

United States of America

United States Patent and Trademark Office

LOCATRICS

Reg. No. 6,966,183

Registered Jan. 31, 2023

Corrected Apr. 11, 2023

Int. Cl.: 9, 35, 38, 42

Service Mark

Trademark

Principal Register

It Works GmbH (GERMANY LIMITED LIABILITY COMPANY)

Hammer Straße 19

40219 Düsseldorf

FED REP GERMANY

CLASS 9: Computer software, namely, downloadable computer software for planning and managing advertising campaigns and selecting advertising media; downloadable computer software for purchasing bookable units of media; downloadable computer software for yield optimization/condition optimization for the optimization of advertisements and advertising spaces; downloadable computer software for standard analysis of the optimization of advertisements and advertising spaces, using geographic, audience-based or algorithmically developed scoring; downloadable computer software for route calculation of regionally controlled media including but not limited to inserts, direct mail; downloadable computer software for providing data in the nature of advertising to advertising spaces and their value; downloadable computer software for factoring purchased goods and services, namely, software for invoicing; all of the foregoing goods with or directly related to geographic, spatial, or audience-based data

CLASS 35: Business, marketing [and social media marketing strategy] consulting; services of an advertising agency; planning of advertising activities; evaluation of advertising media analog/digital, online advertising in a computer network; billboard advertising; dissemination of advertising matter; playout of programmatic advertising across all * electronic * devices and screens; collection, systematization, compilation and analysis of business data and evaluations results of consulting, planning or purchasing activities * for business management purposes * ; systematization and compilation of data in computer databases; provision of business data via Internet platforms; compilation of statistics; compilation of price analyses; market and opinion research; advertising success monitoring; analysis of purchasing behavior in the retail trade as part of market research

CLASS 38: Telecommunications service provider, namely, electronic transmission of email; providing access to databases; providing access to computer programs in data networks; telecommunications services, namely, providing prepaid minutes for use on cell phones abroad; telephone services; transmission of digital data

CLASS 42: Computer systems design and maintenance of software for computer systems; computer software maintenance and design; website creation and maintenance; [design, development, maintenance and] updating of computer software for data processing; [computer software upgrades;] IT consulting; computer software consulting; computer systems analysis; computer software design; data processing program creation; hosting computer web sites; server hosting; computer software installation; software as a service featuring software for media planning based on input by users; computer software maintenance; scientific research [; design of computer databases]



Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



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

PRIORITY DATE OF 12-22-2020 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1641686 DATED 06-16-2021, EXPIRES 06-16-2031

SER. NO. 79-332,330, FILED 06-16-2021

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>.