

HOOKER & HABIB, P.C.  
ATTORNEYS AT LAW  
100 CHESTNUT STREET, SUITE 304  
HARRISBURG, PENNSYLVANIA 17101-2518  
TELEPHONE (717) 232-8771  
FACSIMILE (717) 232-8773  
E-Mail: hhpc@ptd.net

JEFFREY S. HABIB  
CHARLES A. HOOKER  
THOMAS HOOKER

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QUESTIONNAIRE--INTENT-TO-USE APPLICATIONS

United States trademark and service mark applications for registration may be filed based on a good faith intent-to-use the mark in commerce. Alternatively, applications may also be filed based on actual use in commerce.

Completion of this questionnaire form provides a record of pertinent information for establishing intent-to-use a prospective mark.

The statute provides that an intent-to-use applicant must state that it has a bonafide intention, under facts or circumstances showing good faith, to use a mark in commerce. Use in commerce is defined as good faith use of the mark in the ordinary sense of trade and not merely an intent to reserve a right in the mark.

An intent-to-use applicant must have more than a mere fondness for a mark. The lack of facts supporting an intent-to-use may indicate a lack of good faith in filing an intent-to-use application. The information set forth below will be used to provide support for your good faith intent-to-use the mark and will be maintained in your file in case the issue of good faith is questioned in the future.

PLEASE COMPLETE WHERE APPLICABLE

1. Name of Owner: \_\_\_\_\_
  - a. Address of Owner: \_\_\_\_\_  
\_\_\_\_\_
  - b. Phone No. \_\_\_\_\_
2. Nature of your current business \_\_\_\_\_  
\_\_\_\_\_
3. Specify Trademark for this application: \_\_\_\_\_  
(If any design or logo, attach copy)
4. Goods and/or services for which there is a good faith intent-to-use this mark. Describe in detail \_\_\_\_\_  
\_\_\_\_\_

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5. Geographical area of projected sales or services:\_\_\_\_\_

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6. Proposed method of distribution (employees, company sales force, independent reps, mail order, etc.)\_\_\_\_\_

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7. Is there a marketing plan? Yes \_\_\_\_\_ No \_\_\_\_\_

a. What is the projected market?\_\_\_\_\_

b. What share is projected for your mark?\_\_\_\_\_

c. Where will you advertise?\_\_\_\_\_

d. Describe any test marketing plans:\_\_\_\_\_

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e. Describe any product or service testing plans:\_\_\_\_\_

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f. Describe any market research plans:\_\_\_\_\_

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g. Competing products/names of competitors: \_\_\_\_\_

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8. Timetable for:

a. Preparation of any labels and packaging\_\_\_\_\_

b. Preparation of any literature\_\_\_\_\_

c. Preparation of any advertising\_\_\_\_\_

d. Test marketing\_\_\_\_\_

e. Introduction to Trade\_\_\_\_\_

9. When do you expect the products or services under this ITU mark will be fully introduced and distributed in the ordinary course of trade which is typical for your existing business or industry? \_\_\_\_\_  
\_\_\_\_\_

10. Name of person(s) responsible for:

a. Development of product line\_\_\_\_\_

b. Development of services\_\_\_\_\_

c. Product research\_\_\_\_\_

d. Marketing plans\_\_\_\_\_

e. Market research\_\_\_\_\_

f. Labels and packaging\_\_\_\_\_

g. Literature\_\_\_\_\_

h. Advertising\_\_\_\_\_

11. Statement of Intent: Our company has a good faith intent to use the mark noted above in the ordinary course of trade for the specified products or services:

Date:\_\_\_\_\_ (Name) \_\_\_\_\_

Signature\_\_\_\_\_