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Trademark Event Survey

Overall, how satisfied are you with the USPTO trademark event you attended?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Dissatisfied
- ☐ Very dissatisfied

Please rate your level of agreement with the following statement:

I trust USPTO to register trademarks in accordance with U.S. laws and regulations.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly disagree

Display this question:

If Trust valence = Positive

Or Trust valence = Null

Which of the following was true of your experience at the USPTO trademark event?

Choose all that apply:

- ☐ The event was worth my time.
- ☐ It was easy to attend the event.
- ☐ The event was well-organized and useful.
- ☐ The information was presented clearly.
- ☐ The presenter was engaging.
- ☐ I experienced technical difficulties with the event.
- ☐ None of the above

Display this question:

If Trust valence = Negative

Which of the following was true of your experience at the USPTO trademark event?

Choose all that apply:

- ☐ The event was not worth my time.
- ☐ It was difficult to attend the event.
- ☐ The event poorly organized and not useful.
- ☐ The information was not presented clearly.
- ☐ The presenter was not engaging.
- ☐ I experienced technical difficulties with the event.
- ☐ None of the above

Display this question:

If Which of the following was true about your experience at the USPTO trademark event? Choose all th... = I experienced technical difficulties with the event.

Or Which of the following was true about your experience at the USPTO trademark event? Choose all th... = I experienced technical difficulties with the event.

What technical difficulties did you experience?

Choose all that apply:

- ☐ Difficulty registering

- ☐ Did not receive pre- or post-event emails
- ☐ Unable to log into the event
- ☐ Difficulty with audio
- ☐ Difficulty with video
- ☐ Unable to ask questions
- ☐ Unable to turn on captions
- ☐ Other

How likely would you be to recommend this event to a friend or colleague?

- ☐ Very likely
- ☐ Likely
- ☐ Neither likely nor unlikely
- ☐ Unlikely
- ☐ Very unlikely

How could we improve future events?

How did you hear about this event?

- ☐ www.uspto.gov
- ☐ Email from USPTO
- ☐ Friend or colleague
- ☐ Social media
- ☐ Professional association, network, or other affinity group
- ☐ Small Business Administration (SBA), a Small Business Development Center (SBDC), a Women's Business Center (WBC), a Veterans Business Outreach Center (VBOC), or SCORE Business Mentoring
- ☐ Other

What topics would you like to see covered in future USPTO trademark events?

What ways have you interacted with USPTO resources?

Choose all that apply:

- ☐ Created MyUSPTO.gov account
- ☐ Applied to register a trademark

- ☐ Contacted the Trademark Assistance Center (TAC)
- ☐ Spoken or emailed with a USPTO trademark examining attorney
- ☐ Attended Trademark Basics Boot Camp
- ☐ Watched USPTO trademark videos on YouTube® or www.uspto.gov
- ☐ Attended USPTO online trademark webinars
- ☐ Attended USPTO in-person trademark event
- ☐ None of the above

How many trademark applications have you submitted to USPTO?

- ☐ 1
- ☐ 2
- ☐ 3 to 5
- ☐ 6 to 10
- ☐ 11 to 49
- ☐ 50 or more
- ☐ I have not submitted any trademark applications to USPTO

Which of the following best describes you?

- ☐ Trademark attorney
- ☐ Patent attorney
- ☐ Paralegal or legal assistant
- ☐ Business owner
- ☐ Entrepreneur
- ☐ Inventor
- ☐ Intellectual property agent
- ☐ Artist/designer
- ☐ Researcher
- ☐ Copyright attorney
- ☐ Attorney not specializing in intellectual property
- ☐ Office or administrative support staff
- ☐ Educator
- ☐ Student
- ☐ Other

Which of the following best describes your organization?

- ☐ Law firm
- ☐ Small business or startup
- ☐ Business (other than small business)
- ☐ Nonprofit or NGO
- ☐ Primary or secondary (K-12) school

- ☐ College or university
- ☐ U.S. federal government
- ☐ U.S. state, local, tribal, or territorial government
- ☐ Foreign government
- ☐ Individual
- ☐ Other

Display this question:

If Which of the following best describes your organization? = Small business or startup

Or Which of the following best describes your organization? = Business (other than small business)

Or Which of the following best describes your organization? = Law firm

What is your organization's legal entity type?

- ☐ Sole proprietorship
- ☐ Limited liability corporation (LLC)
- ☐ Limited liability partnership (LLP)
- ☐ Corporation
- ☐ Other