

# United States of America

United States Patent and Trademark Office

# TruCentive

**Reg. No. 5,925,593**

**Registered Dec. 03, 2019**

**Amended May 27, 2025**

**Int. Cl.: 42**

**Service Mark**

**Principal Register**

TruCentive, Inc. (DELAWARE CORPORATION)  
1950 University Ave., Suite 230  
East Palo Alto, CALIFORNIA 94303

CLASS 42: Providing temporary use of non-downloadable software for automating customer incentive and engagement programs; Providing temporary use of non-downloadable digital marketing platform for assisting third parties with engaging with customers via customized digital communications, reminders, digital coupons, offers, rebates, vouchers and compliance messaging; providing temporary use of non-downloadable software for tracking, sending, managing and delivering customer rewards and incentives and recouping value of unused rewards; providing temporary use of non-downloadable software for designing, branding, delivering, tracking and managing customer messages, marketing campaigns and digital gifts, gift cards, coupons, offers, rebates and vouchers and for recouping the value of unused gifts and rewards; providing temporary use of non-downloadable software for tracking and analysis of marketing campaign effectiveness and utilization of digital gifts, gift cards, coupons, offers, rebates and vouchers by customers

FIRST USE 6-27-2018; IN COMMERCE 4-4-2019

The mark consists of The wording "TruCentive" with a carrot as the letter I utilizing a heart shape for the carrot stems/leaves.

SER. NO. 88-425,462, FILED 05-10-2019

*Coke Moye Sneed*

Acting Director of the United States Patent and Trademark Office



**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>.**