

Beyond Registration: Post-Trademark Strategies Every Attorney Must Know

Created by





Julie Grabbe



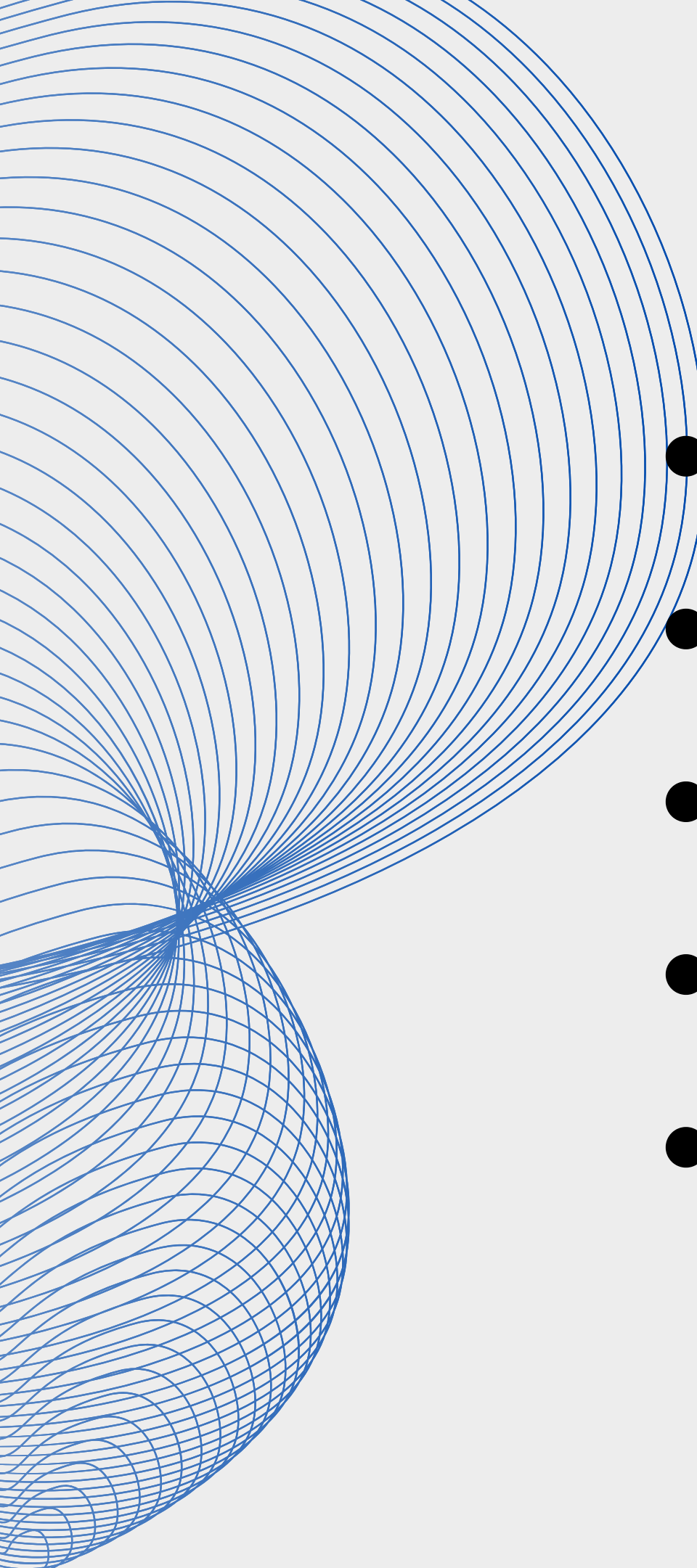



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- 
- TRADEMARK REFRESHER
 - MAINTENENCE
 - MONITORING
 - ENFORCEMENT
 - AVOIDING PANDORA'S BOX
- 



**Pop-Tarts®
Popped Tarts
Pop'd Hearts**

Trademark = word/phrase/logo that functions as a source identifier for consumers.

I have a Trademark... now what?

Required Filings:

Maintenance: Between years 5 and 6

Renewals: Every 10 years thereafter



Maintenance Filing

TWO TYPES

§8 Confirms continuous use for the last 5 years.

Between years 5 and 6

Every 10 years

Required

§15 Statement of Incontestability

Can be filed with the §8 between years 5 and 6

Not Required

“INCONTESTABILITY”

Requirements:

- ✓ Affidavit filed by owner
- ✓ Affirm goods/services that you've been selling
- ✓ Affirm the use is “in commerce”
- ✓ Affirm no adverse decisions or proceedings pending





Renewal Filing

**§9 Declaration of Sworn Statement of Use or
Excusable Nonuse of Trademark**

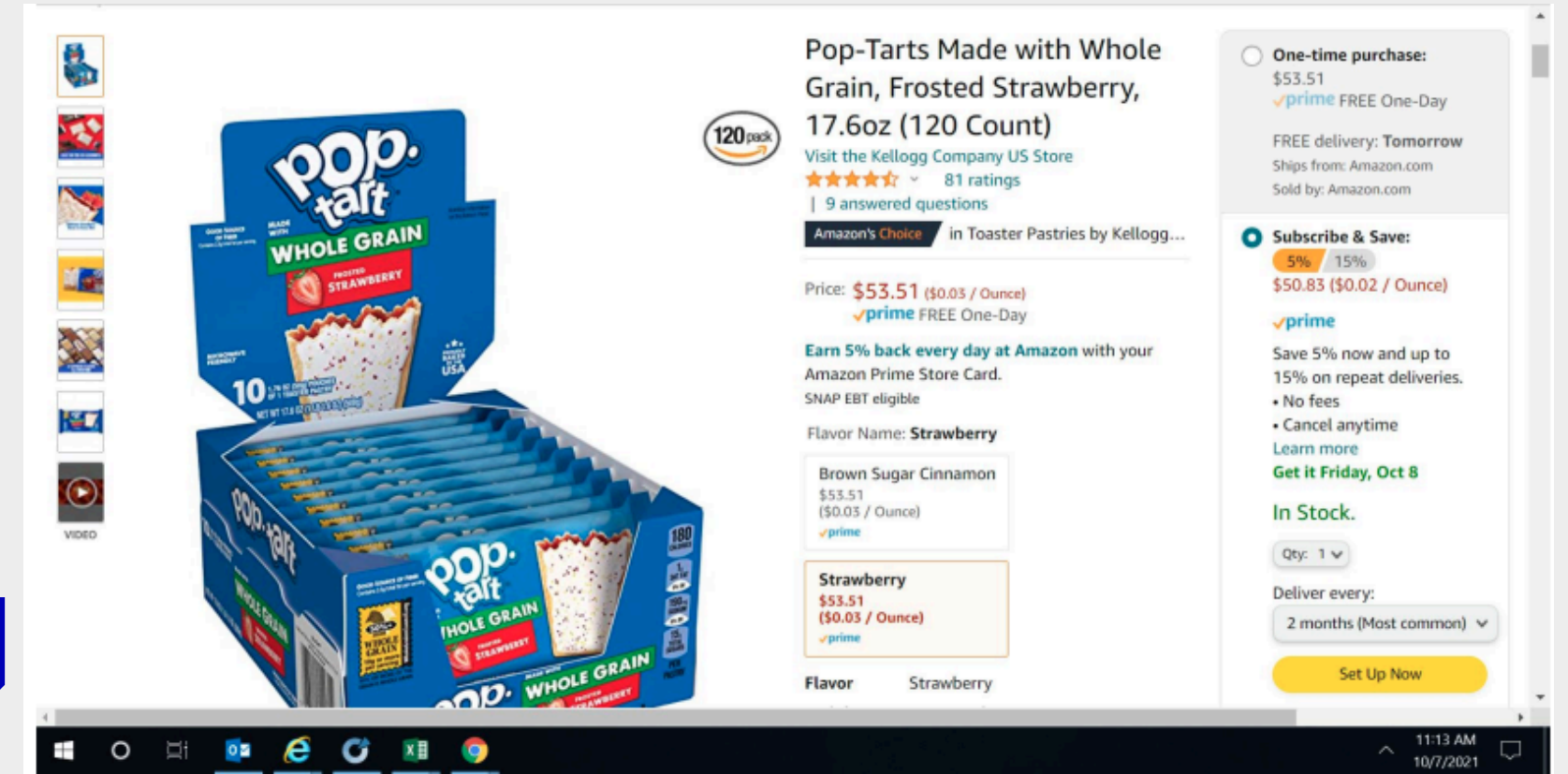
Filed between years 9 and 10

Filed every 10 years thereafter

Required

Specimens

1



3

2



TRADEMARK MONITORING

We watch so you
can focus on
what you do best.



SEARCH



MONITOR



PROTECT

TM



Trademark Monitoring

New Corsearch Zeal 2.0 >

Own Your Brand Identity

Confidence from creation to protection, grounded in trusted intelligence and expertise.

Talk to an expert



Request a demo



The screenshot displays the Corsearch Zeal 2.0 interface for trademark monitoring. It features a central card for 'SuperG's Black and Gold Mini Bag' with an image of a sneaker. The card is surrounded by several floating labels: 'Brand Protection' (top left), 'Trademark Solutions' (top right), 'Content Protection' (bottom right), 'Online marketplace detected' (bottom left), and 'Online listing detected' (middle right). The interface is set against a red and purple gradient background with a grid pattern.

Trademark Monitoring

Trademark Solutions

From screening a single trademark to stewarding an entire portfolio, Clarivate empowers you to confidently manage your entire trademark lifecycle.



Search with clarity

Ensure your proposed trademark is unique and available

Full Search

Analyst-led Clearance

Brand Landscape Analyzer

AI native search

SAEGIS and TM go365

Screening

DesignVision

AI native industrial design search



Enforce with confidence

Protect your brand with trusted insights and tools

Trademark Watch Analyzer

AI native surveillance

RiskMark

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Darts-ip

Global IP case law data and analytics



Optimize with software

Simplify the complex with IPMS built for you

IPfolio

Modern workflow technology that grows with your business

Inprotech

Trusted by law firms to maximize customer satisfaction and efficiency

Tailored solutions

FoundationIP Patrawin Ipendo TIPMS
Memotech Unycom



Scale with tech-enabled services

Partner with experts to reduce risk, increase efficiency

Renewals

Global agent network, \$2B in payments annually

Records

Comprehensive data verification, personalized service

Filing, Paralegal Support

Manage short and long-term admin burdens

Trademark Monitoring



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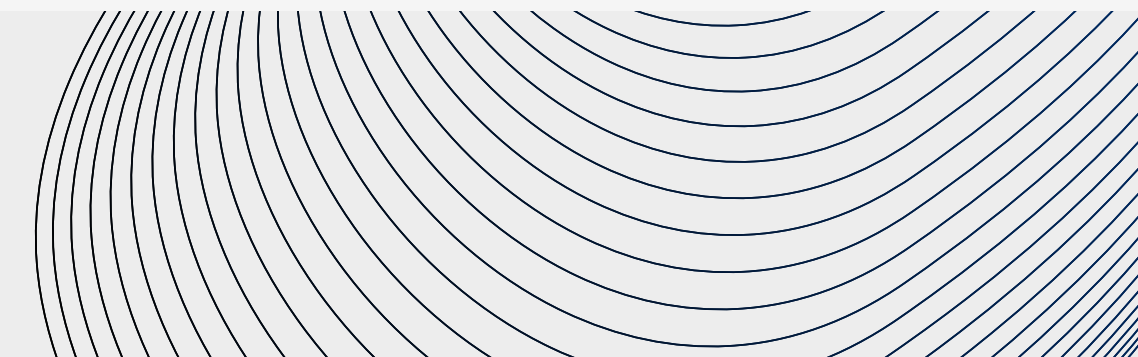
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Confusingly Similar?

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United States Patent and Trademark Office

Confessions of a Showgirl

Reg. No. 4,800,625
Registered Aug. 25, 2015

Int. Cls.: 16 and 41
FOR: PRINTED COLUMNS IN THE FIELD OF ENTERTAINMENT, EDUCATION, CULTURE, AND SPORTS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER
FIRST USE 7-3-2014; IN COMMERCE 7-3-2014.
FOR: ENTERTAINMENT AND EDUCATIONAL SERVICES IN THE NATURE OF ON-LINE PUBLICATIONS, NAMELY, BLOGS AND NON-DOWNLOADABLE E-ZINES IN THE FIELD OF ENTERTAINMENT, EDUCATION, CULTURE, AND SPORTS; ENTERTAINMENT IN THE NATURE OF LIVE STAGE PERFORMANCES IN THE NATURE OF THEATRICAL PRODUCTIONS IN THE FIELD OF MUSIC, SINGING, DANCING, COMEDY AND DRAMA; ENTERTAINMENT SERVICES IN THE NATURE OF ONGOING TELEVISION PROGRAMS AND CONTINUING MOVIE SERIES FEATURING DRAMA AND COMEDY, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 7-2-2014; IN COMMERCE 7-2-2014.
THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 86-269,349, FILED 5-1-2014.
PARKER HOWARD, EXAMINING ATTORNEY



Michelle K. Lee
Director of the United States
Patent and Trademark Office



Upcoming Shows

Trademark Status & Document Retrieval (TSDR) ?

SEARCH

MULTI-SEARCH ?

US Serial, Registration, or Reference No. ▾

99331566

Status

Documents

Status results found

STATUS

DOCUMENTS ?

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Principal

Trademark,



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THE LIFE OF A SHOWGIRL

: Aug. 11, 2025

: Yes

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been accepted by the Office (has met the minimum
s application has been assigned to an examiner.

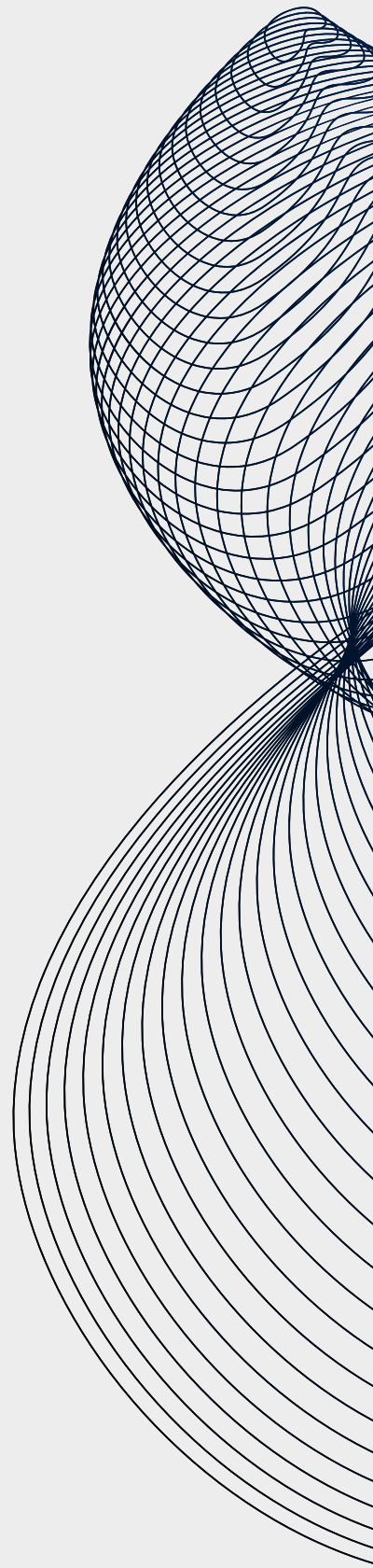
) to the applicant. To view all documents in this file,



Enforcement



Investigation
Assessment
Client Conversation



Investigation

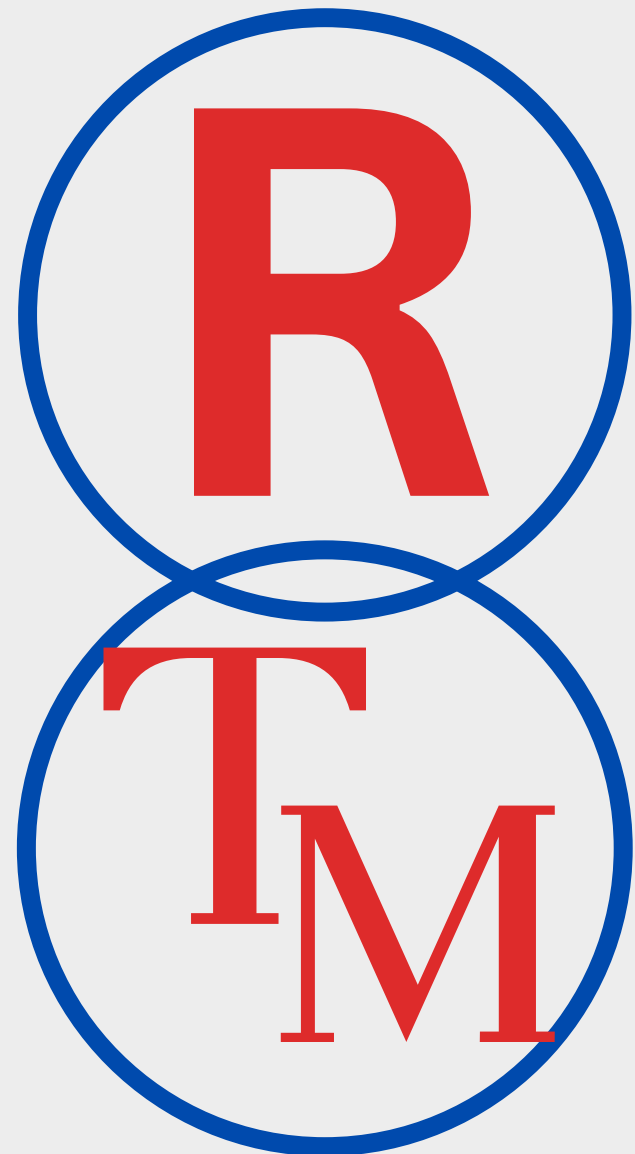
- Evaluating our own Trademark
- Registration vs. No registration



Investigation

➤ Evaluating their Trademark

➤ Registration vs. No registration



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Proceeding Status: Pending Terminated All

Proceeding Number:
8-digit Board proceeding number, digits only

Application, Registration or Expungement/Reexamination Number:
Enter the application number (xxxxxx) expungement/reexamination number (yy)



ICANN | LOOKUP

Registration data lookup tool

Enter a domain name or an Internet number resource (IP Network or ASN) [Frequently Asked Questions \(FAQ\)](#)

Enter a value



Statutory damages:

Actual damages

Profits

Costs of enforcement

Attorney's fees

and/or

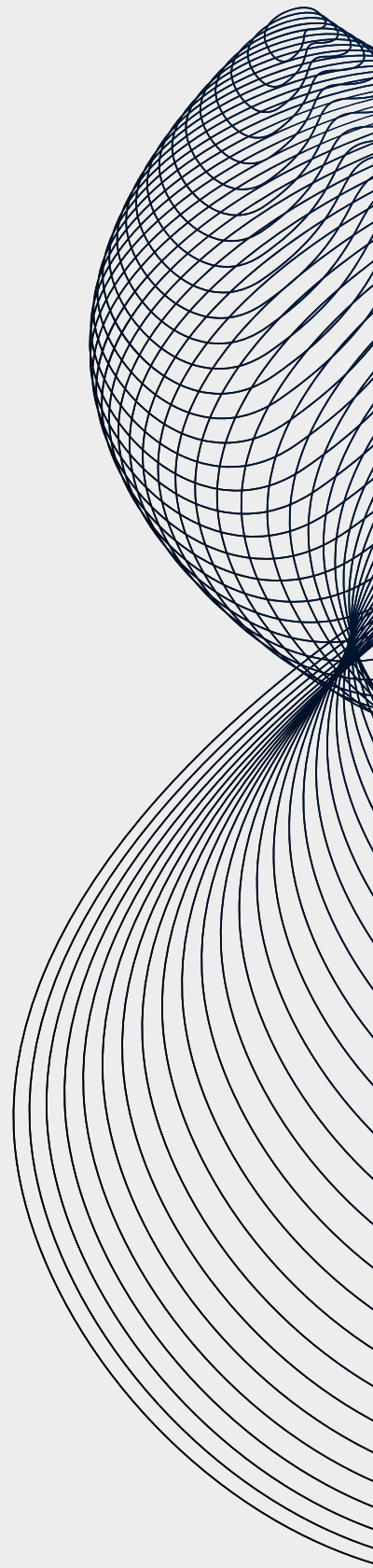
Treble damages/ statutory damages up to \$2M per mark per type of goods/services (counterfeit mark use)






cease and desist

- How?
- TO:
- Tone
- Evidence based
- Demand
- Time for response
- FRE 408: FOR SETTLEMENT PURPOSES ONLY

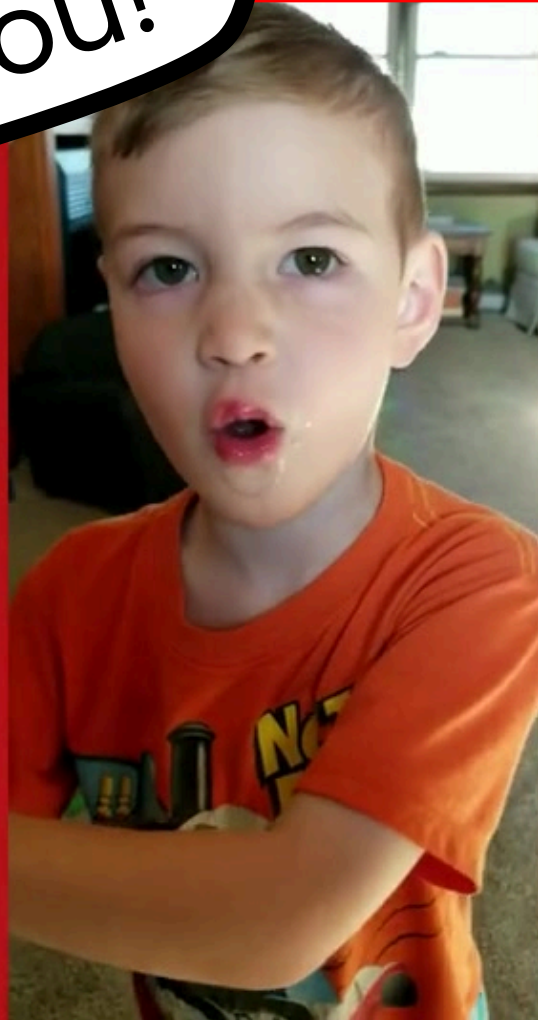




**Trademark owners have
a duty to enforce their
marks**

Failure to protect your Intellectual Property

This is my
chance to
destroy you!



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@Grabbe Law Office



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THANKYOU