

# United States of America

United States Patent and Trademark Office

# BITSER

**Reg. No. 5,603,838**

**Registered Nov. 13, 2018**

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**Int. Cl.: 9, 35, 36, 38, 41**

**Service Mark**

**Trademark**

**Principal Register**

Bits in Business B.V. (NETHERLANDS BESLOTEN VENNOOTSCHAP  
(B.V.))  
Krijn Taconiskade 368-370  
NL-1087 HW Amsterdam  
NETHERLANDS

CLASS 9: Computer software, computer software packages, computer software applications and downloadable computer application platforms for storing, managing, tracking, analyzing and reporting data in the field of marketing, promotion, sales, customer information, customer relationship management, sales support, and employee efficiency; computer software, computer software packages, computer software applications and downloadable computer application platforms to facilitate communicating among peer professionals and increase business turnover in the advertising, marketing and business services fields; computer software, computer software packages, computer software applications and downloadable computer application platforms for identifying, developing and promoting methods for increasing marketing returns and market awareness in the advertising, marketing and business services fields; [ blank magnetic data carriers and recording discs; data processing apparatus and computers; ] electronic publications, namely, downloadable electronic publications in the nature of books, newsletters, magazines, manuals, articles, leaflets, brochures, information bulletins in the advertising, marketing and business services fields; [ data transmission apparatus; communication apparatus, communication instruments and communication interfaces, namely, apparatus for transmission of communication, electronic and optical communications instruments and components, namely, digital transmitters, digital receivers, optical transmitters and optical receivers ] \* ; all of the foregoing related to training and consultancy aimed at achieving objectives; none of the foregoing relating to compressors, condensers, cooling apparatus or machines, refrigerants, cooling apparatus, installations or units, heating apparatus, installations or units, heat exchangers, oils, lubricants, chiller units, expansion machines, power generation machines, air-conditioning apparatus, measuring instruments, sensing apparatus or monitoring apparatus, and/or parts or accessories thereof \*

CLASS 35: Advertising; business management; business administration; office functions; publicity consultation; marketing services; marketing services, namely, market canvassing, market research and market analysis; mediation of trade business for third parties, namely, business mediation in the purchase and sale, import and export, and wholesaling and retailing of computer software, software packages, software applications, magnetic data carriers, recording discs, data processing equipment computers, electronic publications, data communication apparatus, communication apparatus, communication instruments and communication interfaces and parts for the aforesaid goods; business project management; interim business management; business

*Coke Moye Sneed*

Acting Director of the United States Patent and Trademark Office



administration, business communication, business strategic, business organisational and business economic consultancy; business analysis, namely, company auditing; consultancy relating to marketing and public relations, including aimed at business communication and increasing turnover; devising and drafting strategies and plans relating to marketing and public relations, including aimed at business communication and increasing turnover; marketing services, namely, drawing up and implementing of marketing communication plans; arranging and conducting of marketing and promotional campaigns; business consultancy and business advisory services relating to drawing up strategic plans and policy plans, including aimed at achieving higher marketing returns and increasing turnover; business administration services, namely, compilation and management of data files; economic feasibility studies; preparation of economic reports for business or commercial purposes; compilation of statistics; provision of commercial sales information; media planning, namely, consultancy on advertising media to reach a particular target group; marketing services in the nature of media strategies, namely, determining and advising which type of medium must be used within the context of marketing; marketing services in the nature of media purchasing, namely, reservation and purchase of planned media for others within the context of marketing; statistical evaluation of marketing data; development of marketing strategies for achieving higher marketing efficiency; organisation of events for advertising, promotional and commercial purposes; advice, consultancy and information regarding advertising, business management, business administration and marketing services; the aforesaid services also provided via electronic networks, such as the internet

CLASS 36: Financial affairs, namely, providing financial information and financial consultancy for businesses; financial analysis, advice and evaluation of marketing campaigns; financial advisory services, including aimed at achieving higher marketing returns; research services relating to finance, including aimed at optimising marketing investments and marketing returns; financial calculation, including advance calculations, in relation to marketing investment returns for others; conducting financial feasibility studies; financial consultancy and information; the aforesaid services also provided via electronic networks, such as the internet

CLASS 38: [ Telecommunication services, namely, transmission of voice, data, graphics, images, audio and video by means of telecommunications networks, wireless communication networks, and the internet; ] providing access to platforms and portals on the internet \* related to training and advice aimed at achieving objectives \* ; [ providing access to online databases and computer networks; data communications by electronic mail; electronic transmission of data; providing virtual facilities for interaction among computer users, namely, providing virtual private network (VPN) services, namely, private and secure electronic communications over a private or public computer network; consultancy and information regarding telecommunications; the aforesaid services also provided via electronic networks, such as the internet ] \* ; the aforementioned services not relating to or related to compressors, condensers, cooling devices or machines, refrigerants, cooling devices, installations or units, heating devices, installations or units, heat exchangers, oils, lubricants, chiller units, expansion machines, power generation machines, air-conditioning devices, measuring instruments, detection devices or monitoring devices, and/or parts or accessories thereof \*

CLASS 41: Education, namely, teaching in the fields of advertising, promotion, marketing, communications, business and finance; providing of training in the fields of advertising, promotion, marketing, communications, business and finance; organizing community sporting and cultural events; training and providing courses of instruction in the field of strategic planning, including topics related to management, group, business, personality, competency and communication training; arranging and conducting of educational lectures, workshops, symposiums, seminars, congresses, conferences and events; publication and lending of books, periodicals, newspapers, magazines, articles, press releases, leaflets, brochures, information bulletins and other publications, whether or not in digital form, and audiovisual and multimedia productions; publication of instructional and teaching material; provision of information and advice in relation

entertainment, publishing, and about education; the aforesaid services also provided via electronic networks, such as the internet

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

PRIORITY DATE OF 02-27-2017 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1387731 DATED 08-25-2017, EXPIRES 08-25-2027

SER. NO. 79-226,335, FILED 08-25-2017

**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>.**