

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

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**TITLE OF INFORMATION COLLECTION:**

**National Trademark Expo - 2014 Participant Feedback Surveys**

**PURPOSE:**

The surveys are designed to obtain feedback from attendees and exhibitors of the 2014 National Trademark Expo regarding the effectiveness and publicity of the event. This information will be used to help understand participants and raise awareness about Trademarks and future Trademark Expos.

The Expo is a free, two-day public event. The 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, booths, themed displays, costumed characters, and inflatables. In addition, the Expo will feature educational seminars and children’s workshops and activities.

**DESCRIPTION OF RESPONDENTS:**

Any individual, exhibitor, or seminar attendee who comes to the event 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 |
| <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: Marcie Lovett, Director, Records Management Division

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

**Personally Identifiable Information:**

1. Is personally identifiable information (PII) collected?  Yes  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  No

**BURDEN HOURS**

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals or Households	1,730	2 minute avg	57 hours
<b>Totals</b>	<b>1,730 respondents</b>		<b>57 hours</b>

**FEDERAL COST:** The estimated one-time cost to the Federal government is \$ 9,436 (144 hours x \$65.53 = \$9436)

This cost considers the time needed to factor preparation time, collection time, and review time. The estimate also includes time for tallying and charting the results of the surveys and compiling seminar comments.

*GS level: 14 step 1 (\$66.19 loaded hourly rate)  
Number of FTEs: 1  
Time expended: 144 hours*

Each feedback form will take an average of 5 minutes per form to process. There are 1,730 forms (5 min x 1,730/ 60) = 144 hours

The hourly rate for a GS-14 step 1 is currently \$50.92 (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 (\$15.27), the rate per hour for a GS-14, step 1 is \$65.53. (\$50.92 + \$15.27 = \$66.19)

**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  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.

Attendees of the Expo may be approached by an Expo staff member during the event and asked if they would like to participate in a one question survey about how they heard about the event. Respondents may volunteer their answer in response to the request or may fill out the answers to the question at the Expo event booth.

Seminar attendees will be given the opportunity to complete a five-question survey at the conclusion of each seminar and asked to provide their responses. The surveys will be collected at the conclusion of the seminars by event organizers.

Every exhibitor at the Trademark Expo will be given a customer survey. The United States Patent and Trademark Office expects 90% of these surveys will be filled out and returned to the event organizers. The customer list is the list of all exhibitors who are assigned an exhibit space at the Expo. This group is small enough that the USPTO plans to survey every exhibitor on the list.

#### **Administration of the Instrument**

How will you collect the information? (Check all that apply)

Web-based or other forms of Social Media

Telephone

In-person; paper based survey

Mail

Other, Explain: live poll software on provided touch screen devices; electronic

1. Will interviewers or facilitators be used?  Yes  No

**Will responses be submitted electronically?:** Yes. The agency plans to use “Survey Monkey” in addition to paper surveys to obtain feedback.

#### **Federal Enterprise Architecture Business Reference Module:**

Line of Business: Economic Development

Subfunction: Intellectual Property Protection

USPTO Tracking number: 2012-01-TM

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