

United States of America

United States Patent and Trademark Office

Content Unlock

Reg. No. 4,661,328

Registered Dec. 23, 2014

Int. Cls.: 9 and 42

TRADEMARK

SERVICE MARK

SUPPLEMENTAL REGISTER

GENESISMEDIA LLC (DELAWARE LIMITED LIABILITY COMPANY)
SUITE 903
71 WEST 23RD STREET
NEW YORK, NY 10010

FOR: COMPUTER SOFTWARE FOR ENABLING A CONTENT OWNER TO INTEGRATE A SET OF CODES OR INSTRUCTIONS IN HIS/HER CONTENT DELIVERY SYSTEM WHICH WILL PREVENT THE CONTENT BEING DELIVERED TO USERS IN CERTAIN CIRCUMSTANCES; COMPUTER SOFTWARE PLATFORMS FOR PROVIDING THE CONTENT OWNER AN OPTION VIA WHICH THE OWNER CAN REGISTER THE CONTENT PROPERTY AND SET DECISION RULES FOR THE CIRCUMSTANCES UNDER WHICH CONTENT WILL BE LOCKED, BASED ON THE PARAMETERS ABOUT THE USER/S AND THE CONTENT WHICH WILL BE COLLECTED BY THE CONTENT LOCKING SCRIPT, I.E., THE SET OF CODES OR INSTRUCTIONS WHICH WILL PREVENT THE CONTENT FROM BEING DELIVERED TO USERS UNDER CERTAIN CIRCUMSTANCES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 6-24-2011; IN COMMERCE 6-24-2011.

FOR: COMPUTER SOFTWARE DEVELOPMENT IN THE FIELD OF DEVELOPMENT OF A METHOD OR A SYSTEM WHICH COULD ENABLE THE OWNER OF ANY VALUABLE MEDIA CONTENT TO LOCK SOME OR ALL OF ITS VALUABLE CONTENT AND GRANT ACCESS ONLY TO CONSUMERS WHO INTERACT WITH OTHER MULTIMEDIA CONTENT IN CERTAIN SPECIFIED WAYS; DESIGN AND DEVELOPMENT OF COMPUTER SOFTWARE FOR DEVELOPMENT OF A METHOD OR A SYSTEM WHICH COULD ENABLE THE OWNER OF ANY VALUABLE MEDIA CONTENT TO LOCK SOME OR ALL OF ITS VALUABLE CONTENT AND GRANT ACCESS ONLY TO CONSUMERS WHO INTERACT WITH OTHER MULTIMEDIA CONTENT IN CERTAIN SPECIFIED WAYS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 6-24-2011; IN COMMERCE 6-24-2011.

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

SER. NO. 86-331,793, FILED P.R. 7-9-2014; AM. S.R. 10-28-2014.



Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

Reg. No. 4,661,328 BRENDAN REGAN, 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>.