



**RUTGERS**  
**THE STATE UNIVERSITY**  
**OF NEW JERSEY**

# Trademark Registration for Departments

Collaborating with The Office of Trademark Licensing

Updated October 8, 2024

# Want to Trademark a Logo or Word?

- Questions to ask yourself:
  - Why do I want to register?
  - Am I currently using the word/image to be trademarked?
  - How am I going to be using the trademark?
  - Where am I going to use it?
    - Websites, products, flyers
  - What am I registering?
    - Is it a logo or word/phrase?
    - Does it have specific characteristics?
  - Am I prepared to defend it?
  - Does anyone else currently use something similar?

# How Office of Trademark Licensing Helps You

- Consults with your department and offer guidance and insight
  - Shares details about costs and processes associated with advisement and registration
- Conducts initial inquiries
- Negotiates a discounted lawyer fee
- Attends and participates in your meetings with outside counsel
- Monitors trademark process through the Rutgers docket
- Provides notice as deadlines approach

# Your Responsibilities

- Determine use and scope of your marks
- Determine application classes
- Provide examples of how the mark is/will be used
- Fill out the related paperwork and adhere to deadlines
- Commit the budget needed to cover costs associated with legal counsel and registration
- Enforce infringement

# General Process and Timeline for Registration

- Contact Office of Trademark Licensing for initial discussion
- Determine trademark availability – 1month
- Discuss classes and concerns with outside counsel – 1month
- File “Intent to Use” application – 3 months
- Receive determination from US Trademark Office - 13 months
- File “Statement of Use” –1 month
- USPTO Approves – 1 month
- File “Continued Use” – After 10 years

NOTE: All timelines are approximate. For more information:

<https://www.uspto.gov/trademark/trademark-timelines/trademark-application-and-post-registration-process-timelines>