

Trademark Specimen

Step 1 - Minimum criteria

	Yes	No
1. Does the specimen show the mark exactly as described?	Go to 2	Reject
2. Is the specimen a proof, prototype or draft?	Reject	Go to 3
3. Does the specimen appear to be currently used in commerce?	Go to 4	Reject
4. Is the specimen directly on the product? (A package, tag, or label)	Go to 5	Go to 4A
4A. Is the specimen used in a retail store directly next to the product?	Go to 5	Reject
5. Is the quality of the specimen acceptable for records retention?	Accept	Reject

Step 2 - Do not use this chart unless all of the minimum criteria have been met in Step One.

Advertisement for service	NO		
Announcements for opening of a business	NO		
Announcements for sale at an existing company	NO		
Envelopes, invoice, order form, packing slip	NO		
Letterhead	NO		
Brochure about the product	NO		
Business card	NO		
Facebook page	YES, IF		IF - 1. The specimen contains a picture or textual description of the identified goods; 2. shows the mark sufficiently near the picture or description of the identified goods; and 3. provides information necessary to order the identified goods
Flyer	NO		Unless the information is proved in the retail environment next to the product
Magazine article	NO		No because you cannot actually purchase product
Product catalog	NO		Generally that page won't show ordering information
Markup/printing proof of a tag or label	NO		
News/magazine articles about your product	NO		No because you cannot actually purchase product
Photo of business sign	NO		
Photo showing the mark directly on the product	YES		
Brochure	NO		
Powerpoint presentation	NO		
Product labels and tags showing the mark	YES		
Product packaging showing the mark	YES		
Prospective artwork	NO		
Signage used in a product display at a store	YES		
Webpage showing or describing the product near the mark and with purchasing information	YES		IF - 1. The specimen contains a picture or textual description of the identified goods; 2. shows the mark sufficiently near the picture or description of the identified goods; and 3. provides information necessary to order the identified goods