

# A guide to submitting trademark specimens

Maintaining a US trademark registration requires the submission of evidence or 'specimens' that demonstrate the mark being **actively used** on or in connection with the goods and/or services identified in the registration.

Different requirements apply to the categories of goods and services as indicated in the table below. A separate specimen of use is required for **each class** of goods and/or service. It is not necessary to supply the original documentation; photocopies, scanned documents, photographs and digital images are all recognized as acceptable specimens.

## GOODS specimens - Classes 1 to 34

### Acceptable

- ✓ Goods packaging, container, label or tag.
- ✓ A photograph depicting the mark applied to goods.
- ✓ Postage or freight labels for use on the goods or outer container.
- ✓ Point of sale exhibits associated with the goods, such as posters, sign holders, shelf-talkers, window displays, restaurant menus and similar items.
- ✓ Catalogs or websites portraying the goods close to the mark with the ability to order the goods.
- ✓ In relation to computer software, either a screen capture of the program in operation or of a website from where the software may be downloaded.
- ✓ Maintenance or instruction manuals dispatched with the goods.

### Items not accepted

- ✗ Advertising such as brochures, circulars, inserts, press releases, trade directory listings, price lists or other similar promotional merchandise.
- ✗ Invoices, order forms, bills of lading, business cards or similar business forms.

## SERVICE specimens - Classes 35 to 45

### Acceptable

- ✓ Advertising that demonstrates an association between the mark and the services identified for registration. This may include brochures, pamphlets, handbills, magazines, newspapers, online advertisements, billboards and restaurant menus.
- ✓ Business documents that show the mark and refer to the relevant services - for example, this may include letterhead and invoices. If the letterhead does not include reference to the service(s), a copy of a letter bearing the mark and indicating the relevant services is deemed acceptable.

### Items not accepted

- ✗ Artwork proofs for advertisements.
- ✗ Press releases or articles arising from those press releases.

Please note the above is supplied as a guideline only.

This is not intended as an exhaustive list of all possible specimens, and exclusions may apply to the above.

If you have any queries we will be happy to assist with your application - contact the Service Team via

**+44 (0)141 241 6250** or [admin@envoyrenewals.com](mailto:admin@envoyrenewals.com)

