

**UNITED STATES
PATENT AND TRADEMARK OFFICE**



Outreach Distribution Dashboard

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Patent Public Advisory Committee quarterly meeting

UNITED STATES
PATENT AND TRADEMARK OFFICE



New tracking system–The TODD



Home

Training and Outreach Distribution Dashboard

Home

Hub Definitions

Stakeholder Definitions

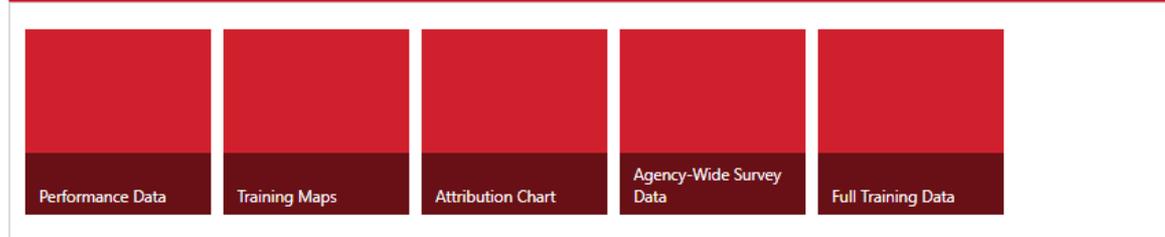
 EDIT LINKS

Site contents

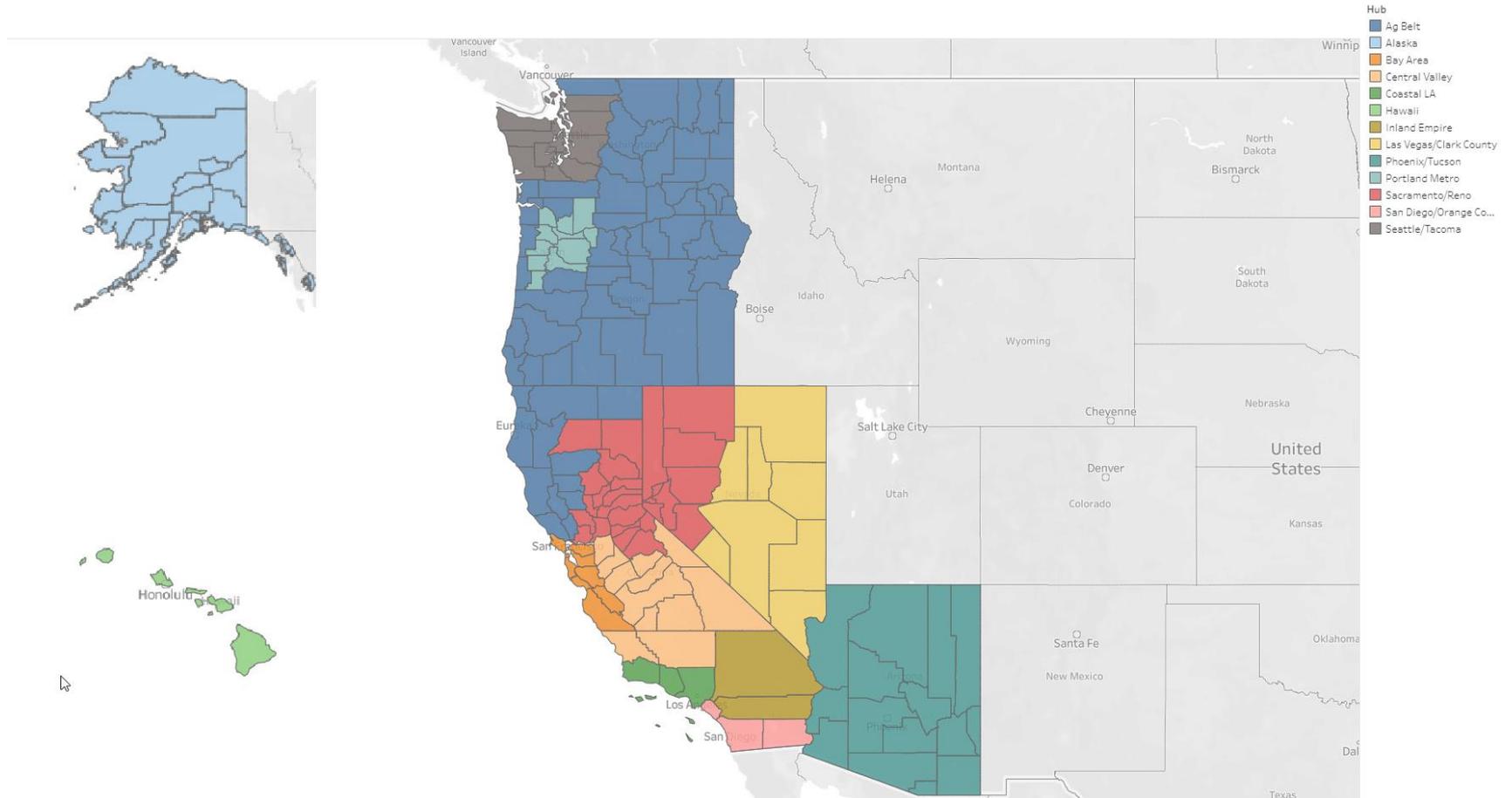
Stakeholder Outreach



Training Metrics



Better geographic distribution through hubs



Geographically balanced training for stakeholders

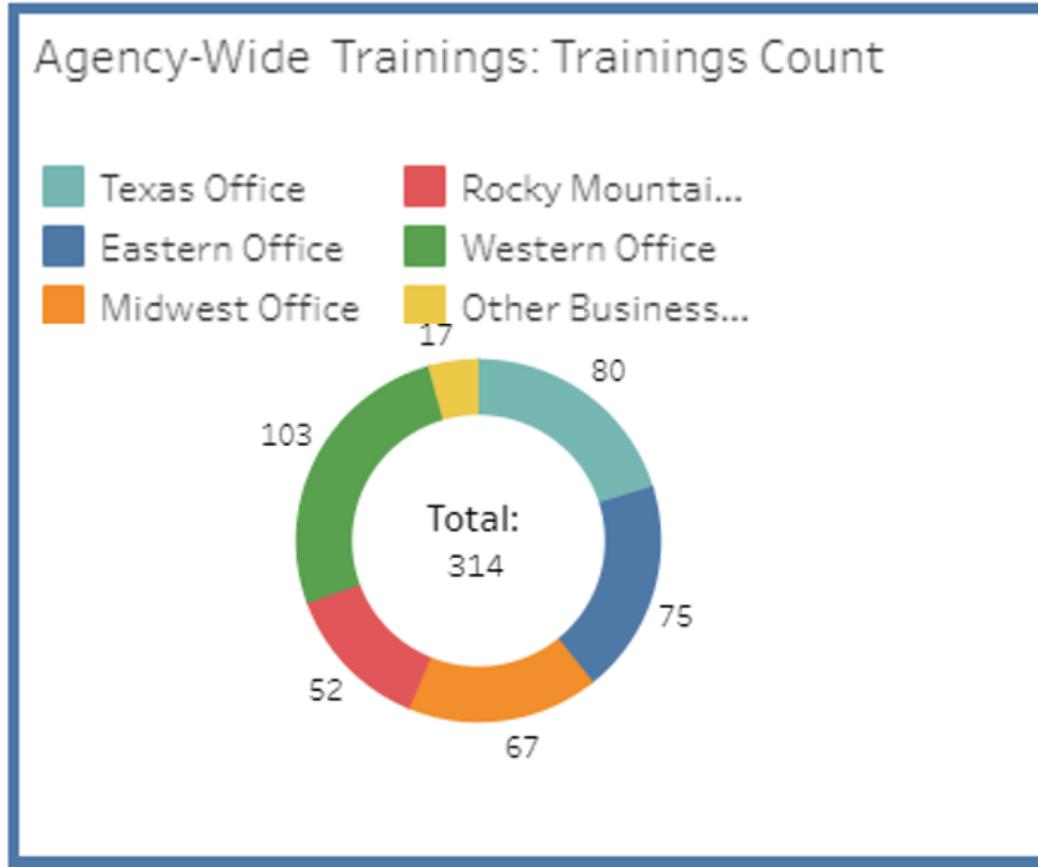
USPTO domestic training and tracking

Real-time, agency-wide training metrics

The screenshot displays the OUS Home dashboard. At the top left is the OUS logo, followed by the text 'Home' and a red button labeled 'Training and Outreach Distribution Dashboard'. A left-hand navigation menu includes 'Home', 'Hub Definitions', 'Stakeholder Definitions', 'EDIT LINKS', and 'Site contents'. The main content area is divided into two sections: 'Stakeholder Outreach' and 'Training Metrics'. The 'Stakeholder Outreach' section contains five red tiles with labels: 'Performance Data', 'Patent Outreach Tracker', 'Trademark Outreach Tracker', 'Pending Outreach', and 'Full Outreach Data'. The 'Training Metrics' section contains five red tiles with labels: 'Performance Data', 'Training Maps', 'Attribution Chart', 'Agency-Wide Survey Data', and 'Full Training Data'. A red arrow points to the 'Training Metrics' section header.



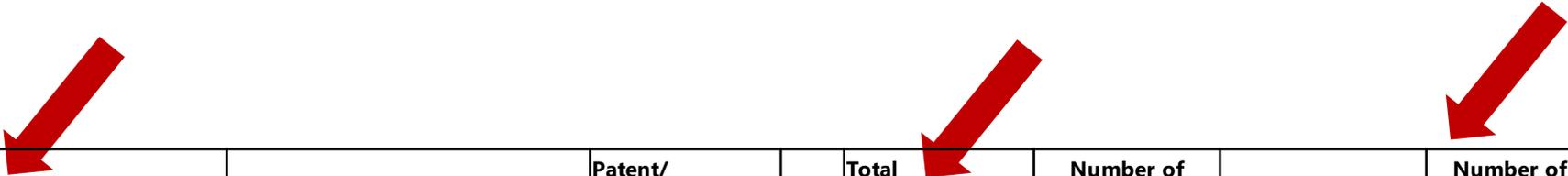
Agency-wide event counter



FY 2021
(Domestic YTD)

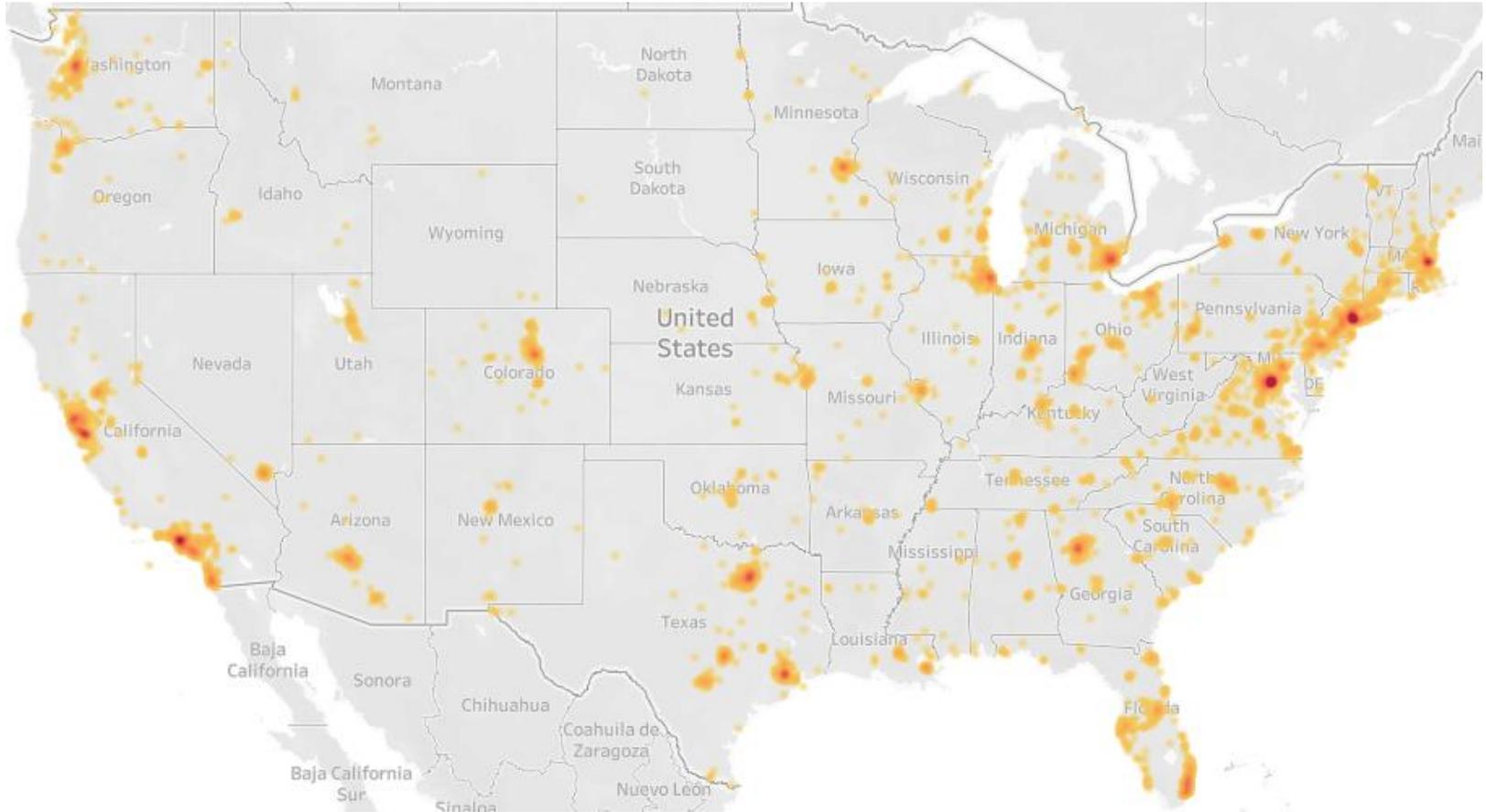


Agency-wide tracking and attribution



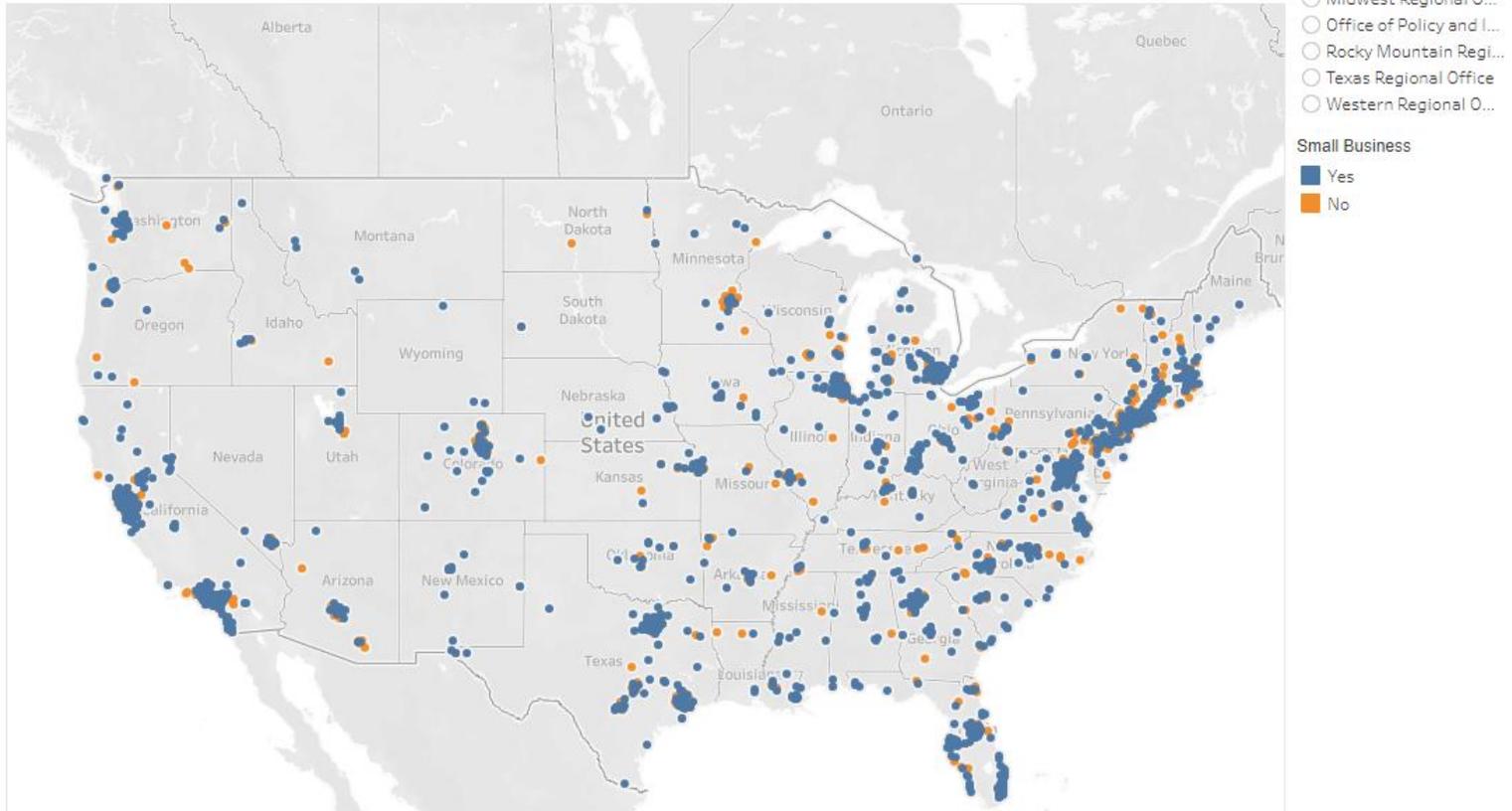
Originating Office	Event Title	Patent/ Trademark	Date	Total Registrations	Number of Regions	Number of States	Number of Hubs
Office of Innovation Outreach (OIO)	Hispanic Entrepreneurs Program	Patent	10-07	379	5	31	43
	Veterans Program	Patent	10-27	430	5	42	53
Office of Policy and International Affairs (OPIA)	USPTO China IP Webinar: How the U.S. government can help companies protect and enforce their IP in China	Patent	10-20	900	5	47	60
Grand Total				1709	5	50	61

Registration geographic distribution by zip code



Small business registrations

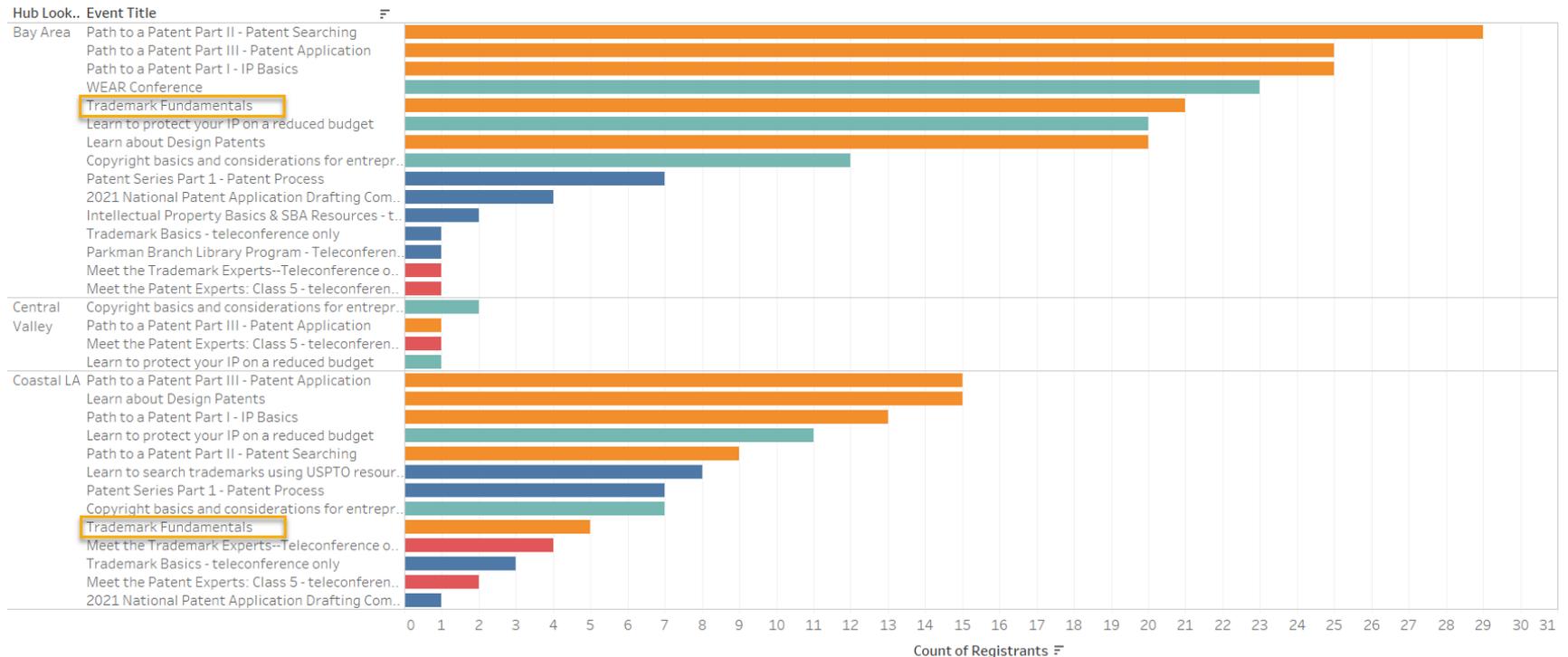
Which registrants represent an organization with **fewer than 500 employees**, and which represent an organization with **more than 500 employees**?



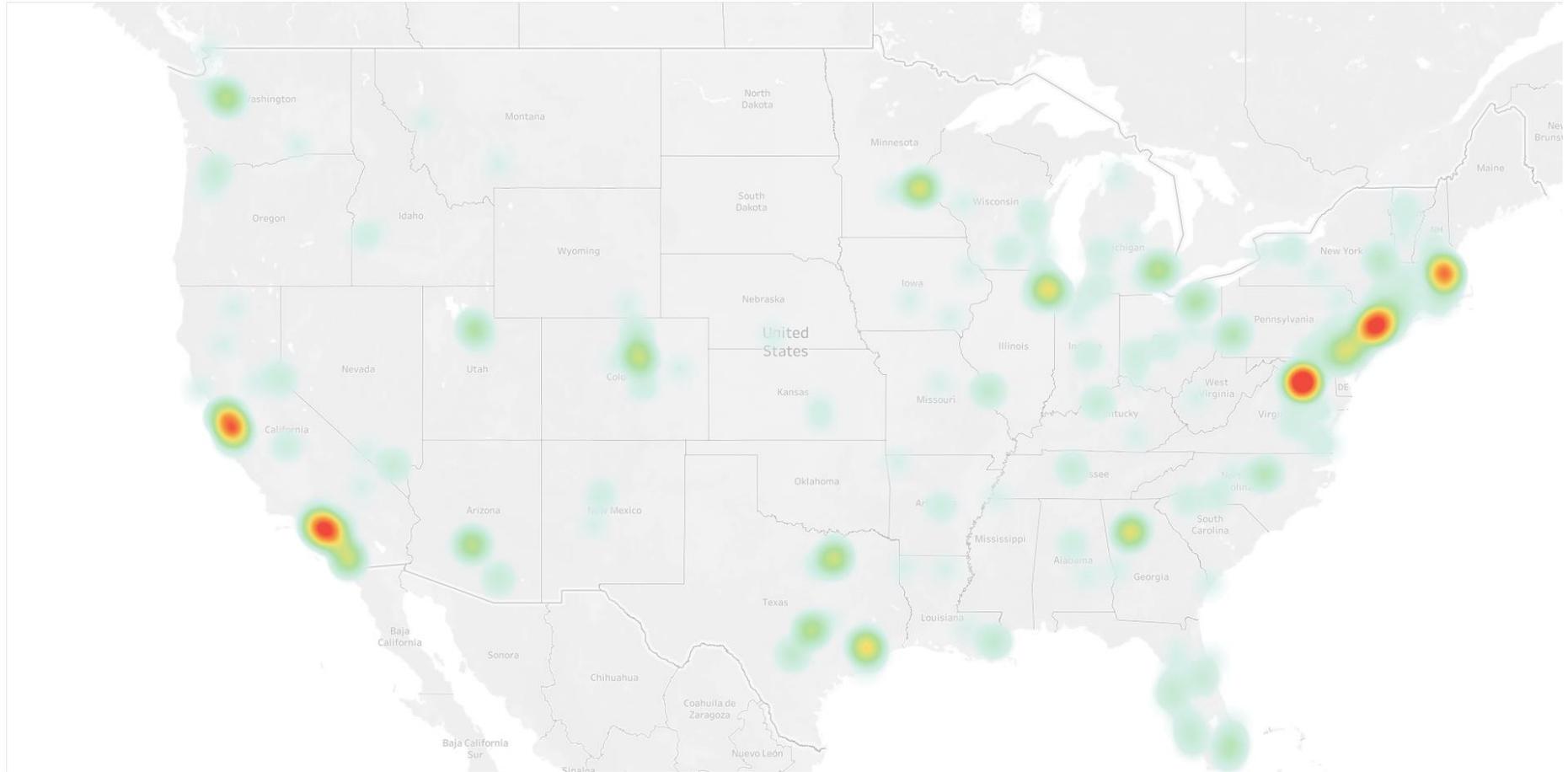
Geographic tracking for improved distribution

Hub and Events

From the WRO hubs, which events did people participate in?

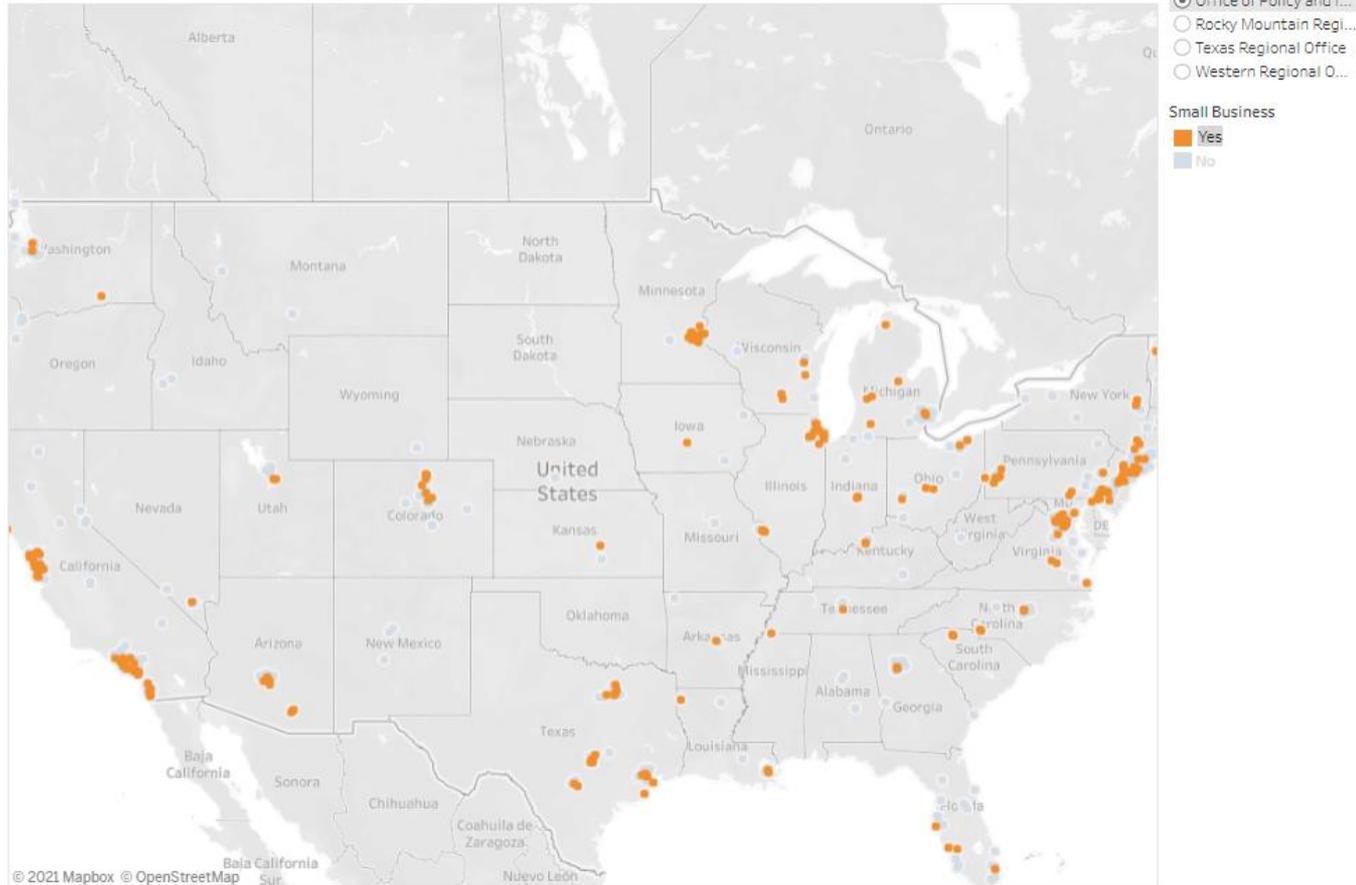


USPTO China IP Webinar - Event Registration (Heat Map)



USPTO China IP Webinar - Event Registration

Which registrants represent an organization with **fewer than 500 employees**, and which represent an organization with **more than 500 employees**?

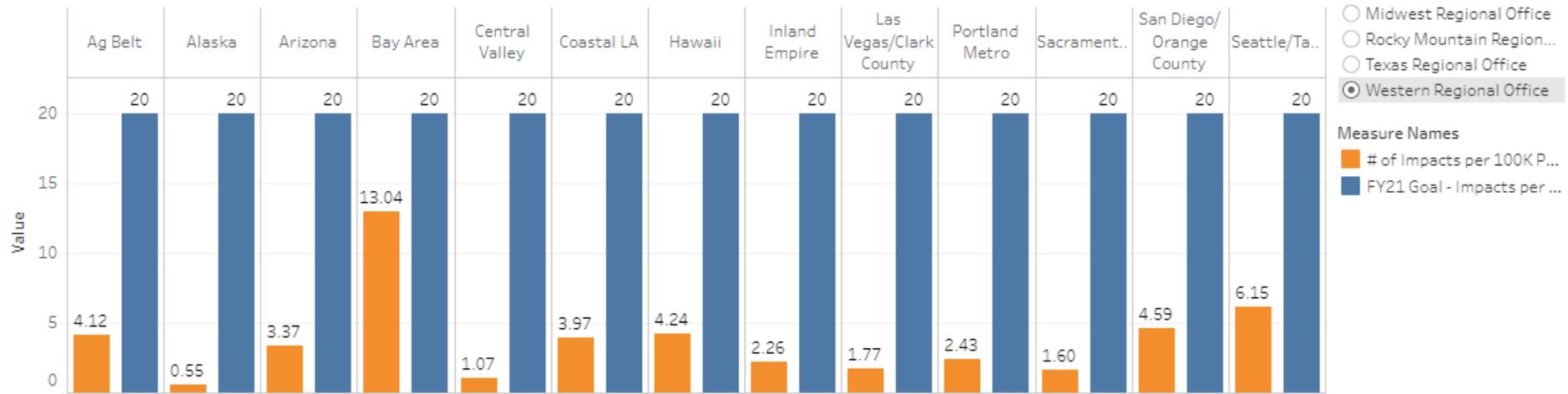


Balanced training efforts across geographies

FY21 Agency-Wide Registrations and Impacts per 100K. Monthly Update (as of 1/31/2021).

Select Regional Office to Update and see Regional Metrics

Number of Registrations by Hub - Impacts per 100K*

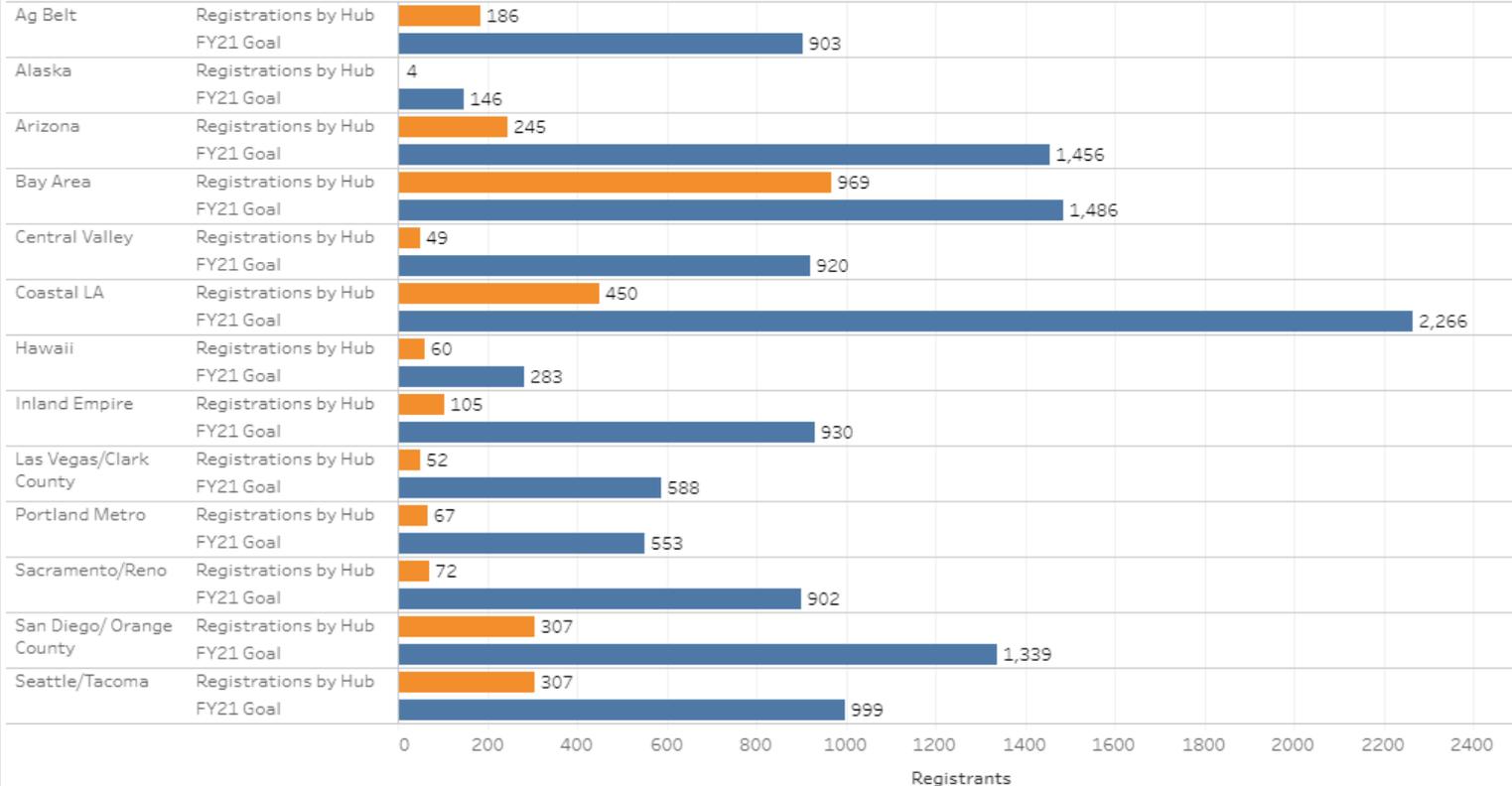


Real-time tracking of balanced distribution

FY21 Number of Registrations and Regional Hub Goals. Monthly Update (as of 1/31/2021)

Agency-Wide attendee registration data

Hub Lookup



Regional Office Represented

- Eastern Regional Office
- Midwest Regional Office
- Rocky Mountain Regional Office
- Texas Regional Office
- Western Regional Office

Measure Names

- Registrations by Hub
- FY21 Goal

High-quality, balanced feedback from stakeholders

USPTO outreach tracking

Outreach metrics



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Stakeholder Outreach



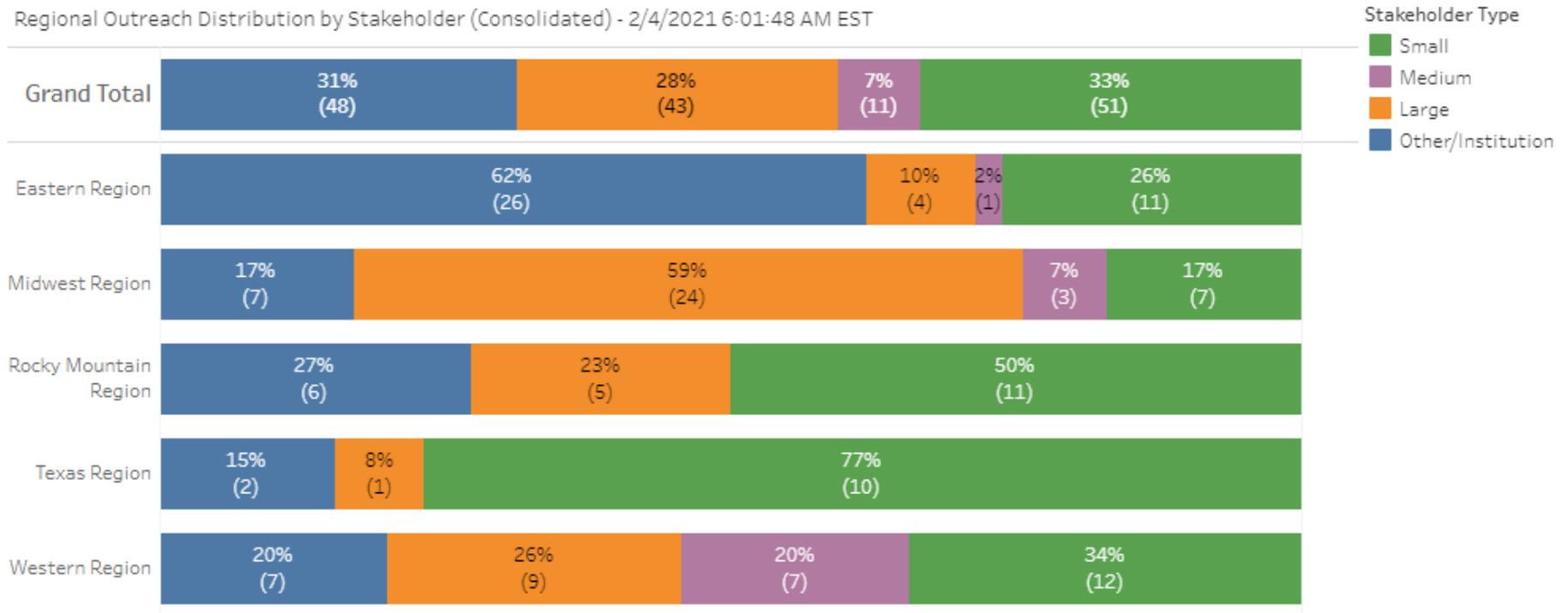
				
Performance Data	Patent Outreach Tracker	Trademark Outreach Tracker	Pending Outreach	Full Outreach Data

Training Metrics

				
Performance Data	Training Maps	Attribution Chart	Agency-Wide Survey Data	Full Training Data

Balanced feedback by stakeholder size

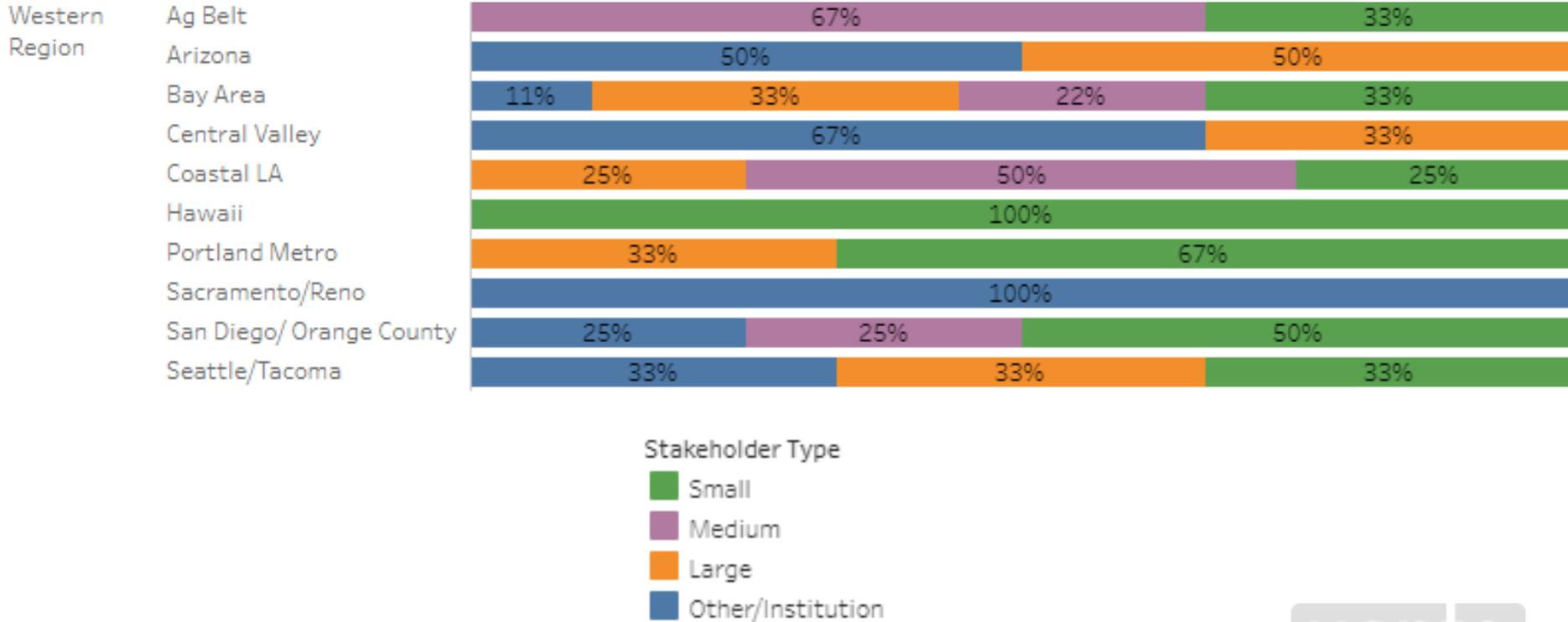
Regional Outreach Distribution by Stakeholder (Consolidated) - 2/4/2021 6:01:48 AM EST



- Large > 1500 employees
- Medium > 500 and <= 1500 employees
- Small business concerns (SBCs) <= 500 employees
- Institutions and others – Universities, non-profits, government



Balanced long-term geographic feedback





Thank you!

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