

United States of America

United States Patent and Trademark Office

FOX ENGAGEMENT OPTIMIZER

Reg. No. 5,846,236

Registered Aug. 27, 2019

Int. Cl.: 35

Service Mark

Principal Register

FOX MEDIA LLC (DELAWARE LIMITED LIABILITY COMPANY)
10201 West Pico Boulevard
Los Angeles, CALIFORNIA 90035

CLASS 35: Advertising, marketing and promotion services; advertising and marketing services, namely, promoting the goods and services of others; business information and business information advisory services relating to electronic commerce; consumer and market research; neuromarketing, namely, business research concerning consumer emotional responses to marketing stimuli; focusing on neuroscience as applied to business concepts and neuromarketing, namely, consumer marketing research; market research studies that focus neurofeedback technologies for market research companies to monitor brain changes during branding and selling of products to track behavior; opinion research, namely, conducting public opinion polls; media research for business, sales promotion and/or advertising purposes; media consultancy for business, sales promotion and/or advertising purposes, namely, social media strategy and marketing consultancy focusing on helping clients create and extend their product and brand strategies by building virally engaging marketing solutions; analysis for business purposes of information on consumer opinions and behaviors, which are raised in the context of market and advertising studies; business research and data analysis services in the field of audiovisual entertainment; market research services, namely, conducting studies on marketing strategies; market research services, namely, implementation and management of marketing studies; statistical analysis of marketing data; business advisory services relating to sales channel strategies; brand imagery consulting; management of brands for businesses and/or individuals; development of brand names; business analysis services, namely, brand evaluation services; brand positioning services; market research services, namely, testing brand names; marketing consultation, namely, developing brand strategies; business consulting in the field of brand communication; compilation and systematization of data and information in databases; computerized updating and maintenance of data in computer databases; database management and computer aided database management, namely, collection, analysis, processing, management and maintenance of data in databases; providing market intelligence services, namely, gathering and provision of marketing information for the entertainment industry, on-line from a computer database or the Internet, for business, sales promotion and/or advertising purposes; Marketing research services using neuromarketing for developing new sales strategies and customer classification

FIRST USE 10-00-2018; IN COMMERCE 10-00-2018

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

No claim is made to the exclusive right to use the following apart from the mark as shown: "ENGAGEMENT OPTIMIZER"

SER. NO. 87-719,739, FILED 12-13-2017



Andrei Iancu

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>.