

United States of America

United States Patent and Trademark Office

BENEVENTO

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Service Mark

Trademark

Principal Register

Red Bull Media House GmbH (AUSTRIA LIMITED LIABILITY COMPANY)
Oberst-Lepperdinger-Str. 11-15
A-5071 Wals bei Salzburg
AUSTRIA

CLASS 9: Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signaling, checking and supervision, life-saving and teaching apparatus and instruments, namely, cameras, life-saving and protection equipment, namely, life belts, life jackets, life nets, life preservers, life-buoys, protective eyewear; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; walkie-talkies; portable and mobile telephones and parts, spare parts and equipment, namely, telephone cases, holders and sheaths and telephone accessories, namely, cables, plugs, adaptors; batteries; accumulators; charging devices for accumulators for wireless mobile phones; subscriber identity module cards, also for use with portable and mobile phones; mobile phone face plates; downloadable ring tones; computer application software for mobile phones, namely, computer games software and software for downloading and viewing sound, music, image and video recordings in the fields of sports, energy drinks, music, photography, travel, current events, pop culture, religion, people, namely, celebrities, athletes, artists, musicians, politicians and photographers, entertainment, night life, adventure, nature, science, history, education, mobile electronic devices, art, nutrition, information technology, business and management, engineering, architecture, health, agriculture, creative arts, fitness, sporting and cultural events and culture; downloadable musical sound recordings; downloadable image and video recordings in the fields of sports, energy drinks, music, photography, travel, current events, pop culture, religion, people, namely, celebrities, athletes, artists, musicians, politicians and photographers, entertainment, night life, adventure, nature, science, history, education, mobile electronic devices, art, nutrition, information technology, business and management, engineering, architecture, health, agriculture, creative arts, fitness, sporting and cultural events and culture; interactive games programs played on computers; photocopying apparatus and machines; blank magnetic data recorders; blank sound recording disks; pre-recorded compact discs, video tapes, DVDs, and optical and magnetic data carriers featuring sports, energy drinks, music, photography, travel, current events, pop culture, religion, people, namely, celebrities, athletes, artists, musicians, politicians and photographers, entertainment, night life, adventure, nature, science, history, education, mobile electronic devices, art, nutrition, information technology, business and management, engineering, architecture, health, agriculture, creative arts, fitness, sporting and cultural events and culture; personal stereos; mechanisms for coin-operated apparatus; cash registers; calculating machines; data processing equipment; computers; computer programs and software for downloading and viewing sound, music, images, and video recordings in the fields of sports, energy drinks, music, photography, travel, current events, pop culture, religion, people, namely, celebrities, athletes, artists, musicians, politicians and photographers, entertainment, night life, adventure, nature, science,

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



history, education, mobile electronic devices, art, nutrition, information technology, business and management, engineering, architecture, health, agriculture, creative arts, fitness, sporting and cultural events and culture; fire-extinguishing apparatus; automatic cash dispensing machines; electronic ticket dispensers for admissions tickets; automatic photographic booths; machine readable data carriers with software programs installed, namely, software programs for downloading and viewing sound, music, images and video recordings in the fields of sports, energy drinks, music, photography, travel, current events, pop culture, religion, people, namely, celebrities, athletes, artists, musicians, politicians and photographers, entertainment, night life, adventure, nature, science, history, education, mobile electronic devices, art, nutrition, information technology, business and management, engineering, architecture, health, agriculture, creative arts, fitness, sporting and cultural events and culture; downloadable electronic publications, namely, magazines, journals, newsletters, periodicals, electronic books, and photo books in the field of sports, energy drinks, music, photography, travel, current events, pop culture, religion, people, namely, celebrities, athletes, artists, musicians, politicians and photographers, entertainment, night life, adventure, nutrition, fitness, history, science, information technology, nature, business and management, engineering, architecture, health, agriculture, creative arts, and culture; computer games programs; mouse pads; navigation apparatus for vehicles; protective clothing, namely, protective spectacles, protective masks, protective helmets, in particular for sports purposes; protective shields, namely, ear, body and face protective shields; spectacles; spectacle frames; spectacle cases and holders; sunglasses; goggles for sports; headphones; breathing apparatus for divers, namely, rebreathers, compressed air bailout units, buoyancy bladders; special purpose containers in the nature of cases, sheaths, and housings suitable for apparatus and instruments in the nature of cell phones, mobile phones, smart phones, tablet computers, laptop computers, notebook computers, portable PCs, hand-held computers, MP3 players, personal digital assistants, portable media players, digital cameras and compact video cameras; signaling light buoys; marker, life-saving and signaling buoys; wind socks for indicating wind direction and intensity; electric batteries and accumulators; magnets; luminous signs; luminous advertising signs; magnetic encoded identification bracelets; acoustic conduits; acoustic couplers; acoustic sound alarms; aerials; electronic agendas; amplifiers; amplifying tubes for use in amplifiers for musical instruments, speakers and accessories; amplifying valves for use in amplifiers for musical instruments, speakers and accessories; answering machines; antennas; cabinets for loudspeakers; electric and audio cables; encoded magnetic gift cards, debit cards, credit cards, key cards, identity cards, charge cards, membership cards, rewards cards; central processing units; electronic chips for the manufacture of integrated circuits; recorded computer operating programs; computer peripheral devices; data processing apparatus; electronic notice boards; hands free kits for phones; high-frequency apparatus in the nature of high frequency switches, mobile communication antennas, and transistors; blank integrated circuit cards being blank smart cards; integrated circuits; intercommunication apparatus, namely, intercoms; junction boxes for electricity; junction sleeves for electric cables; laptop computers; loudspeakers; masts for wireless aerials; microprocessors; data processing equipment; electric navigational instruments; notebook computers; radio pagers; radiotelephony sets; range finders; audio-video and telephone receivers; satellite navigational apparatus; sound recording apparatus, namely, sound recording carriers, sound recording strips, sounding leads, and sounding lines; telephone apparatus; telephone receivers; telephone transmitters; telephone wires; television apparatus; telecommunication transmitters; telecommunication transmitting sets comprised of telecommunication transmitters; video game cartridges; video telephones; wire connectors for electricity; electric wires; computer mouse; photographic racks and rigs, namely, photography drying racks and camera rigs in the nature of camera mounts and supports; remote control apparatus for stereos, televisions, DVD players, dimmers, cameras, computers, and magnetic and optical data carriers; luminous and mechanical signaling panels, namely, LCD panels; video screens; stereoscopes; stereoscopic apparatus, namely, stereoscopes

CLASS 16: Towels of paper; table napkins of paper; paper and cardboard coasters; covers for books and printed documents; packaging materials of paper or cardboard;

printed advertisement boards of paper or cardboard; filter paper; handkerchiefs of paper; toilet paper; padded envelopes of cardboard or paper for mailing or packaging bottles; packing paper; packaging containers of paper; bags in the nature of envelopes and pouches of paper or plastics, for packaging; printed matter, namely, leaflets, magazines, books, newspapers, printed newsletters, periodicals, catalogues, prospectuses, brochures, folders, manuals, booklets and graphic representations, namely, graphic prints and representations in the fields of sports, energy drinks, music, photography, travel, current events, pop culture, religion, people, namely, celebrities, athletes, artists, musicians, politicians and photographers, entertainment, night life, adventure, nature, science, history, education, mobile electronic devices, art, nutrition, information technology, business and management, engineering, architecture, health, agriculture, creative arts, fitness, sporting and cultural events and culture; blank note cards; postcards; greeting cards; bookbinding material; printed photographs; pictures; posters; placards of paper or cardboard; stationery, namely, paper and plastic transparencies; flags of paper; boxes and signboards of paper or cardboard; calendars; clipboards; stationery; note pads; pens and pencils; erasers and paperweights; decalcomanias, namely, transfers; stickers; labels, namely, iron-on transfers not of textile; adhesives in the nature of glue for stationery or household purposes; artists materials, namely, pencils, pastels, crayons, watercolor paintings in the nature of aquarelle paintings, artists watercolor saucers, painters' easels; drawing, painting and modelling materials and instruments, namely, pencils, pens, pastels, crayons, brushes, markers, drawing materials for blackboards, sketch pads, modelling clay; paint brushes; sealing stamps; typewriters, electric and non-electric; office requisites, except furniture, namely, envelope sealing machines, punches, and staplers; printed instructional and teaching material, in the fields of sports, energy drinks, music, photography, travel, current events, pop culture, religion, people, namely, celebrities, athletes, artists, musicians, politicians and photographers, entertainment, night life, adventure, nature, science, history, education, mobile electronic devices, art, nutrition, information technology, business and management, engineering, architecture, health, agriculture, creative arts, fitness, sporting and cultural events and culture; plastic materials for packaging, namely, plastic film for wrapping, plastic bubble packs for wrapping or packaging, plastic bags for packaging, and plastic foils; printers' type; printing blocks; slate and black boards; writing and drawing instruments; writing and drawing materials, namely, pencils, pens, pastels, crayons, brushes, markers, drawing materials for blackboards, sketch pads; self-adhesive tapes for stationery or household purposes

CLASS 35: Advertising; advertising services for the promotion of goods and services and of competitive events and sports events; arranging and conducting special events for commercial, promotional or advertising purposes; distribution of goods for advertising purposes; layout services for advertising purposes; on-line advertising on a computer network; rental of advertising time on communication media; news clipping services; business organization consultancy; business management; business administration; office functions; organization of trade fairs and exhibitions for commercial or advertising purposes; rental of vending machines; the bringing together, for the benefit of others, of a variety of goods, excluding the transport thereof, enabling customers to conveniently view and purchase those goods; compilation of statistics; sponsorship search; commercial administration of the licensing of the goods and services of others; administrative processing of purchase orders; updating of advertising material; dissemination of advertising matter; arranging newspaper subscriptions for others; arranging subscriptions to telecommunication services for others; business management of performing artists; business information; commercial information agencies; compilation of information into computer databases; systemization of information into computer databases; public relations; publication and writing of publicity texts; radio advertising; production of radio and television commercials; rental of advertising space; television advertising; outdoor advertising; demonstration of goods; demonstration of goods on communication media for retail purposes; sales promotion for others; commercial information and advice for consumers; public opinion polling

CLASS 38: Broadcasting of radio and television commercials; transmission of radio and

television programs via satellite, cable, interactive multimedia networks, and the Internet; information about telecommunication; electronic message sending; communication by telephone and cellular telephone; computer aided transmission of messages and images; electronic mail services; providing Internet chatrooms; communication by computer terminals; communications by fibre-optic networks; radio and television broadcasting; cellular telephone communication; electronic bulletin board services; communications by wireless mobile phone services; providing telecommunications connections to a global computer network; telecommunications routing and junction services; teleconferencing services; providing user access to global computer networks; providing access to databases; voice mail services; rental of access time to global computer networks; news agencies, namely, the transmission of news items to news reporting organizations; paging services via radio, telephone or other means of electronic communication; rental of telecommunication equipment; rental of telephones; satellite transmission; telephone services; wire service, namely, the electronic transmission of news and messages; providing telecommunication channels for teleshopping services

CLASS 41: Education services, namely, providing classes, seminars, and workshops in the fields of sports, energy drinks, music, photography, travel, current events, pop culture, religion, people, namely, celebrities, athletes, artists, musicians, politicians and photographers, entertainment, night life, adventure, nature, science, history, education, mobile electronic devices, art, nutrition, information technology, business and management, engineering, architecture, health, agriculture, creative arts, fitness, sporting and cultural events and culture; amusement centers and amusement parks; arranging social entertainment events; cinema theaters; night club services; entertainment services, namely, live, televised and movie appearances by a professional entertainer; entertainment information; entertainment, namely, presentation of live musical, dance, and dramatic performances; movie theatres; music-halls; musical performances; production and distribution of radio programs, television shows and movies; production of sound and music recordings; entertainment services, namely, live music concerts; circuses; organizing sporting and cultural activities; organization and staging of sports competitions; night clubs and discotheque services; organization of fairs and exhibitions for cultural, sporting or educational purposes; rental of videotapes, CD-ROMs and DVDs, cine-films and motion pictures; rental of movie projectors and accessories; providing cinema and movie theatre facilities; museum services; rental of radio and television sets; rental of audio equipment; rental of camcorders; rental of lighting apparatus for theatrical sets or television studios; rental of show or stage scenery; rental of video cameras; scriptwriting services for non-advertising purposes; rental of game equipment and sound recordings; film production, other than advertising films; videotaping; video, music, and film editing services and microfilming for others; publication and editing of digital images; bookmobile services; publication of books, texts other than publicity texts, electronic books and journals on-line; electronic desktop publishing; providing non-downloadable electronic publications, in the nature of electronic books, magazines, newsletters, photo books, periodicals, blogs, and journals in the field of sports, energy drinks, music, photography, travel, current events, pop culture, religion, people, namely, celebrities, athletes, artists, musicians, politicians and photographers, entertainment, night life, adventure, nature, science, history, education, mobile electronic devices, art, nutrition, information technology, business and management, engineering, architecture, health, agriculture, creative arts, fitness, sporting and cultural events and culture; news reporters services; photographic reporting; production of radio and television programs and shows; providing sports facilities; publication and writing of texts, other than publicity texts; electronic game services provided on-line from a computer network; providing karaoke services, namely, karaoke machine rental and hosting social entertainment events, namely, karaoke parties for others; music composition and production services; layout services, other than for advertising purposes; animal training; health club and fitness services, namely, providing instruction and equipment in the field of physical exercise; library services; operating lotteries; language interpreter services; arranging and conducting of education and entertainment seminars, conferences, symposiums, workshops and

congresses in the field of sports, energy drinks, music, photography, travel, current events, pop culture, religion, people, namely, celebrities, athletes, artists, musicians, politicians and photographers, entertainment, night life, adventure, nature, science, history, education, mobile electronic devices, art, nutrition, information technology, business and management, engineering, architecture, health, agriculture, creative arts, fitness, sporting and cultural events and culture; arranging of contests and concerts; recreation information; party and entertainment special event planning; dubbing; gambling services; photography; entertainment services, namely, providing an on-going radio program in the field of sports, energy drinks, music, photography, travel, current events, pop culture, religion, people, namely, celebrities, athletes, artists, musicians, politicians and photographers, entertainment, night life, adventure, nature, science, history, education, mobile electronic devices, art, nutrition, information technology, business and management, engineering, architecture, health, agriculture, creative arts, fitness, sporting and cultural events and culture; recording studio and television studio services; rental of sports grounds and stadium facilities; subtitling

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

PRIORITY DATE OF 09-10-2013 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1237334 DATED 03-03-2014, EXPIRES 03-03-2024

The wording "BENEVENTO" has no meaning in a foreign language.

SER. NO. 79-161,120, FILED 03-03-2014

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>.