

United States of America

United States Patent and Trademark Office

REEVE

Reg. No. 7,257,694

Registered Jan. 02, 2024

Corrected Nov. 19, 2024

Int. Cl.: 41, 44

Service Mark

Principal Register

Reeve LLC (VIRGINIA LIMITED LIABILITY COMPANY)
5300 Patterson Avenue
Glen Allen, VIRGINIA 23226

CLASS 41: Education services, namely, providing live and on-line presentations, seminars, and workshops in the field of wellness and medical aesthetic services other than for cosmetics including but not limited to scar treatment, sun care products, and post-operative garments; On-line journals, namely, blogs featuring information in the field of wellness and medical aesthetic services other than for cosmetics including but not limited to scar treatment, sun care products, and post-operative garments; On-line video journals, namely, vlogs featuring nondownloadable videos in the field of wellness and medical aesthetic services other than for cosmetics including but not limited to scar treatment, sun care products, and post-operative garments

FIRST USE 2-14-2022; IN COMMERCE 2-14-2022

CLASS 44: Hair tinting services; Laser hair removal services; Medical services, namely, providing medical aesthetic and medical spa services in the nature of treatments for face and body and rejuvenation and intervention treatments; Medical services, namely, providing chemical peel therapy, radiofrequency treatments, topical infusions, body rejuvenation, cellulite reduction, photo-facial treatments, dietary supplements, permanent make-up, and sclerotherapy; Microdermabrasion services other than for scar treatment; Microneedling treatment services ; Providing information in the fields of health and wellness in the field of wellness and aesthetic medical procedures other than for scar treatment via a website; Skin treatments other than for scar treatment, namely, the injection of dermal filling agents and neuromuscular blocking agents to reduce the appearance of facial lines and wrinkles; Telemedicine services; Providing laser and intense pulse light skin enhancement procedures other than for scar treatment; Providing medical aesthetic procedures other than for scar treatment, namely, treating the skin with dermal fillers and botulinum toxin

FIRST USE 2-14-2022; IN COMMERCE 2-14-2022

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

SER. NO. 97-472,114, FILED 06-23-2022

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



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>.