

USTPA

UNITED STATES TRADEMARK PROTECTION AGENCY

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## ELECTIVE ELECTRONIC TRADEMARK MONITORING SERVICE

ATTN: TRADEMARK OWNER  
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ATTENTION:  
Trademark Owner  
REGARDING:  
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**PLEASE NOTE: Section 2 of the United States Trade Marks Act:**

*No Trademark shall be refused registration unless it so resembles a mark registered as to be likely to cause confusion.*

This has resulted in the  
United States Patent and  
Trademark Office (the "USPTO")  
allowing Trademarks that  
might be considered conflicting.

Be advised, protecting a Trademark from registration of confusing or conflicting marks is ultimately NOT the responsibility of the normal Trademark registration process, but of the Trademark Owner.

The USPTO publishes a *Weekly Trademarks Gazette* listing all names and designs which have been approved by USPTO examiners to receive the status of Trademark. Approximately 220,000 Trademark applications are *published* each year. This process is intended to give the general public the opportunity to oppose any Trademark that may infringe upon their rights, prior to its registration. Confusing or conflicting marks that are registered may require legal representation to reverse.

Opposition to a name or design which has been published must be received by the USPTO within 30 days of the publication or the confusing or conflicting name or design receives the status of registered trademark.

Trademark monitoring is the ongoing electronic review of all Trademark applications, regardless of class, received by the USPTO. USTPA is a non-governmental organization utilizing the United States Trademark Database provided by the USPTO. Trademark monitoring is an annual subscription, commencing upon receipt of your response, under which you will receive notification of the publication of confusing or conflicting marks before they become registered trademarks.

The responsibility to detect other Trademark applications which could be prejudicial to your rights rests with the Trademark Owner. Elective electronic monitoring gives the Trademark Owner information which is important to maintain its Trademark rights.

To enable monitoring of your mark(s) (listed above) please complete the required sections to the right and return to the United States Trademark Protection Agency in the envelope provided.

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