

PATENT AND TRADEMARK SEARCHING

May 6, 2025 - SCORE

Searching is not required in order to file a patent or trademark application – but it is beneficial to do so

Searching is a skill

Choose your search terms carefully

Free Sites For Conducting Patent Searches

USPTO -

<https://www.uspto.gov/patents/search/patent-public-search>

Google -

<https://patents.google.com/>

Espacenet -

<https://worldwide.espacenet.com/>

USPTO

- **Basic and Advanced Search Options**
- **US patent documents only**
- **Good tutorial/training materials**
- **Support available**

GOOGLE

- **Basic and Advanced Search Options**
- **US, foreign, and non-patent literature**
- **Relatively easy user interface**
- **“Similar” search function**
- **Good for viewing patent drawings**
- **Good for obtaining PDF copies**

ESPACENET

- **Basic and Advanced Search Options**
- **US and foreign documents**
- **Can view patent drawings**
- **Can obtain PDF copies**
- **English language machine translations of non-US documents**

ADVANCED PATENT SEARCHING

- **Classification system**
 - <https://www.uspto.gov/web/patents/classification/>.
- **Search like an Examiner**
<https://www.uspto.gov/sites/default/files/documents/search-like-an-examiner.pdf>

ADVANCED PATENT SEARCHING

<https://www.uspto.gov/learning-and-resources/inventors-entrepreneurs-resources>

General Trademark Background

- ▣ What is a Trademark?
- ▣ A word, phrase, symbol or design, or combination of words, phrases, symbols or designs that identifies and distinguishes the source of goods or services of one party from those of others.
 - Brand names -can be a mark and corporate name
 - Logos
 - Sounds- NBC Chimes
 - Colors -Pink insulation
 - Product Shapes
 - Slogans
 - Smells

Characteristics of a Good Mark

1. Easy to Remember
2. Easy to Pronounce
3. Easy to Spell and Write
4. Easy to Reproduce
5. Attractive in Appearance and Sound
6. Distinctive to Eye and Ear
7. Simple/Short
8. Capable of Protection (Not in Use, Generic or Descriptive)
9. Capable of Avoiding Confusion (Sufficiently Strong Mark)
10. No undesirable international implications

Standard for Availability of a Mark

- Marks are cleared for specific goods or services
 - Can have multiple users of a mark for different goods
 - Delta faucets, Delta airlines
- Likelihood of consumer confusion
 - similarities in sound, appearance, meaning
 - relationship between goods/services/companies
 - Marketing environment (channels of trade)
 - Strength of senior trademark
 - Likelihood of trademark expanding into product category of junior trademark
 - Intent of junior trademark user's adoption'
 - Buyer sophistication

Free Sites For Conducting Trademark Searches

Registered Marks

- USPTO - tmsearch.uspto.gov/search/search-information

Common Law

- Google or other reputable search engine

USPTO

https://tmssearch.uspto.gov/search/search-results

An official website of the United States government [Here's how you know](#)

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New requirement coming for multifactor authentication. [Read more.](#)

General search **Delta** Refine search by goods or services

Status filter **7,386 results** for Delta

Live 7,386
 Registered
 Pending
 Dead 0
 Cancelled
 Abandoned

Sort
Configure
 Show image
[Reset](#)

Wordmark	Status	Goods & services	Class	Serial	Owners
DELTA DELTA DELTA	LIVE REGISTERED	IC 025: GYM SHORTS; HATS; JACKETS; SHIRTS; SHORTS; SWEAT PANTS; SWEAT...	025	85828043	DELTA DELTA DELTA (CORPORATION; TEXAS, USA)
<u>DELTA DELTA DELTA</u>	LIVE REGISTERED	US 200: INDICATING MEMBERSHIP IN A NATIONAL COLLEGIATE FRATERNAL...	200	72071094	DELTA DELTA DELTA (CORPORATION; TEXAS, USA)
	LIVE REGISTERED	US 200: INDICATING MEMBERSHIP IN A NATIONAL COLLEGIATE FRATERNAL...	200	72071097	DELTA DELTA DELTA (CORPORATION; TEXAS, USA)
	LIVE REGISTERED	IC 029: Meat, fish, poultry and game, not live; meat extracts,...	029, 032, 005, 030	86740496	DELTA INDUSTRIAL AND COMMERCIAL COMPANY OF FOOD PRODUCTS SINGLE MEMBER S.A. (SOCIÉTÉ ANONYME (SA); GREECE)

Search Engine - Google

- ▣ Search mark or distinctive portions of a mark
- ▣ Search variations
- ▣ Combine with general goods description to limit results

QUESTIONS?

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