

# United States of America

United States Patent and Trademark Office

# hulu

**Reg. No. 5,747,440**

**Registered May 07, 2019**

**Int. Cl.: 35, 38, 41, 42**

**Service Mark**

**Principal Register**

Hulu, LLC (DELAWARE LIMITED LIABILITY COMPANY)  
Suite 200  
2500 Broadway  
Santa Monica, CALIFORNIA 90404

CLASS 35: Advertising services; business-to-business advertising; online banner advertising and marketing services; online retail store services featuring downloadable audio-visual content in the fields of news, entertainment, sports, comedy, drama, music, and music videos

FIRST USE 3-12-2008; IN COMMERCE 3-12-2008

CLASS 38: Broadcasting and streaming of audio-visual media content in the fields of news, entertainment, sports, comedy, drama, music, and music videos via a global computer network; transmission of downloadable audio-visual media content in the nature of full-length, partial-length, and clips from motion pictures, television programming, videos, music videos, and music; transmission of video and interactive games; podcasting and webcasting services; providing access to online forums, chat rooms, listservers for transmission of messages and blogs over the Internet in the fields of news, current event reporting, entertainment, sports, comedy, drama, films, television, music, and music videos; providing online electronic bulletin boards for transmission of messages among users in the field of general interest; web messaging services; video-on-demand transmission services; providing online forums and listservers for transmission of messages featuring current event reporting, entertainment, sports, comedy, drama, music, and music videos

FIRST USE 3-12-2008; IN COMMERCE 3-12-2008

CLASS 41: Education and entertainment services, namely, online services featuring non-downloadable videos and information in the fields of current event reporting, entertainment, sports, comedy, drama, music, and music videos; providing interactive online games; providing online information via a global computer network on the subjects of motion pictures, television programming, videos, music videos, and music; providing online interactive resource and programming guides on the subjects of motion pictures, television programming, videos, music videos, and music tailored to viewer's programming preferences; electronic publishing services, namely, publication of text, graphics, photographs, images, and audio-visual works of others online for streaming or downloading, and on CDs, DVDs, interactive discs featuring music and music videos, and podcasts, featuring news, entertainment, sports, comedy, drama, music, and music videos; production and rental of audio-visual works, specifically, motion pictures, television programming, videos, music videos, and music, for streaming or downloading in the fields of news, entertainment, sports, comedy, drama, music, and music videos; production and rental of audio-visual works, specifically, motion pictures, television programming, videos, music videos, and music, on CDs, DVDs, interactive discs featuring music and music videos, and podcasts, in the fields of news, entertainment, sports, comedy, drama, music, and music videos; rental of video games; production of video and computer game software; providing blogs in the nature of an online



*Andrei Iancu*

Director of the United States  
Patent and Trademark Office

journal over the Internet featuring current event reporting, entertainment, sports, comedy, drama, music, and music videos; providing a website featuring audio-visual content, specifically, motion pictures, television programming, videos, music videos, and music, and video clips, audio clips, music clips, film clips, and photographs, in the fields of current event reporting, entertainment, sports, comedy, drama, music, and music videos; providing a website featuring video and interactive games

FIRST USE 3-12-2008; IN COMMERCE 3-12-2008

CLASS 42: Hosting of digital content on the Internet; hosting and maintaining an online community featuring audio-visual content in the fields of news, entertainment, sports, comedy, drama, music, and music videos; providing programmatic interfaces for third parties to access website content and data

FIRST USE 3-12-2008; IN COMMERCE 3-12-2008

The mark consists of "HULU" in stylized lettering.

SER. NO. 87-980,386, FILED 09-28-2017

**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>.**