



# Trademark Planning

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**Q** Can my Oregon business get a U.S. trademark registration for a new trademark we plan to start using?

**A** Possibly. You can file a trademark application on an “intent-to-use” basis if you have a good faith intention of using the mark on specific goods or services in the future (for example, if you are currently developing plans for a new product or service). The United States Patent and Trademark Office may allow the application to advance, but no registration will issue until you submit evidence showing the mark’s actual use in commerce. Typically, you have some time to submit that evidence, if the application passes all other hurdles. An experienced trademark attorney can help you determine if this type of application is appropriate for your situation.

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