

# United States of America

United States Patent and Trademark Office



**Reg. No. 5,231,662**

**Registered Jun. 27, 2017**

**Amended Dec. 12, 2023**

**Int. Cl.: 41**

**Service Mark**

**Principal Register**

BBCC, LLC (WISCONSIN LIMITED LIABILITY COMPANY)  
6357 State Highway 23 South  
Spring Green, WISCONSIN 53588

CLASS 41: Country clubs; country club services; golf and golfing related services, namely, golf club services, golf course services, golf driving range services, golf equipment rental services, golf instruction, and golf club fitting services; golf club services; golf courses and golf course services; providing golf facilities; golf driving range services; rental of golf equipment; golf instruction; instruction in the nature of golf lessons; instruction in the nature of golf clinics; golf fitness instruction; fitting of golf clubs to individual users; entertainment in the nature of golf tournaments; planning, organizing, conducting and operating golf tournaments and golf competitions; organizing sporting events, namely, golf tournaments; organizing and conducting athletic competitions and games in the field of golf; swimming related and swimming facility related services, namely, providing swimming pools, providing swimming facilities, providing swimming lessons, and providing swimming instruction; providing swimming pools; providing swimming facilities; swimming instruction; instruction in the nature of swimming lessons; instruction in the nature of swimming clinics; entertainment in the nature of swim meets and tournaments; planning, organizing, conducting and operating swimming meets and tournaments; organizing sporting events, namely, swim meets and tournaments; organizing and conducting athletic competitions and games in the field of swimming; tennis related and tennis facility related services, namely, providing tennis courts, providing tennis court facilities, providing tennis lessons, and providing tennis instruction; providing tennis courts; providing tennis court facilities; tennis instruction; instruction in the nature of tennis lessons; instruction in the nature of tennis clinics; entertainment in the nature of tennis meets and tournaments; planning, organizing, conducting and operating tennis meets and tournaments; organizing sporting events, namely, tennis meets and tournaments; organizing and conducting athletic competitions and games in the field of tennis; entertainment in the nature of sports tournaments and sports events; planning, organizing, conducting and operating sports tournaments and competitions; planning,

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Director of the United States  
Patent and Trademark Office



organizing, conducting and operating sporting events; planning, organizing, conducting and operating athletic competitions and games; and membership club services, namely, providing services and training to members in the fields of golf, swimming and tennis

FIRST USE 00-00-2005; IN COMMERCE 00-00-2005

The mark consists of a mitre hat or headgear with the words "Bishops Bay Country Club" underneath the mitre hat or headgear.

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

SER. NO. 87-207,306, FILED 10-18-2016

## **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>.