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COUPANG

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Service Mark

Trademark

Principal Register

Coupang Corp. (KOREA, REPUBLIC OF CORPORATION)
18th Floor (Sincheon-dong),
570 Songpa-daero Songpa-gu Seoul
REPUBLIC OF KOREA

CLASS 9: Software for on-line shopping featuring functions of online payment processing, automating and streamlining consumer shopping behavior by integrating on-line ordering trends, and tracking the delivery process of purchased products, used in the operation of on-line shopping malls; mobile software for on-line shopping featuring functions of online payment processing, automating and streamlining consumer shopping behavior by integrating on-line ordering trends, and tracking the delivery process of purchased products, used in the operation of on-line shopping malls; e-commerce software for on-line shopping featuring functions of online payment processing, automating and streamlining consumer shopping behavior by integrating on-line ordering trends, and tracking the delivery process of purchased products, used in the operation of on-line shopping malls; mobile e-commerce software for on-line shopping featuring functions of online payment processing, automating and streamlining consumer shopping behavior by integrating on-line ordering trends, and tracking the delivery process of purchased products, used in the operation of on-line shopping malls; software for searching, viewing, and purchasing products and services; computer software for third parties to post information, create electronic product catalogs, respond to requests, and place and fulfill orders for products, services, and business opportunities via local and global computer networks; computer software for searching, browsing, and receiving transmissions of text, electronic documents, graphics, and audiovisual information on local remote area, global computer networks, and on intranets or directories of information available on computer networks; computer software for facilitating, processing, and collecting, analyzing, issuing receipts, and providing data and information regarding mobile payments; computer software for facilitating and completing money transfers via email, mobile devices, and global and local computer networks; computer software to allow users to perform electronic business transactions via mobile devices and local and global computer networks; computer software that enables consumers to use electronic signatures, personal identification numbers, names, and photos in completing mobile payment transactions; software for authenticating the identity of a payer; downloadable electronic publications in the nature of magazines, books, newspapers, and periodicals in the field of general human interest; software for cellphones for on-line shopping featuring functions of online payment processing, automating and streamlining consumer shopping behavior by integrating on-line ordering trends, and tracking the delivery process of purchased products, used in the operation of on-line shopping malls; smart phone application software for on-line shopping featuring functions of online payment processing, automating and streamlining consumer shopping behavior by integrating on-line ordering trends, and tracking the delivery process of purchased products, used in the operation of on-line shopping malls; downloadable electronic publications in the nature of books, magazines, catalogues, brochures in the field of e-commerce; computer

Katherine Kelly Vidal

Director of the United States
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hardware for processing electronic payment; software for processing electronic payment; DNA chips; worked glass, except building glass, namely, corrective glasses, optical glasses, glass tubes for scientific purposes; abacuses; protective industrial shoes; locks, electric; carpenters' rules; physical and chemical laboratory apparatus and instruments, namely, laboratory swabs, laboratory furniture; optical apparatus and instruments except for glasses and photographic apparatus, namely, optical inspection apparatus, optical transmitters; photographic apparatus and instruments, namely, photographic filters, photographic cameras; weighing apparatus and instruments for standard unit; eyeglasses; mathematical instruments, namely, adding machines, math coprocessor, calculators; mechanisms for coin-operated apparatus; life saving apparatus and equipment, namely, lifesaving rafts, life vests; fire extinguishing apparatus; alarm systems comprising alarm sensors, alarm installations; luminous traffic signal devices; divers' masks; life boats being rafts; satellites; fire engines; electrified fences; egg-candlers; ionization apparatus for scientific or laboratory use not for the treatment of air or water; electric power distribution machines, namely, electrical power distribution blocks; neon signs; battery; electricity measuring apparatus and instruments, namely, clamp meters for measuring electricity, voltmeters; wires, electric; electric door bells; electric audio and visual apparatus and instruments, namely, audio headphones, audio amplifiers, video processors; telecommunication machines and implements, namely, telecommunication switches, telephones; operating system programs; computers; semiconductors; electric plugs; video game cartridges; nose clips for divers and swimmers; protective work, industrial gloves; sports, welding, motorcycle helmets; respiratory masks for non-medical purposes, other than for artificial respiration; protective clothing, namely, especially made for use in laboratories, protective padded clothing for protection against bodily harm and blunt force trauma; phonograph records featuring music, motivational speakers, foreign language instruction; metronomes; magnetic cards, namely, magnetic identifying cards, magnetically encoded credit cards; downloadable multimedia file containing tickets relating to event and venue entry access; x-ray, camera films, exposed; computer software for business purposes for on-line shopping featuring functions of online payment processing, automating and streamlining consumer shopping behavior by integrating on-line ordering trends, and tracking the delivery process of purchased products, used in the operation of on-line shopping malls; computer software applications, downloadable for on-line shopping featuring functions of online payment processing, automating and streamlining consumer shopping behavior by integrating on-line ordering trends, and tracking the delivery process of purchased products, used in the operation of on-line shopping malls; downloadable smart phone application being software for on-line shopping featuring functions of online payment processing, automating and streamlining consumer shopping behavior by integrating on-line ordering trends, and tracking the delivery process of purchased products, used in the operation of on-line shopping malls; computer software for data processing; software for use in database management; software for smart TV application for on-line shopping featuring functions of online payment processing, automating and streamlining consumer shopping behavior by integrating on-line ordering trends, and tracking the delivery process of purchased products, used in the operation of on-line shopping malls; application software for smart phone for on-line shopping featuring functions of online payment processing, automating and streamlining consumer shopping behavior by integrating on-line ordering trends, and tracking the delivery process of purchased products, used in the operation of on-line shopping malls; computer software for application and database integration; computer software for creating searchable databases of information and data; computer software for controlling and managing access server applications; computer e-commerce software for on-line shopping featuring functions of online payment processing, automating and streamlining consumer shopping behavior by integrating on-line ordering trends, and tracking the delivery process of purchased products, used in the operation of on-line shopping malls; computer application software being downloadable for on-line shopping featuring functions of online payment processing, automating and streamlining consumer shopping behavior by integrating on-line ordering trends, and tracking the delivery process of purchased products, used in the operation of on-line shopping malls; privacy protection software;

recorded data files featuring statistics relating to online consumer shopping habits and behavior; downloadable consumer coupon; logistics management system using RFID in the nature of RFID communication machine, namely, radio-frequency identification (RFID) readers; transmitting and receiving apparatus for logistics management system using RFID, namely, wireless transmitters and receivers; downloadable electronic manuals in the field of online shopping

CLASS 36: Credit, charge, debit, gift, and cash card services, namely, credit card payment processing services, gift card transaction processing services, issuing prepaid debit cards; financial services, namely, enabling electronic transfer of funds for others via electronic communications networks; authorization, authentication, clearing, reconciling, and settlement of financial transactions, namely, credit card authorization services, financial clearing houses, debt settlement services; cash disbursement services, namely, cash advance services for businesses and merchants; transaction authorization, namely, credit card authorization services; financial consultancy and monetary strategy consultancy; providing financial information relating to financial and monetary affairs; banking services and insurance services, namely, insurance brokerage services, insurance carrier services; charge card and credit card payment processing services; debit card transaction processing services; cash card payment processing services; financial services, namely, financial risk assessment services, financial investment brokerage services; transaction authorization and settlement services, namely, credit card authorization services, debt settlement; financial clearing, namely, clearing financial transactions via a global computer network; merchant services, namely, payment transaction processing services; electronic payment for others, namely, rent payment services, bill payment services; tax, credit card payment processing services; financial information processing; financial management; transaction authentication and verification services, namely, credit card authorization services, payment verification services; deposit-taking services, namely, securities deposit services, electronic remote check deposit services; fiscal valuations and assessments; real estate appraisal; credit inquiries services relating to finance; [intermediary trade services, namely, trading in securities, currency trading;] antique appraisal; financial appraisal of precious metals; philanthropic services concerning monetary donations; issuance of coupon for cutting price, namely, loyalty coupon payment processing services; financial management relating to electronic processing of payments; providing cash and other rebates for credit card use as part of a customer loyalty program; electronic financial trading services; issuance of membership card, namely, issuance of stored value cards; issuance of pre-paid debit and credit card with membership card function; financial management of pre-paid card with membership card function; providing rebates at participating establishments of others through use of a membership card; mobile and internet payment verification, payment processing services; integrated services of mobile electronic wallet and mobile payment, namely, electronic transfer of funds and processing electronic funds transfer via mobile computing devices; mobile internet payment verification, payment processing services; issuance of cyber money, namely, financial services in the nature of providing a virtual currency for use by members of an on-line community via a global computer network; issuance of tokens of value via smart phones; issuance of electronic gift certificate, namely, providing vouchers for payment of transportation expenses; electronic credit card transactions, namely, electronic credit card transaction processing; membership card services for electronic wallet, namely, processing electronic payments made through prepaid cards; provision of information in the field of financing via electronic wallet; issuance of tokens of value in electronic form

CLASS 39: Delivery and shipping services of goods; packing goods for transportation and shipping; warehousing and storage of goods services; travel ticket reservation services; packaging and storage of goods; transport and packaging of goods; transport, storage and packaging of goods; storage of services, namely, archival services in the nature of storage of historical records and documents; transport and storage of goods; storage and delivery of goods; freight being shipping of goods; airline and shipping services; packaging of goods; warehousing services; arranging of transportation for

travel tours and travel ticket reservation services; transportation supply chain logistics information via computer communication networks; marine transport; traffic information; storage of goods; hazardous materials warehousing; depot being warehousing services for the storage of vehicles; rental of wheelchairs; travel tour guide services, namely, providing transport for guided tours; physical storage of electronically stored data or documents; diving other than salvage; gas distribution; rental of warehouses; delivery of goods; provision of tourist travel information; arranging and booking of travel, namely, travel booking agencies; booking of seats for travel; processed food delivery by means of on-line orders; postal, freight and courier services; logistics services consisting of the storage, transport and delivery of goods; mobile traffic information; storage of oil; physical storage of electronically-stored data; courier transport services; data processing relating to transportation logistics, namely, physical storage of electronically-stored data; collection of data relating to transportation logistics, namely, physical storage of electronically-stored data; providing statistics information relating to transportation logistics, namely, transportation information; inbound and reverse logistics of others, namely, storage, transportation and delivery of goods for others by air, rail, ship or truck; logistics services consisting of the transportation, packaging, and storage of goods; delivery of goods ordered by on-line networks and the Internet; goods warehousing; same day delivery of goods services; food delivery

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

OWNER OF INTERNATIONAL REGISTRATION 1449086 DATED 10-26-2018, EXPIRES 10-26-2028

SER. NO. 79-251,567, FILED 10-26-2018

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>.