

One-Day Trademarks Boot Camp Agenda

Gonzales, LA

April 24, 2023

Start	End	Duration	Topic	Description	Presenters
9:00 AM	9:15 AM	0:15	Welcome, Introductions and Overview	Welcome and Brief Introduction before the start of the course	Jason Lott, Host Organizations
9:15 AM	10:15 AM	1:00	Fundamentals of Trademarks	This presentation will cover: -Trademarks & Intellectual Property -Benefits of Federal Registration -Selecting a Trademark -Likelihood of Trademark Confusion -Strength of the Trademark	Jason Lott
10:15 AM	10:30 AM	0:15	Break	<i>Questions & Answers</i>	
10:30 AM	11:30 AM	1:00	Searching	This presentation will cover: -TESS Basics -Searching in TESS -Word Mark Searching -Design Mark Searching -Common Search Strategy	Jason Lott
11:30 AM	12:30 PM	1:00	Lunch	Lunch	
12:30 PM	1:30 PM	1:00	Applications & Filing	This presentation will cover: -TEAS Basics -Application Requirements: Drawings -Application Requirements: Identification of goods & services -Application Requirements: Filing Basis -Application Requirements: Specimens	Jason Lott
1:30 PM	2:30 PM	1:00	TEAS Plus Demonstration	This presentation will cover: -A Live TEAS Plus Demonstration	Jason Lott
2:30 PM	2:45 PM	0:15	Break	<i>Questions & Answers</i>	

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2:45 PM	3:45 PM	1:00	Responding to an Office Action	This presentation will cover: -Timeframes and Deadlines -Office Action Basics -Tips for Successful Response	Jason Lott
3:45 PM	4:45PM	1:00	Keeping Your Registration Alive	This presentation will cover: -Required post-registration filings -Required post-registration filings: Section 8 -Required post-registration filings: Combines Sections 8 & 9 -Optional Post-registration filings: Section 15 -Optional Post-registration filings: Section 7 -Post Registration Examination -How to Find Help	Jason Lott
4:45 PM	5:00 PM	0:15	Q & A	<i>Questions & Answers</i>	Jason Lott/ USPTO Representatives