

United States of America

United States Patent and Trademark Office

BALLY

Reg. No. 7,049,702

Registered May 09, 2023

Corrected Mar. 25, 2025

Int. Cl.: 38, 41, 42

Service Mark

Principal Register

Bally's Management Group, LLC (DELAWARE LIMITED LIABILITY COMPANY)

100 Westminster Street

Providence, RHODE ISLAND 02903

CLASS 38: Broadcasting and simulcasting of broadcast television and electronic transmission of audio content, video content, audio-visual content, multimedia content, photographs, and graphics, on a wide variety of topics and subjects via the media of television, cable, digital cable, satellite, and broadband systems, and via the Internet, multicast, websites, electronic communications networks, computer networks, digital networks, wireless communications networks, video on demand, email, social media, digital applications, video game consoles and portable and wireless communication devices; streaming audio and video material on the Internet

FIRST USE 3-31-2021; IN COMMERCE 3-31-2021

CLASS 41: Entertainment services, namely, provision of on-going multimedia programs featuring sports, gaming, gambling, betting, slots, bingo, lottery, casinos, hotels, current news, comedy, action and adventure distributed via various platforms across multiple forms of transmission media; providing an internet website portal featuring audio-visual, audio, video, audio-visual, multimedia, photographic, and graphic entertainment content in the fields of sports, gaming, gambling, betting, slots, bingo, lottery, casinos, hotels, current news, comedy, action and adventure; digital video, audio, and multimedia publishing services; production of audio-visual containing audio, video, audio-visual, multimedia, photographic, and graphic content on a wide variety of topics and subjects; Entertainment services, namely, providing information, news, and commentary in the field of sports gambling and betting; Entertainment services, namely, providing information, news, and commentary in the field of fantasy sports; Betting services

FIRST USE 3-31-2021; IN COMMERCE 3-31-2021

CLASS 42: Providing temporary use of non-downloadable software to enable uploading, capturing, posting, editing, playing, streaming, viewing, displaying, tagging, sharing, manipulating, distributing, publishing, reproducing, and otherwise providing content on a wide variety of topics and subjects, containing audio content, video content, audiovisual content, multimedia content, photographs and graphics

Coke Moye Sneed

Acting Director of the United States Patent and Trademark Office



FIRST USE 2-24-2022; IN COMMERCE 2-24-2022

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

OWNER OF U.S. REG. NO. 1552562, 1909427, 505218

SER. NO. 90-609,860, FILED 03-29-2021

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>.