

# United States of America

United States Patent and Trademark Office

The Adidas logo, consisting of the word "adidas" in a bold, lowercase, sans-serif font, is centered on a light yellow rectangular background.

**Reg. No. 5,530,029**

**Registered Jul. 31, 2018**

**Int. Cl.: 9, 42**

**Service Mark**

**Trademark**

**Principal Register**

adidas AG (GERMANY JOINT STOCK COMPANY)  
Adi-dassler-strasse 1  
Herzogenaurach, FED REP GERMANY 91074

CLASS 9: Computer application software for mobile phones, mobile devices and personal digital devices and computer software, both for searching, accessing and viewing digital content in the fields of health, fitness, personal training, athletics, lifestyle and general interest topics; computer application software for mobile phones, mobile devices and personal digital devices and computer software, both for enabling users to access and view digital online content and search an online searchable databases in the fields of clothing, footwear, accessories, bags, and sporting goods, to purchase retail goods and to view retail product information; computer application software for mobile phones, mobile devices and personal digital devices and computer software, both for enabling users to access and view digital content information that is personalized to a user's interests and online history

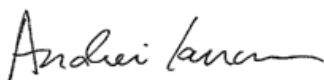
FIRST USE 9-21-2017; IN COMMERCE 11-2-2017

CLASS 42: Software as a service (SAAS) services featuring software for searching, accessing and viewing digital content in the fields of health, fitness, personal training, athletics, lifestyle and general interest topics; software as a service (SAAS) services featuring software for enabling users to access and to view digital online content, to search an online searchable database in the fields of clothing, footwear, accessories, bags, and sporting goods and to purchase retail goods and to view retail product information; software as a service (SAAS) services featuring software for enabling users to access and view digital content that is personalized to a user's interests and online history

FIRST USE 9-21-2017; IN COMMERCE 11-2-2017

The mark consists of the word "ADIDAS".

SER. NO. 87-738,471, FILED 12-29-2017

A handwritten signature in cursive script, reading "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>.**