

United States of America

United States Patent and Trademark Office

HelloFresh

Reg. No. 4,990,873

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**Int. Cl.: 9, 16, 29, 30, 31,
32, 33, 35, 39, 43**

Service Mark

Trademark

Principal Register

HelloFresh SE (GERMANY LIMITED LIABILITY COMPANY)
Saarbrücker Str. 37a
10405 Berlin
FED REP GERMANY

CLASS 9: Recorded computer software, for mobile phones, portable media players, handheld computers, namely, software for database management, electronic storage of data, organizing and modifying data and information, organizing the order processing and containing information about beverages, good and foodstuff, condiments regarding prepared meals, beverages and recipes; downloadable electronic publications, in the nature of magazines, recipes, e-books, in the field of foodstuff and beverages, prepared meals, restaurants; Downloadable computer software applications, for mobile phones, portable media players, handheld computers for managing the ordering, collection, preparation and delivery of foodstuff and beverages to homes and businesses and to review and manage the delivery status of the order

CLASS 16: Paper, cardboard; printed matter, namely, receipt books; bookbinding material; photographs; adhesives for stationery or household purposes; paint brushes; office requisites, namely, boxes, containers, storage containers, and packaging containers made of paper or cardboard; printing blocks, printed vouchers, magazines in the field of food, foodstuff, beverages, prepared meals; printed recipes cards

CLASS 29: Meat, fish, poultry and game, not live; meat extracts; preserved, frozen, dried and cooked fruits and vegetables; jellies, jams, compotes; eggs, milk and milk products excluding ice cream, ice milk and frozen yogurt; edible oils and fats

CLASS 30: Coffee, tea, sugar, rice, tapioca, sago, artificial coffee; flour and preparations made from cereals, namely, biscuits, tarts, cakes made with cereals, cereal bars, cereal based snack food, processed cereals, bread, ices; honey, treacles; yeast, baking-powder; salt, mustard; vinegar, savory sauces used as condiments; spices; ice

CLASS 31: Agricultural, horticultural and forestry products and grains, not included in other classes, namely, live animals and fresh potatoes; fresh fruits and vegetables; agricultural seeds, namely, flower, vegetable, plant, herbal seeds, live plants and flowers; foodstuffs for animals; malt for brewing and distilling

CLASS 32: Beers; mineral and aerated waters and other non-alcoholic beverages, namely, non-alcoholic beverages containing fruit juices, fruit juices, non-alcoholic malt beverages, carbonated beverages, non-alcoholic cocktails; fruit beverages and fruit juices; syrups and other preparations for making beverages, namely, fruit drinks and carbonated beverages

CLASS 33: Alcoholic beverages except beers

CLASS 35: Advertising mediation and conclusion of commercial transactions for others, and computerized on-line retail store services in the fields of cleaning, polishing, scouring and abrasive preparations, soaps, perfumery, essential oils, cosmetics, hair lotions, illuminated, candles and wicks for lighting, dietetic substances adapted for medical use, food for babies, cutlery, apparatus for lighting, heating, cooking, refrigerating, drying apparatus, printed matter, photographs, stationery, materials for packaging, vouchers, serviettes, paper



Michelle K. Lee

Director of the United States
Patent and Trademark Office

tablecloths, good for decorating the table, goods of wood, cork, wicker, plastics, decoration accessories, decoration items, seasonal decorations, celebration decorations, party and themed decorations, household and kitchen utensils and container, articles for cleaning purposed, glassware, porcelain and earthenware, textile goods, bed and table covers, meat, fish, poultry and game, meat extracts, preserved, frozen, dried and cooked fruits and vegetables, jellies, jams, compotes, eggs, milk and milk products, edible oils and edible fats, coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee, flour and preparations made from cereals, bread, pastry and confectionery, ices, honey, treacle, yeast, baking-powder, salt, mustard, vinegar, sauce (condiments), spices, ice, agricultural, horticultural and forestry products and grains, live animals, fresh fruits and vegetables, seeds, natural plants and flowers, foodstuffs for animals, malt, alcoholic and non-alcoholic beverages, syrups and other preparations for making beverages; online ordering services for third parties featuring advertising mediation and conclusion of commercial transactions for others, and computerized on-line retail store services in the fields cleaning, polishing, scouring and abrasive preparations, soaps, perfumery, essential oils, cosmetics, hair lotions, illuminates, candles and wicks for lighting, dietetic substances adapted for medical use, goods for babies, cutlery, apparatus for lighting, heating, cooking, refrigeration, drying apparatus, printed matter, photographs, stationery, materials for packaging, vouchers, serviettes, paper tablecloths, [goods for decorating the table, goods of wood, cork, wicker, plastics, decoration accessories, decoration items, seasonal decorations, celebration decorations,] party and themed decorations, household and kitchen utensils and containers, articles for cleaning purposes, glassware, porcelain and earthenware, textile goods, bed and table covers, meat, fish, poultry and game, meat extracts, preserved, frozen, dried and cooked fruits and vegetables, jellies, jams, compotes, eggs, milk and milk products, edible oils and edible fats, coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee, flour and preparations made from cereals, bread, pastry and confectionery, ices, honey, treacle, yeast, baking -powder, salt, mustard, vinegar, sauce (condiments), spices, ice, agricultural, horticultural and forestry products and grains, live animals, fresh fruits and vegetables, seed, natural plants, and flowers, foodstuffs for animals, malt, alcoholic and non-alcoholic beverages, syrups and other preparations for making beverages; Providing home shopping services in the field of advertising; medication and conclusion of commercial transactions for others and computerized on-line retail store services in the fields cleaning, polishing, scouring and abrasive preparations, soaps, perfumery, essential oils, cosmetics, hair lotions, illuminates, candles and wicks for lighting, dietetic substances adapted for medical use, food for babies, cutlery, apparatus for lighting, heating, cooking, refrigerating, drying apparatus, printed matter, photographs, stationery, materials for packaging, vouchers, serviettes paper tablecloth, goods for decorating the table, goods of wood, cork, wicker, plastics, decoration accessories, decoration items, seasonal decorations, celebration decorations, party and themed decorations, household and kitchen utensils and containers, and earthenware, textile goods, bed and table covers, meat fish, poultry and game, meat extracts, preserves, frozen, dried and cooked fruits and vegetables, jellies, jams, compotes, eggs, milk and milk products, edible oils and edible fats, coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee, flour and preparations made from cereals, bread, pastry and confectionery, ices,honey, treacle, yeast, baking-powder, salt, mustard, vinegar, sauce (condiments), spices, ice, agricultural, horticultural and forestry products and grains, live animals, malt, alcoholic and non-alcoholic beverages, syrups and other preparations for making beverages, by means of television, mobile telephone, computer; promoting the goods and services of others; procurement of contracts for others for the purchase of goods and labor contracting services; compilation and systematization of information in databanks; the bringing together, for the benefit of others, [of a variety of goods,] excluding the transport thereof, enabling customers to conveniently view and purchase those goods in the field of advertising; mediation and conclusion of commercial transactions for others and computerized on-line retail store services in the fields cleaning, polishing, scouring and abrasive preparations, soaps, perfumery, essentials oils, cosmetics, hair lotions, illuminated, candles and wicks for lighting, dietetic substances adapted for medical use, food for babies, cutlery, apparatus for lighting, heating, cooking, refrigerating, drying apparatus, printed matter, photographs, stationery, materials for packaging, vouchers, serviettes, paper tablecloths, goods for decorating the table, goods of wood, cork, wicker, plastics, decoration accessories, decoration items, seasonal decorations, celebrations decorations, party and themed decorations, household and kitchen utensils and containers, articles for cleaning purposes, glassware, porcelain and earthenware, textile goods, bed and table covers, meat, fish, poultry and game, meat extracts, preserves, frozen, dried and cooked fruits and vegetables, jellies, jams, compotes, eggs, milk

and milk products, edible oils and edible fats, coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee, flour and preparations made from cereals, bread, pastry and confectionery, ices, honey, treacle, yeast, baking-powder, salt, mustard, vinegar, sauce (condiments), spices, ice, agricultural, horticultural and forestry products and grains, live animals, fresh fruits and vegetables, seeds, natural plants and flowers, foodstuffs for animals, malt, alcoholic and non-alcoholic beverages, syrups and other preparations for making beverages

CLASS 39: Transportation information; delivery of goods; transport brokerage; delivery of food by restaurants; delivery of foodstuffs and prepared meals; transport by rail or road

CLASS 43: Services for providing food and drinks; providing temporary accommodation; restaurant services, namely, supplying of meals for immediate consumption and take-out restaurant services; food preparation and providing advice and information relating thereto; providing food, drinks and prepared meals for delivery or pick up; providing of information in the field of recipes via a database; all the aforesaid services also provided via electronic means

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

PRIORITY DATE OF 09-10-2014 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1261986 DATED 03-10-2015, EXPIRES 03-10-2025

SER. NO. 79-171,259, FILED 03-10-2015

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>.