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* * * * * PRIVILEGED AND CONFIDENTIAL * * * * *

Checklist of Needed Trademark Items

Dear Client:

To complete your trademark filing(s) expeditiously, we need the following information from you for each trademark filed. This information can be emailed to us at: info@brandregistryattorney.com in the body of an email (and/or in attachments to an email).

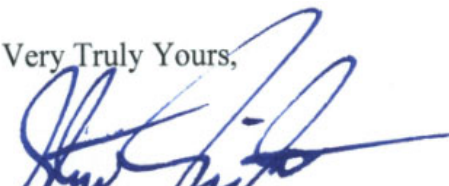
1. **Legal Name of the Owner**. We need the full legal name of the owner of the trademark. This can be you, or your company (for instance, an LLC). It is important to provide us with the correct name of the party who is actually selling using the trademark. For instance, you would not list yourself personally as the owner if it is, in fact, your company doing business using the trademark.
2. **Address of the Owner**. We need the mailing address of the owner. This should not be a P.O. box. It is important to pick this address carefully, because it will be public record and you will receive mail there from scammers trying to impersonate the USPTO and trick you into paying fake invoices.
3. **Phone and Email (and Website if Applicable)**. We need a phone number and email address of the owner, or an authorized contact of the owner. If you are selling product on a website, please send us the URL/domain name of the website so we can examine it and potentially use it to draw specimens from.
4. **Exact Spelling of the Trademark**. We need to know exactly how you are spelling the trademark you want filed, including special characters. If it critical that you provide us with the spelling exactly as you are actually using it on products (including all spaces, hyphens, and even the word “the” if it precedes your brand name in labeling). Generally, we file trademarks on the brand name (also known as a word mark). We can additionally or alternatively, file a trademark on your logo (known as a stylized mark). Please let us know which filing you want, or if you would like both. If you are in doubt, it is generally better to protect the brand name rather than the logo.
5. **First-Use-Date**. Importantly, we need to know when you first began using the trademark commercially to offer product for sale in the U.S. This is necessary for the trademark filing. If you do not know the exact date, you can estimate it so long as your estimate is later than the actual date and not before. If you are using the trademark in multiple

industries (for instance on herbal products and to run a trucking company), then we need to know the dates you started using the mark in each industry (which dates may differ). If you started using the trademark in another country before the U.S., we also need to know the date you began use outside of the U.S.

6. **Brief Description of the Product or Service.** We need a brief description of the products you are offering (or service you are offering). This may be obvious from your website or photographs of your product, but please tell us what products you are selling and how the trademark is being used (e.g., a brand identifier on the product, as simply a company name, or as a tagline or slogan used in marketing). If you are selling multiple types of products in different industries (for instance clothing and food), please give us this information for all the industries in which you are operating. Please also tell us which industry is your primary industry. We will file the trademark with respect to your primary industry, but may advise you that it is advisable to file also with respect to the other industries (in which case there are additional charges).
7. **Specimen/Photograph of Product.** We need a photograph from you of your product showing that either the product, or the packing the product is in, bear your trademark. We cannot file without this. This must be a photograph showing the mark on the product, not just an illustration of the trademark.
8. **Logo Illustration (for Stylized Trademarks Only).** If you want us to protect a logo, we need an image file of the logo (even if we can see it in the specimen file). This could be a JPG, PNG or vector file. This is not needed for word marks (i.e., trademarks on brand names only).

Please email this information along with the signed engagement letter and payment form. Please let me know if you have any questions. I am available at info@brandregistryattorney.com or by calling 888-941-9933.

Very Truly Yours,



Steven Rinehart, Esq.
Registered Patent Attorney