

# United States of America

United States Patent and Trademark Office

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**Reg. No. 7,123,366**

**Registered Aug. 01, 2023**

**Corrected Jan. 21, 2025**

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

**Service Mark**

**Trademark**

**Principal Register**

CHANGENOW (FRANCE Société par actions simplifiée)  
32 RUE ANATOLE FRANCE  
F-94300 VINCENNES  
FRANCE

CLASS 9: [ Audiovisual teaching apparatus, namely, audiovisual receivers for teaching purpose; ] data processing apparatus; enlarging apparatus for photography being photography projectors; downloadable computer software applications for use in digitalizing photographs; blank USB flash drives; hard covers for smartphones; covers for tablet computers; straps for mobile telephones; electronic pens as visual display units; video tapes with recorded animated cartoons; photographic slide transparencies; [ sound recording disks being sound recording instruments; ] \* phonograph records; \* audio-video compact disks being compact discs featuring a Broadway musical with music and videos; blank magnetic disks; blank optical disks; blank optical compact disks; floppy disks in the nature of blank floppy computer discs; projection screens; cases for smartphones; spectacle cases; downloadable electronic data files featuring information and issues relating to sustainability, respect for the environment, waste reduction and social inclusion; downloadable image files containing dance; sleeves for laptops; optical readers being data processing equipment optical readers; electronic book readers; recorded game software; downloadable game software; downloadable computer screen saver software for computers; computer screen saver software recorded on computer media for computers; recorded software for use in data processing; 3D spectacles; anti-dazzle glasses being anti-glare glasses; sunglasses; sports goggles; smart glasses; [ video recorders; ] computer hardware; smart watches; computers; wearable computers; notebook computers; laptop computers; [ smartphones; ] downloadable electronic publications in the nature of books and newsletters in the field of sustainability, respect for the environment, waste reduction and social inclusion; magnetic and optical data media, namely, blank magnetic discs and blank optical data carriers for media; computer platforms, namely, recorded software for use in data analysis, downloadable software for use in data analysis \* ; all these goods only in connection with social and environmental impact related topics, particularly including pollution, energy, agriculture, food safety, biodiversity, sustainable development, education, health, inequality, good citizenship and human rights \*

CLASS 35: Advertising services; bill-posting; providing advice regarding communication for advertising being a form of providing advertising analysis; advice regarding communication for public relations being a type of consultancy service regarding public relations communication strategies; demonstration of goods; development of advertising concepts; distribution of samples; dissemination of advertisements; distribution of advertising material in the form of leaflets, prospectuses, printed matter, samples; recording of written communications and data, namely, recording the ownership of shares in paper form; conducting market studies; rental of advertising material; rental of advertising panels being a type of rental of advertising space; rental of advertising space; rental of sales stands; rental of advertising time on all

*Coke Moye-Snead*

Acting Director of the United States Patent and Trademark Office



communication media; marketing services; targeted marketing services; providing user reviews for commercial or advertising purposes; providing business information; updating of advertising material; providing commercial information and advice to consumers regarding choice of goods and services; layout services for advertising purposes; search engine optimization for sales promotion purposes; website traffic optimization; organization of [ commercial ] \* trade \* fairs for commercial purposes; organization of exhibitions for commercial or advertising purposes; Organisation of expositions for commercial or advertising purposes, presentation of goods and services on all communication media for promotional purposes, namely, gathering economic operators, innovators, administrations, cities and nations to evaluate, develop and support new projects, innovations and economic models in the field of sustainability, respect for the environment, waste reduction and social inclusion; production of advertising films; promotion of goods and services through sponsorship of cultural, educational or sporting events for others; publication of advertising texts; online advertising on a computer network; sales promotion for third parties; outdoor advertising; radio advertising; television advertising; marketing research; referencng of websites being providing on-line web directory services featuring hyperlinks to the websites of others for commercial or advertising purposes; public relations; press relations services being a type of public relations service; news clipping services; public opinion polling; commercial business management; providing office functions; commercial administration, namely, commercial administration of the licensing of the goods and services of others; commercial administration of the licensing of [ the ] \* third-party \* goods and services [ of others ] ; business management and organization consultancy; business management [ consultancy ] \* consulting \* ; professional business consultancy; commercial or industrial company business management assistance; business management assistance; business auditing, namely, company audits as commercial analyses providing information with respect to business and commercial contacts being providing commercial and business contact information; negotiation of business contracts for third parties; negotiation and conclusion of commercial transactions for others; economic forecasting; sponsorship search; arranging newspaper subscriptions for [ others ] \* third parties; arranging subscriptions to telecommunication services for others; \* commercial information agency services; market intelligence services; competitive intelligence services; commercial intermediary services in the framework of bringing prospective private investors in contact with entrepreneurs looking for financing being business intermediary services relating to the matching of potential private investors with entrepreneurs needing funding; commercial intermediation services in the nature of business intermediary services relating to the matching of various professionals with clients; [ personnel recruitment; business investigations; business research; business inquiries; ] commercial business appraisal; compilation of information into computer databases; compilation of information indexes for commercial or advertising purposes; [ provision of ] \* providing \* commercial information via websites; updating and maintenance of data in computer databases; updating and maintenance of data in registers being types of computer databases; office functions in the nature of data search in computer files for [ others ] \* third parties \* ; systematization of information in computer databases; all these services [ being solely ] \* only \* in connection with [ topics relating to ] social and environmental impact [ , especially ] \* related topics, particularly \* including pollution, energy, agriculture, food safety, biodiversity, sustainable development, education, health, inequality, good citizenship and human rights

CLASS 41: Education services, namely, arranging and conducting educational courses for economic operators, innovators, administrations, citizens for the purposes of raising awareness on sustainability, respect for the environment, waste reduction and social inclusion; training; [ entertainment information; ] organizing exhibitions for cultural and sporting purposes; tutoring; transmission of know-how, namely, providing training; coaching being training; conducting of guided eco tours; [ television entertainment, namely, entertainment in the nature of television news shows; radio entertainment in the nature of live radio personality performances; ] teaching; providing correspondence courses; practical training being demonstration; electronic desktop publishing;

providing non-downloadable electronic publications online in the nature of books; providing user rankings for [ entertainment or ] cultural purposes; providing user reviews for [ entertainment or ] cultural purposes; providing information [ relating ] \* with respect \* to entertainment being entertainment information; providing information [ regarding ] \* with respect to \* education; [ provision of ] \* providing \* information [ regarding ] \* with respect to \* recreation; providing recreational facilities; organization of balls; organization of sports competitions; organization of entertainments events in the nature of beauty contests; organization events for educational purposes; organization of entertainment competitions in the nature of live musical performances; organization of fashion shows for entertainment purposes; organization of lotteries; organization of cultural shows as impresario services; organization of exhibitions for cultural or educational purposes; organization of events in the form of training workshops for educational purposes; conducting of training workshops; organization being arranging and conducting of concerts; organization being arranging and conducting of colloquiums, conferences, congresses; organizing being arranging and conducting virtual or non-virtual educational forums being conferences; organizing and conducting seminars, symposiums; vocational guidance being education or training advice; special event being reception planning for social entertainment purposes; organizing social entertainment events being receptions; television show production; publication of books; publication of texts other than advertising texts; online publication of specialized electronic books and journals; vocational retraining; lending library services; mobile library services; entertainment ticket agency services; social club services, namely, arranging, organizing, and hosting social events, get-togethers, and parties for club members for entertainment or educational purposes; all these services in the field of social and environmental impact, [ especially ] \* related topics, particularly \* including pollution, energy, agriculture, food safety, biodiversity, sustainable development, education, health, inequality, good citizenship and human rights

CLASS 42: Scientific and technological services, namely, research and design in the field of integrated system architecture that allows for the rapid development of highly interactive and customizable learning applications; analysis of the goods of others to assure compliance with industry standards; industrial research in the field of pollination and industrial design services; design and development of computers and software; conducting of technical project studies being scientific feasibility studies; advice [ related ] \* with respect \* to energy saving, namely, providing consulting services in the field of energy measure measurement to improve energy efficiency; conversion of computer programs and data, other than physical conversion; conversion of data or documents from physical to electronic media; development of computer platforms; software development in the framework of editing of software; duplication of computer programs; software development as design surveying as engineering work; cloud computing featuring software for use in database management; software installation; rental of computer software; software as a service (SAAS) services featuring software for use in database management; maintenance of computer software; [ provision of ] \* providing \* scientific information and advice [ regarding ] \* with respect to \* carbon offsetting; updating of software; digitization of documents being scanning; computer programming; \* research with respect to \* environmental protection [ -related research ] ; scientific research; scientific and technological research in the field of natural disasters; consultant services with respect to computer hardware design and development; platform as a service (PAAS) featuring computer software platforms for use in data analysis \* ; all these services only in connection with social and environmental impact related topics, particularly including pollution, energy, agriculture, food safety, biodiversity, sustainable development, education, health, inequality, good citizenship and human rights \*

The color(s) white, black, yellow, and green is/are claimed as a feature of the mark.

The mark consists of the stylized wording "CHANGE NOW" where "CHANGE" is in black, "N" in "NOW" is in yellow, "W" in "NOW" is in green, and "O" in "NOW" is represented by three intersecting white circles outlined in green superimposed over a

green hexagon inside another green hexagon. The center of the intersecting circles is green. The remaining white background indicates transparent area and is not part of the mark.

PRIORITY DATE OF 11-10-2020 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1641303 DATED 05-07-2021,  
EXPIRES 05-07-2031

SER. NO. 79-332,169, FILED 05-07-2021

**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>.**