will no longer be treated as TEAS Plus; it is now considered a TEAS Standard application. *See* 37 C.F.R. §2.22(c); TMEP §819.03.

Please review the following information found on our website at <<https://www.uspto.gov/learning-and-resources/trademark-faqs#164086>>:

What are the payment options for an electronic filing?

Three options ([credit card](#) , [automated deposit account](#) , and [Electronic Funds Transfer](#) will appear after clicking on the PAY/SUBMIT button, which is available on the bottom of the Validation Page after completing and validating the application form. You will **not** specify a payment option in the Form Wizard or within the form itself.

and <<https://www.uspto.gov/trademark/trademark-fee-information>>:

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Alternative methods of payment:

- **Check or Money Orders** must be made payable to "Director of the U.S. Patent and Trademark Office." There is a \$50 processing fee for any check returned to the USPTO unpaid.
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FOREIGN FUNDS NOT ACCEPTED: All fees must be in U.S. dollars. For additional information on payments, see [Fees and Payment FAQs](#) and [How to Pay Fees](#). The USPTO encourages paying fees online using the forms available on the [Trademark Electronic Application System \(TEAS\)](#).

STATUS UPDATE INFORMATION

For a graphical timeline pertaining to 1(a), Use-based applications, use the following link:

http://www.uspto.gov/trademarks/process/tm_sec1atimeline.jsp

For a graphical timeline pertaining to 1(b), Intent-to-Use applications, use the following link:

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Other graphical timelines may be viewed via the following link:

http://www.uspto.gov/trademarks/process/tm_timeline.jsp

Please call or email the assigned trademark examining attorney with questions about this Office action. Although an examining attorney cannot provide legal advice, the examining attorney can provide additional explanation about the refusal(s) and/or requirement(s) in this Office action. *See* TMEP §§705.02, 709.06.

The USPTO does not accept emails as responses to Office actions; however, emails can be used for informal communications and are included in the application record. *See* 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05.

How to respond. [Click to file a response to this nonfinal Office action.](#)

/Ronald E. Aikens/
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ron.aikens@uspto.gov

RESPONSE GUIDANCE

- **Missing the response deadline to this letter will cause the application to [abandon](#).** The response must be received by the USPTO before midnight **Eastern Time** of the last day of the response period. TEAS maintenance or [unforeseen circumstances](#) could affect an applicant's ability to timely respond.
- **[Responses signed by an unauthorized party](#)** are not accepted and can **cause the application to [abandon](#)**. If applicant does not have an attorney, the response must be signed by the individual

applicant, all joint applicants, or someone with [legal authority to bind a juristic applicant](#). If applicant has an attorney, the response must be signed by the attorney.

- If needed, **find** [contact information for the supervisor](#) of the office or unit listed in the signature block.

Print: Tue Aug 23 2022

75412874

(1) TYPED DRAWING

JOHNNY CASH

Mark Punctuated

JOHNNY CASH

Translation

Goods/Services

- IC 025. US 022 039.G & S: clothing, namely, t-shirts, baseball caps, and caps. FIRST USE: 19700000.
FIRST USE IN COMMERCE: 19700000

Mark Drawing Code

(1) TYPED DRAWING

Design Code

Serial Number

75412874

Filing Date

19971231

Current Filing Basis

1A

Original Filing Basis

1A

Publication for Opposition Date

19990330

Registration Number

2255134

Date Registered

19990622

Owner

(REGISTRANT) Cash, John R. INDIVIDUAL UNITED STATES 700 Johnny Cash Parkway Hendersonville
TENNESSEE 37075 (LAST LISTED OWNER) JOHN R. CASH REVOCABLE TRUST TRUST
TENNESSEE c/o Loeb & Loeb LLP 35 Music Square East, Suite 310 Nashville TENNESSEE 37203

Priority Date

Disclaimer Statement

Description of Mark

Type of Mark

TRADEMARK

Register

PRINCIPAL

Live Dead Indicator

LIVE

Attorney of Record

TIFFANY DUNN



johnny



English

French

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English: johnny

American: Johnny

American: johnny

Johnny

Example sentences

Trends

Definition of 'johnny'

johnny

in British English

('dʒɒni  )**NOUN**

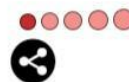
Word forms: plural -nies

British

1. (often capital) *informal*
a man or boy; chap
2. a slang word for condom

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Word Frequency



Wordle Helper



Stuck at Wordle?
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maintain your current
streak!

Quick Word Challenge

Question: 1 - Score: 0 / 5

hangar or hanger?Drag the correct answer into
the box.

hangar

hanger

Use a wooden coat

 for jackets,
rather than a wire one.

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Word Frequency

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delivery***Hassle-free returns
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NISSAN INTELLIGENT MOBILITY

in American English

('dʒani ) or 'Johnnie ('dʒani )

NOUN

1. Informal

John¹

2. Word forms: plural 'Johnnies Chiefly British, Informal any man or boy

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Word origin

cf. jack

johnny

in American English

('dʒani )

NOUN

Word forms: plural 'johnnies

US

a short muslin gown with short sleeves and a back opening that is closed with ties, worn as by hospital patients

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Word origin

< ? Johnny: see jacket

Johnny

in American English

('dʒani)

NOUN

Word forms: plural (*for 1–3*) -nies

1. (*sometimes lc*)

a familiar term of address for a man or boy

2. (*sometimes lc*) *slang*

a short, collarless gown that is fastened in back and is worn by hospital patients, persons being examined in a doctor's office, etc



Word Frequency




the difference between...

boot / trunk



What's the difference between boot and trunk?


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AUGUST 22, 2022

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NISSAN
 INTELLIGENT
 MOBILITY

- 3. (IC) slang
 toilet; bathroom
 - 4. a male given name, form of John
- Also: Johnnie

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Word origin

[1665–75; JOHN + -y²]

Examples of 'johnny' in a sentence

johnny

Example sentences from the Collins Corpus

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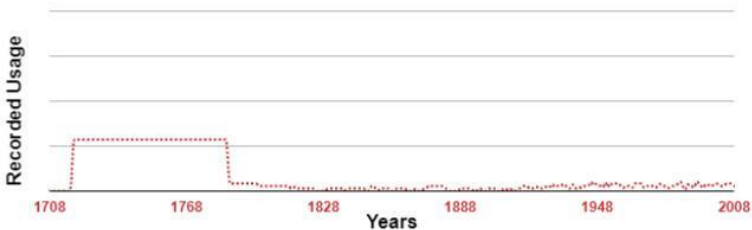
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Johnny had never been to her apartment, or to her business office, which was just down the hall.
ELIZABETH LOWELL *JADE ISLAND* (2001)

Trends of

johnny

View usage for:



Browse alphabetically

johnny

- Johnna
- johnnies
- Johnnies-come-lately

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MOBILITY

johnny
johnny cake
johnny Canuck
johnny collar

All ENGLISH words that begin with 'j'

Related terms of

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johnny raw
johnny Reb
johnny Canuck
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Quick Word Challenge

Question: 1 - Score: 0 / 5

pedal or peddle?

Which version is correct?

My foot pressed hard on the brake
peddle.

My foot pressed hard on the brake
pedal.

[NEXT](#)

shock jock

Aug 23, 2022

Word of the day
shock jock

A shock jock is a radio disc jockey who deliberately uses language or expresses opinions that many people find offensive .

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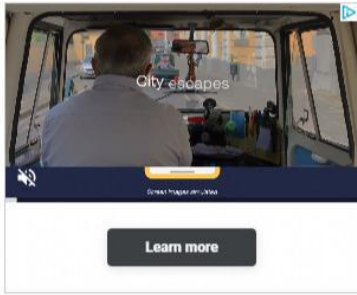
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United States Patent and Trademark Office (USPTO)

USPTO OFFICIAL NOTICE

Office Action (Official Letter) has issued
on August 23, 2022 for
U.S. Trademark Application Serial No. 97120371

A USPTO examining attorney has reviewed your trademark application and issued an Office action. You must respond to this Office action in order to avoid your application abandoning. Follow the steps below.

- (1) **[Read the Office action](#)**. This email is NOT the Office action.
- (2) **Respond to the Office action by the deadline** using the Trademark Electronic Application System (TEAS). Your response must be received by the USPTO on or before 11:59 p.m. **Eastern Time** of the last day of the response period. Otherwise, your application will be **[abandoned](#)**. See the Office action itself regarding how to respond.
- (3) **Direct general questions** about using USPTO electronic forms, the USPTO **[website](#)**, the application process, the status of your application, and whether there are outstanding deadlines to the **[Trademark Assistance Center \(TAC\)](#)**.

After reading the Office action, address any question(s) regarding the specific content to the USPTO examining attorney identified in the Office action.

GENERAL GUIDANCE

- **[Check the status](#) of your application periodically** in the **[Trademark Status & Document Retrieval \(TSDR\)](#)** database to avoid missing critical deadlines.
- **[Update your correspondence email address](#)** to ensure you receive important USPTO notices about your application.
- **[Beware of trademark-related scams](#)**. Protect yourself from people and companies that may try to take financial advantage of you. Private companies may call you and pretend to be the USPTO or may send you communications that resemble official USPTO documents to trick you. We will never request your credit card number or social security number over the phone. And all official USPTO correspondence will only be emailed from the domain “@uspto.gov.” Verify the correspondence originated from us by using your Serial Number in our database, **[TSDR](#)**, to confirm that it appears under the “Documents” tab, or contact the **[Trademark Assistance Center](#)**.

- **Hiring a U.S.-licensed attorney.** If you do not have an attorney and are not required to have one under the trademark rules, we encourage you to hire a U.S.-licensed attorney specializing in trademark law to help guide you through the registration process. The USPTO examining attorney is not your attorney and cannot give you legal advice, but rather works for and represents the USPTO in trademark matters.

User: Ron Aikens

Statistics for Case 97120371						
#	Search	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/Search Duration
1	97120371[sn]	1	0	1	1	0:01
2	*{"gjz"}o{"h"0:1}n*[bi,ti]	58764	0	0	0	0:01
3	(*{"ck"}a{"sc"}h* "c a s h" "cas h" ca sh" "c as h" "c ash" "c a sh" "ca s h" "k a s h" "kas h" ka sh" "k as h" "k ash" "k a sh" "ka s h")[bi,ti]	1030413	0	0	0	0:04
4	2 and 3	6641	0	0	0	0:03
5	4 not dead[ld]	3235	0	0	0	0:03
6	"025"[cc]	3327006	0	0	0	0:03
7	"041"[cc]	4086032	0	0	0	0:01
8	5 and 6	754	0	754	754	0:03
9	5 and 7	778	0	0	0	0:03
10	8 9	1241	0	0	0	0:04
11	9 not 8	487	0	487	487	0:05
12	(*john *jon *joh{"n":2}{"iey"}* *jo{"n":2}{"iey"}*)[bi,ti]	10549	0	0	0	0:01
13	3 and 12	1653	0	0	0	0:02
14	13 not dead[ld]	636	0	0	0	0:02
15	14 and 6	168	0	168	168	0:02
16	14 and 7	275	0	0	0	0:02
17	16 not 15	178	0	178	178	0:03

Session started 08/23/2022 10:06 am

Session ended 08/23/2022 11:02 am

Total search duration 43.00

Session duration 55 minutes 21 seconds

Adjacency Level 1

Near Level 1

Note To The File

Serial Number: 97120371
Date: 08/23/2022 10:00 am
Created by: Ron Aikens

THE JOHN CASH SHOW

Changed

- Issued Examiner's Amendment and Entered Changes

To: Leland J. Mack Jr., Esq.(leland@mackesq.com)
Subject: U.S. Trademark Application Serial No. 97120371 - THE JOHN CASH SHOW
Sent: August 23, 2022 09:59:21 AM EDT
Sent As: tmng.notices@uspto.gov

Attachments

**United States Patent and Trademark Office (USPTO)
Office Action (Official Letter) About Applicant's Trademark Application**

U.S. Application Serial No. 97120371

Mark: THE JOHN CASH SHOW

Correspondence Address:

LELAND J. MACK JR., ESQ.
MACK LAW PLLC
305 BROADWAY, 7TH FLOOR
NEW YORK NY 10007 UNITED STATES

Applicant: John Cash Enterprises, Inc.

Reference/Docket No. N/A

Correspondence Email Address: leland@mackesq.com

EXAMINER'S AMENDMENT

Issue date: August 23, 2022

USPTO database searched; no conflicting marks found. The trademark examining attorney has searched the USPTO database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). 15 U.S.C. §1052(d); TMEP §704.02.

Application has been amended as shown below. The trademark examining attorney is amending the application as follows. No prior approval or authorization from applicant or applicant's attorney is required. TMEP §707.02.

DISCLAIMER

The disclaimer made of record has been amended to conform to Office requirements, namely, that the word "THE" is not the subject of disclaimers, and the word "AND" is not a part of the mark. The disclaimer now reads as follows:

No claim is made to the exclusive right to use “SHOW” apart from the mark as shown.

/Ronald E. Aikens/
Ronald E. Aikens
(571) 272-9268
ron.aikens@uspto.gov

United States Patent and Trademark Office (USPTO)

USPTO OFFICIAL NOTICE

Office Action (Official Letter) has issued
on August 23, 2022 for
U.S. Trademark Application Serial No. 97120371

A USPTO examining attorney has reviewed your trademark application and issued an Office action. You may be required to respond to this Office action. Follow the steps below.

- (1) **[Read the Office action.](#)** This email is NOT the Office action.
- (2) **Respond to the Office action, if a response is required.** Respond by deadline using the Trademark Electronic Application System (TEAS). Your response must be received by the USPTO on or before 11:59 p.m. **Eastern Time** of the last day of the response period. Otherwise, your application will be [abandoned](#). See the Office action itself regarding how to respond.
- (3) **Direct general questions** about using USPTO electronic forms, the USPTO [website](#), the application process, the status of your application, and whether there are outstanding deadlines to the [Trademark Assistance Center \(TAC\)](#).

After reading the Office action, address any question(s) regarding the specific content to the USPTO examining attorney identified in the Office action.

GENERAL GUIDANCE

- **[Check the status](#) of your application periodically** in the [Trademark Status & Document Retrieval \(TSDR\)](#) database to avoid missing critical deadlines.
- **[Update your correspondence email address](#)** to ensure you receive important USPTO notices about your application.
- **[Beware of trademark-related scams](#).** Protect yourself from people and companies that may try to take financial advantage of you. Private companies may call you and pretend to be the USPTO or may send you communications that resemble official USPTO documents to trick you. We will never request your credit card number or social security number over the phone. And all official USPTO correspondence will only be emailed from the domain “@uspto.gov.” Verify the correspondence originated from us by using your Serial Number in our database, [TSDR](#), to confirm that it appears under the

“Documents” tab, or contact the [Trademark Assistance Center](#).

- **[Hiring a U.S.-licensed attorney](#)**. If you do not have an attorney and are not required to have one under the trademark rules, we encourage you to hire a U.S.-licensed attorney specializing in trademark law to help guide you through the registration process. The USPTO examining attorney is not your attorney and cannot give you legal advice, but rather works for and represents the USPTO in trademark matters.