

# United States of America

## United States Patent and Trademark Office



**paybyface**  
MAKE PURCHASES WITH YOUR SELFIE

**Reg. No. 7,161,644**

**Registered Sep. 12, 2023**

**New Cert. Mar. 18, 2025**

**Int. Cl.: 9, 42**

**Service Mark**

**Trademark**

**Principal Register**

PAYBYFACE INC. (TEXAS CORPORATION)  
306 NORTHRIDGE DR  
SAN ANTONIO, TEXAS 78209

CLASS 9: Scanners; Biometric identification apparatus; Biometric iris scanners; Biometric retinal scanners; Biometric scanners; Computer terminals for banking purposes; Credit card terminals; Digital cameras; Digital graphic scanners; Downloadable cloud-computing software for biometric systems; Downloadable computer communications software to allow customers to access bank account information and transact bank business; Downloadable computer software for managing electronic payment transactions using distributed ledger technology (DLT); Downloadable computer software for biometric systems for the identification and authentication of persons, facial analysis, facial recognition, image recognition and gesture recognition; Downloadable computer software to enhance the audio-visual capabilities of multimedia applications, namely, for the integration of text, audio, graphics, still images, and moving pictures; Downloadable credit screening software; Downloadable database management software for use by financial advisors; Downloadable enterprise software for biometric identification; Downloadable payment gateway software for linking e-commerce websites to credit card processing networks; Downloadable software for managing bank accounts and transactions; Downloadable software for bioinformatics; Downloadable software for debt recovery; Downloadable software for handling of financial transactions; Electronic machines for reading credit cards and recording financial operations; Electronic payment terminal; Hand scanner; Multi-functional electronic payment terminals; Point-of-sale terminals for making contactless payments; Portable document scanners; Recorded computer application software for mobile phones, portable media players, handheld computers, namely, software for biometric identification; Recorded computer software for biometric systems for the identification and authentication of persons, facial analysis, facial recognition, image recognition and gesture recognition; Recorded computer software using artificial intelligence for biometric identification; Image scanners; Optical scanners; Three dimensional (3D) scanners

CLASS 42: Computer services, namely, remote management of the information technology (IT) systems of others; Computer software design; Computer software development; Computer software development and computer programming development for others; Design and development of computer hardware; Design and writing of computer software; Digitization of documents; Electronic scanning of

*Coke Moya Smead*

Acting Director of the United States Patent and Trademark Office



images; Installation of computer software; Providing temporary use of on-line non-downloadable software for analyzing financial data and generating reports; Providing user authentication services using biometric hardware and software technology for e-commerce transactions; Rental of computer hardware; Rental of computer software for biometric identification; Rental of computer software for financial management; Software engineering services; Technological research in the field of computer hardware development

The color(s) dark blue and teal is/are claimed as a feature of the mark.

OWNER OF EUROPEAN UNION , REG. NO. 017961092, DATED 01-18-2019, EXPIRES 09-25-2028

The mark consists of the wording "paybyface MAKE PURCHASES WITH YOUR SELFIE" written in stylized, dark blue font, except the letters "by" is written in teal stylized font, above which there is a dark blue square with rounded corners in the middle of which there is a stylized teal incomplete human head profile, having a teal shopping basket inside.

No claim is made to the exclusive right to use the following apart from the mark as shown: "PAY BY FACE MAKE PURCHASES WITH YOUR SELFIE"

SER. NO. 97-513,016, FILED 07-21-2022

## **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>.