

# United States of America

## United States Patent and Trademark Office

# STYLEMINE

**Reg. No. 7,497,982**

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**Int. Cl.: 9, 35, 38, 42, 45**

**Service Mark**

**Trademark**

**Principal Register**

H & M Hennes & Mauritz AB (SWEDEN aktiebolag (ab))  
Mäster Samuelsgatan 46A  
SE-106 38 Stockholm  
SWEDEN

CLASS 9: Software applications, downloadable for database management; downloadable computer software for modifying the appearance and enabling transmission of photographs; downloadable computer software for the collection, editing, organizing, modifying, transmission, storage and sharing of data and information; downloadable computer software for use as an application programming interface (API); application programming interface (API) for computer software, namely, downloadable computer software for use as an application programming interface (API) for facilitating online social networking, building social networking applications and for allowing data retrieval, upload, download, access and management; downloadable computer software for uploading, downloading, accessing, posting, displaying, tagging, blogging, streaming, linking, sharing or otherwise providing in the nature of transmission of electronic media and information via computer and communication networks; downloadable electronic publications, namely, books and magazines in the field of fashion; downloadable video recordings featuring creative tutorials in the field of advertising on social media; information technology and audio-visual, multimedia and photographic apparatus and instruments, namely, computers and video cameras; software, namely, an application providing social networking functionalities, namely, downloadable computer software for social networking; downloadable software for social networking; downloadable software for opinion polling by allowing users to post questions with answer options; downloadable software for allowing users to join online community discussions and post comments about opinion polls, questions and answers; downloadable software for allowing users to give compliments and positive feedback to other community members; downloadable software for creating, managing, and interacting with an online community; downloadable software for creating, editing, uploading, downloading, accessing, viewing, posting, displaying, tagging, blogging, streaming, linking, annotating, indicating sentiment about, commenting on, embedding, transmitting, sharing and otherwise providing in the nature of transmission of electronic media or information via computer and communication networks; downloadable software for the collection, editing, organizing, modifying, transmission, storage and sharing of data and information; downloadable software for sending and receiving electronic message alerts, notifications and reminders; downloadable software for wireless data transmission for remote communication; downloadable software for sending and receiving electronic messages, graphics, images, audio and audio visual content via the internet and communications networks; downloadable software for wireless content, data and information delivery; downloadable text messaging software; downloadable audio and video recordings featuring fashion shows, movie clips, and memes being artwork authenticated by non-fungible tokens (NFTs); downloadable computer game software featuring virtual goods, namely, clothing, outerwear being coats, headwear,

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Acting Director of the United States Patent and Trademark Office



footwear, clothing accessories being purse and shoe charms, bags, and sunglasses for use in online virtual worlds; downloadable image files containing trading cards, artwork, avatars, memes being artwork, clothing, outerwear, being coats, headwear, footwear, clothing accessories being purse and shoe charms, bags, and sunglasses authenticated by non-fungible tokens (NFTs); downloadable computer game programs featuring virtual goods, namely, articles of clothing, outerwear being coats, headwear, footwear, clothing accessories being purse and shoe charms, bags, and sunglasses for use in online virtual worlds; digital collectibles in the nature of downloadable music digital files authenticated by non-fungible tokens(NFTs)

CLASS 35: Business administration of loyalty rewards programs featuring trading stamps; sales promotion for others; organization of fashion shows for promotional purposes; organization of fashion shows for commercial purposes; advertising services; business management; business administration; marketing services; sales promotion services; dissemination of advertising for others via computer and communication networks; promoting the goods and services of others via computer and communication networks; market research services; provision of market research information; online advertising services; [ graphic design of advertising matter; ] provision of market research and information services; advertising services for tracking advertising performance, for managing, distributing and serving advertising, for analyzing advertising data, for reporting advertising data, and for optimizing advertising performance; customizing marketing efforts of others, namely marketing services; commercial information agency services; advertisement targeting, namely, advertising services; facilitating the exchange and sale of services and products of third parties via computer and communication networks, namely, operating on-line marketplaces for sellers and buyers of goods and services; retail store, wholesale store and online retail store services all featuring cosmetics, toiletries, perfumery, jewelry, bijouterie, bags, wallets, clothing, footwear, headwear; providing online marketplaces for sellers of goods and services; providing online facilities for connecting sellers with buyers, namely, operating on-line marketplaces for sellers and buyers of goods and services; charitable services, namely, promoting public awareness about charitable, philanthropic, volunteer, public and community service and humanitarian activities; incentive award programs to promote the sale of products and services of others; information, advisory and consultancy services relating to all of the aforesaid; online retail store services featuring virtual goods, namely, cosmetics and beauty care products, clothing, footwear, headwear, bags, jewelry, sunglasses, home ware accessories in the nature of artwork and furniture, art images, music and video clips for use in online virtual worlds; online retail store services rendered in a virtual environment featuring physical goods, namely, cosmetics and beauty care products, clothing, footwear, headwear, bags, jewelry, sunglasses, home ware accessories in the nature of artwork and furniture; provision of an online marketplace for buyers and sellers of virtual goods and services

CLASS 38: Telecommunications consultation; telecommunications services, namely, electronic transmission of data, messages, graphics, photographs, images, audio, video and information; providing Internet chatrooms, instant messaging services, and electronic bulletin boards; Internet broadcasting services; data broadcasting services; audio, text and video broadcasting service over the internet or other communications networks; computer aided transmission of messages and images; providing access to computer, electronic and online databases; providing online forums for communication on topics of general interest; providing user access to global computer networks; rental of access time to global computer networks; streaming of data; transmission of digital files; electronic transmission of electronic media, data, messages, graphics, images, audio, video and information; chatroom services for social networking; providing online chat rooms and electronic bulletin boards; providing access to computer, electronic and online databases in the fields of social networking; Internet broadcasting services over computer or other communication networks, namely, uploading, posting, displaying, tagging, and electronically transmitting data, information, messages, graphics, and images, namely, electronic transmission of data and images; instant messaging services; peer-to-peer photo sharing, video sharing and data sharing services, namely, electronic

transmission of digital photo files, audio, videos, audio-visual content and graphics among users; photosharing and data sharing services, namely, electronic transmission of digital photo files, videos, audio visual content and data among internet and mobile device users; providing access to computer databases in the fields of online networking, online introduction and dating; information, advisory and consultancy services relating to the aforesaid services; providing user Internet access to search engines

CLASS 42: Clothing design services; fashion design consultancy services; design of fashion accessories being jewelry design; providing information about fashion design consultancy services; closet design services; providing search engines for the Internet; providing temporary use of non-downloadable web-based applications for web browsing; interactive hosting services, namely, hosting an online website featuring technology which allow the users to publish and share their own content and images online; hosting online web facilities for others for sharing online content; hosting a web site that gives users the ability to upload photographs; computer services, namely, hosting an interactive website featuring technology that allows users to manage their online photograph and social networking accounts; providing temporary use of non-downloadable online software for modifying the appearance and enabling transmission of photographs; file sharing services, namely, hosting a website featuring technology enabling users to upload and download electronic files; providing technical information from searchable indexes and databases of information, namely, providing information on database design and development; computer services, namely, creating online virtual communities for registered users to participate in discussions and engage in social, business and community networking; providing interactive online web facilities for others featuring technology that allows users to manage images, photographs, text, graphics, audio-visual, video content, data and personal social networking accounts; providing, namely, hosting online web facilities for others that give users the ability to upload, modify and share audio, video, photographic images, text, graphics and data; application service provider (ASP) featuring software to enable or facilitate the editing, uploading, downloading, accessing, viewing, posting, displaying, tagging, blogging, streaming, linking, annotating, indicating sentiment about, commenting on, embedding, transmitting, and sharing or otherwise providing audio and video content, photographic images, text, graphics and data; application service provider (ASP) featuring software to enable or facilitate voice over internet protocol (VOIP) calls, phone calls, video calls, text messages, electronic messages, instant messages, and online social networking services; application service provider (ASP), namely, hosting, managing, developing, and maintaining applications, software, software for web sites, and software for databases for others in the fields of wireless communication, mobile information access, and remote data management for wireless delivery of content to handheld computers, laptops and mobile electronic devices; computer services, namely, hosting electronic facilities in the nature of internet websites, mobile applications and other similar communication platforms in the nature of web facilities for others for organizing and conducting meetings, events and interactive discussions via communication networks; application service provider (ASP) featuring software to enable or facilitate the uploading, downloading, streaming, posting, displaying, blogging, linking, sharing or otherwise providing electronic media or information over communication networks; photo sharing services, namely, providing online web facilities for others featuring technology enabling users to edit, upload, download, access, view, post, display, tag, blog, stream, link, annotate, indicate sentiment about, comment on, embed, transmit, or share images, photographs, text, graphics, audio-visual, video content, and data; application service provided (ASP) featuring software to enable or facilitate taking and editing photographs and recordings and editing videos; computer services, namely, creating online virtual communities for registered users to organize groups, meeting and events, participate in discussions and engage in social, business and community networking; providing online web facilities for others featuring technology that enables users to create personal profiles featuring social networking information and to transfer and share such information among multiple online facilities; providing an online network service, namely, hosting a website featuring technology that enables users to transfer personal identity data to and share personal identity data with and among

multiple websites; hosting a web site featuring technology that enables online users to create personal profiles featuring social networking information and to transfer and share such information among multiple websites; providing software in the nature of a mobile application, namely, providing temporary use of non-downloadable web-based applications for web browsing; providing temporary use of online, non-downloadable software for social networking, creating a virtual community, and transmission of audio, video, images, text, content and data; providing temporary use of online, non-downloadable software allowing users of a virtual community to give compliments and positive feedback; providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data; computer services in the nature of designing customized web pages for others featuring user-defined or specified information, personal profiles, audio, video, photographic images, text, graphics and data; computer services in the nature of designing websites featuring customized electronic accounts featuring user-defined or user-specified information, personal profiles, audio, video, photographic images, text, graphics and data; design of artwork for use as non-fungible tokens (NFTs); hosting an online multimedia virtual world and virtual environment in which users can interact, namely, computer programming services, namely, content creation of virtual world and three dimensional platforms; providing non-downloadable computer software with virtual goods, spaces, characters or digital collectables, namely, programming virtual articles of clothing and food for use in online virtual worlds \* ; graphic design of advertising matter \*

CLASS 45: Online social networking services; online social networking services accessible by means of downloadable mobile applications; providing information in the form of online computer databases featuring information in the fields of social online networking; Internet based social introduction and social networking services; information, advisory and consultancy services relating to the aforesaid services; rental of clothing; providing information relating to personal wardrobe styling; information relating to fashion coordination services for individuals

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

PRIORITY DATE OF 04-06-2023 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1754226 DATED 06-26-2023, EXPIRES 06-26-2033

SER. NO. 79-380,246, FILED 06-26-2023

## **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>.