

United States of America

United States Patent and Trademark Office

KAKEUP

Reg. No. 6,688,549

Registered Apr. 05, 2022

Corrected Jun. 20, 2023

Int. Cl.: 9, 35, 38

Service Mark

Trademark

Principal Register

LG HOUSEHOLD & HEALTH CARE LTD. (KOREA, REPUBLIC
OF CORPORATION)
58, Saemunan-ro,
Jongno-gu Seoul
REPUBLIC OF KOREA

CLASS 9: Downloadable mobile gift certificates; digital books downloadable from the internet in the field of beauty and cosmetics; downloadable digital video recordings featuring music, self-improvement, beauty tips and cosmetics; downloadable mobile tickets; downloadable computer software for creating, producing, editing, manipulating, transmitting, uploading, downloading, and sharing electronic media, multimedia content, videos, movies, pictures, images, text, photos, user-generated content, audio content, and information via the internet and other communications networks; downloadable image files containing user-generated information; downloadable digital photographs; downloadable multimedia file containing user-generated information and promotional materials; downloadable mobile coupons; downloadable video files containing user-generated information; downloadable smart phone application software for creating, producing, editing, manipulating, transmitting, uploading, downloading, and sharing electronic media, multimedia content, videos, movies, pictures, images, text, photos, user-generated content, audio content, and information via the internet and other communications networks; downloadable electronic gift certificates; downloadable electronic publications in the nature of books, newsletters, magazines in the field of cosmetics; downloadable electronic photos; computer software applications, downloadable for creating, producing, editing, manipulating, transmitting, uploading, downloading, and sharing electronic media, multimedia content, videos, movies, pictures, images, text, photos, user-generated content, audio content, and information via the internet and other communications networks; downloadable coupon; downloadable ticket; downloadable computer programs for image processing; downloadable computer software for producing holographic images

CLASS 35: Advertising and promotional services; arranging and conducting of advertising events for others; organization of advertising events; business merchandising display services; retail store services of downloadable multimedia file; wholesale store services of downloadable multimedia file; arranging and conducting marketing promotional events for others; public relations related to beauty; organization of events, exhibitions, fairs and shows for commercial, promotional and advertising purposes; demonstration of goods; arranging subscriptions of the online publications of others; organization and conducting of product presentations; promotional marketing by distributing coupons, providing hyperlinks to websites of others and through social media; special event marketing; arranging and conducting of promotional and marketing events for others; promoting the sale of goods and services of others through promotional events; on-line retail store services of cosmetics; wholesale store services

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



of cosmetics; retail store services of cosmetics; on-line wholesale store services of cosmetics

CLASS 38: Peer-to-peer (P2P) photo sharing services, namely, electronic transmission of digital photo files among internet users; transmission of text, photo and video via the smart phone application; photo transfer service via a smart phone, PC and tablet PC by telecommunications; interactive internet broadcasting and telecommunications access services; providing streaming services of movies, music, video, gaming and multimedia content via the internet; transmission, broadcasting and reception of audio, video, still and moving images, text and data via telecommunication means; providing television broadcasting information via a web site; [provision of telecommunication access to videos via a video website;] transmission of sound, picture and data signals; multimedia broadcasting via the internet and other communications networks; video broadcasting via the internet and other communications networks; audio, video and multimedia broadcasting via the internet and other communications networks; internet television broadcasting services; live transmissions of sound, video and information accessible via home pages on the internet; video streaming services via the internet; provision of telecommunication access to videos via the internet; transmission of videos, pictures via the internet; broadcasting services and provision of telecommunication access to video and audio content provided via a video-on-demand service via the internet; transmission of text, messages, sound and pictures via the internet; transmission of podcasts

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

PRIORITY DATE OF 11-02-2020 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1574668 DATED 12-09-2020, EXPIRES 12-09-2030

SER. NO. 79-303,909, FILED 12-09-2020

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>.