

United States of America

United States Patent and Trademark Office

香港賽馬會

Reg. No. 5,515,674

Registered Jul. 10, 2018

Amended Jul. 04, 2023

Int. Cl.: 38, 41

Service Mark

Supplemental Register

The Hong Kong Jockey Club (HONG KONG company of limited liability by guarantee)
One Sports Road, Happy Valley
Hong Kong, HONG KONG

CLASS 38: Telecommunication services featuring the provision of access to information on betting, gaming, gambling and lotteries; electronic transmission of information and data by the Internet, optical telecommunication networks or wireless telecommunication networks; provision of telecommunications access and links to computer databases and the Internet; data transmission services via telecommunications networks; transmission of messages, information, documents and images by telecommunications means; wireless telecommunications services, namely, transmission of voice, audio, visual images and data by wireless communication networks; audio and video broadcasting via the Internet or mobile telecommunication platform; radio broadcasting services; television broadcasting; simulcasting broadcast television over global communication networks, the Internet and wireless networks; news agencies, namely, news agency services for electronic transmission; information, advisory and consultancy services relating to the aforesaid services in this class

CLASS 41: [Club services, namely, night club services, health clubs for physical exercise; social club services, namely, arranging, organizing, and hosting social events, get-togethers, and parties for club members; club recreation services, namely, dance club services, comedy club services; party planning services; leisure centre services, namely, providing facilities for recreation activities; provision of performing arts theater facilities; presentation of live show performances and live musical band performances; cabaret services; provision of recreational facilities;] Organizing and arranging of sporting events, activities and competitions, namely, horse racing, [horseback riding, soccer games, tennis matches, basketball games, golf tournaments;] organising and conducting exhibition of horse, animals and horse racing events for entertainment, education and cultural purposes; [arranging and conducting sports activities in the field of soccer, equestrian, tennis, golf and cultural activities; arranging and conducting conferences in the field of education, culture, sports and entertainment for non-business and non-commercial purposes; education services, namely, providing classes, seminars, workshops and provision of training and instruction all relating to sports, ball games, golf, archery, physical fitness, martial arts, yoga, swimming, painting, floral arrangement, dancing, cooking, calligraphy, aerobics, scuba diving, nutrition, massage, physiotherapy, beauty therapy, make up techniques, arts and music;] production and distribution of radio and television programmes; production of television programmes relating to horse racing, [lotteries and betting; show production services; booking of seats for shows; theatres and cinemas facilities;] museum services; [discotheque services; entertainment in the nature of fashion show services; health club and sports club services, namely, providing instruction and equipment in the field of physical

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exercise; provision of sports, swimming pool and diving facilities;] rental of sports apparatus and equipment; rental of stadium facilities; rental of movies and films for entertainment purpose; provision of horse racing and horse-riding facilities; horse riding instruction services; horse training services; training of animals; betting services relating to horse; [providing non-downloadable simulation betting, horse racing and football related games via internet or mobile telecommunication platform; providing on-line interactive computer games; providing entertainment services in the field of interactive games by means of a global computer network;] production and distribution of motion picture films, animations, cartoons; production and distribution of videos, DVDs, CD-ROMs all featuring motion pictures; betting services; [gaming services in the nature of casino gaming; gambling services; conducting and operating of lotteries and lottery in the form of drawing of balls; provision of betting, gaming and gambling facilities; betting, gaming and gambling results services; providing betting services via the Internet or mobile telecommunication network; rental of betting, gaming and gambling apparatus, equipment and machines;] provision of information relating to betting services, horse-racing, * and * horse training, [entertainment, recreation, sporting, social and cultural activities; providing sports and entertainment information via internet or mobile telecommunication platform;] publication of magazines, newspapers, books and printed matter; providing non-downloadable electronic online publications in the nature of e-books, on-line magazines in the field of horse-racing, betting, horse training, [entertainment, sporting, social and cultural activities;] lending library services; radio and television entertainment services, namely, providing ongoing radio and television programs in the field of horse racing, equestrian, soccer matches, orchestral performances and dramas; information, advisory and consultancy services relating to the aforesaid services in this class

PRIORITY CLAIMED UNDER SEC. 44(D) ON HONG KONG APPLICATION NO. 303712310, FILED 03-14-2016, REG. NO. 303712310, DATED 03-14-2016, EXPIRES 03-14-2026

The mark consists of Chinese characters.

No claim is made to the exclusive right to use the following apart from the mark as shown: THE NON-LATIN CHARACTERS THAT TRANSLITERATE TO "SAI MA HUI"

The English translation of the Chinese characters in the mark is "The Hong Kong Jockey Club".

The non-Latin characters in the mark transliterate to "Xiang Gang Sai Ma Hui" and this means "The Hong Kong Jockey Club" in English.

SER. NO. 87-010,929, FILED P.R. 04-22-2016; AM. S.R. 05-15-2018

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>.