

# United States of America

## United States Patent and Trademark Office



**Reg. No. 5,156,044**

**Registered Mar. 07, 2017**

**Amended Oct. 01, 2024**

**Int. Cl.: 16, 35, 36, 39, 41**

**Service Mark**

**Trademark**

**Principal Register**

JM FAMILY ENTERPRISES, INC. (DELAWARE CORPORATION)  
100 JIM MORAN BOULEVARD  
DEERFIELD BEACH, FLORIDA 33442

CLASS 16: Newsletters in the field of automotive dealership services

FIRST USE 3-00-1999; IN COMMERCE 3-00-1999

CLASS 35: Business management planning and consultation services in the field of automotive dealership; Personnel management consultation services

FIRST USE 9-00-1998; IN COMMERCE 9-00-1998

CLASS 36: Providing automotive financing, underwriting service contracts in the field of automobiles for automotive dealerships; Underwriting vehicle total loss protection for financing for the lease or purchase of automobiles; Administration of vehicle total loss protection products for others; Administration of pre-paid motor vehicle maintenance plans; Insurance administration services of vehicle protection plans; Providing credit union services; Providing service contract administrative services to auto dealers; Providing insurance consulting and insurance brokerage services to dealers in the field of service contracts

FIRST USE 6-00-1993; IN COMMERCE 6-00-1993

CLASS 39: Providing automotive leasing services

FIRST USE 4-00-1994; IN COMMERCE 4-00-1994

CLASS 41: Providing automotive dealer training; Providing instruction and seminars to auto dealers in the field of service contracts and sales management

FIRST USE 6-00-1993; IN COMMERCE 6-00-1993

*Katherine Kelly Vidal*

Director of the United States  
Patent and Trademark Office



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

The mark consists of a design of a tree in teal.

SER. NO. 87-123,087, FILED 08-01-2016

## **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>.