

# United States of America

## United States Patent and Trademark Office



**Reg. No. 6,083,075**

**Registered Jun. 23, 2020**

**Int. Cl.: 35, 39, 43**

**Service Mark**

**Principal Register**

Cathay Pacific Airways Limited (HONG KONG limited company (Ltd.))  
8/f, North Tower, Cathay Pacific City  
8 Scenic Road, Hong Kong Int'l Airport  
Lantau, HONG KONG

CLASS 35: Promotional services in the nature of organization, operation, management and supervision of loyalty and incentive programs and reward programs for customers to promote the sale of airline services; promotion of transportation, travel and airline services for others; promotional information and advisory services provided to members and to subscribers of incentive loyalty programs and travel reward programs regarding travel, account balances and transaction details thereof; promotional services provided by airlines in the nature of frequent flyer and bonus programmes for frequent air travellers, including membership privileges, loyalty recognition programmes, club membership and the supply of benefits in connection with transportation and travel; administration of promotional loyalty program and frequent user incentive program services for customers; management, organisation, operation and supervision of customer loyalty, incentive and promotional schemes for commercial purposes

CLASS 39: Air transport services; air passenger transport and air cargo transport services; travel agency services for arranging travel, namely, making reservations and bookings for transportation; package holiday services for arranging travel tours, namely, arranging transport for travelers as part of a package; provision of travel information to tourists; transport and delivery of goods; provision of free and discounted transportation of persons and goods; travel information services; reservation services for travel by air, cargo unloading services; crating and delivery of air transportation goods; freight forwarding services; packing for transportation and storage of air transportation goods; parcel delivery services; escorting of travellers; warehousing services; transportation of baggage, freight and of passengers to and from airports; air transportation and air travel services provided by airlines featuring frequent flyer and bonus programs for frequent air travellers, featuring priority boarding, check-in, seating and reservation services; planning, booking, ticketing of and information services relating to travel and transport provided by electronic means and communication with customers; booking of travel ticket upgrades and travel club services

CLASS 43: Providing food and beverages services at airport lounges; providing temporary accommodation services; booking services for hotel and holiday accommodation, namely, booking of temporary lodging; arranging holiday accommodation, namely, arranging temporary housing accommodations; making hotel reservations for others and providing booking information to the customer; providing information on hotels to tourists and business travellers

PRIORITY CLAIMED UNDER SEC. 44(D) ON HONG KONG APPLICATION NO. 304888108, FILED 04-11-2019, REG. NO. 304888108, DATED 04-11-2019, EXPIRES 04-11-2029

The mark consists of the words "CATHAY PACIFIC" above the words "MOVE BEYOND" to the right of a stylized V-shaped image with point facing to the right, with brush stroke lines at the top of the design, and the rest of the image solid.



*Andrei Iancu*

Director of the United States  
Patent and Trademark Office



SER. NO. 88-389,710, FILED 04-17-2019

**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>.**