

United States of America

United States Patent and Trademark Office

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Reg. No. 6,061,779

Registered May 26, 2020

Int. Cl.: 35, 42

Service Mark

Principal Register

DoubleVerify Inc (DELAWARE CORPORATION)
233 Spring St.
New York, NEW YORK 10013

CLASS 35: Business consulting and information services, namely, the measurement and reporting of the delivery and performance of digital advertising and digital media; Advertising and marketing services, namely, evaluating and measuring the quality and performance of different advertising media; Analysis of advertising response; Digital Advertising Services; Digital Advertising Services, namely, digital performance solutions focused on impression quality to bring more transparency and accountability to digital advertising

FIRST USE 00-00-2008; IN COMMERCE 00-00-2008

CLASS 42: Software as a service (SAAS) services featuring on-line non-downloadable software for reporting online advertising analytics; Software as a service (SAAS) services featuring on-line non-downloadable software for reporting online advertising analytics, namely, for determining the quality of digital advertising information; Software as a service (SAAS) services featuring on-line non-downloadable software for providing global marketing measurements, data and analytics; Software as a service (SAAS) services featuring on-line non-downloadable software for authenticating the quality of digital media for viewability, fraud and brand safety; Software as a service (SAAS) services featuring on-line non-downloadable software designed to protect brand equity and reputation; Software as a service (SAAS) services featuring on-line non-downloadable software for measuring viewability of digital advertising; software as a service (SAAS) services featuring on-line non-downloadable software to eliminate waste, drive campaign performance and drive effectiveness of advertising; software as a service (SAAS) services featuring on-line non-downloadable software to identify and eliminate fraud while measuring brand protection; software as a service (SAAS) services featuring on-line non-downloadable software for certifying media authenticity; Developing customized software to protect brand equity, brand coverage and company reputation; Developing customized software for measuring brand needs

FIRST USE 00-00-2008; IN COMMERCE 00-00-2008

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

OWNER OF U.S. REG. NO. 5251746

SER. NO. 88-360,562, FILED 03-28-2019



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>.