

**INSTRUCTIONS FOR COMPLETING THE HSML
U.S. TRADEMARK AND SERVICE MARK APPLICATION FORM**

- (1) Mark sought to be registered
- For word marks: Show the mark in block letters, e.g., TRADEMARK.
 - For a combination word and design: Show words in block letters and describe the design, e.g., TRADEMARK and Car Design.
 - For designs, pictures, logos, and shape marks: describe the mark in simple but accurate terms, and attach a black and white drawing of the mark (JPG format). If color is a feature of the mark, identify all colors and attach a color drawing of the mark (JPG format).
- (2) Name of Applicant
- Enter full name as to be shown on registration. This is typically the legal name of the Applicant.
- (3-5) Name of Applicant, Corporate State and Address
- For an individual: State the country of citizenship and address where business resides.
 - For an individual doing business under an unincorporated trade name: Show the person's name as, for example, "John Doe, d/b/a ABC Company." State country of citizenship and address where business resides.
 - For a corporation: Include the jurisdiction of incorporation and business address.
 - For a firm (partnership): Identify all members and citizenships, and business address. Two or more persons operating a business may legally constitute a partnership even if there is no written agreement. Application may be signed by one partner.
- (6) Description of goods or services
- Identify the goods or services to be covered by the application. Applicant **MUST** have used mark on **ALL** goods or services for anything claimed under use basis "A." If the description of the goods/services is longer than the space provided, please attach a document describing such goods/services (type "See Attachment" in the space provided for the description of goods/services). Descriptions which are considered applicable by the U.S. TM Office can be found at <http://tess2.uspto.gov/netahtml/tidm.html>.
- (7) International class number(s)
- Enter if known (see <http://tess2.uspto.gov/netahtml/tidm.html>).

FILING BASIS – You Must Choose At Least One of A, B, C, or D (you can choose more than one)

- (A) Application based on bona fide use (token use not sufficient), e.g., § 1(a):
 - (8) Date of first use anywhere in the world by the Applicant.
 - (9) Date of first use in commerce between 1) states in the U.S., or 2) the U.S. and a non-U.S. country.

- (B) Application based on bona fide Intention to Use, e.g., § 1(b)

- (C) Application based on foreign priority claim and Intent-to-Use, e.g., § 44(d):
 - (10) Insert the name of home country.
 - (11) Insert the filing date of the home application of priority.
 - (12) Insert the application number of the home application of priority that is being claimed.

- (D) Application based on non-U.S. Registration and Intent-to-Use, e.g., § 44(e):
If box 1 is checked, please insert the name of the home country, the registration number, and the registration date.

A certified copy of the home registration and an English language translation (if applicable), needs to be filed with the U.S. Patent and Trademark Office prior to allowance of the application.

- (13) Signature: an individual who is authorized to sign the application.
- (14) Printed name: Print the name of the individual who signed the application.
- (15) Title: Insert the title of the person who signed the application.
- (16) Date: List the date of execution. Please send us the executed application promptly after it is executed.

SPECIMENS: Please include with the executed application, if available:

One original specimen showing the manner in which the mark is applied to 1) the goods, for example labels, hang tags, or packaging, or 2) for services, marketing literature, photograph of signage.

SUBMITTING TO HSML: After completing the application, save an electronic copy for your records, print a copy for your records, and email an electronic copy to mail@hsml.com. If providing a drawing (see above), email as a separate attachment with the application. If providing specimens (see above), email as separate attachments with the application.