

United States of America

United States Patent and Trademark Office



Reg. No. 5,156,869

Registered Mar. 07, 2017

Amended Jan. 02, 2024

Int. Cl.: 35, 41, 43

Service Mark

Principal Register

Rodeo Drive, Inc. (CALIFORNIA CORPORATION), DBA Rodeo Drive
Committee
PO Box 853
Beverly Hills, CALIFORNIA 90213

CLASS 35: [Promoting the interests of businesses on Rodeo Drive and in the City of Beverly Hills by bestowing an annual award to a famous fashion designer for achievement in fashion design, and by the placement of a plaque on a sidewalk on Rodeo Drive honoring the fashion designers to whom such awards have been bestowed;] Computer services, namely, providing commercial directory information and online consumer information relating to retail stores on and around Rodeo Drive in Beverly Hills, California via a global communication information network site

FIRST USE 11-00-2014; IN COMMERCE 11-00-2014

CLASS 41: Entertainment services, namely, the conduct of exhibition of classic cars

FIRST USE 8-00-2003; IN COMMERCE 8-00-2003

CLASS 43: Computer services, namely, providing information relating to hotels and restaurants on and around Rodeo Drive in Beverly Hills, California via a global communication information network site

FIRST USE 8-00-2003; IN COMMERCE 8-00-2003

The mark consists of the letters "BH" between two arrows and the words "RODEO DRIVE" below all within the outline of a street sign.

No claim is made to the exclusive right to use the following apart from the mark as shown: "BH"

SEC. 2(F) "RODEO DRIVE"

SER. NO. 86-668,981, FILED 06-19-2015

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



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>.