

United States of America

United States Patent and Trademark Office



Reg. No. 7,772,662

Registered Apr. 29, 2025

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Int. Cl.: 29, 30

Trademark

Principal Register

Smilde Bakery B.V. (NETHERLANDS BESLOTEN VENNOOTSCHAP
(B.V.))
Hamerstraat 12
Edam, NETHERLANDS NL-1135 GA

CLASS 29: Edible oils and fats for frying, roasting and deep-frying; edible fats, margarines, low-fat margarines and lard; protein-based meat substitutes; [high-protein cereal bars;] protein milk; food ingredients and semi-finished products for making bakery goods, namely, fruit concentrates and purees; jellies for food, other than confectionery; [powders for making ice cream;] dairy produce, namely, butter, cream, and milk; jams and compotes; snacks, namely, fruit-based food snacks, nut-based snack bars, and vegetable-based snack foods; meat, fish, not live; poultry and game, not live

CLASS 30: Bakery-based ingredients and semi-finished products for making bakery goods, namely, baking powder and mixes for bakery goods; flour; preparations made from cereals, namely, bread, biscuits, cakes, pastry and confectionary made of sugar; flour based snack foods; chocolate; sugar; edible ices; dessert puddings and pudding powders being instant pudding mixes; bread and pudding creams being bread pudding * ; high-protein cereal bars; powders for making ice cream *

The color(s) yellow, orange, brown, and white is/are claimed as a feature of the mark.

The mark consists of the stylized outline of a yellow oval with the bottom and left sides appearing in orange. Within the outline is an inner brown oval that touches the top and left sides of the oval outline, and leaves a small white gap on the right and bottom sides of the outline. Contained within the oval is the stylized word "PRUVÉ" in white, with the vertical portion of the "P" casting a shadow on its left side.

PRIORITY DATE OF 08-11-2023 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1775769 DATED 11-02-2023,
EXPIRES 11-02-2033

The word(s) "PRUVÉ" has no meaning in a foreign language.

SER. NO. 79-389,368, FILED 11-02-2023

Coke Moya Smeets

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>.