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United States Patent and Trademark Office

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Int. Cl.: 9, 35, 36, 37, 42

Service Mark

Trademark

Principal Register

Zillow, Inc. (WASHINGTON CORPORATION)
1301 2ND AVE., FLOOR 31
SEATTLE, WASHINGTON 98101

CLASS 9: Computer software and computer application software for mobile phones and tablet computers, namely, consumer data storage software in the area of real estate, apartment and residential rentals, consumer goods and consumer services; computer database management software and computer application software for mobile phones and tablet computers, namely, software for use in database management featuring information in the field of real estate, apartment and residential rentals, consumer goods and consumer services; computer software and computer application software for mobile phones and tablet computers, namely, software for advertising, accessing and presenting information in the area of real estate, apartment and residential rentals, consumer goods and consumer services; computer software, namely, application programming interface (API) for accessing and presenting information in the field of real estate, consumer goods and consumer services; computer software and computer application software for mobile phones and tablet computers, namely, software for sharing data about real estate, apartments, and residential rentals on social networking sites; computer software for providing mortgage information, analysis, and advice in the fields of mortgage lending and home equity lending; computer software and computer application software for mobile phones and tablet computers, namely, software for providing mortgage quotes, for confirming lender availability and interest, and for reviewing and rating lenders and mortgage professionals; computer software, namely, software widgets for creating searchable databases of information for users in the fields of real estate, apartment and residential rentals, and mortgages; computer software, namely, software plug-ins for use in social media sites for creating searchable databases of information for users in the fields of real estate, apartment and residential rentals, and mortgages; computer software and computer application software for mobile phones and tablet computers, namely, software for advertising, accessing, presenting, tagging, and sharing information in the areas of real estate, home improvement services, home renovation services, home construction services, and home repair services; computer

Katherine Kelly Vidal

Director of the United States
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software and computer application software for mobile phones and tablet computers, namely, software for posting ratings, reviews and recommendations in the fields of real estate, home improvement services, home renovation services, home construction services, and home repair services; computer software and computer application software for mobile phones and tablet computers, namely, software for accessing marketplaces in the fields of real estate, home improvement services, home renovation services, home construction services, and home repair services

FIRST USE 9-18-2006; IN COMMERCE 9-18-2006

CLASS 35: Promoting the goods and services of others by providing hypertext links to the web sites of others featuring real estate, consumer goods and consumer services; advertising and marketing services in the fields of real estate, apartments, residential rentals, retail store services, financial services, mortgage services, home equity services, insurance services, escrow services, real estate appraisal services, legal services, title services, notary services, real estate agency services, property management services, moving and relocation services, home inspection services, architectural services, landscaping services, interior design services, building contractors, home building and repair services, home renovation services, home improvement services, home construction services, painting services, plumbing services, staging services, and home furnishings; real estate sales management; real estate marketing services, namely, on-line services featuring tours of real estate; providing an on-line showroom for the goods of others in the field of real estate, apartments, and residential rentals; operating on-line marketplaces for sellers and buyers of goods and services in the field of real estate, apartments, residential rentals, home improvement services, home renovation services, home construction services, and home repair services; providing an on-line commercial information directory on the Internet; providing commercial information on the Internet in the field of real estate; providing on-line trade directory services featuring hypertext links to the web sites of others. referrals in the fields of retail store services, financial services, mortgage services, home equity services, insurance services, escrow services, appraisal services, legal services, title services, notary services, real estate agency services, property management services, moving services, home inspection services, architectural services, landscaping services, interior design services, building contractors, home building and repair services, home improvement services, carpentry services, engineering services, painting services, plumbing services, interior design services, staging services, and home furnishings; organizational services for business purposes in the field of third-party vendors, suppliers and contractors; copying of documents and information in business matters for others, all in the field of real estate; matching borrowers with potential lenders in the field of mortgage lending; matching consumers with real estate professionals in the field of real estate services via computer network; providing statistical information and indexes of mortgages, interests, and prices for others; providing consumer information in the field of home improvement comparisons; comparison shopping services that allow users to compare residential dwelling units and home improvements; providing a web site featuring product ratings of the consumer goods and service of others in the field of residential dwelling units and home improvements; promoting the goods and services of others by providing hypertext links to the web sites of others featuring apartment and residential rental listings; commercial information services, namely, providing demographic data; providing a website featuring the ratings, reviews and recommendations posted by consumers for commercial purposes in the fields of real estate agents, real estate agency services and retail store services; moving and relocation services, namely, planning and implementing moves of homes for others; design of advertising materials for others; design of Internet advertising; on-line advertising and marketing services; business and consumer research services in the field of real estate; providing a website featuring the ratings, reviews and recommendations posted by consumers for commercial purposes in the fields of real estate, apartments, residential rentals, retail store services, financial services, mortgage services, home equity services, insurance services, escrow services, real estate appraisal services, legal services, title services, notary services, real estate agency services, property management services, moving and relocation services, home

inspection services, architectural services, landscaping services, interior design services, building contractors, home building and repair services, home renovation services, home improvement services, home construction services, painting services, plumbing services, interior design services, staging services, home furnishings, general building contractor services, carpentry services, home building and home repair; estimating contracting work in the fields of real estate, home improvement services, home renovation services, home construction services, and home repair services; providing a website featuring information about contracting cost estimates for home improvement services; providing referrals in the field of home improvement services, home renovation services, home construction services, and home repair services; operating on-line marketplaces for sellers and buyers of goods and services in the field of apartments and residential rentals. providing a website featuring the ratings, reviews and recommendations posted by consumers for commercial purposes in the fields of real estate management, real estate leasing, real estate appraisals, real estate listing, real estate agents, apartment rentals, residential rentals, financial services, mortgage lending services, home equity loan services, insurance services, real estate escrow services, real estate appraisal services, real estate title insurance underwriting services, real estate agency services, and real property management services; computer services, namely, search engine optimization; providing a website featuring the ratings, reviews and recommendations posted by users in the fields of retail store services and moving and relocation services in the nature of planning and implementing moves of homes for others

FIRST USE 2-7-2006; IN COMMERCE 2-7-2006

CLASS 36: Real estate valuation services, financial valuation of real estate; providing information in the field of real estate; financial planning in the field of mortgage and home equity loans; providing mortgage and home equity loan quotations to others and providing anonymous mortgage and home equity loan quotations to others; providing information, analysis, and advice in the fields of mortgage lending and home equity lending; credit scoring services featuring an online financial calculator for estimating users' credit scores based on answers they provide; providing an on-line computer database in the field of credit rating; providing an on-line interactive financial calculator for calculating consumers' credit scores featuring data variables to show the effect of the different variables upon the consumers' credit scores; apartment and residential rental financial valuation services; financial valuation of apartments and residential rentals; providing information in the field of real estate; classified real estate listings of apartment rentals and housing rentals; providing real estate listings and real estate information via the Internet; real estate listing services for housing rentals and apartment rentals; financial research services in the field of real estate; providing a website featuring the ratings, reviews and recommendations posted by users in the fields of real estate, apartments, residential rentals, financial services, mortgage services, home equity services, insurance services, real estate escrow services, real estate appraisal services, real estate title insurance underwriting services, real estate agency services, rental property management services

FIRST USE 2-7-2006; IN COMMERCE 2-7-2006

CLASS 37: Providing a website featuring information about residential building renovation services, residential building construction services and home repair services; providing a website featuring the ratings, reviews and recommendations posted by users in the fields of electrical contractor services for residential buildings, house building and repair services, house renovation services, housing services in the nature of improvement of residential real property, construction of residential buildings, painting services, plumbing services, general building contractor services, carpentry services, construction of residential buildings and house repair

FIRST USE 2-7-2006; IN COMMERCE 2-7-2006

CLASS 42: Electronic storage of consumer data; providing temporary use of non-

downloadable software that allows others to design and create websites; hosting websites and digital content for others on the Internet; web site design; website development for others; providing temporary use of on-line non-downloadable computer software for creating searchable databases of information for consumers in the fields of real estate, apartments, residential rentals, mortgages, and consumer goods and consumer services; providing on-line non-downloadable computer database software creating searchable databases of information for consumers and for disseminating advertising for others in the fields of real estate, apartments and residential rentals, mortgages, consumer goods, and consumer services; providing a website featuring the ratings, reviews and recommendations posted by users in the fields of land title surveying, architectural services, landscape architectural design, home inspection services for purposes of home repair and restoration, interior design services, home staging services for the purpose of increasing the appeal of the property to prospective buyers and/or renters; computer services in the nature of providing a web site featuring technology that enables users to bookmark and share content in the fields of real estate, apartments, residential rentals, retail store services, financial services, mortgage services, home equity services, insurance services, escrow services, real estate appraisal services, legal services, title services, notary services, real estate agency services, property management services, moving and relocation services, home inspection services, architectural services, landscaping services, interior design services, building contractors, home building and repair services, home renovation services, home improvement services, home construction services, painting services, plumbing services, interior design services, staging services, home furnishings, general building contractor services, carpentry services, home building, and home repair

FIRST USE 2-7-2006; IN COMMERCE 2-7-2006

The mark consists of the letter "z" within a house design.

OWNER OF U.S. REG. NO. 3420126, 3607638, 3455337

SER. NO. 86-251,280, FILED 04-14-2014

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.