United States of America United States Patent and Trademark Office



Reg. No. 6,345,222 Registered May 11, 2021 Int. Cl.: 35 Service Mark Principal Register

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CLASS 35: Charitable services, namely, promoting environmental awareness to children; Developing advertising campaigns for others geared toward environmental issues; Promoting health and environmental awareness within people so that they can lead a clean and healthy life; Promoting public awareness of environmental issues and initiatives

FIRST USE 5-29-2012; IN COMMERCE 5-29-2012

The color(s) blues, green, medium brown, and white is/are claimed as a feature of the mark.

The mark consists of an image of the Earth shaped like a heart. This heart shaped earth is atop a hand--with thumb, index and middle fingers evident, palm up, cupped to cradle the Earth--extended perpendicular from the wrist, roughly 3/5ths of the forearm shown then fading to obscurity. Evidence of a slight portion of the Pacific Ocean is apparent to the far left of this Earth; North America, Central America and South America then extend from the Pacific Ocean to cover much of the left 1/3 of the Earth; the Atlantic Ocean is in the middle; to the immediate right of the Atlantic Ocean is Europe and Africa; in the upper right portion of the Earth is much of Asia; to the left of Africa and below Asia, covering the central-right-bottom of the Earth is the Pacific Ocean; to the left of Africa is a portion of Madagascar. The words "Earthians Care" are centered beneath the hand near the bottom of the image, "Earthians" is placed above "Care". The Earth is of green continents, oceans in differing shades of iridescent blue, with translucent white conveying the rays of the sun and a very thin white line to highlight



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



much of the continents' perimeters, the hand and forearm are a medium brown, the letters are in a green consistent with the color of the continents.

SER. NO. 90-040,395, FILED 07-07-2020

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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.

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