

United States of America

United States Patent and Trademark Office



Reg. No. 6,988,028

Registered Feb. 28, 2023

Amended Apr. 23, 2024

Int. Cl.: 35, 39, 41, 43

Service Mark

Principal Register

Ambassador Cruise Line Limited (UNITED KINGDOM Limited Company)
Gateway House, Stonehouse Lane
Purfleet, Essex RM19 1NS
UNITED KINGDOM

CLASS 35: The bringing together on cruise line vessels, ships and other transport for the benefit of others of computer peripherals, mouse mats, wrist rests, sunglasses and cases, swimming floats, life saving apparatus, calculators, DVDs, CDs and videos, tableware, crockery, earthenware, glassware, picture frames, beach towels, bath towels, table linen, clothing including footwear, headgear, sports wear, bath robes, belts, caps, gloves, scarves, hats, jackets, knitwear, coats, pyjamas, nightwear, underclothing, swimwear, alcoholic beverages, excluding the transport thereof, thereby to enable customers conveniently to view and to purchase those goods by means of retail stores; the bringing together, for the benefit of others, of a variety of descriptions of, or of images of, computer peripherals, mouse mats, wrist rests, sunglasses and cases, swimming floats, life saving apparatus, calculators, DVDs, CDs and videos, tableware, crockery, earthenware, glassware, picture frames, beach towels, bath towels, table linen, clothing including footwear, headgear, sports wear, bath robes, belts, caps, gloves, scarves, hats, jackets, knitwear, coats, pyjamas, nightwear, underclothing, swimwear, alcoholic beverages, on an Internet website, thereby to enable customers conveniently to view and to purchase those goods by means of telecommunications via online retail store services; organisation, operation and supervision of loyalty schemes and incentive schemes; * all of the foregoing excluding services rendered outside of cruise ships and services not specifically targeted at cruise ship passengers *

CLASS 39: Cruise ship services for travel; Travel agency services, namely, making reservations and bookings for cruises; Travel ticket reservation services; booking of seats for travel; booking agency services for travel; operation and provision of cruises and transportation for travel tours; arranging of booking of cruises and transportation for travel tours; passenger transport; escorting travellers; advisory services relating to the aforesaid services; * all of the foregoing excluding services rendered outside of cruise ships and services not specifically targeted at cruise ship passengers *

CLASS 41: Entertainment in the nature of concerts, comedy shows, magic shows, and live show performances provided to cruise ship passengers; provision of casinos, health clubs, amusement arcades, provision of sports facilities; provision of cinema facilities; entertainment services, namely, concerts, comedy shows, magic shows, and live show performances, all provided on a cruise ship or in connection with cruise ship travel services; * all of the foregoing excluding services rendered outside of cruise ships and services not specifically targeted at cruise ship passengers *

CLASS 43: Services for providing food and drink; providing of food and drinks;

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Director of the United States
Patent and Trademark Office



providing temporary accommodation; restaurant, bar, cafeteria and snack bar services; catering services; * all of the foregoing excluding services rendered outside of cruise ships and services not specifically targeted at cruise ship passengers *

The color(s) black and purple is/are claimed as a feature of the mark.

The mark consists of the stylized wording "AMBASSADOR" in purple over the wording "CRUISE LINE" in black.

PRIORITY DATE OF 04-29-2021 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1629101 DATED 08-19-2021,
EXPIRES 08-19-2031

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

SER. NO. 79-326,931, FILED 08-19-2021

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>.