

# United States of America

## United States Patent and Trademark Office



# BLOOMNATION

**Reg. No. 4,554,984**

**Registered Jun. 24, 2014**

**Amended Oct. 01, 2024**

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

**Service Mark**

**Principal Register**

PROMENADE GROUP, INC. (DELAWARE CORPORATION)  
1316 THIRD STREET, SUITE 301  
SANTA MONICA, CALIFORNIA 90401

CLASS 35: Telephonic and electronic ordering services in the field of flowers, floral products and gifts; providing a searchable database in the field of business information available via a global computer network; providing a searchable on-line advertising guide featuring the goods and services of participating florists and shops; advertising services, namely, providing advertising in the nature of on-line and electronic classified directories; providing a website featuring evaluative feedback and product ratings of consumer goods and services of others in the field of florists, namely, rating sellers' goods and services, the value and prices of sellers' goods and services, sellers' performance, delivery, and overall experience in connection therewith; electronic processing of orders for others; receiving orders for flowers and floral gift products and transmitting and/or causing them to be filled by participating florists in the vicinity of the recipient; providing a website used to place online commercial orders in the field of floristry

FIRST USE 11-17-2010; IN COMMERCE 11-17-2010

CLASS 42: Computer services, namely, creating, maintaining, designing and implementing websites for others in the field of florists

FIRST USE 11-17-2010; IN COMMERCE 11-17-2010

The color(s) black, pink, green, blue and white is/are claimed as a feature of the mark.

The mark consists of the word "BLOOMNATION" in black lettering to the right of a stylized heart design with a depiction of a tulip inside in the colors pink, green, blue and white.

OWNER OF U.S. REG. NO. 4274934

SER. NO. 86-065,377, FILED 09-16-2013

*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>.