CKSHORTS CONSULTING

FICTIONAL SAMPLE • All names, records, terms, and findings below are invented

Trademark Screening Sample

See how preliminary research organizes similar names before a brand owner spends on production and advertising. Every record below is invented for illustration.

SAMPLE CLIENT	SERVICE LEVEL	ILLUSTRATIVE SCOPE
Cedar Point Works (fictional)	Comprehensive Brand Viability	Proposed word mark NUVORIA for reusable drinkware; fictional search of a mock federal register, sample entity list, and invented marketplace references.

What we reviewed

Proposed word mark NUVORIA for reusable drinkware; fictional search of a mock federal register, sample entity list, and invented marketplace references.

Illustrative findings

MOCK RESULT	VISIBLE INFORMATION	FOLLOW UP
Nuvoria Home	Invented application for decorative home goods; wording matches the proposed name.	Ask counsel to assess relevance to drinkware.
Novoria Bottle Co.	Invented online seller name with similar spelling; sample page dated September 2026.	Confirm source and current use in a real search.
Nuvorio	Invented domain example used for food containers.	Consider additional spelling variants.

What deserves attention

Search observation. The mock results include exact and near spellings. A real report would cite live source records and state when each was checked.

Research limit. Unregistered and offline uses may not appear in the sources searched.

Attorney question. A trademark attorney should evaluate legal significance and advise on use or filing.

Next steps for the client

1. Identify the exact name, logo version, products, and markets to be searched.
2. Review the cited records and discuss legal clearance with a trademark attorney before major investment.

Scope and limitations

This sample is not a real trademark search. CKSHORTS does not determine availability, likelihood of confusion, infringement, registrability, or permission to use a mark.

This example demonstrates report format and level of detail only. It is not based on a real search, solicitation, insurance policy, vendor, or agreement. CKSHORTS confirms the scope, fee, sources, and deliverable in writing before any client work begins.

FICTIONAL SAMPLE • Records and artwork are invented

Design Screening Detail

The proposed symbol and three comparison records below are invented. The drawings illustrate how a real report could display visual references beside factual observations. They are not images from USPTO or any other database.

VISUAL REFERENCE	NAME AND DESCRIPTION	OBSERVATION TO DOCUMENT
 NUVORIA	Proposed design Circular rising line motif above a word element. Client supplied artwork in this mock example.	Design submitted for screening.
 NUVORIA HOM	Mock record A Circle with center dot and horizontal line. Similar word element; different drawn geometry.	Invented federal record; no actual serial number.
 NOVORIA	Mock record B Angular peak and base line. Near spelling and a geometric motif.	Invented marketplace image; source is illustrative.
 NUVORIO	Mock record C Rounded square with diagonal strokes. Related sound of word element.	Invented packaging reference; no live source.

How a real design report would document a result

For each actual source record, include the mark image, owner or displayed source, goods or services, status, record identifier, URL, search date, and a specific description of visible elements. Keep the client supplied design alongside the results for comparison.

Questions for trademark counsel

Which visual and wording similarities matter for the proposed goods? Are there uses outside the sources searched? A lawyer should evaluate legal significance before filing or large production spending.

No clearance conclusion is made here. Invented drawings do not establish that any mark is available or that any actual record exists.