

# United States of America

## United States Patent and Trademark Office

*Penfolds*

**Reg. No. 7,215,198**

**Registered Nov. 14, 2023**

**Corrected Oct. 29, 2024**

**Int. Cl.: 35, 41, 43**

**Service Mark**

**Principal Register**

Southcorp Brands Pty Limited (AUSTRALIA Australian Proprietary Company,  
Limited by Shares)  
Level 8,  
161 Collins Street  
Melbourne VIC 3000, AUSTRALIA

CLASS 35: Wholesale and retail store services featuring alcoholic and non-alcoholic beverages; [ direct marketing services in the field of the supply of alcoholic and non-alcoholic beverages, including by mail order and by electronic means; ] online retail store services featuring alcoholic and non-alcoholic beverages; [ sales promotion services; arranging and conducting promotional and marketing events; ] customer service management for others in the field of after-sales services in respect of wines [ ; business services, namely, business management assistance, business management and organization consultancy, business management consultancy, and professional business consultancy; advertising services; business management; business administration; providing office functions ]

CLASS 41: Arranging of exhibitions for cultural purposes; arranging of exhibitions for educational purposes; arranging of exhibitions for entertainment purposes; arranging of exhibitions for training purposes in the field of wine tasting; conducting of exhibitions for amusement purposes, namely wine festivals and wine tastings; conducting of exhibitions for educational purposes; conducting of exhibitions for entertainment purposes; conducting of exhibitions for recreation purposes, namely wine festivals and wine tastings; organising events for entertainment purposes; provision of live musical entertainment; arranging and conducting of musical concerts

CLASS 43: The preparation and provision of food and drink; provision of beverages, namely, providing wine during tasting events; cafes, cafeterias, and self-service and serviced cafeterias, and cafe bar restaurants, self-service restaurants; snack bars services; canteen services; catering services; coffee shops and coffee houses; catering of food and drink services; take away restaurant services; bar services; cocktail lounges; bistro services; fast food restaurants; hospitality services in the nature of the provision of food and drink; provision of conference facilities [ ; hotel services, namely, providing temporary accommodation ]

*Katherine Kelly Vidal*

Director of the United States  
Patent and Trademark Office



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

The mark consists of the stylized term PENFOLDS in red.

OWNER OF U.S. REG. NO. 1872741, 6854445, 6160845

PRIORITY DATE OF 07-09-2021 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1645933 DATED 09-17-2021,  
EXPIRES 09-17-2031

SEC.2(F)

SER. NO. 79-334,034, FILED 09-17-2021

## **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>.