

welcome!



Naturally
Legal

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Savvy
Startup
Essentials
Trademark
Package



Calling all Savvy Business Owners, Entrepreneurs, and Creatives!

WELCOME

We are so excited to partner with you in executing your business and brand protection goals. The decision to protect your brand through the federal trademark registration process is one that a Savvy Business Owner makes with ease. You fully understand the importance of protecting your brand's revenue, reputation, and rapport. With so many copycats out there, it's necessary to fortify your empire! Now, let's get to work!

PACKAGE INCLUDES

- Virtual Consult
- Novelty Check (comprehensive search) for chosen trademark
- Attorney Opinion Letter
- Legal Strategy Session discussing the results of our search
- Savvy Status Call
- Preparation + filing of trademark application
- USPTO \$250 trademark application filing fee
- Non-substantive office action responses



AM I SAVVY?

Are you someone who knows your worth? Do you recognize the value of your ideas, your dreams, your image, and your business goals? Are you someone that never stops learning? Are you a serial creator?

Savvy Business Owners, Entrepreneurs, and Creatives are resilient, driven, enlightened, and passionate go-getters! Whether you are at the idea stage, or getting ready to launch, or have been in business for many years, you are Savvy because you are taking the necessary steps to protect your business and your brand!



WHAT TO EXPECT

Together we will be applying to register your chosen trademark with the United States Patent and Trademark Office ("USPTO"). The application process will in fact start a legal process, as registering your trademark with the USPTO grants you nationwide rights in your trademark. Our process should take about 3-4 weeks to prepare and submit your application to the USPTO. Thereafter, the USPTO's process from examination to publication to registration may take up to 12 months or longer.

WHAT IS A TRADEMARK?

According to the USPTO, a trademark can be any word, phrase, symbol, design, or a combination of these things that identifies your goods or services. It's how customers recognize you in the marketplace and distinguish you from your competitors. Your trademark will:

- Identify the source of your goods or services.
- Provide legal protection for your brand; and
- Help you guard against counterfeiting and fraud.

FEDERAL TRADEMARK APPLICATION PROCESS

Submit your application to USPTO

USPTO examining attorney conducts an initial review of application.

CAUTION
USPTO may issue an office action. **MUST** be addressed before proceeding.

Your trademark is approved for publication, and published for a 30-day opposition period.

CAUTION
Any member of the public may oppose the registration of your trademark. **MUST** be addressed before proceeding.

Receive your final registration certificate.

Submit requested corrections or explanations to USPTO

Possible TM litigation

#fortified

THANK YOU

Here at Naturally Legal we are committed to changing the narrative in such a way that Savvy Business Owners are empowered to fortify their empires! As a Savvy Business Owner you understood the assignment, and we are incredibly honored to have been selected to guide you through this critical stage in your entrepreneurial journey. Should you have any questions or concerns, please do not hesitate to contact us!

Be well,

Talaya A. Diggs, Esquire



checklist

Complete Alt Legal Intake Form

Attach Specimen

Review Attorney Opinion Letter

Schedule Savvy Status Call
