

# A SELECTED RESOURCE LIST

**THE PROCESS. Select a name. Search for previous usage. File an application.** When beginning this project, do some background research. Find out what is meant by Tradename or Trademark? Perhaps a patent or copyright is more suitable. If you have decided to establish a Tradename/mark, first check to see if someone else is already using it. This brochure can help with the search. If the name is in use by another entity, choose another name. If not, use the name. The process involves choosing a name, researching whether it is in use or not, and filing an application to register your use of that name. This brochure is filled with resources in print and on the Internet that can help in all steps of the process.

## BOOKS AT THE BRL

INDEX TO TRADEMARKS REGISTERED WITH THE UNITED STATES PATENT AND TRADEMARK OFFICE – ANNUAL 1994, 1995, 1997  
U.S. Government Printing Office,  
Call No. C21. 5/3

INNOVATION IN HAWAII  
Call No. HD2346.O3 H35 1991

PATENTS AND TRADEMARKS  
by Stephen E. Baldwin, Esq.  
Call No. New Arrival

PATENT, COPYRIGHT & TRADEMARK. A DESK REFERENCE TO INTELLECTUAL PROPERTY LAW.  
Nolo Press Call No. KF2980.M38 1996

U.S. PATENT AND TRADEMARK OFFICE  
1998 PRODUCTS AND SERVICES CATALOG  
Call. No. C 21.30:988

***Success Starts With Research***

## PAMPHLETS ON FILE AT BRL

### BASIC FACTS ABOUT REGISTERING A TRADEMARK

U.S. Department of Commerce/Patent and Trademark Office.  
The government updates this informative pamphlet approximately every three years. It includes a complete list of the International Trademark Classification and sample application forms. Extra copies in brochure rack in reference room.

### FIVE STEPS TO TRADEMARK SUCCESS: THE TRADEMARK SHUFFLE

by Colleen M. Sarenpa, General Mills, Inc.

### LIFE CYCLE OF A TRADEMARK

by Thomson & Thomson.

### PROTECTING YOUR NAME AND YOUR PRODUCT: WHAT EVERY BUSINESS IN HAWAII SHOULD KNOW ABOUT PATENTS, TRADEMARKS, COPYRIGHTS, AND TRADE SECRETS

by Cades, Schutte, Fleming & Wright.  
Call No. New Arrival

### TRADEMARKS AND BUSINESS GOODWILL

by Thomas G. Field, Jr. Director, Innovation Clinic, Franklin Pierce Law Center.  
Extra copies also available in SBA Topic Files.

### TRADEMARK SELECTION AND PROTECTION FOR HIGH TECHNOLOGY COMPANIES

by Fenwick & West.

### UNITED STATES PATENT AND TRADEMARK OFFICE INFORMATION CONTACTS

## WEB SITES - FORMS

U.S. Patent & Trademark Office (USPTO) <http://www.uspto.gov/>, the first place to go for Tradename/mark information. Download forms and the "Basic Facts" brochure, or search the **NEW** free USPTO Web Trademark Database <http://www.uspto.gov/tmdb/index.html>.

## REGISTERING - HAWAII

Registration is not required in order for you to own the Tradename and you do not therefore have to register the name. The advantage to registering your Tradename is that you provide notice to all others that you are claiming the rights to use the name. The second advantage is that the registration process may let you know about any other person who is claiming the right to use that name. Registration forms are available from the State of Hawaii's Dept. of Commerce and Consumer Affairs' Business Registration Division at (808) 586-2727, or on the Web at <http://www.hawaii.gov/dbedt/bac/business.html> Or, contact our office.

## REGISTERING - NATIONAL

Although you do not need to register your Tradename/mark with the federal government, federal registration has several advantages; including notice to the public of the registrant's claim of ownership of the mark, a legal presumption of ownership nationwide, and the exclusive right to use the mark on or in connection with the goods or services set forth in the registration. Forms for registering are available at U.S. Patent & Trademark Office (USPTO) <http://www.uspto.gov/> Or contact our office.

## REGISTERING - INTERNATIONAL

You will need to register with each country individually. There is no worldwide coverage or application.

## SEARCHING - HAWAII

A computerized list of registered names is available to the public at Business Registration Division, Department of Commerce and Consumer Affairs or the Business Action Center, or on the State Government Bulletin Board. This bulletin board is only available by computer modem access by dialing 984-2000. If you have trouble connecting, contact their assistance desk at (808) 586-1919.

## SEARCHING - NATIONAL

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**NEW** free USPTO Web Trademark Database <http://www.uspto.gov/tmdb/index.html>. Though a bit limited (read the limitations from the first page link), this free, searchable database is a great first step in trademark searching.

## SEARCHING - BRL SERVICES

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The Library has trained professionals available to perform Tradename searches for clients. We have access to Tradename databases covering national, Hawai'i, and other U.S. states, as well as limited international coverage. Please inquire.

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- University of Hawai'i at Hilo
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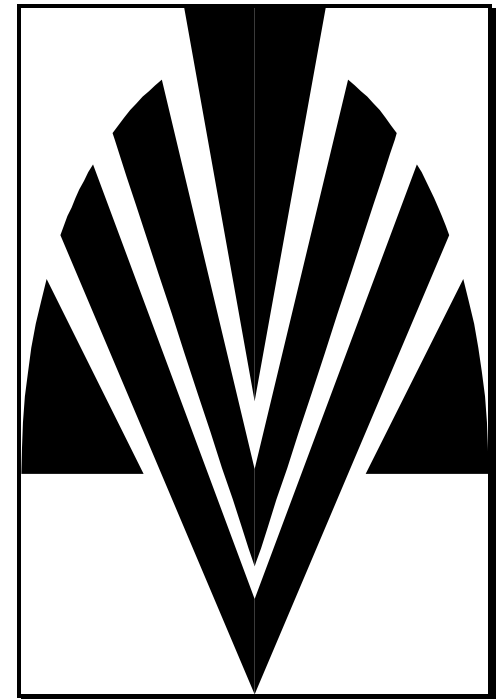
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## HAWAII SBDC NETWORK BUSINESS RESEARCH LIBRARY

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### Trademarks & Tradenames



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