**Name Search Is Key for Software Product**

With a software product that will be sold everywhere in the US, across state lines, it is important to do a full formal national name search on the product name, or on the company name if you are using the company name as the product name. See my attached checklist for your use.

**Name Search Service Provider**

Here is one of the three companies we use to order a full trademark search.

<http://www.trademarkinfo.com/>

Here is the cost list for ordering a full formal name search, from this the lowest cost company I know of:

<http://www.trademarkinfo.com/trademark-services/>

What you want to order is “The Total Package” $580 which is “Trademarks, company name, common law, domains, plus “Corporate Names”

Other than this one, I can give you two more that are more expensive, but very very well-known and high quality (Thompson & Thompsons (Thompson Reuters) and CT Coresearch), but will run between $1,200 and $1,600 for the same search.

Heads up #1 that it takes 3 days to receive the turn-around of the name search results (or you can get 24 hour or 4 hour for more $$).

Heads up #2, it takes another 3 to 5 days to allow time for the Trademark Lawyer to Review it and provide an opinion that you can use the name.

Brent Ohlmann of Naperville is one of them I know and trust to do this well and low cost, if you need his info please let me know. Brent Ohlmann (brent@brentohlmann.com) .

I know he does the full review of the full name search and issues a trademark opinion for a flat fee of $750 to $1,000.