

United States of America

United States Patent and Trademark Office

WILL-IT-WORK

Reg. No. 5,063,344

Registered Oct. 18, 2016

Amended May 30, 2023

Int. Cl.: 35

Service Mark

Principal Register

Georgia Power Company (GEORGIA CORPORATION), DBA Georgia Power
241 Ralph McGill Blvd
Atlanta, GEORGIA 30308

CLASS 35: Providing reports to customers regarding their energy usage pattern information, and energy consumption and usage data, for purposes of cost analysis and energy usage management; Commercial advice and commercial information on costs for commercial equipment and their operation; Commercial advice and commercial information regarding energy and electricity costs; Consultation in the field of energy efficiency featuring commercial estimations of energy consumption; Business advice and information relating to the production, supply and consumption of electrical energy and gas; Energy price comparison services; Providing economic consultation in field of energy; Energy usage management; Energy usage management information services; Consulting services in the field of energy efficiency for commercial and institutional facilities; Promoting public awareness in the field of energy efficiency; Providing information in the field of energy efficiency; consultation in the field of energy efficiency; Assistance, advisory services and consultancy with regard to business planning, business analysis, business management, and business organization relating to energy efficiency and transportation; Business consulting and advisory services in the field of energy efficiency; Business consulting services in the fields of energy measurement to improve energy efficiency within residential, commercial, industrial and institutional facilities; consulting services in the field of energy usage management and energy efficiency; consulting services in the fields of energy consumption and usage conservation to improve energy efficiency; Business consultation

FIRST USE 11-00-2014; IN COMMERCE 11-00-2014

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

SER. NO. 86-932,284, FILED 03-08-2016

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>.