

United States of America

United States Patent and Trademark Office



Reg. No. 4,461,287

Registered Jan. 07, 2014

**Renewal Term Begins Jan.
07, 2024**

10 Year Renewal/Amended

Int. Cl.: 35, 42

Service Mark

Principal Register

BrandMuscle, Inc. (DELAWARE CORPORATION)
1500 W. 3rd Street, Suite 325
Cleveland, OHIO 44113

CLASS 35: Advertising services, namely, developing promotional campaigns for businesses by use of computer software linked via a computer network; preparing advertisements for others in the nature of digital media, namely, electronic mail and brochures, digital billboards, video, television, radio, microsites, and website landing pages; mobile and on-line advertising and marketing services; Online retail store services in the field of graphic design products; distributorship services in the field of computer graphics technologies products; Arranging and conducting marketing promotional events for others; contests and incentive award programs to promote the sale of products and services of others; customer loyalty services and customer club services, for commercial, promotional and/or advertising purposes; merchandising services for inducing the purchasing public to buy the goods of others through a promotional gift redemption program

FIRST USE 1-7-2013; IN COMMERCE 1-7-2013

CLASS 42: Providing temporary use of on-line non-downloadable software for use in creating advertising and promotional materials for others; Providing an on-line computer database in the field of workplace automation for the alcohol and spirits industry; and graphic art design

FIRST USE 1-7-2013; IN COMMERCE 1-7-2013

The mark consists of the word "brandmuscle" with a pointer within a circle to the left of the word "brandmuscle".

OWNER OF U.S. REG. NO. 2587620

SER. NO. 85-842,010, FILED 02-06-2013

Coke Moya 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>.