

United States of America

United States Patent and Trademark Office

LIONS NOT SHEEP

Reg. No. 6,354,138

Registered May 18, 2021

Int. Cl.: 16, 21, 24, 25, 35, 41, 45

Service Mark

Trademark

Principal Register

Lions Not Sheep, LLC (UTAH LIMITED LIABILITY COMPANY)
36 South State Street, Ste 1900
Salt Lake City, UTAH 84111

CLASS 16: Stickers

FIRST USE 4-00-2015; IN COMMERCE 4-00-2015

CLASS 21: Coffee cups; Shaker bottles sold empty; Tumblers for use as drinking glasses; Water bottles sold empty

FIRST USE 4-00-2015; IN COMMERCE 4-00-2015

CLASS 24: Cloth flags; Fabric flags

FIRST USE 4-00-2015; IN COMMERCE 4-00-2015

CLASS 25: Hats; Shirts; Baseball caps; Tank tops; Hooded sweat shirts; Sweat shirts; T-shirts; Tee-shirts

FIRST USE 4-00-2015; IN COMMERCE 4-00-2015

CLASS 35: On-line retail store services featuring clothing, stickers, patches, fabric flags, shaker bottles, tumblers

FIRST USE 4-00-2015; IN COMMERCE 4-00-2015

CLASS 41: Career coaching services; Education services, namely, providing on-line classes, seminars, and workshops in the field of health, fitness, relationships, business, mental health, parenting, being a man and staying in the game, marriage, personal security, and life coaching; Education services, namely, providing classes, seminars, and workshops in the fields of life coaching, fitness, relationships, mental health, parenting, personal security, and business; Life coaching services in the field of health, fitness, relationships, business, mental health, parenting, being a man and staying in the game, firearm training, self defense, and personal fitness; Money coaching services; Physical education; Education services, namely, one-on-one mentoring in the fields of business, partnerships and acquisitions, business scaling, relationships, fitness, mental health, marriage, and parenting; Education services, namely, providing tutoring in the fields of diet, fitness, weight training, and physical fitness training



Donna H. Harpold

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



FIRST USE 8-00-2015; IN COMMERCE 8-00-2015

CLASS 45: Personal growth and motivation consulting services; Personal lifestyle consulting services

FIRST USE 8-00-2015; IN COMMERCE 8-00-2015

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

SER. NO. 90-175,338, FILED 09-11-2020

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>.