

# United States of America

## United States Patent and Trademark Office

### YUGOV SIGNAL

**Reg. No. 6,116,855**

**Registered Aug. 04, 2020**

**Corrected Jun. 20, 2023**

**Int. Cl.: 35**

**Service Mark**

**Principal Register**

YouGov Plc (UNITED KINGDOM public limited company (plc) )  
4th Floor, 50 Featherstone Street  
London, UNITED KINGDOM EC1Y8RT

CLASS 35: Advertising services; business management; business administration services; advice relating to the organization and management of business; public opinion polling; market opinion polling studies; public opinion surveys; market research; conducting business and market research surveys; collection and analysis of market research data and statistics for business purposes; business research services, namely, interviewing for qualitative market research; preparation and provision of market reports; collection, systematisation compilation of information into computer databases; compilation of business data; providing statistical information for business purposes; brand evaluation services; business data analysis services; marketing and business consulting services in the field of brand tracking, brand evaluation modelling and sales analysis; providing a website featuring information about political issues; commercial information services and provision of commercial business information provided by access to a computer database; commercial lobbying services; conducting marketing studies; business consultation and strategy services; Consumer research; commercial information and advice for consumers; business management consulting in relation to analysing consumer response and providing consumer market information services; consumer strategy business consulting in the fields of marketing, brands, sales, operation, and product design for understanding and predicting of consumer, business, and retail market trends and actions; provision of business and commercial information and all of the aforesaid services provided online from a global computer network, the internet or computer database; advisory and consultancy in relation to the aforesaid

FIRST USE 1-00-2019; IN COMMERCE 1-00-2019

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

PRIORITY CLAIMED UNDER SEC. 44(D) ON UNITED KINGDOM APPLICATION NO. 3438737, FILED 10-23-2019, REG. NO. 3438737, DATED 01-17-2020, EXPIRES 10-23-2029

SER. NO. 88-677,688, FILED 11-01-2019

*Katherine Kelly Vidal*

Director of the United States  
Patent and Trademark Office



## **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>.