

# Young Inventors Worksheet- All About Trademarks

Prepared by Susan Casey, author of *Kids Inventing! A Handbook for Young Inventors and Women Invent! Two Centuries of Discoveries That Have Shaped Our World*

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Trademarks of Kid Inventor products!

## WHAT IS A TRADEMARK?

**TRADEMARKS** identify a product or place. Anyone in business can establish a trademark by using it as long as it isn't too much like the trademark of another business. Businesses use a <sup>TM</sup> or a ® to identify their trademark. ® means that the trademark has been registered with the U.S. Patent and Trademark Office.

## DO A TRADEMARK SEARCH

**STEP 1: Go to the website of the U.S. Patent and Trademark Office:** [www.uspto.gov](http://www.uspto.gov) - Look on the left for list. Click on **Trademarks**. In the list that appears, click on **Search TM database**.

### STEP 2: Begin your Search

Click on **NEW USER FORM SEARCH (Basic)**.

In box titled Search Term type **ICE CREAM CONES** (or any general topic)

Click on **Submit Query**

- A list will appear with trademarks using the word Ice Cream Cone. For example:

Serial Number	Reg. Number	Word Mark	Live/Dead
7,589,134	2410746	The Reinvention of the Ice Cream Cone	Live

Click on the Serial or Patent Number to see who owns it and other the trademark information.

### STEP 3: Do a Trademark Search for Your Invention Name

Go back to the search page. In the box next to Search Term, type in the name you picked for YOUR INVENTION. Click on Submit query.

- If you find YOUR INVENTION NAME listed and it says 'LIVE' under 'Check Status,' that means someone else owns the name. If it says 'DEAD' it is probably available to you.
- If you don't find YOUR INVENTION NAME listed, it is probably available for you to use.
- Also do a Google search to see if a company is using the name but hasn't registered it with the U.S. Patent and Trademark Office.

What did you find?

### STEP 4: Do A Trademark Search For Your Slogan. Go through the same steps as for the name.

For example, type in Eat Fresh. Check out the results. Then type in your slogan. What did you find?



What is the name of this character trademark and its company? \_\_\_\_\_

HAVE FUN BECOMING AN INVENTOR!