

United States of America

United States Patent and Trademark Office

PICK
UP

Reg. No. 5,656,523

Registered Jan. 15, 2019

Int. Cl.: 9, 35, 42

Service Mark

Trademark

Principal Register

Fashion & Innovations LLC (DELAWARE LIMITED LIABILITY COMPANY)
341 Raven Cr,
Wyoming, DELAWARE 19934

CLASS 9: Computer search engine software; Computer software for creating searchable databases of information and data; Computer programs for user interface design; Downloadable images in the field of fashion items; Downloadable mobile applications for browsing, selecting and purchasing clothing, apparel, footwear and accessories.; Downloadable computer game software via a global computer network and wireless devices

FIRST USE 7-10-2017; IN COMMERCE 7-10-2017

CLASS 35: Compilation of information into computer databases; Customer service management for others; Customer loyalty services and customer club services, for commercial, promotional and/or advertising purposes; Database management; On-line retail store services featuring clothing, apparel, footwear and accessories.; Price comparing services; Advertising and marketing services provided by means of indirect methods of marketing communications, namely, social media, search engine marketing, inquiry marketing, internet marketing, mobile marketing, blogging and other forms of passive, sharable or viral communications channels; Advertising, marketing and promotion services; Computerized market research services; Product demonstration; Providing an on-line computer database in the field of locating products, describing products, rating products, pricing products and comparing prices of products; Sales promotion; Search engine optimization for sales promotion

FIRST USE 7-10-2017; IN COMMERCE 7-10-2017

CLASS 42: Design of home pages, computer software and web sites; Computer software development in the field of mobile applications; Design, development and implementation of software; Development, updating and maintenance of software and database systems; Rental of web servers

FIRST USE 7-10-2017; IN COMMERCE 7-10-2017

The color(s) grey, red, dark grey, and black is/are claimed as a feature of the mark.

The mark consists of literal element "PICK UP" on two lines in black lettering with the "I" formed by an arrow. There are four dots above the wording, from left to right, they are colored grey, red, dark grey and grey placed in line above the literal element so that the



Andrei Iancu

Director of the United States
Patent and Trademark Office

upward arrow points to a red dot.

SER. NO. 87-404,698, FILED 04-10-2017

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>.