



UNITED STATES PATENT AND TRADEMARK OFFICE

MARKET RESEARCH PURPOSES ONLY

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Council for Inclusive Innovation (CI²)

Request for Information



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INTRODUCTION

The United States Patent and Trademark Office (USPTO), Office of the Chief Communications Officer (OCCO) is conducting market research on securing a Public Relations firm to assist with the Council for Inclusive Innovation (CI²). The OCCO manages the USPTO's public affairs function and coordinates a wide variety of internal and external communications. The CI² is a key Department of Commerce initiative to increase inclusive innovation, in partnership with the private sector.

DISCLAIMER AND NOTICE REGARDING CONTRACT AWARDS

This RFI is issued for market research, information and planning purposes only. This document is not a Request for Proposal (RFP) or Request for Quotation (RFQ), or a promise to issue a RFP or RFQ in the future. There is no USPTO commitment or implied agreement or understanding as a result of Government action or inaction taken in response to the RFI or the accompanying documents or attachments. This RFI does not commit the Government to contract for any supply or service whatsoever. The information provided in the RFI is subject to change and is not binding on the Government.

Participation in this process is strictly voluntary. No entitlement to payment will arise as a result of the submission of a response to the RFI or the response to any questions that the USPTO may ask as a result of the submission. The USPTO will not incur or reimburse any costs for the submission of responses or activities associated with the preparation or response to this RFI, including responses to any follow-up information or action requested by the Government. Responders are advised that the USPTO is not liable for and will not pay for any information or direct, indirect, or administrative costs incurred in responding to this RFI. The USPTO has not made a commitment to procure any of the items discussed, and release of this RFI should not be construed as such a commitment or as authorization to incur cost for which reimbursement would be required or sought. All submissions become Government property and will not be returned, but will be handled in accordance with applicable proprietary markings.

The USPTO may use the results obtained from this RFI to support one or more future procurements. Additionally, the USPTO may use the results obtained from this RFI to make a ***small business set-aside determination***. This means that if you are a small business and you are able to provide the content described below, your response may be critical in determining



UNITED STATES PATENT AND TRADEMARK OFFICE

MARKET RESEARCH PURPOSES ONLY

whether to set aside any future requirement in part or in total for small businesses. Any small business provider of the content described in this document is ***strongly*** encouraged to respond to this RFI.

SUBMISSION REQUIREMENTS

Response Package:

The USPTO requests capability statements submitted in *one PDF file* from vendors who are able to provide products which meet the objectives described below on pages 4-5 of this RFI. There is a 10-page limit but no formatting or other restrictions on your response other than the cover page, and you may include charts, diagrams, video links, and any other information that you wish in the response. Please include three (3) past performance references in your response. Please note that a generic capability statement response is not helpful and will not be reviewed.

The capability statement shall include a Cover Page: Please include the following information on your cover page:

- Business/Organization name, address, Unique Entity Identifier (UEI) number.
 - If you do not have a UEI, please note this.
- Name of vendor representative alternate, and their associated titles and contact information
- (inclusive of telephone numbers and email addresses);
- Vendor website address
- Indicate if your firm is a large, small and include any applicable socio-economic status such as woman-owned, veteran-owned, 8(a) * include the date of the SBA 8(a) expiration or HUBZone. If you are not a small business please include "OTSB"
- If listed on GSA, provide GSA contract number(s).
- Geographical location(s) of company and employee(s)

In addition, please provide written responses to the eight (8) questions provided in Attachment #1. Responses on each tab are limited to a character count of 1,750 per each question's response. Attachment #1 is separate from the 10-page limit listed above.

Questions related to this RFI are due to the below listed individual no later than 4/26/2022 1:00 PM EST to Contracting Officer, Emalee.Gawrelski@uspto.gov

Submission: Please submit your responses to the following individuals by the date and time listed below: **Emalee Gawrelski, Contracting Officer, Emalee.Gawrelski@uspto.gov**

Submission Date and Time no later than 5/9/2022 1:00PM EST



UNITED STATES PATENT AND TRADEMARK OFFICE

MARKET RESEARCH PURPOSES ONLY

Objectives:

OCCO is seeking market research for public relations services for CI² to work hand-in-hand with OCCO and USPTO leadership to create and execute a nationwide marketing campaign consisting of writing-editing, media relations, videos, and other creative communications deliverables including a microsite and social media campaign to increase inclusive innovation, in partnership with the private sector, and to have an established go-to team for all CI²-related communications deliverables.

OCCO is seeking market research for services of a public relations for CI² in all of the following areas:

Writing-editing

- Assist with the writing and editing of CI² products, including press releases, blogs, talking points, communications with Council members (and their staff), alerts, and all public-facing written elements related to the National Strategy.
- Work with OCCO staff to create and execute a social media campaign based on CI² to help amplify messaging for the two-year period.
- Work with OCCO to keep the CI² pages of the USPTO website up to date with the same information as the CI² microsite (more below).
- Research, write and edit two Journeys of Innovation stories related to CI² for the USPTO website.
- Create 5-10 infographics that help illustrate key points of the National Strategy, for posting on USPTO site, CI² microsite, and social media platforms.
- Work with OCCO's videographer to create 2-3 video scripts to support the goals of CI² and supporting messaging.
- The OCCO will serve as POC for obtaining clearance on all items.

Public launch of National Strategy

- Develop and administer the public roll-out communications and marketing plan for the CI²'s National Strategy, including:
 - Identifying and pitching key reporters to cover the strategy
 - Working with OCCO staff to facilitate all media interviews with USPTO executives (and/or Council members, if appropriate)
 - Creating the appropriate digital real estate to house the strategy (whether on the USPTO website or the development of a microsite)



UNITED STATES PATENT AND TRADEMARK OFFICE

MARKET RESEARCH PURPOSES ONLY

- Creating all USPTO brand-compliant supporting visuals

Microsite

- Provide an estimate and compelling blueprint for a CI² microsite that would house relevant facts, visuals, the National Strategy, and other useful data. Timeline of completion should be included.
- Once approval is obtained, work with OCCO and USPTO leadership to create and maintain the microsite, providing detailed timelines and relevant deliverables for approvals.

Other

- Work with OCCO staff to determine appropriate metrics for success for the roll-out and the progress for each CI² initiative.
- Plan and execute a CI² conference with Council members and other inclusive innovation thought leaders at the conclusion of a two-year period.
- Other CI² communications duties as assigned.

Attachment #1 8 Questions:

No.	Question
1	How big is your firm or organization?
2	Are there any functions listed in the RFI that your firm or organization would not be able to execute? If so, what are they and why?
3	Where is your firm or organization located? Where are the employee(s) located?
4	Do you contract web work to an outside web developer or do you support this function in-house?
5	Has your firm or organization worked with web developers in the past to create a microsite (or one-issue website)? If so, please explain.
6	Has your firm or organization worked on policy issue campaigns before? If so, please give 3-5 examples.
7	How many employees would you assign to this campaign if USPTO decided to hire your firm or organization?
8	How does your firm or organization measure whether or not a campaign is successful?