

Duff on Hospitality Law

## U.S. Trademark Office Reduces Fees in 2015!

By Claire Hawkins on 1.14.15 | Posted in Brands and Trademarks, Hotels

*Do you need to register or renew your trademark? [Claire Hawkins](#), member of our [IP & Technology](#) and [Hospitality, Travel & Tourism](#) practice groups, shares the good news of reduced application fees being offered by the U.S. Trademark Office in 2015. Thank you for today's post, Claire! – Greg*

If you've waited until 2015 to register or renew your trademark, you are in luck: this year it will be \$50 cheaper to file a trademark application and \$100 less expensive to renew a trademark registration with the [U.S. Trademark Office](#), which is great news for all hospitality businesses looking to build, refine, or maintain their US trademark portfolios.

In the December 16, 2014 issue of the Federal Register, the PTO issued Final Rules reducing fees for trademark applications and renewals. The purpose of the new rules is to increase end-to-end electronic processing, to encourage electronic communications, and promote efficiency. **The changes go into effect on January 17, 2015.**

According to the PTO the reduction is possible due to efficiencies that have allowed the PTO to create an operating reserve and that the revised fee structure maintains a reserve sufficient to manage operations and address long-term investments. The changes will also help to continue with an appropriate and sustainable funding model; support strategic objectives relating to online filing, electronic file management, and workflow; and improve efficiency for operations and customers.

The fee reductions are applicable if a trademark application or renewal for the Principal or Supplemental Register is filed using the [Trademark Electronic Application System](#) ("TEAS"). In addition, applicants must authorize email communication and file specified documents electronically throughout the application process. Failure to fulfill the requirements under the new rules will subject the applicant to an additional processing fee of \$50.00 per class.

The fee changes are as follows:

- **\$275.00 per class**, a \$50.00 reduction, for filing a new trademark application using the standard TEAS application form. This option will be known as TEAS Reduced Fee ("TEAS

RF”).

- **\$225.00 per class**, a \$50.00 reduction, for filing a new TEAS Plus trademark application. A TEAS Plus application is one in which the goods/services description comes directly from the PTO’s Acceptable Identification of Goods and Services Manual.
- **\$300.00 per class**, a \$100.00 reduction, for the renewal of a trademark registration.

As expected, the public comments to the proposed changes supported the fee reductions. The changes are seen as good news for small businesses and individuals who saw the fees as a barrier to trademark registration. In addition, two commenters suggested increasing fees for filing paper applications; however, the PTO advised that there are no current plans to increase any filing fee.

If you have questions about trademarks or any other intellectual property, please contact [Greg](#) or [Claire](#).

**Tags:** PTO, reduced fees, Trademark Electronic Application System, US Trademark office