

# United States of America

## United States Patent and Trademark Office

### Kakao Entertainment

**Reg. No. 6,874,614**

**Registered Oct. 18, 2022**

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**Int. Cl.: 9, 16, 35, 38, 41, 42, 45**

**Service Mark**

**Trademark**

**Principal Register**

Kakao Corp. (KOREA, REPUBLIC OF CORPORATION)  
242, Cheomdan-ro,  
Jeju-si Jeju-do  
REPUBLIC OF KOREA

CLASS 9: Recorded computer software platform for providing and using visual content, audio content, electronic publications including cartoons, movies, recorded video, recorded audio, radio programs and television programs; downloadable computer software platform for providing and using visual content, audio content, electronic publications including cartoons, movies, recorded video, recorded audio, radio programs and television programs; recorded computer software for providing visual content, audio content, electronic publications including cartoons, movies, recorded video, recorded audio, radio programs and television programs; downloadable computer software for providing visual content, audio content, electronic publications including cartoons, movies, recorded video, recorded audio, radio programs and television programs; downloadable multimedia file featuring artworks, texts, audios, videos, games and motion picture videos relating to cartoons, novels, movies, music, entertainment performances, radio and television programs; downloadable digital video recordings featuring cartoons, novels, movies, music, entertainment performances, radio and television programs; downloadable music files; downloadable electronic publications in the nature of book, magazine, manual, newsletters in the field of cartoons, novels, movies, music, entertainment performances, radio and television programs; downloadable cartoon strips; pre-recorded DVDs featuring music and music performances; pre-recorded CDs featuring cartoons, novels, movies, entertainment performances, radio and television programs; downloadable computer game software via a global computer network and wireless devices; downloadable computer software to maintain and operate computer systems; recorded computer software to maintain and operate computer systems; downloadable computer application software for mobile phones for providing and using visual content, audio content, electronic publications; digital media servers; apparatus for broadcasting, recording, transmission or reproduction of sound, data or images; downloadable image files containing tickets; exposed cinematographic films; cameras; 3D spectacles; life vests; Electronic LED digital signs; batteries; data cables; smartphones; ear phones; cell phone cases; computers; video game cartridges for use with electronic games apparatus; protective helmets; protective industrial respiratory masks; insulated clothing for protection against accident or injury; phonograph records featuring music

CLASS 16: Printed picture books; printed children's books; printed manga comic books; printed non-fiction books on a variety of topics; printed coloring books; cartoon prints; printed comic books; printed novels; printed periodicals in the field of cartoons, novels, movies, music, entertainment performances, radio and television programs; graphic prints; graphic representations; printed photographs; printed magazines in the field of cartoons, novels, movies, music, entertainment performances, radio and television programs; stationery; office requisites, namely, envelope sealing machines, staple removers and paper trimmers; stickers; adhesives for household purposes, other than for stationery use; labels of paper or cardboard; bunting of paper; paper toilet seat covers;

*Katherine Kelly Vidal*

Director of the United States  
Patent and Trademark Office



paper tissue for travel; passport covers; containers of cardboard for packaging; paper tablecloths for decoration

CLASS 35: Business management of performing artists; theatrical agencies; arranging subscriptions of pre-recorded videos featuring cartoons, novels, movies, music, entertainment performances, radio and television programs for others; arranging subscriptions of the online publications of others; \* advertising; marketing \* [ advertising and marketing; ] commercial administration of the licensing of the goods and services of others; sales brokerage services, namely, provision of an online marketplace for buyers and sellers of \* electronic \* downloadable game software; sales agency services, namely, provision of an online marketplace for buyers and sellers of downloadable \* electronic \* game software; sales brokerage services, namely, provision of an online marketplace for buyers and sellers of downloadable \* electronic \* game software; sales agency services for downloadable music files, namely, provision of an online marketplace for buyers and sellers of downloadable game software; sales brokerage services, namely, provision of an online marketplace for buyers and sellers of downloadable electronic publications in the nature of book, magazine, manual, newsletters in the field of cartoons, novels, movies, music, entertainment performances, radio and television programs; sales agency services, namely, provision of an online marketplace for buyers and sellers of downloadable electronic publications in the nature of book, magazine, manual, newsletters in the field of cartoons, novels, movies, music, entertainment performances, radio and television programs; sales brokerage services, namely, provision of an online marketplace for buyers and sellers of downloadable animated cartoon strips; sales agency services, namely, provision of an online marketplace for buyers and sellers of downloadable animated cartoon strips; sales brokerage services, namely, provision of an online marketplace for buyers and sellers of downloadable multimedia file containing artwork, text, audio, video, games, and internet web links relating to cartoons, novels, movies, music, entertainment performances, radio and television programs; sales agency services, namely, provision of an online marketplace for buyers and sellers of downloadable multimedia file containing artwork, text, audio, video, games, and internet web links relating to cartoons, novels, movies, music, entertainment performances, radio and television programs; business management of performing artists, namely, musicians; compilation of information into computer databases; systematization of information into computer databases; business research consultation; import-export agency services; providing office functions, namely, transcription of communications, appointment scheduling services, registration of written communications and data, photocopying services; promoting the goods and services of others by means of operating an on-line shopping mall with links to the retail web sites of others; retail store services for all-purpose carrying bags; retail store services for jewellery made of precious metals; retail store services for hats; retail store services for stationery; retail store services for watches; retail store services for footwear; retail store services for eyeglasses; retail store services for toys, namely, dolls, infant toys, toy figures, water toys, toy tools, toy animals, toy cars, toy balloons, toy stamps, talking toys, printing toys, pop up toys, bathtub toys, toy robots, toy face masks and electric action toys; retail store services for inflatable balloon cheering sticks; retail store services for clothing, namely, shirts, pants, jackets, skirts, suits, coats, dresses, pajamas, underwear and uniforms; retail store services for cosmetics; retail store services for phonograph records featuring music; wholesale store services for phonograph records featuring music; sales brokerage services, namely, provision of an online marketplace for buyers and sellers of phonograph records featuring music; sales agency services, namely, provision of an online marketplace for buyers and sellers of phonograph records featuring music

CLASS 38: Streaming of data relating to visual content, audio content and electronic publications, including cartoons, movies, recorded video, recorded audio, radio programs and television programs; transmission of digital files relating to visual content, audio content and electronic publications, including cartoons, movies, recorded video, recorded audio, radio programs and television programs; transmission of digital files relating to videos, movies, pictures, images, text, photos, games, user-generated

content, audio content, and information via the internet; providing access to platforms on the internet, as well as on the mobile internet, namely, providing access to the internet; providing on-line chat rooms and electronic bulletin boards for transmission of messages among users in the field of general interest; providing an on-line forum for cartoons, novels, movies, entertainment show, music, radio and television programs; digital streaming services for data featuring electronic games; internet broadcasting services; video-on-demand transmission; transmission of audio, video, still and moving images, text, and data in real time; broadcasting of audio, video, still and moving images, text and data in real time; reception of audio, video, still and moving images, text and data in real time; electronic data transmission; message sending, receiving and transmission; web conferencing services; providing access to computer databases in the fields of social networking and social introduction; providing access to content, websites and portals via the internet, namely, providing access to the internet; providing access to platforms and portals on the internet, namely, providing access to the internet; communications services by computer terminals; rental of video communication equipment; telecommunications services, namely, electronic bulletin board services

CLASS 41: \* Development of visual and audio content featuring cartoons, movies, sound and visual recordings, radio and television programs, videos for the internet and other media; production of visual and audio content featuring cartoons, movies, sound and visual recordings, radio and television programs, videos for the internet and other media; distribution of visual and audio content featuring cartoons, movies, sound and visual recordings, radio and television programs, videos for the internet and other media; providing non-downloadable electronic publications \* [ Planning of visual content, audio content and electronic publications featuring cartoons, novels, movies, music, entertainment performances, radio and television programs, namely, production of movies, shows, drama, plays, animation and musical performances; production of visual content, audio content and electronic publications featuring cartoons, novels, movies, music, entertainment performances, radio and television programs, namely, production of movies, shows, drama, plays, animation and musical performances; distribution of visual content and audio content featuring cartoons, movies, music, entertainment performances, radio and television programs; ] multimedia publishing of electronic publications featuring cartoons, novels, movies, music, entertainment performances, radio and television programs; multimedia publishing of electronic publications featuring cartoons, novels, movies, music, entertainment performances, radio and television programs; \* rental of visual recordings via online networks featuring cartoons, novels, movies, music, entertainment performances, radio and television program; rental of sound recordings via online networks featuring cartoons, novels, movies, music, entertainment performances, radio and television program; rental of non-downloadable electronic publications via online networks featuring cartoons, novels, movies, music, entertainment performances, radio and television program; providing information relating to cartoons, movies, sound and visual recordings, radio and television programs, videos for the internet and other media \* [ rental of sound recordings featuring cartoons, novels, movies, music, entertainment performances, radio and television program; providing information relating to cartoons, novels, movies, music, entertainment performances, radio and television program; ] provision of information relating to electronic computer game software provided via the internet; game services provided online from a computer network, namely, providing online non-downloadable game software; multimedia publishing of printed matter, books, magazines, journals, newspapers, newsletters, tutorials, maps, graphics, photographs, videos, music and electronic publications; entertainment services, namely, live, televised and movie appearances by a professional entertainer; entertainment in the nature of live performances by singers; planning of entertainment performances, namely, planning arrangement of showing movies, shows, plays and musical performances; education services for artists, namely, providing classes and instruction in the field of dance, singing and acting; providing audio or video studios; arranging and conducting of computer game events, namely, organizing computer game competitions; education in the nature of courses and training related to computer games; providing information in the field of entertainment; organizing, arranging and conducting of

seminars for cultural or educational purposes in the field of self-awareness, art appreciation; providing training in the field of music and entertainment industries; providing facilities for movies, shows, plays, music or educational training; organization, provision and arranging of recreational and leisure events, namely, organizing golf and tennis competitions; ticket reservation and booking services for entertainment, sporting and cultural events; photography; news reporter services relating to gathering and dissemination of news; organizing and arranging exhibitions for entertainment purpose, namely, organizing soccer games; coaching [ and training ] in the field of cartoon animation, radio and television broadcasting production, entertainment performances, novel writing, film production and composition of music for others; night-club services; providing amusement park services; translation services

CLASS 42: Providing online non-downloadable platform software for transmitting and providing visual content, audio content and electronic publications featuring cartoons, novels, movies, music, entertainment performances, radio and television programs; development of computer software for transmitting and providing visual content, audio content and electronic publications featuring cartoons, novels, movies, music, entertainment performances, radio and television programs; maintenance of computer software for transmitting and providing visual content, audio content and electronic publications featuring cartoons, novels, movies, music, entertainment performances, radio and television programs; development of computer game software; maintenance of computer game software; rental of computer game software; development, updating and maintenance of software and database systems; creation and maintenance of web sites for others; animation design online for others; design and development of multimedia products; technical support services, namely, technical administration of servers for others and troubleshooting in the nature of diagnosing server problems; fashion design consulting services; cosmetic research; electronic data storage of entertainment media content; server hosting for multimedia entertainment content; electronic data storage services for archiving databases, images and other electronic data; providing platform software in the nature of Platform as a Services(PAAS) featuring computer software platforms for providing online contents featuring cartoons, novels, movies, music, entertainment performances, radio and television programs; commercial art design; interior design services, namely, commercial space design; providing of internet search engines; conversion of data or documents from physical to electronic media; providing temporary use of online non-downloadable computer software for database management; providing temporary use of online non-downloadable game software in the nature of software for creating video games

CLASS 45: Legal services relating to film, television, video, music, image, cartoon, visual content, audio content and broadcast formats licensing; legal services relating to film, television, video, music, image, cartoon, visual content, audio content and broadcast formats; legal services relating to licensing of intellectual property and copyright; legal services relating to licensing of performance rights; legal services relating to licensing of the manufacture of goods; legal consultation services relating to entertainment and sports; character copyright management; brokerage of character copyright being licensing of character copyrights; legal services relating to the management, control and granting of license rights; legal services relating to management and exploitation of industrial property rights and copyright by licensing for others; legal services relating to copyright licensing; legal services relating to the management and exploitation of copyright and ancillary copyright; legal services in relation to the negotiation of contracts for others; online social networking services; information relating to fashion coordination services for individuals; bodyguard services; wedding chapel services; internet-based social networking services; legal services

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OWNER OF INTERNATIONAL REGISTRATION 1611448 DATED 05-18-2021,  
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SER. NO. 79-319,558, FILED 05-18-2021

## **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>.