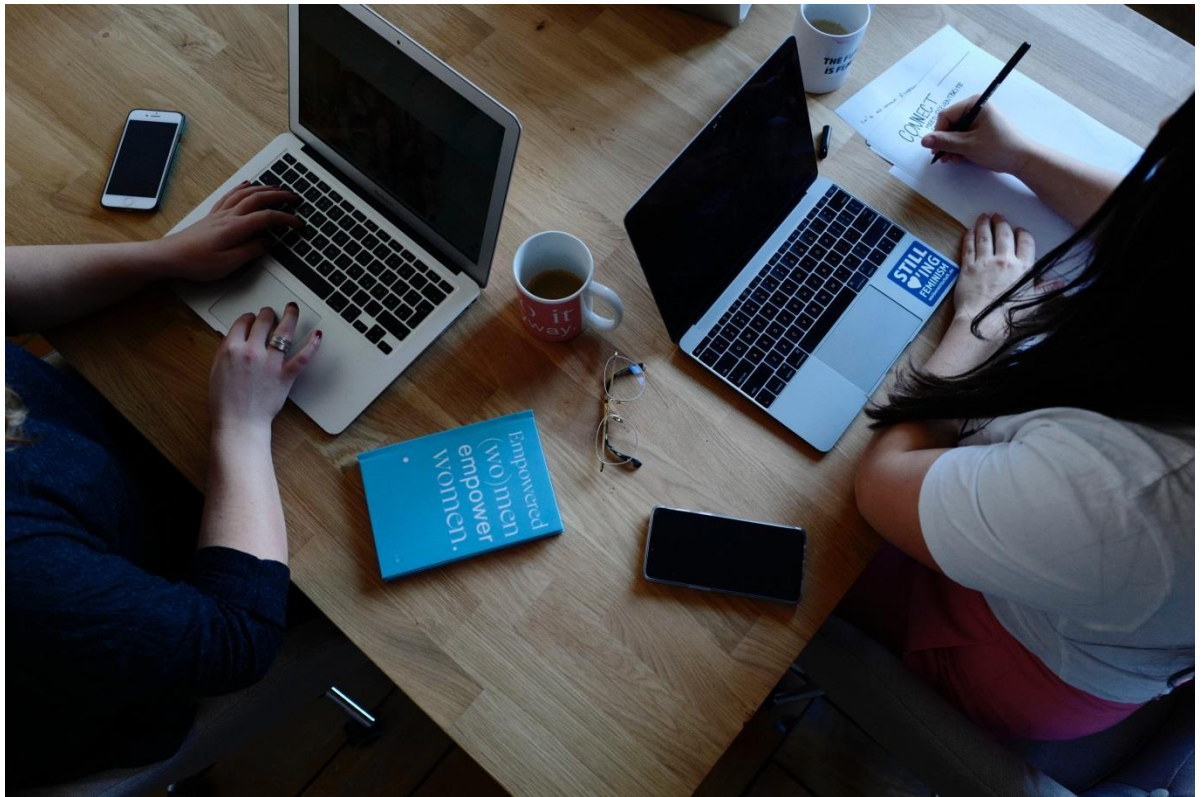




## What is Comprehensive Trademark Search?

Last Updated on **October 18<sup>th</sup>, 2019**



If you're filing a trademark, then it is highly advisable to conduct a comprehensive trademark search with the [USPTO](https://www.uspto.gov). You might come up with a unique word/phrase for the product or service that needs a trademark. However, you need to be certain that your word/phrase doesn't overlap with a pre-existing trademark. Hence, it is vital for you to carry out a comprehensive trademark search before filing one of your own.

This article covers all the important points you need to remember about a comprehensive trademark search. That's not all! We'll also show you how to conduct a trademark search on the USPTO website (with examples!).

### Basics of Conducting a Comprehensive Trademark Search

Before we dive into the actual search process, let's first understand the basics. You must keep these points in mind while carrying out a trademark search.

## **1. Elucidate the product or service that you want the mark for**

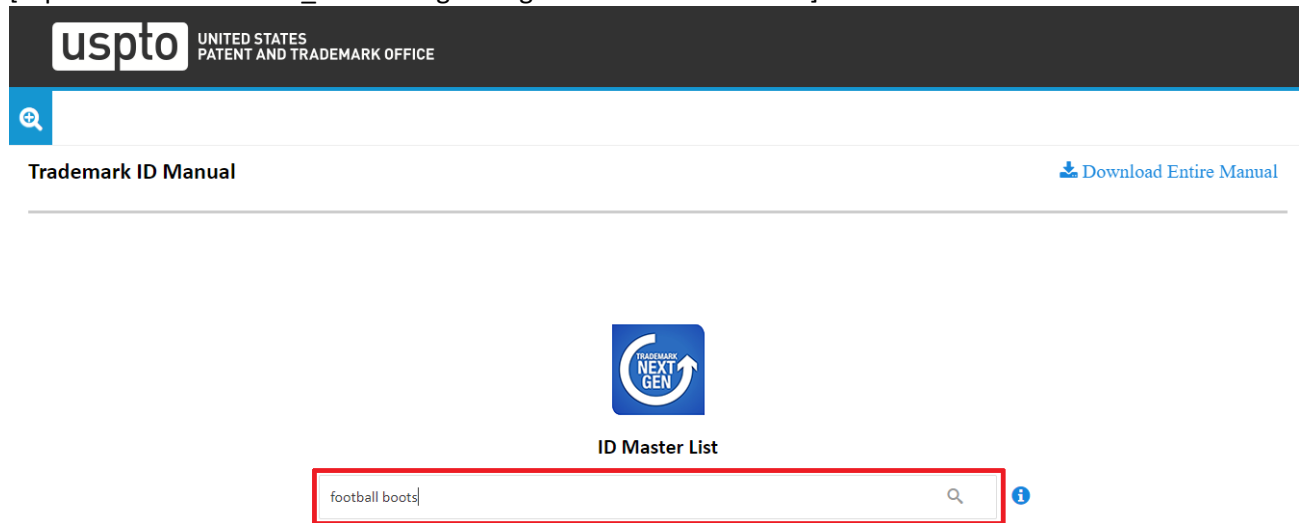
This step is simple enough, yet very important. You must ensure that you are clearly describing everything about the good or service to eliminate any confusion.

## **2. Identification of specific terms for your product or service**

You must identify particular terms that you can associate with your item. To ensure which terms are usable, check out the listing of [Acceptable Identification of Goods and Services Manual](#). You need to locate terms that describe your item. For example, "football boots" is the acceptable term for boots specific for the sport, football.

**Step 1: Type out your specific terms in the search bar**

[caption id="attachment\_13199" align="aligncenter" width="1342"]



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TRADEMARK NEXT GEN

ID Master List

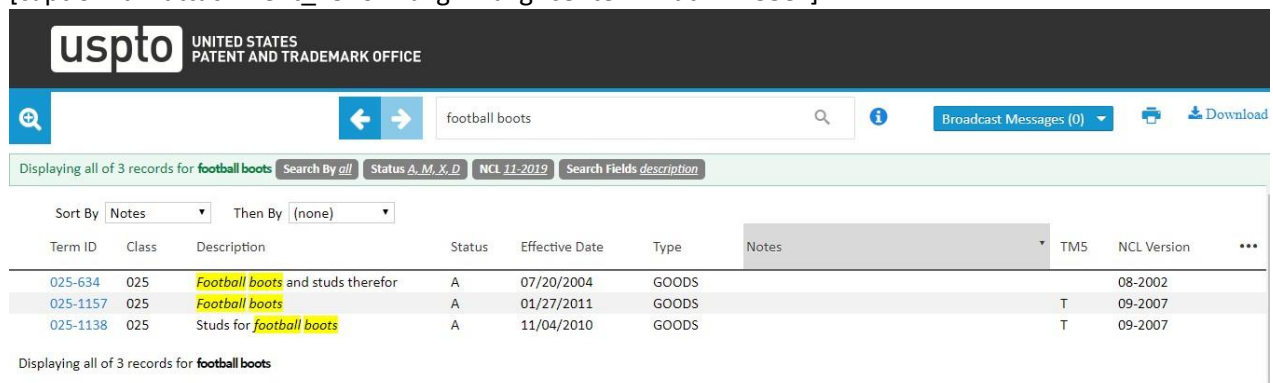
football boots

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Fig1(a). Acceptable Identification of Goods and Services Manual Search page[/caption]

## Step 2: Check results

[caption id="attachment\_13201" align="aligncenter" width="1353"]



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football boots

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Displaying all of 3 records for **football boots** Search By all Status A, M, X, D NCL 11-2019 Search Fields description

Term ID	Class	Description	Status	Effective Date	Type	Notes	TMS	NCL Version	...
025-634	025	Football boots and studs therefor	A	07/20/2004	GOODS			08-2002	
025-1157	025	Football boots	A	01/27/2011	GOODS		T	09-2007	
025-1138	025	Studs for football boots	A	11/04/2010	GOODS		T	09-2007	

Displaying all of 3 records for **football boots**

Fig1(b). Acceptable Identification of Goods and Services Manual Search page[/caption]

## 3. Determine the International class

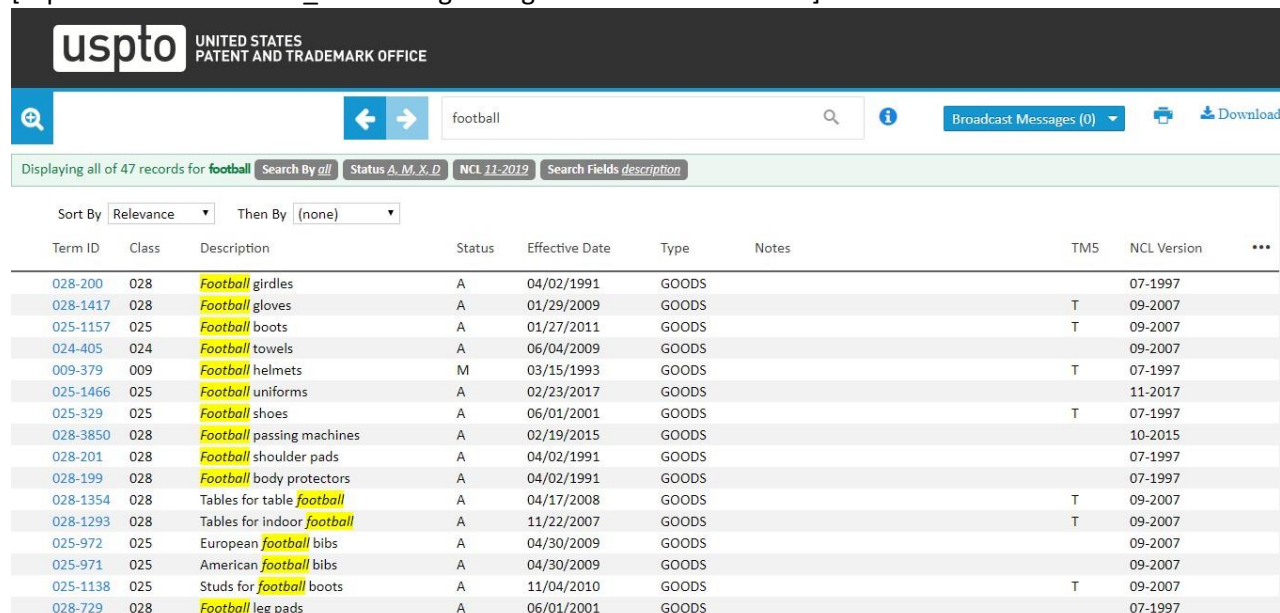
The online manual will also list the appropriate International Class for your item. Providing the class for your item is not a necessity for your trademark application. However, knowing your international class can aid in focusing your search. Click here to know more about [International classes](#).

## 4. Identify related goods or services, and their classes

You must also identify and scan the terms for the goods and/or services that relate to your product in terms of usage, advertisement or sales. For example, football boot's usage and sale

happen with football and kits in the **Acceptable Identification of Goods & Services Manual**. You must also scan the goods or services that relate to your product in the International Classification of Goods and Services. The purpose is to determine their class as well.

[caption id="attachment\_13205" align="aligncenter" width="1352"]



The screenshot shows the USPTO TESS search results for the keyword "football". The interface includes the USPTO logo, a search bar with "football" entered, and navigation buttons. Below the search bar, it states "Displaying all of 47 records for football". The results are sorted by Relevance. The table lists various goods and services related to football, including girdles, gloves, boots, towels, helmets, uniforms, shoes, passing machines, shoulder pads, body protectors, tables for indoor football, European football bibs, American football bibs, studs for football boots, and football leg pads. Each record includes a Term ID, Class, Description, Status, Effective Date, Type, Notes, TMS, and NCL Version.

Term ID	Class	Description	Status	Effective Date	Type	Notes	TMS	NCL Version	***
028-200	028	Football girdles	A	04/02/1991	GOODS			07-1997	
028-1417	028	Football gloves	A	01/29/2009	GOODS		T	09-2007	
025-1157	025	Football boots	A	01/27/2011	GOODS		T	09-2007	
024-405	024	Football towels	A	06/04/2009	GOODS			09-2007	
009-379	009	Football helmets	M	03/15/1993	GOODS		T	07-1997	
025-1466	025	Football uniforms	A	02/23/2017	GOODS			11-2017	
025-329	025	Football shoes	A	06/01/2001	GOODS		T	07-1997	
028-3850	028	Football passing machines	A	02/19/2015	GOODS			10-2015	
028-201	028	Football shoulder pads	A	04/02/1991	GOODS			07-1997	
028-199	028	Football body protectors	A	04/02/1991	GOODS			07-1997	
028-1354	028	Tables for table football	A	04/17/2008	GOODS		T	09-2007	
028-1293	028	Tables for indoor football	A	11/22/2007	GOODS		T	09-2007	
025-972	025	European football bibs	A	04/30/2009	GOODS			09-2007	
025-971	025	American football bibs	A	04/30/2009	GOODS			09-2007	
025-1138	025	Studs for football boots	A	11/04/2010	GOODS		T	09-2007	
028-729	028	Football leg pads	A	06/01/2001	GOODS			07-1997	

Fig2. Search for relatable goods or services and their classes[/caption]

## 5. Develop a basic search strategy

Try and think of other alternatives for your trademark if your first preference is unavailable. Play around with the keyword while coming up with an alternative if your mark includes a phrase. Also, use truncation devices (\*) or wildcards (?) to look for marks with word stems similar to yours.

## 6. Widen your search strategy horizon

You should also search for alternative spellings, homonyms, synonyms to your trademark. Also, search for words that have similar sounds or appearances or even phonetic equivalents. You can also narrow your strategy later. This can be done by limiting your search results with the goods/services you found in Step 2 or the International Class you found in Step 3.

## 7. Conduct the actual search

Now comes the real part, the comprehensive trademark search on TESS-the USPTO's web-based [Trademark Electronic Search System](#). You can do this yourself if you have internet access. You can also go to your local Patent and Trademark Resource Center. Follow the screenshots for a more clear idea.

**Step 1: Move the cursor on “Trademarks” on the USPTO Website homepage. Select “Searching Trademarks” from the dropdown menu.**

[caption id="attachment\_13206" align="aligncenter" width="1160"]

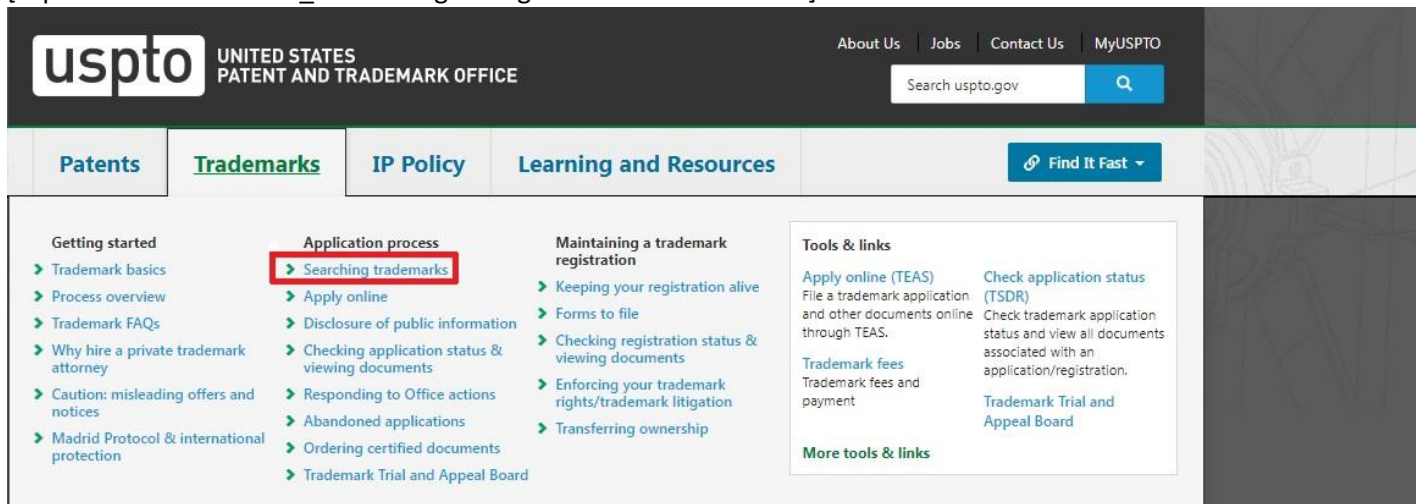


Fig3(a). How to carry out Trademark Search on the USPTO Website[/caption]

**Step 2: From the new page, select “Trademark Electronic Search System (or TESS)”**

[caption id="attachment\_13207" align="aligncenter" width="1343"]

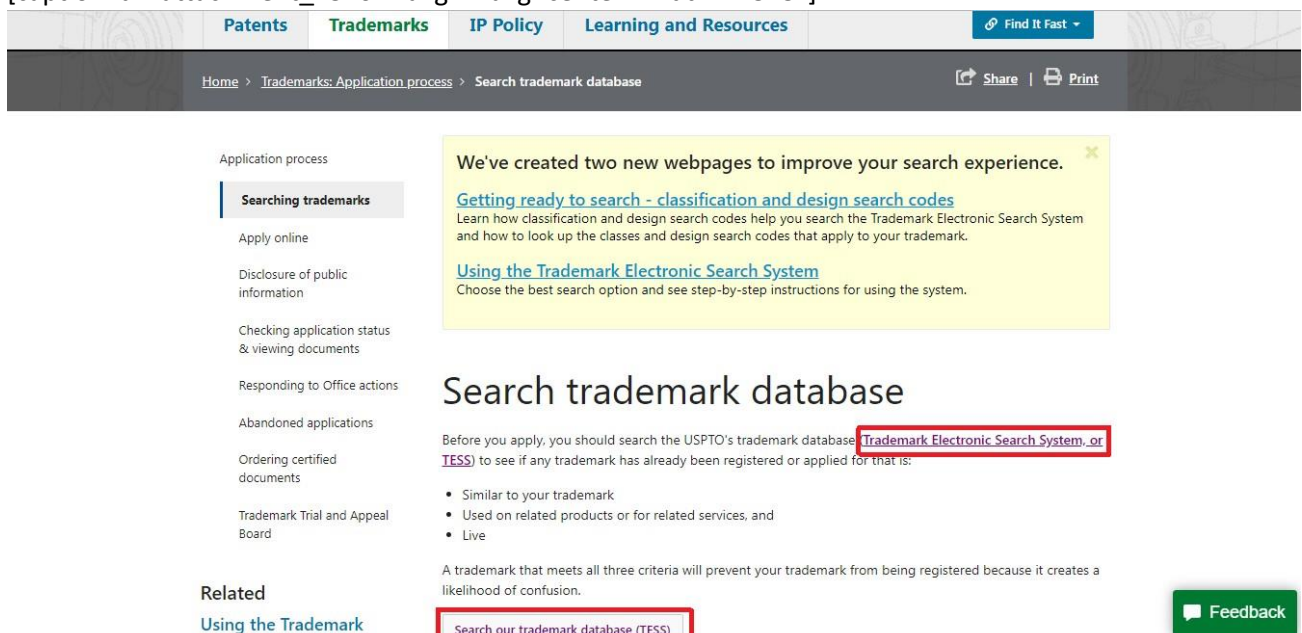



Fig 3(b). How to carry out Trademark Search on the USPTO Website[/caption]


**Tips for Using the TESS (Bonus Information + Example)**



Now you know the basic methodology to conduct a comprehensive trademark search. But how can you optimize it on TESS? Let's find out.

- While performing trademark searches, keep the likelihood of confusion in mind. For trademark infringement, the courts abide by a standard, which is the likelihood of confusion. Your mark shouldn't be very similar to another trademark so that it doesn't confuse the consumers about the origin of the item. If it happens then one can consider it to be a form of trademark. Therefore, you shouldn't only look for trademarks that are identical to your mark. You also need to look for trademarks that are similar to yours.
- Use the Word and/or Design Mark Search (Free Form) option to gain maximum flexibility on TESS.

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Are you filing electronically through TEAS?  



**Trademarks > Trademark Electronic Search System (TESS)**

Welcome to the **Trademark Electronic Search System (TESS)**. This search engine allows you to search the USPTO's database of registered trademarks and prior pending applications to find marks that may prevent registration due to a **likelihood of confusion** refusal.

**WARNING:** Before conducting your search, you must understand the following: (1) what the database includes; (2) how to construct a complete search; and (3) how to interpret the search results. Click [TESS TIPS](#) for detailed information on these and other important search topics. If mark images do not appear when viewing search results, clear the cache in the Internet browser. If you need detailed instructions for clearing the cache, contact [tes@uspto.gov](mailto:tes@uspto.gov). Thank you.

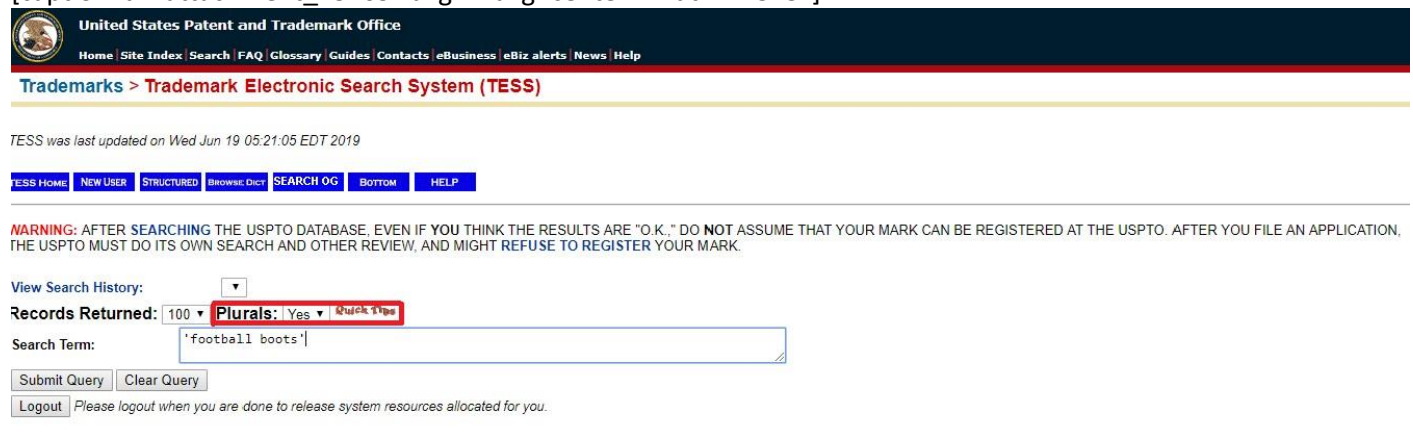
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Select A Search Option
 <b>Basic Word Mark Search (New User)</b> This option cannot be used to search design marks.
 <b>Word and/or Design Mark Search (Structured)</b> This option is used to search word and/or design marks. <b>NOTE:</b> You must first use the <a href="#">Design Search Code Manual</a> to look up the relevant Design Codes.
 <b>Word and/or Design Mark Search (Free Form)</b> This option allows you to construct word and/or design searches using Boolean logic and multiple search fields. <b>NOTE:</b> You must first use the <a href="#">Design Search Code Manual</a> to look up the relevant Design Codes.



- On the free form search page of TESS, apply the yes option in the plurals box so that you can look for plural forms of your chosen mark.

[caption id="attachment\_13209" align="aligncenter" width="1345"]



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**WARNING:** AFTER SEARCHING THE USPTO DATABASE, EVEN IF YOU THINK THE RESULTS ARE "O.K.," DO NOT ASSUME THAT YOUR MARK CAN BE REGISTERED AT THE USPTO. AFTER YOU FILE AN APPLICATION, THE USPTO MUST DO ITS OWN SEARCH AND OTHER REVIEW, AND MIGHT REFUSE TO REGISTER YOUR MARK.

View Search History:

Records Returned: 100  Plurals:

Search Term:


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US Trademark Field Codes		
Code & Name	Code & Name	Code & Name
[AD] Abandonment Date	[IC] International Class	[RD] Registration Date
[AF] Affidavits	[IR] International Registration Number	[RE] Renewals
[AR] Assignment Recorded	[LD] Live/Dead	[RG] Register
[AT] Attorney of Record	[MD] Mark Drawing Code	[RN] Registration Number
[BI] Basic Index	[MI] Mark Index	[SF] Section 44 Indicator
[CB] Current Basis	[MN] Mark Non-Punctuated	[SD] Single Design Code
[CC] Coordinated Class	[MP] Mark Punctuated/Word Mark	[SN] Serial Number
[CD] Cancellation Date	[OB] Original Filing Basis	[SO] Serial - Other Formats
[CR] Change in Registration	[OD] Other Data	[ST] Standard Characters Claimed
[DC] Design Search Code	[ON] Owner Name	[SR] Date Amended to Current Register
[DD] Design Description	[OW] Owner Name and Address	[TC] Trademark Search Facility Classification Code(limited to 8-28-07 through 1-31-11)
[DEI] Description of Mark	[PD] Priority Date	[TD] Total Designs

Fig 5. Selection of “plurals” option before searching[/caption]

- You should consider using quotation marks to enclose any phrases in your search query. If you don't use quotation marks, the system will interpret your query as (first term) OR (second term). Because of this, any trademark that contains either the first term or the second term will appear in the results. If you get too many search results for a certain query, you should use quotation marks to enclose the entire term. This will help you narrow down the number of results you get.

[caption id="attachment\_13210" align="aligncenter" width="1349"]

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Logout | Please logout when you are done to release system resources allocated for you.

Start List At:  OR Jump to record:  **129160 Records(s) found (This page: 1 ~ 100)**

Refine Search:  Submit

Current Search: S5: **football boots** docs: 129160 occ: 292329

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	88474660		CAPRICE DE LAJOIE	TSDR	LIVE
2	88474484		THE INNER GAME	TSDR	LIVE
3	88474292		IKUSH	TSDR	LIVE
4	88474243		BLEACH LONDON	TSDR	LIVE
5	88474183		POWERFIST	TSDR	LIVE
6	88474121		RAAD SHOP	TSDR	LIVE
7	88474070		BOLLTON	TSDR	LIVE
8	88473972		FADING FEELINGS	TSDR	LIVE
9	88473955		VIP BEAUTY, INC.	TSDR	LIVE
10	88473871		COUPE MEMORIAL CUP	TSDR	LIVE
11	88473572		COACH NETWORKTH	TSDR	LIVE
12	88473433		PWVESTS	TSDR	LIVE
13	88473386			TSDR	LIVE
14	88473378		HOVBB	TSDR	LIVE
15	88473323		COMMSCOPE	TSDR	LIVE

Fig 6. Using Quotation marks while searching[/caption]

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