**Trademark Goods & Services Categories for Social Media & Advertising**

If the business is characterized as social media and advertising related, then the Trademark Searches should be done in these goods and services categories.

Other industries may be pulled in as well, depending on the full description of your business idea. A determination of your “Trademark Goods and Services” categories would have to be made and determining ALL of the categories in which you will operate, before the name search is finalized and determined to be clear.

Social Media and Advertising businesses are typically categorized in all of the following categories:

* 09 (Software Programs);
* 35 (Advertising);
* 38 (Communications),
* 41 (Entertainment);
* 42 (Scientific and technological services),
* 45 (Personal or Social Services). Social media may also be classified in other categories as well.

Facebook has its trademarks on “Facebook” classified in 09, 35, 38, 41, 42, 45.

<http://www.uspto.gov/trademarks/notices/international.jsp>

Short cut excerpts by a third party website, Trademark office: <http://www.tmweb.com/trademark_classes.asp>

With a more detailed discussion about what your company will do, now and in the future, I can narrow down the hits search, or you can search on your own at the “Goods and Services” (“GS”) classes. (This will save you some money in legal fees to do an initial pass of this leg work.)

After these initial knockout searches, then you would hire Corsearch or Thompson & Thompsons to do a full name search around the country.

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