

United States of America

United States Patent and Trademark Office

INTENT IQ

Reg. No. 6,822,437

Registered Aug. 16, 2022

Amended Nov. 21, 2023

Int. Cl.: 35, 42

Service Mark

Principal Register

Intent IQ, LLC (DELAWARE LIMITED LIABILITY COMPANY)
37-18 Northern Boulevard, Suite 404
Long Island City, NEW YORK 11101

CLASS 35: Online advertising services for others; analysis of advertising response; consumer and commercial data collection for the purpose of facilitating delivery and analysis of response to online advertisements; aggregation and analysis of consumer data across multiple electronic devices, namely, smartphones, computers, tablets and televisions for advertising and e-commerce purposes

FIRST USE 12-00-2016; IN COMMERCE 12-00-2016

CLASS 42: Platform as a service (PAAS) featuring computer software platforms for collecting consumer and commercial data and generating consumer data sets, aggregating and analyzing consumer and commercial data across multiple electronic devices, namely, smartphones, computers, tablets and televisions, and for providing website and app visitor recognition, hashed email authentication services and consumer identity authentication services in the fields of advertising and e-commerce; platform as a service (PAAS) featuring computer software platforms for facilitating the delivery of online advertisements and measurement of the effectiveness of online advertisements; platform as a service (PAAS) featuring computer software platforms for creating and delivering device graphs, clustering mobile app IDs per device and visited site IDs per browser, and for providing visitor recognition, [bid enhancement services,] collection of advertising impressions and action for attribution services, hashed email and identity verification services, in the fields of advertising and e-commerce

FIRST USE 00-00-2015; IN COMMERCE 00-00-2015

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

SER. NO. 90-607,336, FILED 03-27-2021

Katherine Kelly Vidal

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>.