

Request for Trademark Application

This questionnaire was created to help determine if a mark associated with the University should be registered with the U.S. Patent and Trademark Office. Please complete this form and return it, with the appropriate collateral, to the University Licensing Programs office by email at licensing@union.msu.edu or through campus mail at MSU Union, Room #13.

GENERAL INFORMATION

NAME _____

DEPARTMENT _____

DEAN/DEPARTMENT HEAD NAME _____

EMAIL ADDRESS _____ PHONE NUMBER _____

PURPOSE OF REGISTRATION

Is the intent to use the mark commercially to generate revenue and/or promote a service? Yes No

Is the intent to keep someone else from using the mark? Yes No

Is the intent to ensure that MSU has the right to use the mark? Yes No

SPECIFICS OF MARK

What type of mark is to be protected (word, name, symbol or combination)? _____

- *Attach a copy of the mark (in its stylized form if that is how you intend to use it).*

Does the mark contain any MSU symbols, logos or names (this includes the names MSU, Spartans and Michigan State University along with the Spartan Helmet logo, block S, and university seal)? Yes No

Has the mark been approved by your department head and MSU Communications & Brand Strategy? Yes No

Who designed the mark? _____ MSU employee Outside design firm

Was a contract signed for the design services? Yes No

- *If the answer is yes, please attach a copy of the contract.*

If no contract, please provide the name of the design firm. _____

BACKGROUND RESEARCH

Are you aware of anyone else currently using the mark or any elements of the mark? Yes No

If so, provide information about the use and identity of the user. _____

Has an Internet search been conducted to see if someone else is using the mark? Yes No

If yes, state results. _____

USAGE

Please note that "use" occurs for products when the mark is used directly on the product/s or on tags, labels, packaging or containers, and for services when the mark is used in advertising or marketing communications for the product.

Is MSU using the mark currently? Yes No

On what date was the mark first used (MM/DD/YYYY)? _____

How widespread is the use of the mark (i.e. locally, regionally, nationally, internationally)? Specifically, please indicate if the mark has been used outside the state of Michigan. _____

Please describe how the mark is being used (i.e. in print, on signage, on the web, in advertising, etc.). _____

With what types of products, services or standards is the mark used? _____

How long do you intend to use the proposed mark? _____

Is there anyone other than MSU who has been involved with the use of the mark in the past or who would have control of the use of the mark in the future? Yes No

BUDGET IMPLICATIONS

General cost estimates are provided below but vary according to the scope of the project and the potential need to involve outside counsel.

Standard Cost Estimates

Full Trademark Search (recommended): \$1,000
Application filing fee for single class: \$325

Outside Counsel Estimates (if needed)

Review and recommendation for trademark search: \$2,000-\$4,000
Attorney's fees for search and registration process: \$3,000 minimum
Additional fees if US Patent and Trademark Office issues an office action or if a third party opposes the application.

Are you willing to invest money to register the mark? Yes No

You will be required to show that you are continuing to use the mark between the 5th and 6th years of the registration. A trademark registration is valid for 10 years, and the registration can then be renewed for additional 10-year periods as long as you are still using the mark. There are nominal fees associated with maintaining the registrations as described herein.

Upon registration, you are required to enforce against third parties that use the marks without permission in order to maintain rights in the marks. Infringement matters can be resolved through cease and desist letters, but also could include litigation that can be costly.

Are you willing to enforce a trademark (including costs, if any), in the event that an infringement is found? Yes No