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## Understanding Trademark Specimens for Your Application

When applying for a trademark under a **use in commerce** basis (Section 1(a)), you must provide a **specimen**—a real-world example of how your trademark is used in connection with your goods or services. This document explains what a specimen is, what makes it acceptable, and gives examples for both goods and services.

### What Is a Specimen?

A specimen is *proof of how your trademark is actually used in the marketplace*. It's what consumers see when considering purchasing your goods or services. The U.S. Patent and Trademark Office (USPTO) requires a specimen to ensure that your trademark is being used as claimed in your application.

Since applications are submitted electronically, specimens are typically provided as photographs, scanned copies, screenshots, or printouts of the physical specimen.

### What Makes a Specimen Acceptable?

To be accepted by the USPTO, your specimen must meet the following criteria:

- **It must be real.** Your specimen must show actual use in commerce, not a draft, mock-up, digitally altered image, or an intended future use.
- **It must match your application.** The specimen must show your trademark exactly as it appears in your application and be connected to the goods or services listed.
- **It must show actual use by you.** Press releases sent only to the media do not count as specimens. The use must be by your business, directly associating the trademark with your goods or services.
- **It must be the right type.** Different rules apply to goods and services. Advertising material is acceptable for services but not for goods.
- **It must function as a trademark.** Your specimen must show the trademark in a way that consumers would recognize it as identifying your goods or services.
- **For online specimens, include the URL and access date.** If you submit a webpage screenshot, it must show the full URL and the date it was accessed or printed.
- **It must be in the correct format.** Specimens must be uploaded in JPG (up to 5MB) or PDF, WAV, WMV, WMA, MP3, MPG, or AVI (up to 30MB) formats.

## Examples of Specimens for Goods (Trademark Classes 1-34)

If you are applying for a trademark for **goods**, acceptable specimens include:

- **Photographs of the product** with the trademark visible.
- **Labels or tags attached to the product.** If the label is not attached, it must clearly show the trademark along with product details such as weight, volume, UPC codes, or a list of ingredients.
- **Packaging displaying the trademark.**
- **Sales displays featuring the goods and the trademark.**
- **Webpages selling the goods**, showing the trademark near purchasing options (e.g., “Add to Cart” buttons).

### Examples of Acceptable Specimens for GOODS



The goods themselves



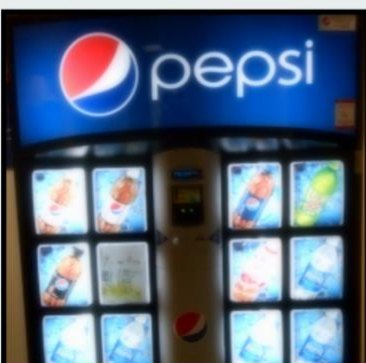
Packaging for the goods



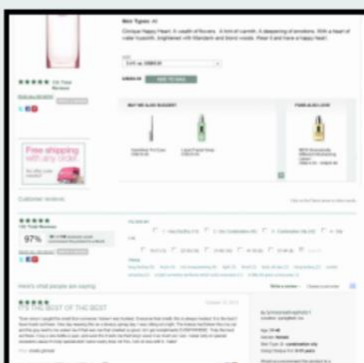
Tag attached to the goods



Label attached to goods



Sales displays



Webpage selling the goods

## Examples of Specimens for Services (Trademark Classes 35-45)

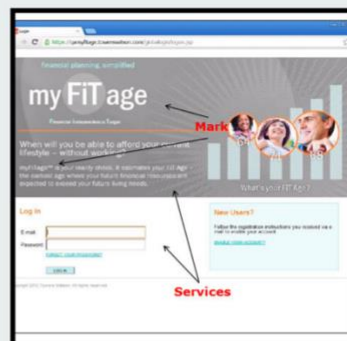
If you are applying for a trademark for **services**, acceptable specimens include:

- **Online ads or printed marketing materials** that clearly associate the trademark with the services.
- **TV or radio commercials** promoting the services.
- **Business signage** at the location where the service is provided.
- **Materials used in performing the service**, such as:
  - A restaurant menu displaying the trademark.
  - A screenshot of the launch screen for an entertainment service like a video game or TV program.
- **Invoices or receipts** that show a clear connection between the trademark and the services.
- **Business cards or letterhead** that directly associate the trademark with the services.

## Examples of Acceptable Specimens for SERVICES



Online advertising screenshot



Non-downloadable software services



Signage



Material used in performing service



Material used in performing service



Business card that indicates services

To read more about specimens, check out our blog post [Trademark Specimens Explained](#). The USPTO also has informative resources: [USPTO Specimens](#) & [Trademark Specimens Overview for Experienced Filers](#).

Ensuring you provide a correct and **acceptable** specimen is critical to getting your trademark approved. If you have any doubts, [TradeMark Express](#) is here to guide you through the process.

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