

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

**MARK:**



**CLASS:** 38

**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 2201417

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

Class 38: Providing access to extended, augmented and virtual reality platform; providing streaming services of featuring movies, music, video, gaming, and multimedia content for extended, augmented and virtual reality; transmission of digital files for extended, augmented and virtual reality; providing access to an online virtual community via the internet/mobile; providing access to platforms on the Internet, as well as on the mobile Internet; providing access to electronic information, communication and transaction platforms on the Internet; providing access to an online virtual community via the internet/mobile for extended, augmented and virtual reality; providing access to platforms on the Internet, as well as on the mobile Internet for extended, augmented and virtual reality; providing access to electronic information, communication and transaction platforms on the Internet for extended, augmented and virtual reality

Application to register said mark in South Korea was filed on March 23, 2022 under Application No. 40-2022-0054273. 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.

[F4681254.1]

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 42<sup>nd</sup> Street, 17<sup>th</sup> 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 42<sup>nd</sup> Street, 17<sup>th</sup> 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.**

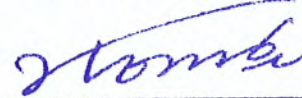
- The signatory believes that the applicant is entitled to use the mark in commerce;
- The applicant has a bona fide intention to use the mark in commerce on or in connection with the services in the application; and
- To the best of the signatory's knowledge and belief, the facts recited in the application 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**

By: **HYUNDAI MOTOR COMPANY**



President



Name: Jae Hoon CHANG

Title: President

Date of Signature: July 6<sup>th</sup>, 2022

