

# United States of America

United States Patent and Trademark Office

## BRANDCRUSH

**Reg. No. 5,912,014**

**Registered Nov. 19, 2019**

**Corrected Feb. 25, 2025**

**Int. Cl.: 35**

**Service Mark**

**Principal Register**

CRITEO TECHNOLOGY SAS (FRANCE SAS)  
32, RUE BLANCHE  
PARIS, FRANCE 75009.

CLASS 35: (Based on Use in Commerce) Marketing advisory services; Marketing advisory services in the field of sampling, activations and promotions; Marketing analysis services; Marketing and advertising services for automobile dealerships; Marketing consultation in the field of sampling, activations and promotions; Marketing consulting; Marketing consulting, namely, sampling, activations and promotions; Marketing in the framework of software publishing; Marketing plan development; Marketing research; Marketing research services; Marketing research services in the field of sampling, activations and promotions; Marketing services; Marketing services in the nature of promotion of third-party goods and services by brand ambassadors; Marketing services in the nature of online booking platforms; Marketing services in the nature of sampling, activations and promotions; Marketing services, namely, conducting consumer tracking behavior research and consumer trend analysis; Marketing services, namely, consumer marketing research; Marketing services, namely, creating corporate logos for others; Marketing services, namely, promoting or advertising the goods and services of others; Marketing services, namely, promotional services for the memorabilia and collectables of others; Marketing the goods and services of others; Marketing the goods and services of others by means of location-based messaging; Marketing the goods and services of others by means of push notification technology; Marketing, advertising, and promoting the retail goods and services of others through wireless electronic devices; Marketing, promotional and advertising services provided by mobile telephone connections; Administration of a consumer membership program for enabling participants to receive product samples and discounts in the field of samples, brochures, flyers, brand products; Advertising and marketing; Advertising and marketing consultancy; 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; Advertising and marketing services, namely, promoting the goods and services of others; Advertising services, public relations and marketing services, namely, promoting and marketing the goods and services of others through all public communication means; Advertising, marketing and promoting the goods and services of others using kiosks; Advertising, marketing and promotion services; Advertising, marketing and promotional services for automotive dealerships; Advertising, marketing and promotional services for light and

*Coke Moya Smead*

Acting Director of the United States Patent and Trademark Office



heavy equipment dealerships; Advertising, promotion and marketing services based on consumer credit reports and scores of others; Advertising, promotion and marketing services in the nature of e-mail blast campaigns for others; Advice concerning chemical product marketing; Advice in the field of business management and marketing; Affiliate marketing; Arranging and conducting marketing promotional events for others; Branding services, namely, consulting, development, management and marketing of brands for businesses and/or individuals; Business marketing consulting services; Business marketing consulting services to childcare organizations; Business marketing services; Business consultation and management regarding marketing activities and launching of new products; Business management consulting with relation to strategy, marketing, production, personnel and retail sale matters; Business to business direct marketing services; Conducting marketing studies; Consulting services in the field of marketing of educational training; Consulting services in the field of internet marketing; Consumer marketing research and consulting related thereto; Cooperative advertising and marketing; Cooperative advertising and marketing services by way of solicitation, customer service and providing marketing information via web sites on a global computer network; Creative marketing design services; Custom writing services comprising public relations and marketing materials for the audio, video and technology industries; Design of marketing surveys; Development of marketing strategies and concepts; Direct marketing advertising for others; Direct marketing consulting services; Direct marketing services; Dissemination of advertisements and of advertising material; Distribution and dissemination of advertising materials; Distribution of advertising materials in the nature of samples, brochures, flyers, brand products; Distribution of publicity materials (flyers, prospectuses, brochures, samples, particularly for catalogue long distance sales) whether cross border or not; Distribution of publicity materials, namely, flyers, prospectuses, brochures, samples, particularly for catalogue long distance sales; Entertainment marketing services, namely, marketing, promotion and advertising for independent recording artists; Entertainment marketing services, namely, marketing, promotion and advertising for recording and performing artists; Event planning and management for marketing, branding, promoting or advertising the goods and services of others; Membership club services, namely, providing on-line information to members in the fields of branding, business development, business marketing, and marketing; Multi-level marketing services; On-line advertising and marketing services; On-line customer-based social media brand marketing services; Planning, design, development, maintenance, tracking and reporting of online marketing activities for third parties; Preparing audiovisual presentations for use in marketing; Promoting and marketing the delivery of water without greenhouse gas emissions; Promoting, advertising and marketing on-line web sites of others; Promoting, advertising and marketing the on-line databases and electronic publications of others; Promotion and marketing services and related consulting; Promotion, advertising and marketing of on-line websites; Promotional marketing and representation services for sales to the public sector; Promotional marketing services using audiovisual media; Promotional services, namely, guerrilla marketing services; Providing marketing and promotion of special events; Providing marketing consulting in the field of social media; Providing advertising, marketing and promotional services for the pharmaceutical and medical industry; Providing advertising, marketing and promotional services for the pharmaceutical and medical products of others; Providing business marketing information; Providing business planning and marketing solutions for real estate professionals; Providing information in the field of marketing; Providing information in the field of marketing and on-line marketing media via the Internet; Providing online business management services including accounting, marketing, business project management, and business development; Providing promotional marketing services to businesses in the broadband and media industries; Provision of marketing reports; Provision of technical information in the field of marketing; Real estate marketing analysis; Real estate marketing services; Real estate marketing services, namely, on-line services featuring tours of residential and commercial real estate; Rental of all publicity and marketing presentation materials; Social media strategy and marketing consultancy focusing on helping clients create and extend their product and brand strategies by building virally engaging marketing solutions;

Statistical evaluations of marketing data; Targeted marketing services; Technical consulting in the field of marketing (Based on 44(d) Priority Application) Marketing advisory services; Marketing advisory services in the field of sampling, activations and promotions; Marketing analysis services; Marketing and advertising services for automobile dealerships; Marketing consultation in the field of sampling, activations and promotions; Marketing consulting; Marketing consulting, namely, sampling, activations and promotions; Marketing in the framework of software publishing; Marketing plan development; Marketing research; Marketing research services; Marketing research services in the field of sampling, activations and promotions; Marketing services; Marketing services in the nature of promotion of third-party goods and services by brand ambassadors; Marketing services in the nature of online booking platforms; Marketing services in the nature of sampling, activations and promotions; Marketing services, namely, conducting consumer tracking behavior research and consumer trend analysis; Marketing services, namely, consumer marketing research; Marketing services, namely, creating corporate logos for others; Marketing services, namely, promoting or advertising the goods and services of others; Marketing services, namely, promotional services for the memorabilia and collectables of others; Marketing the goods and services of others; Marketing the goods and services of others by means of location-based messaging; Marketing the goods and services of others by means of push notification technology; Marketing, advertising, and promoting the retail goods and services of others through wireless electronic devices; Marketing, promotional and advertising services provided by mobile telephone connections; Administration of a consumer membership program for enabling participants to receive product samples and discounts in the field of samples, brochures, flyers, brand products; Advertising and marketing; Advertising and marketing consultancy; 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; Advertising and marketing services, namely, promoting the goods and services of others; Advertising services, public relations and marketing services, namely, promoting and marketing the goods and services of others through all public communication means; Advertising, marketing and promoting the goods and services of others using kiosks; Advertising, marketing and promotion services; Advertising, marketing and promotional services for automotive dealerships; Advertising, marketing and promotional services for light and heavy equipment dealerships; Advertising, promotion and marketing services based on consumer credit reports and scores of others; Advertising, promotion and marketing services in the nature of e-mail blast campaigns for others; Advice concerning chemical product marketing; Advice in the field of business management and marketing; Affiliate marketing; Arranging and conducting marketing promotional events for others; Branding services, namely, consulting, development, management and marketing of brands for businesses and/or individuals; Business marketing consulting services; Business marketing consulting services to childcare organizations; Business marketing services; Business consultation and management regarding marketing activities and launching of new products; Business management consulting with relation to strategy, marketing, production, personnel and retail sale matters; Business to business direct marketing services; Conducting marketing studies; Consulting services in the field of marketing of educational training; Consulting services in the field of internet marketing; Consumer marketing research and consulting related thereto; Cooperative advertising and marketing; Cooperative advertising and marketing services by way of solicitation, customer service and providing marketing information via web sites on a global computer network; Creative marketing design services; Custom writing services comprising public relations and marketing materials for the audio, video and technology industries; Design of marketing surveys; Development of marketing strategies and concepts; Direct marketing advertising for others; Direct marketing consulting services; Direct marketing services; Dissemination of advertisements and of advertising material; Distribution and dissemination of advertising materials; Distribution of advertising materials in the nature of samples, brochures, flyers, brand products; Distribution of publicity materials (flyers, prospectuses, brochures, samples, particularly for catalogue

long distance sales) whether cross border or not; Distribution of publicity materials, namely, flyers, prospectuses, brochures, samples, particularly for catalogue long distance sales; Entertainment marketing services, namely, marketing, promotion and advertising for independent recording artists; Entertainment marketing services, namely, marketing, promotion and advertising for recording and performing artists; Event planning and management for marketing, branding, promoting or advertising the goods and services of others; Membership club services, namely, providing on-line information to members in the fields of branding, business development, business marketing, and marketing; Multi-level marketing services; On-line advertising and marketing services; On-line customer-based social media brand marketing services; Planning, design, development, maintenance, tracking and reporting of online marketing activities for third parties; Preparing audiovisual presentations for use in marketing; Promoting and marketing the delivery of water without greenhouse gas emissions; Promoting, advertising and marketing on-line web sites of others; Promoting, advertising and marketing the on-line databases and electronic publications of others; Promotion and marketing services and related consulting; Promotion, advertising and marketing of on-line websites; Promotional marketing and representation services for sales to the public sector; Promotional marketing services using audiovisual media; Promotional services, namely, guerrilla marketing services; Providing marketing and promotion of special events; Providing marketing consulting in the field of social media; Providing advertising, marketing and promotional services for the pharmaceutical and medical industry; Providing advertising, marketing and promotional services for the pharmaceutical and medical products of others; Providing business marketing information; Providing business planning and marketing solutions for real estate professionals; Providing information in the field of marketing; Providing information in the field of marketing and on-line marketing media via the Internet; Providing online business management services including accounting, marketing, business project management, and business development; Providing promotional marketing services to businesses in the broadband and media industries; Provision of marketing reports; Provision of technical information in the field of marketing; Real estate marketing analysis; Real estate marketing services; Real estate marketing services, namely, on-line services featuring tours of residential and commercial real estate; Rental of all publicity and marketing presentation materials; Social media strategy and marketing consultancy focusing on helping clients create and extend their product and brand strategies by building virally engaging marketing solutions; Statistical evaluations of marketing data; Targeted marketing services; Technical consulting in the field of marketing

FIRST USE 1-1-2018; IN COMMERCE 6-1-2018

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

PRIORITY CLAIMED UNDER SEC. 44(D) ON AUSTRALIA APPLICATION NO. 1952350, FILED 08-31-2018, REG. NO. 1952350, DATED 05-28-2019, EXPIRES 08-31-2028

SER. NO. 88-122,585, FILED 09-19-2018

## **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>.