

UNITED STATES PATENT AND TRADEMARK OFFICE
APPLICATION FOR REGISTRATION OF A TRADEMARK OR SERVICE MARK

MARK: GREY MATTER

CLASS: 41

APPLICANT: Grey Global Group LLC

ADDRESS: 200 Fifth Avenue
New York, New York 10010-3372
United States of America

ENTITY: a limited liability company organized and existing under the laws of Delaware

OUR REF: GYA 1911318

The above mark is in use in commerce on or in connection with the following services and applicant requests that the mark be registered in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 under Section 1(a):

Class	Services
41	Entertainment services, namely, providing podcasts in the field of the origin of ideas by thinkers, inventors, performers, and entrepreneurs

The mark was first used anywhere for the Class 41 services at least as early as August 6, 2019 and was first used for the services in commerce at least as early as August 6, 2019.

Specimens showing the mark as used in commerce on or in connection with the services is presented herewith.

The mark is in standard characters and no claim is made to any particular font style, size or color.

ADDRESS FOR CORRESPONDENCE

Applicant requests that all correspondence in connection with this application be directed to its attorneys, the law firm of Fross Zelnick Lehrman & Zissu, P.C., 4 Times Square, 17th Floor, New York, New York 10036, Attention: Lawrence E. Apolzon (Telephone 212-813-5900).

USE ON FILING DATE

If this application is signed after the application filing date, the applicant verifies that it was using the mark in commerce on or in connection with the goods and services listed in this application as of the application filing date and that the specimen was in use in commerce as of the application filing date.

DECLARATION

I have read all of the statements below before signing.

- **If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a):**
 - The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;
 - The mark is in use in commerce on or in connection with the goods/services in the application;
 - The specimen(s) shows the mark as used on or in connection with the goods/services in the application; and
 - To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.
- **If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e):**
 - The signatory believes that the applicant is entitled to use the mark in commerce;
 - The applicant has a bona fide intention to use the mark in commerce on or in connection with the goods/services in the application; and
 - To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.
- To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive.
- To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.

- The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Grey Global Group LLC

By:  _____
[Signature]

Name: John Grudzinga
[Typed or printed]

Title: EvP Chief of Staff and General Counsel

Date of signature: September 6th, 2019