

United States of America

United States Patent and Trademark Office

AMERICAN JOURNEY EXPERIENCE

Reg. No. 6,364,913

Registered May 25, 2021

Int. Cl.: 41

Service Mark

Principal Register

MERCURY ONE, INC. (DELAWARE CORPORATION)

6301 Riverside Drive
Irving, TEXAS 75039

CLASS 41: museum services; museum curatorial services; educational services, namely, conducting seminars, workshops, classes, conferences, retreats, camps and field trips in the field of American history, society, culture, popular culture, art, music, innovation, business, politics, current events, religion, ethics, values, demographics, technology, social institutions, customs, language, attitudes, ideals, beliefs and perspectives; libraries; study center services, namely, physical resources in the form of a website featuring information on the topics of American history, society, culture, popular culture, art, music, current events, ethics, values, social institutions, customs, language, attitudes, ideals, beliefs and perspectives on the topics of American history, society, culture, popular culture, art, music, current events, ethics, values, social institutions, customs, language, attitudes, ideals, beliefs and perspectives, and providing online resource center materials in connection therewith; providing information via the internet in the field of American history, society, culture, popular culture, art, music, current events, ethics, values, social institutions, customs, language, attitudes, ideals, beliefs and perspectives; publication of educational material, specifically, books, magazines, journals, newspapers, periodicals, catalogs, brochures; entertainment services in the nature of live performance exhibitions by musical groups, dance troupes, historical reenactors, dramatic and comedy performers, and arranging and presenting social entertainment events in the nature of live music, dance, theater, and multi-media performances; exhibition services, namely, conducting online exhibitions and displays and interactive exhibits in the fields of American history, society, culture, popular culture, art, music, innovation, business, politics, current events, religion, ethics, values, demographics, technology, social institutions, customs, language, attitudes, ideals, beliefs and perspectives; organization of exhibitions for cultural or educational purposes; entertainment services, namely, providing an online interactive database of artwork and educational materials and multi-media content related to museum offerings; publication of books, catalogs, magazines, journals, booklets and guides; publication of electronic and online materials, namely, books, brochures, catalogs, podcasts, blogs, magazine, and journals, relating to museum activities, all of the foregoing related to museum exhibits



FIRST USE 6-1-2018; IN COMMERCE 6-1-2018

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO

Diana H. ...

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



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: "AMERICAN" AND "EXPERIENCE"

SER. NO. 88-330,735, FILED 03-07-2019

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>.