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EYEORA

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Service Mark

Trademark

Principal Register

Eyeora Ltd (UNITED KINGDOM Limited Company)
Imperial House,
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UNITED KINGDOM

CLASS 9: [Audiovisual and optical apparatus and instruments, namely, configurable head-mounted audiovisual receivers; virtual reality apparatus and instruments, namely, virtual reality headsets and goggles; recorded and downloadable media, namely, virtual reality software for recreational, leisure, entertainment, education, training, and sport purposes;] downloadable computer software for use in enabling and providing a virtual, augmented, or mixed reality experience; downloadable application software for mobile phones, handheld digital devices, and computers, namely, software for use in developing and creating virtual reality, augmented reality, and mixed reality experiences; downloadable virtual reality software for object tracking, motion control and content visualization; downloadable virtual reality software for users to experience virtual reality visualization, manipulation and immersion; downloadable virtual reality software for operating virtual reality headsets; downloadable augmented reality software for object tracking, motion control and content visualization, manipulation and immersion; downloadable augmented reality software for operating augmented reality headsets; downloadable mixed reality software for object tracking, motion control and content visualization; downloadable mixed reality software for users to experience mixed reality visualization, manipulation and immersion; downloadable mixed reality software for operating mixed reality headsets; computers and computer peripheral devices; [virtual reality headsets;] virtual reality computer hardware [; audio-visual headsets and helmets adapted for virtual reality and] operating system software for use therewith; [eyewear; virtual reality glasses; augmented reality glasses in the nature of smart glasses; handheld virtual reality controllers; handheld augmented reality controllers; earphones; headphones;] video display hardware; video drivers for video eyewear; downloadable interactive entertainment software, namely, for use in enabling and providing a virtual, augmented, or mixed reality experience; downloadable gesture recognition software; downloadable software for creating, managing, and interacting with an online community; downloadable software for integrating electronic data with real world environments for the purposes of entertainment, education, gaming, communicating, and social networking; downloadable software for converting natural language into machine-executable commands; downloadable software, namely, an interpretive interface for facilitating interaction between humans and machines * ; none of the aforesaid being for or in connection with software for blocking, filtering and/or whitelisting online advertising, content- filtering software, virus protection software, computer security and maintenance software, operating an advertising network that manages the placement of advertisements on behalf of advertisers across various third party online platforms and media, providing discussion forums concerning software for blocking, filtering and/or whitelisting online advertising, content-filtering, virus protection, and computer security and maintenance, or providing, creating, maintaining

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office

and advising on computer software for blocking, filtering and/or whitelisting online advertising, content-filtering, virus protection, and computer security and maintenance *

CLASS 25: Clothing, namely, footwear and headwear

CLASS 38: Telecommunications services, namely, electronic transmission of virtual and augmented reality content and data; communication services, namely, electronic transmission of data and documents among users of computers; [streaming and live streaming of video, audiovisual, and interactive audiovisual content via the internet; broadcasting programs, meetings, events and real time information over global computer communications networks; video conferencing services; audio and video broadcasting services over the Internet;] transmission of voice, audio, visual images and data by telecommunications networks, wireless communication networks, the information transmission via electronic communications networks; providing access to a portal for electronic transmission of digital photo files, videos and audio visual content among internet users; * none of the aforesaid being for or in connection with software for blocking, filtering and/or whitelisting online advertising, content-filtering software, virus protection software, computer security and maintenance software, operating an advertising network that manages the placement of advertisements on behalf of advertisers across various third party online platforms and media, providing discussion forums concerning software for blocking, filtering and/or whitelisting online advertising, content-filtering, virus protection, and computer security and maintenance, or providing, creating, maintaining and advising on computer software for blocking, filtering and/or whitelisting online advertising, content-filtering, virus protection, and computer security and maintenance * [providing access to computer, electronic and online databases; information, advisory and consultancy services relating to all of the aforesaid]

CLASS 41: Education services, namely, organizing and conducting conferences, seminars and events in the virtual reality, augmented reality, and mixed reality; education services, namely, arranging and conducting educational conferences and events in the field of software development; providing training in the field of virtual, augmented, and mixed reality; entertainment services, namely, providing a website featuring non-downloadable media content in the field of virtual, augmented, and mixed reality; entertainment and education services in the nature of development, creation, production and post-production services of multimedia entertainment content; providing interactive virtual or augmented reality environments in which users can interact for recreational, leisure, entertainment, education, training and sport purposes; providing entertainment information from searchable indexes and databases of information; information, advisory and consultancy services relating to all of the aforesaid

CLASS 42: [Computer services, namely, creating virtual communities for registered users to organize groups and events, participate in discussions, get feedback from their peers, and engage in social, business and community networking;] providing temporary use of online non-downloadable software for social networking and creating a virtual community; providing temporary use of online non-downloadable software to allow users to perform electronic business transactions via the internet and communications networks; * none of the aforesaid being for or in connection with software for blocking, filtering and/or whitelisting online advertising, content-filtering software, virus protection software, computer security and maintenance software, operating an advertising network that manages the placement of advertisements on behalf of advertisers across various third party online platforms and media, providing discussion forums concerning software for blocking, filtering and/or whitelisting online advertising, content- filtering, virus protection, and computer security and maintenance, or providing, creating, maintaining and advising on computer software for blocking, filtering and/or whitelisting online advertising, content-filtering, virus protection, and computer security and maintenance * [providing online websites featuring technology that allows users the ability to modify and share virtual reality experiences; information, advisory and consultancy services relating to all of the aforesaid]

CLASS 45: Global computer network-based social networking services; internet-based social introduction, networking and dating services; online social networking services; * none of the aforesaid being for or in connection with software for blocking, filtering and/or whitelisting online advertising, content-filtering software, virus protection software, computer security and maintenance software, operating an advertising network that manages the placement of advertisements on behalf of advertisers across various third party online platforms and media, providing discussion forums concerning software for blocking, filtering and/or whitelisting online advertising, content- filtering, virus protection, and computer security and maintenance, or providing, creating, maintaining and advising on computer software for blocking, filtering and/or whitelisting online advertising, content-filtering, virus protection, and computer security and maintenance * [information, advisory and consultancy services relating to all of the aforesaid]

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

PRIORITY DATE OF 06-26-2020 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1549975 DATED 06-26-2020, EXPIRES 06-26-2030

SER. NO. 79-293,466, FILED 06-26-2020

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.