## Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (OMB Control Number: 0651-0080)

TITLE OF INFORMATION COLLECTION: G264: 2016 USPTO Trademark Expo Surveys

**PURPOSE:** This application is for the purpose of participating in the upcoming USPTO Trademark Expo. The application form will be focused on collecting information on specifically who the participants are as well as their corresponding participation activities at the Trademark Expo.

**DESCRIPTION OF RESPONDENTS**: The respondents for the application are attendess of the Trademark Expo and its various programs. Respondents include exhibitors, attendees, and the general public.

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TYPE OF COLLECTION: (Check one)		
[ ] Customer Comment Card/Complaint Form [ ] Usability Testing (e.g., Website or Software [ ] Focus Group	<ul><li>[x] Customer Satisfaction Survey</li><li>[ ] Small Discussion Group</li><li>[ ] Other:</li></ul>	
CERTIFICATION:		
I certify the following to be true:		
1. The collection is voluntary.		
<ol> <li>The collection is low-burden for respondents an</li> </ol>	nd low-cost for the Federal Government.	
3. The collection is non-controversial and does <u>not</u> raise issues of concern to other federal		
agencies.		
4. The results are <u>not</u> intended to be disseminated to the public.		
5. Information gathered will not be used for the purpose of <u>substantially</u> informing <u>influential</u>		
policy decisions.		
6. The collection is targeted to the solicitation of of experience with the program or may have exper		
Name:/Andrew Lawrence/		
To assist review, please provide answers to the following questions:		
Daysonally Identifiable Information		
Personally Identifiable Information:  1. Is personally identifiable information (PII) colle	octod2 [ ] Voc [v] No	
<ol> <li>Is personally identifiable information (PII) collected? [ ] Yes [x] No</li> <li>If Yes, is the information that will be collected included in records that are subject to the</li> </ol>		
Privacy Act of 1974? [ ] Yes [x] No	included in records that are subject to the	
3. If Applicable, has a System or Records Notice h	peen published? [ ] Yes [ ] No	
Gifts or Payments:		
Is an incentive (e.g., money or reimbursement of ex	spenses, token of appreciation) provided to	
participants? [ ] Yes [x] No		

## **BURDEN HOURS**

Category of Respondent	No. of	Participation Time	Burden
	Respondents		
Survey (Exhibitor)	27	3 minutes (.05 hours)	1.35
Survey (Attendee)	1300	1 minutes (.02 hours)	21.67
Totals	1,327		23.02
			hours

The USPTO estimates that 2% of the surveys will be conducted electronically.

**FEDERAL COST:** The estimated annual cost to the Federal government is the combined average hourly rate of \$61.37 per hour for a GS-15 step 1 + 18.41 (30%) \* 3 hours, which totals an hourly rate of \$79.78. \$79.78 \* 5 hours = **\$398.90** 

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?

All exhibitors will be requested to complete the exhibitor survey. Respondents to the attendee survey will be chosen at random by staff at the expo.

## 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: live poll software

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