

# United States of America

## United States Patent and Trademark Office

### ALEXANDER MCQUEEN

**Reg. No. 7,435,425**

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**Int. Cl.: 9, 35, 36, 41, 42**

**Service Mark**

**Trademark**

**Principal Register**

Autumnpaper Limited (UNITED KINGDOM Limited Company)

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CLASS 9: Downloadable digital files being downloadable image files containing clothing, fashion accessories and jewelry, downloadable video files containing clothing, fashion accessories and jewelry, downloadable music files and audio recordings featuring music anthologies, music compilations and music mixtapes, authenticated by non-fungible tokens (NFTs); downloadable virtual products, namely, computer programs featuring clothing, shoes, belts, millinery, headwear, scarves, bags, sports bags, backpacks, computer and phone cases, wallets, purses, suitcases, clutches, briefcases, hair accessories, eyewear, sunglasses, jewelry, watches, timepieces, linens, art, tableware, rugs, furniture, perfumes, home fragrances, cosmetics, makeup products, games and toys, for use in online virtual environments; downloadable multimedia files containing fashionable art being artwork related to fashion, texts related to fashion, audio and videos related to fashion, all authenticated by non-fungible tokens (NFT); downloadable image files of clothing, shoes, belts, millinery, headwear, scarves, bags, sports bags, backpacks, computer and phone cases, wallets, purses, suitcases, clutches, briefcases, hair accessories, eyewear, sunglasses, jewelry, watches, timepieces, linens, art, tableware, rugs, furniture, perfumes, home fragrances, cosmetics, makeup, games and toys, authenticated by nonfungible tokens (NFT); downloadable video recordings featuring clothing, shoes, belts, millinery, headwear, scarves, bags, sports bags, backpacks, computer and phone cases, wallets, purses, suitcases, clutches, briefcases, hair accessories, eyewear, sunglasses, jewelry, watches, timepieces, linens, art, tableware, rugs, furniture, perfumes, home fragrances, cosmetics, makeup, games and toys, authenticated by non-fungible tokens (NFT); downloadable augmented reality software for mobile devices for the integration of electronic data into real-world environments for the creation of artworks, fashion design elements and art installations; downloadable software to generate cryptographic keys to receive and spend cryptocurrencies; downloadable computer software for managing and verifying cryptocurrency transactions on a blockchain; downloadable and recorded computer game software; downloadable wallpapers being images in the field of fashion for computers and phones; downloadable virtual goods, namely, eyeglass frames, eyeglasses, sunglasses, tinted or anti-glare glasses, eyeglass cases and contact lens cases, to be worn in virtual worlds and virtual environment

CLASS 35: Online retail store services featuring virtual products, namely, clothing, clothing accessories, home accessories, shoes, belts, millinery, headwear, scarves, bags, sports bags, backpacks, computer and phone cases, wallets, purses, suitcases, clutches, briefcases, hair accessories, eyeglasses, sunglasses, jewelry, watches, timepieces, linens, art, tableware, rugs, furniture, perfumes, home fragrances, cosmetics, makeup products, games and toys, for use in online virtual environments; online retail store services featuring virtual artworks consisting of photos, drawings, graphics, paintings and sculptures for use in online virtual environments; providing a website that features online sales spaces for buyers and sellers of digital art images and downloadable video

*Coke Morgan Smith*

Acting Director of the United States Patent and Trademark Office



sequences authenticated by non-fungible tokens (NFT); organization of online virtual fashion shows for commercial purposes; provision of online marketplaces for the purchase and sale of non-fungible tokens (NFTs), virtual artworks, cryptographic collectibles or other non-fungible blockchain-based valuables; operating electronic commerce and brokering transactions, namely, auctioneering and online sales provided on the Internet related to the purchase and sale of non-fungible tokens (NFTs), virtual goods, including virtual art, cryptographic collectibles or other non-fungible blockchain-based valuables

CLASS 36: Financial services, namely, electronic transfer of a virtual currency for use by members of an online community via a global computer network; electronic transfer of virtual currencies; financial exchange of virtual currency; crypto-currency brokerage services, namely, financial brokerage services for cryptocurrency trading; issuance of non-fungible tokens of value being issuing pre-paid vouchers exchangeable for goods and services authenticated by NFTs; web-based service related to blockchain-based non-fungible tokens (NFTs), namely, providing financial information about selling, auctioning and trading goods and services authenticated by NFTs; digital token exchange services being financial exchange services; digital token trading being cryptocurrency trading services; digital token transfer services being electronic transfer of funds

CLASS 41: Entertainment services, namely, providing online, virtual and non-downloadable clothing, clothing accessories, home accessories, shoes, belts, millinery, headwear, scarves bags, backpacks, computer and phone cases, wallets, purses, clutches, suitcases, briefcases, hair accessories, eyewear, jewelry, watches, timepieces, linens, art, tableware, rugs, furniture, perfumes, home fragrances, cosmetics, makeup products, games and toys, all for use in virtual environments created for entertainment purposes; organization of online virtual fashion shows for entertainment purposes; entertainment services in the nature of production of educational and entertainment multimedia entertainment content for use in virtual, augmented and mixed reality contexts; cultural, educational or entertainment services provided by art galleries, including virtual galleries, namely, art, jewelry and fashion exhibitions for entertainment purposes, conducting workshops in the field of art, jewelry and fashion, arranging and conducting lectures in the field of art, jewelry and fashion and presentation of fashion, movie, music, ballet, dance and theater performances for entertainment purposes; interactive computer game services, namely, providing online computer games; art exhibitions; production of artworks being the custom production of artworks for others to be included in animated film content; production of artworks being the custom production of artworks for others, production of 3D models being model-making services and computer generated images for use in virtual, augmented and mixed reality contexts

CLASS 42: Authentication, issuance and validation of digital certificates; user authentication services using technology for e-commerce transactions; hosting an interactive website with technology that allows users to upload, download, share and sell personalized and branded digital publications; providing electronic verification of online orders for digital content and generating electronic authorization codes that allow users to access said digital content; providing user authentication services using blockchain-based software technology for crypto-currency transactions; design services, namely, computer-aided design for others; design of artworks, 3D models and computer generated images for use in virtual, augmented and mixed reality contexts; computer services, namely, the provision and maintenance of a website with technology that allows users to purchase and trade digital art and images in the form of non-fungible tokens (NFT) and the creation and provision of customized digital art designs, animations and illustrations for third parties in the form of non-fungible tokens (NFT); Platform as a Service (PaaS) featuring computer software platforms for the creation, promotion, sale and exchange of non-fungible tokens (NFT); computer software design services, namely, non-fungible token (NFT) design, nonfungible token (NFT) development; software development; fashion design consulting services; provision of information on fashion design services; virtual fashion design; computer software

design services being a web-based service related to blockchain based non-fungible tokens (NFTs), namely, creating NFTs

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

PRIORITY DATE OF 03-08-2022 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1712573 DATED 09-08-2022, EXPIRES 09-08-2032

The name(s), portrait(s), and/or signature(s) shown in the mark does not identify a particular living individual.

SER. NO. 79-362,459, FILED 09-08-2022

## **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>.