

United States of America

United States Patent and Trademark Office



Reg. No. 4,995,933

Registered Jul. 12, 2016

Amended May 02, 2023

Int. Cl.: 35, 37

Service Mark

Principal Register

James Hardie Technology Limited (BERMUDA CORPORATION)
Europa House, Second Floor
Harcourt Centre, Harcourt Street
Dublin 2, IRELAND D02 WR20

CLASS 35: Advertising, marketing and promotion services; business consultation; advertising and marketing consultation; conducting incentive award program to promote excellent service and performance in the fields of contracting, home and commercial construction, and installation of building materials by the distribution of rewards points; conducting incentive award programs to promote the sale of building and construction materials; incentive award programs to promote the sale of services of others; providing incentive award programs through issuance and processing of loyalty points for purchase of a company's goods and services; customer loyalty awards services for commercial, promotional, and/or advertising purposes in the nature of recognition of preferred customers and member businesses through affiliation with a preferred program; membership club services providing member businesses with information on marketing, business growth, and sales generation for home and commercial contracting and construction businesses, and providing advertising for member businesses on distribution lists and websites; verifying the credentials of contractors, construction companies, and installers for business purposes; providing cooperative advertising and marketing services for suppliers and distributors of building products, for contractor services, and for home and commercial construction services; promoting the sale of building and construction products, contractor services, and home and commercial construction services through the distribution of online and printed promotional materials of others, by providing hypertext links to the websites of dealers, suppliers, distributors, and contractors, by preparation of custom advertisements and custom promotional products in the nature of branded apparel of others, and by providing sales promotion consultation; providing a website and online directory consisting of advertisements and marketing information for use by dealers, suppliers, distributors and installers of building and construction products; internet website portal for retail purposes offering consumer information concerning materials for building and construction; providing a website for connecting sellers with buyers

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



FIRST USE 10-6-2014; IN COMMERCE 10-6-2014

CLASS 37: Building construction, remodeling and repair; painting services; construction planning services; general building contractor services; installation services for wallboards, siding, roofing, walls, windows, and doors; construction project management services; consultation in the field of construction, maintenance and renovation of property; consultation in the field of installation, maintenance, and repair of wallboards, siding, roofing, walls, windows, and doors; construction planning; maintenance and renovation of property; website providing information on building construction, construction planning, and renovation of homes and buildings; membership club services providing member businesses with information on installation best practices for home and commercial contracting and construction services

FIRST USE 10-6-2014; IN COMMERCE 10-6-2014

The mark consists of a shaded rectangular design with the appearance of brushed metal with "ELITE PREFERRED" in block letters appearing stacked in the center of the rectangular design and with a shaded border around the rectangular design. The phrase "CONTRACTOR ALLIANCE" appears in between two horizontal lines below the terms "ELITE PREFERRED" in the rectangular design. Above the phrase "ELITE PREFERRED" are the letters "JH" in a circle design and the phrase "JamesHardie" in between two horizontal lines

OWNER OF U.S. REG. NO. 2252291, 2235580, 4352291

No claim is made to the exclusive right to use the following apart from the mark as shown: "ELITE PREFERRED" AND "CONTRACTOR ALLIANCE"

The name "James Hardie" identifies a living individual whose consent is of record.

SER. NO. 86-571,091, FILED 03-20-2015

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>.