

Pursuant to Executive Order 14058 (December 13, 2021)
on *Transforming Federal Customer Experience and
Service Delivery to Rebuild Trust in Government*

2023 HISP CX Action Plan

U.S. Patent and Trademark Office

As a High Impact Service Provider (HISP), the USPTO focuses on service assessments, collecting customer feedback, and making measured improvements for two designated services:

- 1) Applying to register a trademark:** Every year, an average of 900,000 people file to register trademarks, ranging from individual entrepreneurs to multi-national corporations. Trademark registrations help these businesses to thrive and enhance the nation's economy.
- 2) Applying for a patent:** Patents allow inventors to benefit from their novel ideas by granting them the exclusive right to profit from their inventions in the U.S., incentivizing innovation. More than 500,000 patent applications are submitted annually to the USPTO by people from around the world.

What we delivered in 2023:

- **Improved communications to patent applicants**

The USPTO began sending new communications to applicants, including “welcome letters” and instructions on how to proceed after filing, to reduce abandonments and incomplete applications. For patent applications that are abandoned or incorrectly filed each year, applicants now have a better chance of making it to a final review.

- **Streamlined online patent application interface**

The USPTO enhanced the Patent Center, which allows patent filers to use a single interface instead of multiple legacy tools, for submitting and managing patent applications. The enhancements provide users with a more streamlined process for all aspects of handling the over 500,000 patent applications submitted to the USPTO each year.

- **Launched Trademark Center beta to improve applicant experience**

The USPTO launched the Trademark Center beta, a new streamlined filing system developed using customer feedback and iterative testing, that improves navigation, autosaves the application, and provides access to draft applications, among other features. Feedback from ~30 beta users will inform improvements before scaling to all applicants.

- **Used customer feedback to improve the applicant filing experience**

To design a filing experience accessible to everyone, the USPTO gathered feedback from a variety of customer segments, including licensed attorneys, independent filers, and others.

- **Educated customers from underrepresented/underserved communities**

The USPTO hosted over 300 events in 2023, such as with the Veterans Innovation and Entrepreneurship (VIE) Program, to enhance outreach and provide information on existing resources to aid the public in filing patents and registering trademarks.

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What we commit to deliver in 2024:

- **Update technology to reduce delays and errors in patent processing**

The USPTO will allow customers to submit their patent applications in DOCX format instead of PDF, which will: (1) eliminate the need to convert their applications to PDF which saves them time; (2) allow the USPTO to notify applicants in real time if there are problems with their application, substantially reducing formatting errors that can cause an application to be delayed or treated as incomplete; and (3) provide applicants with access to the structured text version of examiner office actions and responses.

- **Scale the Trademark Center beta to all applicants**

The USPTO will expand the Trademark Center beta for use by all applicants. The hundreds of thousands of people who file for different kinds of trademarks each year will now be able to navigate straight to the particular trademark application they need to complete, and focus their efforts on submitting a correct and complete application.

- **Collect feedback and educate our customers**

The USPTO will continue to seek feedback from customers so it can simplify its navigation and filing online tools. The USPTO will also continue to focus on educating all customers in understanding the nuances of filing a patent or registering a trademark.