



State of Utah
DEPARTMENT OF COMMERCE
Division of Corporations & Commercial Code
Trademark or Service Mark Application Instructions

Complete all lines on the application. Return original application and photocopy of the completed application, together with the examples required and the \$50 non-refundable processing fee by a check or money order made payable to the "State of Utah"(U.C.A. 70-3-let. seq.).

1st Step: Mark whether the application is for a new trademark or for the renewal of an existing trademark.

Question #1: The name of the applicant, the *owner* of the Mark, who holds all rights to the Mark, must be entered on this line. The owner, may be an individual, partnership, corporation, or other business entity organized under the laws of Utah or another state. If the owner is a business entity, rather than an individual, the applicant's name under which the entity is organized must be entered. Enter the business address if the applicant is a business entity or enter the business or home address if the applicant is an individual.

Question #2: If the applicant is a Corporation or LLC, enter the state in which the entity was incorporated or organized.

Question #3: If the applicant is a General or Limited Partnership, enter the state in which the entity was organized and list each of the General Partners (use an additional sheet, if needed).

Question #4: List the Title of the trademark/service mark on this line.

Question #5: Describe the trademark/service mark. If the Mark consists of words, a name, number, or letters, describe the Mark and enclose it in quotation marks: "XYZ's Widgets." If the Mark includes a design, brand, symbol, emblem, stamp, imprint, device, or similar image, describe the Mark as specifically as possible and enclose it in quotation marks along with any words, names, numbers, etc. The description must match the Mark samples on the accompanying pages.

Question #6: Describe the mode or manner in which the Mark will be used, e.g., product labels, tags, letterhead, advertising, etc.

Question #7a: Describe specifically the product or service associated with the Mark, e.g., "retail sales of snack foods" or "janitorial services." An applicant may designate a specific class or classes of goods or services from the Trademark Acceptable Identification of Goods & Services website.

Question #7b: You may list additional class codes for the mark.

Question #8: First use of the Mark refers to the date the Mark was first *actually* used in commerce. e.g., the date the Mark was used with a product or service sufficient to create a common-law right of ownership.

Question #9: Check whether or not the Mark has been filed Federally. If yes, list the filing date, number and current status of the Mark. If the Mark was refused or has otherwise not resulted in a registration, list the reason.

Instructions for Sample Pages

Include (two) 2 separate copies of the Mark as samples, centering the image on separate pages. These pages are similar to the drawing pages submitted with a federal trademark application. One copy will be certified by the Division and returned for the owner's records. If the Mark consists only of a word, name, letters, or numbers simply **print** the Mark on the page. If the Mark includes a design, provide an accurate image or graphic of the design. A photocopy of the Mark used on a label or letterhead will suffice (delete address, telephone number, masthead, and similar information not included in the trademark).

Under GRAMA {63G-2-201}, all registration information maintained by the Division is classified as public record. For confidentiality purposes, you may use the business entity physical address rather than the residential or private address of any individual affiliated with the entity.