

United States of America

United States Patent and Trademark Office



Reg. No. 6,655,742

Registered Mar. 01, 2022

Amended Dec. 17, 2024

**Int. Cl.: 4, 7, 9, 11, 12, 14, 16,
18, 21, 25, 27, 28, 35, 36, 37,
38, 39, 40, 41, 42, 43**

Service Mark

Trademark

Principal Register

Bayerische Motoren Werke Aktiengesellschaft (GERMANY JOINT STOCK COMPANY)
Petuelring 130
München, GERMANY 80809

CLASS 4: [Motor fuels;] Electrical energy; dust binding compositions; industrial and vehicular lubricants; industrial greases; industrial waxes; industrial lubricating fluids; additives relating to the aforementioned goods, namely, non-chemical additives for fuels, lubricants, and greases

CLASS 7: Pumps, compressors and fans as parts of machines, motors, and engines; industrial robots; power-operated moving and handling equipment, namely, fork lifts, lifting work platforms; electric opening and closing mechanisms in the nature of electric openers and closers for vehicle windows and doors; electric power generators for vehicles; electric power generators for emergency use; machines and machine tools for treatment of materials and for manufacturing, namely, metalworking machine tools, machines and machine tools for the manufacture of vehicles and vehicle parts; motors, other than for land vehicles; drives for motors; generators for land vehicles; pneumatic, hydraulic and mechanical control mechanisms for motors and machines, being parts of motors and machines; air filters for vehicle motors and engines; oil filters; exhausts for motors and engines, automotive, exhaust pipes and exhaust silencers for engines; starters for motors and engines; turbochargers for machines and engines; spark plugs; cooling radiators for motors; Material handling machines, namely, automatic pallet dispensing machines and automatic slip sheet dispensing machines; mangles for clothing; parts and fittings of vehicle engine parts, namely, fuel injection modules, condensers, coils, engine cases, piston rings, oil coolers, oil tank plugs and caps, engine seals, oil dipsticks, compressors, and pumps

CLASS 9: Recorded content, namely, visual and audio recordings featuring automobiles; media content, namely, visual and audio recordings featuring automobiles; data storage devices, namely, blank computer hard drives; blank USB sticks; USB cables; USB charging ports; battery charging devices in the nature of portable battery chargers; electronic databases in the field of automobiles, automobile parts and accessories, automobile dealerships, and customer service information recorded on computer media; 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

A handwritten signature in black ink, reading "Dennis J. Brandt".

Acting Director of the United States Patent and Trademark Office



portable home electronics, namely, mobile phones, tablet computers and portable media players for connecting to, accessing, and operating vehicles; information technology and audio-visual, multimedia and photographic devices, namely, computers, cameras, computer display monitors, computer monitors, computer display screens, and electronic controllers and electronic dials for operating vehicle display screens; communications apparatus, namely, smart phones, mobile phones, and electronic personal assistant devices; magnets, magnetizers and demagnetizers; 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 adapted for laptop computers; computer peripherals; computer mice; mouse pads; reflective safety vest; GPS navigation, guidance, and tracking devices; measuring, detecting and monitoring instruments, indicators and controllers in the nature of capacitors, cable connectors, electric connectors, electronic connectors, wire connectors, electrical relays, electric switches, transformers, semiconductors, and integrated circuits; measuring and monitoring instruments, namely, oil level sensors, tire pressure gauges, electric and electronic fuel sensors, fuel gauges; articles of protective clothing for wear by motorcyclists for protection against accident or injury; motorcycle helmets; protective helmets for cyclists being bicycle helmets; protective helmets for children

CLASS 11: Lighting fixtures and lighting reflectors; vehicle lighting and lighting reflectors; heating, ventilating, and air conditioning and purification apparatus and installations for vehicles in the nature of vehicle climate-control system for heating, ventilating and airconditioning

CLASS 12: Land vehicles; motorcycles; bicycles; engines for land vehicles; motors for land vehicles; parts for land 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, 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, electric 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 imitations thereof; precious metals; jewellery; chronometers; chronographs as watches; watches; clocks; other goods of precious metals and precious stones or imitations of precious and semi-precious stones, namely, statues and figurines, made of or coated with precious or semi-precious metals or stones, or imitations of precious and semi-precious stones, ornaments being jewelry, collectible coins and tokens, made of or coated with precious or semi-precious metals or stones, or imitations of precious and semi-precious stones, works of art of precious metal; key

rings and key chains and charms therefor; jewellery boxes and presentation boxes for watches

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, reports featuring financial information; 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; 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 and brooms as well as other 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 shoehorns, button hooks, stretchers for clothing, 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; mugs; napkin holders and rings; trays for household purposes; bottle openers; corkscrews; coasters, not of paper or textile; powder compacts, sold empty; perfume sprayers; non-electric portable coolers and vacuum bottles, all for food and/or beverages; plates; cooking pot sets; containers for household or kitchen use; drinking glasses; drinking vessels; barware, namely, cocktail shakers, cocktail strainers, stirring rods for beverages, and ice scoops

CLASS 25: Headwear, namely, caps, hats; 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; footwear

CLASS 27: Floor coverings, artificial floor coverings; wall and ceiling coverings, namely, wallpaper; floor mats for vehicles and vehicle carpets

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; administration of consumer programs which provides loyalty points, prepaid stored value cards, coupons, discounts or rebates for the purpose of promoting and rewarding loyalty; providing commercial information and advice for consumers in the choice of products and services; subscription services, namely, on-line retail store services featuring subscription-based access to vehicles; retail and wholesale store and online retail and wholesale store services in relation to vehicles and their parts and accessories therefor, lacquers and varnishes, preservatives, essential oils and aromatic extracts, cleaning and fragrancing 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, 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, 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; market research

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

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

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 content, websites and portals; consultancy and information in relation to the aforesaid services

CLASS 39: Provision of electricity, namely, distribution and transmission of electricity; distribution of energy; car 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; transport 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 40: Custom manufacture and assembly services, namely, acrylic finishing of vehicles, 3 D reproduction services, glass etching, metal etching, custom assembling of automobile bodies and chassis for others, metal fabrication and finishing services for others, engraving of dies, custom manufacture of metal hardware, custom manufacture of molds for use in industry, customization of vehicles, custom manufacture of semiconductor components, devices and circuits as well as elastomeric and thermoplastic components, custom construction of machines, laser engraving, metal stamping, paint mixing services, blacksmithing, custom manufacture of molded components, custom manufacture of tools for others, assembly of products for others; energy production; treatment and transformation of materials, namely, surface grinding, processing of metal surfaces by precision grinding and abrasive polishing, treatment of hazardous substances, treatment and coating of metal surfaces, treatment of metal parts to prevent corrosion using hot-dip galvanizing and powder coating processes, treatment of metal parts to prevent corrosion, metal plating and laminating, drilling of metals,

stainless steel brushing services, metal treating, stainless steel polishing services, electroplating, electro-phoretic coating, anodizing services in the nature of metal treatment services, enameling of metals, processing of plastics, namely, extruding of plastics, extruding of metal alloys, dyeing of cloth, leather and vehicle upholstery, colouring glass sheets by surface treatment, hot dipping, metal casting, shaping of metal components in the nature of metal casting, millworking, zinc plating, applying decorative and protective coatings to metal by means of galvanization, swaging services in respect of automobile parts, upholstery deodorizing, engraving, treatment of glass to alter the optical properties, metal hardening services, soldering, hard chromium plating and hard nickel plating of metal surfaces, treatment of timber with preservatives, treatment of metal in the nature of cold forming of metal, laminating of wood and wood substitutes, laser scribing services, laser engraving, working of leather and furs, solvent purification, metal brazing, magnetization, machine shop services, namely, machining parts for others, surface finishing of metal articles, glass resurfacing, applying finish to stainless steel sheets and coils, surface plating, surface polishing of metals, purification of refrigerant fluids, powder coating of surfaces, material processing, namely, recovery of precious metals, sawmill services, namely, sawing of materials, sandblasting services, saddlery working, grinding, blacksmithing, steel cutting, cutting of sheet glass, welding services, metal stamping, material treatment, namely, blast treatment of a surface, textile, leather and fur treatment, glass tinting, treatment and processing of plastics, processing of used exhaust catalysts for recovery of noble metals, chromium plating, textile finishing, gilding, coppering, scrapping of vehicles in the nature of recycling scrap metal and vehicle parts, silver plating, treatment of materials by vulcanization, heat treatment and coating of steel, laminating, reprocessing lubrication oils; recycling and waste treatment; printing, and photographic and cinematographic development; duplication of audio and video recordings; air and water conditioning and purification; consultancy and information in relation to the aforesaid 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; 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; entertainment services in the nature of automobile club services, 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

CLASS 42: IT services, namely, computer software development, programming and implementation, computer hardware development, web site hosting services, software as a service (SAAS) featuring software for use in monitoring, operating, control, repair and diagnosis of vehicles and for viewing automobiles, for providing product information concerning automobiles and for configuring, customizing and ordering automobiles; 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 backup and data conversion services of electronic information, computer code conversion for others, computer system analysis and diagnostics, 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

CLASS 43: Providing temporary accommodation; boarding for animals; rental of furniture, linens and table settings; services for providing food and drink; provision of conferences, exhibition and meeting facilities; consultancy and information in relation to the aforesaid services

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

The mark consists of the capital letter "M" in gray with a series of three slanted quadrilateral stripes to the left. The first stripe next to the "M" in in red, the second is in dark blue and the third is in light blue.

PRIORITY DATE OF 04-09-2020 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1579102 DATED 08-27-2020,
EXPIRES 08-27-2030

SER. NO. 79-305,783, FILED 08-27-2020

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>.