

# United States of America

## United States Patent and Trademark Office



**Reg. No. 7,135,494**

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**Service Mark**

**Principal Register**

National Cable Communications LLC (DELAWARE LIMITED LIABILITY COMPANY)

151 West 42nd Street, 11th Floor

New York, NEW YORK 10036

CLASS 35: Advertising and marketing services; Advertising, advertising technology and marketing services, namely, providing advertising and marketing services utilizing algorithms; Data-driven advertising and marketing services for use by others to appear in professionally produced TV programming; Data-driven TV advertising services; Data-driven advertising services; Data-driven marketing services; business data analytics services for others; Data analytics services, namely, collecting, analyzing, and using data to target and measure advertising effectiveness; Online advertising services; Online advertising services, namely, digital ad buying for others as part of broader advertising services; Social analytics services being analyzing data derived from digital, and online usage for others as part of broader advertising services; Advertising optimization services; TV advertising services; TV advertising optimization services; Addressable advertising services; Addressable, linear and video on demand TV advertising services; Cross-platform advertising services; Digital advertising and marketing services; TV, multimedia, internet, digital, mobile, desktop, cross-and-multi platform, cross-and-multi device, cross-and-multi screen, out-of-home, digital out-of-home, social media, audio, connected tv, streaming, over-the-top TV, virtual, cable, banner, video, video on demand, and display advertising and marketing services; Data-driven TV, multimedia, internet, digital, mobile, desktop, cross-platform, cross-device, out-of-home, digital out-of-home, audio, connected tv, streaming, over-the-top TV, virtual, cable, banner, video, video on demand, and display advertising and marketing services; Programmatic advertising services; Programmatic ad buying services for others as part of broader advertising services; Programmatic TV advertising services; Programmatic online advertising services; Programmatic advertising services; Programmatic advertising services, namely, real-time bidding services for others; Data-driven programmatic TV advertising services; Advertising and marketing services, namely, providing audience insights to others being advertising information; Political advertising and marketing services; Advertising and marketing consulting services; Consulting services in the fields of business data analytics, advertising, marketing, and business focused social analytics; Consulting services in the fields of data-driven advertising, tv advertising, cross-platform advertising, addressable advertising, linear advertising, data-driven marketing, digital advertising and marketing, and advertising campaign optimization; Analyzing, coordinating, managing, monitoring, planning, counseling, measuring, and reporting on advertising and marketing campaigns for others; Analyzing, coordinating, managing, monitoring, planning, counseling, measuring, and reporting on TV, multimedia, internet, digital, mobile, desktop, cross-

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Director of the United States  
Patent and Trademark Office



and-multi platform, cross-and-multi device, cross-and-multi screen, out-of-home, digital out-of-home, audio, connected tv, streaming, over-the-top TV, virtual, cable, banner, video, video on demand, and display advertising and marketing campaigns for others; Advertising and marketing research, analysis and reporting services; Research and consumer analytics services in the fields of advertising and marketing; Research and consumer analytics services driven by data collection and analysis for purposes of optimizing effectiveness and return on investment for cross-media TV and digital video advertising campaigns; Advertising and marketing services, namely, data-driven consumer and viewer targeting; Digital ad buying services for others; Digital ad buying services, namely, coordinating and managing ad buys for others; Brand marketing services

FIRST USE 10-20-2021; IN COMMERCE 10-20-2021

CLASS 42: Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in the coordination, planning, management, analysis, monitoring, optimization, and implementation of advertising and marketing campaigns, measuring and assessing return on investment and effectiveness of advertising and marketing campaigns, database management, electronic storage of data, business data analytics, digital and online usage and data analytics, ad buying, and reviewing and generating reports, all for use in advertising and marketing services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in the coordination, planning, management, analysis, monitoring, optimization, and implementation of advertising and marketing campaigns, digital advertising campaigns, and advertising campaigns utilizing algorithms, and virtual reality, measuring and assessing return on investment and effectiveness of advertising and marketing campaigns, database management, electronic storage of data, business data analytics, digital and online usage and data analytics, and ad buying and bidding, for use in advertising technology services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in the coordination, planning, management, analysis, monitoring, optimization, and implementation of advertising and marketing campaigns, measuring and assessing return on investment and effectiveness of advertising and marketing campaigns, database management, electronic storage of data, business data analytics, digital and online usage and data analytics, ad buying, and ad bidding, all for use in advertising and marketing sales services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in the coordination, planning, management, analysis, monitoring, optimization, and implementation of advertising and marketing campaigns, measuring and assessing return on investment and effectiveness of advertising and marketing campaigns, database management, electronic storage of data, business data analytics, digital and online usage and data analytics, ad buying, and ad bidding, all for use in TV advertising and marketing sales services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in the coordination, planning, management, analysis, monitoring, optimization, and implementation of advertising and marketing campaigns, measuring and assessing return on investment and effectiveness of advertising and marketing campaigns, database management, electronic storage of data, business data analytics, digital and online usage and data analytics, ad buying, and ad bidding, all for use in data-driven advertising and marketing services for use by others to appear in professionally produced TV programming; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in the coordination, planning, management, analysis, monitoring, optimization, and implementation of advertising and marketing campaigns, measuring and assessing

return on investment and effectiveness of advertising and marketing campaigns, database management, electronic storage of data, business data analytics, digital and online usage and data analytics, ad buying, and ad bidding, all for use in digital, internet, and multimedia advertising sales; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in the coordination, planning, management, analysis, monitoring, optimization, and implementation of advertising and marketing campaigns, measuring and assessing return on investment and effectiveness of advertising and marketing campaigns, database management, electronic storage of data, business data analytics, digital and online usage and data analytics, ad buying, and ad bidding, all for use in data-driven advertising technology services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in the coordination, planning, management, analysis, monitoring, optimization, and implementation of advertising and marketing campaigns, measuring and assessing return on investment and effectiveness of advertising and marketing campaigns, database management, electronic storage of data, business data analytics, digital and online usage and data analytics, ad buying, and ad bidding, all for use in data-driven TV advertising services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in the coordination, planning, management, analysis, monitoring, measuring, optimization, and implementation of advertising and marketing campaigns, measuring and assessing return on investment and effectiveness of advertising and marketing campaigns, database management, electronic storage of data, business data analytics, digital and online usage and data analytics, ad buying, and ad bidding, all for use in data-driven advertising services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in the coordination, planning, management, analysis, monitoring, measuring, optimization, and implementation of advertising and marketing campaigns, measuring and assessing return on investment and effectiveness of advertising and marketing campaigns, database management, electronic storage of data, business data analytics, digital and online usage and data analytics, ad buying, and ad bidding, all for use in data-driven marketing services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in the coordination, planning, management, analysis, monitoring, measuring, optimization, and implementation of advertising and marketing campaigns, measuring and assessing return on investment and effectiveness of advertising and marketing campaigns, database management, and the electronic storage of data, all for use in data analytics services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in the coordination, planning, management, analysis, monitoring, optimization, and implementation of advertising and marketing campaigns, measuring and assessing return on investment and effectiveness of advertising and marketing campaigns, database management, and the electronic storage of data, all for use in data analytics services, namely, collecting, analyzing, and using data to target and measure advertising effectiveness; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in data collection, database management, electronic storage of data, and for the coordination, planning, management, analysis, monitoring, optimization, and implementation of advertising and marketing campaigns, measuring and assessing return on investment and effectiveness of advertising and marketing campaigns, database management, electronic storage of data, business data analytics, digital and online usage and data analytics, ad buying, and ad bidding, all for use in online advertising services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for

use in online advertising services, namely, digital ad buying; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-a-service (SAAS) and platform as a service (PAAS) application for use in data collection, database management, electronic storage of data, and for the coordination, planning, management, analysis, monitoring, optimization, and implementation of advertising and marketing campaigns, measuring and assessing return on investment and effectiveness of advertising and marketing campaigns, database management, electronic storage of data, business data analytics, digital and online usage and data analytics, ad buying, and ad bidding, all for use in online advertising services, namely, coordinating digital and TV advertising campaigns; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-a-service (SAAS) and platform as a service (PAAS) application for use in social analytics services to be used in the coordination, planning, management, analysis, monitoring, measuring, optimization, and implementation of advertising and marketing campaigns; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-a-service (SAAS) and platform as a service (PAAS) application for use in advertising optimization services for the coordination, planning, management, analysis, monitoring, measuring and implementation of advertising and marketing campaigns; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-a-service (SAAS) and platform as a service (PAAS) application for use in data collection, database management, electronic storage of data, ad buying, ad bidding, and for the coordination, planning, measuring, management, analysis, monitoring, optimization and implementation of TV advertising campaigns, all for use in TV advertising services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-a-service (SAAS) and platform as a service (PAAS) application for use in data collection, database management, electronic storage of data, ad buying, ad bidding, and for the coordination, planning, measuring, management, analysis, monitoring, optimization and implementation of advertising campaigns, all for use in TV advertising optimization services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-a-service (SAAS) and platform as a service (PAAS) application for use in data collection, database management, electronic storage of data, ad buying, ad bidding, and for the coordination, planning, measuring, management, analysis, monitoring, optimization and implementation of advertising campaigns, all for use in addressable advertising services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-a-service (SAAS) and platform as a service (PAAS) application for use in data collection, database management, electronic storage of data, ad buying, ad bidding, and for the coordination, planning, measuring, management, analysis, monitoring, optimization and implementation of advertising campaigns, all for use in addressable, linear and video on demand TV advertising services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-a-service (SAAS) and platform as a service (PAAS) application for use in data collection, database management, electronic storage of data, ad buying, ad bidding, and for the coordination, planning, measuring, management, analysis, monitoring, optimization and implementation of advertising campaigns, all for use in cross-platform advertising services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-a-service (SAAS) and platform as a service (PAAS) application for use in data collection, database management, electronic storage of data, ad buying, ad bidding, and for the coordination, planning, measuring, management, analysis, monitoring, optimization and implementation of advertising campaigns, all for use in digital advertising and marketing services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-a-service (SAAS) and platform as a service (PAAS) application for use in data collection, database management, electronic storage of data, ad buying, ad bidding, and for the coordination, planning, measuring, management, analysis, monitoring, optimization and implementation of advertising campaigns, all for use in

digital advertising technology services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in data collection, database management, electronic storage of data, ad buying, ad bidding, and for the coordination, planning, measuring, management, analysis, monitoring, optimization and implementation of advertising campaigns, all for use in TV, multimedia, internet, digital, mobile, desktop, cross-and-multi platform, cross-and-multi device, cross-and-multi screen, out-of-home, digital out-of-home, audio, connected tv, streaming, over-the-top TV, virtual, cable, banner, video, video on demand, and display advertising and marketing services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in data collection, database management, electronic storage of data, ad buying, ad bidding, and for the coordination, planning, measuring, management, analysis, monitoring, optimization and implementation of advertising campaigns, all for use in data-driven TV, multimedia, internet, digital, mobile, desktop, cross-platform, cross-device, out-of-home, digital out-of-home, audio, connected tv, streaming, over-the-top TV, virtual, cable, banner, video, video on demand, and display advertising and marketing services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in data collection, database management, electronic storage of data, ad buying, ad bidding, and for the coordination, planning, measuring, management, analysis, monitoring, optimization and implementation of advertising campaigns, all for use in programmatic advertising services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in ad bidding ad buying, all for use in programmatic ad buying services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in data collection, database management, electronic storage of data, ad buying, ad bidding, and for the coordination, planning, measuring, management, analysis, monitoring, optimization and implementation of advertising campaigns, all for use in programmatic TV advertising services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in data collection, database management, electronic storage of data, ad buying, ad bidding, and for the coordination, planning, measuring, management, analysis, monitoring, optimization and implementation of advertising campaigns, all for use in programmatic online advertising services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in programmatic advertising services, namely, real-time bidding services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in data collection, database management, electronic storage of data, ad buying, ad bidding, and for the coordination, planning, measuring, management, analysis, monitoring, optimization and implementation of advertising campaigns, all for use in data-driven programmatic TV services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in advertising and marketing services, namely, data collection, database management, and electronic storage of data for use in providing audience insights to others; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in data collection, database management, electronic storage of data, ad buying, ad bidding, and for the coordination, planning, measuring, management, analysis, monitoring, optimization and implementation of advertising campaigns, all for use in political advertising and marketing services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and

platform as a service (PAAS) application for use in data collection, database management, electronic storage of data, ad buying, ad bidding, and for the coordination, planning, measuring, management, analysis, monitoring, optimization and implementation of advertising campaigns, all for use in advertising and marketing consulting services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in data collection, database management, electronic storage of data, ad buying, ad bidding, and for the coordination, planning, measuring, management, analysis, monitoring, optimization and implementation of advertising campaigns, all for use in consulting services in the fields of data analytics, advertising, marketing, and social analytics; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in data collection, database management, electronic storage of data, ad buying, ad bidding, and for the coordination, planning, measuring, management, analysis, monitoring, optimization and implementation of advertising campaigns, all for use in consulting services in the fields of data-driven advertising, tv advertising, cross-platform advertising, addressable advertising, linear advertising, data-driven marketing, digital advertising and marketing, advertising technology, and advertising campaign optimization; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in data collection, database management, electronic storage of data, ad buying and ad bidding, all for use in analyzing, coordinating, managing, monitoring, planning, counseling, measuring, and reporting on advertising and marketing campaigns for others; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in analyzing, coordinating, managing, monitoring, planning, counseling, measuring, and reporting on TV, multimedia, internet, digital, mobile, desktop, cross-and-multi platform, cross-and-multi device, cross-and-multi screen, out-of-home, digital out-of-home, audio, connected tv, streaming, over-the-top TV, virtual, cable, banner, video, video on demand, and display advertising and marketing campaigns for others; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in data collection, database management, business data analytics, electronic storage of data, ad buying, and ad bidding, all for use in advertising and marketing research, analysis and reporting services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in data collection, database management, business data analytics, electronic storage of data, ad buying, and ad bidding, all for use in research and consumer analytics services in the fields of advertising and marketing; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) application for use in data collection, database management, business data analytics, electronic storage of data, ad buying, and ad bidding, all for use in research and consumer analytics services driven by data collection and analysis for purposes of optimizing effectiveness and return on investment for cross-media TV and digital video advertising campaigns; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in data collection, database management, business data analytics, electronic storage of data, ad buying, and ad bidding, all for use in advertising and marketing services, namely, data-driven consumer and viewer targeting; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in digital ad buying services; Providing online, non-downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in digital ad buying services, namely, coordinating and managing ad buys; Providing online, non-

downloadable, Internet-based and cloud-based software and technology platform in the form of software-as-service (SAAS) and platform as a service (PAAS) application for use in data collection, database management, electronic storage of data, ad buying, ad bidding, and for the coordination, planning, measuring, management, analysis, monitoring, optimization and implementation of advertising and marketing campaigns, all for use in brand marketing services; coordinating digital and TV advertising campaigns using proprietary online, non-downloadable software and technology platform; Advertising technology services, namely, providing a website featuring technology for utilizing algorithms, artificial intelligence, business data analytics, social analytics, and virtual reality, and ad buying and bidding tools, for use in connection with advertising; Consulting services in the fields of advertising technology services being technology utilizing algorithms, artificial intelligence, business data analytics, social analytics, virtual reality, and ad buying and bidding

FIRST USE 10-20-2021; IN COMMERCE 10-20-2021

The color(s) dark blue, light blue, and white is/are claimed as a feature of the mark.

The mark consists of a light blue location tag on the top, light blue triangle on the right, and a light blue semi-circle on the left that form the outline of a stylized ampersand to the left of the word "AMPERSAND" in white stylized font; the foregoing on a dark blue background.

SER. NO. 97-083,021, FILED 10-20-2021

## 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>.