

# United States of America

## United States Patent and Trademark Office



**Reg. No. 7,002,768**

**Registered Mar. 21, 2023**

**Corrected May 23, 2023**

**Int. Cl.: 7, 11, 30**

**Trademark**

**Principal Register**

Luigi Lavazza S.p.A. (ITALY CORPORATION)  
Via Bologna 32  
I-10152 Torino TO  
ITALY

CLASS 7: [ Machines for making refrigerated coffee and tea-based beverages; machines for making hot coffee and tea-based beverages; ] \* coffee mills, electric; automatic vending machines for the dispensing of beverages; temperature-controlled beverage dispensing units in the nature of vending machines ; \* electric blenders for the preparation of drinks; electric vending machines for beverages or foods; packaging machines; kitchen electric machines, namely, electric mixers; beverage preparation machines, electromechanical; electrical coffee grinders; tea processing machines; electric food processors; vending machines

CLASS 11: Electric coffee machines; appliances for heating beverages, namely, microwave ovens; beverage cooling apparatus, namely, refrigerators; kettles, electric; coffee percolators, electric; electric pressure cookers; water heaters; water purification equipment, namely, water purification apparatus, water filters; water purification machinery \* ; electric tea and coffee making apparatus \*

CLASS 30: Coffee; decaffeinated coffee; unroasted coffee; artificial coffee; coffee extracts; coffee-based beverages; coffee flavorings, namely, flavorings, other than essential oils for coffee and coffee flavored syrup used in making food beverages; coffee beverages with milk; cocoa-based beverages; chocolate-based beverages; mixtures of coffee; freeze-dried coffee; food flavorings, other than essential oils; barley for use as a coffee substitute; coffee capsules containing coffee for brewing; iced tea; iced coffee

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

The mark consists of the word "BLUE" located above the wording "COFFEE SYSTEM BY LAVAZZA" on a blue rectangular background, with a blue steam design to the right of the aforementioned elements. The white contained within the lettering and steam design is background only and is not claimed as a feature of the mark.

PRIORITY DATE OF 09-21-2021 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1654807 DATED 10-05-2021,  
EXPIRES 10-05-2031

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

*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>.