

United States of America

United States Patent and Trademark Office

AURA

Reg. No. 6,615,804

Registered Jan. 11, 2022

Amended Dec. 03, 2024

Int. Cl.: 35, 36, 45

Service Mark

Principal Register

AURA SUB, LLC (DELAWARE LIMITED LIABILITY COMPANY)
250 Northern Avenue, 3rd floor
Boston, MASSACHUSETTS 02210

CLASS 35: Customer care services in the nature of customer relationship management in the event of identity theft and data loss * ; none of the aforesaid goods/services being in connection with software using blockchain technology for the storage, tracking and authentication of goods or related to virtual goods authenticated by non-fungible tokens *

FIRST USE 7-11-2019; IN COMMERCE 7-11-2019

CLASS 36: Providing credit reporting data maintained by others in the field of identity theft protection; credit risk management services, namely, obtaining credit information and other public and personal financial information for use in providing reports on credit risks due to identity theft; fraud resolution assistance, namely, providing advice and consultation in the field of restoring credit damaged by identity theft * ; none of the aforesaid goods/services being in connection with software using blockchain technology for the storage, tracking and authentication of goods or related to virtual goods authenticated by non-fungible tokens *

FIRST USE 7-11-2019; IN COMMERCE 7-11-2019

CLASS 45: Providing online resources in the field of identity theft protection featuring methods, tools, and techniques to safeguard personal identifying information * ; none of the aforesaid goods/services being in connection with software using blockchain technology for the storage, tracking and authentication of goods or related to virtual goods authenticated by non-fungible tokens *

FIRST USE 7-11-2019; IN COMMERCE 7-11-2019

The mark consists of the wording "AURA" with the "A" letters in the word created by a design of inverted "V"s forming the first and last letter "A". The first letter in the word also contains a horizontal bar above the inverted V.

SER. NO. 88-481,167, FILED 06-20-2019

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>.