

United States of America

United States Patent and Trademark Office

ALIVE XPERIENCES

Reg. No. 7,240,261

Registered Dec. 12, 2023

Amended Apr. 08, 2025

Int. Cl.: 39, 43

Service Mark

Principal Register

ALIV WORLD LTD (ILLINOIS CORPORATION), DBA
ALIVEXPERIENCES
2309 SPRINGHILL LANE
LINDENHURST, ILLINOIS 60046

CLASS 39: Car rental; Chauffeur driven car hire services; Chauffeur services; Rental car reservation; Rental of cars; Rental of GPS-equipped vehicles, namely, scooters, electric cars and bicycles; Rental of sports cars; Travel agency services, namely, making reservations and bookings for cruises; Travel agency services, namely, making reservations and bookings for transportation for tourists; Travel and transport information service; Travel arrangement; Travel booking agencies; Travel consultancy; Travel consultancy services; Travel guide and travel information services; Travel guide services; Travel planning for individuals, families, and groups for special occasions such as destination weddings and honeymoons; Travel route planning; Travel ticket reservation service; Arranging for travel visas, passports and travel documents for persons traveling abroad; Arranging of transportation for travel tours; Arranging transport for travelers; Booking of travel tickets; Booking of seats for travel; Booking of seats for coach travel; Booking of tickets for travel; Booking of tickets for air travel; Booking of tickets for train travel; Booking of tickets for train travel; Booking of tickets for bus travel; Booking of tickets for ferry travel; Booking of tickets for air travel; Booking of tickets for boat travel; Coordinating travel arrangements for individuals and for groups; Escorting of travellers; Organisation of travel; Organization of travel and boat trips; Organizing travel for others; Organizing transport for travelers; Providing transportation ticketing services for bus travelers; Providing transportation ticketing services for ferry travelers; Providing transportation ticketing services for train travelers; Providing transportation ticketing services for air travelers; Providing transportation ticketing services for boat travelers; Provision of travel information; Transport of travellers

FIRST USE 3-19-2018; IN COMMERCE 3-19-2018

CLASS 43: Travel agency services, namely, making reservations and bookings for restaurants and meals; Hotel accommodation services for tourists; Hotel accommodation services for business travelers; Providing travel lodging information services and travel lodging booking agency services for travelers; Reservation of hotel rooms for travelers; Reservation of hotel rooms for travellers

FIRST USE 3-19-2018; IN COMMERCE 3-19-2018

Blue (Pantone #2A303F) and White are located on the letters ALIVEXPERIENCES. Orange (Pantone #EF833A) is located on the letter X at the intersection of the stroke with a small, orange star-like element. We are not claiming any color on the background

Coke Moya Smead

Acting Director of the United States Patent and Trademark Office



as part of the mark.

The mark consists of The chosen concept is represented by a refined logo consisting of a custom-designed typography. The letters are light with significant thickness contrasts, resulting in an elegant and slender appearance. The combination of serif and sans-serif characters makes the logo modern but not ordinary. Each element has its own specific characteristics, but together they create harmony.

SER. NO. 97-649,367, FILED 10-26-2022

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>.