

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

MARK:



CLASS: 9

APPLICANT: Hyundai Motor Company

ADDRESS: 12 Heolleung-ro Seocho-gu
Seoul, 06797
Korea

ENTITY: a Korean corporation incorporated under the laws of the Republic of Korea

OUR REF.: HUND 2201414

The above-identified applicant has a bona fide intention to use the above mark in commerce on or in connection with the following goods and asserts a claim of priority based upon the application identified below in accordance with Section 44(d):

Class 9: Downloadable and recorded software for extended, augmented and virtual reality and simulation; extended, augmented and virtual reality and simulation contents operating software; downloadable and recorded game software for extended, augmented and virtual reality and simulation; interfaces for extended, augmented and virtual reality and simulation; virtual reality and extended reality software; security tokens (encryption devices); blockchain-based non-fungible tokens; computer software for issuing, trading, selling, managing, and verifying blockchain-based non-fungible tokens; downloadable and recorded computer software for automatic storage of trading data of blockchain-based non-fungible tokens; downloadable and recorded computer software for issuing, trading, selling, managing, and verifying blockchain-based ownership and license of digital contents; downloadable and recorded software for non-fungible tokens; downloadable image files; downloadable image files featuring non-fungible tokens; downloadable image files featuring character images for augmented and virtual reality and simulation; recorded data files; recorded data files featuring meta data containing information on digital assets; downloadable digital video recordings; downloadable digital photographs; downloadable and recorded software relating to avatar; downloadable computer graphics; downloadable graphics for mobile phones; downloadable image files featuring avatars for extended, augmented and virtual reality and simulation; downloadable image files featuring virtual merchandise such as clothing, shoes, bags, headgear, eyewear, sports equipment, works of art, paintings, toys for extended, augmented and virtual reality and simulation; downloadable image files

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featuring virtual cars for extended, augmented and virtual reality and simulation; downloadable virtual goods, namely, computer programs for use online and in online virtual worlds; downloadable multimedia file; downloadable and recorded software; downloadable and recorded computer software for encryption; downloadable and recorded software for searching and retrieving information across a computer network; downloadable and recorded computer software for wireless content delivery; downloadable and recorded computer software for personal information management; downloadable and recorded computer software for processing digital images; downloadable e-wallets

Application to register said mark in South Korea was filed on January 14, 2022 under Application No. 40-2022-0009149. Applicant requests that said mark be registered in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946.

The mark consists of the word "GENESIS" in block letters centered at the top portion of a quadrilateral-shaped shield. The shield is flanked by two stylized wings which are depicted on the left and right side of the shield.



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., 151 West 42nd Street, 17th Floor, New York, New York, 10036, Attention: Charles T. J. Weigell (Telephone 212-813-5900).

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Fross Zelnick Lehrman & Zissu, P.C., 151 West 42nd Street, 17th Floor, New York, New York 10036 (Telephone: 212-813-5900), is hereby designated applicant's representative upon whom notices or process in proceedings affecting the mark may be served.

INTENTION AS OF FILING DATE

If this application is signed after the application filing date, the applicant verifies that it had a bona fide intention to use the mark in commerce on or in connection with the goods and services and services listed in this application as of the application filing date.

DECLARATION

I have read all of the statements below before signing.

- 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 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.

Hyundai Motor Company
HYUNDAI MOTOR COMPANY



By:



President

Name: Jae Hoon CHANG

Title: President

Date of Signature: July 6th, 2022