

09 FILING · CLASSES AND ID MANUAL ENTRIES

A coffee roaster's whole business, mapped to classes and live ID Manual entries.

A new client roasts coffee, sells online and wholesale, runs two cafés, ships a subscription, sells mugs and T-shirts, and teaches brewing classes. The attorney needs the classes, the pre-approved wording, and where to cut if the budget is tight.

New client: a small-batch coffee roaster. They roast and sell whole-bean and ground coffee online and to wholesale accounts, run two cafés, sell a monthly coffee subscription, sell mugs and T-shirts, and teach home-brewing classes. Which classes do we need, and which pre-approved ID Manual entries fit each part of the business?

Attorney

6 CORE CLASSES

Here's the full class map for the roaster, with ID Manual entries pulled for each line of business.

Recommended classes (6 core)

CLASS	COVERS FOR THIS CLIENT	PRE-APPROVED ID MANUAL ENTRIES
Class 30 — Staple Foods	The core product: roasted whole-bean and ground coffee	Coffee (030-736) · Roasted coffee beans (030-551, TM5) · Ground coffee beans (030-521, TM5) · Coffee beans (030-282)
Class 35 — Advertising & Business	Online retail, wholesale distribution, and the monthly subscription box	On-line retail store services featuring ___ (035-284, template) — fill in <i>coffee, mugs, T-shirts</i> etc. · On-line wholesale store services featuring ___ (035-2197, template) — fill in <i>coffee</i> · On-line retail store services featuring subscription boxes containing ___ (035-2871, template) — fill in <i>coffee</i>
Class 43 — Hotels & Restaurants	The two cafés	Café services (043-2172, TM5) · Coffee shop services (043-2555, TM5) · Coffeehouse services (043-2718) — if they serve food, add Restaurant services or use Cafe and restaurant services (043-2625)
Class 21 — Housewares	Mugs and cups	Mugs (021-959, TM5) · Coffee mugs (021-1389, TM5) · Coffee cups, tea cups and mugs (021-1190)
Class 25 — Clothing	T-shirts	T-shirts (025-397, TM5) · Shirts (025-773, TM5) · Graphic tee shirts (025-1958) if the branding is the point of the shirts
Class 41 — Education	Home-brewing classes	Education services, namely, providing classes and instruction in the field of ___ (041-3162, template) — fill in <i>coffee brewing / home brewing</i>

Markus · real session, Sep 27, 2026 · recommend_nice_classes, suggest_gs_descriptions ×7 · 65 seconds

Which of these classes could we drop to save filing fees without losing meaningful protection?

Attorney, follow-up

Short answer: **Class 41 is the clear drop, Class 25 is the next candidate, and Class 35 is a judgment call — but keep 30 and 43 no matter what.** Here's the reasoning, anchored in how examiners actually search. ...

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WHY THIS NEEDS THE ID MANUAL

A general model knows coffee is Class 30. It can't give you the current ID Manual: the exact pre-approved wording and Term ID for each line, which entries are fill-in templates, and which classes an examiner searches together. Markus pulled all of it in about a minute, then showed where to cut.

All 20 Term IDs in the answer checked active in the USPTO ID Manual with matching class and wording, and the TM5 flags match. The class-coordination points (Class 30 isn't coordinated with 21 or 25; Class 25 coordinates with 14, 18, 24, 28, 35 and 42) match the USPTO's coordinated-class table. September 2026. Client invented.

Read the whole session and open the unedited conversation: gleanmark.com/markus-ai/examples/filing-coffee-roaster