

United States of America

United States Patent and Trademark Office



Reg. No. 5,365,282

Registered Dec. 26, 2017

Amended Feb. 18, 2025

Int. Cl.: 35

Service Mark

Principal Register

JUICE MEDIA, INC. (DELAWARE CORPORATION)
1 COURT SQUARE WEST FL 47
LONG ISLAND CITY, NEW YORK 11101

CLASS 35: Providing marketing and promotion of special events; Promoting the goods and services of others by arranging for businesses to affiliate their goods and services with the goods and services of third parties by means of sponsorship relationships; Advertising and business services, namely, securing airtime on all forms of media communications stations, systems, networks, and services for the purpose of promoting the goods and services of others; Media buying advice, namely, advising the client how much media time, and at what times the client should be purchasing advertising; Media planning, namely, advising the client on the correct times and stations to advertise based on media analysis of the market for that media; Advertising, marketing and promotion services; advertising agencies, namely, promoting the goods and services of others; branding services, namely, consulting, development, management and marketing of brands for businesses; business consultation and management regarding marketing activities and launching of new products; consultation services, namely, creative and strategic consultation regarding development and production of marketing campaigns for others; development of marketing strategies and concepts; providing online advertising business management and search engine optimization services, namely, strategy, project management, and analytics services for the understanding and predicting of consumers, businesses, market trends and actions; advertising and marketing services provided by means of indirect methods of marketing communications, namely, social media, search engine marketing, inquiry marketing, internet marketing, mobile marketing, blogging and other forms of passive, sharable or viral communications channels; creative marketing design services; experiential marketing services, namely, promotion of a variety of live entertainment and marketing events for others through social media, search engine marketing, inquiry marketing, internet marketing, mobile marketing, blogging and other forms of sharable or viral communications channels

FIRST USE 4-30-2008; IN COMMERCE 4-30-2008

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

The mark consists of white upper case letters "MDG" on a red background to the left of the words "MEDIA DESIGN GROUP" which appear in white uppercase letters, with "MEDIA" above "DESIGN", and "DESIGN" above "GROUP", all on a black colored background.

No claim is made to the exclusive right to use the following apart from the mark as shown: "MEDIA DESIGN GROUP"

A handwritten signature in black ink, reading "Cole Morgan Smith".

Acting Director of the United States Patent and Trademark Office



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>.