

United States of America

United States Patent and Trademark Office

D&AD SHIFT

Reg. No. 7,616,578

Registered Dec. 24, 2024

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Int. Cl.: 9, 16, 35, 41, 42, 45

Service Mark

Trademark

Principal Register

D&AD, Private Company Limited by Guarantee (UNITED KINGDOM Private Limited Company by guarantee without share capital use of 'Limited' exemption)
64 Cheshire Street
London E2 6EH
UNITED KINGDOM

CLASS 9: * Publications * [Publication] in electronic form supplied on-line from databases or from facilities provided on the Internet, including websites, in the nature of electronic publications, namely, books, magazines, manuals featuring design, art, photography, graphic design, advertising and marketing recorded on computer media; electronic publications, namely, books, magazines, manuals featuring design, art, photography, graphic design, advertising and marketing recorded on computer media; electronic magazines being electronic publications, namely, books, magazines, manuals featuring design, art, photography, graphic design, advertising and marketing recorded on computer media; multi-media recordings and publications being multimedia software recorded on CD-ROM featuring design, art, photography, graphic design, advertising and marketing; downloadable computer programs for use in database management, use as a spreadsheet, word processing, in the field of design, art, photography, graphic design, advertising and marketing; recorded computer software for use in database management, use as a spreadsheet, word processing, in the field of design, art, photography, graphic design, advertising and marketing; recorded computer games software; downloadable computer software in the form of a set of applications for use in database management, use as a spreadsheet, word processing, in the field of design, art, photography, graphic design, advertising and marketing; computer software capable of being accessed and downloadable online via global computer information networks or from a website on the Internet for use in database management, use as a spreadsheet, word processing, in the field of design, art, photography, graphic design, advertising and marketing; blank sound, video and data recordings and carriers including records, discs, tapes, cassettes, cartridges, compact discs, CD ROMs, MPEGs, JPEGs, DVDs, DVD-RWs and all other media for storing and reproduction of information, data, signals, images and sounds

CLASS 16: Printed matter, namely, paper signs, books, manuals, curricula, newsletters, informational cards and brochures in the field of design, art, photography, graphic design, advertising and marketing; printed publications, namely, books, hand-outs, workbooks, in the field of design, art, photography, graphic design, advertising and marketing; printed periodicals in the field of design, art, photography, graphic design, advertising and marketing; printed books in the field of design, art, photography, graphic design, advertising and marketing; printed brochures in the field of design, art, photography, graphic design, advertising and marketing; printed magazines in the field of design, art, photography, graphic design, advertising and marketing; printed posters; printed reports and information papers in the field of design, art, photography, graphic design, advertising and marketing; hanging folders; [file folders;] printed instruction and teaching material in the field of design, art, photography, graphic design, advertising and marketing; printed postcards; stationery; writing materials in the nature of writing pads and writing paper

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Acting Director of the United States Patent and Trademark Office



CLASS 35: Advertising services; marketing services; Promotional marketing services; Advertising and promotional services; public relations; brand imagery consultancy services; business advice and consultancy relating to franchising; business advice relating to franchising; professional and business management consultancy services; event marketing services, business and promotional management of creative people; business services relating to the provision of sponsorship in the nature of financial sponsorship search; representation of sportspeople, creative people, artists and celebrities being talent agency services consisting of the negotiation of contracts; market research; business management, administration and consultancy services; promotional services for artistic and business introduction services; business management of event hospitality services; arranging and conducting of commercial exhibitions and shows for commercial or advertising purposes; artist agency services in the nature of talent agency services; business or marketing research services into designs, brands and corporate identity; interactive information provided on-line from computer databases or the Internet, including web sites, relating to the advertising industry, marketing, branding, design and art industries, namely, providing computer databases regarding the purchase and sale of a wide variety of products and services of others; corporate identity and brand creation services; corporate identity and brand development services; [provision of information, consultancy and advisory relating to any of the aforesaid services via website in the nature of business consultation and business information services;] information, research, evaluation and consultancy services relating to any of the aforesaid in the nature of business consultation and business information services

CLASS 41: Electronic desktop publishing; sporting, cultural, entertainment and educational activities including the organisation, arranging and conducting of sporting, cultural, entertainment and educational events, namely, exhibitions, fairs, shows, competitions, contests and awards ceremonies for sporting or cultural or entertainment purposes; instructional and teaching services relating to all the aforesaid in the nature of conducting classes, workshops, and symposia in the field of creative industries and creative content; radio, video, film, internet and television entertainment and production services, namely, production of computer-generated imagery for use in motion pictures; production of sound and video recordings; rental of audio and video recordings; music publishing services; lending library services; arranging and conducting of entertainment or educational exhibitions and conferences in the field of creative industries and creative content; ticket reservation services for entertainment, sporting and cultural events; provision of cultural, educational and recreational facilities in the nature of providing facilities for movies, shows, plays, music, art, photography or educational training; providing recreation facilities; providing facilities for educational conventions; providing facilities for sports tournaments; [provision of information, consultancy and advisory relating to any of the aforesaid services via website in the nature of film and video production consultation;] photography services; film, video and music production consultation services; training courses online and in person in the nature of arranging and conducting of training courses in the field of design, art, photography, graphic design, advertising and marketing; provision of training courses online and in person in the nature of arranging and conducting of training courses in the field of design, art, photography, graphic design, advertising and marketing; arranging of training courses online and in person in the nature of arranging and conducting of training courses in the field of design, art, photography, graphic design, advertising and marketing; provision of further training courses online and in person in the nature of arranging and conducting of training courses in the field of design, art, photography, graphic design, advertising and marketing; arranging professional workshop and training courses online and in person in the field of design, art, photography, graphic design, advertising and marketing; organisation of training courses online and in person in the nature of arranging and conducting of training courses in the field of design, art, photography, graphic design, advertising and marketing; arranging and conducting of training courses online and in person in the nature of arranging and conducting of training courses in the field of design, art, photography, graphic design, advertising and marketing; conducting of instructional, educational and training courses for young people and adults online and in person in the nature of arranging and conducting of training courses in the field of design, art, photography, graphic design, advertising and marketing; provision of training courses online and in person for young people and adults in preparation for careers in the nature

of arranging and conducting of training courses in the field of design, art, photography, graphic design, advertising and marketing; publication of teaching materials in the nature of publication of books; information and consultancy services relating to any of the aforesaid in the nature of consultation in the field of special event planning for social entertainment purposes

CLASS 42: Design services in the nature of graphic design services; creation of designs of graphics, logos and livery for corporate identity and brand creation in the nature of graphic design of advertising material; graphic design services; website design services; hosting of websites [relating to any of the aforesaid services] , namely, hosting and maintaining an on-line web site for others for online educational courses in the field of creative industries; information, research, advise and consultancy services relating to any of the aforesaid, namely, consulting in the field of graphic arts design

CLASS 45: Product licensing services; media rights services in the nature of legal advocacy services, namely, legal services relating to the exploitation of broadcasting rights

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

OWNER OF INTERNATIONAL REGISTRATION 1712562 DATED 08-17-2022, EXPIRES 08-17-2032

SER. NO. 79-362,454, FILED 08-17-2022

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>.