

From: [Zach Knickerbocker](#)
To: [TM FR Notices](#)
Subject: Comments on proposed trademark LOP fees
Date: Monday, September 30, 2019 10:42:33 PM

With respect, I join numerous small business owners who have shared comments of concern over the proposed trademark LOP fees. My business as a t-shirt designer relies on public domain pop culture references. Predatory business owners commonly attempt to submit trademarks for phrases they clearly have no objective ownership over, such as "mama bear", and "dogs". The list extends to 100's of trademarks. Over time, if these trademarks went uncontested, they would cover such a larger swathe of popular culture phrases that it would be impossible for small businesses like mine to compete in the marketplace.

Please reconsider your fee structure. LOP's from small businesses are important (e.g. as evidenced by the 100's of rejected trademarks as a result of the Trademark Watch Dawgs group), and myself and my peers cannot afford to spend \$100 on every LOP submitted. The outcome of this can only be that credible voices are silenced, and those with money can bully those without.

Alternative fee structures - such as those that place the burden of paying a fee for a denied trademark on the trademark filer (who did not do sufficient due diligence in the submission) - could help to alleviate USPTO's operational load and better maintain the integrity of public trademark discourse.

Thank you,
Zach Knickerbocker