

United States of America

United States Patent and Trademark Office

THE BUTTON

Reg. No. 6,031,358

Registered Apr. 14, 2020

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Int. Cl.: 9, 25, 28, 41, 45

Service Mark

Trademark

Principal Register

Avalon Television Limited (UNITED KINGDOM LIMITED LIABILITY COMPANY)

4A Exmoor Street

London W10 6BD

UNITED KINGDOM

CLASS 9: [Downloadable and recorded computer software for playing, broadcasting, and streaming video;] Downloadable and recorded computer game software for providing user access to games and contests involving the performance of tests or challenges; Downloadable and recorded computer game software featuring trivia; Pre-recorded magnetic data carriers, audio CDs, compact discs, DVDs, and digital disk drives, all featuring comedy, game shows, [music,] film, and television shows; Downloadable and recorded computer software for broadcasting, playing, and streaming audio visual media relating to competitions, celebrities, live events, televised events, television programs, game shows, stunts, tricks, performances, exhibitions, documentaries, videos, video compilations, [music and music concerts,] highlight reels, ticket sales, merchandise sales, fan clubs, gaming, gambling, contests, betting, current events, talk shows, panel shows, and comedy shows; Downloadable and recorded video game computer programs, software and software applications; Video game discs; Downloadable and recorded video game software; Downloadable video files and files for playing video, namely, downloadable multimedia files containing video relating to comedy, game shows, [music,] film, television, and entertainment; Downloadable digital media and computer files, namely, downloadable text, sound, audio, and video files in the nature of text messages, video messages, musical messages and multimedia messages featuring comedy, game shows, [music,] film, television and entertainment; Downloadable and recorded interactive data media, namely, downloadable and recorded interactive multimedia computer game programs; [Downloadable podcasts in the field of comedy, game shows, music, film, television, and entertainment;] Broadcasting apparatus and equipment, namely, cable broadcast transmission machines and apparatus; Apparatus for recording, transmission, and reproduction of sound and images; Encryption apparatus, namely, electronic encryption units; Downloadable and recorded computer encryption software; Communications and telecommunications apparatus, namely, microphones and antennas for wireless communications apparatus; [Multi-media recordings in the nature of musical sound recordings;] Multi-media recordings in the nature of audio visual recordings featuring video relating to comedy, game shows, [music,] and entertainment; [Multi-media recordings in the nature of downloadable ring tones, music files, multimedia files containing audio, audio and video recordings, MP3 audio files, and audio and video graphics, and images for mobile phones, all in the fields of comedy, game shows, music, and entertainment]

CLASS 25: Clothing, namely, tops, t-shirts, polo shirts, sweatshirts, vests, bottoms, tracksuits, leggings, shorts, jackets, leisure suits, casual jackets, hooded sweatshirts, scarves, neckties; footwear, namely, socks; headwear, caps being headwear, baseball caps being headwear

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



CLASS 28: Toys, games, playthings, namely, electronic board games, board games, and board game parts, fittings, accessories, and pieces

CLASS 41: Entertainment services, namely, television game show production services; Cinema and theatre services, namely, provision of performing arts theater facilities; Education and training services, namely, computer education training; Cultural activities, namely, organization of cultural shows; Organizing and arranging competitions in the fields of comedy, game shows, [music,] film, and television; [Sound editing of audiovisual and music compilations;] Ticket reservation and booking services for entertainment, sporting, and cultural events; Theatrical ticket agency; Ticket reservation and booking services for entertainment, sporting, and cultural events, namely, theatre, film, cinema, video, television and comedy shows, game shows, [music shows,] and entertainment shows; Providing information in the field of ticket and booking services for entertainment, sporting, and cultural events, including ticket and booking information related to theatre, film, cinema, video, television and comedy shows, game shows, [music shows,] and entertainment shows; Arranging and conducting colloquiums, exhibitions, concerts, social entertainment events, educational conferences, educational congresses, seminars, symposiums, and workshops in the fields of comedy, game shows, [music,] film, television and entertainment; Arranging and conducting community festivals featuring a variety of activities, namely, sporting events, art exhibitions, flea markets, ethnic dances and the like in the fields of comedy, game shows, [music,] film, television and entertainment; Arranging and conducting fairs for non-commercial purposes in the fields of comedy, game shows, [music,] film, television and entertainment; Arranging and conducting circuses in the fields of comedy, game shows, [music,] film, television and entertainment; Arranging and conducting fashion shows for entertainment purposes in the fields of comedy, game shows, [music,] film, television and entertainment; Arranging and conducting contests for educational, cultural, and entertainment purposes in the fields of comedy, game shows, [music,] film, television and entertainment; Scriptwriting services for non-advertising purposes; News reporter services; Entertainment services, namely, providing information in the field of comedy shows, game shows, [music concerts,] film, television, and entertainment by way of telephone pre-recorded messages and video messages; [Music recording services; Recording studio services; Music production services;] Cinema presentations, namely, movie showing services; Disc jockey services; Organizing and arranging social entertainment events; [Organizing and arranging recreational events in the nature of live music concerts;] Organizing and arranging educational events in the nature of art history festivals and cultural arts events; Providing facilities for game shows; Provision of online computer games; Games equipment rental; Entertainment and games offered on-line and from a computer network, namely, providing online computer games in the fields of comedy, game shows, [music,] film, television and entertainment; Gambling services and betting services; Entertainment services, namely, providing virtual environments in which users can interact for recreational, leisure or entertainment purposes including for competitions, gaming, and exchanging information in connection with comedy, game shows, [music,] film, television and entertainment; [Entertainment services provided by way of blogs, namely, providing a website featuring blogs in the fields of comedy, game shows, music, film, television and entertainment; Entertainment services, namely, providing podcasts in the fields of comedy, game shows, music, film, television and entertainment;] Provision of web based programs for mobile communications devices, being non-downloadable media, multimedia, audiovisual media, games and publications, namely, providing a website featuring non-downloadable videos in the field of comedy, game shows, [music,] film, television and entertainment, and providing temporary use of non-downloadable computer learning games; [Entertainment services by way of music and media provided through the internet or mobile telephone communication, namely, providing an internet web portal in the field of comedy, game shows, music, film, television and entertainment;] Entertainment services, namely, providing entertainment information related to social networking on gaming websites; Production of [audio recordings, radio programs, and] television game show programs, through interactive media and on the internet; Story scriptwriting

services, for non-advertising purposes, for video, prerecorded audio, audiovisual and radio programs, films, television programs, animated films, sound and video recordings, and live event sound and video recordings, through interactive media and the internet; [Conducting exhibitions for entertainment purposes featuring video, prerecorded audio, audiovisual recordings, radio programs, films, television programs, animated films, sound and video recordings, and live event sound and video recordings, through interactive media and on the internet;] Rental of video, audio recordings, audiovisual recordings, [radio programs, films,] television programs, animated films, sound and video recordings, and live event sound and video recordings, through interactive media and on the internet; Provision of recreational and entertainment facilities, namely, providing facilities for recreational activities in the nature of live comedy show entertainment events and sports tournaments; Fan club services in the nature of entertainment, namely, entertainment fan clubs; [Providing digital online non-downloadable music via MP3 websites on the internet; Providing online non-downloadable prerecorded music via MP3 websites on the internet;] Cultural, educational, and entertainment competition event booking agencies; Written text, image, sound and video editing services; Photographic composition services for others; [Entertainment services, namely, providing podcasts in the field of information related to the organization of educational, cultural, sporting or entertainment exhibits;] Arranging and conducting of educational business seminars in the fields of education, culture, sports, and entertainment, for non-business and non-commercial purposes; Arranging and conducting non-commercial educational conferences in the fields of education, culture, sports, and entertainment for non-business and non-commercial purposes; Arranging and conducting educational seminars in the field of music development; Rental of movie projectors; Rental of grandstands being portable sport arena seating; Rental of films and DVDs; Rental of cameras; Rental of cinema studios, theater performance venues, and theater performance facilities for the production of [radio and] television programs [and musical] and theatrical productions; Rental of stage and movie lighting equipment; Rental of portable theatre seating; Prize draws and lotteries as gaming, competitions and entertainment, namely, operating lotteries; Arranging and conducting live exhibitions in the field of entertainment for non-business and non-commercial purposes; [Arranging and conducting of concerts;] Arranging and conducting special events for social entertainment purposes; Arranging and conducting educational conferences, congresses, symposiums and seminars in the field of comedy; Arranging and conducting fairs for entertainment purposes, not for commercial purposes; Arranging and conducting circuses; Arranging and conducting of cultural shows; Arranging and conducting professional workshops in the field of comedy; Arranging and conducting fashion shows for entertainment purposes; Arranging and conducting sports competitions; Providing games of chance for entertainment purposes via the internet; Game and gaming services in the nature of conducting online computer game tournaments in the field of comedy, game shows, [music, film,] television, and entertainment; Virtual reality game services provided online from a computer network; Gaming services in the nature of providing on-line computer games; Consulting services about education; Providing a website featuring non-downloadable ring tones, [pre-recorded music files, multimedia files containing audio, audiovisual media in the nature of audio and video recordings, MP3 audio files, audio and video graphics,] online computer games, video recordings, images and information relating to live entertainment all in the field of comedy, game shows, [music,] and entertainment, via a global computer network to a wireless mobile communication devices for entertainment purposes; Advisory and consultancy services relating to the aforementioned services

CLASS 45: Online social networking services; Social introduction and social networking services; Intellectual property licensing and licensing of computer software for management of intellectual property; Licensing of computer software and other technology in the nature of computer software applications; Provision of information, advisory and consultancy services in relation to the aforesaid services

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

PRIORITY DATE OF 10-12-2017 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1428126 DATED 04-12-2018,
EXPIRES 04-12-2028

SER. NO. 79-242,917, FILED 04-12-2018

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>.