TRADEMARK ATTORNEY / 01

GIVE EACH BRAND VERSION A REFERENCE

Use neutral labels only. Keep actual names, artwork and private plans for the lawyer's secure intake.

A helpful preparation resource from PickYourPro.ai. Fill in digitally or print. Keep your completed copy private.

Brand A / Version 1: product or service in my own words; current or proposed context

Brand A / Version 1: markets to discuss; private record reference and person who can explain it

Brand A / Version 2 or Brand B: how this version differs, without including the actual artwork

That version's product or service, markets, private record reference and record owner

Unknown or inconsistent version information for counsel to review - do not infer ownership

Main decision I want help with; any actual notice or urgent concern to raise privately

Preparation only. Not legal advice, trademark clearance, an ownership or filing decision, search or response instructions, a deadline calculation or attorney-client relationship. Keep private brand records out.

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CONNECT RECORDS TO THE WORK STAGE

Record types and reference labels are enough here. Originals and legal interpretations stay separate.

Version label / existing record type / date or version reference / person holding the original

Proposed search review: brand versions and markets to discuss; scope still to be defined by counsel

Application-related work requested: existing record reference or question, not a filing choice

Correspondence or dispute review requested: private reference and contact, not allegations or case numbers

Later follow-up: what I want counsel to explain and what may need separate engagement

Conflicts and secure handoff: firm's process, record contact and unanswered intake questions

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CHECK CONSULTATION READINESS

Tick what is organized. A completed box is not legal clearance or permission to use or file a brand.

- [ ] Neutral version labels replace actual names and artwork
- [ ] Product or service descriptions use my own words
- [ ] Current and proposed markets are separated
- [ ] Each version connects to a private record reference
- [ ] Unknowns and conflicting information are flagged
- [ ] Existing notices will be discussed privately with counsel
- [ ] Conflicts and secure sharing will be confirmed first
- [ ] Requested work stages and later follow-up are separated

Records still missing: neutral reference / person to ask / question for the consultation

Priority version and work stage for this conversation; other stages to discuss separately

Private follow-up owner and next contact; timing questions for the lawyer, not my calculation

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QUESTIONS FOR TRADEMARK COUNSEL

Ask for the proposed scope and its limits. This page does not evaluate the legal merits of a brand.

Review: how will you assess the version, product or service and market context?

Intake: what conflicts information and private records do you need, and through which secure method?

Search work: what is included, what explanation will I receive, and what are its limits?

Application or correspondence: which tasks are included and which need separate engagement?

Approvals: who prepares work, explains choices, gets approval and communicates next steps?

Handoff: what records, follow-up, fees, expenses and scope-change terms should I review?

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TRADEMARK ATTORNEY / 05

COMPARE THE SAME VERSION AND STAGE

Use A and B in each box. Compare written engagement terms for the same requested work.

Firm A / Firm B / discussion dates / same neutral brand-version labels and requested stage

Relevant experience, record review, included tasks, exclusions and written deliverables - A / B

Preparation, interpretation, approvals, communication and later-stage responsibilities - A / B

Fees, expenses, scope changes, handoff records and unresolved engagement questions - A / B

READY TO HEAR FROM PROS?

Create an account on PickYourPro.ai only if you choose, then start a Trademark Attorney request. Share only a general, non-confidential scope so participating pros can compete with proposals. Compare relevant experience, work stages, deliverables, communication, fees and fit. A request does not create an attorney-client relationship.

One request. Every pro's best offer.

Start a request

Participation varies. A private consultation, conflicts check and record review may be needed before engagement.

Planning guide: https://www.pickyourpro.ai/services/attorney-trademark

USPTO: Why hire a private trademark attorney? (official reference)

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