

United States of America

United States Patent and Trademark Office

The logo for EX-CO consists of the letters 'E', 'X', and 'CO' in a bold, sans-serif font. The letter 'E' is stylized with three horizontal bars. To the left of each bar is a small square: light blue for the top bar, dark blue for the middle bar, and purple for the bottom bar. The letters 'X' and 'CO' are solid black.

Reg. No. 6,171,140

Registered Oct. 06, 2020

Int. Cl.: 35, 42

Service Mark

Principal Register

Playbuzz Ltd. (ISRAEL LIMITED LIABILITY COMPANY)
Building A, 1st Floor
3 Aluf Kalman Magen Street
Tel Aviv, ISRAEL 6107075

CLASS 35: Distribution of digital advertising content distributed via an embedded streaming multimedia player; advertising services, namely, creating branded content advertising campaigns; online advertising distribution services, namely, promoting and marketing the goods and services of others by distributing advertising material via digital media

FIRST USE 11-19-2019; IN COMMERCE 11-19-2019

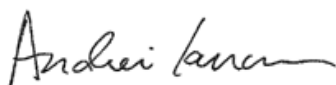
CLASS 42: Software as a service (SAAS) services featuring software for creating, displaying, sharing, and embedding content on webpages to display video, interactive, and advertising content; software as a service (SAAS) services featuring software for creating interactive digital content and for sharing, displaying, and embedding content on websites; platform as a service (PAAS) featuring computer software platforms for creating interactive digital content and content sharing, displaying and embedding on websites; providing temporary use of online non-downloadable software and applications for use in creating interactive digital content and for sharing, displaying and embedding created content on websites in order to monetize digital media content

FIRST USE 11-19-2019; IN COMMERCE 11-19-2019

The colors light blue, dark blue, purple, and black are claimed as a feature of the mark.

The mark consists of the stylized wording "EX-CO" where the letter "E" is made of three black parallel horizontal bars with small squares to the left of each. The top square is light blue, the middle square is dark blue, and the bottom square is purple. The rest of the lettering, "X-CO", is in black. The color white represents background and is not claimed as a feature of the mark.

SER. NO. 88-678,918, FILED 11-04-2019

A handwritten signature in cursive script, appearing to read "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>.