

# United States of America

## United States Patent and Trademark Office



*My First  
Five Years*

**Reg. No. 7,307,196**

**Registered Feb. 20, 2024**

**Corrected Dec. 10, 2024**

**Int. Cl.: 9, 16, 25, 28, 41, 42**

**Service Mark**

**Trademark**

**Principal Register**

My First Five Years Ltd (UNITED KINGDOM Limited Company)  
The Copper Room,  
Trinity Way Salford M3 7BG  
UNITED KINGDOM

CLASS 9: Downloadable software applications for use in assessing, tracking, monitoring and recording child development and child progress, and to support child development; electronic publications, downloadable, namely newsletters, activities, magazines, books, training publications, blogs and educational publications in the field of child development and child progress and for use in assessing, tracking, monitoring and recording child development and child progress, and to support child development; downloadable social networking software applications for parents; downloadable software applications for use in building a community of parents through social networking, and for creating a downloadable scrapbook to collect memories \* ; all of the aforementioned excluding public advocacy using a variety of communications tools and strategies to promote awareness of the importance of investing in quality early care and learning programs for a at-risk children from birth to age five and promoting public interest in the importance of investing in quality early care and learning programs for at-risk children from birth to age five \*

CLASS 16: Printed educational publications, namely books, newsletters, magazines in the field of child development and child progress and for use in assessing, tracking, monitoring and recording child development and child progress, and to support child development; printed books in the field of child development and child progress and for use in assessing, tracking, monitoring and recording child development and child progress, and to support child development; printed books for babies and children \* ; all of the aforementioned excluding public advocacy using a variety of communications tools and strategies to promote awareness of the importance of investing in quality early care and learning programs for a at-risk children from birth to age five and promoting public interest in the importance of investing in quality early care and learning programs for at-risk children from birth to age five \*

CLASS 25: Clothing namely, t-shirts, shorts, trousers, dresses, vests, ear muffs, gloves, dressing gowns, headbands, jackets, jerseys, coats, jumpers, leggings, pyjamas, underwear, bibs, romper suits, sleepsuits, bodysuits; footwear; headgear, namely headwear

*Katherine Kelly Vidal*

Director of the United States  
Patent and Trademark Office



CLASS 28: Educational toys and playthings to create opportunities for interaction and experimentation to support child progress and child development, in particular, fine motor and cognitive skills; construction toys to support motor and sensory development; threading toys to support motor development; grasping toys to support motor development; stacking toys to promote motor development; stuffed toys; toy building and stacking blocks; toy building and stacking rings; toy metallic disks for stacking, threading, rolling; toy mirrored pebbles for stacking; wheeled toys for grasping; toy stacking pyramids; toy keys; toy mirrors; toy flowers; finger puppets; toy kitchens and toy kitchen utensils

CLASS 41: Educational services, namely classes, seminars, masterclasses, non-downloadable webinars, workshops, training, in the field of child development and child progress; entertainment services, namely, organizing parties, musical events featuring live performances, social entertainment events relating to learning and development, and conducting educational programs relating to child development; entertainment services for babies, children and parents, namely, organizing online parties, online musical events featuring live performances, online social entertainment events relating to child learning and development, and conducting online educational programs relating to child development \* ; all of the aforementioned excluding public advocacy using a variety of communications tools and strategies to promote awareness of the importance of investing in quality early care and learning programs for a at-risk children from birth to age five and promoting public interest in the importance of investing in quality early care and learning programs for at-risk children from birth to age five \*

CLASS 42: Software as a service, namely, software for use in assessing, tracking, monitoring and recording child development and child progress and to support child development; platform as a service featuring computer software platforms for use in assessing, tracking, monitoring and recording child development and child progress, for storing memories including photographic and video and to support child development; software as a service featuring software for social networking by parents for use in building a community of parents; platform as a services featuring software platforms for social networking by parents and for use in building a community of parents \* ; all of the aforementioned excluding public advocacy using a variety of communications tools and strategies to promote awareness of the importance of investing in quality early care and learning programs for a at-risk children from birth to age five and promoting public interest in the importance of investing in quality early care and learning programs for at-risk children from birth to age five \*

The mark consists of a stylized number "5" to the left of the stylized wording "MY FIRST FIVE YEARS". The "5" is stylized in a manner that its body is a composite of various designs in the form of stars, hand and footprints, flowers, music notes, hearts, smiling faces, quote bubbles, books, butterflies, clouds, suns, and miscellaneous curved shape figures.

OWNER OF INTERNATIONAL REGISTRATION 1656287 DATED 01-17-2022,  
EXPIRES 01-17-2032

SER. NO. 79-338,313, FILED 01-17-2022

## **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>.