

Advanced Trademark Searching with Regular Expressions

Echion CLE
Plymouth, MN

Zoom Webinar

Date: June 12, 2024

Time: 12:00 – 1:00 p.m. (CDT)

Presenter: Thomas James, Minnesota trademark attorney

Agenda:

12:00 – 12:30 p.m. – On November 30, 2023, the USPTO retired its TESS (Trademark Electronic Search System) and replaced it with a cloud-based searching system. Searches in the new system use different syntax and make use of the RegEx (Regular Expressions) programming language. This course segment explains how to use Regular Expressions with field tags to conduct a trademark search at the USPTO, including syntax, wildcards, and logical operators. Attendees will also learn about the ethical issues that are raised by what the USPTO calls “dabbling” by non-trademark attorneys.

12:30 – 1:00 p.m. – The second half of the program describes useful ways to deploy Regular Expressions to broaden a trademark search to include homophones and alternate spellings; search strategies for immediately ruling out a mark (“knock-out” searches), broadening a search to identify potentially confusing marks that look or sound similar to the one being cleared; narrowing results; and reviewing records for potential problems in terms of likelihood of confusion between an existing trademark and the one sought to be cleared. Attendees will also learn how to conduct a clearance search for a design mark (logo).

Attendees will be provided a set of exercises designed to enable them to practice searching the USPTO database using regular expressions.

12:50 – 1:00 p.m. – Questions and Answers.