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United States of America

United States Patent and Trademark Office

CREATIVE DESTRUCTION LAB

Reg. No. 5,563,588

Registered Sep. 18, 2018

Amended Feb. 28, 2023

Int. Cl.: 35, 36, 41

Service Mark

Principal Register

The Governing Council of the University of Toronto (CANADA a non-share corporation)
27 King's College Circle
Toronto, Ontario, CANADA M5S1A1

CLASS 35: Advertising, marketing and promoting the goods and services of others; design of internet advertising for others; advertising and marketing services for others provided by means of indirect methods of marketing communications, namely, social media, search engine marketing, inquiry marketing, internet marketing, mobile marketing, blogging and other forms of passive, sharable or viral communications channels; developing marketing strategies and marketing concepts for others; development of marketing strategies, concepts and tactics for others, namely, audience development, brand awareness, customer relations, online community building and digital communications; market research and market analyses; social media strategy, namely, helping clients create and extend their product and brand strategies by building virally engaging marketing solutions; branding services, namely, development, management and marketing of brands for businesses and individuals *, all of the foregoing through the channels of a business mentoring, growth and development program, excluding film direction, postproduction editing, scriptwriting, cinematography, and production services for commercials and advertising films in the fields of music, video, and films *

FIRST USE 10-1-2012; IN COMMERCE 10-1-2012

CLASS 36: Financial services, namely, investment advice, investment management, investment consultation and investment of funds for others, including private and public equity and debt investment services; financial consulting services, namely, advising others concerning investments in intellectual property assets and intangible business assets, both directly and indirectly through other entities; intellectual property venture fund development and formation services for others; intellectual property valuation services; incubation services, namely, providing financing to freelancers, start-ups, existing businesses and non-profits; financial planning services and financial consultancy services with regard to starting a business, private funding, business planning, business analysis, business management and business organization

FIRST USE 10-1-2012; IN COMMERCE 10-1-2012

CLASS 41: Educational services, namely, conducting programs in the field of starting a

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office

business and locating private funding

FIRST USE 10-1-2012; IN COMMERCE 10-1-2012

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

PRIORITY CLAIMED UNDER SEC. 44(D) ON CANADA APPLICATION NO. 1827427, FILED 03-15-2017

SEC.2(F)

SER. NO. 87-503,440, FILED 06-23-2017

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.