

# United States of America

## United States Patent and Trademark Office

# SIGNAL

**Reg. No. 5,240,521**

**Registered Jul. 11, 2017**

**Amended May 02, 2023**

**Int. Cl.: 35, 42**

**Service Mark**

**Principal Register**

Signal Media Ltd (UNITED KINGDOM limited company (Ltd.) )  
32-38 Leman Street  
London, UNITED KINGDOM E18EW

CLASS 35: advertising and marketing services; marketing consultation services; business consulting services in the field of creation, delivery and measurement of effectiveness of digital advertising and marketing; online media monitoring services, using computer software to automatically monitor internet websites, online publications and content, and other media for customer-specific topics and to capture relevant content on those topics, and providing documentation and analysis of that online content to others for business \*, none of the aforementioned services relating to computer software and applications for person-to-person messaging, communication, exchange, or transmission of digital content, audio, and video, social networking, or enabling the electronic transfer of money \*

FIRST USE 1-29-2014; IN COMMERCE 2-29-2016

CLASS 42: software as a service (SAAS) featuring computer software that provides analysis of contents of websites and online publications to determine the relevance of the website for customer's marketing purposes; software as a service (SAAS) featuring computer software for automated media monitoring services, namely, monitoring internet websites and online publications for customer-specified topics, and providing documentation and analysis of media content to others for business purposes; software as a service (SAAS) featuring computer software for monitoring and analyzing legal, financial and regulatory data; software as a service (SAAS) featuring computer software for data analysis of market and competitor trends; application service provider (ASP) featuring software for displaying, sharing, transmitting, tracking, tagging, collecting, analyzing, managing, uploading, and downloading images, photographs, electronic media, and a wide variety of data; application service provider (ASP) featuring software allowing others to tag, capture, analyze, target, share and monetize demographic, lifestyle, consumer purchasing decisions, and online behavioral data; application service provider (ASP) featuring software for web analytics and measuring consumer purchasing decisions, online behavioral data, web user behavior, brand awareness and brand engagement; software as a service (SAAS) featuring computer software to display, share, transmit, track, tag, collect, analyze, manage, upload, and download images, photographs, electronic media, and data \*, none of the aforementioned services relating to computer software and applications for person-to-person messaging,

*Katherine Kelly Vidal*

Director of the United States  
Patent and Trademark Office



communication, exchange, or transmission of digital content, audio, and video, social networking, or enabling the electronic transfer of money \*

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

SER. NO. 87-243,718, FILED 11-21-2016

## 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>.