

# United States of America

United States Patent and Trademark Office

*falabella.com*



**Reg. No. 6,824,653**

**Registered Aug. 23, 2022**

**Amended Feb. 11, 2025**

**Int. Cl.: 35**

**Service Mark**

**Principal Register**

Falabella S.A. (CHILE SOCIEDAD ANONIMA)  
Av. Manuel Rodriguez Norte N° 730  
Santiago, CHILE

CLASS 35: Providing commercialization services in the nature of retail store services and online retail store services featuring goods in the fields of [ handbags, ] clothing, footwear, jewelry, make-up, perfume, housewares, furniture, electronics, games, toys and sporting goods; Retail store and catalog ordering services featuring goods in the fields of [ handbags, ] clothing, footwear, jewelry, make-up, perfume, housewares, furniture, electronics, games, toys and sporting goods; Online wholesale and retail store services featuring goods in the fields of [ handbags, ] clothing, footwear, jewelry, make-up, perfume, housewares, furniture, electronics, games, toys and sporting goods; Marketing services; Sales promotion services; Sales promotion for others; Services for the promotion of goods and services through the delivery of advertising messages to consumers and users; issuing benefit cards in the nature of loyalty rewards cards associated with point accumulation programs, bonuses or other forms of quantifying or valuing the use of these cards and/or promotional discounts, such as prizes and additional benefits; Import and export services of all kinds of products; Consultancy services for the organization and management of businesses; Services of assistance in the operation or management of commercial enterprises; Advisory services, consultations, and information, by any means, in commercial matters; Organization of events and fairs for commercial or advertising purposes; Developing advertising for all kinds of products and services for dissemination via broadcasting; Advertising agency; Radio and television advertising and publicity services; Telemarketing; Administration of customer loyalty programs; Development and elaboration in the nature of management of all necessary data for customer loyalty systems; Organization, operation and supervision of a customer loyalty or incentive program; Mediation of contracts for the purchase and sale of products; planning and execution of customer loyalty and sales promotion campaigns; Electronic commerce services, in particular, commercial intermediation to provide consumer information on products for advertising and commercial purposes, provided through telecommunications networks; retail store

*Coke Moye Smead*

Acting Director of the United States Patent and Trademark Office



services featuring a wide variety of consumer goods provided by internet, mail or by means of an interactive communication of data, messages, images, texts and combinations thereof, by means of computer media, world wide web and database networks; Online retail store services featuring a wide variety of consumer goods provided by means of oral and/or visual communication by means of computer terminals, fax and by analog and digital means; Mail order services, featuring a wide variety of consumer goods; negotiating contract with providers of goods and services to enable program members to obtain discounts from merchants; Dissemination of advertisements and advertising material; Retail store services featuring a wide variety of consumer products of others

The color(s) green and white is/are claimed as a feature of the mark.

The mark consists of the term "FALABELLA.COM" in stylized green lower case letters next to a green rectangle with a white stylized lower case letter "F" with a white dot next to it within the green rectangle.

OWNER OF U.S. REG. NO. 4903575, 4903523

SER. NO. 90-812,982, FILED 07-06-2021

**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>.**