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LFC

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35, 41, 43**

Service Mark

Trademark

Principal Register

The Liverpool Football Club and Athletic Grounds Limited (UNITED KINGDOM Private Limited Company)
Anfield Road
Liverpool L4 0TH, UNITED KINGDOM

CLASS 3: Non-medicated cosmetics and toiletry preparations; non-medicated dentifrices; non-medicated body and face soaps; perfumery, essential oils; non-medicated hair lotions; non-medicated dentifrices; adhesives for cosmetic purposes; after-shave lotions; after-sun lotions for cosmetic purposes; antiperspirants being toiletries; non-medicated toiletry preparations; aromatherapy oils; bath and shower gels; bath salts not for medical purposes; beauty balm creams; beauty care preparations; body lotions; body sprays; cosmetic creams; cosmetic nail care preparations; cosmetics; dry shampoos; eau de toilette and eau de cologne; essential oils; scented body lotions, creams and butters; exfoliating scrubs for the body; hair care lotions; hair shampoos and conditioners; hair sprays and hair gels; hand cleansers; hand lotions for cosmetic purposes; non-veterinary and non-medicated grooming preparations, namely, hair shampoo; sprays being hair styling aids; shaving preparations; shoe polish; sunscreen preparations; talcum powder for cosmetic purposes; replacement parts and fittings for the aforesaid goods

CLASS 9: Apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs, compact discs, DVDs and other digital recording media featuring sports; animated cartoons recorded on digital media or downloadable from the Internet; audio and video receivers; baby monitors; bags adapted for laptops; bathroom scales; batteries, electric; binoculars; camcorders; cameras; cases for photographic apparatus and equipment; cases for smartphones; chargers for electric batteries; chargers for electronic cigarettes; compact disc players; computer programs, recorded, for downloading, uploading, playing and recording videos, social networking, accessing information, and coaching in the field of sports, education, training and telecommunications; downloadable computer software programs for database management in the field of sports; downloadable computer game software; downloadable computer software applications for recording, storage, transmission and reproduction of visual, audio and data content in the field of sports; computer hardware; contact lenses; cordless telephones; covers for smartphones; covers for personal digital assistants; covers for tablet computers; decorative magnets; digital photo frames; digital signs; personal digital assistants; downloadable ring tones for mobile phones; downloadable music and image files; downloadable graphics for mobile phones; DVD players; egg timers; electronic book readers; encoded magnetic cards for use as

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



magnetically encoded identity cards, magnetically encoded credit cards, magnetically encoded debit cards; encoded key cards for making retail store purchases; eyewear; goggles for sports; hands-free kit for telephones comprising headphones, cases, and screen protectors; headphones; hologram apparatus; joysticks for use with computers, other than for video games; laptop computers; magnets; magnifying glasses; megaphones; mobile telephones; cell phones; smartphones; modems; computer mice; mouse pads; phonograph records featuring music, sports and play-by-play of football/soccer games; protective helmets for sports; radios; record players; cinematographic films, exposed; film strips, exposed; downloadable podcasts in the field of sports; downloadable computer screen saver software; downloadable software applications and software for mobile telephones and other forms of communication, namely, downloadable mobile applications for tracking player statistics, obtaining information about players for sports games and sports events, watching sports games and sports events, purchasing goods related to sports games and sports events, and purchasing tickets for sports games and sports events; video game cartridges; downloadable or recorded video game programs; downloadable video game software; protective clothing and helmets for sport and leisure to prevent injury; sports whistles; electronic sports training simulators; downloadable education software for training in the field of sports; measuring rulers; satellite-aided navigation apparatus; selfie sticks; luminous signs; sleeves for laptops; smartglasses; smartphones; smartwatches; spectacles; spectacle cases, chains and frames; sunglasses; tablet computers; telephone apparatus; television apparatus; wearable computers in the nature of smart watches; replacement and structural parts and fittings for all the aforesaid goods

CLASS 16: Paper and cardboard; printed matter, namely, cards, stickers, printed calendars, printed wall charts, and printed invitations; bookbinding material; printed photographs; stationery and office requisites, except furniture, namely, office stationery; adhesives for stationery or household purposes; drawing materials for artists; paintbrushes; printed instructional and teaching materials in the field of sports; plastic sheets, films and bags for wrapping and packaging; printers' type, printing blocks, adhesive tape for stationery or household purposes; adhesives for stationery or household purposes; scrapbook albums; printed announcement cards; banners of paper; bibs of paper; printed booklets in the field of sports; bookmarks; printed books in the field of sports; boxes of paper or cardboard; bunting of paper; printed calendars; printed catalogues in the field of sports; coasters of paper; printed comic books; compasses for drawing; document files; drawing pads; drawing materials for blackboards; envelopes; face towels of paper; flags of paper; printed informational flyers featuring information related to sports; fountain pens; graphic prints; printed graphic art reproductions; printed greeting cards; handkerchiefs of paper; printed magazines in the field of sports; printed manuals in the field of sports; drink mats of paper or cardboard for beer glasses; modelling clay; money clips; printed newsletters about sports; printed newspapers; writing pads being stationery; printed pamphlets in the field of sports; paperweights; passport holders; pens; pencils; printed periodicals in the field of sports; printed pictures; place mats of paper; portraits in the nature of drawings, paintings, and printed photographs; postage stamps; printed postcards; printed posters; printed publications, namely, newspapers and magazines in the field of non-fiction entertainment relating to sports and football/soccer; printed coupons; rubber erasers; stamp pads; stencils; stickers; table linen of paper; printed tickets; towels of paper; removable tattoo transfers similar to decals; writing instruments; printed educational books featuring information related to sports; photo albums; scrapbooks; sticker albums; stamp albums; printed children's books; printed children's activity books; printed commemorative books featuring information related to sports; replacement parts and fittings for all the aforesaid goods

CLASS 18: Articles made of leather or of imitation leather in the nature of bags, wallets, pouches, and suitcases; trunks being luggage and travelling bags; rucksacks; backpacks; beach bags; briefcases; business card cases; carrying cases; garment cases for travel; handbags; holdalls; key cases; purses; school bags; reusable shopping bags; sports bags; suitcases; wallets; umbrellas, parasols and walking sticks; collars, leashes

and clothing for animals; covers for animals; [key wallets;] replacement parts and fittings for all the aforesaid goods

CLASS 25: Clothing, headgear, sports clothing, sports headgear, and outerwear, namely swimwear, socks, underwear, football shirts, football boots and studs for football boots, football shorts, football socks, boots, shoes, caps being headwear, hats, beanie hats, baseball caps, football jerseys, shorts, gloves, training shirts, coats, jackets, t-shirts, sweaters, tracksuits, pants, leggings, sleepwear, pyjamas, dressing gowns, trousers, jeans, shorts, replica football uniforms, clothing belts, footwear and athletic footwear; replacement and structural parts and fittings for all the aforesaid goods

CLASS 28: Video game apparatus, namely, consoles; decorations for Christmas trees; arcade video game machines; balls for games; board games; plush toys; football nets; footballs; balls for games; pumps for footballs; football training cones and equipment, namely, goals, goalposts, and training cones; football training apparatus, namely, goals, goalposts, and training cones; bags specially adapted for football articles and implements; corner flags; gloves for games, namely, football gloves; tables for indoor football; miniature replica football kits, being scale model kits in the nature of toys; shin pads for use in sports; football gloves; teddy bears; games for video game machines, namely, arcade games; replacement parts and fittings for all the aforesaid goods

CLASS 35: Advertising; business management; business administration; providing office functions; organization, operation and supervision of loyalty and incentive schemes, namely, providing incentive award programs through issuance and processing of loyalty coupons; advertising services provided via the Internet; production of television and radio advertisements; accountancy; auctioneering; trade fairs; opinion polling; data processing services; provision of business information; business management and organisation consultancy services; conducting and arranging of exhibitions for business purposes; organising of private draws for promotional and advertising purposes; provision of space on web sites for advertising goods and services; compilation of business directories for the purpose of publishing them on the Internet; business information services, including business information services provided online or via telecommunications; retail and on-line retail store services featuring non-medicated cosmetics and toiletry preparations, non-medicated dentifrices, soaps, perfumery, essential oils, non-medicated hair lotions, non-medicated dentifrices, adhesives for cosmetic purposes, after-shave lotions, after-sun lotions for cosmetic purposes, antiperspirants, non-medicated toiletries, aromatherapy oils, bath and shower gels, bath salts, beauty balm creams, beauty care preparations, body lotions, body sprays, cosmetic creams, cosmetic nail care preparations, cosmetics, dry shampoos, eau de toilette and eau de cologne, essential oils, scented body lotions, creams and butters, exfoliating scrubs for the body, hair care lotions, hair shampoos and conditioners, hair sprays and hair gels, hand cleansers, hand lotions for cosmetic purposes, non-veterinary grooming preparations, sprays, shaving preparations, shoe polish, sunscreen preparations, talcum powder for cosmetic purposes; retail store services and online retail store services featuring apparatus for recording, transmission or reproduction of sound or images, magnetic data carriers, recording discs, compact discs, DVDs and other digital recording media, animated cartoons, audio and video receivers, baby monitors, bags adapted for laptops, bathroom scales, batteries, electric, binoculars, camcorders, cameras, cases for photographic apparatus and equipment, cases for smartphones, chargers for electric batteries, chargers for electronic cigarettes, compact disc players, downloadable and recorded computer software for accessing information in the field of sports, computer game software, downloadable, computer software applications for accessing information in the field of sports, computer hardware, downloadable, computer software for accessing information in the field of sports, contact lenses, cordless telephones, covers for smartphones, covers for personal digital assistants, covers for tablet computers, decorative magnets, digital photo frames, digital signs, personal digital assistants, downloadable ring tones for mobile phones, downloadable music and image files, downloadable graphics for mobile phones, DVD players, egg timers, electronic book readers, encoded magnetic cards, encoded key cards, eyewear,

goggles for sports, hands-free kit for telephones, headphones, holograms, joysticks for use with computers, other than for video games, laptop computers, magnets, magnifying glasses, megaphones, mobile telephones, cell phones, smartphones, modems, computer mice, mouse pads, phonograph records, protective helmets for sports, radios, record players, cinematographic films, film strips, podcasts in the field of sports, screen savers, applications and software for mobile telephones and other forms of communication, namely, software for tracking player statistics, obtaining information about players for sports games and sports events, watching sports games and sports events, purchasing goods related to sports games and sports events, and purchasing tickets for sports games and sports events, video games, games for video game machines, video game software, protective clothing and helmets for sport and leisure to prevent injury, sports whistles, sports training simulators, education software for training in the field of sports, rulers, satellite navigation apparatus, selfie sticks, luminous signs, sleeves for laptops, smart-glasses, smartphones, smartwatches, spectacles, spectacle cases, chains and frames, sunglasses, tablet computers, telephone apparatus, television apparatus, wearable computers; retail store services and online retail store services featuring paper and cardboard, printed matter, namely, cards, stickers, printed calendars, printed wall charts, and printed invitations in the field of sports, bookbinding material, photographs, stationery and office requisites, except furniture, adhesives for stationery or household purposes, drawing materials for artists, paintbrushes, instructional and teaching materials, plastic sheets, films and bags for wrapping and packaging, printers' type, printing blocks, adhesive tape for stationery or household purposes, adhesives for stationery or household purposes, albums and scrapbooks, announcement cards, banners of paper, bibs of paper, booklets in the field of sports, bookmarkers, books, boxes of paper or cardboard, bunting of paper, calendars, catalogues in the field of sports, coasters of paper, comic books, compasses for drawing, document files, drawing pads, drawing materials, envelopes, face towels of paper, flags of paper, flyers, fountain pens, graphic prints, graphic reproductions, greeting cards, handkerchiefs of paper, magazines in the field of sports, manuals in the field of sports, mats for beer glasses, modelling clay, money clips, newsletters, newspapers, stationery pads, pamphlets in the field of sports, paperweights, passport holders, pens, pencils, periodicals in the field of sports, pictures, place mats of paper, portraits, postage stamps, postcards, posters, printed publications, namely, newspapers and magazines in the field of non-fiction entertainment relating to sports and football/soccer, printed coupons, rubber erasers, stamp pads, stencils, stickers, table linen of paper, tickets, towels of paper, transfers, writing instruments, educational books in the field of sports, albums, scrapbooks, sticker albums, stamp albums, children's books, children's activity books, commemorative books; retail store services and online retail store services featuring articles made of leather or of imitation leather, trunks and travelling bags, rucksacks, backpacks, bags, beach bags, belts, briefcases, card cases, cases, garment cases for travel, handbags, holdalls, key cases, key holders, purses, school bags, shopping bags, sports bags, suitcases, wallets, umbrellas, parasols and walking sticks, collars, leashes and clothing for animals, covers for animals, replacement parts and fittings for all the aforesaid goods; retail store services and online retail store services featuring clothing, footwear, headgear, sports clothing, sports footwear, sports headgear, outerwear, swimwear, socks, underwear, football shirts, football boots and studs for football boots, football shorts, football socks, boots, shoes, caps, hats, beanie hats, baseball caps, garments for protecting clothing, football jerseys, shorts, gloves, training kit featuring athletic apparel and shirts, gloves, coats, jackets, t-shirts, sweaters, tracksuits, pants, leggings, sleepwear, pyjamas, dressing gowns, trousers, jeans, shorts, replica football kits, clothing belts; retail store services and online retail store services featuring games, toys and playthings, video game apparatus, gymnastic and sporting articles, decorations for Christmas trees, arcade video machines, balls for games, board games, plush toys, football nets, footballs, balls for games, pumps for footballs, football training cones and equipment, football training apparatus, bags specially adapted for football articles and implements, corner flags, gloves for games, tables for indoor football, miniature replica football kits, shin pads, football gloves, teddy bears; providing business information, advisory and consultancy services relating to the aforesaid

CLASS 41: Amusement park services; on-line ticket agency services for entertainment purposes; arranging for ticket reservations for shows and other entertainment events; ticketing and event booking services for entertainment, sporting, and cultural events; hiring and leasing of sports facilities; provision of leisure facilities; booking of seats for shows; providing casino facilities; cinema theaters; night club services; arranging of concerts; arranging of conferences in the field of sports; disc jockey services; electronic desktop publishing; providing films and music, not downloadable, via on-line on-demand services; conducting fitness classes; gambling services; game services provided on-line from a computer network, namely, online gaming services in the nature of computer game tournaments; games equipment rental; conducting guided tours of sports facilities; health club services, namely, providing instruction and equipment in the field of physical exercise; on-line publication of electronic books and journals; providing on-line electronic publications, not downloadable, in the nature of books, catalogues, circulars, directories, magazines, newsletters, pamphlets, periodicals, and event programs in the field of sports; providing on-line music, not downloadable; providing on-line videos featuring content in the nature of sports, not downloadable; organisation of exhibitions for cultural or educational purposes; organisation of sports competitions; arranging and conducting of sports events for charitable purposes; providing online entertainment in the nature of fantasy sports leagues; personal trainer services; photography; physical education; practical training in the field of sports, presentation of live musical performances; publication of books; production of radio and television shows; sport camp services; providing sports facilities; rental of sports equipment except vehicles; rental of sports grounds; rental of stadium facilities; entertainment in the nature of theatre productions; entertainment ticket agency services; advisory, consultancy and information services relating to the aforesaid services

CLASS 43: Services for providing food and drink; providing temporary accommodation; rental of meeting rooms; provision of general purpose facilities for conventions; bar services; bistro services; brasserie services; café services; cafeteria services; canteen services; carvery restaurant services; catering services; coffee shop services; contract food services; delicatessens services; fast-food restaurant services; food and drink catering; food preparation services; ice cream parlours; juice bars; pizza parlours; preparation of food and drink; restaurant services; self-service restaurant services; salad bars; snack-bar services; take-out restaurant services; tapas bars; teahouse services; wine bars; reservation services for booking meals; advisory, consultancy and information services relating to the aforesaid services

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

OWNER OF INTERNATIONAL REGISTRATION 1580694 DATED 11-24-2020, EXPIRES 11-24-2030

SER. NO. 79-306,455, FILED 11-24-2020

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>.