

United States of America

United States Patent and Trademark Office



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42**

Service Mark

Trademark

Principal Register

Bayerische Motoren Werke Aktiengesellschaft
(GERMANY AKTIENGESELLSCHAFT (AG))
Petuelring 130
München, GERMANY 80809

CLASS 9: Recorded content, namely, visual and audio recordings featuring automobiles; media content, namely, visual and audio recordings featuring automobiles; data storage devices, namely, pre-recorded US flash drives featuring visual and audio recordings of automobiles; USB cables; USB charging ports; portable power supplies in the nature of battery chargers; electronic databases in the field of automobiles, automobile parts and accessories, automobile dealerships, and customer service information; data processing apparatus; recorded or downloadable software for use in monitoring, operating, control, repair and diagnosis of vehicles; recorded or downloadable software for viewing automobiles, for providing product information concerning automobiles and for configuring, customizing and ordering automobiles; downloadable software in the form of a mobile application for computers or other portable home electronics for connecting to, accessing, and operating vehicles; information technology and audio-visual, multimedia and photographic devices, namely, computers, cameras, display monitors, computer monitors, display screens, and controllers and dials for operating vehicle display screens; communications apparatus, namely, smart phones, mobile phones, and electronic personal digital assistant devices; magnets, magnetizers and demagnetizers; scientific and laboratory devices for treatment using electricity, namely, electric vehicle chargers, battery chargers, wire connectors, electric cables; apparatus, instruments and cables for electricity, namely, electric vehicle chargers, battery chargers, wire connectors, electric cables; electrical and electronic components in the nature of capacitors, connectors, relays, switches, transformers, semiconductors, and integrated circuits; optical apparatus and instruments, namely, cameras, optical sensors for vehicles; spectacles; sunglasses; protective eyeglasses; spectacle cases; carrying cases for cell phones; protective covers for cell phones; protective covers for tablet computers; bags for laptop computers; computer peripherals; computer mice; mouse pads; reflective safety vest; GPS navigation, guidance, tracking devices; electronic measuring, detecting and monitoring instruments, indicators and controllers in the nature of capacitors, connectors, relays, switches, transformers, semiconductors, and integrated circuits; measuring and monitoring instruments, namely, oil level sensors, tire pressure gauges, fuel sensors, fuel gauges; articles of protective clothing for wear by motorcyclists for protection against accident or injury; motorcycle helmets; protective helmets for cyclists; protective helmets for children; electronic

Denise Z. Brant

Acting Director of the United States Patent and Trademark Office



CLASS 12: Land vehicles; motorcycles; bicycles; engines for land vehicles; motors for land vehicles; parts and fittings for vehicles, namely, structural parts for land vehicles, hoods, bodies, chassis, roofs, roof liners, doors, door sills, motor grills, side grills being vehicle trim, transmissions, transmission shafts, transmission chains, driving chains, torsion bars, differentials, clutches, suspension springs, suspension systems, direction signals, horns, windshields, window, windscreen wipers, headlight wipers, fenders, drive belts, gears, gear boxes, reduction gears, axles, brakes and braking systems, brake discs, brake segments, brake blocks, brake pads, badges, bumpers, spoilers, side skirts, front splitters, brake air ducts, vehicle seats, headrests for vehicle seats, fitted seat covers, caps for vehicle gas tanks, side mirrors, rear view mirrors, steering wheels, shock absorbers, safety belts, airbags, airbag covers, wheels, rims for vehicle wheels, hubcaps, hubs for vehicle wheels, inner tubes for pneumatic tires, tires for vehicles, valves for vehicle tires, valve stem caps for vehicle tires, anti-skid chains for tires, casings for pneumatic tires, mudguards, anti-theft devices and alarms for vehicles, reversing alarms for vehicles, car sun blinds, trailer hitches for automobiles, hydraulic circuits for vehicles, torque converters, anti-glare devices for automobiles being sun visors, roof rack storage containers for automobiles, ski carriers for use on automobiles, luggage carriers and nets for automobiles, safety seats for children, footrests for vehicles, roll bars for motor vehicles, connecting rods for land vehicles, other than parts of motors and engines; body kits comprised of external structural parts of automobiles; vehicle accessories in the nature of license plate holders; exterior and interior insignia badges for vehicles and vehicle parts, namely, insignia for vehicles

CLASS 14: Gemstones, pearls and precious metals, and imitations thereof; jewellery; chronometers; chronographs as watches; watches; clocks; other goods of precious metals and precious stones and imitations thereof, namely, statues and figurines, made of or coated with precious or semi-precious metals or stones, or imitations thereof, ornaments, collectible coins and tokens, made of or coated with precious or semi-precious metals or stones, or imitations thereof, works of art of precious metal; key rings and key chains and charms therefor; jewellery boxes and watch boxes

CLASS 16: Paper and cardboard; paper bags and articles of paper, cardboard or plastics, for packaging, wrapping and storage; stationery; adhesives for stationery or household purposes; money holders, namely, money clips; printed matter, namely, books, manuals, newsletters, catalogs and brochures in the field of automobiles and motorcycles; printed matter, namely, reports, magazines and books regarding corporate information and investor information; printed matter, namely, financial reports; printed operating and instruction manuals in the field of automobiles and motorcycles; printed teaching materials in the field of driver training and vehicle maintenance and repair

CLASS 18: Umbrellas and parasols; walking sticks; luggage, all-purpose carrying bags, purses; wallets; key holders being key cases; saddlery, whips and apparel for animals

CLASS 21: Statues, figurines, plaques and works of art, made of porcelain, ceramic, earthenware, terra cotta or glass, included in this class; unworked and semi-worked glass, except building glass; brushes, except paintbrushes, namely, cleaning brushes for vehicles and sports equipment, shoe brushes, clothes brushes, hair brushes, shampoo brushes, cosmetic brushes, brooms, and cleaning utensils, namely, cleaning cloths, material for brush-making; tableware, cookware and containers, namely, dishes, plates, pots, pans, drinking cups and saucers, bowls, serving bowls and household containers for foods; household articles for clothing and footwear, namely, boot jacks and shoe horns, button hooks, stretchers for clothing, non-electric trouser presses, shoe polishers in the nature of applicators not containing shoe polish, shoe trees and shapers being shoe stretchers; glassware, porcelain and earthenware not included in other classes, namely, dishes, plates, cups, mugs, bowls and vases; ceramic plates being dinnerware; mugs; napkin holders and rings; trays for household purposes; bottle openers; corkscrews; coasters not of paper or textile; powder compacts; perfume sprayers; non-electric portable coolers and vacuum bottles, all for food and/or

beverages; plates; cooking pot sets; containers for household use of kitchen use; drinking glasses; drinking vessels; barware, namely, cocktail shakers, cocktail strainers, stirring rods for beverages, and ice scoops

CLASS 25: Headwear; clothing, namely, t-shirts, polo shirts, long-sleeved shirts, pullovers, sweatshirts, blouses, jackets, vests, cardigans, blazers, suits, raincoats, pants, trousers, shorts, skirts, dresses, belts, gloves, scarves, ties, socks, gloves; footwear

CLASS 28: Sporting articles and equipment, namely, snowboards, snowboard bags, being bags specially adapted for snowboards, skateboards, skis, ski cases and ski bags, surfboards, golf clubs, golf tees, golf balls, golf bags; toys, games, playthings and novelties, namely, plush toys, board games, ride-on toys, flying discs; video game apparatus, namely, video game machines; scale model vehicles

CLASS 35: Advertising services; marketing services; business administration of consumer loyalty programs; providing commercial information and advice for consumers in the choice of products and services; commercial information agency services, import-export agency services, mediation and negotiation of business contracts for third parties, price comparison services, subscription services, namely, on-line retail store services featuring subscription-based access to vehicles; retail and wholesale store services in the field of vehicles and their parts and accessories therefor, lacquers and varnishes, preservatives, essential oils and aromatic extracts, cleaning and fragrancings preparations, household fragrances, vehicle cleaning preparations, laundry preparations, leather cleaning and polishing preparations, [fuels and] illuminants, fuel additives, lubricants and industrial greases, waxes and fluids, pumps, compressors and fans, current generators, charging stations for electric vehicles; online retail and wholesale store services in the field of vehicles and their parts and accessories therefor, lacquers and varnishes, preservatives, essential oils and aromatic extracts, cleaning and fragrancings preparations, household fragrances, vehicle cleaning preparations, laundry preparations, leather cleaning and polishing preparations, [fuels and] illuminants, fuel additives, lubricants and industrial greases, waxes and fluids, pumps, compressors and fans, current generators, charging stations for electric vehicles; retail and wholesale store services in the field of recorded data, databases, media content, software, computer operating systems, information technology and audiovisual equipment, communication apparatus and equipment, data storage devices, data processing apparatus, photographic devices, electric and electronic components, optical devices, safety, security, protection and signaling devices; online retail and wholesale store services in the field of recorded data, databases, media content, software, computer operating systems, information technology and audiovisual equipment, communication apparatus and equipment, data storage devices, data processing apparatus, photographic devices, electric and electronic components, optical devices, safety, security, protection and signaling devices; retail and wholesale store services in the field of navigation, guidance, tracking, targeting and map making devices, jewelry, chronometers, jewelry boxes and watch boxes, luggage, bags, wallets and other carriers, headgear, clothing, footwear, sporting articles and equipment, toys, games and playthings; business assistance, management and administrative services; business data analysis, research and information services in the automotive field; market research; online retail and wholesale store services in the field of navigation, guidance, tracking, targeting and map making devices, jewelry, chronometers, jewelry boxes and watch boxes, luggage, bags, wallets and other carriers, headgear, clothing, footwear, sporting articles and equipment, toys, games and playthings; business assistance, management and administrative services; business data analysis, research and information services in the automotive field; market research

CLASS 36: Insurance services, namely, providing extended warranty contracts in the field of automobiles and motorcycles; insurance services, namely, providing insurance for protection against accidents, damage to vehicles or theft of vehicles; banking services; financing relating to automobiles; venture capital services, namely, providing financing to emerging and start-up companies; providing loans and lines of credit; financing of loans; lease-purchase financing; automobile lease financing; credit and loan services; debt recovery services and factoring agency services; issuance of credit cards,

debit cards, and prepaid credit cards; processing of credit card payments; processing of debit card payments; charitable fundraising and financial sponsorship of sports, entertainment and cultural events; financial appraisal and valuation of vehicles; financial planning and consultancy relating to vehicle fleets and surveillance services of vehicle fleets; financial analysis in the field of vehicle fleets; consultancy and information in relation to the aforesaid services, included in this class

CLASS 37: Installation, cleaning, repair and maintenance services in relation to vehicles and parts and accessories for vehicles; vehicle restoration and repair services; consultancy and information in relation to the aforesaid services, included in this class

CLASS 38: Telecommunication services, namely, transmission of voice, audio, visual images and data by telecommunications networks, wireless communication networks, the Internet, information services networks and data networks; telecommunication access services; telecommunication services, namely, providing internet access via wireless networks; telecommunication services, namely, providing electronic message alerts via the Internet or via wireless networks; provision of access to a global computer network to access content, websites and portals; consultancy and information in relation to the aforesaid services, included in this class

CLASS 39: Distribution of electricity; distribution of energy; car transport; passenger transport; transportation and delivery of goods; vehicle rental; transport brokerage; travel and passenger transportation in the nature of providing transportation for tourists; chauffeur services; chauffeur driven car hire services; arrangement of taxi transport; providing taxi and car rental booking services via mobile applications; providing transport for sightseeing, tour guide and excursion services; rescue operations and towing services, namely, vehicle towing; packaging and storage of goods; vehicle parking and storage; parking space rental for vehicles; provision of information regarding rental of or availability of parking spaces for vehicles; providing traffic information; travel route planning; GPS navigation services; provision of information and planning and booking of transport services

CLASS 41: Publishing of books, magazines, reviews and reports; providing news in the nature of current event reporting; editorial reporting services; education services in the nature of classes, seminars, and workshops in the field of automobiles, vehicle driving, and vehicle repair and maintenance, entertainment services in the nature of automobile racing and exhibitions, organization of exhibitions for cultural or educational purposes; entertainment in the nature of automobile races or automobile exhibitions; driver safety and performance training; organizing and conducting of automobile enthusiast events and automobile racing competitions for cultural, entertainment and sporting purposes; automobile club services for entertainment purposes, namely, organizing and conducting car shows for entertainment purposes; organizing and conducting social entertainment events in relation to automobile club services; language translation and interpretation; consultancy and information in relation to the aforesaid services, included in this class

CLASS 42: IT services, namely, computer software development, programming and implementation services, computer hardware development, web site hosting services, software as a service (SAAS) featuring software for use in the repair and maintenance of vehicles, for managing vehicle servicing, for managing vehicle sales information, and for remotely updating, uploading or unlocking vehicle functions and rental of computer software, rental of computer hardware and facilities, IT consultancy, advisory and information services, IT security services in the nature of protection and recovery of computer data, electronic data back-up and data conversion services of electronic information, data encryption services, computer analysis and diagnostics; IT services, namely, research, development and implementation of computer software, computer project management services, data mining, digital watermarking, computer technology consultancy services, technological services relating to computers, computer network services, updating the software of memory banks of computer systems, data migration services, updating of websites for others, monitoring of computer systems by remote

access; installation, repair and maintenance of computer software and computer software applications for databases; scientific and technological services, namely, research, development, design and upgrading of computer software; testing, authentication and quality control in the field of vehicles and vehicle parts; engineering design services; consultancy and information in relation to the aforesaid services, included in this class

The color(s) white, dark blue, light blue and red is/are claimed as a feature of the mark.

The mark consists of the white capital letter "M" with a series of three slanted quadrilateral stripes to the left. The first stripe next to the "M" is in red, the second is in dark blue and the third is in light blue; the color gray, as it appears in the mark, represents background and is not claimed as a feature of the mark.

PRIORITY DATE OF 04-08-2020 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1577556 DATED 10-06-2020,
EXPIRES 10-06-2030

SER. NO. 79-305,118, FILED 10-06-2020

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>.