

# United States of America

United States Patent and Trademark Office



## TruStage

**Reg. No. 4,440,912**

**Registered Nov. 26, 2013**

**Amended Sep. 03, 2024**

**Int. Cl.: 36**

**Service Mark**

**Trademark**

**Principal Register**

CMFG LIFE INSURANCE COMPANY (IOWA CORPORATION)  
5910 MINERAL POINT ROAD  
MADISON, WISCONSIN 53717

CLASS 36: Insurance and financial services, namely, providing financial advisory services and programs to consumers, namely, analysis, advice, and recommendations on personal insurance and life-event planning for financial investment purposes; providing on-line financial services for consumers, namely, the ability to purchase insurance via electronic means and use on-line financial calculators; life, disability, and annuity insurance underwriting services; life, automobile, homeowner insurance brokerage services

FIRST USE 8-1-2012; IN COMMERCE 8-1-2012

The color(s) yellow and black is/are claimed as a feature of the mark.

The mark consists of a design of four rows of horizontal bars, each with a break at different points that forms a brick-like pattern of staggered rectangles. The portions of the bars to the left of the breaks are yellow, while the portions to the right are black. To the right of the design is the wording "TruStage".

SER. NO. 85-582,733, FILED 03-28-2012

*Katherine Kelly Vidal*

Director of the United States  
Patent and Trademark Office



## **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>.