

USPTO Name, Image, and Likeness (NIL) Outreach and Engagement Efforts



REQUEST FOR INFORMATION (RFI)

United States Patent and Trademark Office (USPTO) Name, Image, and Likeness (NIL) Outreach and Engagement Efforts

THIS IS A PTAG SOURCES SOUGHT REQUEST FOR INFORMATION (RFI) ONLY.

This PTAG 6.1.1 Sources Sought (request for information) Notice (RFI) is strictly for market research ONLY. It is for informational and planning purposes and shall NOT be construed as a solicitation or as an obligation or commitment by the Government at this time.

Patent and Trademark Office Efficiency Act (PTOEA) Procurement:

The Government contemplates utilizing the Alternative Competition Method in accordance with the Patent and Trademark Office Acquisition Guidelines (PTAG) and the Patent and Trademark Office Efficiency Act 35 U.S.C. 2(b)(4)(A). This Sources sought notice is intended as preliminary market information gathering which the United States patent and Trademark Office (USPTO) will use to determine which contractor(s) is/are the most likely to successfully meet the agency's needs and are thereby eligible to participate in an alternative competition. As a result of this market research, the solicitation will only be issued to the/ those qualified small business contractor(s) that is/are deemed most likely to successfully meet the agency's requirements as stated below.

Overview:

1. Purpose

The USPTO is seeking information from qualified organizations regarding capabilities and relevant experience to support potential **USPTO Name, Image, and Likeness (NIL) outreach and engagement efforts.**

This RFI is issued for planning and market research purposes only. It is not a solicitation, request for proposals, or commitment by the Government to award a contract. The Government will not reimburse respondents for costs associated with preparing or submitting a response. Information submitted in response to this RFI may be used to inform a future acquisition strategy.

2. Requested Information

Respondents should address all 13 questions:

1. Company Overview and Experience

Provide a brief overview of your company, including its core capabilities, primary lines of business, and relevant experience.

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2. Organization Size and Locations

Identify your organization's size, principal place of business, and the locations of your employees or operational teams that would support this effort.

3. Capabilities and Limitations

Identify any functions described in this RFI that your organization would be unable to perform. For each such function, explain the limitation and identify whether you would rely on subcontractors, partners, or other resources.

4. Experience with Athletes and Sports Organizations

Describe any prior experience working with athletes, player associations, sports leagues, sports teams, athletic conferences, colleges, universities, sports commissions, or similar organizations. Identify the organizations, dates or periods of performance, and the capacity in which you provided services.

5. Experience with Influencers and Public Figures

Describe any prior experience working with influencers, celebrities, public figures, talent representatives, or related associations. Identify the organizations or types of clients served and explain the services provided.

6. NIL Experience

Describe any prior experience supporting NIL-related projects, including strategy, talent identification, contracting or coordination, campaign development, content creation, compliance support, event activation, measurement, or stakeholder engagement.

7. Trademark and Intellectual Property Experience

Describe relevant experience supporting trademark awareness, intellectual property outreach, public education, brand protection, or related communications campaigns.

8. Messaging and Stakeholder Engagement

Describe how your organization would support the development of messaging designed to increase awareness of trademarks and USPTO capabilities and encourage partnerships with relevant stakeholders.

9. Targeted NIL Outreach Strategy

Describe your approach to developing a targeted NIL outreach strategy. Discuss how you would identify and prioritize audiences, stakeholders, athletes, influencers, sports organizations, educational institutions, or other potential partners.

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10. Recommended Outreach Methods and Channels

Identify the outreach methods and communication channels you would recommend for reaching the intended audiences. Examples may include social media, digital advertising, events, athlete or influencer partnerships, educational programming, media outreach, sports organizations, and community or institutional partnerships.

11. Personnel and Subject-Matter Expertise

Describe the in-house personnel, functional resources, and subject-matter expertise needed to successfully perform this work. Identify any anticipated key personnel roles, specialized capabilities, or subcontractor support.

12. Performance Metrics and Evaluation

Describe the performance measures you would recommend to evaluate the effectiveness of an NIL outreach initiative, such as reach, engagement, participation, stakeholder partnerships, audience awareness, or other relevant outcomes.

13. Potential Risks and Mitigation Strategies

Identify any significant legal, reputational, operational, scheduling, or stakeholder-related risks associated with NIL outreach efforts and describe how your organization would mitigate those risks.

3. Response Requirements

Responses should include the following 4 areas below:

1. Capability Statement

The capability statement should include a detailed response to the requested information above. Respondents may provide relevant examples, case studies, client references, or publicly available supporting materials, as appropriate.

2. Company Information

- Legal name of the firm
- Commercial and Government Entity (CAGE) Code, if available
- SAM.gov Unique Entity ID (UEI), if available
- Primary place of business
- Business size and socioeconomic status, if applicable

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- Identification of whether the firm qualifies as a small business
- GSA Schedule contract number(s), if applicable

3. Primary Contact Information

- Name and title
- Complete mailing address
- Email address
- Telephone number

4. Relevant Contract or Project Examples

For each example, provide, if available:

- Client or sponsoring organization
- Contract or project title
- Period of performance
- Brief description of work performed
- Approximate contract or project value
- Description of the respondent's role and responsibilities

4. Submission Instructions

Responses should be submitted electronically with the title " USPTO NIL RFI" in searchable PDF format to:

Point of Contact: Emalee Gawrelski and Jennifer Springer

Email: Emalee.Gawrelski@uspto.gov and Jennifer.Springer@uspto.gov

Questions due: Any questions regarding this RFI must be submitted no later than October 12, 2026 at 1pm ET to Emalee.Gawrelski@uspto.gov and Jennifer.Springer@uspto.gov.

RFI Response Due Date: October 20, 2026 10am ET

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Responses should be concise and should not exceed **5 pages in total**, excluding cover pages and relevant attachments. Respondents should clearly identify any information they consider proprietary or confidential. However, respondents should not submit information

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that is personally identifiable, sensitive, export-controlled, classified, or otherwise restricted.

5. Important Notice

SAM.gov registration is not required to submit an RFI response, but a current registration will be required if the USPTO proceeds with a procurement. Offerors or quoters are required to have an active Federal Government contracts [registration in SAM.gov](https://sam.gov/entity-registration) (<https://sam.gov/entity-registration>) when they submit an offer or quotation, and at the time of award.

See Revolutionary FAR Overhaul (RFO) 4.203 System for Award Management. Submission of a response does not create an obligation for the Government to award a contract, issue a solicitation, reimburse preparation costs, or provide feedback. The Government may contact respondents for additional information. Information provided may be used to develop acquisition strategies, market research, statements of work, and future solicitation requirements.