

May 1, 2021

**Register Native American Tribal Insignia
with the United States Patent and Trademark Office**

The United States Patent and Trademark Office (“USPTO”) has created a new database to protect Native American Tribal Insignia. This database will assist the USPTO in determining if pending trademarks and service marks falsely suggest connections to the tribal insignia of Native American tribes. If any new trademark falsely suggests such connection to the tribal insignias, the USPTO, as a part of its examination process, will reject such filing.

Tribal insignias represent a long and cherished history of spiritual and cultural beliefs within American Indian and Alaska Native tribes. Protection of tribal intellectual property and cultural heritage is the main reason to register with this new database. Registration in this database is voluntary, and it has no government fee.

To register, please submit your request with the required documents to NativeAmericanTribalInsigniaSubmissions@uspto.gov with the subject line "Native American tribal insignia submission." Registration with this database is not the legal equivalent of registering the tribal insignia as a federally or state protected trademark.

For more information and the listing of required documents, visit the USPTO’s website at <https://www.uspto.gov/trademarks/laws/native-american-tribal-insignia> or contact one of our attorneys, Svitlana Anderson, Esq. at sanderson@peacocklaw.com.