



# US Government Resources for SMEs

- ITA – International Trade Administration
- SBA – Small Business Administration
- USPTO – United States Patent and Trademark Office



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

# International Trade Administration Resources for SMEs

U.S. Department of Commerce  
International Trade Administration (ITA)

# STOPfakes Program

- U.S. government interagency program that provides information and resources to help U.S. businesses protect their intellectual property in foreign markets (managed by ITA)
  - Partner agencies: ITA, CBP, DOJ, EXIM Bank, FBI, HHS, IPR Center, SBA, State, Treasury, USAID, USDA, USPTO, WIPO
- In-person outreach events and trainings for businesses
  - STOPfakes road shows
  - Trade shows
- Online resources
  - Business and consumer guides
  - Methods to contact U.S. and global IP agencies



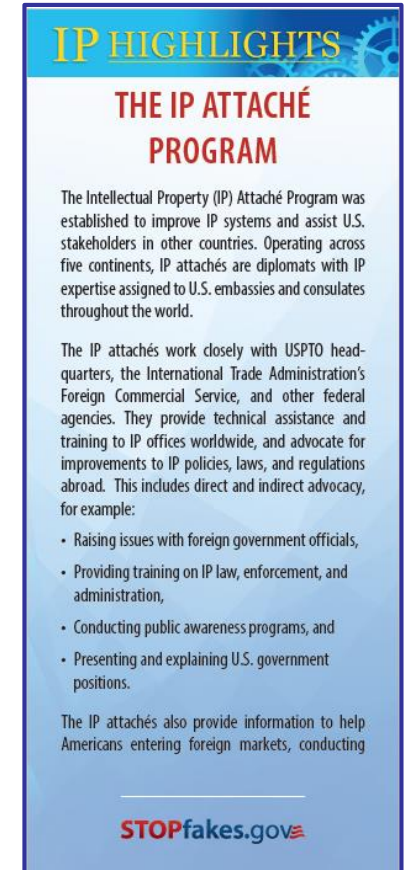
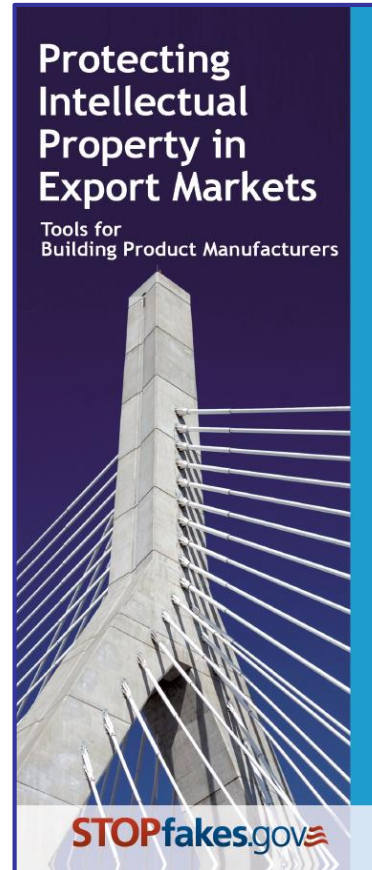
# STOPfakes.gov

- The [STOPfakes.gov](https://stopfakes.gov) website provides information for rights holders on how to register and protect IP in export markets
- Publications include tutorials, country toolkits, industry toolkits, country snapshots, and webinars
- Email us through the website or at [STOPfakes@trade.gov](mailto:STOPfakes@trade.gov)
- Follow us on Twitter (@STOPfakesGov) for new publications, updates, and events: [twitter.com/STOPfakesGov](https://twitter.com/STOPfakesGov)



# STOPfakes.gov Resources

- Industry Toolkits
  - Industry-specific information on protecting IP
- Country IP Snapshots
  - One-page summaries of the IP landscape in foreign countries
- IP Highlights
  - One-pagers and brochures highlighting a specific topic, created in partnership with specialized agencies
- Online Tutorials
  - Including webinars such as the *China Webinar* series



Available Online:

[stopfakes.gov/IPR-Toolkits](https://stopfakes.gov/IPR-Toolkits)

[stopfakes.gov/welcome](https://stopfakes.gov/welcome)



# Additional ITA Resources

- Trade Data:  
<https://www.trade.gov/trade-data-analysis>
- eCommerce Resources:  
<https://www.trade.gov/ecommerce>
- Country Commercial Guides:  
<https://www.trade.gov/ccg-landing-page>
  - Section titled “Selling U.S. Products & Services” >> Protecting Intellectual Property

The screenshot shows the official website of the International Trade Administration. The header includes the ITA logo and navigation links for U.S. and International Businesses, About ITA, and Contact Us. The main content area is titled "EU - Country Commercial Guide" and features a sidebar with a menu of topics. The "Protecting Intellectual Property" section is highlighted, providing advice on IPR protection and a list of general principles for IP rights in the European Union.

Official Website of the International Trade Administration [Here's how you know](#) ▾

INTERNATIONAL TRADE ADMINISTRATION

For U.S. Businesses ▾ For International Businesses ▾ About ITA Contact Us

Home | [Country Commercial Guides](#) | [EU - Protecting Intellectual Property](#)

## EU – Country Commercial Guide

[f](#) [t](#) [in](#) [e](#) [r](#)

- EU Country Commercial Guide ▾
- Doing Business in European Union ▾
- Leading Sectors for US Exports & Investments ▾
- Customs, Regulations & Standards ▾
- Selling US Products & Services ▾

Distribution & Sales Channels  
eCommerce  
Selling Factors and Techniques  
Trade Financing  
**Protecting Intellectual Property**  
Selling to the Public Sector  
Value Added Tax (VAT)  
Data Privacy and Protection  
Cyber-Security

### Protecting Intellectual Property

Provides advice on IPR protection, including information on the registration of patents and trademarks.

**Last published date:** 2021-10-19

#### Overview

Several general principles are important for effective protection of intellectual property (IP) rights in the European Union. First, it is important to have an overall strategy to protect your IP. Second, IP may be protected differently in the European Union than in the United States. Third, rights must be registered and enforced in the European Union under local laws. For example, your U.S. **trademark** registrations, **design or utility patent** titles will not protect you in the European Union without further administrative procedures in the corresponding Member State or at local levels.

Most **copyrighted works** created in the United States will be automatically protected in the European Union from the moment of creation or publication according to international agreements. However, the extension of protection will vary according to the laws of each Member State. Protection against unauthorized use will vary depending on the national laws of each country.



U.S. Small Business  
Administration

# U.S. Small Business Administration Resources for SMEs

U.S. Small Business Administration (SBA)

# U.S. Small Business Administration IP Resources



**Online Resources and Training:** SBA Trade Tools ([www.sba.gov/tradetools](http://www.sba.gov/tradetools)) is a one-stop shop for small businesses for information and resources available related to international trade, including intellectual property. Available in English and Spanish.



**Plug into Business Counseling:** Schedule an appointment to meet with your local small business counselor ([www.sba.gov/local-assistance](http://www.sba.gov/local-assistance)) for no-cost advising and to review your business plan.



**Build IP Costs into SBA Financing:** Contact your local [Export Finance Manager](mailto:international@sbafinancing.com) to discuss how to build

international trade and IP costs into SBA financing. Contact SBA's International Trade and IP costs [international@sbafinancing.com](mailto:international@sbafinancing.com) or 855-722-4877 with questions.





UNITED STATES  
PATENT AND TRADEMARK OFFICE



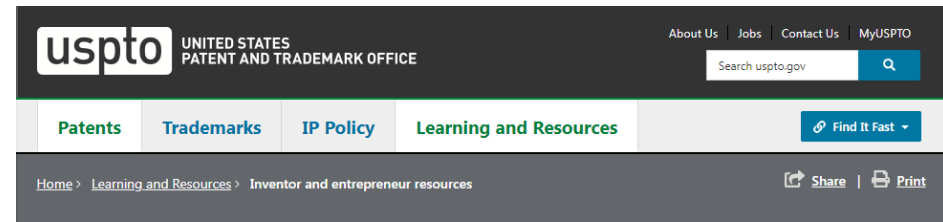
# U.S. Patent and Trademark Office Resources for SMEs

U.S. Department of Commerce  
U.S. Patent and Trademark Office (USPTO)









# Inventor and entrepreneur resources

- The USPTO's hub for resources and information for inventors, entrepreneurs, and small businesses.

[www.uspto.gov/inventors](http://www.uspto.gov/inventors)



## Inventor and entrepreneur resources

 <b>Get started</b> Learn about types of intellectual property (IP) and how to protect your idea or product. <ul style="list-style-type: none"><li>&gt; Types of IP protection</li><li>&gt; Attend a free training</li><li>&gt; Patents basics</li><li>&gt; Trademark basics</li></ul>	 <b>Before you apply</b> Search existing patents and trademarks to find out if your idea is unique. If it is, create an account. <ul style="list-style-type: none"><li>&gt; Search patents</li><li>&gt; Search trademarks</li><li>&gt; Create an account to apply</li></ul>	 <b>Get help to apply</b> Set yourself up for success by learning via USPTO's free resources and find expert help. <ul style="list-style-type: none"><li>&gt; Find resources near you</li><li>&gt; Watch our videos</li><li>&gt; Find a patent attorney</li><li>&gt; Do I need a trademark attorney?</li></ul>	 <b>Apply for IP rights</b> Submit your application for a patent or trademark. See if you qualify for reduced patent fees. <ul style="list-style-type: none"><li>&gt; Apply for a patent</li><li>&gt; Apply for a trademark</li><li>&gt; Costs to file</li><li>&gt; Reduced patent fees</li></ul>
 <b>After you apply</b> As your patent or trademark is examined you may need to take additional steps. <ul style="list-style-type: none"><li>&gt; Check application status</li><li>&gt; Respond to a Patent decision</li><li>&gt; Prepare for a patent interview</li><li>&gt; Respond to a Trademark decision</li></ul>	 <b>Appeal or fix an issue</b> An applicant may petition a procedural rule or issue, or appeal a patent rejection or trademark refusal. <ul style="list-style-type: none"><li>&gt; Learn about patent petitions</li><li>&gt; Learn about patent appeals</li><li>&gt; Learn about trademark petitions</li><li>&gt; Learn about trademark appeals</li></ul>	 <b>Entrepreneur resources</b> Learn about small business resources at the USPTO and other federal agencies. <ul style="list-style-type: none"><li>&gt; Startup resources</li><li>&gt; License or sell your IP</li><li>&gt; Change patent owner</li><li>&gt; Change trademark owner</li><li>&gt; Other federal resources</li></ul>	 <b>Protect yourself</b> Don't be misled by false claims, scams, or companies saying you need their services. <ul style="list-style-type: none"><li>&gt; Known patent scams</li><li>&gt; Known trademark scams</li><li>&gt; Register a complaint</li></ul>



## Startup resources



The USPTO's hub for startup resources can help you address the intellectual property (IP) challenges specific to startups, including securing funding and pursuing against costly infringement litigation.

Here you will find practical information and useful tools, available from a wide variety of government agencies, including the [Small Business Administration \(SBA\)](#), the [Minority Business Development Administration \(MBDA\)](#), and [Small Business Development Centers \(SBDCs\)](#). These agencies can assist you at every stage of growing your business, from your initial idea to entering the global marketplace.



### Protect IP rights

#### Guard your valuable work

You need to protect your IP if you want to succeed and attract investors.

- > [Access inventor and entrepreneur resources](#)
- > [Protect your IP in the U.S.](#)
- > [Protect your IP abroad](#)
- > [Fight costly counterfeits](#)
- > [Access IP training modules in five languages](#)
- > [Access resources for small and medium-sized enterprises](#)



### Plan for success

#### Do your homework

Explore free government resources that can help you create a foundation for business success.

- > [Learn the steps to start your business](#)
- > [Find a MBDA Center in your state](#)
- > [Get free business counseling near you](#)



### Find funding

#### Access capital

There are many sources of startup funding, including grants, loans, and different kinds of investors.

- > [Choose the right funding](#)
- > [Search federal grants](#)
- > [Learn about America's Seed Fund](#)
- > [Access SBA loans](#)



### Engage experts

#### Get advice and assistance

Find mentors, partnerships, and technological assistance in your industry. Learn to navigate the domestic and international IP markets.

- > [Get free advice from business experts at SCORE](#)
- > [Get help with manufacturing your technology](#)
- > [Learn about IP protection in other countries](#)
- > [Utilize IP attachés to navigate the global market](#)

[www.uspto.gov/startups](http://www.uspto.gov/startups)

## Patent basics

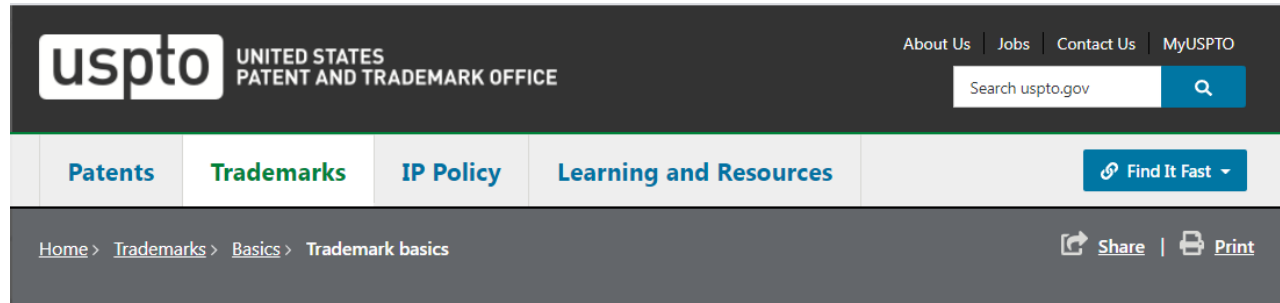
### Patent life cycle



For more detailed information on the patent application process, review the [USPTO Patent Application Initiative Timeline](#).

 <h4>The essentials</h4> <ul style="list-style-type: none"> <li>&gt; What is a patent?</li> <li>&gt; Do I need a patent, a trademark, or a copyright?</li> <li>&gt; What kind of patent do I need?</li> <li>&gt; How long does it take?</li> <li>&gt; How much does it cost?</li> <li>&gt; Do I qualify for reduced fees?</li> </ul>	 <h4>Understand the process</h4> <ul style="list-style-type: none"> <li>&gt; Patent process step-by-step</li> <li>&gt; Patent system demystified</li> <li>&gt; Inventors Assistance Center</li> <li>&gt; Inventor and entrepreneur resources</li> </ul>	 <h4>Prepare to file</h4> <ul style="list-style-type: none"> <li>&gt; Seven step patent search strategy</li> <li>&gt; <a href="#">Application Assistance Unit</a></li> <li>&gt; In person help</li> <li>&gt; Finding a patent attorney</li> <li>&gt; Filing a patent on my own</li> <li>&gt; How to conduct a preliminary U.S. patent search [video]</li> </ul>	 <h4>After a patent is granted</h4> <ul style="list-style-type: none"> <li>&gt; Maintain your patent</li> <li>&gt; Licensing a patent</li> </ul>
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<https://www.uspto.gov/patents/basics>



## Trademark basics



Do you have a name or logo you're using to advertise your business? You might have a trademark. Learn how to protect it through the federal registration process.



### Learning the essentials

- > What is a trademark?
- > Trademark, patent, or copyright
- > Trademark examples
- > Scope of protection
- > Strong trademarks
- > Why register your trademark?
- > Online trademark tools



### Understanding the process

- > Do I need an attorney?
- > How long does it take to register?
- > Checking status
- > Examination of your application
- > Approval for publication



### Preparing to file

- > Why search for similar trademarks?
- > Application requirements
- > How much does it cost?
- > Application filing basis
- > Goods and services
- > Drawings and specimens

[www.uspto.gov/trademarks/basics](http://www.uspto.gov/trademarks/basics)





# Micro entity status

- 75% off most patent fees
- Low cost submission to establish filing date
  - Provisional application filing fees:
    - \$140 small entity
    - \$70 micro entity
- **Micro entity certifies that he/she:**
  - Qualifies as a small entity (less than 500 employees);
  - Has not been named as an inventor on more than four previously filed patent applications

[www.uspto.gov/patents/laws/micro-entity-status](http://www.uspto.gov/patents/laws/micro-entity-status)



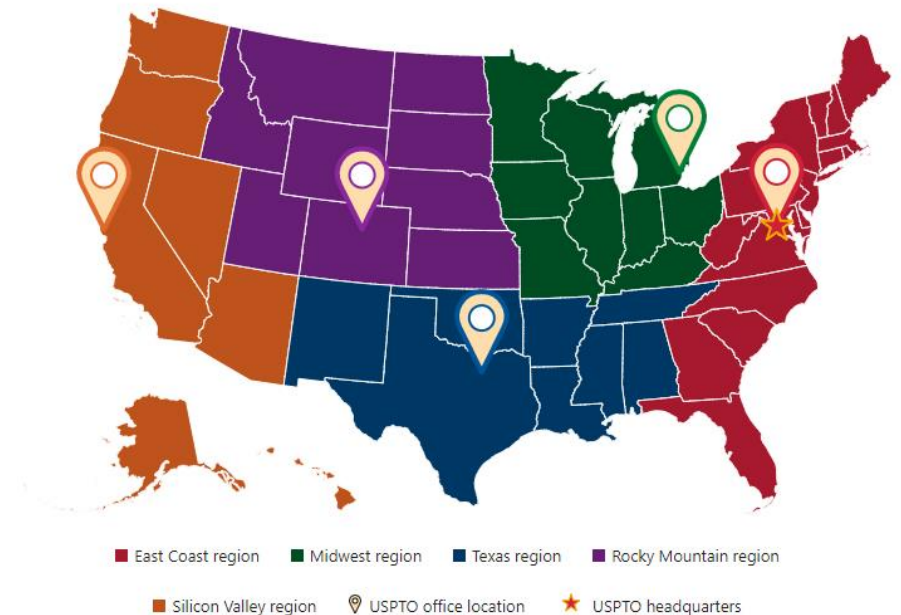
# Find help in your area

- Resources and assistance in your state for filing for a patent or registering a trademark
- Free patent and trademark legal assistance
- Learn to search inventions and trademarks
- Attend events in your region
- Network with inventor and entrepreneur organizations in your state
- Accessible via [uspto.gov](https://uspto.gov) homepage
  - New to IP? Find help in your [area](#)

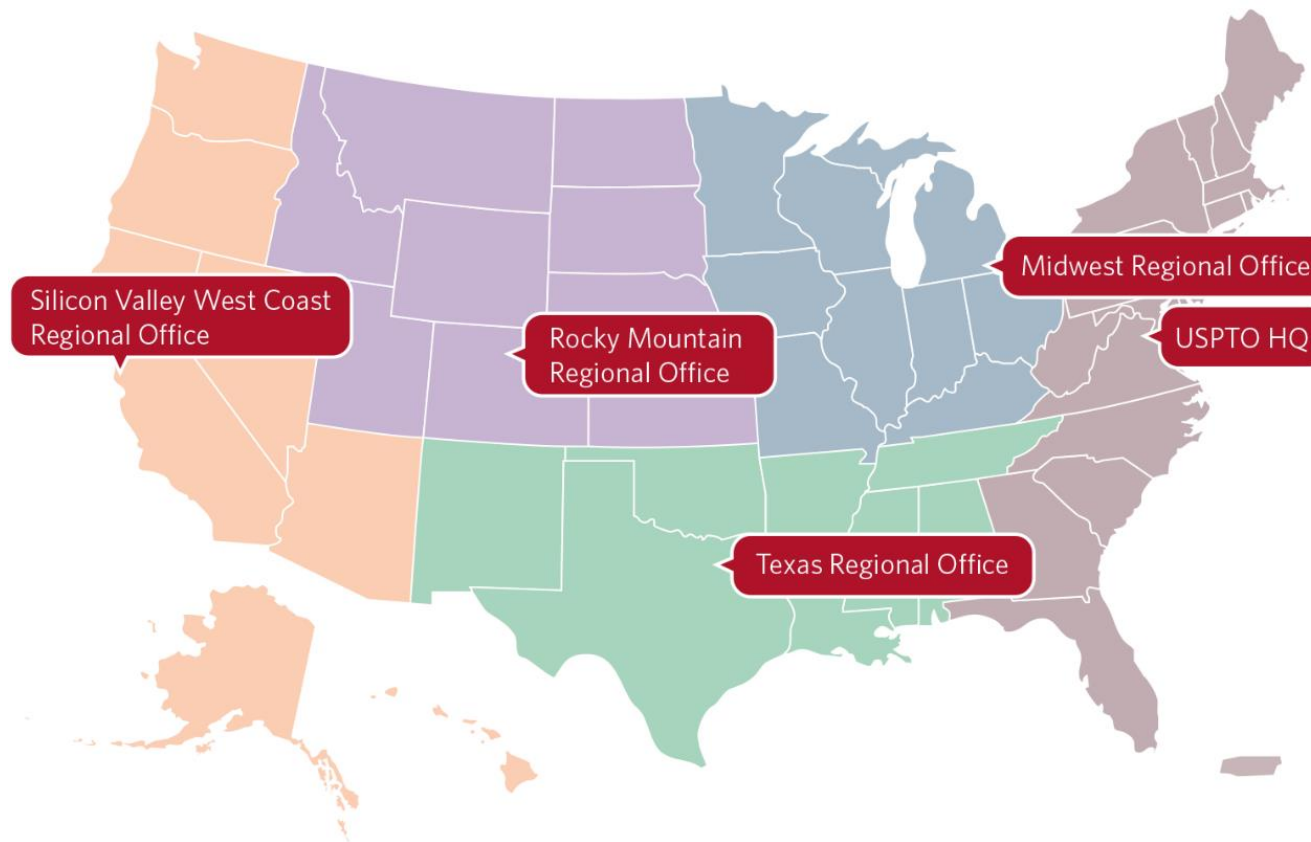
## Inventor and entrepreneur resources by state

There are lots of resources and assistance to make filing for a patent or registering a trademark easier, more affordable, and ultimately result in strong legal protection for your invention or brand. For example, if you can't afford an attorney, there are several programs that provide free legal representation. Use the map below to find out what is available in your state or at your regional office.

And remember, our [Inventor and entrepreneur resources page](#) is the USPTO hub for resources and information for inventors, entrepreneurs, and small businesses.



# USPTO offices



**USPTO headquarters**  
**Alexandria, VA**

**Eastern Regional Outreach Office**  
**Alexandria, VA**

– [www.uspto.gov/EastCoast](http://www.uspto.gov/EastCoast)

**Midwest Regional Office**  
**Detroit, MI**

– [www.uspto.gov/Detroit](http://www.uspto.gov/Detroit)

**Rocky Mountain Regional Office**  
**Denver, CO**

– [www.uspto.gov/Denver](http://www.uspto.gov/Denver)

**Silicon Valley Regional Office**  
**San Jose, CA**

– [www.uspto.gov/SiliconValley](http://www.uspto.gov/SiliconValley)

**Texas Regional Office**  
**Dallas, TX**

– [www.uspto.gov/Dallas](http://www.uspto.gov/Dallas)

# USPTO Assistance Centers

## Inventor Assistance Center

- Provides general information about patent examination policy and procedure.
- 8:30 a.m. to 8 p.m. ET, Monday through Friday
- (571) 272-1000
- (800) 786-9199 (press 2)
- [www.uspto.gov/InventorAssistance](http://www.uspto.gov/InventorAssistance)

## Trademark Assistance Center

- Provides general information about the trademark registration process.
- 8:30 a.m. to 8 p.m. ET, Monday through Friday
- (571) 272-9250
- (800) 786-9199 (press 1)
- [www.uspto.gov/TrademarkAssistance](http://www.uspto.gov/TrademarkAssistance)



# Filing a patent application on your own

- Pro Se Assistance program provides outreach education to applicants (also known as "pro se" applicants) who file patent applications without the assistance of a registered patent attorney or agent.
  - [www.uspto.gov/ProSePatents](http://www.uspto.gov/ProSePatents)
  - [innovationdevelopment@uspto.gov](mailto:innovationdevelopment@uspto.gov)
  - 866-767-3848

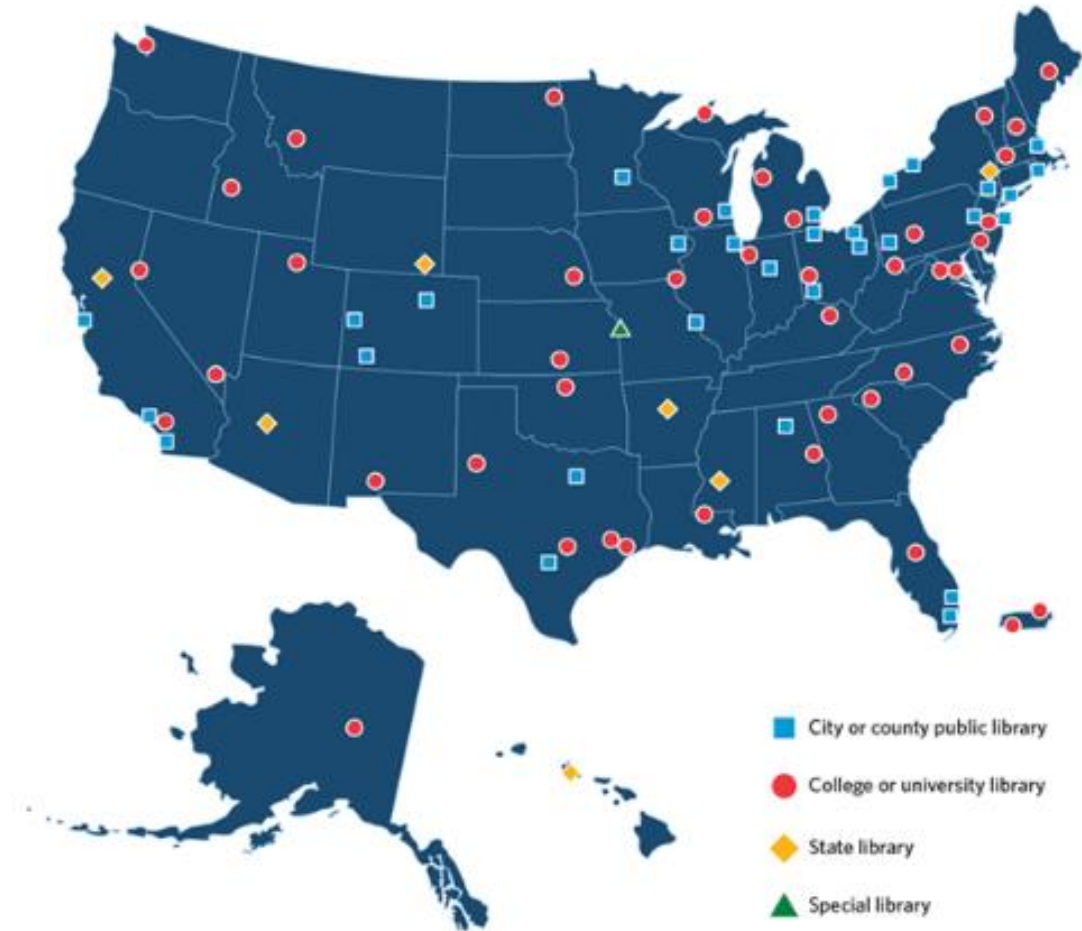




# Patent and Trademark Resource Centers (PTRCs)

[www.uspto.gov/PTRC](http://www.uspto.gov/PTRC)

Nationwide network of public, state, and academic libraries that are designated by the USPTO to disseminate patent and trademark information and to support intellectual property needs of the public.

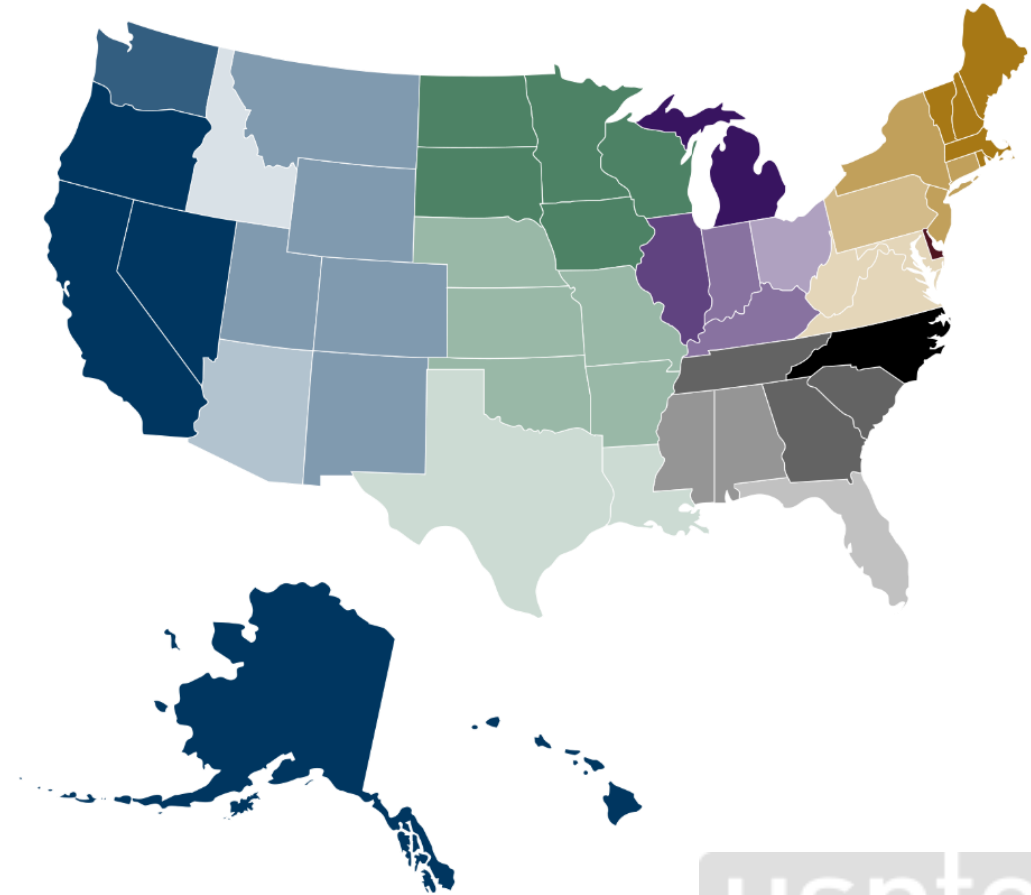


# Patent Pro Bono Program

This program matches financially underresourced inventors and small businesses with registered patent attorneys.

Learn more about how to apply for patent pro bono assistance:

[www.uspto.gov/ProBonoPatents](http://www.uspto.gov/ProBonoPatents)





USPTO

# Law School

CLINIC CERTIFICATION PROGRAM



- Patent and Trademark Schools
- Patent Program Only
- ◆ Trademark Program Only

[www.uspto.gov/LawSchoolClinic](http://www.uspto.gov/LawSchoolClinic)



# IP events for small businesses

- The USPTO provides IP training and outreach to small businesses on a regular basis.
- Join us at an upcoming event or access materials from recent events for free to gain more in-depth knowledge about patents, trademarks, trade secrets, copyrights, commercialization of IP and enforcement of intellectual property rights.

[www.uspto.gov/about-us/events](http://www.uspto.gov/about-us/events)





INTERNATIONAL  
**TRADE**  
ADMINISTRATION

# Thank you!

Jessica Pomper

International Trade Specialist

International Trade Administration