



Trademark All Employee Meeting
Crystal City Hyatt Regency – February 6, 2001
10:00 – 11:00 A.M.

Dear Trademark Colleagues:

I would like to invite you to the Trademark All Employee Meeting to be held on Tuesday, February 6, 2001 from 10:00 – 11:00 a.m. at the Crystal City Hyatt Regency ABCD Center on the B level. The meeting will celebrate our accomplishments and look to the future of our organization, concluding with a brief question and answer session. There will be 1½ hours of non-production time for everyone who attends.

The New Year comes at a time when the world is experiencing the greatest technological expansion in its history, and brings with it many opportunities for improved efficiencies in business practices. We are changing the way we do business by using the opportunities this spectacular era provides. Our success, which is measured by the attainment of our business goals, depends on the degree to which we incorporate business efficiencies in managing the unprecedented increases in trademark application filings and requests for service.

The Trademark Performance Plan for 2001 identifies the performance necessary to meet each of our goals. We have identified quantifiable and results-oriented performance measures to support the attainment of these goals that are possible through the individual contributions of all our employees.

The business goals that have been identified to direct our performance are:

- Goal # 1 – Enhance the Quality of Our Products
- Goal # 2 – Enhance the Quality of Our Services
- Goal # 3 – Minimize Our Processing Time
- Goal # 4 – Implement E-Government into Our Business Process
- Goal # 5 – Enhance Employee Satisfaction

Please take time to attend this meeting so that you can be better informed about the future of the Trademark Organization and how important you are to the success of our organization.

Anne H. Chasser
Commissioner for Trademarks