

United States of America

United States Patent and Trademark Office

Sterling Road

Reg. No. 7,003,749

Registered Mar. 21, 2023

Corrected Apr. 30, 2024

Int. Cl.: 9, 35, 41

Service Mark

Trademark

Principal Register

Sterling Road Management Co, LLC (DELAWARE LIMITED LIABILITY COMPANY)

1388 Gough St # 1108

San Francisco, CALIFORNIA 94109

CLASS 9: Downloadable electronic publications in the nature of written articles and newsletters in the field of business and technology

FIRST USE 2-28-2017; IN COMMERCE 5-28-2020

CLASS 35: Business advisory services, namely, providing assistance in development of business strategies and product ideation; Business management consulting with relation to strategy, management, personnel, product development, marketing, and operations matters; Talent recruiting services in the field of engineering, marketing, operations, business development, and executive leadership; arranging and conducting special events for business purposes; business information services, namely, provision of business analysis, research and information services; Advertising, marketing and promotional services in the fields of business advisory services, providing advertising, marketing and promotional material services by means of electronic media, namely, disseminating advertising, marketing and promotional material via online networks, websites and mobile applications, microblogging, and online social media marketing websites; Providing a website featuring social media links where users reference business information and request business resources, namely, providing business information via website provide featuring upvotes, posted comments, reviews, and business recommendations all for business purposes; Business analysis, research, and information services in the fields of entrepreneurship; advisory services for business management for entrepreneurs and growth startups

FIRST USE 2-28-2017; IN COMMERCE 2-28-2017

CLASS 41: Entertainment services, namely, providing non-downloadable podcasts in the fields of startup companies, businesses, human resources, branding, education, technology, leadership, cryptocurrency, and developments in artificial intelligence, data analytics, scientific research, engineering and healthcare; Providing education workshops in the field of business to emerging and start-up companies; Peer to peer coaching in the field of business; On-line journals, namely, non-downloadable electronic publications in the nature of blogs and newsletters in the field of business and technology, venture capital and business development; Educational services, namely,

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



organizing, conducting and arranging training, classes, seminars, workshops, conferences and exhibitions in the fields of business and technology; arranging, organizing, conducting and hosting social and online entertainment events; providing online and in-person learning forums in the fields of leadership development, fundraising, hiring, sales, and revenue growth; education and entertainment services, namely, providing videocasts in the fields of business and technology; educational services, namely, providing online instruction in the fields of business and technology

FIRST USE 2-28-2017; IN COMMERCE 2-28-2017

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

SER. NO. 97-110,344, FILED 11-05-2021

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>.