

United States of America

United States Patent and Trademark Office



Loyalty

Reg. No. 6,801,292

Registered Jul. 26, 2022

Corrected Jun. 10, 2025

Int. Cl.: 35, 42

Service Mark

Principal Register

ESI-Exchange Solutions, Inc. (DELAWARE CORPORATION)
50 Milk Street, 16th Floor
Boston, MASSACHUSETTS 02109

CLASS 35: business research and data analysis in the field of consumer behavior; conducting consumer tracking behavior research and consumer trends analysis; business management consulting with relation to strategy and marketing; business management consulting with relation to strategy and marketing, namely, developing analytic and statistic business models for the understanding and predicting of consumer behaviors, trends, and actions

FIRST USE 00-00-2016 ; IN COMMERCE 00-00-2016

CLASS 42: Software as a Service (SAAS) featuring software for analyzing consumer behaviors, trends, and actions; software as a service (SAAS) for consumer data analysis, modeling predictive consumer behaviors and trends, and implementing real-time promotions to incentivize purchases and promote consumer loyalty; software as a service (SAAS) to automate data analysis and the implementation of consumer promotions

FIRST USE 00-00-2016 ; IN COMMERCE 00-00-2016

The mark consists of a gem shaped hexagon with "ES"; "Loyalty" is to the right of the gem shape; reading "ES Loyalty" horizontally.

No claim is made to the exclusive right to use the following apart from the mark as shown: "LOYALTY"

SER. NO. 90-755,508, FILED 06-04-2021

Coke Moya-Snead

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>.