



Trademark Acquisition Begins with Diligence

Look Before You Leap! As you venture forward with a new trademark, it is highly recommended to begin with a trademark clearance search conducted by an experienced trademark attorney. I am pleased to offer my clients competitive pricing and swift turnarounds to conduct the necessary due diligence into a trademark candidate.



CONFIDENTIAL
TRADEMARK CLEARANCE
REPORT
Prepared for Kalvin Client

Trademark Candidate:
Kalvin Cline™

LAW OFFICE OF
JEFFREY HERMAN, PLC
WITH YOU TIL THE FINISH LINE®

\$450

Trademark Due Diligence

"An ounce of prevention is worth a pound of cure."
- Benjamin Franklin

- ✓ **Confirm Your Trademark is Available for Registration!**
- ✓ **Legal Filing Strategy Recommendation!**
- ✓ **Side Step Costly Cease & Desist Issues!**
- ✓ **Tailored Guidance on International Classifications!**

**Turnaround in 3 Business Days
Sent via Email**

Search Report Add-On Options

Arizona and Common Law
+\$300

International Search
+\$750

Next Day Turnaround
+\$325



U.S. Trademark Filing and Maintenance Fees

From Diligence to Registration. Our trademark services cover each step of the strategic acquisition and maintenance process. **USPTO/Gov't filing fees are not included.**



Standard U.S. Trademark Application Filing

\$650 for single class

\$300 for each additional class

Statement of Use*

\$200 per class

*Only applies to "Intent to Use" Applications**

Request for 6-Month Extension

\$175 per class

Petition to Revive

\$200 per application

5-Year Maintenance Filing (Section 8)

\$500 for single class

\$250 for each additional class

10-Year Maintenance Filing (Sections 8 & 9)

\$500 for single class

\$250 for each additional class

Declaration of Incontestability (Section 15)

\$400 for single class

\$200 for each additional class





Trademark Examination and Prosecution

Guided Legal Representation During Examination. About 5-6 months after a trademark application is filed, it is examined by an assigned Examining Attorney for the United States Patent and Trademark Office (“USPTO”). If an issue arises, an **Office Action** will issue, setting forth the reason(s) for the refusal. Our office will guide your trademark application during the examination phase with strategic recommendations and timely responses.



Simple Office Action Responses

Simple Office Actions are handled at no additional cost (e.g., clarifications or disclaimers).

No Charge

Complex Office Action Responses

Complex Office Actions include refusals based on likelihood of confusion, descriptiveness, and involved substantive issues.

\$975-\$1625, based on complexity



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International and Arizona Trademark Filings

Whatever the Trademark Scope, We Can Do It. If you have loftier goals for your business, we can file an international trademark application under the **Madrid Protocol**, whereby you designate which among the 131 participating countries you want trademark coverage.



Madrid Protocol Trademark Application

\$1,500 (single class)

+\$500 for each additional class

***Note:** Government filing fees are in Swiss Franc currency. The total filing fee will vary based on countries and the exchange rate at time of filing.*

Arizona Trademark Filing

Registering a trademark in Arizona provides state-level protection for businesses that operate only within the state or want a faster, cost-effective filing alternative to the USPTO.

\$325





Post-Registration Trademark Legal Services

I am **WITH YOU TIL THE FINISH LINE®** Even after your trademark registers, my office can help with an assortment of legal matters involving your trademark registration. This includes helping you with the enforcement, defense, transfer, and licensing of your trademark rights.

Trademark Watchdog Service

\$20/month or \$200/year

Monthly trademark monitoring email report with legal recommendations.

Federal Trademark Assignment

\$500

Preparing, executing, and recording a formal federal trademark assignment fully transferring rights and ownership of a registered trademark from one party or entity to another.

Cease and Desist Letter

\$750 (first letter) / \$325 (each additional letter)

Note: Includes fee to mail certified with return receipt and follow-up email.

Trademark Licensing Consultation

1-2 hours

Learn about the 10 negotiable and 10 non-negotiable points of every license agreement.

Trademark License Agreement

4-6 hours on average

Trademark Co-Existence Agreement

3-4 hours on average

USPTO Letter of Protest

\$400

If you learn of a competitor's pending trademark application that may cause confusion with your trademark registration, my office can draft a Letter of Protest to the USPTO which will be reviewed by the Examining Attorney during examination of the competitor's trademark.





Trademark Trial and Appeal Board Proceedings

Advanced Legal Defense of Your Trademark, If You Need It. After a trademark clears examination, it is published for 30 days in the Official Gazette. During this time, any third party can challenge the registration of the trademark by initiating an Opposition Proceeding. Also, the USPTO may make a mistake when allowing a trademark to register. Any third party can initiate a Cancellation Proceeding post-registration to try and invalidate the mark.

Our office has extensive experience handling Opposition and Cancellation Proceedings both offensively and defensively. Contact my office to discuss it further.



TTAB Trademark Oppositions and Cancellations

Offensive (*filing against another mark*)
\$5000 retainer to file the Notice
Billed at \$325/hour

Defense (*if filed against your mark*)
\$5000 retainer to file the Answer
Billed at \$325/hour



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Thank You for the Opportunity to Work with You!

You have options on who you decide to retain as your legal advocate for your intellectual property, and I am delighted to have the opportunity to help you achieve your goals and objectives.

My motto is this: *I am WITH YOU TIL THE FINISH LINE®*

I started practicing IP law in 2014. Since that time, I have had the honor of helping more than 500 clients obtain and utilize their intellectual property. Over the years, I have built a strong reputation for being with my client from start to finish (and beyond). I look at every new client matter as an opportunity to build a long-standing relationship. While the initial goal is usually to obtain and secure an intellectual property asset, the long-term objective is typically to exclude others and enforce and monetize the IP asset.



Plan for Success, then Execute with Precision

That's the secret. With every new IP matter, we start with strategy. This includes identifying the intellectual property asset, researching the relevant landscape, and advising you on various filing strategies to provide you with optimal IP protection. Once you make an informed decision, my office then executes the filing(s) with precision.

A Professional and Communicative Legal Team

A dedicated team of bright legal minds with diverse backgrounds is at your service.



Kevin Higgins
Trademark Attorney



Enrique Monteagudo
Patent Attorney



Onix Venga
IP Paralegal



Lauren Edwards
Legal Research

TM Fee Schedule

Effective 12/01/2025



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U.S. Federal Trademark Services	Attorney Fee	Gov't Filing Fees*	Total (U.S.)	Notes
Trademark Application Filing (single class)	\$650 flat	\$350	\$1000	Application filed by Jeffrey Herman, Esq. with USPTO. Takes approx. 10-12 months.
Trademark Application Filing (additional classes)	\$300 per class	\$350 per class	+\$650 per class	
Statement of Use	\$200 per class	\$150 per class	\$350 per class	Applies only when filing 'intent to use'.
6-Month Extensions of Time	\$175 per class	\$125 per class	\$300 per class	Recommended to avoid missing deadlines.
5-Year Maintenance (Section 8)	\$500 flat	\$325 per class	\$500 +\$325 per class	Filing is required between 5 th and 6 th year after registration.
10-Year Maintenance (Section 8 + 9)	\$650 flat	\$650 per class	\$650 +\$650 per class	Filing is required between 9 th and 10 th year after registration, and every 10 years thereafter.
Declaration of Incontestability (Section 15)	\$400 flat	\$250 per class	\$650 +\$250 per class	Optional filing to add additional layer of protection to the trademark registration.
Revival Fee	\$200 flat	\$250	\$450	Must be filed during 'grace period' after missing a required deadline.
Trademark Assignment	\$500 flat	\$40 recording fee	\$540	Draft of U.S. trademark assignment, execution, and recording with USPTO.
Simple Office Action ("OA") Responses	\$0	N/A	\$0	Attorney will handle all 'simple' office action responses at no additional cost.
Complex Office Action Responses	\$1300-\$1950	N/A	Varies	Complex OAs include likelihood of confusion and merely descriptive refusals.
Letter of Protest	\$400 flat	\$150	\$550	Filed with TTAB.
Notice of Opposition Filings (offensive)	\$5000 retainer	\$600 per class	\$5000 + filing fees	Includes preparing and filing Notice of Opposition with TTAB.
Opposition Answer Filings (defensive)	\$3500 retainer	N/A	\$3500	Includes preparing and filing Attorney Appearance and Answer to Opposition.
Notice of Cancellation Filings (offensive)	\$5000 retainer	\$600 per class	\$5000 + filing fees	Includes preparing and filing Notice of Cancellation with TTAB.
Cancellation Answer Filings (defensive)	\$3500 retainer	N/A	\$3500	Includes preparing and filing Attorney Appearance and Answer to Cancellation.
International Trademark Services	Attorney Fee	Gov't Filing Fees*	Total (U.S.)	Notes
Madrid Protocol Application (single class)	\$1300 flat	Varies	\$1300 + Filing Fees	Filing fees based on number of countries selected and currency exchange rate from U.S. to Swiss Francs at time of filing.
Madrid Protocol Application (additional classes)	\$450 flat	Varies	+\$450 + Filing Fees	
Arizona Trademark Services	Attorney Fee	Gov't Filing Fees*	Total (U.S.)	Notes
Trademark Application Filing	\$325 flat	\$25 per class	\$325 + \$25 per class	Takes approx. 3 weeks to register.