

United States of America

United States Patent and Trademark Office

Ford

Reg. No. 6,915,765

Registered Dec. 06, 2022

Int. Cl.: 39, 42

Service Mark

Principal Register

Ford Motor Company (DELAWARE CORPORATION)
One American Road
Dearborn, MICHIGAN 48126

CLASS 39: Land vehicle transport; packaging and storage of goods; travel arrangement; providing online transportation information regarding mobile activities, namely, ride sharing, car sharing, travel by autonomous vehicles and combinations of multi-modal travel alternatives; providing road and traffic information; vehicle routing by computer on data networks responsive to monitored pollution data to reduce pollution emissions in locations having elevated pollution levels, vehicle routing by computer on data networks responsive to monitored pollution data to reduce exposure of persons to pollution, vehicle routing by computer on data networks to avoid traffic and weather conditions or to find prompt access to medical care, and vehicle routing by computer on data networks to available parking spaces; providing online information regarding parking garage and parking lot services, vehicle parking space availability, routing of vehicles by computer on data networks to available parking spaces, traffic, traffic routing, routing of vehicles to avoid traffic, ride sharing, car sharing, and vehicle fleet management; providing online information regarding mobile activities, namely, urban route planning, traffic avoidance planning; providing online information related multi-modal travel alternatives in the nature of route planning; providing online information regarding vehicle traffic to avoid elevated pollution levels

CLASS 42: Scientific and technological services, namely, scientific research, analysis and testing in the automotive industry and research and design relating thereto; design and development of computer hardware and software; air quality data collection services; providing temporary use of online non-downloadable software for collecting, tracking, analyzing, assigning, billing, and distributing data and information regarding urban and mobile activities, namely, providing road, traffic, weather, and pollution information, routing traffic, parking, ride sharing, car sharing, vehicle fleet management, and traffic monitoring and planning

PRIORITY CLAIMED UNDER SEC. 44(D) ON EUROPEAN UNION APPLICATION NO. 018373831, FILED 01-12-2021, REG. NO. 018373831, DATED 06-09-2021, EXPIRES 01-12-2031

The mark consists of the word "Ford" in stylized form.

SER. NO. 90-823,370, FILED 07-12-2021



Katherine Kelly Vidal

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>.