

CLEARINGHOUSE



## **How to transfer trademark records**

Trademark Clearinghouse

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Version 1.2



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## 1. Introduction

This guide will provide you with the guidelines on how to transfer trademark records from a Trademark Holder to a Trademark Agent or from a Trademark Agent to another Trademark Agent.

Please note that you can only transfer “verified” trademark records.

## 2. Initiate Transfer

### 2.1. Transferring a trademark record with a valid Proof of Use.

At the bottom of the Trademark Clearinghouse home page, you will have the opportunity to start the transfer process.

To initiate the trademark record transfer, please click on “follow this link”.

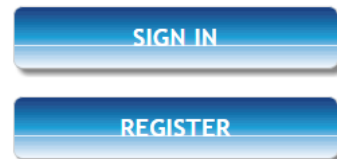
## Welcome to the Trademark Clearinghouse!

If you are interested in protecting your brand in the New gTLD era, please register as trademark holder or trademark agent. Upon a successful registration, you will be able to submit your trademark records and be eligible for trademark claims notification and/or sunrise services.

For more information about the Trademark Clearinghouse, please go to [www.trademark-clearinghouse.com](http://www.trademark-clearinghouse.com).

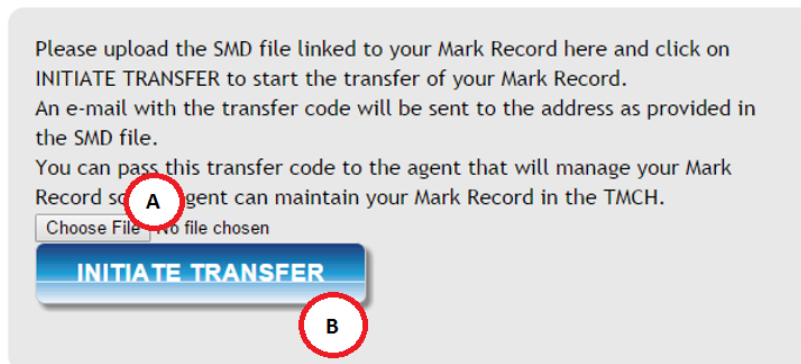
All related documents, FAQ and “how to’s” are made available on [www.trademark-clearinghouse.com](http://www.trademark-clearinghouse.com).

To start the transfer process of your Mark Record to a (new) agent, using the Signed Mark Data (SMD) file, please [follow this link](#). For more information on the Mark Record transfer process please refer to [our FAQ section](#).



After clicking this link, you will be redirected to the “Initiate Mark Record Transfer” page. On this page, you can upload your SMD file (A) (please note that only SMD files should be uploaded here). After uploading this file, click on the “Initiate transfer” button (B).

## Initiate Mark Record Transfer



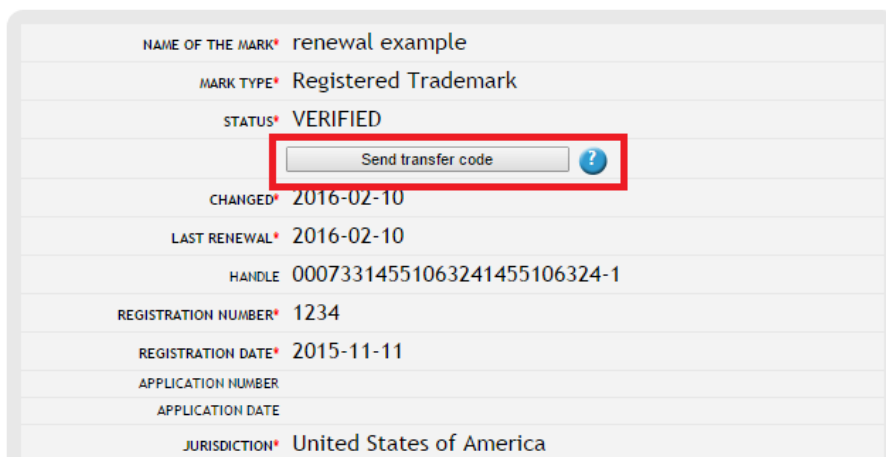
Clicking on this button will trigger a transfer code that will be sent to the e-mail address included in your trademark record.

After you have received the transfer code, you can provide this code to the new Trademark Agent and the trademark record transfer can be executed.

*Please note that the transfer code will be active for 14 days, after this period you can request a new transfer code by following the same process as described above.*

## **2.2. Transferring a trademark record for which no SMD is available (due to no valid Proof of Use attached to the trademark record).**

When you wish to transfer a trademark record for which no SMD file is available, please navigate to the trademark record by using the “Mark Overview” page, which is available after you have logged in at the Trademark Clearinghouse. In the “Mark Overview” page, open the verified trademark record you wish to transfer. Under the “Status” field, you will see a button “Send transfer code”.



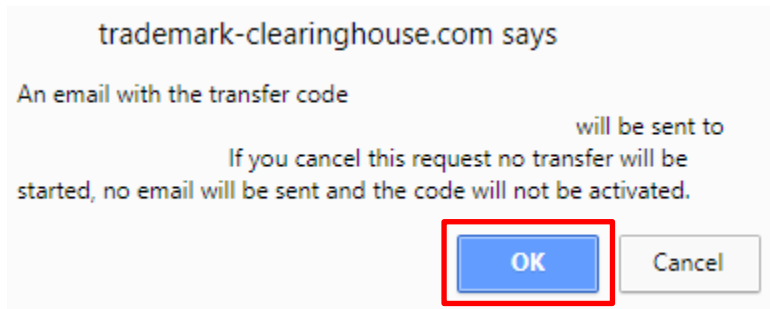
If you wish to transfer your verified trademark record, click on “Send transfer code”. A pop-up message will then show you the transfer code<sup>1</sup>.

After clicking “OK” an e-mail will also be sent to the e-mail address included in the trademark record, providing the holder with the transfer code<sup>2</sup>.

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<sup>1</sup> We strongly suggest you copy this code.

<sup>2</sup> If you select “Cancel”, the transfer will not proceed.



After clicking on “OK”, a red box with “Transfer code will be sent” will show up at the top of your trademark record page.

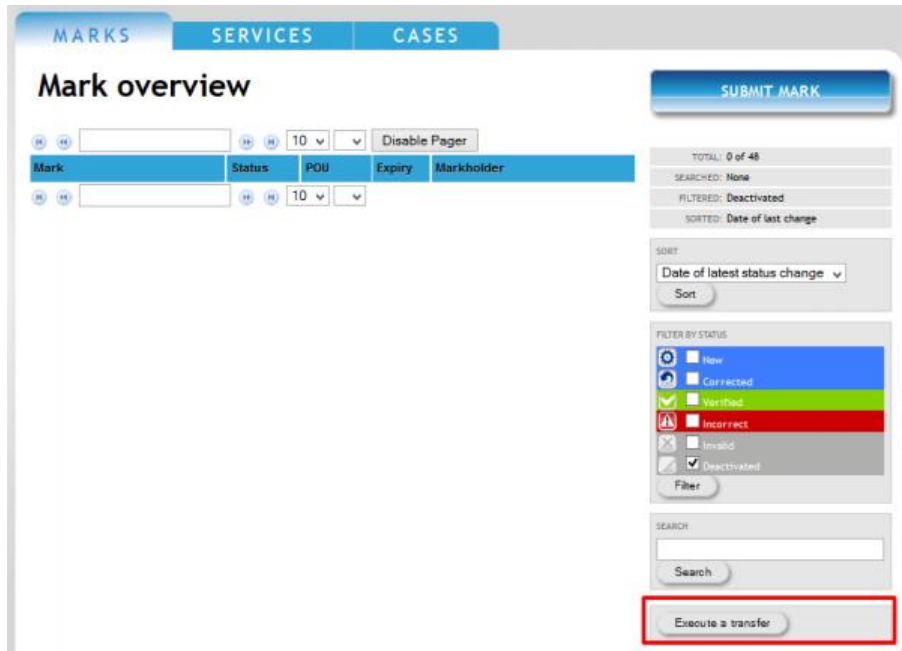


After you have received the transfer code, you can provide this code to the new Trademark Agent and the trademark record transfer will be executed.

*Please note that the transfer code will be active for 14 days, after this period you can request a new transfer code by following the same process as described above.*

### 3. Execute transfer (for Trademark Agents)

After you have received a transfer code, click on the “Execute a transfer” button to execute the transfer. This button can be found in the right bottom corner of the Trademark Clearinghouse start page after you have logged in.



Enter the transfer code you have received from a Trademark Holder or another Trademark Agent and click on “Complete transfer” in order to transfer the trademark record to your account<sup>3</sup>.

#### Complete a Mark Record Transfer.

Transfer code required

#### Enter transfer code

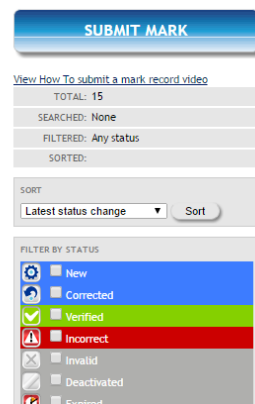
A valid transfer code is required to complete this step of the transfer process. For more information on how to acquire the transfer code please refer to [our FAQ section](#).

Please note that you will be charged directly for the transfer to be completed once you click the COMPLETE TRANSFER button.

Complete a Mark Record transfer by entering the transfer code below and clicking COMPLETE TRANSFER.

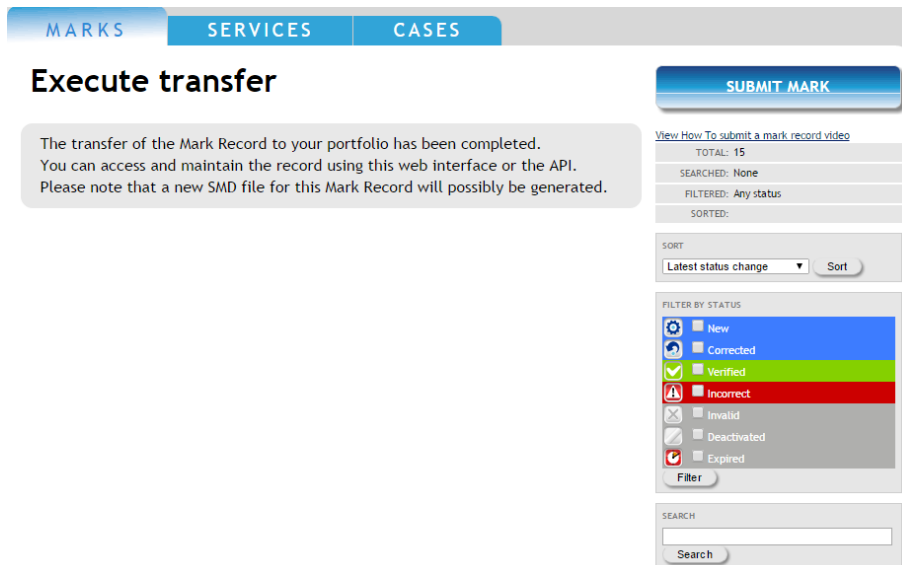
TRANSFER CODE\*

**COMPLETE TRANSFER**



<sup>3</sup> Please be aware that your account will be charged \$30 for the transfer.

After the transfer has been completed, the following screen will be shown.



The screenshot shows a web interface with a navigation bar at the top containing 'MARKS', 'SERVICES', and 'CASES'. The 'SERVICES' tab is active. The main heading is 'Execute transfer'. Below this heading is a grey box containing the following text: 'The transfer of the Mark Record to your portfolio has been completed. You can access and maintain the record using this web interface or the API. Please note that a new SMD file for this Mark Record will possibly be generated.'

To the right of the text box is a 'SUBMIT MARK' button. Below the button is a link: 'View How To submit a mark record video'. Below the link are statistics: 'TOTAL: 15', 'SEARCHED: None', 'FILTERED: Any status', and 'SORTED:'. Below these is a 'SORT' section with a dropdown menu set to 'Latest status change' and a 'Sort' button. Below that is a 'FILTER BY STATUS' section with a list of status options: 'New', 'Corrected', 'Verified', 'Incorrect', 'Invalid', 'Deactivated', and 'Expired'. Each option has a corresponding icon and a checkbox. The 'Verified' option is checked. Below the list is a 'Filter' button. At the bottom is a 'SEARCH' section with a text input field and a 'Search' button.