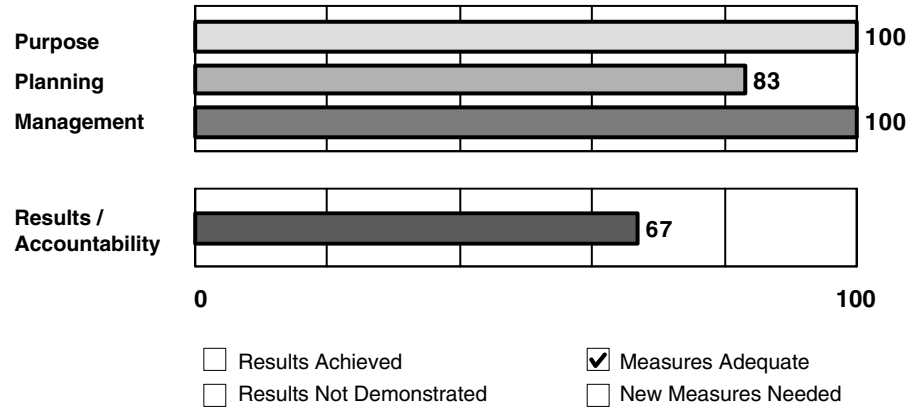


Program: U.S. Patent and Trademark Office - Trademarks

Agency: Department of Commerce

Bureau: U.S. Patent and Trademark Office



Key Performance Measures

Year Target Actual

Measure Description	Year	Target	Actual
Annual Measure: Average total pendency (Pendency is defined as the estimated time in months for a complete review of a trademark application, from the filing date to issue or abandonment of an application.)	2000	18.0 mo.	17.3 mo.
	2001	18.0 mo.	17.8 mo.
	2002	15.5 mo.	
	2003	13.5 mo.	
Annual Measure: Error rate (Based on a quality review, the percent of pending, registered, or abandoned applications containing an error that could affect the validity of trademark registration.)	2000	3.6%	3.4%
	2001	6.0%	3.1%
	2002	5.0%	
	2003	4.0%	
Annual Measure: Average first-action pendency (First-action pendency is the estimated time in months from filing to an initial review of a trademark application by a trademark examiner.)	2000	4.5 mo.	5.7 mo.
	2001	6.6 mo.	2.7 mo.
	2002	3.0 mo.	
	2003	2.5 mo.	

Rating: Moderately Effective

Program Type: Direct Federal

Program Summary:

The Patent and Trademark Office (PTO) registers trademarks (and issues patents). Trademarks protect corporate and product identifications.

PTO's trademark operation has improved its operating procedures, started several e-government initiatives, and met most of its performance goals.

1. In 2001, the trademark operation met its performance goals for the average time required for a complete review of trademark applications (average pendency). PTO also exceeded the 2001 performance goals for the initial review of trademark applications (average first-action pendency) and for the error rate. The performance goals for these activities were relaxed in 2001 due to changes in the quality review process and large increases in the number of trademark applications.
2. In general, the trademark operation has demonstrated strong program management. PTO uses activity-based costing to allocate the costs of trademark and supporting operations. It uses contractors for administrative activities that support examination of trademarks and holds managers accountable for performance.
3. Performance measures are generally adequate, although trademarks should adopt a measure of unit cost.
4. PTO's new strategic plan contains modest revisions to existing trademark practices and procedures to further improve quality, pendency, and implementation of e-government.

In response to these findings, development of PTO's new strategic plan, and the progress the Trademark program has made in improving the efficiency of the trademark examination system, the Budget provides funding to further improve trademark pendency and quality and to complete e-government initiatives.

(For more information on this program, please see the Department of Commerce chapter in the Budget volume.)

Program Funding Level (in millions of dollars)

<u>2002 Actual</u>	<u>2003 Estimate</u>	<u>2004 Estimate</u>
141	144	144