

United States of America

United States Patent and Trademark Office

TILTSHIFT

Reg. No. 5,903,606

Registered Nov. 05, 2019

Amended Mar. 12, 2024

Int. Cl.: 35, 41, 42

Service Mark

Principal Register

SAATCHI & SAATCHI NORTH AMERICA, LLC (DELAWARE LIMITED LIABILITY COMPANY)
375 HUDSON STREET
NEW YORK, NEW YORK 10014

CLASS 35: advertising agency services; digital advertising services; mobile advertising services for others; marketing services; advertising and marketing consultancy; advertising, marketing and promotion services; business strategic planning services; consumer marketing research and consulting related thereto; consumer research; direct marketing advertising for others; direct marketing consulting services; market analysis; market research and market intelligence services; media planning, namely, advising the client on the correct times and stations to advertise based on media analysis of the market for that media; organization of events, exhibitions, fairs and shows for commercial, promotional and advertising purposes; placing advertisements for others; production of advertising films and videos; production of advertising matter and commercials; production of film and television advertising; public relations; promotional services for others, namely, designing and implementing promotional sweepstakes, contests and giveaways; marketing consulting in the field of social media; on-line consumer based social media brand marketing services; dissemination of advertising for others via virtual reality and mobile applications, websites and devices; online advertising for others, namely, providing advertising space on virtual reality, gaming, and mobile websites, applications, and devices

FIRST USE 12-00-2016; IN COMMERCE 12-00-2016

CLASS 41: Media production services, namely, digital video, video and film production; production and post-production services in the fields of music, video and films; augmented reality video production; entertainment services, namely, production and distribution of movies; entertainment services in the nature of development, creation, production, distribution, and post-production of virtual reality video; entertainment services in the nature of production of virtual reality video

FIRST USE 12-00-2016; IN COMMERCE 12-00-2016

CLASS 42: Design and development of computer game software and virtual reality software; computer software design and development; commercial art design; packaging design for others; providing graphic and multimedia design services for the purpose of promoting the goods and services of others; design, creation, hosting, maintenance of websites for others; designing websites for advertising purposes; computer software development in the field of applications for websites and social media services

FIRST USE 12-00-2016; IN COMMERCE 12-00-2016

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

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



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>.