

United States of America

United States Patent and Trademark Office

72POINT

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Service Mark

Principal Register

SWNS Media Group Ltd. (UNITED KINGDOM limited company (ltd.))
Abbey Wood Business Park, Emma Chris Way
Media Centre, Unit A
Filton, Bristol, UNITED KINGDOM BS347JU

CLASS 35: Advertising and promotional services; Advertising services, public relations and marketing services, namely, promoting and marketing the goods and services of others through all public communication means; Advertising analysis; Analyzing and compiling data for measuring the performance of advertising campaigns; Consultancy regarding advertising communication strategies; Consultancy regarding public relations communication strategies; Media planning, namely, advising the client on the correct times and stations to advertise based on media analysis of the market for that media; Media relations services; Organisation and conducting of product presentations; Providing information and news in the field of business; Public opinion polling services; Public relations consultancy; Publicity agency services; Spokesperson services in the nature of speaking to reporters on behalf of third parties for public relations purposes; Testing, analysis and evaluation of the broad knowledge, experience and professional judgment of public relations professionals for purposes of career enhancement and advancement in the field of public relations

FIRST USE 1-19-2014; IN COMMERCE 1-19-2014

CLASS 41: News agencies, namely, gathering and dissemination of news; News reporter services; News reporter services in the nature of news analysis and news commentary; News syndication reporting; On-line journals, namely, blogs featuring marketing, public relations, publicity, public opinion polling, and corporate communications; Online publication of blogs; Providing a website featuring blogs and non-downloadable publications in the nature of articles in the field(s) of news; Providing an Internet news portal featuring links to news stories and articles in the field of current events; Providing current event news via a global computer network; Providing information, news, and commentary in the field of current events via the Internet

FIRST USE 1-18-2014; IN COMMERCE 1-18-2014

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

Coke Morgan Smead

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>.