

United States of America

United States Patent and Trademark Office



Reg. No. 4,176,319

Registered Jul. 17, 2012

Renewal Term Begins Jul. 17, 2022

10 Year Renewal/Amended

Int. Cl.: 16, 18, 25, 35, 41

Service Mark

Trademark

Principal Register

THE LUTHERAN UNIVERSITY ASSOCIATION, INC. (INDIANA non-profit corporation)

1700 Chapel Drive
Valparaiso, INDIANA 46383

CLASS 16: [newspapers, books,] brochures and pamphlets concerning university admissions, alumni activities and general university information; stationery; printed invitations; posters; notebooks [; notepads]

FIRST USE 12-00-2010; IN COMMERCE 12-00-2010

CLASS 18: tote bags; backpacks; [briefcase-type leather portfolios;] leather key chains; [wallets; purses;] umbrellas

FIRST USE 8-20-2010; IN COMMERCE 8-20-2010

CLASS 25: clothing and accessories, namely, t-shirts, hats, sweatshirts, shirts, sweat pants, shorts, [ties,] footwear [and belts]

FIRST USE 9-00-2011; IN COMMERCE 9-00-2011

CLASS 35: association services, namely, promoting the interests of university alumni

FIRST USE 12-00-2010; IN COMMERCE 12-00-2010

CLASS 41: [educational services, namely, providing instruction at the university level; educational research; arranging and conducting educational conferences; entertainment services in the nature of conducting collegiate sporting events; providing facilities for recreational activities, namely, athletic training, baseball, basketball, bowling, cross country, football, golf, recreational sports, soccer, softball, strength and conditioning, swimming and diving, tennis, track and field, and volleyball; arranging and conducting artistic performances and cultural events;] providing online information concerning university admissions, alumni activities and general university information [; book and

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



journal publishing]

FIRST USE 12-00-2010; IN COMMERCE 12-00-2010

The mark consists of a stylized letter "V" with a flame and shield inside of an outline of a shield.

OWNER OF U.S. REG. NO. 2479369, 2454950

SER. NO. 85-144,685, FILED 10-04-2010

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>.