

United States of America

United States Patent and Trademark Office



Reg. No. 7,349,723

Registered Apr. 09, 2024

Corrected Jan. 28, 2025

**Int. Cl.: 12, 31, 35, 36, 37, 39,
41, 42, 44**

Service Mark

Trademark

Principal Register

STEPHEX HOLDING (BELGIUM SOCIÉTÉ EN COMMANDITE PAR
ACTIONS (SCA))
Lovengemstraat 8
B-1861 Meise
BELGIUM

CLASS 12: Cars; specially adapted vehicles for the transport of horses and passengers, namely, horse trailers, combination camping recreational vehicle and horse trailer; motor homes; camper vans; freight carrying vehicles, namely, trucks, trailers; electric cars; mobile catering outlets, namely, food trucks; ambulances

CLASS 31: Live horses

CLASS 35: Wholesale and retail store services and online wholesale and retail store services featuring land vehicles, towing caravans, namely, of motor homes and lorries, the aforesaid goods for the transport of passengers and horses; administrative accounting, administrative processing of purchase orders and business administration services, commercial intermediary services, namely, the mediation of contracts for purchase and sale of products and fleet management services in the nature of tracking of fleet vehicles for commercial purposes in relation to business vehicles, towing caravans, namely, of motor homes and lorries, the aforesaid goods for the transport of passengers and horses; wholesale auction and store services featuring live animals, including horses; assistance with the marketing of semen produced by stallions, namely, marketing consulting and marketing advisory services; arranging and conducting of auctions

CLASS 36: Rental of real estate; real estate management; real estate brokerage; hire-purchase financing; health, life, real estate, automobile and motor vehicles insurance underwriting; financial affairs, namely, financing of loans; financing services and funding services, namely, funds investment; financial and monetary services, namely, financial planning, financial exchange, monetary exchange; insurance loss assessment, namely, insurance services in the nature of loss control management for others; non-life insurance underwriting, namely, health insurance underwriting, automobile insurance

Coke Moye Smead

Acting Director of the United States Patent and Trademark Office



underwriting, real estate insurance underwriting services and motor vehicle insurance underwriting services * ; none of the aforementioned services in relation to stock exchange services or services of ascertaining, calculation and publication of indices, issuance of index-based financial products and licensing of financial data relating to the foregoing *

CLASS 37: Decorating and installation services in relation to vehicles, motor caravans, namely, motor homes and lorries, namely, automobile detailing, custom installation of automobile interiors, automobile sunroof installation

CLASS 39: Rental of transport vehicles; rental of lorries

CLASS 41: Organising equestrian competitions and organization of horse races; organisation of sporting events in relation to the horse and equine industry, namely, horse races, jumping contests and competitions; organisation of cultural, sporting and recreational events in relation to the horse and equine industry, namely, events for cultural purposes, horse races, jumping contests and competitions, fairs for entertainment purposes; animal training; services connected with the physical training of animals, namely, horse training; instructional services for horse-riding, namely, horse riding instruction, providing classes in the field of horse riding; provision of horse riding facilities

CLASS 42: Design and development of vehicles

CLASS 44: Horse stud services; stud services for horses; animal grooming services; animal healthcare services; surgery; advice relating to the feeding of animals; farrier services, namely, shoeing horses and maintaining horses' hooves; providing information relating to animal breeding; providing information relating to veterinary services; providing veterinary information; animal performance testing services, namely, genetic testing of animals for diagnostic or treatment purposes; laboratory analysis services relating to the treatment of animals, namely, medical analysis services for animals for diagnostic and treatment purposes provided by medical laboratories; veterinary surgical services

The mark consists of the letters "SX" in stylized font.

PRIORITY DATE OF 06-30-2022 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1727709 DATED 12-23-2022,
EXPIRES 12-23-2032

SER. NO. 79-368,778, FILED 12-23-2022

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>.