

# United States of America

## United States Patent and Trademark Office

# MOTHER

**Reg. No. 7,033,197**

**Registered Apr. 25, 2023**

**Corrected Dec. 12, 2023**

**Int. Cl.: 35, 41, 42**

**Service Mark**

**Principal Register**

Mother Family Limited (UNITED KINGDOM Limited Company )  
Biscuit Building,  
10 Redchurch Street London E2 7DD  
UNITED KINGDOM

CLASS 35: Advertising, marketing, promotional and public relations services; advertising agency services; experiential marketing services; marketing analysis services in the nature of digital media attribution measurement and optimization services; media buying and planning services in the nature of media buying advice, namely, advising the client how much media time, and at what times the client should be purchasing advertising; brand imagery consulting services; brand strategy services, namely, brand positioning services; event marketing services; planning and advice in relation to brand marketing strategies, namely, marketing consulting; production, post-production, editing, publishing, distribution, rental and projection of sound, video and cinematographic works for advertising purposes, namely, advertising services; consultancy services relating to websites traffic optimization, namely, marketing services; social media strategy consultancy, namely, social media strategy and marketing consultancy focusing on helping clients create and extend their product and brand strategies by building virally engaging marketing solutions; management of social media communities, namely, marketing services; media planning and media buying, namely, business consultation; business services relating to the provision of sponsorship, namely, business consultation; market research; business management, business administration and business consultancy services; business introduction services, namely, business consultation; business management of event hospitality services; promotional management for sports personalities; promotion of sports competitions and events of others; promotion of goods and services through sponsorship of sports events; business management of sports personalities; [ all of the aforesaid services provided via a website; ] information, research, evaluation and consultancy services relating to the aforesaid services; corporate identity services and brand creation services in the nature of brand imagery consulting services

CLASS 41: Sporting, cultural, entertainment and educational activities including the organisation, management and conducting of sporting, cultural, entertainment and educational events, namely, conducting of sports competitions, organizing cultural and arts events; writing services for non-advertising purposes, namely, scriptwriting services for non-advertising purposes; entertainment services, namely, film studio services in the nature of the development, creation, production, and distribution of digital multimedia and audio and visual content being motion picture films, television programs, and multimedia entertainment development and creation; production and distribution of television and radio programs for others; production and distribution of motion picture films; production and distribution of television and radio programs for others; production of sound and video recordings for others; entertainment, namely, production of live stage shows; presentation of live show performances; theatre productions; radio,

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Director of the United States  
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video, film, internet and television entertainment and production services, namely, online entertainment media production services for the internet; production of sound and music video recordings; book publishing services; [ all of the aforesaid services provided via a website; ] information, research, evaluation and consultancy services relating to the aforesaid services

CLASS 42: Corporate identity and brand development services, namely, graphic design services for creating graphic elements of corporate logos; graphic design services; web site design services; software design; product and packaging design services, namely, design services for packaging; product development; development and testing, new product marketing, interior retail space and merchandise display design, namely, new product design services, design and testing for new product development; information, research, evaluation and consultancy services relating to the aforesaid services

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

PRIORITY DATE OF 03-09-2021 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1643845 DATED 06-17-2021, EXPIRES 06-17-2031

SER. NO. 79-333,199, FILED 06-17-2021

## **REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

### **Requirements in the First Ten Years\***

#### **What and When to File:**

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

### **Requirements in Successive Ten-Year Periods\***

#### **What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

### **Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

**NOTE:** A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.