

# United States of America

## United States Patent and Trademark Office

# ALPHAGO ZERO

**Reg. No. 7,089,087**

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**Int. Cl.: 9, 16, 28, 41, 42**

**Service Mark**

**Trademark**

**Principal Register**

DeepMind Technologies Limited (UNITED KINGDOM limited company (Ltd.))  
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London, UNITED KINGDOM EC4A3TW

CLASS 9: Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signaling, checking, lifesaving and teaching apparatus and instruments, namely, mobile, portable and wireless communication devices for voice, data or image transmission and for use in connection with natural language virtual agent software application for enabling data capture and data analysis; Apparatus and instruments for conveying, distributing, transforming, storing, regulating or controlling electric current; magnetic data carriers featuring information and content pertaining to artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, tree search, high performance computing, distributed computing, cloud computing, analytics and data mining, virtual reality, augmented reality, recording discs featuring information and content pertaining to artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, tree search, high performance computing, distributed computing, cloud computing, analytics and data mining, virtual reality, augmented reality; compact discs, DVDs and other digital recording media, namely, pre-recorded video cassettes, digital video discs, digital versatile discs, downloadable audio and video recordings, DVDs, and high definition digital discs featuring information and content pertaining to artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, tree search, high performance computing, distributed computing, cloud computing, analytics and data mining, virtual reality, augmented reality; digital recording media, namely, pre-recorded DVDs, downloadable audio and video recordings and CDs featuring information and content pertaining to artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, tree search, high performance computing, distributed computing, cloud computing, analytics and data mining, virtual reality, augmented reality; data processing apparatus; data processing apparatus and electronic accessories therefor, namely, electronic data processors and electronic data processing apparatus; information technology and audiovisual equipment, namely, apparatus for recording, transmission and reproduction of sound, images and data; artificial intelligence apparatus and, devices and instruments, namely, computer hardware and computer software for enabling natural language interaction and dialogue between a human user and a web service, data center, website contact center or digital device including mobile, portable and wireless devices; computer software for enabling natural language interaction and dialogue between a human user and a web

*Katherine Kelly Vidal*

Director of the United States  
Patent and Trademark Office



service, data center, website contact center or digital device including mobile, portable and wireless devices; recorded computer operating programmes; recorded computer software for data analysis and computation and operating software for artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, tree search, high performance computing, distributed computing, cloud computing, analytics and data mining, virtual reality, augmented reality in the field of science, technology, medicine and healthcare; downloadable computer software applications for use in designing and developing artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, tree search, high performance computing, distributed computing, cloud computing, analytics and data mining, virtual reality, augmented reality in the field of science, technology, medicine and healthcare; computer software for use as an application programming interface (API), namely, applications for artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, tree search, high performance computing, distributed computing, cloud computing, analytics and data mining, virtual reality, augmented reality; computer software and computer programs for use in general purpose computation, manipulation of collections of data, data transformation, input/output, communications, graphics display, modeling and testing for use in the fields of artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, high performance computing, distributed computing, virtual reality; computer software, computer programs and integrated circuits incorporating algorithms for use in manipulating received or inputted data generated in a virtual space for use in connection with artificial intelligence methods, natural language processing, natural language understanding, dialog systems, voice and speech recognition and text to speech systems, natural language human-machine interfaces, predictive assistance technologies and for use in training virtual agents in an artificial space; educational apparatus and simulators, namely, apparatus for recording, transmission or reproduction of sound and images for use in training artificial agents within a virtual space; recorded computer programs for use in general purpose computation, manipulation of collections of data, data transformation, input/output, communications, graphics display, modeling and testing for use in the fields of artificial intelligence, deep learning, high performance computing, distributed computing, virtualization and machine learning; audio-visual teaching apparatus, namely, computers, tablet computers, smartphones and portable digital electronic devices for organizing, transmitting, receiving and reviewing text, data, image and audio files; game software, namely, software for audio, video and audio-video games; computer software, namely, audio, video and audio-video game software; computer software in the nature of software for audio, video and audio-video games software; computer games, namely, computer game programs, cartridges, tapes and discs; computer game programs; downloadable software game applications; computer groupware for use in database management; computer hardware; computer hardware for games and gaming; video game tapes, discs and software; computer application software for mobile phones for artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, tree search, high performance computing, distributed computing, cloud computing, analytics and data mining, virtual reality, augmented reality; recorded game software for mobile electronic devices; pre-recorded electronic storage media featuring data relating to artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, tree search, high performance computing, distributed computing, cloud computing, analytics and data mining, virtual reality, augmented reality; compact disc featuring computer programs for artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, tree search, high performance computing, distributed computing, cloud computing, analytics and data mining, virtual reality, augmented reality in the field of science, technology, medicine and healthcare; prerecorded DVDs, CDs, video discs, video tapes and video cassettes featuring animated cartoons; recorded DVDs, CDs, video discs, video tapes and video cassettes featuring movies and cinematographic films concerning artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, tree search, high performance computing, distributed computing, cloud computing, analytics and data mining, virtual reality, augmented reality; downloadable

movies and films featuring artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, tree search, high performance computing, distributed computing, cloud computing, analytics and data mining, virtual reality, augmented reality provided via a video-on-demand service; downloadable electronic publications in the nature of newspapers, magazines, scientific journals, books, newsletters and blogs in the nature of journals featuring artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, tree search, high performance computing, distributed computing, cloud computing, analytics and data mining, virtual reality, augmented reality; downloadable electronic publications in the nature of newspapers, magazines, scientific journals, books, newsletters and blogs in the nature of journals in the field of games and gaming; downloadable publications, namely, printed guides featuring computer and video game strategy; memory cards for video game machines; downloadable image files containing artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, tree search, high performance computing, distributed computing, cloud computing, analytics and data mining, virtual reality, augmented reality; virtual reality game software; interactive multimedia computer games programmes; computer games programmes downloaded via the Internet; pre-recorded CDs and DVDs featuring artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, tree search, high performance computing, distributed computing, cloud computing, analytics and data mining, virtual reality, augmented reality; and replacement parts and fittings for all of the aforesaid goods, and accessories for all the aforesaid goods, namely, touch pads, headsets for virtual reality games, virtual reality glasses, computer joystick peripherals, high performance computer hardware with specialized features for enhanced game playing ability

CLASS 16: Printed publications, namely, books, magazines, printed periodicals, printed research papers, printed abstracts, newsletters, brochures, manuals and catalogues, all the foregoing in the field of science, technology, medicine, healthcare, artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, tree search, high performance computing, distributed computing, cloud computing, analytics and data mining, virtual reality, augmented reality; printed material, namely, written articles, newspapers, magazines, scientific journals, books, newsletters and printed teaching material in the field of audio-video games, instructional manuals in the field of electronic games, computer game instruction manuals; printed materials, namely, written articles, books, newsletters, research papers and printed periodicals concerning computer game strategy; printed publications, namely, written articles, newspapers, magazines, scientific journals, books and newsletters relating to computer software, computer programmes, artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, tree search, high performance computing, distributed computing, cloud computing, analytics and data mining, virtual reality, augmented reality

CLASS 28: Toys, games, playthings, namely, electronic interactive board games for use with external monitor, action skill games, action target games, arcade games, electronic card games for use with external monitor, manipulative games, memory games, puzzle games, and electronic board games for use with external monitor; apparatus for games, namely, computer gaming consoles featuring artificial intelligence for use in playing and creating two-dimensional and three dimensional games; Video game apparatus, namely, video game joysticks, hand-held video game units other than those adapted for use with an external display screen or monitor, computer gaming consoles for use with an external display screen or monitor and for recreational game playing; electronic controllers for electronic video game machines; portable video games, namely, hand held units for playing video games other than those adapted for use with a display screen or monitor; electronic games other than those adapted for use with television received only; computer game consoles for use with a display screen or monitor; handheld computer games in the nature of hand held units for playing video games other than those adapted for use with a display screen or monitor; electronic board games in the nature of electronic interactive board games for use with external monitor; hand-

held, nonelectronic skill games; games of strategy, namely, chess games, go games, board games; Electronic educational games, namely, electronic educational game machines for teaching; electronic learning games, namely, electronic educational game machines for teaching; electronic teaching games, namely, electronic educational game machines for teaching; electronic training games, namely, electronic educational game machines for teaching; and replacement parts, and fittings for all the aforesaid goods

CLASS 41: Education services in the nature of courses and teaching in the fields of artificial intelligence, machine learning instruction at the primary, secondary, college, and university level, deep learning instruction at the primary, secondary, college, and university level, reinforcement learning instruction at the primary, secondary, college, and university level, all of the aforementioned in the field of building neural networks, tree search, high performance computing, distributed computing, cloud computing, analytics and data mining, virtual reality, augmented reality; providing of training in the form of seminars, webinars, conferences, classes and workshops in the field of artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, tree search, high performance computing, distributed computing, cloud computing, analytics and data mining, virtual reality, augmented reality; Entertainment, namely, providing ongoing television programs, online non-downloadable films, and online non-downloadable videos in the fields of artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, tree search, high performance computing, distributed computing, cloud computing, analytics and data mining, virtual reality, augmented reality; organizing community sporting and cultural events; entertainment services, namely, providing online video games; entertainment services, namely, providing on-line interactive computer games; arranging of games, namely, chess games, go games, electronic video games; providing entertainment information about electronic, video games, chess games, go games, board games; providing online electronic games via the internet; providing online computer games; electronic game services provided by means of the Internet; electronic online game services accessible by means of mobile electronic devices; electronic game services provided by means of the Internet and accessible by means of mobile devices; providing a training environment, namely, live educational exhibition programs and providing educational demonstrations of advanced technologies incorporating data science, artificial intelligence, deep learning, machine learning, reinforcement learning and virtual reality for use in the fields of energy, information technology, healthcare, medicine, science and energy; providing training in the form of workshops, seminars, webinars, classes and conferences in the field of computer programming; provision of non-downloadable movies and films via a video-on-demand service; Providing on-line, non-downloadable electronic publications, namely, written articles, newspapers, magazines, scientific journals, books and newsletters in the field of artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, tree search, high performance computing, distributed computing, cloud computing, analytics and data mining, virtual reality, augmented reality; multimedia publishing of computer games; Publication of online non-downloadable electronic publications, namely, providing on-line non-downloadable written articles, research papers, books, and journals; Providing entertainment information in the field of games for game players concerning the ranking of their games scores accessible by means of a website; educational and training services, namely, providing workshops, seminars, webinars, classes and conferences relating to computer games; education services, namely, providing workshops, seminars, webinars, classes and conferences relating to artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, high performance computing, distributed computing, virtual reality; training services, namely, providing training in the form of workshops, seminars, webinars, classes and conferences relating to artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, high performance computing, distributed computing, virtual reality; entertainment services, namely, an ongoing multimedia program in the field of artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, high performance computing, distributed computing, virtual reality distributed via various platforms

across multiple forms of transmission media; and providing advisory, consultancy, entertainment information and information about education relating to the foregoing

CLASS 42: Scientific and technological services, namely, scientific and technical consulting, scientific research, development and design and implementation of computer software and technology solutions in the fields of analytics and data mining, data analysis, data transformation, data visualization, data mining, statistical analysis, artificial intelligence, machine learning and virtual reality; Analysis of the goods and services of others to assure compliance with industry standards in the fields of artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, tree search, high performance computing, distributed computing, cloud computing, analytics and data mining, virtual reality, augmented reality; industrial research in the field of artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, tree search, high performance computing, distributed computing, cloud computing, analytics and data mining, virtual reality, augmented reality; development and testing services for others in the field of computer software, including computer software incorporating algorithms; computer software programming services for others in the field of software configuration management; computer programming in the field of animation; computer programming; Design and development of computing software featuring software platforms used for developing training environments for algorithms developed in relation to artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, tree search, high performance computing, distributed computing, cloud computing, analytics and data mining, virtual reality, augmented reality; research in the field of computer programming software; design and development of computer software and computer programming software; technical advisory services relating to computer programs; design, development of computer software for use as an application programming interface (API); application service provider featuring application programming interface (API) software for artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, tree search, high performance computing, distributed computing, cloud computing, analytics and data mining, virtual reality, augmented reality; hosting the websites of others on a computer server for a global computer network; computer software consultancy; development and testing services for others in the field of computer software, including computer software incorporating algorithms, all of the aforementioned in the field of software for use in a virtual space; development and testing services for others in the field of computer software, including computer software incorporating algorithms, all of the aforementioned in the field of computer games and board games; new product design services in the field of games; new product design services in the field of board games; technology consultation and research in the fields of artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, high performance computing, distributed computing, virtual reality; design, development and technological analysis of software for virtual environments for machine learning, deep learning, reinforcement learning; design and development of computer game programmes for neural networks; design and development of computer game programmes for tree search; providing virtual computer environments through cloud computing; providing web hosting platforms for use in connection with artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, tree search, high performance computing, distributed computing, cloud computing, analytics and data mining, virtual reality, augmented reality; programming of computer software platforms for others; Platform as a service (PaaS) featuring computer software platforms for use in connection with artificial intelligence, machine learning, deep learning, reinforcement learning, building neural networks, tree search, high performance computing, distributed computing, cloud computing, analytics and data mining, virtual reality, augmented reality in the field of science, technology, medicine and healthcare; and providing technological advice, consultancy and information services in relation to the aforesaid services

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO

ANY PARTICULAR FONT STYLE, SIZE OR COLOR

PRIORITY CLAIMED UNDER SEC. 44(D) ON UNITED KINGDOM , REG. NO. UK00003274304, DATED 11-30-2017, EXPIRES 11-30-2027

PRIORITY CLAIMED UNDER SEC. 44(D) ON UNITED KINGDOM APPLICATION NO. 00003274304, FILED 11-30-2017, REG. NO. UK00003274304, DATED 11-30-2017, EXPIRES 11-30-2027

SER. NO. 87-704,401, FILED 12-01-2017

## **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>.