

# United States of America

## United States Patent and Trademark Office



**Reg. No. 7,064,474**

**Registered May 30, 2023**

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**Int. Cl.: 16, 18, 25, 28**

**Trademark**

**Principal Register**

SEGA CORPORATION (JAPAN Corporation)  
Sumitomo Fudosan Osaki Garden Tower,  
1-1-1 Nishi-Shinagawa, Shinagawa-ku  
Tokyo, JAPAN 141-0033

Colorful Palette Inc. (JAPAN CORPORATION)  
Abema Towers, 40-1, Udagawacho,  
Shibuya-ku  
Tokyo, JAPAN 150-0042

CLASS 16: Adhesives for stationery and household use; hygienic hand towels of paper; towels of paper; table napkins of paper; hand towels of paper; handkerchiefs of paper; stationery; seals for office use; stickers; paper sheets for note taking; decorative stickers for portable game machines; printed matter, namely, books and magazines in the field of video games and arcade video games; printed calendars; printed trading cards, other than for games; printed books and manuals in the field of how to play and finish a video game; paintings and calligraphic works; printed photographs; photograph stands; plastic bags for packaging; holders for cards for trading card games; binders, albums and files for organizing and storing cards for trading card games; special storage containers and boxes for cards for trading card games; industrial packaging containers of paper; paper stationery; writing instruments; painting sets for artists; bookmarkers; underlays for writing paper in the nature of writing pads; printed newsletters in the field of games and toys; containers and storage boxes for cards of trading card games

CLASS 18: Clothing for domestic pets; book bags; sports bags; carry-on bags; shoulder bags; school bags; travelling bags; boston bags; rucksacks; card cases being notecases, namely, credit card cases; key cases; purses; commutation-ticket holders in the nature of ticket pouches; business card cases; vanity cases sold empty; umbrellas; walking sticks; canes; metal parts of canes and walking-sticks; cane handles; saddlery; purse frames; industrial packaging containers of leather; pouches of leather; tote bags; purses not made of precious metal; commuter pass holders in the nature of ticket pouches

CLASS 25: Clothing, namely, shirts, pants, jeans, jackets, coats, dresses, skirts, tights, vests, underwear, anoraks, rainwear, wind resistant jackets, sweatshirts, tank tops, pullovers, sweaters, knit shirts, cardigans, parkas, fleece pullovers; nightwear; t-shirts; aprons; socks; shawls; scarves; gloves as clothing; neckties; neckerchiefs; mufflers as

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Patent and Trademark Office



neck scarves; caps being headwear; hats; headwear; garters; sock suspenders; braces for clothing, namely, suspenders; waistbands; belts for clothing; footwear; masquerade costumes; special clothing for sports, namely, uniforms, wetsuits for surfing; boots for sport; wristbands in the nature of clothing

CLASS 28: Amusement machines and apparatus, namely, amusement game machines for use in amusement parks; arcade video game machines; arcade video game machines and structural and replacement parts therefor; arcade medal redemption game machines; arcade ticket redemption game machines; arcade prize game machines; claw crane game machines; arcade game machines; home video game machines; hand-held games with liquid crystal displays; electric action toys; dolls; stuffed toys; action figures; manipulative puzzles; jigsaw puzzles; dolls with key chains; dolls with straps; plastic character toys; toy building blocks; game cards for use with games including arcade games; trading card games; go board games; dice; cups for dice; Chinese checkers as games; chess games; checkers games; dominoes; playing cards; mah-jong; gaming chips for use in casino; board games; video game machines and apparatus, namely, video game consoles; billiard equipment; darts; Japanese vertical pinball machine, namely, pachinko machines; cards for trading card games; accessories for trading card games, namely, play mats for trading card games; accessories for trading card games, namely, sleeves, bags or holders for storing cards for trading card games; accessories for trading card games, namely, binders and albums for collecting cards for trading card games; accessories for trading card games, namely, containers for organizing and storing cards for trading card games; trading card game accessories; pachinko slot machines; fishing tackle

The color(s) pink, orange, yellow, blue, green, white, and black is/are claimed as a feature of the mark.

The mark consists of the stylized wording "VIVID BAD SQUAD", with the wording "VIVID" featuring a faceted geometric pattern in a gradient from pink to orange to yellow, the wording "BAD" featuring a faceted geometric pattern in a gradient from blue to green to yellow, and the wording "SQUAD" in white, with a pink shadow under the letters "S", "U", and "D" and a blue shadow under the letters "Q" and "A". All the wording is outlined in black and on a stylized black background that resembles dripping paint.

OWNER OF INTERNATIONAL REGISTRATION 1657033 DATED 01-28-2022,  
EXPIRES 01-28-2032

SER. NO. 79-338,640, FILED 01-28-2022

## **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>.