

United States of America

United States Patent and Trademark Office

INTUITION ENGINEERED

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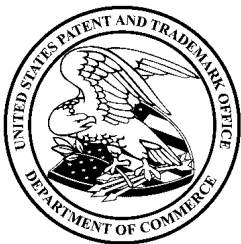
Int. Cl.: 35, 42

Service Mark

Principal Register

Cognizant Technology Solutions U.S. Corporation
(DELAWARE CORPORATION)
211 Quality Circle
College Station, TEXAS 77845

CLASS 35: Business consulting and professional business consulting services in the field of business strategy, business initiatives, digital transformation, information technology, finance and accounting; business consulting services in the field of organizational change management; program management, namely, business services in the nature of business process re-engineering services for the implementation, adoption and maintenance of enterprise digital solutions; providing business advice, consulting, and information in the field of marketing, namely, research, evaluations, and analytics related to digital advertising, measuring advertising expenditures, measuring audience participation, and measuring conversion rates; advising on, designing, and developing creative advertising content for digital advertising services; advertising and business advising on the use of AI solutions and data analytics to measure effectiveness of digital advertising campaigns; advertising and business advising and consulting on the purchase and sale of digital media inventory for use in generating ad impressions; providing omnichannel marketing services and marketing strategy; development of business strategy and digital marketing strategy for business; development of eCommerce business strategy; development of platform-based business analytics solutions, namely, business consulting regarding the use of analytic models for the understanding and predicting of consumer, business, and retail market trends and actions; advising on, designing, and developing business strategies for enterprise automation, robotics and AI; advising on business solutions for information management, namely, providing business information management advice; advising on, designing, and developing business strategies for digitization of services/sales; business data analysis; digital engineering, namely, business process re-engineering services and development of digital business processes; advising on the introduction of new products and sales channels; advising on, designing, and developing strategies for improving customer service and satisfaction; advising on, designing, and developing strategies for the transformation of business support services; business operations management; business advising on the application of intelligent systems to manufacturing and logistics operations, namely, manufacturing strategies and supply chain management; business analysis of business software application portfolios; designing and developing business processes to assist in compliance with regulatory obligations; providing business information via a website; advising on, designing, and developing business



Diana H. H. [Signature]

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



strategies for the management of front office, middle office and back office business functions; business process as a service (BPaaS) services featuring supply chain, human resources, marketing, business analytics, and business asset management outsourcing services; quality engineering, namely, collection and analysis of quality metric data for business purposes; assurance transformation services, namely, quality management services in the nature of business management services for establishing business quality policy, and determining business means for implementing those policies to improve customer satisfaction; business consulting in the field of user acceptance, automation, performance testing and test data management; business management outsourcing (BMO) services, namely, outsource service provider in the field of business management; business process outsourcing (BPO) services, namely, outsource service provider in the fields of business operations, human resources operations in the nature of serving as a human resources department for others, supply chain operations in the nature of supply chain operations management services, customer service operations in the nature of customer service management for others and claims processing in the nature of collecting and analyzing claims data from healthcare and insurance organizations for business purposes; business consulting and business management services in the fields of blockchain and cryptocurrency; compilation and analysis of business data in the field of blockchain technology and cryptocurrency; outsource service provider in the field of accounting for businesses

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CLASS 42: Information technology consulting services; providing technology information, namely, developing digital solutions in the nature of digital software platforms for the purpose of improving business management, revenue growth, operational and administrative efficiency, costs, customer service, and compliance with regulations; design and development of computer hardware and software; developing IT infrastructure solutions for the purpose of improving business management, revenue growth, operational and administrative efficiency, costs, customer service, and compliance with regulations; technical consulting services in the design and implementation of computer-based information systems for healthcare organizations; designing and developing digital solutions in the nature of digital software platforms for business information management; development, implementation and technical support, namely, troubleshooting of computer software problems, of proprietary and third-party software products; designing and developing artificial intelligence solutions to measure effectiveness of digital advertising campaigns; technical consulting services in the field of design and development of infrastructure processes in the nature of information technology (IT) infrastructure processes and engineering processes; technical consulting services in the field of cloud computing solutions, evaluation and implementation of information technology (IT) and internet access software services; consulting in computer hardware and computer software development; design, development, implementation and configuration of computer software, computer hardware and IT infrastructure; scientific and technological services, namely, research and design in the field of computer datacenter architecture; developing and managing application software for portfolio analysis; design and development of pre-configured and integrated business technology and software to aggregate, analyze and integrate customer information for the purpose of business data integration, business data processing, business data analysis, and customer service; computer systems implementation and integration services; computer software testing services, namely, testing of integrations, systems, infrastructure, packages, performance and data management; computer technology support services, namely, monitoring technological functions of computer network systems and help desk services; providing computer security information consulting; providing on-line non-downloadable software for computer security; providing on-line non-downloadable software tools for the development of computer security software; platform as a service (PaaS) services featuring computer software platforms for use by others as a pre-configured and integrated business technology for management of enterprise applications, custom

applications, or development and test environments; outsource service providers in the field of information technology; Software as a service (SaaS), featuring computer software for transition management in the field of application maintenance, platforms for data acquisition, ingestion, transformation, aggregation and data science in the field of data and enterprise information management for the purposes of business transformation, business discovery, business agility, and business reliability and customer acquisition and servicing of customer insurance policies in the field of insurance; industry-specific technology solutions, namely, providing on-line non-downloadable software and computer systems integration services for clinical data management, pharmacovigilance, equity research support, commercial operations, and order management; software as a service (SaaS) services, namely, hosting software for use by others as pre-configured and integrated technology platforms to solve specific business problems; providing on-line non-downloadable software featuring artificial intelligence for conducting advanced product research, analyzing data, and assessing insurance claims; software as a service (SaaS) services featuring software for database management, data storage, data mining, data access and reporting, scheduling, data migration, data administration, and data analysis using artificial intelligence and machine learning algorithms; platform as a service (PaaS) services featuring computer software platform for the hosting and distribution of artificial intelligence algorithms and related software applications; infrastructure as a service (IaaS) services, namely, providing virtualized computing resources in the nature of virtual computer systems and virtual computer environments through cloud computing over the internet; technology consulting services in the fields of blockchain and cryptocurrency; advising on, designing, and developing mobile computing platforms to support field sales

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

SER. NO. 90-140,868, FILED 08-27-2020

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>.