

United States of America

United States Patent and Trademark Office



BROADWAY PLAZA

Reg. No. 2,890,647

Registered Oct. 05, 2004

**Renewal Term Begins Oct.
05, 2024**

10 Year Renewal/Amended

Int. Cl.: 35, 36

Service Mark

Principal Register

MACERICH HHF BROADWAY PLAZA LLC (DELAWARE LIMITED
LIABILITY COMPANY)
401 Wilshire Blvd., Suite 700
Santa Monica, CALIFORNIA 90401

CLASS 35: SECTION 1(A) PROMOTIONAL SERVICES, NAMELY, DEVELOPING HOLIDAY AND SPECIAL OCCASION SALES PROMOTIONAL CAMPAIGNS FOR OTHERS; [PROMOTING THE GOODS AND SERVICES OF OTHERS THROUGH A SHOPPING REWARDS PROGRAM,] DEVELOPING PROMOTIONAL CAMPAIGNS FOR BUSINESSES; DEVELOPING TENANT MOTIVATION CAMPAIGNS; SHOPPERS' GUIDE INFORMATION SERVICES; PROVIDING CUSTOMER SERVICE INFORMATION REGARDING PRODUCTS AND SERVICES OF OTHERS; [CONDUCTING MARKETING STUDIES AND CONDUCTING MARKET RESEARCH AND PREPARING REPORTS IN CONNECTION THEREWITH;] ON-LINE PROMOTIONAL SERVICES, NAMELY, DEVELOPING HOLIDAY AND SPECIAL OCCASION SALES PROMOTIONAL CAMPAIGNS FOR OTHERS, [PROMOTING THE GOODS AND SERVICES OF OTHERS THROUGH A SHOPPING REWARDS PROGRAM,] DEVELOPING PROMOTIONAL CAMPAIGNS FOR BUSINESSES, DEVELOPING TENANT MOTIVATION CAMPAIGNS; ON-LINE SHOPPERS' GUIDE INFORMATION SERVICES; [ON-LINE MARKETING RESEARCH SERVICES, NAMELY, CONDUCTING MARKETING STUDIES AND CONDUCTING MARKET RESEARCH AND PREPARING REPORTS IN CONNECTION THEREWITH; CONDUCTING EMPLOYEE INCENTIVE AWARD PROGRAMS TO PROMOTE ON-THE-JOB QUALITY AND PRODUCTIVITY THROUGH SOLICITING NOMINATIONS AND PRESENTING AWARDS TO PERSONS FOR DEMONSTRATING EXCELLENCE IN THE AREA OF MALL SERVICES, CUSTOMER SERVICE AND COMMUNITY SERVICE;] PROVIDING CUSTOMER SERVICE INFORMATION REGARDING PRODUCTS AND SERVICES OF OTHERS ON-LINE; OPERATION AND MANAGEMENT OF SHOPPING CENTERS AND MALLS FOR OTHERS

FIRST USE 6-00-1997; IN COMMERCE 6-00-1997

CLASS 36: LEASING OF SHOPPING MALL SPACE AND PROVIDING INFORMATION ON-LINE IN CONNECTION THEREWITH; CHARITABLE FUND RAISING SERVICES AND PROVIDING INFORMATION ON-LINE IN CONNECTION THEREWITH; ON-LINE CHARITABLE FUND RAISING SERVICES AND PROVIDING INFORMATION ON-LINE IN CONNECTION THEREWITH

Coke Moya Smead

Acting Director of the United States Patent and Trademark Office



FIRST USE 1-00-1999; IN COMMERCE 1-00-1999

The mark consists of stylized "B" and "P" in an oval above the words "BROADWAY" and "PLAZA".

No claim is made to the exclusive right to use the following apart from the mark as shown: "PLAZA"

SEC. 2(F) as to "BROADWAY"

SER. NO. 76-024,443, FILED 04-12-2000

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>.