

United States of America

United States Patent and Trademark Office

BORN TO MOVE

Reg. No. 4,558,052

Registered Jul. 01, 2014

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Int. Cl.: 9, 41

Service Mark

Trademark

Principal Register

Les Mills International Limited (NEW ZEALAND Registered New Zealand Company (a limited liability company))

22 Centre Street

Freemans Bay

Auckland, NEW ZEALAND 2010

CLASS 9: Audio and video recordings, namely, pre-recorded compact discs, digital video discs, CD Roms and digital files all featuring fitness and health club related programs, audio-visual teaching resources in the nature of digital files, video recordings, seminars, presentations, graphics, text, information and music related to fitness programs; electronic publications, namely, magazines, manuals, and newsletters featuring fitness and health club related programs and audio-visual teaching resources in the nature of digital files, video recordings, seminars, presentations, graphics, text, information and music recorded on computer media; downloadable musical sound recordings, audio-visual presentations and downloadable electronic publications in the nature of teaching booklets and teaching manuals in the field of health and fitness supplied online from databases, from the Internet, Intranets or from Extranets; downloadable multimedia file containing artwork, text, audio, video, games, and Internet Web links relating to exercise to music programs and related audio-visual teaching resources in the nature of digital files, video recordings, seminars, presentations, graphics, text, information and music; downloadable musical sound recordings; downloadable video recordings featuring exercise to music programs and related audio-visual teaching resources in the nature of digital files, video recordings, seminars, presentations, graphics, text, information and music

CLASS 41: Recreation services in the nature of providing training and education services, namely, classes, seminars, programs, courses, workshops and conferences in the fields of health, nutrition and physical fitness; health club, and physical fitness club services, namely, providing instruction and equipment in the field of physical exercise; education services, namely, producing and conducting pre-choreographed group fitness exercise classes and providing instruction and advice with respect to such group fitness exercise classes; exercise instruction and physical fitness training services; providing information and consultation in the fields of recreation, physical fitness and exercise, and health club operations in the nature of information on group exercise planning and management; publication of printed matter, namely, books, booklets, newsletters, magazines, manuals, posters and postcards all in relation to fitness and health club related programs; publication of electronic media, namely, digital files, video recordings, seminars, presentations, graphics, text, information and music related to fitness programs; publication of electronic publications, namely, magazines, manuals, and newsletters featuring fitness and health club related programs

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

PRIORITY DATE OF 12-21-2012 IS CLAIMED

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



OWNER OF INTERNATIONAL REGISTRATION 1182937 DATED 02-22-2013,
EXPIRES 02-22-2033

SER. NO. 79-138,960, FILED 02-22-2013

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>.