

United States of America

United States Patent and Trademark Office

Rakuten Content Central

Reg. No. 7,477,064

Registered Aug. 20, 2024

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Int. Cl.: 9, 35, 38, 41, 42

Service Mark

Trademark

Principal Register

Rakuten Group, Inc. (JAPAN CORPORATION)
1-14-1 Tamagawa,
Setagaya-ku Tokyo 158-0094
JAPAN

CLASS 9: Computer game software, recorded; computer game software, downloadable; computer software applications, downloadable for streaming multimedia content playback from the Internet; downloadable software applications for downloading and reading electronic publications on portable electronic devices; downloadable software applications for playing video games and electronic games; downloadable consumer video game programs; downloadable electronic game programs; downloadable interactive entertainment software for use with computers for playing music and videos; electronic publications in the nature of magazines, newspapers, periodicals, magazine style books, game strategy books, comic books, books, picture postcards, sheet music, song books, catalogues, printed timetables, geographical maps, dictionaries, newsletters or pamphlets, all in the field of video games, manga, music, movies, drama, art, comic books, animation, fashion, sports and popular culture, recorded on computer media; downloadable music files; electronic publications in the nature of downloadable magazines, newspapers, periodicals, magazine style books, game strategy books, comic books, books, picture postcards, sheet music, song books, catalogues, printed timetables, geographical maps, dictionaries, newsletters and pamphlets, all in the field of video games, manga, music, movies, drama, art, comic books, animation, fashion, sports and popular culture; exposed cinematographic films; prerecorded CDs and prerecorded DVDs featuring cartoons, video games, music, fashion, sports and cultural events; prerecorded CDs and prerecorded DVDs featuring movies in the field of drama and animation; downloadable video files featuring cartoons, video games, music, fashion, sports and cultural events; downloadable video files featuring movies in the field of drama and animation; downloadable image files containing artwork relating to manga, music, movies, drama, animation, fashion, sports and popular culture [; downloadable digital collectibles in the nature of downloadable multimedia files containing artwork, images, text, audio and video in the field of video games, manga, music, movies, drama, art, comic books, animation, fashion, sports and popular culture authenticated by non-fungible tokens]

CLASS 35: Retail store services and wholesale distributorship services featuring downloadable music files, electronic publications in the nature of magazines, newspapers, periodicals, magazine style books, game strategy books, libraries, comic books, books, picture postcards, sheet music, song books, catalogues, printed timetables, geographical maps, dictionaries, newsletters or pamphlets, exposed cinematographic films, prerecorded CDs and prerecorded DVDs, downloadable video files; on-line retail store services featuring a wide variety of consumer goods of others; planning and conducting of trade fairs, exhibitions and presentations for economic or advertising purposes; commercial administration of the licensing of the goods and services of others; business management services in relation to franchising; business advice and consultancy relating to franchising; providing assistance in the field of business



Acting Director of the United States Patent and Trademark Office



management and product commercialization within the framework of a franchise contract; sales promotion for others; marketing services; marketing advisory services; product merchandising for others; analysis of market research data and statistics; business consultation and management regarding marketing activities and launching of new products; advertising services

CLASS 38: Telecommunication services, namely, provision of telecommunications access to video and audio content provided via a video-on-demand service via the Internet; telecommunication services, namely, electronic exchange of data stored in databases accessible via telecommunication networks; telecommunication services, namely, transmission of voice, data, graphics, images, audio and video by means of telecommunications networks, wireless communication networks, and the Internet; broadcasting services of programs via the Internet; television broadcasting; radio broadcasting; broadcast transmission by satellite; wireless broadcasting; audio broadcasting; video broadcasting; streaming of data; streaming of audio, visual and audiovisual material via a global computer network; providing internet chatrooms

CLASS 41: Providing non-downloadable electronic publications in the nature of magazines, newspapers, periodicals, magazine style books, game strategy books, comic books, books, picture postcards, sheet music, song books, catalogues, printed timetables, geographical maps, dictionaries, newsletters or pamphlets, in the field of video games, manga, music, movies, drama, art, comic books, animation, fashion, sports and popular culture; book publishing; multimedia publishing of books, magazines, journals, music, and electronic publications; providing online music, not downloadable; entertainment services, namely, providing on-line video game; providing on-line computer games; production of radio or television programs; production of videotape film in the field of education, culture, entertainment or sports; production and publishing of music; video production services; sporting activities, namely, organization of sports competitions; arranging and conducting of sports events; organizing community sporting events; providing information relating to sports and sporting events; organization and presentation of video game competitions, concerts and social entertainment events; organization and presentation of television, radio, and live show performances all in the fields of culture, fashion, music, news, comedy, video games, manga, movies, drama, comic books, animation and sports; provision of cinema facilities; rental of cinematographic films; movie theatre presentations; movie film production; entertainment services, namely, non-downloadable pre-recorded music and graphics presented to mobile communications devices via a global computer network and wireless networks; rental of sound and image recordings; providing online videos, not downloadable in the field of manga, video games, music, drama, art, animation, fashion, sports and popular culture; providing on-line non-downloadable images in the field of manga, video games, music, movies, drama, art, animation, fashion, sports and popular culture; recording, production and distribution of films; audio recording and production; providing online non-downloadable video and audio recordings featuring manga, video games, music, drama, art, animation, fashion, sports and popular culture; entertainment services, namely, an ongoing television series featuring manga, video games, music, movies, drama, cartoon animation, fashion, sports and popular culture provided via video-on-demand services; providing films, not downloadable, via video-on-demand services; lottery services; entertainment services, namely, a continuing program about video games, manga, music, movies, drama, art, comic books, animation, fashion, sports and popular culture accessible via radio, television, satellite, audio, video, web-based applications, mobile phone applications and computer networks; entertainment services in the nature of competitions in the field of entertainment, education, culture, sports, and other non-business and non-commercial fields; entertainment information

CLASS 42: Development of game software; design and development of computer game software; programming of video game software; research and development of new products; product development consultation; providing temporary use of web-based applications for streaming multimedia content playback from the Internet; providing temporary use of web-based applications for downloading and reading electronic

publications on portable electronic devices; providing temporary use of web-based applications for playing video games and electronic games; providing online, non-downloadable computer programs for streaming multimedia content playback from data networks; providing online, non-downloadable computer programs on data networks, namely, computer programs for downloading and reading electronic publications on portable electronic devices; providing online, non-downloadable computer programs on data networks, namely, computer programs for playing video games and electronic games; providing temporary use of online non-downloadable software for streaming multimedia content playback from the Internet; providing temporary use of online non-downloadable software for downloading and reading electronic publications on portable electronic devices; providing temporary use of online non-downloadable software for playing video games and electronic games; providing temporary use of non-downloadable interactive entertainment software for playing video games and electronic games; providing temporary use of non-downloadable interactive entertainment software for use with computers for playing music and videos; providing online non-downloadable software for use in producing, browsing, managing, trading, collecting digital data and non-fungible tokens (NFTs); design and development of software in the field of mobile applications; computer programming; hosting of digital content on the Internet

The color(s) purple is/are claimed as a feature of the mark.

The mark consists of the stylized wording "RAKUTEN CONTENT CENTRAL" in purple with purple underlining of "RAKUTEN".

PRIORITY DATE OF 10-19-2022 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1712674 DATED 11-29-2022,
EXPIRES 11-29-2032

No claim is made to the exclusive right to use the following apart from the mark as shown: "CONTENT"

SER. NO. 79-362,492, FILED 11-29-2022

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>.