

United States of America

United States Patent and Trademark Office



Reg. No. 7,244,852

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Int. Cl.: 9, 28, 35, 36, 38, 41, 42

Service Mark

Trademark

Principal Register

Sunday GmbH (GERMANY LIMITED LIABILITY COMPANY)
An der Alster 42
20099 Hamburg
GERMANY

CLASS 9: Recorded and downloadable media being digital media, namely, mobile applications, featuring downloadable electronic game software and downloadable computer game software; downloadable computer software for developing and publishing mobile applications; blank digital and analogue recording and storage media; downloadable computer software for accessing and managing databases in the field of developing and publishing mobile applications; downloadable software for developing and publishing mobile applications; downloadable computer software for processing market information; computer software platforms, recorded or downloadable for developing and publishing mobile applications; downloadable electronic publications, namely, manuals on developing and publishing mobile applications; downloadable computer and mobile phone application game software * ; all the aforesaid goods only in the field of gaming *

CLASS 28: Electronic learning toys; electronic action toys; video game apparatus being video game consoles

CLASS 35: Advertising, marketing and promotional services; public relations services; product demonstrations and product merchandising for others in the nature of inventory display services; loyalty and bonus program services, namely, customer loyalty services for commercial, promotional and/or advertising purposes; provision of advertising space, time and media; distribution of advertising, marketing and promotional material; advertising, marketing and promotional consultancy, advisory and assistance services; ad serving, namely, arranging and placing of advertisements on websites and in mobile applications and mobile games for others using specialized computer software; administrative data processing; collection of data; market research; interpretation of market research data; collection and systematization of business data; collating, systematization, updating and maintenance of data in computer databases; commercial trading and consumer information services, namely, auctioneering services; advertising agency services * ; all the aforesaid services only in the field of gaming *

Coke Moya Smeat

Acting Director of the United States Patent and Trademark Office



CLASS 36: Payment processing services, namely, credit card and debit card transaction processing services; financial transaction services, namely, providing online secure commercial transactions and payment options; issuance of prepaid purchase cards and tokens of value; advice, consultancy and information for the aforesaid; all the aforesaid services also via media such as television, radio and the internet * ; all the aforesaid services only in the field of gaming *

CLASS 38: Telecommunications, in particular providing telecommunications access to platforms, portals, blogs, chat rooms, chat lines, communities, social networks and forums on the internet and other data networks; computer communication being communication by computer terminals and providing internet access; internet services, namely, provision of access to content, websites and portals on the internet; provision of access to databases; transmission of videos, movies, pictures, images, text, photos, games, user-generated content, audio content, and information via the internet; internet services, namely, provision of access to texts, images, videos and other data on the internet; internet services, namely, provision of access to information on the internet concerning software, mobile applications, videos, other multimedia products and databases; advice, consultancy and information for the aforesaid; all the aforesaid services also via media such as television, radio and the internet * ; all the aforesaid services only in the field of gaming *

CLASS 41: Training services, namely, training in the field of developing and publishing mobile applications; entertainment services, namely, audio, video and multimedia recording production, as well as photography services; all the aforesaid services also via media such as television, radio and the internet * ; all the aforesaid services only in the field of gaming *

CLASS 42: IT services, namely, software development, programming and implementation; website hosting services; software as a service (SaaS) services featuring software for developing mobile applications; rental of software, namely, in the field of developing and publishing mobile application; rental of computer hardware and facilities, namely, rental of space in a computer co-location facility for containerized data centers of others; computer services, namely, IT consultancy, advisory and information services, IT security in the nature of computer security threat analysis and prevention, and IT protection and restoration in the nature of computer security threat analysis and prevention and recovery of computer data; data media duplication; computer programming services, namely, data coding services; computer systems analysis and diagnostics; research, development and implementation of computer software and systems; computer project management services; data mining; digital watermarking; computer system design and development; technological advisory services related to computers; computer network configuration services; updating of memory bank software of computer systems; data migration services; updating websites for others; monitoring of computer systems by remote access; programming of computer software for evaluation and calculation of data; programming of software for market research purposes; hosting platforms on the internet; graphic design services; product quality evaluation for others in the field of software development; quality control for others, namely, evaluation of the goods and services of others to determine conformity with certification standards; quality control for others; testing, analysis and evaluation of the goods and services of others for the purpose of certification; conducting technical tests of goods and services, namely, testing of computer software and mobile applications; advice, consultancy and information for the aforesaid; development of mobile applications, namely video game applications for mobile devices * ; all the aforesaid services only in the field of gaming *

The color(s) black, tan, yellow, pink, and blue is/are claimed as a feature of the mark.

Verbal elements in black; figurative elements in light brown, brown, light yellow, yellow, light pink, pink, dark pink, pink, light blue and bright yellow.

The mark consists of the stylized, stacked wording "SUN DAY" in black to the left of an ice cream on a stick composed of a tan stick, light yellow ice cream, dark pink dip, three blue circular sprinkles, three light pink circular sprinkles, and three yellow circular sprinkles.

OWNER OF U.S. REG. NO. 6564665

PRIORITY DATE OF 06-04-2020 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1587048 DATED 12-03-2020,
EXPIRES 12-03-2030

SER. NO. 79-309,132, FILED 12-03-2020

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>.