

# HOW TO DO A TRADEMARK SEARCH

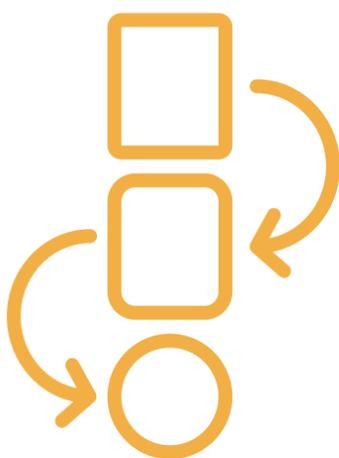


## HOW TO DO A TRADEMARK SEARCH?

Generally, it is a good idea to hire a professional to perform a thorough search in order to be sure that your trademark is available. However, it is possible to successfully conduct basic searches on your own.

## INITIAL TRADEMARK SEARCH

The TESS search page can be found by going to [USPTO.gov](https://www.uspto.gov), selecting Trademarks, and then selecting “[Searching Trademarks](#)” Select “Basic Word Mark Search” to begin an initial search.



## SEARCH FOR VARIATIONS OF THE MARK

Use dashes and spaces within the name. Also, search variations on the name. The system also has the option to select Plural and Singular, or just Singular. Select the Plural and Singular option.

## ADDITIONAL OPTIONS & POINTERS

There are special characters called wildmarks that can provide additional options for your search. Also remember is to not include apostrophes in your search.



## RESULTS

After your search, you’ll have the option to see results in either a Record List Display or Image List. If a search turns up a mark that appears similar to yours, think about whether the mark could be confused with yours.