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QUESTIONNAIRE--INTENT-TO-USE APPLICATIONS

United States trademark and service mark applications for registration may be filed based on a good faith intent-to-use the mark in commerce. Alternatively, applications may also be filed based on actual use in commerce.

Completion of this questionnaire form provides a record of pertinent information for establishing intent-to-use a prospective mark.

The statute provides that an intent-to-use applicant must state that it has a bonafide intention, under facts or circumstances showing good faith, to use a mark in commerce. Use in commerce is defined as good faith use of the mark in the ordinary sense of trade and not merely an intent to reserve a right in the mark.

An intent-to-use applicant must have more than a mere fondness for a mark. The lack of facts supporting an intent-to-use may indicate a lack of good faith in filing an intent-to-use application. The information set forth below will be used to provide support for your good faith intent-to-use the mark and will be maintained in your file in case the issue of good faith is questioned in the future.

PLEASE COMPLETE WHERE APPLICABLE

1. Name of Owner: _____
 - a. Address of Owner: _____

 - b. Phone No. _____
2. Nature of your current business _____

3. Specify Trademark for this application: _____
(If any design or logo, attach copy)
4. Goods and/or services for which there is a good faith intent-to-use this mark. Describe in detail _____

5. Geographical area of projected sales or services:_____

6. Proposed method of distribution (employees, company sales force, independent reps, mail order, etc.)_____

7. Is there a marketing plan? Yes _____ No _____

a. What is the projected market?_____

b. What share is projected for your mark?_____

c. Where will you advertise?_____

d. Describe any test marketing plans:_____

e. Describe any product or service testing plans:_____

f. Describe any market research plans:_____

g. Competing products/names of competitors: _____

8. Timetable for:

a. Preparation of any labels and packaging_____

b. Preparation of any literature_____

c. Preparation of any advertising_____

d. Test marketing_____

e. Introduction to Trade_____

9. When do you expect the products or services under this ITU mark will be fully introduced and distributed in the ordinary course of trade which is typical for your existing business or industry? _____

10. Name of person(s) responsible for:

a. Development of product line_____

b. Development of services_____

c. Product research_____

d. Marketing plans_____

e. Market research_____

f. Labels and packaging_____

g. Literature_____

h. Advertising_____

11. Statement of Intent: Our company has a good faith intent to use the mark noted above in the ordinary course of trade for the specified products or services:

Date:_____ (Name) _____

Signature_____