

United States of America

United States Patent and Trademark Office

AUDIENCE PRECISION

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Service Mark

Trademark

Principal Register

Audience Precision IP Pty Ltd (AUSTRALIA PROPRIETARY LIMITED COMPANY)

Suite 801, 28 Clarke Street

Crows Nest, NSW, AUSTRALIA 2065

CLASS 9: Downloadable computer software for market research, business assessment, marketing campaigns and advertising; downloadable electronic publications in the field of market research, business assessment, marketing campaigns and advertising; electronic downloadable computer databases in the field of market research, business assessment, marketing campaigns and advertising; downloadable computer programs for data processing in the field of market research, business assessment, marketing campaigns and advertising; downloadable computer programs for processing data relating to market research, business assessment, marketing campaigns and advertising; downloadable computer programs for providing a graphical presentation of data; downloadable computer programs for scientific data analysis; downloadable computer programs for the analysis of data processing efficiency; downloadable computer programs for the analysis of data processing performance; downloadable computer programs for the analysis of data processing procedures; downloadable computer programs for use in database management in the field of market research, business assessment, marketing campaigns and advertising; downloadable computer programs for use in processing data relating to financial records; downloadable computer software for authorising access to data bases; data collection computer installations, namely, downloadable computer software for collecting, analyzing, and organizing data in the field of market research, business assessment, marketing campaigns and advertising; data collectors, namely, mobile computing and operating platforms consisting of data transceivers, wireless networks and gateways for collection and management of data; data compressors, namely, downloadable data compression software; downloadable data processing programmes for simulating behaviour; data processing programs for use in the field of market research, business assessment, marketing campaigns and advertising; data processing software for use in the field of market research, business assessment, marketing campaigns and advertising data processing systems, namely, computer hardware and downloadable computer software for the processing of data in the field of market research, business assessment, marketing campaigns and advertising; data processors; data processors for business data in the field of market research, business assessment, marketing campaigns and advertising; downloadable data programmes for use in the field of market research, business assessment, marketing campaigns and advertising; recorded data recorded electronically; data recorded electronically from the internet; data recorded in computer accessible form; data recorded in electronic form; downloadable database programs for use in the field of market research, business assessment, marketing campaigns and advertising; recorded databases for use in the field of market research, business assessment, marketing campaigns and advertising; downloadable electronic databases in the field of market research, business assessment, marketing campaigns and advertising; downloadable programs for data-processing in the field of market research, business assessment, marketing campaigns and advertising; downloadable programs for processing data on computers in the field of market research, business assessment, marketing campaigns and advertising; downloadable programs for

Coke Moya Smead

Acting Director of the United States Patent and Trademark Office



use with data processors for use in the field of market research, business assessment, marketing campaigns and advertising ; downloadable application software for market research, business assessment, marketing campaigns and advertising; downloadable computer software for business purposes in the nature of market research, business assessment, marketing campaigns and advertising; computer software products, namely, downloadable software for market research, business assessment, marketing campaigns and advertising; downloadable computer software programs for market research, business assessment, marketing campaigns and advertising; integrated software packages, namely, downloadable software for market research, business assessment, marketing campaigns and advertising; downloadable interactive computer software, namely, computer hardware and recorded computer software programs sold as a unit for the integration of text, audio, graphics, still images and moving pictures into an interactive delivery for multimedia applications; downloadable table representation software; humanoid robots with artificial intelligence for use in scientific research

CLASS 35: Advertising, marketing and promotional services, namely, advertising, marketing and promoting the goods and services of others via print and electronic media, and the Internet; business administration; market research services; business research; media relations services; market forecasting, market campaigns, market research; development of advertising and marketing concepts; market analysis; business appraisals; business research services; internet marketing services including online advertising; public relations; business networking services, provision and facilitation of business networks and business networking opportunities, business advisory and consulting services in the field of market research, business assessment, marketing campaigns and advertising, business marketing services, business development and business network advisory services; promotional services including advertising; business association services, namely, promoting the business interests of professionals provided by an association for its members; search engine optimisation; information, advice and consultancy relating to all the aforesaid conducting of marketing studies; consultancy relating to marketing; direct marketing; direct marketing and selling by home party plan; marketing; marketing advisory services; marketing agency services; marketing analysis; marketing and business development of inventions; marketing and sales channel management; marketing assistance; marketing consultancy; marketing forecasting; marketing in the framework of software publishing; marketing information; marketing management advice; marketing research; marketing studies; planning of marketing strategies; planning services for marketing studies; preparation of marketing plans; preparation of reports for marketing; product marketing; production of sound recordings for marketing purposes; production of video recordings for marketing purposes; promotional marketing; provision of advice relating to marketing; provision of information relating to marketing; research services relating to marketing; search engine optimisation services; sponsorship, namely, promotional sponsorship of sports, entertainment, arts and cultural events; targeted marketing; telephone marketing services; advertising analysis; business analysis services; business data analysis in the field of market research, business assessment, marketing campaigns and advertising; business data analysis services in the field of market research, business assessment, marketing campaigns and advertising; business statistical analysis; collection of information relating to market analysis; cost analysis; cost price analysis; economic analysis for business purposes; economic forecasting analysis for business purposes; business management consultancy in information analysis; market analysis reporting services; market analysis services; market survey analysis; price analysis services; pricing analysis; advertising services provided via a data base; advisory services relating to data processing in the field of market research, business assessment, marketing campaigns and advertising; business consultancy services relating to data processing in the field of market research, business assessment, marketing campaigns and advertising; business verification services of processed data; collection of data in the field of market research, business assessment, marketing campaigns and advertising; commercial information services provided by access to a computer database; company data information services in the field of market research, business assessment, marketing campaigns and advertising ; compilation of business data in the field of market research,

business assessment, marketing campaigns and advertising; compilation of information into computer databases in the field of market research, business assessment, marketing campaigns and advertising; compilation or exploitation of mathematical data; compilation or exploitation of statistical data; computer data processing in the field of market research, business assessment, marketing campaigns and advertising; computerised data processing in the field of market research, business assessment, marketing campaigns and advertising; verification of computer processed data in the field of market research, business assessment, marketing campaigns and advertising; computerised database management in the field of market research, business assessment, marketing campaigns and advertising; consultancy relating to data processing for use in the field of market research, business assessment, marketing campaigns and advertising; data base management in the field of market research, business assessment, marketing campaigns and advertising; data cleansing services, namely, correcting or removing inaccurate or incomplete data from databases in the field of market research, business assessment, marketing campaigns and advertising; data collection for others in the field of market research, business assessment, marketing campaigns and advertising; data compilation for others in the field of market research, business assessment, marketing campaigns and advertising; data handling services for use in the field of market research, business assessment, marketing campaigns and advertising; data management in the field of market research, business assessment, marketing campaigns and advertising; data management advice in the field of market research, business assessment, marketing campaigns and advertising ; data management consultancy in the field of market research, business assessment, marketing campaigns and advertising ; data preparation in the field of market research, business assessment, marketing campaigns and advertising; data processing services in the field of market research, business assessment, marketing campaigns and advertising; data processing for businesses for use in the field of market research, business assessment, marketing campaigns and advertising; data processing for the collection of data for business purposes in the field of market research, business assessment, marketing campaigns and advertising; data processing verification in the field of market research, business assessment, marketing campaigns and advertising; data retrieval in the field of market research, business assessment, marketing campaigns and advertising; data scrubbing services in the field of market research, business assessment, marketing campaigns and advertising ; data search in computer files for others in the field of market research, business assessment, marketing campaigns and advertising; electronic data transcription services; electronic data processing in the field of market research, business assessment, marketing campaigns and advertising ; interpretation of market research data; maintaining data in databases in the field of market research, business assessment, marketing campaigns and advertising ; market research data collection services; market research data retrieval services; online data processing services in the field of market research, business assessment, marketing campaigns and advertising ; provision of business data in the field of market research, business assessment, marketing campaigns and advertising; registration of written communications and data; systemization of information into computer databases in the field of market research, business assessment, marketing campaigns and advertising; updating and maintenance of data in computer databases in the field of market research, business assessment, marketing campaigns and advertising; business intelligence services; competitive intelligence services; market intelligence services

CLASS 42: Research and development of new products for others; technological research in the field of market research, business assessment, marketing campaigns and advertising; website design; design of for business and marketing; development of computer software application solutions; development of software; hosting of software as a service (saas), namely, hosting software for use by others for market research, business assessment, marketing campaigns and advertising; online provision of web-based non-downloadable software; software as a service (saas) services featuring software for use in market research, business assessment, marketing campaigns and advertising; software creation; software engineering; updating of computer software; upgrading of computer software; writing of computer software; computer programming

services for search engine optimisation; creating and designing website-based indexes of information for others; data mining

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

OWNER OF INTERNATIONAL REGISTRATION 1665392 DATED 03-21-2022, EXPIRES 03-21-2032

SER. NO. 79-342,193, FILED 03-21-2022

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>.