

# United States of America

United States Patent and Trademark Office

# GOOGLE

**Reg. No. 6,373,292**

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**Int. Cl.: 9, 35, 36, 38, 39, 42**

**Service Mark**

**Trademark**

**Principal Register**

Google LLC (DELAWARE LIMITED LIABILITY COMPANY)  
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Mountain View, CALIFORNIA 94043

CLASS 9: Software used for the control of voice controlled information and communication devices; software for providing a personal voice-enabled digital assistant; voice recognition software; software for accessing and searching online databases and websites; software for searching a user's mobile phone, computer, tablet, or other electronic communication device for documents, files, and other stored information on command; software for providing personal concierge services for others initiated by voice-controlled commands via a mobile phone, computer, tablet, or other electronic communication device, namely, adding and accessing calendar appointments, alarms, timers, reminders, and making restaurant, travel, and hotel reservations; downloadable software for mobile phones and mobile devices for detecting a user's location and displaying relevant local information of general interest; downloadable software for mobile phones and mobile devices that allows the user to search the phone or device's content for information, contacts, and applications; downloadable software for mobile phones and mobile devices that allows the user to search the Internet for information of general interest; Computer software for accessing and searching online databases and websites using image capture; character recognition software; image recognition software; software for searching a user's mobile phone, computer, tablet, or other electronic communication device, namely, wearable computer peripherals, for data, graphics, files and images; Downloadable computer software for providing geographic information, interactive geographic maps, satellite and aerial images of earth and space, and ocean bathymetry; downloadable computer software for accessing satellite imagery on global computer networks, mobile devices and applications; Electrical apparatus and instruments, namely, mobile telephones, smart card readers, and proximity payment processing devices all using near field communication technology for facilitating commercial transactions through electronic means via wireless networks, global computer networks and mobile telecommunication devices; Near Field Communication (NFC) technology-enabled devices, namely, mobile phones, computers, tablets, smart phones, credit card and transaction processing terminals and handheld computers; Near Field Communication (NFC) technology-enabled readers; computer software for facilitating commercial transactions through electronic means via wireless networks, global computer networks and mobile telecommunication devices; computer software, namely, electronic financial platform that accommodates multiple types of payment and debt transactions in an integrated mobile device and web based



A handwritten signature in black ink, appearing to read "Dennis Hanford".

Performing the Functions and Duties of the  
Under Secretary of Commerce for Intellectual Property and  
Director of the United States Patent and Trademark Office



environment; computer software for use in connection with the electronic storage, transmission, presentation, verification, authentication, and redemption of coupons, rebates, discounts, incentives, and special offers; computer software for use in connection with consumer loyalty programs and loyalty cards used to access and use loyalty points; Data processing equipment, namely, computers; Routers, namely, wireless network routers and network routers; Wireless indoor and outdoor speakers; Voice controlled audio speakers; Audio Speakers controlled by mobile applications; Home automation control device; Stand alone information device, namely, voice and manual controlled audio speakers with personal digital assistant capabilities for streaming and playing audio, video, and multimedia content, for controlling televisions, monitors and digital media streaming devices; Computer hardware for controlling home automation systems, namely, lighting, appliances, heating and air conditioning units, alarms and other safety equipment, home monitoring equipment; Stand alone information device, namely, voice and manual controlled audio speakers with personal digital assistant capabilities for accessing and searching online databases, websites, files, and other stored information on command; Stand alone information device, namely, voice and manual controlled audio speakers with personal digital assistant capabilities for providing personal concierge services for others initiated by voice-controlled commands via a mobile phone, computer, tablet, smart phone, handheld computer, portable computer, namely, adding and accessing calendar appointments, alarms, timers, and reminders; electronic devices for providing access to the Internet, viewing information on global computer networks, voice command and recognition, speech-to-text conversion, personal information management, voice and data transmission, and hands-free use and remote control of electronic devices; Computer software for accessing and transmitting data and content among consumer electronics devices and displays; computer peripherals for accessing and transmitting data and content among consumer electronics devices and displays; Audio speakers; earbuds; earphones; headphones; accessory ear cushions for earbuds, earphones, and headphones; accessory ear pads for earbuds, earphones, and headphones; microphones; apparatus for recording, transmitting, recognizing, processing, and reproduction of sound; power adapters for earphones, earbuds, and charging case; computer software for automating capturing of photos and videos; cases and protective covers for mobile phones, smartphones, earphones, earbuds, headphones, tablets, headsets for virtual and augmented reality, and laptops; carrying cases and sleeves for mobile phones, smartphones, earphones, earbuds, headphones, tablets, headsets for virtual and augmented reality, and laptops; carrying cases and protective cases featuring battery charging devices, specially adapted for use with earbuds, earphones, and headphones; specially adapted carrying and charging cases featuring power supply connectors and battery charging devices for charging earphones and earbuds; protective covers for mobile phones, smartphones, and tablets; bumpers for mobile phones, smartphones, and tablets; hands-free devices for mobile-phones; headsets for virtual and augmented reality; keyboards; chargers for laptops, tablets, mobile phones, speakers, streaming devices, routers, headphones, earphones, and earbuds; car chargers; cases for chargers; battery chargers for earbuds, earphones, and headphones; charging cases; batteries; power cables and adapters; cables, namely, computer cables; electric charging cables for earphones, earbuds, headphones, and charging cases; screen protectors comprised of tempered glass and plastic adapted for use with portable electronic devices; interchangeable metal and fabric bases for voice activated speakers; computer software for transmission and display of digital content, audio works, visual works, audiovisual works, electronic publications, books, movies, and music; computer software for browsing and accessing digital content, computer software, computer games, audio works, visual works, audiovisual works, electronic publications, books, movies, and music

FIRST USE 9-00-1997; IN COMMERCE 1-26-2000

CLASS 35: Providing an online searchable database featuring employment opportunities and content about employment; providing online searchable database relating to job vacancies, the location of such vacancies, and the identity of employers

and recruiters searching for candidates; providing an interactive web site with information about job seeking; online retail store services featuring computer software programs, computer games, audio recordings, electronic publications, books, movies, videos, and TV programs

FIRST USE 9-00-1997; IN COMMERCE 3-6-2012

CLASS 36: Financial transaction services, namely, providing secure commercial transactions and payment options; provision of electronic contactless payment services, namely, processing of contactless credit and debit payments; financial transaction services, namely, providing secure commercial transactions and payment options using a mobile device at a point of sale; electronic credit card transaction processing, debit card services, pre-paid purchase card services, namely, processing electronic payments made through prepaid cards and processing electronic payment through pre-paid cards, processing electronic payments made through loyalty cards; electronic payment, namely, electronic processing and transmission of credit card transactions, wireless wallets, mobile wallets, electronic wallets, wireless credit, debit and prepared card transactions, credit card and transaction processing terminal services using near field communication (NFC) technology

FIRST USE 9-00-1997; IN COMMERCE 3-21-2006

CLASS 38: Telecommunication services, namely, transmission of e-mails, text messages, phone calls, voice, data, graphics, images, audio and video clips by means of telecommunications networks, wireless communication networks, and the Internet; electronic payment, namely, electronic transmission of credit card transactions, wireless wallets, mobile wallets, electronic wallets, wireless credit, debit and prepared card transactions, credit card and transaction processing terminal services using near field communication (NFC) technology

FIRST USE 9-00-1997; IN COMMERCE 7-10-2018

CLASS 39: Providing geographic information and interactive geographic maps via a website

FIRST USE 9-00-1997; IN COMMERCE 2-8-2005

CLASS 42: Computer services, namely, providing a search engine for obtaining data, graphics, files and images using non-downloadable image recognition software; providing online non-downloadable character recognition software; providing online non-downloadable image recognition software; providing online non-downloadable software for extracting and retrieving information and data for others by means of global computer networks; providing online non-downloadable software for searching a user's mobile phone, computer, tablet, or other electronic communication device, namely, wearable computer peripherals, for data, graphics, files and images; Providing on-line non-downloadable software for providing a personal voice-enabled digital assistant; Providing on-line non-downloadable voice recognition software; computer services, namely, providing a voice-controlled search engine for obtaining data, images, audio and video via a global computer network; provision of Internet search engines; Providing on-line non-downloadable software used to provide voice-controlled information and communications; providing a website that provides technology that enables users to sign up for job alerts online and apply for jobs; Providing temporary use of non-downloadable computer software for providing geographic information, interactive geographic maps, non-downloadable software for accessing satellite and aerial images of earth and space, and ocean bathymetry, via a website; providing online non-downloadable computer software for displaying geographic information, interactive geographic maps, satellite and aerial images of earth and space, and ocean bathymetry; Design and development of computer software; Providing temporary use of online non-downloadable software for streaming and playing audio, video, and multimedia content, and for controlling televisions, monitors, gaming systems, and digital media streaming

devices; Providing temporary use of online non-downloadable software for use in providing personal concierge services for others by voice-controlled commands via a mobile phone, computer, tablet, smart phone, handheld computer, portable computer, namely, adding and accessing calendar appointments, alarms, timers, reminders, and making restaurant, travel, and hotel reservations; Providing temporary use of online non-downloadable software for controlling home automation systems, namely, lighting, appliances, heating and air conditioning units, alarms and other safety equipment, home monitoring equipment; Technical support services, namely, troubleshooting in the nature of diagnosing software problems; Computer technology support services, namely, help desk services; Technical support services, namely, troubleshooting of computer software problems; Computer services, namely, cloud hosting provider services; Computer services, namely, integration of private and public cloud computing environments; Consulting services in the field of cloud computing technology, infrastructure-as-a-service (IAAS) cloud computing technology, software-as-a-service (SAAS) cloud computing technology, and platform-as-a-service (PAAS) cloud computing technology; Providing virtual computer systems and virtual computer environments through cloud computing; Technical support services, namely, remote and on-site infrastructure management services for monitoring, administration and management of public and private cloud computing IT and application systems; Application service provider (ASP), namely, hosting computer software applications of others; Cloud computing featuring software for use in creating web applications, syncing, storing, archiving and backing-up data to cloud servers; Non-downloadable computer software for managing, networking, collaborating within and providing remote access to databases; Cloud computing featuring software for use in deploying virtual machines to a cloud computing platform; Cloud computing featuring software for use in sharing data, creating data visualizations, data processing, and analyzing data; Cloud computing featuring software for use in administration of computer local area networks management of computer applications and computer hardware, and computer application distribution; Cloud computing featuring software for use in managing online projects, developing predictive digital marketing models, managing and facilitating online conferences, meetings, demonstrations, tours, presentations and interactive discussions; Platform-as-a-service (PAAS), Infrastructure-as-a-service (IAAS) and Software-as-a-service (SAAS) services featuring computer software platforms for creating web applications syncing, storing, archiving and backing-up data to cloud servers; Platform-as-a-service (PAAS), Infrastructure-as-a-service (IAAS) and Software-as-a-service (SAAS) services featuring computer software platforms for managing, networking, collaborating within and providing remote access to databases; Platform-as-a-service (PAAS), Infrastructure-as-a-service (IAAS) and Software-as-a-service (SAAS) services featuring computer software platforms for deploying virtual machines to a cloud computing platform; Platform-as-a-service (PAAS), Infrastructure-as-a-service (IAAS) and Software-as-a-service (SAAS) services featuring computer software platforms for sharing data, creating data visualizations, data processing, and analyzing data; Platform-as-a-service (PAAS), Infrastructure-as-a-service (IAAS) and Software-as-a-service (SAAS) services featuring computer software platforms for administration of computer local area networks management of computer applications and computer hardware, and computer application distribution; Platform-as-a-service (PAAS), Infrastructure-as-a-service (IAAS) and Software-as-a-service (SAAS) services featuring computer software platforms for managing online projects, developing predictive digital marketing models, managing and facilitating online conferences, meetings, demonstrations, tours, presentations and interactive discussions; Computer services, namely, creating cloud-based indexes of information; Providing online non-downloadable computer software for use as an application programming interface (API) for use in the fields of artificial intelligence, natural language processing, image content analysis, speech recognition, deep learning, high performance computing, distributed computing, virtualization, machine learning, cluster computing, internet of things, and container management; Electronic data storage, namely, storage and archival of data, electronic media, and digital content; Cloud computing and data center services for data backup and disaster recovery purposes, namely, electronic storage of data and storage services for archiving electronic data; Electronic data storage services, namely,

providing websites for the storage of digital content; Electronic data storage services, namely, providing remote cloud-based server storage to others; Technical consulting services in the field of electronic data storage and archiving of electronic data for others; Infrastructure as a service (IAAS), namely, providing remotely accessible electronic data storage; Electronic data storage services in the nature of technical management of virtual infrastructure storage services; providing temporary use of non-downloadable computer software for browsing and accessing digital content, computer software programs, audio works, visual works, audiovisual works, electronic publications, books, and movies; providing temporary use of non-downloadable computer software for transmission and display of digital content, audio works, visual works, audiovisual works, electronic publications, books, and movies

FIRST USE 9-00-1997; IN COMMERCE 2-8-2005

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

SER. NO. 87-786,172, FILED 02-06-2018

**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>.**