

Trademark Work At Home

TW@H

Telework Exchange

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Deborah S. Cohn
Deputy Commissioner for Trademark
Operations

U.S. Patent and Trademark Office



TW@H Program Goals

USPTO

- Retain key employees
- Leverage technology
- Save real estate costs

Employees

- Reduce commuting time
- Reduce out-of-pocket costs
- Capitalize on peak productivity times

Community

- Decrease traffic congestion
- Reduce pollution levels
- Save energy



Telecommuting at Trademarks

- Trademark Operation employees – 639 - about 10% of USPTO

Today, 309 out of 379 eligible employees work at home at least one day per week including managers and technical support staff



TW@H History

1997

- Trademark Work @ Home Pilot Program begins with 18 Examining Attorneys working at home part-time – selected as a National Performance Review “Reinvention Lab”

1999

- Pilot Program successfully expanded to an additional 60 Examining Attorneys

2001

- TW@H expanded to 89 Examining Attorneys
- Program receives two awards:
 - Commuter Connections Employee Recognition Award from the Metropolitan Washington Council of Governments
 - Government Agency Excellence in Telework Award from the International Telework Association and Council

2002

- Pilot Hoteling Office – Examining Attorneys begin sharing office space and reserving time through an online tool

2003

- TW@H moves completely to hoteling - 110 Examining Attorneys or 44% of the Examining Corps – work remotely for more than 90% of their work week; Trademarks gives up dedicated office space



TW@H History Cont.

2004-2006

- USPTO moves to Carlyle campus
- Trademark Law Office Operation includes a variety of hotel space including handicap access
- 220 examining attorneys participate—80% of eligible workers



Elements of Success

- Pilots and Training
- Measurable Performance Standards
- Clear Expectations for Customer Service
- Complete Office Environment
- Technical Support
- Hoteling--Space Saving Plan
- Labor-Management Partnership



Measurable Performance Standards

- Objective productivity standards easily measurable without the need for direct observation
- Selection for program requires independence and FS performance now and in the past
- Quality standards equal to those of in-Office employees
- Managers review work of telecommuters on a regular basis



Customer Service Expectations



- Tailored to providing highest level of service to external customers
- Telecommuters have specific guidelines and responsibilities for customer responsiveness: deadlines, return of phone calls and e-mails
- Must pay attention to internal customer service also



Complete Office Environment

- Real-time searching and research of live Office databases
- Identical access to in-Office applications
- Provide all equipment: computer, phone (desk top messaging), printer
- Requirement for broadband access





The Technology

- Broadband connection using a VPN to a virtual session on a Citrix Metaframe server to access all applications both custom and off the shelf
- Windows XP—Personal Firewall and Antivirus software
- Roaming Profiles allow flexibility to work at home or in the office



Technical Support

- Written service level agreement with the Office of Information Technology provides predictability of service and support
- Helpdesk available during all work hours
- Established time frames for home repair visits, if necessary (laptops eliminate home visits)
- Requirement that employees report to office if equipment is down



Hoteling

- **Maximum office sharing from a pool of available offices**
 - Minimum amount of in-Office time per week
 - Electronic examination and paperless office
- On-line graphical interface reservation system
- **Virtual Phones and Roaming Profiles**
- **Retention of employees who live greater distances from central office**
- **Cost and Space savings to the Office**





Labor-Management Partnership

- Employee input and involvement in developing program very significant in a Union environment
- Labor-management team is responsible for administrative guidelines and oversight of program
- Guidelines are very specific about eligibility, termination from the program, expectations
- Reduces grievances, loss of time for bargaining



TW@H--Summary

- Office provides hardware and software**
- Desktop the same at home as at work**
- Work at home attorneys hotel, sharing office space and equipment**
- Performance Standards are measured; the same as in office**
- Evaluations have shown increased productivity, morale**
- Customer surveys indicate no change in quality or service**
- Specific Guidance with clear expectations**
- Developed in cooperation with union**