

Alaska Procurement Connection

A Monthly Newsletter From Your Procurement Technical Assistance Centers

What Are the Benefits of Trademark Registration?

Contributed by Carolyn Pratt (ancap1@uaa.alaska.edu)

Most businesses use product names, domain names, logos, and slogans—deciding what to trademark should be high on the list of priorities. If you haven't taken the steps to protect those unique elements of your business, now is a good time to learn about the benefits of trademark registration. Most people don't realize that you "acquire" a mark in the United States by using it, not by registering it. Registration, then, has everything to do with enhancing the rights already granted by virtue of using the mark. Properly used, a trademark can provide its owner a legally protected position indefinitely. Below are some of the benefits of registering a trademark.

- The trademark owner receives exclusive nationwide ownership of the mark.
- Registering a trademark provides official notice to others that a trademark is already taken; consequently, a company that later adopts a confusingly similar trademark cannot claim ignorance of the mark.
- Registering a trademark decreases the likelihood of another party claiming that your trademark infringes upon their trademark.
- Registering a trademark gives the trademark owner an automatic right to sue in federal court.
- The United States Patent and Trademark Office will refuse registration to any trademarks it deems confusingly similar to your trademark.
- Registering a trademark in the United States can be used as a basis for obtaining registration in foreign countries.
- Registering a trademark grants the trademark owner the right to recover up to triple damages and fees of their trademark lawyer from an infringer.

Trademarks may be filed at either the state or federal level. State trademarks protect your mark in a specific state while federal trademarks normally protect your mark in all the states. Businesses operating in only one state should register their trademark in that state. For more information on trademark registration in Alaska, see <http://www.dced.state.ak.us/occ/tmark.htm>.

A federal trademark application can be filed online through The United States Patent and Trademark Office by using the Trademark Electronic Application System (TEAS), at <http://www.uspto.gov/teas/index.html>. While the filing can be done on your own, it is highly recommended you consult with an attorney beforehand. An attorney can examine the risks involved in using a particular trademark slogan logo and determine the likelihood of the application being accepted.

For additional information on trademarks and other forms of protection your intellectual property, contact TREND by calling 907-274-7232 or email ancap1@uaa.alaska.edu.

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Check out the PTAC Calendar of Events for Upcoming Opportunities!

www.ptacalaska.org



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University of Alaska
Small Business
Development Center

Congressional Delegation Announces Federal Agency Awards

Contributed by K. Anderson (anksa@uaa.alaska.edu)

The Alaska Congressional Delegation announced this spring that federal agencies have awarded a series of funding grants to Alaska groups and communities, totaling more than \$50.5 million for projects in education, research, and transportation. Many of these grants will translate into projects for completion by the private sector. Grants through various departments of the U.S. Department of Transportation include the following.

- \$17,498,046 to the Anchorage International Airport for the rehabilitation of heavy aircraft parking aprons.

- \$4,500,000 to the Anchorage International Airport to continue the airport's Residential Sound Insulation Program. This grant will be used to purchase sound insulation, which helps reduce interior noise levels for homes located near the airport.

- \$10,427,060 to complete improvements to the runway safety area at the Ketchikan International Airport. The existing runway safety area does not meet FAA standards.

- A Phase II grant of \$3,541,997 to complete improvements to the seaplane base and runway safety area at the Kenai Municipal Airport. The existing runway safety area does not meet FAA standards and needs to be expanded to the greatest possible extent. The existing water lane length and width is insufficient for the airport's current aircraft mix.

- \$594,709 to the Central Area Rural Transit System in Soldotna for the Kenai Peninsula Job Access & Reverse Commute Program. Funds will be used to purchase hardware to improve communication, ride reservations, and ride coordination.

- \$4,700,000 to the Alaska Railroad Corporation for the purchase of a Diesel Multiple Unit (DMU) rail vehicle. This DMU will provide rail service to backcountry recreation areas in Chugach National Forest.

- \$1,967,357 to the Alaska Railroad Corporation for the Anchorage International Airport Intermodal Facility.

More than \$7.2 million was also awarded through the National Science Foundation for various research projects being conducted at the University of Alaska Fairbanks. And, an additional \$268,559 was awarded through the U.S. Department of Education to Hermon Hutchens Elementary School/Valdez City School District

through the Elementary and Secondary School Counseling Demonstration Grant Program. The Girdwood Parks and Recreation also received \$10,000 through the National Fish & Wildlife Foundation for the Girdwood Valley Weed Management Area. The project will promote education and awareness of weeds through workshops, classroom sessions, and weed pulls.

NEWS FLASH

Contributed by Megan Luna (anmcl1@uaa.alaska.edu)

CCR Limits Support Center Hours

Central Contractor Registry and Federal Agency Registration call center assistance is now available Monday through Friday from 9:00 AM to 5:00 PM EST at 888-227-2423.

Anchorage USDOL OFCCP Closed

The US Department of Labor Office of Federal Contracting Compliance Programs will be closing temporarily as of June 15, 2007. Until its reopening, Alaska will be served by the Seattle District Office. Contact information is below:

USDOL/ESA/OFCCP
Seattle District Office
1111 Third Avenue, Suite 745
Seattle, WA 98101
Phone: 206-398-8004
Fax: 206-398-8010

DOD Reports FOIA Requests on CCR Info

In the April 13, 2007 Federal Register, the Department of Defense Business Transformation Agency reported requests received under the Freedom of Information Act (FOIA) for information listed for businesses registered in the Central Contractor Registry (CCR). Some fields qualify for exemption from disclosure. To view a table listing all CCR fields and their exempt status, visit <http://a257.g.akamaitech.net/7/257/2422/01jan20071800/edocket.access.gpo.gov/2007/E7-7010.htm>.

Comments are due by June 12, 2007 and can be submitted online at www.regulations.gov.

Alaska's Small Business Persons of the Year for 2007

The U.S. Small Business Administration recently named Carlos Nelson and Roy Ardern, joint owners of Pegasus Aircraft Maintenance, LLC in Anchorage, "Alaska's Small Business Persons of the Year for 2007." The firm was also recently recognized by U.S. Senator Lisa Murkowski in Washington D.C. for their achievement.

Pegasus Aircraft Maintenance, LLC was started six years ago to provide on-call maintenance services to passenger and cargo aircraft. Initially Mr. Nelson and Mr. Ardern contacted the Small Business Development Center for assistance with developing a business plan and determining a marketing strategy. Subsequently, they were referred to the Alaska PTAC program for assistance with understanding the government marketplace and for pursuing 8(a) certification.

The business quickly evolved from two men performing safety checks for an air carrier that found it more cost effective to hire Pegasus than it would be to pay an airline employee to fly along with their aircraft or to live and work in Anchorage. Today, Pegasus does every type of aircraft maintenance from tire changing to switching jet engines out in a 747 and at times has more than 70 employees. Additionally, Pegasus is also heavily involved in aircraft de-icing, both as primary and secondary contractors to airlines passing through Anchorage. Pegasus is one of four companies of its kind at Ted Stevens Anchorage International Airport, which services hundreds of flights per month and is the number three airport in the world for cargo throughput. Pegasus Aircraft Maintenance, LLC is the only company that works in the aforementioned arena that can boast that it is an American as well as an Alaskan-owned company.

The story of Pegasus Aircraft Maintenance is similar to the stories of many small businesses. While employed with other air carriers Carlos Nelson and Roy Ardern became familiar with a number of aircraft in Anchorage. They saw the existing level of service and they felt they could do better. The two friends discussed the idea of moving into their own business, cashed out their retirement plans, and moved to Anchorage, where they opened up Pegasus with little more than a catchy red logo and extensive knowledge about airplane engines. They lived in the Pegasus warehouse, where Nelson and Arden serviced their clients' planes themselves. Their achievements are considered phenomenal when compared to the industry rivals. Their focus was, and continues to be, on providing consistent, reliable service and expertise.

The Alaska PTAC is proud to have played a role in the development of Pegasus Aircraft maintenance and joins the Small Business Administration in congratulating Carlos and Roy on their achievements.

What Does the Federal Government Purchase?

Contributed by Robert Brunett (anreb2@uaa.alaska.edu)

Successful marketing involves a good foundation that is often built by compiling historical data or statistics on prior purchases. This research provides an overview of what areas the government has had requirements in and where the trend is going.

The federal government has made an attempt at compiling this public information in a centralized place. You can find statistics on what agencies are purchasing by viewing a website that lists the purchasing history of the federal government through the Federal Procurement Data System (FPDS) at <https://www.fpds.gov/common/html/login.html>. The government uses the reported data to measure and assess the impact of procurement on the nation's economy, the extent to which awards are made to businesses in the various socio-economic categories, the impact of full and open competition on the acquisition process, and other procurement policy purposes. FPDS also contains data that the government uses to create recurring and special reports to the President, Congress, Government Accountability Office, federal executive agencies, and the general public. To view or generate reports that are meaningful to you, it may be necessary that you read the FPDS users manual (<http://www.fpdsng.com/downloads/FPDS-NG%20User's%20Manual.doc>) in order to understand the defined criteria required to generate your report.

Additionally, it's important to know what the government is planning to purchase in the future. The federal government often plans for future purchases long before there is an official requirement to meet specific budget requests. They review the different needs, such as what types of work require a continuous need and the new needs required for the upcoming year. This information is compiled at Acquisition Central (<http://www.acquisition.gov>) where you can view future purchasing activity from a variety of federal agencies. Click on the "Federal Agency Procurement Forecasts" on the lower right-hand side.

If you need specific assistance navigating FPDS or accessing agency procurement forecasts, contact Robert Brunett at 907-274-7232 or anreb2@uaa.alaska.edu.



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Small Business Bills to Watch

Contributed by Mary Sheehan (fnmhs@uaf.edu)

Recently three new bills were introduced that would impact small businesses who pursue government contracts. The three bills are as follows:

H.R. 1934, Prompt Payment Improvement Act of 2007. This bill would amend Title 31 of U.S. Code to require that a written prompt payment policy is provided to each subcontractor under a federal contract. It also requires a clause in each subcontract that outlines the prompt payment provisions. The bill is currently referred to the House Committee on Oversight and Government Reform.

H.R. 1935, Subcontractor Protection Plan. This bill would amend the Small Business Act to provide a penalty for the failure by a federal contractor to subcontract with small business as described in its subcontracting plan. The bill is currently referred to the House Committee on Small Business.

H.R. 1936, Increase In Government-Wide Goal For Procurement Contracts Awarded to Small Business Concerns. This bill would amend the Small Business Act to increase the minimum government wide

goal for procurement contracts awarded to small business from the current 23 percent to 25 percent. The bill is currently referred to the House Committee on Small Business.

To track the progress of these new bills, go to the Library of Congress homepage at <http://thomas.loc.gov/>. Under the Search Bill Text you can enter the Bill Number to track status.

Also, two great additional websites to bookmark and keep an eye on are the House Small Business Committee site (<http://www.house.gov/smbiz/>) and the Senate Committee on Small Business and Entrepreneurship site (<http://sbc.senate.gov/>).

Another way to track all regulations that are currently open for public comment is to go to the regulations homepage at <http://www.regulations.gov>. Scroll down the page and click on "Regulations Open for Public Comments by Topic." There you will see the topic "Business Opportunities." If you click on "Search Open Regs" you will be taken to a listing of currently open regulations that fall under that topic. To the far right you will see comment due dates. If you wish to add a comment click the yellow symbol above the comment due date.