

United States of America

United States Patent and Trademark Office

JIMMY CHOO

Reg. No. 7,312,564

Registered Feb. 27, 2024

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Int. Cl.: 9, 35, 41

Service Mark

Trademark

Principal Register

J. Choo Limited (UNITED KINGDOM PRIVATE LIMITED COMPANY)
London SW1P 1GW
10 Howick Place
UNITED KINGDOM

CLASS 9: Digital collectibles in the nature of downloadable digital multimedia files containing video in the field of facilitating commercial transactions authenticated by non-fungible tokens (NFTs); downloadable software featuring downloadable multimedia files containing digital art, photographs, videos, and audio recordings authenticated by non-fungible tokens (NFTs); downloadable images in the field of fashion and downloadable computer graphics being digital content; downloadable software featuring downloadable multimedia files containing digital art representing virtual goods, namely, clothing, footwear, headwear, handbags, bags, purses, wallets, jewellery, watches, sunglasses, eyewear, perfumery, keyrings, towels, textiles, linen and cosmetics in relation to fashion authenticated by non-fungible tokens (NFTs); downloadable image files containing digital artwork being virtual representations of clothing, footwear, headwear, handbags, bags, purses, wallets, jewellery, watches, sunglasses, eyewear, perfumery, keyrings, towels, textiles, linen and cosmetics; downloadable virtual goods in the nature of image files of virtual clothing, virtual footwear, virtual headwear, virtual handbags, virtual bags, virtual purses, virtual wallets, virtual jewellery, virtual watches, virtual sunglasses, virtual eyewear, virtual perfumery, virtual keyrings, virtual towels, virtual textiles, virtual linen and virtual cosmetics for use in virtual reality worlds, games, video games, or other virtual environments; downloadable computer application software for mobile phones, namely, software for use in creating avatars and virtual simulations for virtually trying, selecting, designing, customising and using clothing, footwear, headwear, handbags, bags, purses, wallets, jewellery, watches, sunglasses, eyewear, perfumery, keyrings, towels, textiles, linen and cosmetics

CLASS 35: Retail store services featuring downloadable virtual goods, namely, virtual clothing, virtual footwear, virtual headwear, virtual handbags, virtual bags, virtual purses, virtual wallets, virtual jewellery, virtual watches, virtual sunglasses, virtual eyewear, virtual perfumery, virtual keyrings, virtual towels, virtual textiles, virtual linen and virtual cosmetics for use in virtual worlds; Online retail store services featuring downloadable virtual goods, namely, virtual clothing, virtual footwear, virtual headwear, virtual handbags, virtual bags, virtual purses, virtual wallets, virtual jewellery, virtual watches, virtual sunglasses, virtual eyewear, virtual perfumery, virtual keyrings, virtual towels, virtual textiles, virtual linen and virtual cosmetics for use in virtual worlds

CLASS 41: Entertainment services, namely, providing online, non-downloadable virtual clothing, footwear, headwear, handbags, bags, purses, wallets, jewellery, watches, sunglasses, eyewear, perfumery, keyrings, towels, textiles, linen and cosmetics for use in virtual reality worlds, games, video games, virtual simulations and other virtual environments created for entertainment purposes; organisation of virtual reality fashion

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



shows for entertainment purposes; entertainment services, namely, providing on-line, non-downloadable virtual clothing, footwear, headwear, handbags, bags, purses, wallets, jewellery, watches, sunglasses, eyewear, perfumery, keyrings, towels, textiles, linen and cosmetics for use in virtual environments created for entertainment purposes in which users can also create virtual simulations to try, select, design, customise and use virtual products

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

PRIORITY DATE OF 02-10-2022 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1713958 DATED 07-21-2022, EXPIRES 07-21-2032

The name(s), portrait(s), and/or signature(s) shown in the mark identifies Yeang Keat CHOO, whose consent(s) to register is made of record.

SER. NO. 79-363,078, FILED 07-21-2022

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>.