

# United States of America

## United States Patent and Trademark Office



**mercado  
pago**

**Reg. No. 4,843,921**

**Registered Nov. 03, 2015**

**Amended Jun. 24, 2025**

**Int. Cl.: 35, 36, 42**

**Service Mark**

**Principal Register**

MERCADOLIBRE, INC. (DELAWARE CORPORATION)  
Suite C  
874 Walker Road  
Dover, DELAWARE 19904

CLASS 35: Providing a searchable online advertising guide featuring the goods and services of online vendors; advertising and advertisement services; promoting the goods and services of others, namely, providing advertisement space on web pages on a global computer network; operating online marketplaces for sellers and buyers of goods and services; providing online consumer information, namely, evaluative feedback and ratings of sellers' goods and services, the value prices of sellers' goods, buyers' and sellers' performance, delivery, and overall experience in connection therewith; trading services on the Internet, namely, the arranging of contracts for the buying and selling of goods and services on the Internet; electronic online auctions

FIRST USE 11-01-2003 ; IN COMMERCE 11-19-2010

CLASS 36: Electronic commerce payment services, namely, processing payments for the purchase of goods and services via an electronic communications

FIRST USE 11-01-2003 ; IN COMMERCE 11-19-2010

CLASS 42: Providing customized online web pages featuring user-defined information, which includes search engines and online web link to other websites; computer programming services for creation of online facilities for others for providing commercial platform for the dispatch, promotion sale and resale of items via a global computer network, and for the collection and dissemination of statistical, quantitative and qualitative information regarding the sale and resale of items via a global computer network; hosting digital content on behalf of users on the Internet; providing search engines for the Internet

FIRST USE 11-01-2003 ; IN COMMERCE 11-19-2010

The mark consists of a handshake inside a horizontal oval shape with an oval border next to the stylized wording "MERCADO PAGO" in lower case letters with "MERCADO" above "PAGO".

The English translation of "MERCADO PAGO" in the mark is "MARKET PAYMENT".

SER. NO. 86-372,783, FILED 08-20-2014

*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>.**