

# Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0651-0083)

**TITLE OF INFORMATION COLLECTION:** Trademarks customer feedback community

**PURPOSE:** The USPTO wants to provide customers an option to sign up to be informed about future customer feedback opportunities. The USPTO collects customer feedback on its customer-facing services such as website navigation, contact centers, website content, and digital service enhancements. The feedback, when collected, is used by the business owners to inform improvements and will ensure the USPTO is maintaining or improving its customer experience.

**DESCRIPTION OF RESPONDENTS:**

Respondents will be trademark users of the my.uspto.gov public-facing website, subscribers to Trademark alerts, customer engagement event attendees, and other Trademark customer engagements as available.

**TYPE OF COLLECTION:** (Check one or multiple)

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Customer Comment Card/Complaint Form | <input 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.

Business Unit: \_\_\_\_\_/Jill A. Leyden/\_\_\_\_\_

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

**Personally Identifiable Information:**

1. Is personally identifiable information (PII) collected?  Yes  No
  - 1a. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974?  Yes  No
2. If applicable, has a System of Records Notice been published?  Yes  No

PAT/TM – Dissemination Events and Registrations . published 12/27/2006. 73 FR 77739

**Gifts or Payments:**

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

**BURDEN HOURS**

<b>Name of Instrument</b>	<b>No. of Respondents</b>	<b>Participation Time</b>	<b>Burden</b>
Trademarks customer feedback community survey	1,500	3 minutes	75 hours
<b>Totals</b>			<b>75 hours</b>

The USPTO estimates that 100% of the surveys (small discussions, focus groups, etc.) will be conducted electronically.

**FEDERAL COST:** The estimated annual cost to the Federal government is the combined average hourly rate of:

\$53.85 per hour for a GS-13 step 5 + 16.16 (30%) \* 50 hours = \$3,500.50

\$67.38 per hour for a GS-14 step 7 + 20.21 (30%) \* 50 hours = \$4,379.50

\$3500.50 + \$4,379.50 = **\$7,880.00**

**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?

Customers who currently subscribe to “Trademarks Alerts” and trademarks users of the my.uspto.gov public-facing website will receive an email inviting them to sign up if they would like to be contacted with opportunities to provide customer feedback on customer-facing services such as website navigation, contact centers, website content, and digital service enhancements.

Customers who are attending trademark engagement events or participating in other trademark customer engagements may also be presented with an opportunity to sign up if they would like to be contacted with opportunities to provide customer feedback on customer-facing services such as website navigation, contact centers, website content, and digital service enhancements.

**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

**Please make sure that all instruments, instructions, and scripts are submitted with the request.**