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United States Patent and Trademark Office

ELVIE

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Service Mark

Trademark

Principal Register

Chiaro Technology Ltd (UNITED KINGDOM PRIVATE LIMITED COMPANY)

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UNITED KINGDOM

CLASS 9: apparatus for recording, transmission or reproduction of sound or images; mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment, computers; Downloadable electronic publications, namely, newsletters, magazines and reports, in the field of social, medical, prenatal, and postnatal issues and initiatives; downloadable publications; Downloadable computer application software for smartphones and tablets, namely, software for tracking data relating to activity level, pelvic training, heart rate, sleep, hormones, fertility, breast feeding cycles, menstrual cycles, temperatures, breathing patterns, blood oxygen and heart rate variability; downloadable computer software for tracking data relating to activity level, pelvic training, heart rate, sleep, hormones, fertility, breast feeding cycles, menstrual cycles, temperatures, breathing patterns, blood oxygen and heart rate variability; Downloadable computer software for the collection, editing, organizing, modifying, transmission, storage and sharing of data and information; Downloadable computer software to enable uploading, downloading, accessing, posting, displaying, tagging, blogging, streaming, linking, sharing or otherwise providing electronic media or information via computer and communication networks; Downloadable computer software for the reproduction, processing and streaming of audio, video and multimedia content; application software for tracking data relating to activity level, pelvic training, heart rate, sleep, fertility, breast feeding cycles, menstrual cycles, hormones, temperature, breathing patterns, blood oxygen and heart rate variability recorded on computer media; Downloadable computer software applications for tracking data relating to activity level, pelvic training, heart rate, sleep, hormones, fertility, breast feeding cycles, menstrual cycles, temperature, breathing patterns, blood oxygen and heart rate variability; baby alarms, namely, infant movement monitors, sound monitors; baby scales; baby monitors; audio baby monitors; video baby monitors; electronic baby monitoring devices; Downloadable educational software for children; Downloadable computer software for managing integrated digital databases in the field of healthcare; computer hardware; Wearable activity trackers in the nature of smart jewellery, smartbands, smart watches, smart rings and smart bracelets; downloadable mobile applications for the management of data; downloadable mobile applications for the transmission of data; Downloadable software to enable wireless data streaming between connected accessories and smartphone via wireless communication; Downloadable software enabling the user to record workouts and see exercises; Downloadable computer software programs containing information in relation to strengthening muscles; Downloadable computer software programs containing information in relation

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



to strengthening muscles of the pelvic floor; Downloadable mobile applications containing medical and clinical information in relation to strengthening muscles of the pelvic floor; Downloadable software applications for use in connection with wearable activity trackers and monitors for analyzing and tracking sleep patterns in adults and infants; parts and fittings for all the aforesaid goods * ; the aforesaid goods not relating to electric vehicles *

CLASS 18: Leather and imitations of leather; animal skins and hides; luggage and all-purpose carrying bags; umbrellas and parasols; walking sticks; whips, harness and saddlery; airline travel bags; baby backpacks; baby carriers being sling bags or harnesses for carrying babies; diaper changing bags; backpacks; bags for travel; beauty cases, namely, cosmetic bags sold empty; briefcases; cabin bags being luggage; cosmetic bags sold empty; fanny packs; frames for umbrellas; handbags; gentlemen's handbags; leather bags; leather purses; leather wallets; luggage, wallets and all-purpose reusable carrying bags; make-up bags sold empty; make-up cases sold empty; Drawstring pouches; purses; small purses; small rucksacks; suitcases; toiletry bags sold empty; tote bags; travel bags; trunks; vanity cases, not fitted; vanity cases sold empty; wallets; key cases; back frames for carrying children; harnesses for guiding children; parts and fittings for the aforesaid goods

CLASS 25: Clothing, namely, t-shirts, tops trousers, skirts, shorts, sweatshirts, footwear, headgear being headwear, and post-partum underwear; outerwear, namely, jackets, coats, raincoats and gilets; denim jeans; leather pants; leather shoes; women's clothing, namely, skirts, dresses, trousers and tops; women's clothing, namely, skirts, dresses, trousers and tops; womens underclothing; womens undergarments; under garments; gloves; leisure clothing, namely, sweatpants, tracksuits, hooded sweatshirts, sweatshirts and leggings; denims in the nature of pants; headbands; hoods; slippers being underclothing; knitwear, namely, sweaters, hats and scarves; clothing jackets; clothing belts; shorts; anoraks; blazers; blouses; boots; camisoles; caps being headwear; cardigans; cargo pants; casual footwear; chemises; coats; cocktail dresses; culottes; denim jackets; dresses; dungarees; hats; jeans; jumpsuits; loungewear; overalls; pea coats; parkas; sandals; scarves; shirts; shoes; skirts; smocks; sweaters; t-shirts; trousers; trench coats; turtlenecks; vests; women's shoes; padded jackets; down jackets; fur coats and jackets; baby bodysuits; baby clothes, namely, one-pieced garments for babies, shirts, shorts, tops and leggings; baby footwear; baby pyjamas; baby sleepwear; plastic baby bibs; childrens clothing, namely, shirts, pants, jackets, coats tops, skirts, dresses and sweatshirts; childrens footwear; childrens headgear being headwear; non-removable breast enhancer pads sold as an integral part of undergarments; maternity wear, namely, trousers, shirts, dresses, tops, sweatshirts, coats, jackets, leggings, vests, underwear and bras; maternity bras; maternity underwear; nursing bras; sports bras; disposable underwear; sleep masks; maternity sleepwear; bra straps being parts of clothing; parts and fittings for the aforesaid goods

CLASS 35: Advertising; business management; business administration; office functions; Business administration of consumer loyalty programs, namely, organisation, operation and supervision of loyalty and incentive schemes; advertising services provided via the internet; production of television and radio advertisements; accountancy; auctioneering; Organization of trade fairs; Public opinion polling; data processing; provision of business information; marketing and promotional services; direct mail advertising; online advertising on a computer network; compilation, analysis and retrieval of business information and data; compilation and systematization of business data into computer databases; presentation of goods on communication media, for retail purposes; Providing commercial information and advice for consumers in the choice of products and services; sales promotion for others; advertising services to promote public awareness of social, medical, pre-natal and post-natal issues and initiatives; business information and consultancy services relating to corporate social responsibility, corporate governance and corporate policies; online retail store services featuring downloadable mobile applications, downloadable software, computer software programs, mobile apps, non-medicated cosmetics and toiletry preparations, non-

medicated dentifrices, perfumery, essential oils, bleaching preparations and other substances for laundry use, fragrances and fragrance products for personal use, massage oils, skin care cosmetics, preparations for the bath and shower, moisturizers, body lotions, baby lotion, baby oil, scented skin soap, body oil, cleansing lotions, beauty care preparations, beauty care products, non-medicated beauty preparations, non-medicated skin care beauty products, hair care products, shampoo, hair conditioners, talcum powder, tissues impregnated with cosmetic lotions, toiletries, non-medicated toiletries for babies and infants, tooth paste and tooth gel, pre-impregnated wipes and towels with personal cleansing and/or cosmetic lotions, cotton sticks, cotton wool, baby wipes, non-medicated baby care products, nappy rash cream, pharmaceuticals preparations, sanitary preparations for medical purposes, dietetic food and substances adapted for medical or veterinary use, food for babies, dietary supplements for human beings and animals, plasters, materials for dressings, disinfectants, medicated soap, medicated shampoos, medicated toilet preparations, vitamins, mineral food supplements, preparations for the diagnosis of pregnancy, medicines, antibacterial soap, sanitary napkins, tissues impregnated with pharmaceutical lotions, contraceptive preparations, sanitary towels, sanitary tampons, baby diapers, medicated baby oils, medicated baby powder, disposable baby nappies, beverages for infants, children's vitamins, disposable napkins made of paper for infants, disposable training pants for infants, infant formula, powdered milk foods for infants, chemical preparations for the diagnosis of pregnancy, pharmaceutical preparations for preventing skin blemishes during pregnancy, pharmaceutical preparations for hydrating the skin during pregnancy, topical herbal creams for firming and enhancing breasts, topical balms, gels, creams, lotions and emollients for medical and therapeutical use, therapeutic dressings containing lanolin, medicated and non-medicated preparations, knickers for sanitary purposes, disposable undergarments for use post-partum being adult diapers, fertility test kits, clinical diagnostic reagents, breast-nursing pads, breast pads, preparations to facilitate teething, massage apparatus, apparatus and devices for nursing infants, sexual activity apparatus, devices and articles, sex aids, supportive bandages, furniture adapted for medical use, breast pumps, breast pump kits, cushions for medical use for supporting infants while being breastfed, slings being supporting bandages for medical use, medical apparatus for strengthening muscles of the pelvic floor, gynaecological medical instruments, feeding bottles, babies' bottles, nursing bottles, nipples for baby bottles, breast milk storage bottles, breast milk storage bags, breast milk storage containers, biodegradable breast milk storage containers in the form of bags and bottles, suction bottles for medical use, covers for baby feeding bottles, teats for use with babies' feeding bottles, maternity belts, breast shields, pouches and bags for secretions, medical apparatus for compressed air, apparatus for use in medical analysis including apparatus for analyzing mother's milk, pouches and containers for the collection and storing mother's milk and for breastfeeding, nipple protectors, nipple formers, nipple shields, nipple care preparations for medical purposes, small bags for steam cleaning and sterilization for medical purposes, suction and therapeutic apparatus for medical use and parts thereof, suction pumps for medical use and parts thereof, breasts cooling pads, breasts heating pads, thermometers for medical use, apparatus for electrical muscle stimulation, physiotherapy and rehabilitation apparatus and equipment, apparatus and devices for nursing infants, feeding bottle valves, diagnostic apparatus for pregnancy testing, medical diagnostic instruments, tools for medical diagnostics, diagnostic apparatus for medical purposes, testing instruments for medical diagnostic purposes, artificial sleep apparatus, artificial sleep apparatus, obstetric apparatus, baby bottle sterilizers, baby bottle warmers, baby food warmers, toilet bowls for children, toilet seats for children, prams for babies and infants, baby carriage covers, child seats for vehicles, baby strollers, fitted covers for prams, fitted footmuffs for prams, parasols to be affixed to baby strollers, children's seats for bicycles, fitted covers for car seats for children, vehicle safety apparatus for children, precious metals and their alloys, jewellery, precious and semi-precious stones, horological and chronometric instruments, chains, charms, costume jewellery, children's jewellery, printed matter, bookbinding material, photographs, stationery and office requisites except furniture, adhesives for stationery or household purposes, drawing materials and materials for artists, paintbrushes, instructional and teaching materials, plastic sheets and bags for wrapping and

packaging, printers' type, printing blocks, albums, almanacs, announcement cards being stationery, booklets, books, calendars, cardboard, cards, catalogues, comic books, flyers, graphic representations, ledger books, magazines being periodicals, manuals being handbooks, newsletters, newspapers, note books, pamphlets, posters, printed publications, educational publications, leather and imitations of leather, animal skins and hides, luggage and carrying bags, umbrellas and parasols, walking sticks, whips, harness and saddlery, travel bags, baby backpacks, baby carriers being slings or harnesses, backpacks, bags, beauty cases, cosmetic bags, cosmetic bags sold empty, frames for umbrellas, leather bags, leather purses, leather wallets, make-up bags, make-up boxes, make-up cases, pouches, purses, toiletry bags, key cases, back frames for carrying children, harnesses for guiding children, furniture, mirrors, picture frames, containers not of metal for storage or transport, yellow amber, air cushions not for medical purposes, air mattresses not for medical purposes, air pillows not for medical purposes, bedding except linen, cushions, furniture fittings not of metal, mats for infant playpens, infant walkers, mobiles being decoration, baby bolsters, baby bouncers, baby changing mats, baby changing platforms and tables, baby cots, baby cradles, baby cribs, baby furniture, baby gates, portable baby bath seats for use in bath tubs, support pillows for use in baby car safety seats, support pillows for use in pregnancy, household or kitchen utensils and containers, cookware and tableware, combs and sponges, brushes except paintbrushes, brush-making materials, articles for cleaning purposes, unworked or semi-worked glass except building glass, glassware, porcelain and earthenware, ceramics for household purposes, cups, decanters, drinking vessels, flasks, glasses being receptacles, lunch boxes, refrigerating bottles, siphon bottles for carbonated water, bottle coolers, water bottles, empty sports bottles, insulated vacuum bottles, baby baths, baby cups and bowls being baby tableware, baby finger toothbrushes, cloths for cleaning baby bottles, stands for portable baby baths, children's potties, children's toothbrushes, textiles and substitutes for textiles, household linen, bed and table covers, table mats not of paper, bath mitts, diaper changing cloths for babies, diapered linen, face towels of textile, furniture coverings of textile, handkerchiefs of textile, mattress covers, pillow shams, pillowcases, place mats not of paper, sanitary flannel, sheets, table covers, table mats of textile, table napkins of textile, table runners, towels of textile, travelling rugs, wall hangings of textile, baby blankets, baby bibs not of paper, baby bibs of plastic, children's bed linen, clothing, footwear, headgear, outerwear, denim jeans, women's clothing, women's underclothing, work clothes, gloves, leisure clothing, headbands, hoods, slippers being clothing, athletic clothing, casual clothing, bottoms being clothing, tops being clothing, knitwear, sports clothing, jackets, belts, shorts, dresses, loungewear, scarves, skirts, sweaters, t-shirts, baby bodysuits, baby clothes, baby footwear, baby sleepwear, plastic baby bibs, children's clothing, children's footwear, children's headgear, maternity wear, maternity clothing, maternity bras, maternity underwear, nursing bras, sports bras, disposable underwear, sleep masks, maternity sleepwear, bra straps being parts of clothing, games, toys and playthings, video game apparatus, gymnastic and sporting articles, decorations for Christmas trees, apparatus for games, balls for games, board games, building blocks being toys, building games, playing cards, plush toys, video game machines, toy sporting apparatus, electronic games, computer game apparatus, baby gyms, baby playthings, baby rattles incorporating teething rings, baby toys, children's playthings, indoor play apparatus for infants, infant development toys; information, advisory and consultancy services relating the aforesaid * ; the aforesaid services not related to electric vehicle charging *

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

OWNER OF INTERNATIONAL REGISTRATION 1658998 DATED 03-04-2021, EXPIRES 03-04-2031

SER. NO. 79-339,501, FILED 03-04-2021

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>.