

# United States of America

United States Patent and Trademark Office



**Reg. No. 6,005,116**

**Registered Mar. 10, 2020**

**Int. Cl.: 16, 35, 41**

**Service Mark**

**Trademark**

**Principal Register**

WE START NOW, INC (KANSAS CORPORATION)  
13220 Metcalf, Suite 100  
Overland Park, KANSAS 66213

CLASS 16: Printed materials, namely, brochures, newsletters, pamphlets, worksheets, and training materials in the field of promoting developing healthy norms, values, and habits for use of technology, smart devices, and social media; printed materials, namely, brochures, newsletters, pamphlets, worksheets, and training materials in the field of providing professional development to mental health professionals, parents, counselors, educators, school administrators, youth leaders, and public safety officers on healthy habits for technology, smart device, and social media usage; printed materials, namely, brochures, newsletters, pamphlets, worksheets, and training materials in the field of promoting healthy technology usage among children and young adults

FIRST USE 5-15-2018; IN COMMERCE 6-5-2018

CLASS 35: Promoting public awareness to parents, counselors, educators, school administrators, youth leaders, students, technology providers, and public safety officers in the field of developing healthy norms for use of technology, smart devices, and social media via conferences, workshops, seminars, webinars, and symposia; promoting public awareness to parents, counselors, educators, school administrators, youth leaders, students, technology providers, and public safety officers of healthy habits for technology, smart device, and social media usage; promoting public awareness to parents, counselors, educators, youth leaders, public safety officers, technology providers, and students in the field of technology, smart device, and social media usage, namely, public policy issues that affect the emotional, social, and health impact of technology, smart device, and social media usage; providing a website featuring information promoting public awareness in the field of developing healthy norms for use of technology, smart devices, and social media

FIRST USE 5-15-2018; IN COMMERCE 6-5-2018

CLASS 41: Organizing, arranging, and conducting training programs, conferences, workshops, exhibitions, seminars, webinars, and educational videos in the field of developing healthy norms for use of technology, smart devices, and social media; organizing, arranging, and conducting conferences, workshops, exhibitions, seminars, webinars, training programs, and educational videos for instructing parents, counselors, educators, youth leaders, public safety officers, and technology providers, on advising and assisting students in healthy usage of technology, smart devices, and social media; providing assistance to parents, counselors,



*Andrei Iancu*

Director of the United States  
Patent and Trademark Office



educators, youth leaders, public safety officers, and technology providers in educational program implementation for development of healthy usage of technology, smart devices, and social media in children and young adults; consulting services for schools for developing educational programs in the fields of healthy habits for technology, smart device, and social media usage in children and young adults

FIRST USE 5-15-2018; IN COMMERCE 6-5-2018

The mark consists of the word "START" in bold font, enclosed in a circle, with a plus sign making up the opening of the letter "A".

SER. NO. 88-199,206, FILED 11-19-2018

**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>.**