



United States Patent and Trademark Office

2007–2012 Strategic Plan



Strategic Framework of the USPTO

MISSION

To foster innovation and competitiveness by: Providing high quality and timely examination of patent and trademark applications, guiding domestic and international intellectual property policy, and delivering intellectual property information and education worldwide.

VISION

USPTO: Leading the World in Intellectual Property Protection and Policy

GUIDING PRINCIPLES

- Quality
- Timeliness
- Cost-Effectiveness
- Transparency

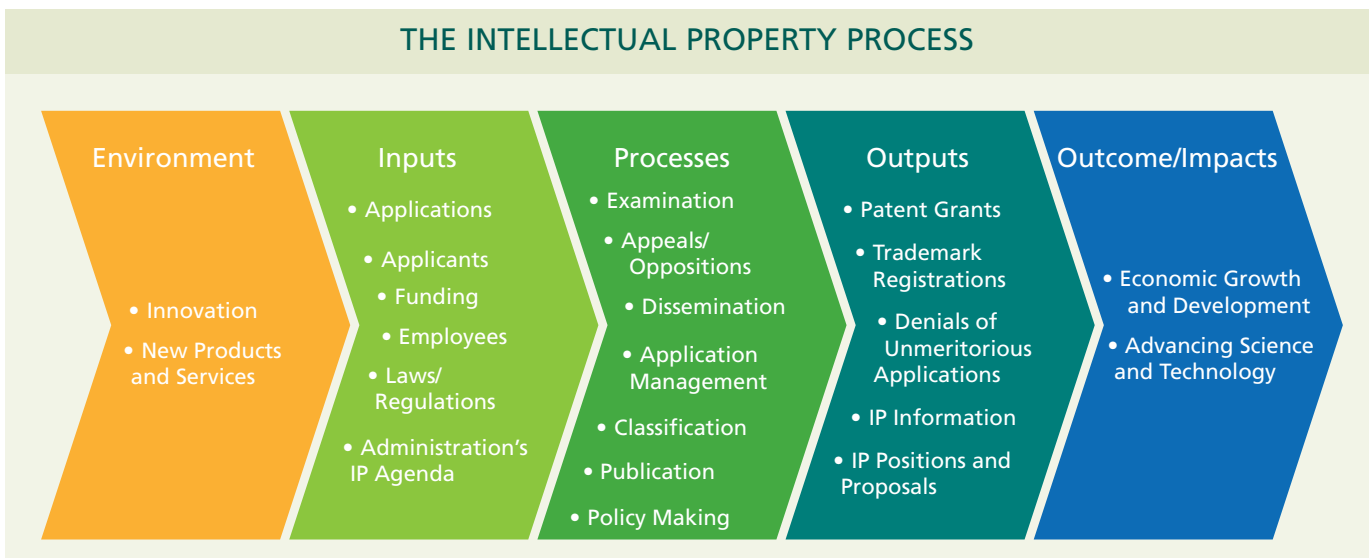
STRATEGIC GOALS

- Optimize Patent Quality and Timeliness
- Optimize Trademark Quality and Timeliness
- Improve Intellectual Property Protection and Enforcement Domestically and Abroad

MANAGEMENT GOAL

- Achieve Organizational Excellence

THE INTELLECTUAL PROPERTY PROCESS



Leading the World in Intellectual Property Protection and Policy

GOAL 1 *Optimize Patent Quality and Timeliness*

OBJECTIVE #1 Provide high quality examination of patent applications.

OBJECTIVE #2 Improve and integrate existing electronic systems to promote full electronic patent application processing; implement better/more secure systems.

OBJECTIVE #3 Improve the quality and timeliness of patent examination by exploring a range of approaches to examining applications.

PERFORMANCE MEASURES

- Patent allowance compliance rate
- Patent in-process examination compliance rate
- Patent average first action pendency
- Patent average total pendency
- Patent efficiency
- Patent applications filed electronically
- Patent applications managed electronically

GOAL 2 *Optimize Trademark Quality and Timeliness*

OBJECTIVE #1 Achieve and maintain a three-month first action pendency, and reduce disposal pendency excluding suspended and *inter partes* cases.

OBJECTIVE #2 Improve quality of examination by ensuring consistency and quality of searching and examination, and provide internal on-line tools.

OBJECTIVE #3 Provide electronic file management and workflow.

OBJECTIVE #4 Develop interactive on-line electronic filing capabilities and upgrade e-tools.

PERFORMANCE MEASURES

- Trademark first action compliance rate
- Trademark final action compliance rate
- Trademark average first action pendency
- Trademark average final action pendency
- Trademark efficiency
- Trademark applications filed electronically
- Trademark applications managed electronically

GOAL 3 *Improve Intellectual Property Protection and Enforcement Domestically and Abroad*

OBJECTIVE #1 Support efforts and initiatives aimed at strengthening IP protection and curbing theft of IP.

OBJECTIVE #2 Continue efforts to develop unified standards for international IP practice.

OBJECTIVE #3 Provide policy guidance on domestic IP issues.

OBJECTIVE #4 Foster innovation and competitiveness by delivering IP information and education worldwide.

PERFORMANCE MEASURES

- Number of instances in which USPTO experts review IP policies/standards
- Improving worldwide IP expertise for U.S. Government interests
- Plans of action, mechanisms, and support programs initiated or implemented in developing countries

MANAGEMENT GOAL *Achieve Organizational Excellence*

OBJECTIVE #1 Function as true business partners across the organization to achieve superior enterprise performance and provide strategic leadership.

OBJECTIVE #2 Ensure operational excellence in enterprise-wide management processes.

OBJECTIVE #3 Dramatically simplify on-line access to, and availability of, USPTO information and data.

PERFORMANCE MEASURES

- Closed competency/skills gaps for mission-critical occupations, on both capacity (numbers hired) and capability (quality) dimensions
- Ninety-five percent of supervisors, managers, and executives will have performance plans in place that link to agency mission, goals and/or outcomes
- Percentage availability of critical systems
- Information technology expense as a percentage of revenue
- Maximize and/or obtain new funding flexibilities
- Process cost as a percent of revenue (efficiency)
- Revenue actual versus plan and percent error in revenue forecasts (effectiveness)