

United States of America

United States Patent and Trademark Office

advancy | Driving Strategy To Results

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Service Mark

Trademark

Principal Register

ADVANCY GROUPE (FRANCE SOCIÉTÉ PAR ACTIONS SIMPLIFIÉE (SAS))

42 rue Washington

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FRANCE

CLASS 16: News bulletins; printed reports featuring information in the fields of consulting, management consulting, strategy and business management, business performance management, financial management, communications solutions, human resources management, customer service management, company and merger strategy and post-merger integration strategy and finance; printed research reports featuring information in the fields of consulting, management consulting, strategy and business management and finance; printed reports intended for consumers featuring information in the fields of consulting, management consulting, strategy and business management, business performance management, financial management, communications solutions, human resources management, customer service management, company and merger strategy and post-merger integration strategy and finance

CLASS 35: Business information and advice services; advice and information about commercial business; business advice and information services; accounting; computer file management; business management assistance; commercial or industrial company business management assistance; business management and organization consultancy; business management consultancy; professional business consultancy; commercial business appraisal services; commercial business expertise, namely, business consulting, management consulting, business performance management, financial records management, business management of communications solutions, human resources management, customer service management, company acquisition and merger strategy consultation and post-merger business integration strategy and financial business expertise; business information; business investigations; business research services for new companies; analysis, research and information services relating to business; business advisory services for business management relating to company structure and organization, staff policy, finance records management, company strategy, business performance management, financial records management, communications solutions, human resources management, customer service management, company acquisition and merger consultation strategy and post-merger business integration strategy; advice services for business management with respect to franchising; advice services with respect to business management and leadership development; business support, namely, business consulting in the fields of business performance management, financial management, communications solutions, human resources management, customer service management, company and merger strategy and post-merger integration strategy; business assistance, namely, business management, in the fields of supply chain management and inventories and safeguards, outsourcing and business process services, change management, customer contact management; business assistance, namely, business consulting in the fields of strategy with respect to information

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



technology and processing, managing digital multimedia content; business assistance, namely, business management in the fields of the management of data security and privacy; business assistance, namely, business consulting in the field of medical records; business assistance in the field of management of financial information, management of authentication and identity files; business assistance in the fields of the development of new sales, new products, trademarks and markets, development and establishment of new companies, namely, new business venture development and formation consulting services; business assistance in the fields of management of income generation, namely, demand creation and lead generation activities and services, business risk management, business assistance, namely, business management, in the fields of management of documents and databases, financial record keeping for compliance with government regulations, physical outsourcing services, management of mobile communication technology; business process management and assistance; business marketing consulting services; providing information in the field of commercial management support; providing information in the fields of business management, company marketing, business acquisitions and consultancy with respect to mergers; business organization consultancy; providing business advice to companies; consultancy relating to business management; commercial project management with respect to the design of information systems; business advice, namely, business consulting, in acquisitions of companies; business analysis services, namely, market analysis; commercial business appraisal; computerized information services for commercial purposes, namely, evaluations of business opportunities; business evaluations with respect to business management in commercial companies; business and market research; commercial information services in the fields of company change management, company process management, management and strategic planning services for companies, business and enterprise technology; planning services relating to commercial business management; advice with respect to company mergers, namely, business leadership development and professional business consultancy, public relations with respect to business mergers; business information services provided to companies online from a global computer network or the Internet; conducting of business research and surveys; commercial supervision, namely, business management; assistance to commercial and industrial companies in their business operation, namely, business operation consultancy; economic forecasting and analysis; personnel management consultancy and advice; management advice and consultation for the placement of personnel; preparation of business reports; organization and conducting of business conferences with respect to business and commercial management for the provision of information in the field of business support; management of projects in relation to business management; business management support, namely, business consultation during the acquisitions of companies; conducting market studies and analyses; conducting business assessments and appraisals of companies, including cost-price analysis; commercial monitoring of customers for business purposes of sales and after-sales services of products and services; business management assistance; company management assistance including consultancy in demographic matters; assistance with the management of business activities, namely, business management; human resources support in the nature of consultation and management; arranging and conducting of exhibitions with respect to business and commercial management for economic purposes; provision of information in the field of business support; assistance, namely, business management with respect to commercial management for industrial or commercial companies; commercial business management assistance with respect to public relations; human resources management and personnel recruitment services; human resources management; providing outsourcing services in the field of managing customer relations; organization and management services for customer loyalty programs, namely, administration of a customer loyalty program which provides reduced prizes and costs; management services for company and merger strategies and post-merger integration strategies in the nature of business merger consultation; consulting services in relation to supply chain management and inventory services; outsourcing services and providing outsourcing services in the field of customer relationship management; organizational change management; customer relations management; database management; business support, namely, business management with respect to financial information management in the

nature of financial records management; services for the development of concepts and brands for business customers; support services regarding the development and establishment of a new company, namely, new business venture development and formation consulting services; business services, namely, business commercial management of technical operations infrastructures; management services for business processes, namely, logistics management, reverse logistics, supply chain services, supply chain visibility and synchronization services, forecasting processes for the supply and demand and distribution of goods for third parties; supply chain management services; business support services, namely, commercial assistance with respect to IT systems integration and durability, business risk management; business support services, namely, business consulting with respect to the aerospace and defense industries, aviation industry, automotive industry, and industrial building materials industry; business support services, namely, business consulting with respect to capital markets, chemicals industry, communications industry, consumer goods and services, electronics products and technology; business support services, namely, business consulting with respect to eligibility systems; online price comparison services in the field of financial services for commercial purposes; advertising services in connection with financial services; advertising services in the field of financial investments; wholesale store services in the field of sanitary installations; business support services, namely, business consulting with respect to technology, life sciences, medical products, pharmaceutical products, media and entertainment; business support services, namely, business consulting with respect to metals and mining extraction; business support services, namely, business consulting with respect to retail industry, revenue management solutions, travel industry; business consulting services in business processes with respect to infrastructure, computer applications and software; business administrative management, supply chain, and commercial supply chain management, commercial administration of engineering projects; providing information with respect to business innovation processes, commercial management and business opportunities; outsourcing services; outsourcing services consisting of organizing service contracts on behalf of third parties; outsourcing services involving the organization of the obtaining of goods on behalf of third parties; business support services, namely, business and marketing consulting with respect to smart grid technology, analytics, digital social media, marketing analytics and business strategies; marketing advice and studies; negotiating and concluding of commercial transactions for others; web site traffic optimization; collection of data in a central file; opinion polling to determine public opinion and market shares of goods and services; preparation and drafting of studies and reports for commercial projects, namely, market reports and studies; arranging and concluding of commercial transactions for others via telecommunication systems; publication of advertising texts on all types of media; professional networking services for individuals seeking employment and to participate in work projects and consulting projects

CLASS 36: Financial consultancy; mutual funds, namely, advisory services, analysis services, brokerage, investment for mutual funds; funds investment; financial management and investment services, namely, administering the issuance, underwriting and distribution with respect to financial securities; financial exchange; financial advice services; financial analyses; assessment and appraisal of companies, namely, fiscal valuation of companies; financial assistance, namely, financial consultation, with respect to business acquisitions; providing financial information to investors; providing financial information regarding fuel costs; providing financial information regarding stock exchanges; financial analysis; financing of venture capital; providing financial assistance services, namely, financing for business innovation processes, commercial management, acquisitions of companies, company change management and business mergers, and for development and establishment of a new company, financing for the branding industry, aerospace and defense industries, aviation industry, automotive industry, industrial building industry, capital markets industry, chemicals industry, communications industry, consumer electronics industry, technology industry, venture capital financing industry, sanitary installations and industrial equipment industries, transport industry, life sciences industry, medical products and pharmaceutical products

industry, media and entertainment industries, metals and mining extraction industry, retail industry, revenue management solutions industry, travel industry, computer applications and software industry, supply chain and commercial supply chain industries, insurance industry, IT outsourcing services industry, smart grid technology industry, digital social media industry; legal assistance insurance in the nature of underwriting insurance for pre-paid legal services; actuarial services in the nature of advice and support services in actuarial science; financial management support; financial services, namely, mortgage and business financing planning services; financial services, namely, credit agency services featuring credit processing, namely, credit checking, credit analyzing, and financial reporting services; insurance services, namely, insurance underwriting for the branding industry, aerospace and defense industries, aviation industry, automotive industry, industrial building materials industry, capital markets industry, chemicals industry communications industry, consumer electronics industry, venture capital financing industry, sanitary installations industry, industrial equipment industry, infrastructure transport industry, technology and life sciences industries, medical products and pharmaceutical products industries, media and entertainment industry, metals and mining extraction industry, retail industry, revenue management solutions, industry, travel industry, computer applications and software industry, supply chain, and commercial supply chain industry, insurance industry, engineering industry, IT outsourcing services industry, smart grid technology industry, digital social media industry; provision of information, advice and support in the field of financial evaluation; support services with respect to personal finance, namely, providing information in the field of personal finance; provision of financial information; processing of income in the nature of financial management; insurance claims processing and handling of claims

CLASS 41: [Providing training, including conducting of seminars, workshops and classes with respect to the development and use of software, business and business activities and distribution of related teaching material; organization and conducting of educational conferences in the field of business and commercial business management; development of printed educational material for third parties in the fields of business innovation processes, commercial management, compliance with government regulations, acquisitions of companies, company change management and business mergers, development and establishment of a new company, branding, aerospace and defense, aviation industry, automotive industry, industrial building materials, capital markets, chemicals, communications, consumer goods and services, electronics products and technology venture capital financing, sanitary installations, industrial equipment, infrastructure plans and means of transport, technology, life sciences, medical products, pharmaceutical products, media and entertainment, metals and mining extraction, retail, revenue management solutions, travel industry, transport infrastructure, computer applications and software;] publication of texts and/or images in books, magazines, newspapers, periodicals, handbooks, and calendars; copy editing services for printed matter, namely, explanatory brochures on all types of media including electronic media; publication of texts other than advertising texts on all media [; organization and conducting of educational conferences, congresses, seminars, symposiums in the field of business and commercial business management; organizing and conducting of educational conferences, congresses, seminars, symposiums in the field of business]

The color(s) blue and gray is/are claimed as a feature of the mark.

The mark consists of the stylized wording "ADVANCY" in blue and "DRIVING STRATEGY TO RESULTS" in gray with a gray vertical line situated between "ADVANCY" and "DRIVING STRATEGY TO RESULTS".

PRIORITY DATE OF 08-12-2018 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1490678 DATED 02-12-2019,
EXPIRES 02-12-2029

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>.