

United States of America

United States Patent and Trademark Office

LMNO

Reg. No. 6,886,734

Registered Nov. 01, 2022

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Int. Cl.: 35, 41, 42

Service Mark

Principal Register

LMNO CONSULTING (CANADA PARTNERSHIP)

300 - 510 Cope Way

Saskatoon, Saskatchewan, CANADA S7T0G3

CLASS 35: Advertising agency services; branding services, namely, consulting, development, management and marketing of brands and corporate identities for others; consulting services in the field of digital advertising, mobile and social media advertising strategy for others; creative marketing design services; developing advertising and promotional campaigns for web pages, social media, television, radio, digital and print media for others; development on behalf of others of digital marketing strategies, concepts and tactics, of email marketing strategies, concepts and tactics, of search marketing strategies, concepts and tactics, namely, enhancement of brand awareness, customer relations, online community building, digital word of mouth communications, lead generation, development of conversions and sales; special event planning for business purposes; marketing services, namely, developing marketing strategies, marketing plans, marketing concepts and marketing materials for others; media-related business consulting services, namely, researching which media to purchase, developing media strategies, plans, and budgets and then assisting in the purchasing of such media on behalf of others; inbound and outbound marketing services; automated marketing research; customer relationship management; sales and marketing services, namely, marketing data management, analytics of marketing data, measurement and reporting of marketing data, all to support sales and marketing for others; public relations and media relations services for others; marketing services, namely, consumer research, analyzing the data obtained from consumer research and providing advice thereon to others; search engine optimization for sales promotion; providing analytics and reporting of marketing campaigns data; social media consulting services, namely, providing business advice regarding social media business strategy, social media marketing, marketing content strategy, marketing content development, and marketing contests and promotions, all on behalf of others; planning, design and management of social media-based advertising campaigns for others, management and monitoring of social media channels and platforms for marketing and advertising purposes, and providing marketing analytics and data reporting of social media advertising campaigns for others

CLASS 41: Providing on-line publications in the nature of newsletters, articles, case studies and advisories in the fields of advertising, marketing, communications, branding, public relations, customer relationship management, product development,

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



digital marketing, social media, and data management; on-line journals, namely, blogs featuring information, commentary and analysis relating to advertising, marketing, communications, branding, public relations, customer relationship management, product development, digital marketing, social media, and data management; educational services in the nature of seminars, conferences, symposiums and workshops in the fields of advertising, marketing, communications, branding, public relations, customer relationship management, product development, digital marketing, social media, and customer data management

CLASS 42: Computer software development in the field of web and mobile applications and interactive video games development for others; graphic design services; user experience website design services for others, namely, electronic mapping of user interaction with parts of a website, designing customer website experience work flows; design of unified communications services for others; product development services for others; development, implementation and maintenance of websites for others; responsive website development for others; user experience design for others, website interaction design services for others; e-commerce website design services for others; design, development, implementation and maintenance of custom e-commerce software solutions for others; electronic content management system design service for others; design, development, implementation and maintenance of content management system software solutions; technological consulting services in the field of information technology strategy; technology audit services, namely, auditing the technological performance of software; electronic data architecture security consultancy; technological consulting in the field of computer network infrastructure; technological consulting in the field of computer system architecture; design, development, implementation and maintenance of web-based non-downloadable software applications; design, development, implementation and maintenance of software applications; design, development, implementation and maintenance of software application program interfaces; technological consulting in the field of social media software tools; consulting services in the field of web-hosting; consulting in the field of design, management and hosting of databases; technological consulting services in the fields of data collection and data management

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

PRIORITY CLAIMED UNDER SEC. 44(D) ON CANADA APPLICATION NO. 1809020, FILED 11-10-2016, REG. NO. TMA1104389, DATED 12-06-2021, EXPIRES 12-06-2031

SER. NO. 87-444,379, FILED 05-10-2017

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>.