

United States of America

United States Patent and Trademark Office

GRAPHIKA

Reg. No. 5,639,559

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Int. Cl.: 35, 42

Service Mark

Principal Register

GRAPHIKA TECHNOLOGIES, INC. (DELAWARE CORPORATION)
1230 AVENUE OF THE AMERICAS
STUDIO, 16TH FLOOR
New York, NEW YORK 10020

CLASS 35: Monitoring internet data and transactions for the purpose of identifying trends and patterns for business purposes; Analysis of internet data and transactions for the purpose of identifying trends and patterns for business purposes; Providing data analytics for business and marketing purposes; Market analysis services; Statistical evaluations of marketing data; Statistical analysis and reporting services for business and marketing purposes; Market analysis services, namely, market data collection and analysis and marketing analytics; Marketing analysis and consulting services for analyzing and predicting audience segmentation; Market segmentation consultation; Market reports and studies; Market assessment services; Business consulting services; Online business research services that allow users to obtain market data, analysis and reports; Collection, systemization, and synchronization of data and information into computer databases for business purposes; Providing computer databases featuring information in the field of network analytics for use in predictive analytics and data science for business purposes; Internet monitoring services analyzing internet traffic data, namely, monitoring internet websites, online publications and content, and other media for customer-specified topics, gathering relevant content on those topics, and providing documentation and analysis of that media content to others for business and marketing purposes; Providing an internet website portal in the field of data analytics, market analysis, and predictive analytics for business purposes

FIRST USE 4-30-2018; IN COMMERCE 4-30-2018

CLASS 42: Software as a service (SAAS) featuring software for monitoring of online networks for viral online phenomena for identifying data and information trends and patterns; Software as a service (SAAS) featuring software for monitoring internet traffic; Software as a service (SAAS) services featuring software for searching, mining, collection, gathering, storage, exploration, analysis, processing, screening, management, aggregation, modeling, viewing, sharing and monitoring of internet data and transactions, including patterns and networks in internet data and transactions; Software as a service (SAAS) featuring software for predictive analytics; Software as a service (SAAS) featuring software for social listening and social media analysis; Software as a service (SAAS) featuring software for social media marketing, influencer marketing,



Acting Director of the United States Patent and Trademark Office



and brand awareness management; Software as a service (SAAS) featuring software for aggregating and analyzing data related to influencer marketing and social networks; Software as a service (SAAS) featuring software for internet data monitoring and analysis and online and mobile analytics; Data mining; Data mining in the nature of collecting, monitoring, and analyzing internet data and transactions as requested by a user; Software as a service (SAAS) featuring software to prepare reports for the purpose of identifying and displaying data trends, patterns, and networks; Data mining and data warehousing services, namely, using proprietary software to evaluate, analyze and collect data for use in modeling, scoring and analytics, risk management, and data management; Software as a service (SAAS) services featuring software for implementing, offering or providing insights, profiles, behavioral segments, and predictive analytics for users; Software as a service (SAAS) services featuring software for demand based marketing, customer relationship management (CRM), social listening, social analytics, mobile analytics, mobile e-commerce enablement, social e-commerce, lead generation, business intelligence analysis and demand visualization; Software as a service (SAAS) featuring software for use in identifying and promoting, through machine learning and artificial intelligence, targeted content for a given audience and report trends and patterns back to users for analysis, adjustment and insights; Software as a service (SAAS) featuring software for use in predictive modeling for business, marketing, research, or academic purposes; Providing an online non-downloadable internet-based system application featuring technology enabling users to analyze the overall effectiveness of their marketing campaigns and marketing spending; Providing use of online non-downloadable software for use in accessing and searching databases in the fields of modeling, scoring and analytics, risk management, compliance monitoring, and data management; Software as a service (SAAS) featuring software for automated analysis and detection of governance, regulation, compliance, and anomaly trends and patterns in online networks, conversations, communications, operations and systems; Technological consultancy services in the field of internet data and online network monitoring; Providing an internet website portal in the field of data analytics and predictive analytic software; Providing an internet website portal in the field of internet data monitoring and analysis of network data and viral online phenomena

FIRST USE 4-30-2018; IN COMMERCE 4-30-2018

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

SER. NO. 87-760,641, FILED 01-18-2018

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>.