



| Action  | Attorney Fees (Minimum)                | Trademark Office / Search Fees / Associate Counsel | Est. Total (Minimum)   |
|---|--|--|------------------------|
| <b>BILLING RATES</b>                                |  |  |                        |
| Anne Hiaring and Carol Smith                        | \$400 - \$600/hour                     |  |                        |
| Vijay Toke  | \$360/hour                             |  |                        |
| Associate Attorney & Paralegals                     | \$200 - \$260/hour                     |  |                        |
| <b>PRE-REGISTRATION</b>                             |  |  |                        |
| Preliminary Search & Analysis                       | Hourly rates (approx \$400)            | \$ 50 / mark                                       | \$450 and up           |
| Full Search & Analysis                              | Hourly rates (approx \$900)            | \$600 and up                                       | \$1500 and up          |
| <b>FEDERAL REGISTRATION</b>                         |  |  |                        |
| Preparing and Filing U.S. application               | \$550 Intent-to-Use<br>\$600 Use-Based | \$275 - \$375 per class of goods or services       | \$825 - \$975          |
| Reporting on Trademark Office examination           | Hourly rates                           |  |                        |
| Responding to non-complex, procedural Office Action | Hourly rates (approx \$330)            |  | \$330 and up           |
| Responding to substantive Office Action             | Hourly rates (approx \$1000 to \$2000) |  | \$1000 - \$2500 and up |
| Intent-to-Use Only Notice of Allowance              | \$225                                  |  | \$225                  |
| Intent-to-Use Only Extension of Time                | \$325                                  | \$150 per class                                    | \$475                  |
| Intent-to-Use Only Statement of Use                 | \$525                                  | \$100 per class                                    | \$625                  |
| Certificate of Registration                         | \$260                                  |  | \$260                  |

**NOTE**

*Matters Requiring an Unusual Amount of Time may Require Additional Hourly Rate Billing.*

*To avoid excessive out-to-pocket expenses, it is our practice to ask for an advance of all service/filing fees and foreign associate counsel fees prior to commencing work.*

| Action   | Attorney Fees<br>(Minimum)    | Trademark Office / Search Fees /<br>Associate Counsel  | Est. Total<br>(Minimum) |
|--|-------------------------------|--|-------------------------|
| <b>POST REGISTRATION</b>   |                               |  |                         |
| Preparing and filing 5 <sup>th</sup> -6 <sup>th</sup> year Use Declaration                   | \$625                         | \$300 per class  | \$925                   |
| Preparing and filing Renewal   | \$625                         | \$500 per class  | \$1125                  |
| Additional fee for filing within grace period after<br>deadline (Use Declaration or Renewal) |                               | \$100 per class  |                         |
| Section 7 New Certificate of Registration  | \$200                         | \$100  | \$300                   |
| <b>TTAB</b>  |                               |  |                         |
| Preparing and filing Request for Extension of Time<br>to Oppose                              | \$300                         |  | \$300                   |
| Preparing and filing Notice of Opposition  | Hourly rates                  | \$300 per class  | \$3000 and up           |
| Preparing and filing Petition for Cancellation   | Hourly rates                  | \$300 per class  | \$3000 and up           |
| <b>STATE REGISTRATION</b>  |                               |  |                         |
| Preparing and filing state trademark application   | \$500                         | Varies by State (request quote)  | \$500 plus filing fee   |
| Preparing and filing state renewal   | \$500                         | Varies by State (request quote)  | \$500 plus filing fee   |
| <b>INTERNATIONAL REGISTRATION</b>  |                               |  |                         |
| Preparing and filing Madrid Protocol application   | \$450                         | Varies according to countries designated<br>and number of classes. Minimum 653<br>Swiss francs (request quote) | \$1000 and up           |
| Preparing and filing non-U.S. application  | \$550                         | Foreign associate charges vary by<br>country (request quote)   |                         |
| Prosecution and correspondence   | Hourly rates                  | Varies according to complexity of<br>prosecution necessary to achieve<br>registration.                         |                         |
| Certificate of Registration  | \$250                         | Varies by country  |                         |
| Renewal of Registration  | \$500                         | Varies by country  |                         |
| <b>COPYRIGHT</b>   |                               |  |                         |
| Preparing and filing copyright application (other than<br>software)                          | \$300 - \$500                 | \$40   | \$340 - \$540           |
| Certificate of Registration  | \$100                         |  | \$100                   |
| <b>MISC. SERVICES</b>  |                               |  |                         |
| U.S. Assignment / Name Change / Merger / Transfer  | \$300 base rate               | \$40 per property; \$25 ea. subsequent<br>property in same document  | \$240 and up            |
| Foreign Assignment   | \$300 (per country) base rate | Varies by country  | \$200 and up            |

## U.S. TRADEMARK APPLICATION CYCLE

### Applications filed based on USE

| Description               | Time Period                                     | Explanation  |
|---------------------------|---|--|
| Application filed         |   | Application filing date  |
| Substantive Examination   | ~ 3 months from filing date                     | PTO examines the application for registrability and either 1) approves the mark or 2) issues a procedural or substantive objection               |
| Response to Office Action | 6 months from Office Action date                | A response to any objection by the PTO must be filed within six months from the date of the objection  |
| Publication               | ~ 3 months from approval of application         | Once the PTO approves the application, it is published in the <i>Official Gazette of Trademarks</i>  |
| Opposition Period         | 30 day from publication date                    | Third parties have one month to file an objection, or request to extend the time to file an objection (up to 120 days from the publication date) |
| Registration Issues       | ~ 3 months from expiration of opposition period | The registration will issue approximately three months from the end of the third party opposition period   |

Use-Based Application, one mark/class

**Base Estimate Total: \$ 1500**

### Applications filed based on INTENT-TO-USE

| Description               | Time Period                                     | Explanation  |
|---------------------------|---|--|
| Application filed         |   | Application filing date  |
| Substantive Examination   | ~ 3 months from filing date                     | PTO examines the application for registrability and either 1) approves the mark or 2) issues a procedural or substantive objection   |
| Response to Office Action | 6 months from Office Action date                | A response to any objection by the PTO must be filed within six months from the date of the objection  |
| Publication               | ~ 3 months from approval of application         | Once the PTO approves the application, it is published in the <i>Official Gazette of Trademarks</i>  |
| Opposition Period         | 30 day from publication date                    | Third parties have one month to file an objection, or request to extend the time to file an objection (up to 120 days from the publication date)   |
| Notice of Allowance       | ~ 3 months from expiration of opposition period | This commences a 3-year period within which the mark must be used and a Statement of Use must be filed. It is necessary to file an Extension Request <u>every six months</u> to keep the application pending until use is established. |
| Statement of Use          |   | Filed within 3-years from the date of the Notice of Allowance  |
| Registration Issues       | ~ 3 months from Acceptance of use statement     | The registration will issue approximately three months from acceptance of the Statement of Use   |

Intent-to-Use Application, one mark/class/no extensions

**Base Estimate Total: \$ 2150**

(The above are **estimates only** and assume no issues are raised during substantive examination and no oppositions or extensions are filed.)