



Request for Trademark Application

This questionnaire was created to help determine if a mark utilized by or intended for use by the university should be registered with the U.S. Patent and Trademark Office. Please complete this form and return it, along with the appropriate collateral materials/examples, to the VCU Trademarks and Licensing Office by email at trademarks@vcu.edu.

A. GENERAL INFORMATION

NAME _____
DEPARTMENT _____
DEAN/DEPARTMENT HEAD NAME _____
EMAIL ADDRESS _____ PHONE NUMBER _____
BUDGET CODE _____

B. PURPOSE OF REGISTRATION

1. Has the mark been/will be used commercially to generate revenue and/or promote a service? **Yes** ☐ **No** ☐
2. Is there possible confusion if a non-VCU entity uses the mark? **Yes** ☐ **No** ☐
3. Are you aware of any other entities that may be likely to use the mark on similar goods/services? **Yes** ☐ **No** ☐

C. SPECIFICS OF MARK

1. What type of mark is to be protected (word, name, symbol or combination)? _____
Attach a copy of the mark (in its stylized form if that is how you intend to use it).
2. Does the mark contain any VCU symbols, logos or names (this includes the names VCU, RAMS and Virginia Commonwealth University along with the university seal)? **Yes** ☐ **No** ☐
3. Has the mark been approved by your department head and University Relations? **Yes** ☐ **No** ☐
4. Who designed the mark? _____
5. Was a contract signed for the design services? **Yes** ☐ **No** ☐
If the answer is yes, please attach a copy of the contract.
If no contract, please provide the name of the design firm or indicate if the mark was designed by an employee.

D. BACKGROUND RESEARCH

1. Are you aware of anyone else currently using the mark or any elements of the mark? **Yes** ☐ **No** ☐
If yes, provide information about the use and identity of the user. _____

 2. Has a search been conducted to see if the mark is being used by someone else? **Yes** ☐ **No** ☐
If yes, state results. _____

- If no, please contact trademarks@vcu.edu to determine if a search is recommended.

E. USAGE

Please note that “use” occurs for products when the mark is used directly on the product/s or on tags, labels, packaging or containers, and for services when the mark is used in advertising or marketing communications for the product.

1. Is the VCU using the mark currently? **Yes** ☐ **No** ☐

2. On what date was the mark first used (MM/DD/YYYY)? _____

3. How widespread is VCU’s use of the mark (i.e. locally, regionally, nationally and internationally)? Specifically, please indicate if the mark has been used outside the state of Virginia. Please indicate how VCU’s constituents view the mark in connection with VCU (such as, VCU fans have viewed this mark solely in connection with VCU for the past 20 years).

4. Please describe how VCU is using the mark and provide examples (i.e. in print, on signage, on the web, in advertising, etc.).

5. With what types of products, services or standards is VCU using the mark? _____

6. How long do you intend to use the proposed mark? _____

7. Is there anyone other than the VCU who has been involved with the use of the mark in the past or who would have control of the use of the mark in the future? **Yes** ☐ **No** ☐

8. Is there a likelihood that other educational institutions would like to use this mark? **Yes** ☐ **No** ☐

F. BUDGET IMPLICATIONS

General cost estimates are provided below but vary according to the scope of the project and the potential need to involve outside counsel.

Standard Cost Estimates

Full Trademark Search (recommended): **\$1,000**

Application filing fee for single class: **\$325**

Please note: Outside Counsel may be necessary if the mark must be protected or defended and expenses vary.

Are you willing to cover the cost to register the mark? **Yes** ☐ **No** ☐

You will be required to show that you are continuing to use the mark between the 5th and 6th years of the registration. A trademark registration is valid for 10 years, and the registration can then be renewed for additional 10 year periods as long as you are still using the mark. There are nominal fees associated with maintaining the registrations as described herein.

Are you willing to enforce a trademark (including costs, if any), in the event that an infringement is found?

Yes ☐ **No** ☐