

United States of America

United States Patent and Trademark Office



Reg. No. 6,301,988

Registered Mar. 23, 2021

Amended Nov. 12, 2024

Int. Cl.: 9, 38, 41

Service Mark

Trademark

Principal Register

Pearson plc (UNITED KINGDOM public limited company (plc))
80 Strand
London, UNITED KINGDOM WC2R0RL

CLASS 9: Downloadable mobile applications using artificial intelligence for use by instructors, learners and administrators for teaching, learning and tutoring in various disciplines at the primary, secondary, undergraduate, graduate, vocational and professional development levels; downloadable computer software using artificial intelligence for use by instructors, learners and administrators for teaching, learning and tutoring in various disciplines at the primary, secondary, undergraduate, graduate, vocational and professional development levels; downloadable mobile applications and computer software using artificial intelligence in the field of personalized learning in various disciplines at the primary, secondary, undergraduate, graduate, vocational and professional development levels; * none of the aforementioned goods are for or related to corporate payment solutions, billing and payment processing, travel planning and travel cost management, financial supply chain management or for or related to the goods of a credit card company *

FIRST USE 11-9-2019; IN COMMERCE 11-9-2019

CLASS 38: Telecommunications, namely, sending messages; streaming of data; providing telecommunication connections to the Internet; transmission of video-on-demand footage; wireless broadcasting services; streaming of audio, visual and audiovisual content via a global computer network; electronic transmission and streaming of digital content for others via a global and local computer network; transmission of videos on demand; broadcasting of video and audio programs over the Internet; telecommunication services, namely, transmission of voice, data, graphics, images, audio and video provided via telecommunication networks, wireless communication networks and the Internet; * none of the aforementioned goods are for or related to corporate payment solutions, billing and payment processing, travel planning and travel cost management, financial supply chain management or for or

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



related to the goods of a credit card company *

FIRST USE 11-9-2019; IN COMMERCE 11-9-2019

CLASS 41: Educational services, namely, tutoring, teaching and personal coaching services in various disciplines at the primary, secondary, undergraduate, graduate, vocational and professional development levels; educational services, namely, tutoring, teaching and personal coaching services in various disciplines using artificial intelligence at the primary, secondary, undergraduate, graduate, vocational and professional development levels; educational services, namely, personalized learning services in various disciplines using artificial intelligence at the primary, secondary, undergraduate, graduate, vocational and professional development levels: * none of the aforementioned goods are for or related to corporate payment solutions, billing and payment processing, travel planning and travel cost management, financial supply chain management or for or related to the goods of a credit card company *

FIRST USE 11-9-2019; IN COMMERCE 11-9-2019

The color(s) blue, yellow and orange is/are claimed as a feature of the mark.

The mark consists of a stylized yellow oblong shape displayed next to two shaded circles, where the top circle is blue and bottom circle is orange.

SER. NO. 88-472,720, FILED 06-13-2019

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>.