

United States of America

United States Patent and Trademark Office



Reg. No. 7,470,020

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Trademark

Principal Register

Efes Holland Technical Management Consultancy B.V.
(NETHERLANDS PRIVATE LIMITED LIABILITY COMPANY)
Strawinskylaan 1229
NL-1077 XX Amsterdam
NETHERLANDS

CLASS 32: Aperitifs, non-alcoholic; aerated water; lithia water; mineral water; seltzer water; soda water; table waters; carbonated mineral waters; kvass; cocktails, non-alcoholic; lemonades; soft drinks; non-alcoholic carbonated beverages; isotonic beverages; whey beverages; non-alcoholic fruit juice beverages; fruit nectars, non-alcoholic; orgeat, namely, non-alcoholic essences for making non-alcoholic beverages, not in the nature of essential oils; beer; ginger ale; ginger beer; malt beer; powders for effervescing beverages, namely, effervescent tablets for making sports drinks; sarsaparilla as a soft drink; syrups for lemonade; syrups for beverages; tomato juice beverage; cider, non-alcoholic; vegetable juices; fruit juices; preparations for making aerated water; non-alcoholic essences for making beverages, not in the nature of essential oils; syrups for making flavored mineral waters; preparations for making non-alcoholic fruit-flavored beverages; must; grape must, unfermented; beer wort; malt wort; pastilles for effervescing beverages in the nature of preparations for making soft drinks; non-alcoholic fruit extracts used in the preparation of beverages; extracts of hops for making beer; non-alcoholic essences for making non-alcoholic carbonated beverages, not in the nature of essential oils; non-alcoholic fruit extracts for making beverages; sherbets beverages; sorbets in the nature of beverages * ; vodka-based beers, vodka-flavored beers and vodka-flavored non-alcoholic beverages are expressly excluded *

The mark consists of a portrait of the face of a polar bear next to Russian characters that transliterate to "BELY MEDVED" displayed vertically next to a curved line against a shaded foreground with a horizontal bar displayed above and below the mark and with a dark small square displayed within the top horizontal bar.

Coke Moya Smeed

Acting Director of the United States Patent and Trademark Office



OWNER OF INTERNATIONAL REGISTRATION 1556390 DATED 07-21-2020,
EXPIRES 07-21-2030

The English translation of "BELY MEDVED" in the mark is "POLAR BEAR".

The transliteration of the non-Latin characters in the mark is: "BELY MEDVED".

SER. NO. 79-319,610, FILED 08-06-2021

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>.