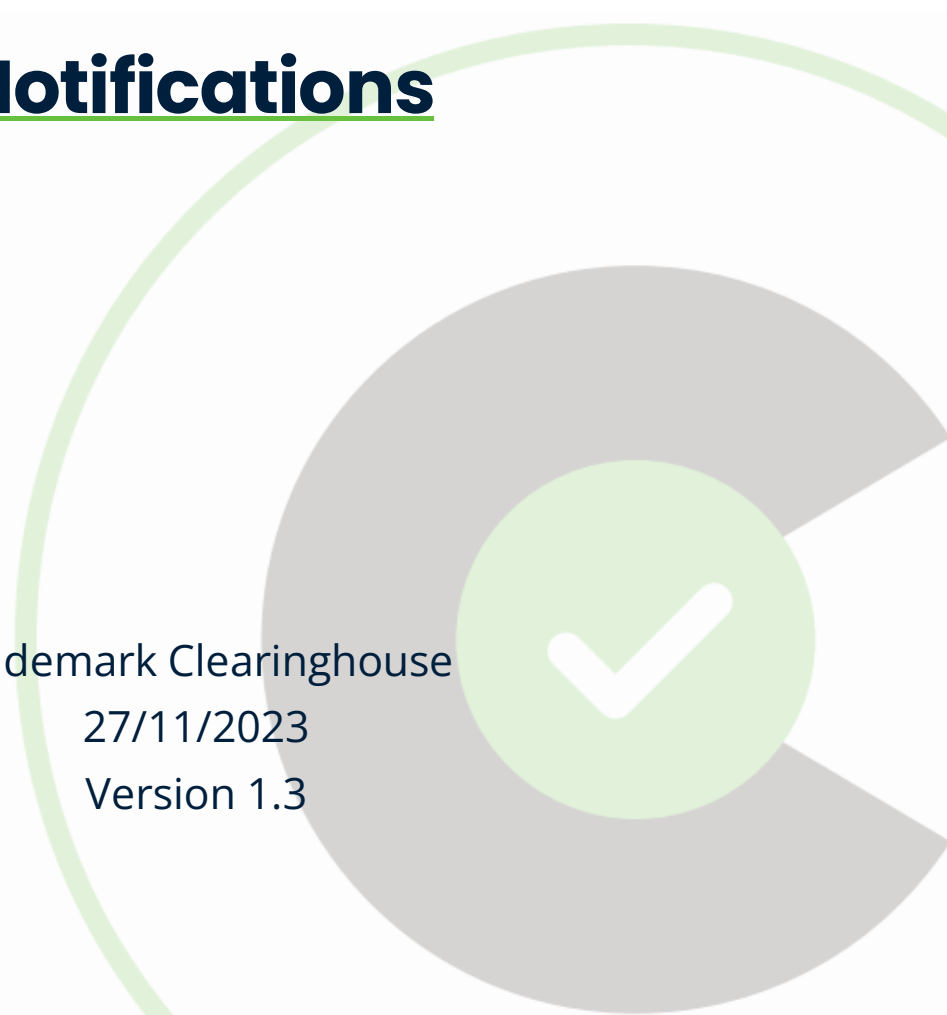


How to add variations for Ongoing Notifications

A large, light green circular graphic with a white checkmark inside, partially overlapping the text.

Trademark Clearinghouse
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Version 1.3

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1. Introduction

This document provides TMCH Trademark Agents and Holders with a guide on how to add variations to their trademark records via the web interface of the TMCH. Variations can be added in order to benefit from Ongoing Notifications Service on these terms, when this service has been activated on your TMCH account. For more information on how to activate Ongoing Notifications on your account, we kindly refer to our manual on how to manage your TMCH services: [how_to_manage_your_standard_tmch_services_v1.2.pdf \(entorno.com\)](https://entorno.com/how_to_manage_your_standard_tmch_services_v1.2.pdf)

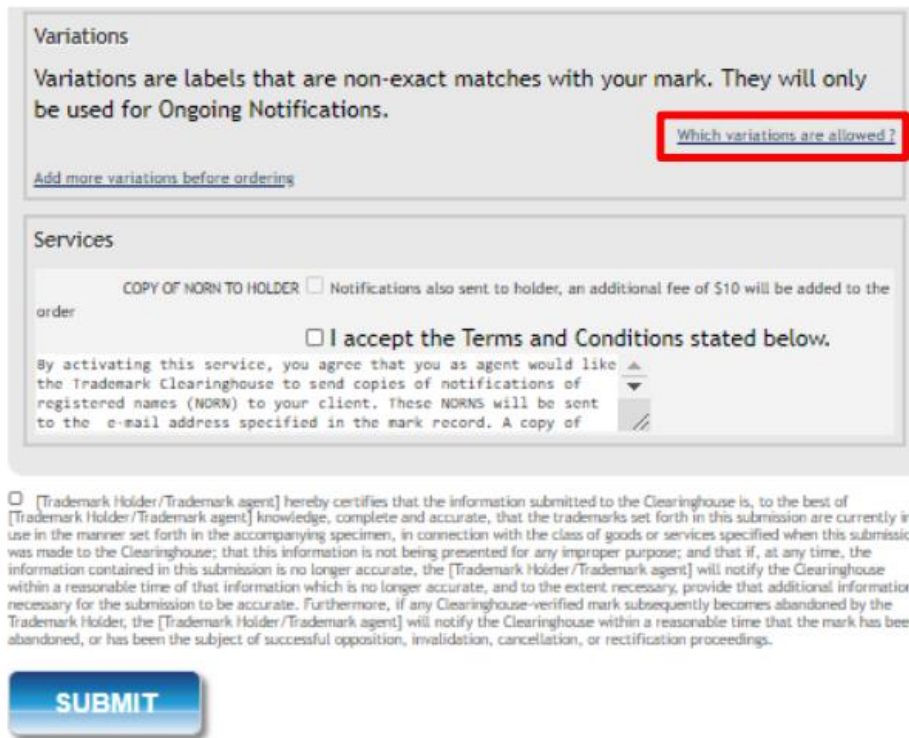
Trademark Holders paying with a credit card can only add variations when submitting a trademark record or when renewing it. Trademark Holders using prepayment and Trademark Agents can add variations at any time.

	Submitting new trademark records	Renewal existing trademark record	Any time
Holders paying with credit card	X	X	
Prepaid holders	X	X	X
Agents	X	X	X



2. Possible variations

Kindly note that specific rules need to be respected so that variations can be included in the Clearinghouse. These rules can be consulted by logging into your TMCH account, navigating to the “variations” section of your trademark record or on the submission page.



Variations

Variations are labels that are non-exact matches with your mark. They will only be used for Ongoing Notifications.

[Which variations are allowed?](#)

[Add more variations before ordering](#)

Services

COPY OF NORN TO HOLDER Notifications also sent to holder, an additional fee of \$10 will be added to the order

I accept the Terms and Conditions stated below.

By activating this service, you agree that you as agent would like the Trademark Clearinghouse to send copies of notifications of registered names (NORN) to your client. These NORNS will be sent to the e-mail address specified in the mark record. A copy of

[Trademark Holder/Trademark agent] hereby certifies that the information submitted to the Clearinghouse is, to the best of [Trademark Holder/Trademark agent] knowledge, complete and accurate, that the trademarks set forth in this submission are currently in use in the manner set forth in the accompanying specimen, in connection with the class of goods or services specified when this submission was made to the Clearinghouse; that this information is not being presented for any improper purpose; and that if, at any time, the information contained in this submission is no longer accurate, the [Trademark Holder/Trademark agent] will notify the Clearinghouse within a reasonable time of that information which is no longer accurate, and to the extent necessary, provide that additional information necessary for the submission to be accurate. Furthermore, if any Clearinghouse-verified mark subsequently becomes abandoned by the Trademark Holder, the [Trademark Holder/Trademark agent] will notify the Clearinghouse within a reasonable time that the mark has been abandoned, or has been the subject of successful opposition, invalidation, cancellation, or rectification proceedings.

SUBMIT

Using as an example the trademark “testmark”, the rules for adding variations are the following:

- *“Containing”*: This rule allows you to add text in front of or behind the trademark name. o Example: *testtestmark, testmarktest*
- *“Partial”*: This rule allows you to keep a series of consecutive characters taken from one of the exact match labels associated with the trademark record. You are allowed to submit variations for which the length needs to be at least half of the length of the standard label. The minimum length for a variation is 3 characters.

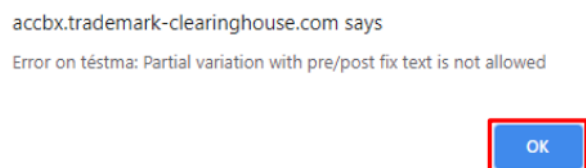
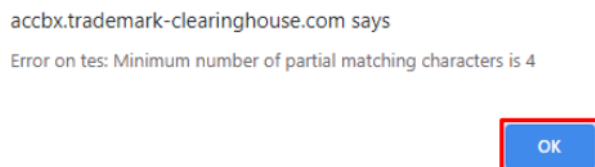
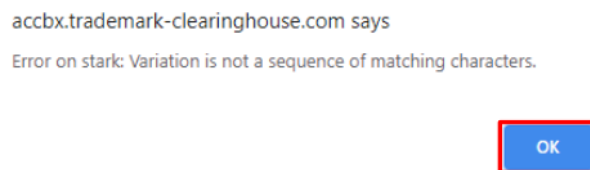


- Example: testma, mark
 - stark: this variation is not allowed because the characters are not consecutive as in the standard labels.
 - tes: this is not allowed since the condition “at least half of the length of the standard label” is not met.
- “Similar”: This rule allows you to replace characters of your standard label with similar characters (e.g. “o” by “0”, “e” by “é”...). You can replace maximum ¼ of the total length (rounded up) of the standard label. When using the [wizard interface](#), you can see which characters are similar and choose the replacement. Please note that you can replace a spacing with a hyphen but cannot replace a hyphen with spacing.
 - Example: téstmark

Also, please keep in mind that above mentioned rules cannot be combined. This means that a variation should conform to only one rule. In above indicated example, “téstma”, is not allowed as a variation since it combines two rules.

When the added variation does not conform to one of the rules mentioned above, an error message will be displayed:

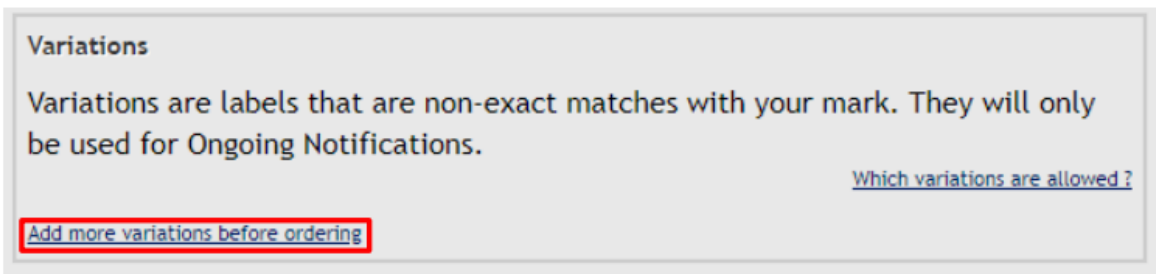
- e.g., for “stark”, “tes” and “téstma”



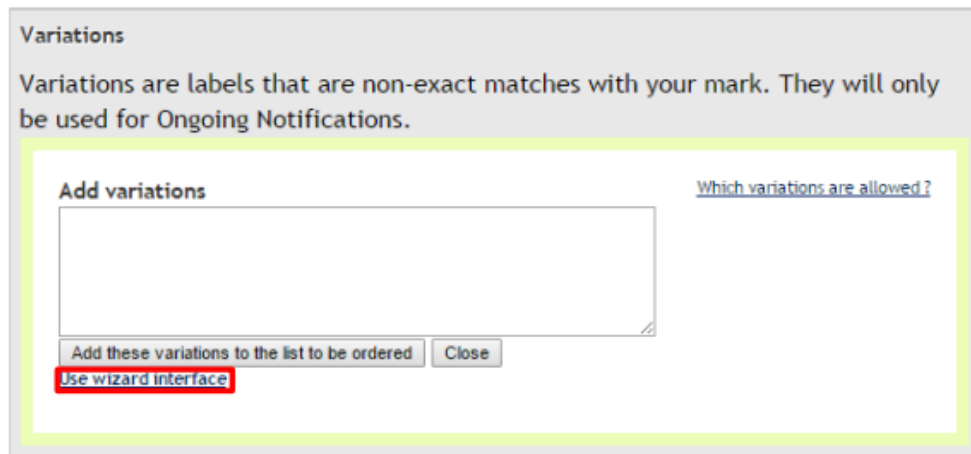
3. Adding variations when submitting or renewing trademark records

3.1. Adding variations using the bulk interface

When submitting or renewing trademark records, you can find the “Variations” section at the bottom of the page.



If you wish to add variations via the bulk interface, click on “Add more variations before ordering”, allowing you to add variations in bulk. The following box will appear:

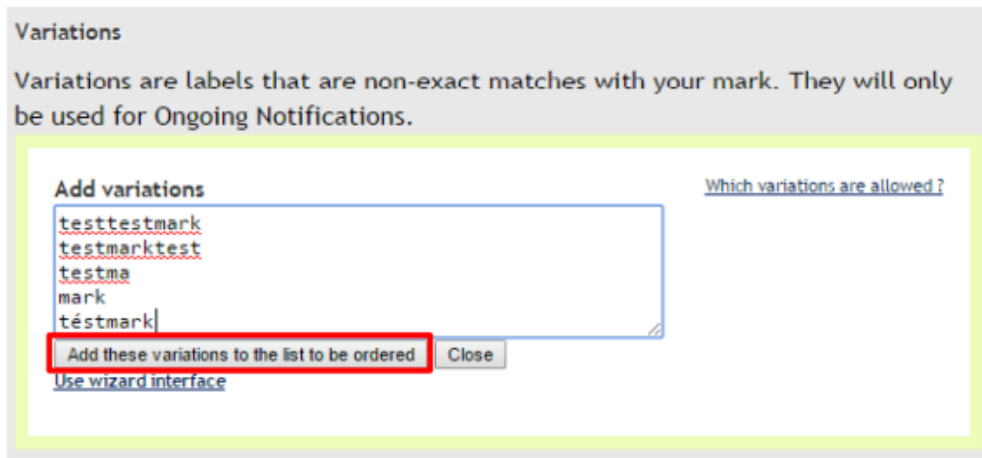


You can directly enter the allowed variations in the text box. Please start a new line to separate variations.



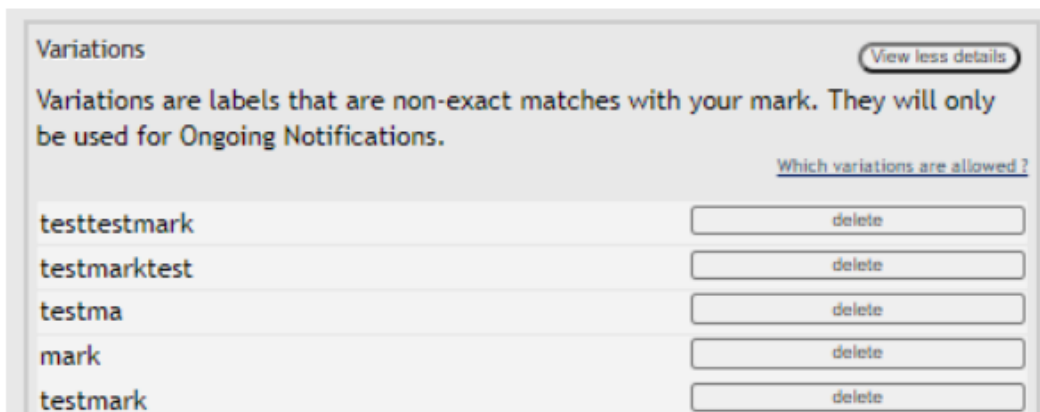
You also have the option to use the wizard interface, which enables you to add variations individually with a drop-down function on the 'similar' rule for variations. If you click on the "Use wizard interface" button, the wizard interface as shown in section [3.2 Adding variations using the wizard interface](#) will replace the bulk interface. If you wish to return to the bulk interface, click on "Use bulk interface".

Note: When adding variations, please do not forget to consider the general rules mentioned in [2. Possible variations](#). Below the example is given for "testmark".



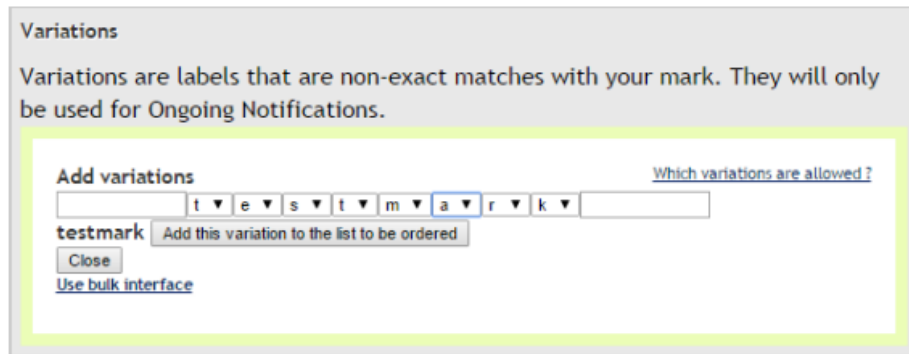
To complete the addition of variations, click on "Add these variations to the list to be ordered".

After clicking this button, the following screen appears:



3.2. Adding variations using the wizard interface

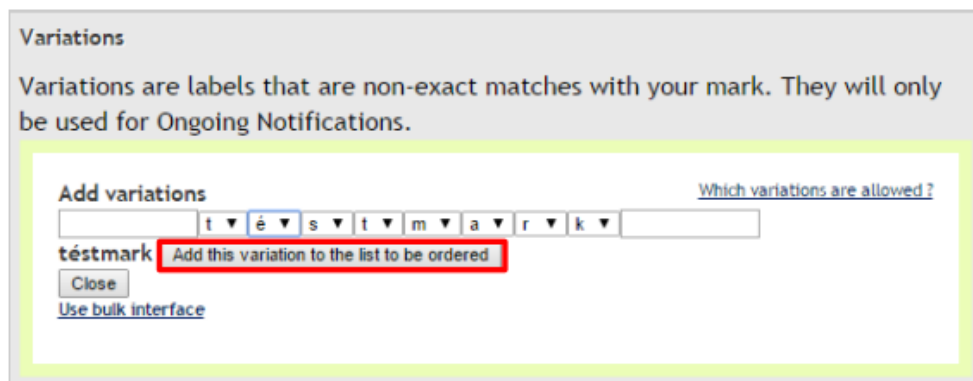
After you have clicked on “Use wizard interface”, the interface below will be shown:



When using the wizard interface, you can:

- Add words in front of or behind the standard label (“Containing” rule).
- Use a part of your standard label as variation by clicking on the arrow and selecting the void cell at the bottom of the list (“Partial” rule).
- Convert characters to similar characters by using the arrows and selecting a similar character (“Similar” rule).

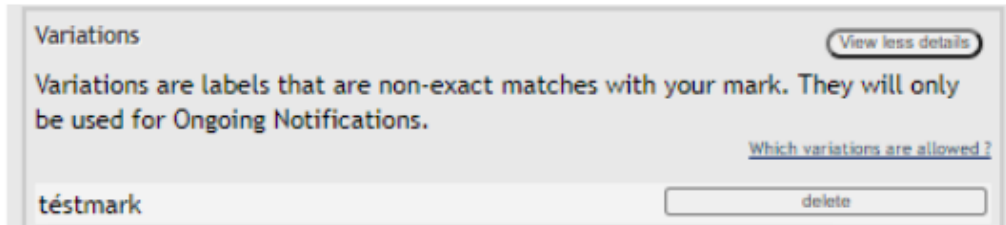
Note: When adding variations, please do not forget to consider the general rules mentioned in [2. Possible variations](#). Below, the example is given for “téstmark”.



To complete the addition of variations, click on “Add this variation to the list to be ordered”.

After clicking this button, the below screen will appear:



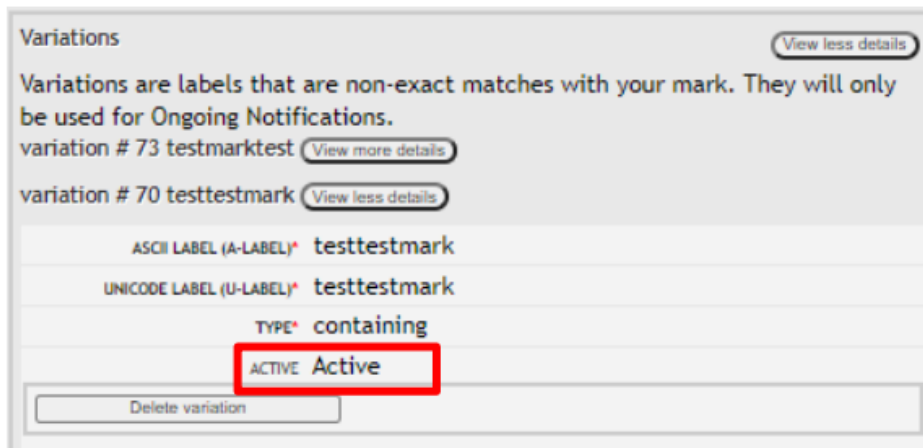


3.3. Managing your variations

When you have submitted your trademark record and this results in a “verified” trademark record status, the variations related to that specific trademark record will appear in the “Variations” section as follows:



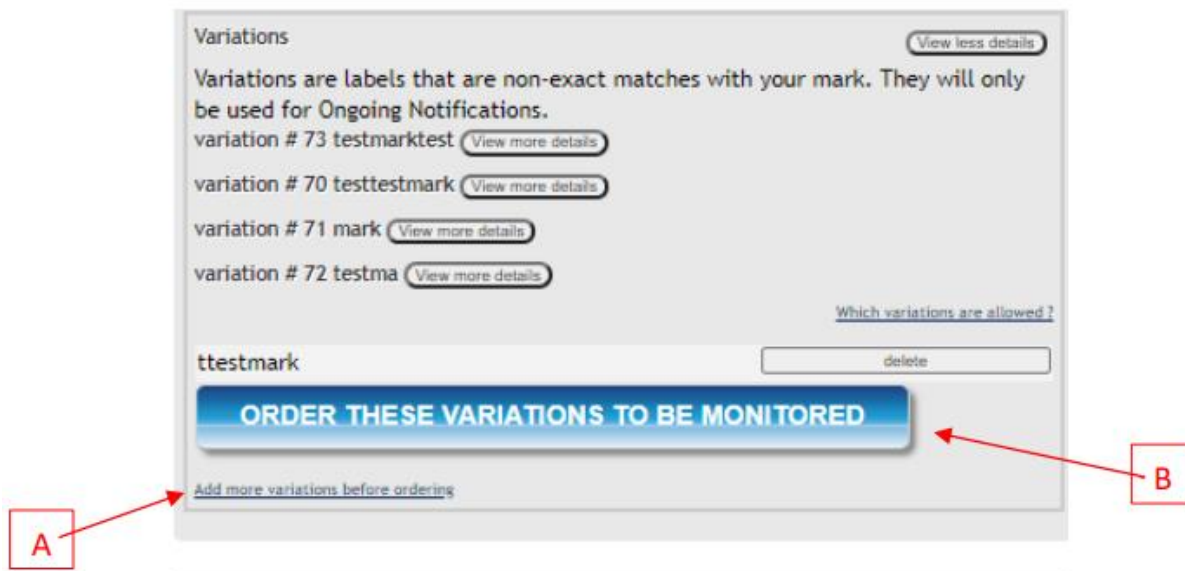
Clicking on “View more details” will display the status of the variation you have added. Below, the example is given for “testtestmark” which has an “Active” status:



4. Adding variations to existing trademark records (Agents and Prepaid Holders only)

Trademark Holders with prepayment and Agents can add variations to existing trademark records at any time. If you wish to add variations to an existing trademark record, please follow the steps listed below.

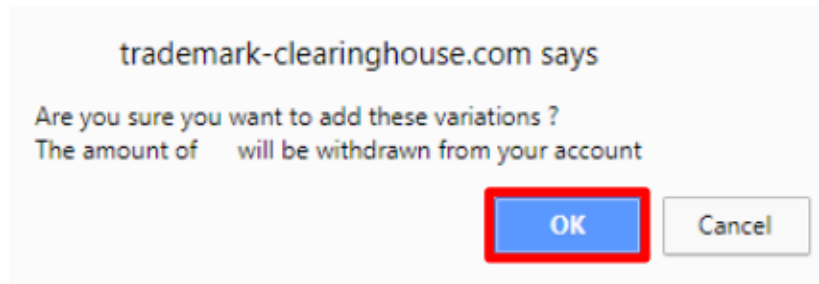
- Go to the trademark record for which you would like to add the variations.
- Navigate to the “Variations” box at the bottom of the mark page and click on “Add more variations before ordering”.
- Enter the variation you wish to add to your trademark record, and click on “Add these variations to the list to be ordered” (for [bulk interface](#)) or “Add this variation to the list to be ordered” (for [wizard interface](#)). The following box will appear (e.g., “ttestmark”).



- If you would like to add more variations click on “Add more variations before ordering” (A), if not, click on “Order these variations to be monitored” (B).



After you clicked on the order button, the following box will appear at the top of the “Mark page”:



Click on “OK” if you wish to add the variation(s) you have included in the previous steps. Your prepaid account will be charged accordingly. After you have clicked on “OK”, the following display will appear at the top of your screen.



Your variation(s) have now been added. When clicking on the details of the variation(s) you just added (by clicking on the “View more details” button), you will see that the variation(s) are now “Active”.

