

# United States of America

United States Patent and Trademark Office

## DEEPIDENTITY

**Reg. No. 5,896,577**

**Registered Oct. 29, 2019**

**Int. Cl.: 9, 42**

**Service Mark**

**Trademark**

**Principal Register**

Deep Labs, Inc. (DELAWARE CORPORATION)  
44 Montgomery Street, Suite 2365  
San Francisco, CALIFORNIA 94104

CLASS 9: Software for machine learning; software for artificial intelligence in the nature of software for reviewing and analyzing audio files, video files, text files, social media databases, financial data, health data, consumer spending data, demographic information, business productivity data, business sales data, and other data feeds to produce advertising, analyze purchasing trends, provide financial, health, and business information, advice, and offerings, detect fraudulent activity and security breaches, detect production irregularities, monitor quality control protocols, detect predictable and anomalous behavior and activities, and other artificial intelligence purposes; software for data management; software for video, image, voice, audio, text, social networking, and other data feeds in the nature of software for reviewing and analyzing audio files, video files, text files, social media databases, financial data, health data, consumer spending data, demographic information, business productivity data, business sales data, and other data feeds to produce advertising, analyze purchasing trends, provide financial, health, and business information, advice, and offerings, detect fraudulent activity and security breaches, detect production irregularities, monitor quality control protocols, detect predictable and anomalous behavior and activities, and machine learning purposes; software for personalized offerings in the nature of software for reviewing and analyzing audio files, video files, text files, social media databases, financial data, health data, consumer spending data, demographic information, business productivity data, business sales data, and other data feeds to produce advertising, analyze purchasing trends, provide financial, health, and business information, advice, and offerings, detect fraudulent activity and security breaches, detect predictable and anomalous behavior and activities, and for other personalized offerings; software for event management; software for retail services in the nature of software for reviewing and analyzing audio files, video files, text files, social media databases, financial data, health data, consumer spending data, demographic information, business productivity data, business sales data, and other data feeds to produce advertising, analyze purchasing trends, provide financial, health, and business information, advice, and offerings, detect fraudulent activity and security breaches, detect production irregularities, monitor quality control protocols, detect predictable and anomalous behavior and activities, and other retail service purposes; software for consumer services in the nature of software for reviewing and analyzing audio files, video files, text files, social media databases, financial data, health data, consumer spending data, demographic information, business productivity data, business sales data, and other data feeds to produce advertising, analyze purchasing trends, provide financial, health, and business information, advice, and offerings, detect fraudulent activity and security breaches, detect predictable and anomalous behavior and activities, and other consumer service purposes; software for entertainment in the nature of software for reviewing and analyzing audio files, video files, text files, social media databases, financial data, health data, consumer spending data, demographic information, business productivity data, business sales data, and other data feeds to produce advertising, analyze purchasing trends, provide financial, health, and business information, advice, and



*Andrei Iancu*

Director of the United States  
Patent and Trademark Office

offerings, detect fraudulent activity and security breaches, detect predictable and anomalous behavior and activities, and other entertainment purposes; software for banking; software for financial services; software for payment processing; software for fraud management; software for risk management; software for cyber security; software for industrial plant management; software for commercial plant management

FIRST USE 10-00-2018; IN COMMERCE 10-00-2018

CLASS 42: Software as a service, namely, software for machine learning; software as a service, namely, software for artificial intelligence in the nature of software for reviewing and analyzing audio files, video files, text files, social media databases, financial data, health data, consumer spending data, demographic information, business productivity data, business sales data, and other data feeds to produce advertising, analyze purchasing trends, provide financial, health, and business information, advice, and offerings, detect fraudulent activity and security breaches, detect production irregularities, monitor quality control protocols, detect predictable and anomalous behavior and activities, and other artificial intelligence purposes; software as a service, namely, software for data management; software as a service, namely, software for video, image, voice, audio, text, social networking, and other data feeds in the nature of software for reviewing and analyzing audio files, video files, text files, social media databases, financial data, health data, consumer spending data, demographic information, business productivity data, business sales data, and other data feeds to produce advertising, analyze purchasing trends, provide financial, health, and business information, advice, and offerings, detect fraudulent activity and security breaches, detect production irregularities, monitor quality control protocols, detect predictable and anomalous behavior and activities, and machine learning purposes; software as a service, namely, software for personalized offerings in the nature of software for reviewing and analyzing audio files, video files, text files, social media databases, financial data, health data, consumer spending data, demographic information, business productivity data, business sales data, and other data feeds to produce advertising, analyze purchasing trends, provide financial, health, and business information, advice, and offerings, detect fraudulent activity and security breaches, detect predictable and anomalous behavior and activities, and for other personalized offerings; software as a service, namely, software for event management; software as a service, namely, software for retail services in the nature of software for reviewing and analyzing audio files, video files, text files, social media databases, financial data, health data, consumer spending data, demographic information, business productivity data, business sales data, and other data feeds to produce advertising, analyze purchasing trends, provide financial, health, and business information, advice, and offerings, detect fraudulent activity and security breaches, detect production irregularities, monitor quality control protocols, detect predictable and anomalous behavior and activities, and other retail service purposes; software as a service, namely, software for consumer services in the nature of software for reviewing and analyzing audio files, video files, text files, social media databases, financial data, health data, consumer spending data, demographic information, business productivity data, business sales data, and other data feeds to produce advertising, analyze purchasing trends, provide financial, health, and business information, advice, and offerings, detect fraudulent activity and security breaches, detect predictable and anomalous behavior and activities, and other consumer service purposes; software as a service, namely, software for entertainment in the nature of software for reviewing and analyzing audio files, video files, text files, social media databases, financial data, health data, consumer spending data, demographic information, business productivity data, business sales data, and other data feeds to produce advertising, analyze purchasing trends, provide financial, health, and business information, advice, and offerings, detect fraudulent activity and security breaches, detect predictable and anomalous behavior and activities, and other entertainment purposes; software as a service, namely, software for banking; software as a service, namely, software for financial services; software as a service, namely, software for payment processing; software as a service, namely, software for fraud management; software as a service, namely, software for risk management; software as a service, namely, software for cyber security; software as a service, namely, software for industrial plant management; software as a service, namely, software for commercial plant management

FIRST USE 4-00-2018; IN COMMERCE 4-00-2018

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY

PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 88-400,368, FILED 04-24-2019

**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>.**