



MCTC Office <office@visitmendocino.com>

RE: Trademarks for Visit Mendocino County

2 messages

APRIL 21ST

Jennifer O'Brien (Neary and O'Brien) <JO'Brien@nearyobrienlaw.com>

Wed, Mar 22, 2017 at 4:16 PM

To: Brent Haugen <brent@visitmendocino.com>, Kathy Chacon <office@visitmendocino.com>

Dear Brent and Kathy,

Thank you for your patience. I've done a little preliminary work just to get my bearings. The Application fees for a Trademark Application are \$275 per application, with an additional fee of \$125 for each additional "class" the trademark is registered for [You will most likely be applying for Advertising/Promoting and Marketing – promoting the goods and services of others/promoting tourism, business and conventions/promoting recreation and tourism in the County of Mendocino area – a class. If there are other purposes the trademark is used for (for example on t-shirts) then you would want to add a class]. We can talk in more detail about what the marks will be for.

In looking at your list I am not certain whether or not "Visit Mendocino" and "Visit Mendocino County" would both qualify as they are quite similar to each other. We can apply for both, but one might be denied.

I am not sure whether you want to simply register the terms themselves, or if you have a particular design used with regard to the words. I'll need information as to the first use of each of the terms as well (as well as "specimens" of that use).

As far as our fees, I will continue to charge \$100 per hour – at this time, I would estimate @ 1 to 2 hours for the initial application, and an hour or so for the remaining ones (some issues will be similar, some different, so this is a very rough estimate). I cannot estimate time involved communicating with the USPTO at this time once the applications are submitted. All costs (i.e. application filing fees) would need to be paid by MCTC. Our fees would not include an appeal of any decision to reject the application – we would need to enter into a separate agreement for that.

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