

United States of America

United States Patent and Trademark Office

ACTIVE

얼티브

Reg. No. 7,370,465

Registered Apr. 30, 2024

Corrected Oct. 29, 2024

Int. Cl.: 35

Service Mark

Principal Register

CJ CHEILJEDANG CORPORATION (REPUBLIC OF KOREA CORPORATION)

CJ Cheiljedang Center

330, Dongho-ro, Jung-gu

Seoul, REPUBLIC OF KOREA 04560

CLASS 35: Advertising services; providing commercial information and advice for consumers in the choice of products and services; dissemination of advertising matter; distribution of samples; marketing services; online advertising on a computer network; providing television home shopping services in the field of general consumer merchandise; promotion of goods and services through sponsorship of sports events; promoting the goods and services of others by means of operating an on-line comprehensive shopping mall with links to the retail web sites of others; supermarkets; retail store services featuring cosmetics; retail store services featuring toiletry preparations; retail store services featuring office requisites, except furniture; retail store services featuring catalogues; retail store services featuring stickers; retail store services featuring bags; retail store services featuring purses; retail store services featuring clothing; retail store services featuring footwear; retail store services featuring headwear; retail store services featuring containers for household use; retail store services featuring mugs; retail store services featuring gymnastic and sporting articles; retail store services featuring balls for games; retail store services featuring milk; retail store services featuring milk substitutes; retail store services featuring tofu; retail store services featuring yogurt; retail store services featuring vegetable-based cream; retail store services featuring ice cream; retail store services featuring tea; retail store services featuring tea-based beverages; retail store services featuring coffee; retail store services featuring coffee-based beverages; retail store services featuring cocoa; retail store services featuring non-alcoholic beverages; retail store services featuring fruit-based beverages; retail store services featuring fruit juices; retail store services featuring confectionery; business management; business administration; providing office functions

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



PRIORITY CLAIMED UNDER SEC. 44(D) ON REPUBLIC OF KOREA
APPLICATION NO. 2022-0047863, FILED 03-15-2022, REG. NO. 40-2070050,
DATED 08-21-2023, EXPIRES 08-21-2033

The mark consists of the word "ALTIVE" in capital letters with three Korean Characters centered underneath.

The non-Latin characters in the mark transliterate to "ALTIVE" and this has no meaning in a foreign language.

SER. NO. 97-393,347, FILED 05-03-2022

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>.