

United States of America

United States Patent and Trademark Office

H&K

Reg. No. 4,444,407

Registered Dec. 03, 2013

Renewal Term Begins Dec. 03, 2023

10 Year Renewal/Amended

Int. Cl.: 35, 41, 42

Service Mark

Principal Register

WPP Properties (DELAWARE PARTNERSHIP)
3 World Trade Center, 175 Greenwich St.
New York, NEW YORK 10007

CLASS 35: Advertising and marketing services; public relations services; publicity consultation services; advertising agency services; business consulting services, namely, strategic communication services in the areas of corporate communications, crisis management, finance, investor relations, and reputation management; market research and analysis services; conducting and analyzing public opinion surveys; business marketing consulting in the field of brand development, brand identity and brand marketing; government relations consultancy services; developing advertising and marketing communications for others; customer relationship management; marketing communications services, namely, creating customized marketing communications materials on behalf of others; business research and strategic planning services for others in the field of public relations, advertising, and marketing; interactive and digital media advertising; direct marketing advertising services for others; arranging and conducting promotional events and special events for others; sales promotion services; media consulting services, namely, planning, buying and negotiating advertising and media space and time


FIRST USE 01-01-2012 ; IN COMMERCE 01-01-2012

CLASS 41: Providing information relating to entertainment and education, on-line from a computer database or the Internet; special event planning services for social entertainment purposes; educational services, namely, organizing and conducting lecture programs, meetings, training sessions, seminars, workshops, speaking engagements, conferences, and symposiums for various industries in the field of advertising and marketing

FIRST USE 01-01-2012 ; IN COMMERCE 01-01-2012

CLASS 42: Consulting services relating to the creation, development and operation of Internet websites and interactive computer databases; graphic design services; consulting services relating to the use of digital platforms and media in the field of public relations, advertising, marketing and market research; hosting Internet websites in the field of public relations, advertising, marketing and market research; product research; consulting services in the field of product and packaging design; product and packaging design and development; industrial design services; providing temporary use of non-downloadable software in the fields of public relations, advertising, marketing and market research

FIRST USE 01-01-2012 ; IN COMMERCE 01-01-2012



Acting Director of the United States Patent and Trademark Office



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

SER. NO. 85-509,119, FILED 01-05-2012

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>.