

United States of America

United States Patent and Trademark Office



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Int. Cl.: 9, 35, 42

Service Mark

Trademark

Principal Register

Medallia, Inc. (DELAWARE CORPORATION)
575 Market Street
Suite 1850
San Francisco, CALIFORNIA 94105

CLASS 9: downloadable software for surveying, tracking, gathering, monitoring, predicting and analyzing customer, employee, business and product data to improve customer satisfaction, operational efficiency, employee productivity, business operations, and business productivity; downloadable software for tracking, gathering, monitoring, analyzing, and publishing feedback and reviews on social media sites; downloadable software for analyzing, responding to, and making process improvements based on social media data; downloadable computer software using artificial intelligence and machine learning to detect patterns, predict behavior, and identify risks and opportunities to optimize customer, employee, business and product experience and improve business actions or decisions; downloadable computer software using artificial intelligence and machine learning to identify customer and employee needs and sentiment, to analyze customer and employee experiences, and to predict customer and employee behavior; downloadable software for gathering and aggregating data from multiple sources to resolve customer identities and provide a holistic view of a customer, business unit, or employee experience or journey; downloadable computer software for use in gathering and analyzing feedback from diverse customer or employee interaction channels; downloadable computer software for enabling solicitation of feedback from diverse channels; downloadable computer software for use in text analytics to determine and take action based on topics and sentiment from customer and employee feedback; downloadable computer software for use in the field of customer experience management and enterprise feedback management; downloadable computer software for application and database integration and management; downloadable computer software for generating, collecting, obtaining, capturing, searching, managing, processing, reviewing, editing, viewing, organizing, modifying, transmitting, producing, posting, sharing, retrieving, receiving, and storing electronic documents, data, information, and content; downloadable computer software

Coke Moya Smead

Acting Director of the United States Patent and Trademark Office



for generating, collecting, obtaining, capturing, searching, managing, processing, reviewing, editing, viewing, organizing, modifying, transmitting, producing, posting, sharing, retrieving, receiving, and storing text, audio, visual and multimedia data, information and content; downloadable computer software using artificial intelligence for generating, collecting, obtaining, capturing, searching, managing, processing, reviewing, editing, viewing, organizing, modifying, transmitting, producing, posting, sharing, retrieving, receiving, and storing electronic documents, data, information, and content; downloadable computer software for the provision of electronic digitizing and storage of document images, data and text; downloadable computer software for use in creation and storage of documents, reports and forms; downloadable computer software for use as an application programming interface (API); downloadable computer software platforms for business purposes; downloadable software for enabling predictive analytics and data science modeling to predict customer experience and behavior, detect business anomalies, and improve business actions or decisions along a customer or employee life-cycle or journey

FIRST USE 3-26-2019; IN COMMERCE 3-26-2019

CLASS 35: Customer and employee survey and feedback services; business strategy and marketing consultancy focusing on helping clients analyze, respond to, and make process improvements based on social media data; business consulting services in the field of text analytics; business management consulting with relation to strategy, marketing, sales, operations, product design particularly specializing in the use of analytic and statistical models for the understanding and predicting of customers, employees, businesses, and market trends and actions; business monitoring and consulting services, namely, surveying, tracking, gathering, monitoring, and analyzing customer, employee, business and product data to provide strategy, and insight, in connection with sales, operations, customer service, product design and innovation; business monitoring and consulting services, particularly specializing in the use of analytic and statistical models for the understanding and predicting of customer, employee, business, and market trends and actions

FIRST USE 3-26-2019; IN COMMERCE 3-26-2019

CLASS 42: software as a service (SAAS) featuring software for use in surveying, tracking, gathering, monitoring, predicting and analyzing customer, employee, business and product data to improve customer, employee, business and product satisfaction, operational efficiency, employee productivity, business operations, and business productivity; software as a service (SAAS) featuring software for use in surveying, tracking, gathering, monitoring, analyzing, and publishing feedback and reviews on social media sites; software as a service (SAAS) featuring software for analyzing, responding to, and making process improvements based on social media data; software as a service (SAAS) featuring software using artificial intelligence and machine learning to detect patterns, predict behavior, and identify risks and opportunities to optimize customer, employee, business and product experience and improve business actions or decisions; software as a service (SAAS) featuring software using artificial intelligence and machine learning to identify customer and employee needs and sentiment, to analyze customer and employee experiences, and to predict and analyze customer and employee behavior; software as a service (SAAS) featuring software for gathering and aggregating data from multiple sources to resolve customer identities and provide a holistic view of a customer, business unit, or employee experience or journey; software as a service (SAAS) featuring software for use in gathering and analyzing feedback from diverse customer or employee interaction channels; software as a service (SAAS) featuring software for enabling solicitation of feedback from diverse channels; software as a service (SAAS) featuring software for use in text analytics to determine and take action based on topics and sentiment from customer and employee feedback; software as a service (SAAS) featuring software for use in the field of customer experience management and enterprise feedback management; providing temporary use of non-downloadable computer software for application and database integration and management; providing temporary use of non-downloadable computer software for

generating, collecting, obtaining, capturing, searching, managing, processing, reviewing, editing, viewing, organizing, modifying, transmitting, producing, posting, sharing, retrieving, receiving, and storing electronic documents, data, information, and content; providing temporary use of non-downloadable computer software for generating, collecting, obtaining, capturing, searching, managing, processing, reviewing, editing, viewing, organizing, modifying, transmitting, producing, posting, sharing, retrieving, receiving, and storing text, audio, visual and multimedia data, information and content; providing temporary use of non-downloadable computer software using artificial intelligence for generating, collecting, obtaining, capturing, searching, managing, processing, reviewing, editing, viewing, organizing, modifying, transmitting, producing, posting, sharing, retrieving, receiving, and storing electronic documents, data, information, and content; providing temporary use of non-downloadable computer software for the provision of electronic digitizing and storage of document images, data and text; providing temporary use of non-downloadable computer software for use in creation and storage of documents, reports and forms; providing temporary use of non-downloadable computer software for use as an application programming interface (API); providing temporary use of non-downloadable computer software platforms for business purposes; software as a service (SAAS) featuring software for enabling predictive analytics and data science modeling to predict customer experience and behavior, detect business anomalies, and improve business actions or decisions along customer or employee lifecycle or journey

FIRST USE 3-26-2019; IN COMMERCE 3-26-2019

The mark consists of the letter "M" with a diamond shape centered above.

SER. NO. 88-580,949, FILED 08-15-2019

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>.