

United States of America

United States Patent and Trademark Office



Reg. No. 7,140,253

Registered Aug. 15, 2023

Corrected Mar. 25, 2025

Int. Cl.: 42

Service Mark

Principal Register

Shift4 Payments, LLC (DELAWARE LIMITED LIABILITY COMPANY)
2202 North Irving St.
Allentown, PENNSYLVANIA 18109

CLASS 42: Computer services, namely, providing on-line security services for processing electronic payment transactions by replacing cardholder payment data with a unique identifier associated with an electronic payment transaction and thereby enabling merchants to process an electronic payment transaction using the unique identifier; Providing temporary use of on-line non-downloadable software for monitoring credit card, debit card, card payment and electronic payment transactions processed through an internet-based system; Computer services, namely, developing and implementing for merchants unique identifiers to replace actual cardholder data associated with an electronic payment transaction that can be used in the same way that actual cardholder data is used; Software as a service (SAAS) services featuring software for storing electronic payment information and cardholder payment data and providing secure access to cardholder payment data; Software as a service (SAAS) services featuring software for back office accounting and point of sale processing of electronic payments and credit card and electronic payment; consulting services in the fields of computer automation, computer automation of financial transactions, and design and development of computerized financial systems for the hospitality industry, casinos, parks, healthcare industry, mail-order and retail services industries, auto rental industry and restaurant industry; Computer technology services for securing financial information in the nature of creating and issuing to merchants a unique numerical code for use during credit card payment processing transactions to replace a cardholder's payment data; design, development, creation, hosting and maintenance of websites, namely, online stores for others; creation of online retail stores for others in the nature of a non-downloadable web-based service that allows users to create hosted e-commerce stores to sell their goods and services online; providing temporary access to non-downloadable cloud-based software for website design, development and maintenance; User authentication services using technology for e-commerce transactions; Developing and hosting a server on a global computer network for the purpose of facilitating e-commerce via such a

Coke Moya Smead

Acting Director of the United States Patent and Trademark Office



server; providing temporary access to non-downloadable cloud-based payment gateway software for linking e-commerce websites to credit card processing networks; providing temporary access to non-downloadable cloud-based e-commerce software to allow users to perform electronic business transactions via a global computer network; Application service provider (ASP) featuring e-commerce software for use as a payment gateway that authorizes processing of credit cards or direct payments for merchants; providing temporary access to non-downloadable cloud-based software that enables the facilitation of electronic shopping carts, inventory management, shipment management and tracking, order fulfillment, creation and distribution of promotions and coupons, and search engine optimization and marketing; providing temporary access to non-downloadable application interface (API) software that enables developers to build software applications for use in the retail and e-commerce industry; providing temporary access to a non-downloadable online software platform featuring technology that enables users to create a unique URL for an online store and to manage the content and inventory of their online store; Software as a Service (SaaS) services featuring software for use in database management, sales and customer tracking and management, and inventory management for the retail industry; providing temporary access to a non-downloadable web-based computer software platform for use in the retail and e-commerce industry for facilitating retail store services

FIRST USE 2-1-2021; IN COMMERCE 2-1-2021

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

The mark consists of the number 4 in a black font. The number "4" appears in a blue circle. The white represents background and is not claimed as a feature of the mark.

SER. NO. 97-035,270, FILED 09-20-2021

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>.