

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0690-0030)

TITLE OF INFORMATION COLLECTION: National Trademark Expo - 2012 Participant Feedback Surveys

PURPOSE:

To obtain feedback from attendees and exhibitors regarding their opinions of the 2012 National Trademark Expo, and regarding the effectiveness of efforts to market the event, in order to ensure the success of future Expos.

The Expo is a free, two-day public event. The U.S. Patent and Trademark Office (USPTO) will host the National Trademark Expo to educate the public about the important role trademarks play in our society and the global marketplace. Government, corporate and non-profit exhibitors will provide important information about their federally-registered trademarks through educational exhibits, including booths, themed displays, costumed characters, and inflatables. In addition, the Expo will feature educational seminars and children’s workshops and activities. A survey will be provided to each type of participant – attendees, seminar attendees, and exhibitors/vendors.

DESCRIPTION OF RESPONDENTS:

Any individual who wishes to attend the event which is held at the USPTO headquarters in Alexandria, VA. Expo attendees age range: all ages.

TYPE OF COLLECTION: (Check one)

- | | |
|--|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input checked="" type="checkbox"/> Customer Satisfaction Survey(Feedback) |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input type="checkbox"/> Other: _____ |

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: Carol Spils_____

To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? [] Yes [x] No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? [] Yes [] No
3. If Applicable, has a System or Records Notice been published? [] Yes [] No
If yes, provide title and citation:

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [] Yes [x] No

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
Individuals or Households (attendees)	750	4 minutes	53 hrs
Private Sector (exhibitors/vendors)	35	3 minutes	2 hrs
Individuals or Households (seminar attendees)	400	5 minutes	32 hrs
Totals	1,185		87 hrs

FEDERAL COST: The estimated one-time cost to the Federal government is \$4,166 (1,185 responses x 0.05 hrs = 59 hrs; 59 hrs x \$65.53 = \$3,866 + \$300)

This cost considers two factors:

1. *The distribution, collection and compiling of the feedback*

*GS level: 14 step 1 (\$65.53 loaded hourly rate)
Number of FTEs: 1
Time expended: 59 hours*

Each feedback form will take an average of 3 minutes (0.05 hours) per form to process. There are 1,185 forms (0.05 x 1,185) = 59 hours

The USPTO estimates that it takes one GS-14, step 1, 3 minutes (0.05 hours) to process the information from the survey. The hourly rate for a GS-14 step 1 is currently \$50.41 (source: U.S. Office of Personnel Management wage chart; locality pay for the Washington, D.C. area). Using an additional 30% to account for benefits and overhead (\$15.12), the rate per hour for a GS-14, step 1 is \$65.53. (\$50.41 + \$15.12 = \$65.53)

2. *Other: Online instrument one-time cost: \$300.*

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?
[] Yes [x] No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

The potential group of respondents will be self-selected; those participating in the Trademark Expo will be offered a chance to provide feedback. All those participants who chose to give feedback will be considered selected.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
[x] Web-based or other forms of Social Media
[] Telephone
[x] In-person
[] Mail
[] Other, Explain

The agency plans to use “Survey Monkey” in addition to paper surveys to obtain feedback. The agency will provide laptop computers at the Expo for respondents to use in completing the survey(s). In addition, the agency may also provide written material containing a URL link to the survey which Expo attendees may use to respond to the survey(s) after they have attended the Expo.

2. Will interviewers or facilitators be used? [] Yes [x] No