

United States of America

United States Patent and Trademark Office

braze

Reg. No. 6,309,269

Registered Mar. 30, 2021

Amended Jun. 10, 2025

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

Service Mark

Trademark

Principal Register

Braze, Inc. (DELAWARE CORPORATION)
28 East 28th Street, Floor 13
63 Madison Building
New York, NEW YORK 10016

CLASS 9: Customer relationship management (CRM) software; computer software platform for marketing automation tools, namely, application programming interface (API) software and software development kits (SDKs) that collect and analyze customer data and enable the customer to send marketing messages to consumers across multiple channels and transactional messages for marketing, data analytics, and customer support; business intelligence software, namely, computer software for marketing automation and customer relationship management (CRM) for use in creating and assessing marketing campaigns and marketing programs, for use in enabling integration marketing programs and marketing program assessment data with machine learning and predictive technology programs, and for sending messages, questionnaires and polls via push notifications, location-based messaging, text messaging, in-app messages, and email for purposes of customer engagement and feedback; computer software for data collection, data management, data analytics, and data visualization, and enabling actionable data insights that provide a single view of each customer; computer software for use in creating and sending multi-channel messages, such as push notifications, location-based messaging, text messaging, in-app messages, and email, for promoting, advertising, and marketing the goods and services of others; computer software for data collection and analysis; computer software for transmitting electronic messages; computer software for soliciting customer feedback and collection and analysis of feedback data; computer software for use in developing marketing materials and marketing and advertising campaigns; computer software for use in managing online website content; computer software for use in conducting opinion polls and surveys; computer software for creating and managing news feeds

FIRST USE 12-31-2017 ; IN COMMERCE 12-31-2017

CLASS 35: Business consulting, information and marketing services; business marketing consulting services; consulting services in the field of internet marketing; direct marketing consulting services; marketing consulting; promotion and marketing services and related consulting; providing marketing consulting in the field of social media; providing mobile marketing services

Coke Moya-Snead

Acting Director of the United States Patent and Trademark Office



FIRST USE 12-31-2017 ; IN COMMERCE 12-31-2017

CLASS 38: Telecommunications services, namely, electronic transmission of communications in the nature of push notifications, location based messaging, text messaging, in-app messages, email, web browser messages and push notifications, news feed cards and SMS messages; electronic messaging; multi-channel advertising messaging, namely, electronic transmission of push notifications, location-based messaging, text messaging, in-app messages, email, web browser messages and push notifications, news feed cards and SMS messages

FIRST USE 12-31-2017 ; IN COMMERCE 12-31-2017

CLASS 42: Providing temporary use of online non-downloadable software that collects and compiles customer data for use in developing marketing automation tools in the nature of push notifications, location-based messaging, text messaging, in-app messages and email for the purpose of marketing the goods and services of others, and for use in data analytics, data analysis for customer segmentation, and customer relationship management (CRM); business intelligence software, namely, non-downloadable online software for use in developing marketing automation tools in the nature of push notifications, location-based messaging, text messaging, in-app messages and email for purposes of creating and managing marketing and customer relationship campaigns; business intelligence software, namely, non-downloadable online software for use in conducting consumer opinion polls, for use in sending automatic multichannel messaging in the nature of push notifications, location based messaging, text messaging, in-app messages, and email, for use in analyzing customer engagement response forms and customer feedback; providing non-downloadable online software for use in managing customer service messaging systems; providing a web site featuring temporary use of non-downloadable software for data collection, data management, data analytics, and data visualization; providing an online non-downloadable software platform and associated non-downloadable software tools for use in conducting opinion polls and surveys; software technology consulting; software development services; technical support services, namely, troubleshooting computer software problems; and data mining

FIRST USE 12-31-2017 ; IN COMMERCE 12-31-2017

The mark consists of the mark "braze" in lowercase cursive font.

SER. NO. 87-707,525, FILED 12-04-2017

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>.