

United States of America

United States Patent and Trademark Office



Reg. No. 7,064,203

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Int. Cl.: 9, 35, 42

Service Mark

Trademark

Principal Register

ASCENTION INTELLECTUAL PROPERTY PTY LTD
(AUSTRALIA Proprietary Limited Company)
201/10 Clarke Street
Crows Nest NSW 2065
AUSTRALIA

CLASS 9: Downloadable computer software for data management, namely, data governance, data quality management, master data management, data exploration management, data science management, data warehousing, and big data management; downloadable computer software for visualization, namely, for providing graphical representations and analysis pertaining to an organization's business, financial and operational performance; downloadable computer software for planning, namely, for financial budgeting, creating rolling financial forecasts, business demand planning, promotional budget planning and promotional event planning; downloadable computer software for application and database integration; downloadable application programming interface software; computer hardware in the nature of interfaces for computers; downloadable computer-aided design (CAD) software for general use; downloadable computer software for scientific data analysis; downloadable computer software for processing sales transactions; recorded computer programs for the management of sales; computer hardware and recorded computer software for data communication; downloadable communication software for providing access to the Internet; computer hardware and recorded computer software for processing data communications; downloadable computer software for compiling data; downloadable computer operating programs; downloadable computer programs for use in database management; data processing apparatus for use in information storage; electronic publications, namely, books, magazines, and manuals featuring business management recorded on computer media; downloadable databases in the field of sports statistics; downloadable electronic publications in the nature of books, magazines and manuals in the field of information technology; downloadable computer software for the analysis of data processing efficiency; recorded computer programs for training of personnel in the field of customer service, sales, and computer software; downloadable training guides in the field of computer software; downloadable webcasts in the field of data management * ; none of the aforementioned goods in the field of watches, timepieces, smartwatches, personal digital assistants, machine tools, numerically controlled lathes, calculators, printers, healthcare apparatus, light emitting diodes (LED), lighting equipment using LEDs, measuring instruments *

CLASS 35: Business consultancy relating to the administration of information technology; compilation of information relating to information technology into computer databases; providing consumer profiling information for commercial and marketing purposes; provision of market research information; consumer profiling for

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



commercial or marketing purposes; providing commercial information and advice for consumers in the choice of products and services; advertising analysis; business management analysis services; business data analysis services; collection of information relating to market analysis for business purposes; marketing analysis; business administration consultancy; business consultancy; business management and organization consultancy; business planning consultancy; consultancy relating to business acquisition; consultancy relating to business efficiency; consultancy services relating to business management; consultancy relating to business organisation; consultancy services relating to business promotion; consultancy relating to marketing; consultancy relating to sales promotions; consultancy services relating to the establishment and running of businesses; consultancy services relating to the management of personnel; database management consultancy services; business consultancy services in the field of market reports; professional business consultancy; strategic business consultancy; advisory services for business management; advisory services relating to advertising of businesses; advisory services relating to business management; advisory services relating to business organisation; advisory services relating to business planning; advisory services relating to customer servicing; business administration advisory services; business advisory services; business management advisory services; compilation of business lists regarding prospective customers; compilation of business information, namely, of customer information indexes; business administration services of customer loyalty and frequent buyer or frequent flyer schemes; business organisation and management of customer loyalty programmes; business services, namely, business sales promotion through customer loyalty programmes for others; compilation of information into computer databases; business management consultancy services and provision of information regarding marketing and sales channel management; modelling for advertising or sales promotion; business administration services, namely, the organisation and management of incentive and sales promotion programmes in the nature of frequent buyer programmes; sales promotion services; business management services, namely, administration of business engaged in data management; provision of information, namely, conducting internal business communication surveys; consultancy services regarding advertising communications strategies for businesses; corporate communications services, namely, transcription of audio communications for corporate businesses; advertising services provided over the internet; advertising services provided via a data base; business advice relating to advertising; business consultation relating to advertising; compiling indexes of information for commercial or advertising purposes; market research for advertising; providing user ratings for commercial or advertising purposes; provision of information in relation to business administration services; provision of information in relation to the management of a business; provision of information relating to advertising; provision of business information, namely, information relating to business; provision of information relating to marketing; business consulting relating to sales methods; compilation and provision of online commercial information directories; compilation of business data; compilation of business directories; compilation of business information; compilation of commercial information; compilation of company information; compilation of mailing lists; computerised compilation of purchase order lists; business data compilation for others; information services regarding advertising, business management and administration and providing office functions; database management; systemization of information into computer databases; updating and maintenance of data in computer databases; business information services, namely, collecting business information; computerised business information services; business intelligence services; corporate management consultancy; business management advice; data processing for the collection of data for business purposes; economic forecasting and analysis; business data analysis; research services relating to business; business and financial auditing; computerised database management; business project management services

CLASS 42: Advisory services relating to computer software; computer software advisory services; computer software consultancy; computer software design; computer software development; computer software engineering; computer software

programming services; consultancy in the design and development of computer software; development of computer software application solutions; installation of computer software; maintenance of computer software; writing of computer software; creating and designing website-based indexes of information for others using information technology; information services relating to information technology; information technology (IT) consultancy; information technology (IT) services, namely, design and technical design consultancy in the field of computer hardware, software and peripherals; outsource service providers in the field of information technology; provision of information relating to information technology; product research services for assessing the efficiency of consumer products; installation of computer firmware being software; installation, repair and maintenance of computer software; computer system analysis services; computer system analysis; technological analysis services in the field of computer software; computer technology consultancy; design of communications apparatus; provision of technological information relating to computer programs; provision of technical information in relation to designing computers; computer services, namely, creating computer network-based indexes of information, websites and resources for the provision of information; providing temporary use of a web-based software application for use in data management; provision of online non-downloadable software for use in data management; providing online information about industrial analysis and research services in the field of computer software used for data management; design of computer databases; computerised electronic business information storage; development of on-line computer software systems for the storage of data; electronic data storage, other than physical storage; electronic data storage; testing of computer installations; computer software technical support services, namely, troubleshooting of computer software problems; technical diagnostic testing services, namely, troubleshooting in the nature of diagnosing problems with computers and databases; advisory services relating to computer programming; computer programming; development of computer programmes; maintenance of computer programs; testing of computer programs; technical project planning services, namely, planning and design of computer technologies used for data management for others; computerised electronic data storage services

The mark consists of three incomplete concentric circles formed by broken lines and dots followed to the right by the stylized wording "CITIZEN 360".

PRIORITY DATE OF 07-20-2020 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1586342 DATED 01-20-2021,
EXPIRES 01-20-2031

SER. NO. 79-308,814, FILED 01-20-2021

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>.