

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 attendees of the Trademark Expo and its various programs. Respondents include exhibitors, attendees, and the general public.

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: _____/Andrew Lawrence/_____

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

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

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 |
|-------------------------------|---------------------------|---------------------------|--------------------|
| 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 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)
 - Web-based or other forms of Social Media
 - Telephone
 - In-person
 - Mail
 - Other, Explain: live poll software
2. Will interviewers or facilitators be used? Yes No