

United States of America

United States Patent and Trademark Office

SKYWEAVER

Reg. No. 4,298,580

Registered Mar. 5, 2013

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

SKYWEAVER, INC. (NEW YORK CORPORATION)
1501 BROADWAY
25TH FLOOR
NEW YORK, NY 10036

FOR: ADVERTISING SERVICES; ADVERTISING AND MARKETING SERVICES; ADVERTISING AND MARKETING CONSULTING SERVICES FOR ADVERTISERS IN WEB-BASED AND MOBILE COMMUNICATIONS NETWORK SETTINGS, FOR COLLECTING, TRACKING AND ANALYZING WEB AND MOBILE COMMUNICATIONS DEVICE-USER BEHAVIOR AND PREFERENCES FOR THE PURPOSES OF TARGETING ADVERTISING AUDIENCES, MANAGING ADVERTISING AND MARKETING CAMPAIGNS, AND ADVERTISING OPTIMIZATION; ADVERTISING AND MARKETING SERVICES SPECIALIZING IN WEB-USER AND MOBILE COMMUNICATIONS NETWORK-USER BEHAVIOR, PREFERENCE TARGETING, AND ADVERTISING OPTIMIZATION FOR MOBILE COMMUNICATIONS NETWORK AND WEB-BASED ADVERTISERS; ADVERTISING AND MARKETING SERVICES, NAMELY, COLLECTING, TRACKING AND ANALYZING WEB AND MOBILE COMMUNICATIONS DEVICE-USER BEHAVIOR AND PREFERENCES FOR PURPOSES OF TARGETING ADVERTISING AUDIENCES, MANAGING ADVERTISING AND MARKETING CAMPAIGNS, AND ADVERTISING OPTIMIZATION; CONNECTING PUBLISHERS AND ADVERTISERS, VIA WEB- AND MOBILE COMMUNICATIONS NETWORKS, FOR THE PURPOSE OF BUYING AND SELLING ADVERTISEMENTS; PROVIDING ADVERTISING INFORMATION TO PUBLISHERS AND ADVERTISERS, PARTICULARLY PERTAINING TO MOBILE COMMUNICATIONS NETWORK AND WEB-USER BEHAVIOR, PREFERENCE TARGETING, AND ADVERTISING OPTIMIZATION; ADVERTISING AND MARKETING SERVICES, NAMELY, PROVIDING A WEBSITE TO PROMOTE THE GOODS AND SERVICES OF OTHERS BY DISSEMINATING VIDEO CLIPS AND OTHER PREMIUM ADVERTISING CONTENT OVER MOBILE COMMUNICATIONS NETWORKS AND THE INTERNET; MATCHING BUYERS OF ADVERTISING WITH SELLERS OF ADVERTISING, FOR BUSINESS PURPOSES; ADVERTISING MANAGEMENT SERVICES IN THE NATURE OF TRACKING, ANALYZING, AND REPORTING ON DATA, DEMOGRAPHICS, AND CONSUMER BEHAVIORAL INFORMATION; PROVIDING BUSINESS AND ADVERTISING INFORMATION IN THE FIELD OF MOBILE COMMUNICATIONS AND ON-LINE ADVERTISING; BUSINESS SERVICES FOR ADVERTISERS, NAMELY, PROVIDING REAL-TIME BIDDING AND LIVE INVENTORY AVAILABILITY OF MOBILE COMMUNICATIONS AND ON-LINE ADVERTISING OPPORTUNITIES; ADVERTISING SERVICES, NAMELY, CONTEXTUAL AND AUDIENCE TARGETING IN THE FIELD OF MOBILE COMMUNICATIONS AND ON-LINE ADVERTISING; DATA COLLECTION AND ANALYSIS SERVICES REGARD-



Lea Street Lee

Acting Director of the United States Patent and Trademark Office

Reg. No. 4,298,580 ING WEB- AND MOBILE COMMUNICATIONS NETWORK USER BEHAVIOR AND PREFERENCES, FOR THE PURPOSES OF CONTEXTUAL AND AUDIENCE TARGETING FOR ADVERTISING; ADVERTISING AND MARKETING SERVICES, NAMELY, BEHAVIORAL TARGETING OF CONSUMERS THROUGH END-USER BEHAVIORAL PATTERN ANALYSIS; DATA COLLECTION AND ANALYSIS SERVICES REGARDING WEB- AND MOBILE COMMUNICATIONS NETWORK USER BEHAVIOR PATTERNS AND PREFERENCES, FOR THE PURPOSES OF BEHAVIORAL TARGETING OF CONSUMERS FOR ADVERTISING PURPOSES; TRACKING, MEASURING, AND ANALYSIS OF ADVERTISING FOR USE BY OTHERS IN THE DISSEMINATION OF TARGETED ADVERTISEMENTS AND MARKETING MESSAGES ONLINE AND OVER MOBILE COMMUNICATIONS NETWORKS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 4-1-2011; IN COMMERCE 4-1-2011.

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

SN 85-147,540, FILED 10-7-2010.

KIMBERLY FRYE, EXAMINING ATTORNEY

**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.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***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 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>.