

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT: Facebook, Inc.)
)
MARK: FACEBOOK) Tejbir Singh
) Examining Attorney
SERIAL NO.: 90/157,769) Law Office 106
)
CLASS: 9, 35, 36, 38, 41, 42, 45)
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RESPONSE TO OFFICE ACTION

Applicant has received and reviewed the non-final Office Action dated January 4, 2021, from Examining Attorney Tejbir Singh, Law Office 106, regarding the above-referenced application for FACEBOOK, Serial No. 90/157,769 (“Applicant’s Mark”), which requests amendments to the goods and services described therein and an explanation of the significance of Applicant’s Mark. Applicant responds to the issues raised by the Examining Attorney as follows.

I. AMENDMENT TO THE IDENTIFICATION OF GOODS

As noted in corresponding section of this response to the Office Action regarding the identification of goods and services in Classes 9, 35, 36, 38, 41, 42 and 45, Applicant submits the following amendments to its descriptions, reflected below in bold¹, namely:

Class 9: Downloadable software in the nature of a mobile application **for social networking**; Computer hardware; Downloadable software for social networking and creating and interacting with online communities; Downloadable software for creating, managing and accessing groups within virtual communities; **Downloadable** software development tools; Downloadable software to enable development, assessment, testing, and maintenance of mobile software applications for portable electronic communication devices, namely, mobile phones, smartphones, handheld computers and computer tablets;

¹ Underlined text indicates objected-to language that Applicant maintains adequately describes the goods or services at issue. Please see chart below.

Downloadable software for use as an application programming interface (API) **for use in building software applications**; Downloadable software for organizing events, searching for events, calendaring and managing events; Downloadable software for creating, editing, uploading, downloading, accessing, viewing, posting, displaying, tagging, blogging, streaming, linking, annotating, indicating sentiment about, commenting on, interacting with, embedding, and sharing or otherwise providing electronic media, images, video, audio, audio-visual content, data, and information via the internet and communication networks; Downloadable computer software for finding content and content publishers, and for subscribing to content, **namely, text, data, images, graphics, photographs, videos, audio, and audio visual materials**; Downloadable software for creating and managing social media profiles and user accounts; Interactive photo ~~and video equipment, namely,~~ kiosks for capturing, uploading, editing, printing and sharing digital images and video; Downloadable software for streaming multimedia entertainment content, audio-visual content, video content, and associated text and data; Downloadable software for enabling transmission of images, audio, audio visual and video content and data; Downloadable software for modifying photographs, images and audio, video, and audio-visual content; Downloadable software for use in taking and editing photographs and recording and editing videos; Downloadable software for processing images, graphics, audio, video, and text; Downloadable software for collecting, managing, organizing, synchronizing, and the storage of data and information; Downloadable e-commerce software to allow users to perform electronic business transactions via a global computer and communication networks; Downloadable software and mobile application software providing a virtual marketplace; Downloadable software for sending and receiving electronic messages, alerts, notifications and reminders; Downloadable software for file sharing; Downloadable messaging software; **Downloadable** computer search engine software; Downloadable software for use in creating, managing, measuring, and disseminating advertising of others; Advertisement server, namely, a computer server for storing advertisements and delivering advertisements to websites; Downloadable software for creating, sharing, disseminating and posting advertising; Downloadable software for geo-location based advertising and product and service promotion; Downloadable software that enables individuals, groups, companies, and brands to create and maintain an online presence and interact with online communities for marketing purposes; Downloadable virtual reality software **for use in enabling computers, tablet computers, mobile devices, and mobile telephones to provide virtual reality experiences**; Downloadable augmented reality software **for use in enabling computers, tablet computers, mobile devices, and mobile telephones to provide augmented reality experiences**; Downloadable mixed reality software **for use in enabling computers, tablet computers, mobile devices, and mobile telephones to provide mixed reality experiences**; Virtual reality software for interactive entertainment; **virtual reality software for playing and virtual reality gamesing**; Augmented reality software for interactive entertainment; **augmented reality software for playing and virtual reality gamesing**; Downloadable software for integrating electronic data with real world environments for the purposes of entertainment, education, gaming, communicating, and social networking; Downloadable software for use in enabling computers, video game consoles, handheld video game consoles, tablet computers, mobile devices, and mobile telephones to provide virtual

reality and augmented reality experiences; Downloadable software for operating, configuring, and managing virtual reality headsets and controllers; Downloadable software for gesture recognition; **Downloadable software for** object tracking; **Downloadable software for** motion control; **Downloadable software and for** content visualization; **Downloadable** software, firmware and hardware for use in visual, voice, audio, motion, eye and gesture tracking and recognition; Downloadable software for navigating a virtual reality and augmented reality environments; Downloadable software for enabling users to experience virtual reality and augmented reality visualization, manipulation, and immersion; Downloadable software for recording, storing, transmitting, receiving, displaying and analyzing data from wearable computer hardware; Downloadable software for use in creating and designing virtual reality and augmented reality software; **Downloadable** application programming interface (API) for computer software for developing virtual reality and augmented reality experiences; Virtual reality game computer hardware; Augmented reality game computer hardware; Mixed reality game computer hardware; Virtual reality computer hardware; Augmented reality computer hardware; **Electronic** motion tracking sensors for virtual reality and augmented reality technology; **Headsets, glasses and controllers for virtual reality games** ~~Virtual reality hardware, namely, headsets, glasses, and controllers for engaging in virtual reality experiences and playing virtual reality games~~; **Headsets, glasses and controllers for augmented reality games** ~~Augmented reality hardware, namely, headsets, glasses, and controllers for engaging in augmented reality experiences and playing virtual reality games~~; Wearable computing devices comprised primarily of software and display screens for connection to computers, tablet computers, mobile devices, and mobile ~~phones in order to enable virtual reality and augmented reality world experiences~~; **Computer** hardware and **downloadable** software for operating sensor devices; Electronic sensors ~~devices~~, cameras, projectors, and microphones for gesture, facial, and voice detection, capture and recognition; **Computer** hardware and **downloadable** software for detecting objects, user gestures and commands; Downloadable electronic game software in the nature of video games, computer games, interactive multimedia games, and virtual, augmented, and mixed reality games; **Downloadable** computer software for controlling the operation of audio and video devices; **Downloadable** video display software; Downloadable software for accessing and viewing text, images and electronic data relating to conferences in the field of software development; Downloadable software for converting natural language into machine-executable commands; Downloadable software for facilitating interaction and communication between humans and AI (artificial intelligence) platforms; **Downloadable** application programming interface (API) for use in developing AI (artificial intelligence) platforms, namely, bots, virtual agents and virtual assistants; Downloadable software, ~~namely, for establishing~~ an interpretive interface for facilitating interaction between humans and machines; **Downloadable** artificial intelligence software, namely, machine learning software, visual perception software, speech or language recognition software, decision-making software, translation software, touch recognition software, conversational query software, software for converting natural language into machine-executable commands, and digital assistant software; Downloadable virtual assistant software ~~that can~~ **for performing** tasks or services on behalf of a user that is activated by user input, location awareness, and online information;

Downloadable software for providing consumer information; Downloadable software for providing electronic maps; Location-aware downloadable software for searching, determining, and sharing locations; Downloadable software for searching and identifying employment opportunities; Downloadable software for identifying and allowing users to contact government representatives; Downloadable software providing location-based weather information; Downloadable software providing, linking to, or streaming news or current events information; **Downloadable** parental control software; Computer operating systems **software, namely, computer software for operating system programs**; Downloadable software for enabling electronic devices to share data and communicate with each other; Computer peripheral devices; Wearable peripherals for computers, tablet computers, mobile devices and mobile telephones, **namely, configurable head-mounted displays**; Digital media streaming devices; ~~Headsets and~~ headphones; Video display **computer** hardware, namely, video drivers for video eyewear; Cameras; Batteries; Battery cases; Battery packs; Rechargeable electric battery devices, namely, rechargeable batteries and portable power supplies; Battery chargers; Rechargeable external battery packs for use with mobile electronic devices; **Electronic power charging and electronic power management devices for mobile electronic devices**; ~~Electronic power charging stands for mobile electronic devices~~; External **electronic** chargers for use with computers, tablet computers, mobile devices and mobile telephones; Wireless **electronic** charging cases for use with computers, tablet computers, mobile devices and mobile telephones; Power adapters; Electrical adapters, cable, and connectors; Bags and cases specially adapted **for holding mobile electronic devices, namely, video game controllers, controllers for computer games, audio and visual headsets for use with playing video games**; Protective covers and cases **for holding mobile electronic devices, namely, video game controllers, controllers for computer games, audio and visual headsets for use with playing video games**; Holders, armbands, clips and carrying cases specially adapted for mobile electronic devices; Wall mounts for mounting mobile electronic devices; Stands for mobile electronic devices; Holders for mobile electronic devices; Remote controls for mobile electronic devices; Audio speakers; Electrical audio and speaker cables and connectors; Electronic cables ~~parts and fittings~~, **electronic wires, electronic conductors, and connection fittings therefor**; Electronic cables; Cables for optical signal transmission; Power cables and cable connectors; Microphones; Audio receivers; Audio transmitters; Head-mounted video display; Receivers of electronic signals; Video receivers; Wireless transmitters and receivers for reproduction of sound and signals; Electric sensors; **Electronic** sensors for monitoring physical movements; Downloadable software for use in customer relationship management (CRM); Downloadable software for facilitating and arranging for the financing and distribution of fundraising and donations; Downloadable software for online charitable fundraising services and financial donation services; Downloadable software for use in facilitating voice over internet protocol (VOIP) calls, phone calls, video calls, text messages, instant message and online social networking services; Telecommunications **equipment hardware** for providing third party access to, and enabling the transmission of video, data and voice over, global communications networks, namely, mobile and access computer and mobile telephone terminals, base transceiver stations and wireless radio parts thereof, data transceivers, data repeaters, routers and switches, transmission circuits, integrated circuits, computer hardware,

mobile cloud clients and servers, multiplexers, digital signal processors, radio frequency signal processors, mobile switching circuits, air traffic electrical controllers, mobility electrical controllers, access electrical controllers, remote port electrical controllers, radio ports, antennas, electronic radio components, software for telecommunications applications, and mobile core networks comprising data transceivers, wireless networks and gateways for collection, transmission and management of data, voice and video; **Downloadable** communication software and communication computer hardware for providing access to the Internet; ~~Telecommunications equipment~~; Radio receivers and transmitters; GPS receivers; Downloadable software to allow users to perform e-commerce transactions via the internet and communications networks; Downloadable computer software that allows users to make payments and transfer funds; Downloadable computer software that enables online users to make payments and transfer funds across multiple websites and mobile applications; Downloadable computer software for processing electronic payments; **Downloadable** computer software in the nature of a query engine; Downloadable software for facilitating machine learning; Downloadable software for building user interfaces; Downloadable electronic publications **in the nature of articles, text, videos, and audio visual materials in the field of general human interest**; Downloadable software to enable development, assessment, testing, and maintenance of mobile software applications for portable electronic communication devices, namely, mobile phones, smartphones, handheld computers and computer tablets; Interactive photo and video ~~equipment, namely,~~ kiosks computer hardware for capturing, uploading, editing, printing and sharing digital images and video; Downloadable software for the synchronization of data between a remote station or device and a fixed or remote station or device; **Downloadable** voice command and recognition software, downloadable speech to text conversion software; **Downloadable** voice-enabled software applications for personal information management; **Downloadable** home automation and home device integration software; **Downloadable** wireless communication software for voice, audio, video, and data transmission; Downloadable software used for controlling stand-alone voice controlled information and personal assistant devices; Downloadable software for voice recognition for use in connection with the transmission of voice and data; Downloadable software for accessing, browsing, and searching online databases, audio, video, and multimedia content, games, and software applications, and software application marketplaces; Downloadable software for use to connect and control internet of things (IoT) electronic devices; **Downloadable** computer application software for handheld wireless devices, namely, software for controlling, integrating, operating, connecting, and managing voice controlled information devices, namely, cloud-connected and voice-controlled smart consumer electronic devices and electronic personal assistant devices; Downloadable software for processing, reproducing, synchronizing, recording, organizing, downloading, uploading, transmitting, streaming, receiving, playing and viewing text, multimedia and data files; Downloadable software **facilitating use of for**-personalized, interactive television (TV) programming and for use in displaying and manipulating visual media, graphic images, text, photographs, illustrations, digital animation, video clips, film footage and audio data; Downloadable software in the nature of a mobile application for telecommunication services for providing transmission of voice, data, video, and media content via the internet and the worldwide web for computers or other

portable consumer electronic devices; Downloadable software for searching television entertainment exploration guides; Downloadable software for searching, locating, compiling, indexing, correlating, navigating, obtaining, downloading, receiving, encoding, decoding, playing, storing and organizing text, data, images, graphics, audio and video on a global computer network; Downloadable software to enhance mobile access to the internet via computers, mobile computers, and mobile communications devices; Downloadable software for formatting and converting content, text, visual works, audio works, audiovisual works, literary works, data, files, documents and electronic works into a format compatible with portable electronic devices and computers; Electronic communication equipment and instruments, namely, mobile and wearable digital electronic devices for sending and receiving of text, data, audio, image, and video files; Telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; Electronic notepads; Electronic personal organizers; Electronic voice recording and voice recognition **computer hardware apparatus**; Portable **handheld** digital electronic devices for recording, organizing, transmitting, manipulating, reviewing, and receiving text, data, and digital files; Wearable computer hardware; ~~Wearable digital electronic devices comprised primarily of downloadable~~ software for alerts, messages, emails, and reminders, and for recording, organizing, transmitting, manipulating, reviewing, and receiving text, data, audio, image and digital files ~~and display screens~~; Downloadable software for accessing, browsing and searching online databases; Downloadable software for accessing, monitoring, searching, displaying, reading, recommending, sharing, organizing, and annotating news, sports, weather, commentary, and other information, content from periodicals, blogs, and websites, and other text, data, graphics, images, audio, video, and multimedia content; Downloadable software for creating, authoring, distributing, downloading, transmitting, receiving, playing, editing, extracting, encoding, decoding, displaying, storing and organizing text, data, graphics, images, audio, video, **audiovisual works, and electronic video games and multimedia content, electronic publications, and electronic games**; Apparatus for recording, transmission or reproduction of sound or images; Apparatus for transmission of communication; ~~Apparatus computer hardware~~ for data storage, namely, mobile and wearable digital electronic devices for the storage of text, data, audio, image, and video files; **Blockchain**; **Downloadable** blockchain software; Downloadable software in the field of blockchain **technology**; Downloadable software ~~for use with in the field of~~ digital currency, crypto currency and virtual currency; **Downloadable software for use as a digital currency wallet and storage services software**; Downloadable computer software for use as a cryptocurrency wallet; **Computer hardware for** cryptocurrency ~~hardware wallet storage~~; Downloadable computer software for use as a digital wallet; Downloadable computer software for use as an electronic wallet; ~~Computer programs and~~ downloadable computer application software for electronic storage of data; Downloadable software for providing a digital wallet; Downloadable software for **facilitating the exchange of** digital currency payment and ~~processing exchange~~ transactions; Downloadable software for use in managing portfolios of digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital

tokens, crypto tokens and utility tokens; ~~Downloadable software for electronic wallet services~~; Downloadable software for facilitating the use of e-wallets; Downloadable computer software for use as a cryptocurrency wallet; ~~Cryptocurrency hardware wallet~~; Downloadable computer software for use as a digital wallet; Downloadable computer software for use as an electronic wallet; **Downloadable** distributed ledger platform software; **Downloadable** software for use with distributed ledger technology; Downloadable software which facilitates the ability of users to view, analyze, record, store, monitor, manage, trade and exchange digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Downloadable software for sending, receiving, accepting, buying, selling, storing, transmitting, trading and exchanging digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Downloadable software for implementing and recording financial transactions; Downloadable software ~~for use that allows users to engage~~ in financial trading; Downloadable software ~~for use that allows users to engage~~ in financial exchanges; Downloadable software for accessing financial information and market data and trends; Downloadable software for providing authentication of parties to a financial transaction; Downloadable software for maintaining ledgers for financial transactions; Downloadable software for the management of cryptographic security of electronic transmissions across computer networks; Downloadable software for encrypting and enabling secure transmission of digital information over the Internet; Downloadable software for allowing users to calculate parameters related to financial transactions; Downloadable software for electronic funds transfer; Downloadable software for currency conversion; Downloadable software for the collection and distribution of data; Downloadable software ~~for that allows users to make~~ payment transactions; Downloadable software for connecting computers to local databases and global computer networks; Downloadable software for creating searchable databases of information and data; Downloadable software for managing and validating digital currency, virtual currency, cryptocurrency, digital asset, blockchain asset, digitized asset, digital token, crypto token and utility token transactions; Downloadable software for creating and managing smart contracts; Downloadable software for managing payment and exchange transactions; Downloadable software and **computer hardware for facilitating the use of as** a digital currency wallet, virtual currency ~~wallet~~, digital asset wallet, crypto token wallet, and utility wallet; Downloadable software for creating a decentralized and open source digital currency, virtual currency, cryptocurrency, digitized assets, digital token for use in blockchain-based transactions; **Downloadable** computer application software for **facilitating** blockchain-based platforms, namely, software for **the** digital exchanges ~~for of~~ virtual items; Downloadable software for creating, selling and managing **digital currency, namely**, blockchain-based tokens or appcoins; Downloadable software for **use facilitating transactions and exchanges on** ~~in~~ an electronic financial platform; Downloadable software for processing electronic payments and for transferring funds to and from others; **Downloadable** software **for facilitating a** blockchain platform; Downloadable software for use in the management and implementation of digital currency, virtual currency, cryptocurrency, digital and blockchain asset, digitized asset, digital token, crypto token and utility token transactions; Downloadable software for creating and managing a blockchain platform for use in

managing digital currency, virtual currency, cryptocurrency, digital and blockchain asset, digitized asset, digital token, crypto token and utility token accounts; Downloadable software for managing crypto currency and digital currency accounts; Downloadable software for **facilitating use in** payments, purchases, and investments using digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Downloadable software for use in managing the conversion of digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens into hard currency; Downloadable software for developing, deploying, and managing software applications, and integrating software applications for digital currency, virtual currency, cryptocurrency, digital and blockchain asset, digitized asset, digital token, crypto token and utility token accounts; Downloadable software and **computer** hardware for **use in facilitating** electronically exchanging currency for digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Downloadable software for use as an application programming interface (API) for the development, testing, and integration of blockchain software applications; Computer hardware for digital currency, virtual currency, cryptocurrency, digital and blockchain asset, and digitized asset mining; Security token hardware; Electronic currency converters; Downloadable software, namely, **software facilitating an** electronic financial platform that accommodates multiple types of payment and transactions in an integrated mobile phone, personal digital assistant (PDA), and web-based environment; Downloadable software for creating tokens to be used to pay for products and services, and that may be traded or exchanged for cash value; Downloadable software for managing digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized asset, digital token, crypto token and utility token payments, money transfers, and commodity transfers; Downloadable software for use as an application program interface (API) software for use in computer hardware device identification; Downloadable software for use in authenticating user access to computers and computer networks; Downloadable software for use in facilitating secure transactions; Downloadable software for **facilitating use in accessing**, reading, tracking, and **using of** blockchain technology; Downloadable software and **computer** hardware for managing identity information, access rights to information resources and applications and authentication functionality; Downloadable software for network identification verification, authentication and management services for security purposes; Downloadable authentication software for controlling access to and communications with computers and computer networks; Magnetically encoded credit cards and payment cards; **Electronic** encryption **units devices**; Security tokens **hardware**; Security token hardware; Downloadable software **facilitating the use of for use as a** security tokens; Downloadable software used in issuing digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; **Downloadable software facilitating the use of** crypto tokens and utility tokens; Downloadable software used in auditing digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens

Class 35: Advertising via electronic media; Dissemination of advertising for others via a global computer network; Business and advertising services, namely, advertising services for tracking advertising performance, for managing, distributing and serving advertising, for analyzing advertising data, for reporting advertising data, and for optimizing advertising performance; Advertising services, namely, **managing the advertising campaigns of others management, and providing advertising** targeting, implementation and optimization services; Preparation and realization of media and advertising plans and concepts; Design of advertising materials for others; Advertising services, namely, media planning and media buying for others **in the field of assisting with advertisement placement**, brand evaluation and brand positioning services for others, and advertising procurement services for others; Ad serving, namely, placing advertisements on websites for others; Advertising, marketing and promoting the goods and services of others by means of providing photo and video **equipment kiosks** at special events; Organizing exhibitions and events in the field of software and hardware development for commercial or advertising purposes; Advertising services, namely, providing classified advertising space via the internet and other communication networks; Compiling of data in online computer databases and online searchable databases in the field of classifieds; Promoting the goods and services of others via computer and communication networks; Promoting the goods and services of others by means of distributing video advertising on via the internet and other communications networks; Providing promotional events via live streaming video; Marketing and promotion services; Consulting services in the fields of advertising and marketing; Business assistance and consulting services; Business consultation in the field of telecommunications; Business management consulting services to enable business entities, non-governmental organizations and non-profit organizations to develop, organize, and administer programs to offer greater access to global communications networks; Business networking services; **Personnel placement and recruitment** services; Promoting sales for others by facilitating pre-paid gift card services, namely, issuing gift card certificates that may be redeemed for goods or services; Advertising services for promoting public awareness about charitable, philanthropic, volunteer, public and community service and humanitarian activities; ~~**Providing contest and incentive award programs for marketing and advertising purposes to recognize, reward and encourage individuals and groups which engage in self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community service and humanitarian activities and sharing of creative work product;**~~ Business consultancy services for professionals and businesses in the field of mobile software application development; Organizing, promoting, arranging and conducting special events, exhibitions, and tradeshow for commercial, promotional or advertising purposes; Organizing and conducting events, exhibitions, expositions and conferences for commercial purposes in the interactive entertainment, virtual reality, consumer electronics and video game entertainment industries; Online retail store services featuring virtual reality and augmented reality hardware and software; Online retail store services featuring virtual reality content and digital media, namely, pre-recorded music, video, images, text, audiovisual works and virtual and augmented reality game software; Providing online marketplaces for sellers of goods and/or services;

Business intermediary services in the nature of facilitating the exchange and sale of services and products of third parties via computer and communication networks; **Providing a website for connecting buyers and sellers via an online network environment; Promotional services, namely, providing electronic catalog services;** Providing telephone directory information via global communications networks; Business assistance services, namely, customer relationship management; **Providing commercial information, namely, user comments concerning business organizations, service providers, and other resources;** Marketing research, namely, advertising campaign and consumer preferences research and analysis; Provision of market research and information services; Business information management, namely, reporting of business information and business analytics in the fields of advertising and marketing; Promoting the public interest and awareness of issues involving access to the internet for the global population; Association services, namely, promoting the adoption, acceptance and development of open source computer technologies; Organizing business networking events in the field of open source software; Promoting voluntary common industry standards for software development and execution; Arranging and conducting business conferences; Arranging and conducting business conferences in the field of programming language development and use; Conducting business investigations in the field of social media; Consulting services in the field of evaluating social media content **in connection with social media policies and regulations;** Consulting services in the field of social media policies and regulations **in connection with social media policies and regulations;** Marketing, advertising and promotion services; Business and advertising services; Market intelligence services; Providing a website featuring an online marketplace for selling and trading virtual goods with other users; ~~Online trading services;~~ Arranging and conducting special events for business purposes; Blockchain as a service, namely, business advice and information in the field of blockchain technology; ~~Provision of electronic reminders and notifications;~~ **Organizing, promoting and conducting exhibitions, tradeshow and events for business purposes**

Class 36: Financial transaction processing services, namely, providing secure **electronic commercial** transactions and payment options; Electronic processing of bill payment data for users of the internet and communication networks; Payment transaction processing services; Electronic funds transfer services; Electronic credit card, debit card, and gift card transaction processing services; Providing electronic mobile payment services for others; ~~Facilitating and arranging providing fundraising services for others via the internet and communications networks and the distribution of fundraising donations;~~ Charitable services, namely, coordination of the procurement and distribution of monetary donations from individuals and companies to third-parties; Providing bill payment services via electronic mobile applications; Financial services, namely, providing a virtual currency for use by members of an online community in connection with video games, live streaming content, and video on demand content via the internet and communications networks; Financial exchange; Financial transaction **processing services, namely clearing and reconciling financial transactions via the internet and communications networks;** ~~Electronic mobile payment services for others;~~ Virtual currency exchange; Electronic transfer of virtual currencies; Financial affairs, namely, financial management, financial planning, financial forecasting, financial portfolio management and financial analysis and consultation;

Financial information provided by electronic means; **Securities** brokerage services; **Broker-dealer financial services in the field of securities and financial instruments**; **Broker-dealing financial services in the field of currency services**; **Broker-dealing financial services in the field of digital currency services**; **Broker-dealing financial services in the field of cryptocurrency services**; **Broker-dealing financial services in the field of virtual currency services**; ~~Digital currency wallet and storage services~~; ~~E-wallet services~~; ~~Electronic wallet services~~; ~~Financial services relating to electronic wallet services~~; Bill payment services provided via an electronic wallet; Electronic banking services via a global computer network; Currency trading; Payment services, namely, **debit card transaction processing services and electronic processing and transmission of bill payment data for users of computer and communication networks**; Electronic payment services involving electronic processing and subsequent transmission of bill payment data; **Financial trading services featuring** digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, and utility tokens ~~trading services~~; **Financial transaction processing services featuring** digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, and utility tokens ~~processing services for others~~; Facilitating transfers of electronic cash equivalents; News reporting services in the field of financial news; Financial services, namely, providing virtual currency services for use by members of an online community via a global computer network; Issuance of tokens of value; **Financial** management of digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Financial services, namely, providing a financial exchange for the trading of digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Cryptocurrency trading services; Cryptocurrency exchange services; Cryptocurrency payment processing; **Electronic processing of commercial payments made via the internet and communications networks services**; Processing electronic payments through electronic wallet services; **Financial currency management services in the field of currency**; Currency transfer services; Financial services, namely, providing electronic transfer of digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Financial consultation in the field of digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Providing electronic processing and tracking of electronic funds transfers **via the internet and communications networks**; Currency exchange services; Investment management services; **Financial** custodial services for financial institutions and funds, **namely, maintaining possession of financial assets for others for financial management purposes**; **Financial services, namely, listing and trading of swaps and derivatives on digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens**; Monetary exchange; Clearing and reconciling financial transactions; Financial information services; Electronic financial trading services; Electronic financial trading, namely, trading of the field of digitized assets; Providing on-demand and real-time financial information about digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto

tokens and utility tokens; Providing information in the fields of investment and finance over computer networks and global communication network; Electronic trading of financial instruments; Electronic **commerce transaction processing** payments services

Class 38: Telecommunications services, namely, electronic transmission of electronic media, data, messages, graphics, images, photos, videos, audio visual content and files; Telecommunication services, namely, data transmission and reception services via telecommunication networks; Telecommunications and peer-to-peer network computer services, namely, electronic transmission of images, audio-visual and video content, photographs, videos, data, text, messages, advertisements, media advertising communications and information; Photo, video, and data sharing services, namely, electronic transmission of digital photo files, videos, and audio visual content among internet users; Telecommunication services, namely, electronic exchange of voice, data, audio, video, text and graphics accessible via the internet and other communications networks; Providing access to computer, electronic and online databases; Providing access to computer databases in the fields of social networking and social introduction and dating; Providing online forums for communication on topics of general interest; Providing online chat rooms, instant messaging services, and electronic bulletin boards; Chatroom services for social networking; Providing online communications links which transfer mobile device and internet users to other webpages; Facilitating access to third party websites ~~or to other electronic third party content~~ **or software applications** via a universal login; Audio, text and video broadcasting services over the internet or other communications network; Voice over internet protocol (VOIP) service; Telephony communication services; Mobile phone communication services; Video conferencing services; Providing facilities and equipment for video conferencing; Audio and visual teleconferencing services; Streaming and live streaming of video, audiovisual, and interactive audiovisual content via the internet; Providing an online community forum for users to share and stream information, audio, video, real-time news, entertainment content, or information, to form virtual communities, and to engage in social networking; Telecommunications services, namely, electronic transmission of virtual reality content and data; ~~Computer services, namely, providing technical support services regarding the usage of communications equipment~~; Web messaging services; Instant messaging services; Encrypted electronic transmission and delivery of recovered data; Provision of access to telecommunication networks and the internet; Providing **telecommunication services, namely, internet connectivity to the internet**; Providing information about telecommunication; Consulting in the field of telecommunication services, namely, transmission of voice, data, and documents via telecommunications networks; Internet service provider services; Internet broadcasting services; Telecommunications services, namely, providing internet access via broadband networks; Streaming and live streaming of audio, visual and audiovisual gaming content via a global computer network

Class 41: Electronic publishing services for others; ~~Publication of non-downloadable online~~ **Electronic** journals, namely, weblogs (blogs) featuring user-defined content, blogs featuring advertising, marketing and business content, and blogs about virtual reality and augmented reality; Providing online non-downloadable electronic publications for software **developers in the nature of blogs, articles, newsletters,**

manuals notes, tutorials, instructional videos, and instructional guides in the fields of information technology and software development; Entertainment and educational services, namely, providing online non-downloadable publications **in the nature of blogs, articles, newsletters, manuals notes, tutorials, instructional videos, and instructional guides in the field of about** virtual reality technology ~~via a website~~; Entertainment and educational services, namely, providing online non-downloadable publications **in the nature of blogs, articles, newsletters, manuals notes, tutorials, instructional videos, and instructional guides in the field of about** augmented reality technology ~~via a website~~; Entertainment services, namely, providing interactive and multiplayer and single player **video** games played via the internet or communication networks; Entertainment services, namely, providing online video games, computer games, electronic games, and interactive games; Providing a computer game for use network-wide by network users; Providing online non-downloadable game software; Virtual reality game services provided via the internet and other communications networks; Augmented reality game services provided via the internet and other communications networks; Entertainment services, namely, providing virtual reality games, interactive **video game** entertainment, and virtual reality content and experiences; Entertainment services, namely, providing virtual reality games, interactive **video game** entertainment, and augmented reality content and experiences; Entertainment services, namely, providing online virtual reality environments **in which users can interact for recreational and business purposes**; Entertainment services, namely, providing online augmented reality environments **in which users can interact for recreational and business purposes**; Augmented reality video production for entertainment purposes; Virtual reality video production for entertainment purposes; Multimedia entertainment production and publishing services; Entertainment services in the nature of production and post-production services of multimedia entertainment content; ~~Entertainment and educational services, namely, providing provision of~~ non-downloadable movies, television shows, webcasts, audiovisual, and multimedia works via **video-on-demand services; the internet, as well as providing** information, reviews, and recommendations regarding movies, television shows, webcasts, audiovisual, and multimedia works; Providing information about online computer games and video games via the internet and other communications networks; Arranging and conducting educational conferences; Organizing exhibitions, events, and conferences in the fields of culture, entertainment, education, and social networking for non-business and non-commercial purposes; ~~Arranging and conducting competitions and entertainment services, namely, facilitating~~ events for players of **video games, computer games, electronic games and or** interactive multimedia games **in the nature of organizing computer gaming contests, games, tournaments, exhibitions, and competitions**; Entertainment services, namely, arranging and conducting of competitions for encouraging use and development of interactive **electronic games** entertainment, virtual reality **games**, augmented reality **games**, consumer electronics **for gaming**, and video game entertainment software and hardware; Organizing exhibitions in the field of interactive **electronic games** entertainment, virtual reality **games**, consumer electronics **for gaming** and video game entertainment industries for cultural or educational purposes; Offering and conducting contests designed to recognize, reward and encourage individuals and groups which engage in self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public

and community service and humanitarian activities, and sharing of creative work product; Organizing exhibitions, conferences, and events in the field of software development for educational purposes; Offering and conducting contests for educational and entertainment purposes for software developers; Educational services, namely, organizing and conducting conferences and seminars in the fields of artificial intelligence and the internet of things; Educational services, namely, organizing and conducting conferences, courses, seminars, and online training in the fields of advertising, marketing, social networking, the internet, and social media, and distribution of course material in connection therewith; ~~Organizing, promoting and conducting exhibitions, tradeshow and events for business purposes;~~ Training in the field of design, advertising and communication technologies; Training in the field of strategic media planning relating to advertising, marketing and business; Providing information in the field of entertainment; Providing entertainment information including text, electronic documents, databases, graphics, photographic images and audio visual information, via the internet and other communications networks; Providing information for educational and entertainment purposes in the fields of entertainment, secondary, and collegiate life, and social and community interest groups; Rental of photography and videography ~~kiosks booths~~ for capturing, uploading, editing and sharing of pictures and videos; Entertainment services, namely, providing online **non-downloadable** videos featuring games being played by others; **Gaming Entertainment** services in the nature of providing a web site for **facilitating the consumers to broadcasting video** game play to others; Arranging and conducting educational conferences in the field of software development; Educational **services, namely, organizing and conducting** seminars, classes, speaker series, conferences and training in the field of open source software and software development; Entertainment services, namely, ongoing **series of** comedy, drama, documentary, docu-series, animated, mystery, and reality web and television **shows series** provided over the Internet; Online journals, namely, blogs featuring **information in the fields of** comedy, drama, documentary, docu-series, animated, mystery, and reality **and** entertainment **content**; Providing online non-downloadable video clips, videos, vlogs, images, illustrations, articles, and abstracts of articles in the field of comedy, drama, documentary, docu-series, animated, mystery, and reality entertainment **via the internet and communications networks**; Providing online non-downloadable videos in the field of comedy, drama, documentary, docu-series, animated, mystery, and reality entertainment **via the internet and communications networks**; Educational services, namely, providing online publications **in the nature of blogs, articles, and newsletters** in the field of social media content; Provision of information relating to social media content **via the internet and communications networks**; Online electronic publishing **in the nature of blogs, articles, and newsletters** concerning social media content; Publication of educational materials, namely, publishing of articles, manuals, journals and blogs in the fields of software development, artificial intelligence, machine learning, and building user interfaces; **Providing contest and incentive award programs for marketing and advertising purposes to recognize, reward and encourage individuals and groups which engage in self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community service and humanitarian activities and sharing of creative work product**; Web publishing, namely, publishing of advisory decisions concerning third-party social media content

Class 42: Design and development of computer hardware and software; providing temporary use of non-downloadable software to enable development, assessment, testing, and maintenance of mobile software applications for portable electronic communication devices, namely, mobile phones, smartphones, handheld computers and computer tablets; Design, engineering, research, development and testing services in the field of mobile application software development related to the use and functionality of hyperlinks; Technical consultation in the field of mobile application software development related to the use and functionality of hyperlinks; Providing temporary use of non-downloadable software that gives users the ability to engage in social networking and manage their social networking content; Computer services, namely, creating an online community for registered users to engage in social networking; Providing temporary use of non-downloadable software for creating, managing and accessing user-created and administered groups within virtual communities; Providing temporary use of non-downloadable software for creating and managing social media profiles and user accounts; Providing temporary use of non-downloadable software for social networking, creating a virtual community, and transmission of audio, video, images, text, content, and data; Computer services, **namely, creating and designing webpages for others** in the nature of **providing** customized electronic personal and group profiles or webpages featuring user-defined or specified information, including, audio, video, images, text, content, and data; Providing temporary use of non-downloadable software that enables users to transfer personal identity data to and share personal identity data with and among multiple websites; Application service provider (ASP) featuring software for social networking, managing social networking content, creating a virtual community, and transmission of images, audio-visual and video content, photographs, videos, data, text, messages, advertisements, media advertising communications and information; Platform as a service (PAAS) featuring software platforms for social networking, managing social networking content, creating a virtual community, and transmission of images, audio-visual and video content, photographs, videos, data, text, messages, advertisements, media advertising communications and information; Application service provider (ASP) featuring application programming interface (API) software which facilitates online services for social networking and developing software applications; Providing temporary use of non-downloadable software for viewing and interacting with a feed of electronic media, namely, images, audio-visual and video content, live streaming video, commentary, advertisements, news, and internet links; Providing temporary use of non-downloadable software for finding content and content publishers, and for subscribing to content; Providing temporary use of non-downloadable software for organizing images, video, and audio-visual content using metadata tags; Providing temporary use of non-downloadable software for creating, editing, uploading, downloading, accessing, viewing, posting, displaying, tagging, blogging, streaming, linking, annotating, indicating sentiment about, commenting on, interacting with, embedding, transmitting, and sharing or otherwise providing electronic media, images, video, audio, audio-visual content, data, and information via the internet and communication networks; Application service provider (ASP) featuring software to enable or facilitate the creating, editing, uploading, downloading, accessing, viewing, posting, displaying, tagging, blogging, streaming, linking, annotating, indicating sentiment about, commenting on, interacting with, embedding, transmitting, and sharing or otherwise providing electronic media, images,

video, audio, audio-visual content, data, and information via the internet and communication networks; Providing temporary use of non-downloadable software for sending and receiving electronic messages, alerts, notifications and reminders; Providing application programming interface (API) software for use in electronic messaging and transmission of audio, video, **photographic** images, text, **content graphics** and data; Providing temporary use of non-downloadable software for electronic messaging; Providing temporary use of non-downloadable software to facilitate interactive discussions via communication networks; Providing temporary use of non-downloadable software for organizing events, searching for events, calendaring and managing events; Providing temporary use of non-downloadable software for modifying photographs, images and audio, video, and audio-video content; Providing temporary use of non-downloadable computer software for use in taking and editing photographs and recording and editing videos; Application service provider (ASP) featuring software to enable or facilitate taking and editing photographs and recording and editing videos; Providing temporary use of non-downloadable software for streaming multimedia entertainment content; Providing temporary use of non-downloadable computer software for enabling transmission of images, audio, audio visual and video content and data; Providing temporary use of non-downloadable software for streaming multimedia entertainment content; Computer services, namely, providing search engines for obtaining data via the internet and communications networks; Providing search engines of online network environments to provide information from searchable indexes and databases of information, including text, electronic documents, databases, graphics, electronic media, images and audio visual content, via the internet and communications networks; Application service provider (ASP) services, namely, hosting software applications of others; Providing temporary use of non-downloadable software for providing, linking to, or streaming news or current events information; Providing temporary use of non-downloadable e-commerce software to allow users to perform electronic business transactions via the internet and communications networks; Application service provider (ASP) featuring application programming interface (API) software to allow users to perform electronic business transactions via the internet and communication networks; Software as a service (SAAS) services featuring software for sending and receiving electronic messages, notifications and alerts and for facilitating electronic business transactions via the internet and communications networks; Providing temporary use of non-downloadable software for use in designing, managing, measuring, analyzing, disseminating, and serving advertising of others; Application service provider (ASP) featuring application programming interface (API) software for creating, managing, tracking, reporting and measuring advertising of others; Providing non-downloadable software for allowing buyers and sellers of online advertising to purchase and sell advertising inventory; Providing temporary use of non-downloadable software for creating, sharing, disseminating and posting advertising; Providing temporary use of non-downloadable software for creating and maintaining an online presence for individuals, groups, companies, and brands; Providing temporary use of non-downloadable software for advertisers to communicate and interact with online communities; Providing temporary use of non-downloadable software for curating online user-defined content and advertisements and creating social media feeds; Designing and developing computer game software and video game software for use with computers, video game program

systems and computer networks; Development of **computer** hardware for use in connection with electronic and interactive multimedia **video** games; Providing temporary use of non-downloadable software that gives users the ability to upload, modify and share virtual reality content, augmented reality content, mixed reality content, information, experiences and data; Hosting of **digital** content on the internet; Providing user authentication services using single sign-on and software technology for e-commerce transactions; Providing user authentication services of electronic funds transfer, credit and debit card and electronic check transactions using single sign-on and software technology; Providing an application programming interface (API) to allow users to perform electronic business transactions via the internet **and communications networks**; Providing temporary use of non-downloadable software for processing electronic payments; Platform as a service (PAAS) services featuring computer software to allow users to perform business and e-commerce transactions; Providing temporary access to non-downloadable computer software for providing **electronic** maps; Application service provider (ASP) featuring software for providing electronic maps; Providing temporary use of non-downloadable computer software for searching, determining, and sharing locations; Providing temporary use of non-downloadable software for searching and identifying local and location-based points of interest, events, landmarks, employment opportunities, entertainment, cultural events, shopping and offers; Providing temporary use of non-downloadable computer software for making reservations and bookings; Application service provider (ASP) featuring software to enable or facilitate making reservations and bookings; Providing temporary use of non-downloadable software that give users the ability to post ratings, reviews, referrals and recommendations relating to businesses, restaurants, service providers, events, public services and government agencies; Providing temporary use of non-downloadable software for providing a virtual marketplace; Providing temporary use of non-downloadable computer software for ordering and/or purchasing goods and services; Application service provider (ASP) featuring software to enable or facilitate ordering and/or purchasing goods and services; Providing temporary use of non-downloadable software for searching and identifying employment opportunities; Providing temporary use of non-downloadable software for identifying and allowing users to contact government representatives; Providing temporary use of non-downloadable software for facilitating interaction and communication between humans and AI (artificial intelligence) platforms; Application service provider (ASP) featuring software to enable or facilitate interaction and communication between humans and AI (artificial intelligence) platforms; Design of **non-downloadable software for creating and providing** augmented reality and virtual reality effects for use in modifying photographs, images, videos and audio-visual content; Providing online non-downloadable **software to facilitate and enable** personal assistant **services software**; Providing online non-downloadable **software to facilitate and enable** social assistant **services software**; Providing temporary use of non-downloadable computer software for use in facilitating voice over internet protocol (VOIP) calls, phone calls, video calls, text messages, electronic message, instant message, and online social networking services; Application service provider (ASP) services featuring software to enable or facilitate voice over internet protocol (VOIP) calls, phone calls, video calls, text messages, electronic message, instant message, and online social networking services; Providing a website featuring information in the fields of technology and software

development ~~via the internet and communication networks~~; Design and development of virtual reality and augmented reality hardware and software; Design and development of video game hardware and software; Development of interactive multimedia software; Maintenance and repair of computer software; Computer services, namely, cloud hosting provider services; Providing temporary use of online non-downloadable cloud computing software for use in electronic storage of data; Providing temporary use of online non-downloadable cloud computing software for virtual **and** augmented reality applications and **virtual and augmented reality** environments; File sharing services, namely, providing temporary use of non-downloadable **software** featuring technology enabling users to upload and download electronic files; Application service provider (**ASP**), **namely, featuring software for providing**, hosting, managing, developing, and maintaining applications, software, web sites, and databases in the fields of wireless communication, mobile information access, and remote data management for wireless delivery of content to handheld computers, laptops and mobile electronic devices; Computer services, namely, providing remote management of devices via computer networks, wireless networks or the internet; Data encryption services; **Providing temporary use of non-downloadable software for** encrypted electronic transmission and delivery of recovered data; Providing temporary use of online non-downloadable software and applications for customer relationship management (CRM); Application service provider (ASP) featuring software for customer relationship management (CRM); Computer services, in particular, application service provider featuring application programming interface (API) software for customer relationship management (CRM); Providing temporary use of non-downloadable software for facilitating and arranging fundraising and the distribution of fundraising donations; Providing temporary use of non-downloadable software for online charitable fundraising services and **financial** donation services; Computer hardware and software design, development, installation and maintenance; Research services and consulting in the field of information and telecommunications technology; Design of telecommunications apparatus and equipment; Consulting services in the field of design, selection, implementation and use of computer hardware and software systems for others; **Platform as a service (PAAS) featuring Providing-online** software platforms featuring technology that enables online users to make payments and transfer funds; **Platform as a service (PAAS) featuring Providing-online** software platforms featuring technology that enables online users to make payments and funds transfers across multiple websites and mobile applications; Computer services, namely, application services provider featuring application programming interface (API) software to allow users to perform e-commerce transactions via the internet and communications networks; Software as a services (SAAS) services featuring software for facilitating e-commerce transactions via the internet and communications networks; Application service provider featuring an application programming interface (API) software to allow users to perform e-commerce transactions via the internet and communications networks; Providing temporary use of non-downloadable software for converting natural language into machine-executable commands; ~~Analyzing and evaluating social media content~~; Developing standards for third-party social media content; ~~Conducting proceedings relating to standards concerning third-party social media content~~; ~~Content moderation and supervision~~; ~~Web publishing, namely, publishing of decisions concerning third-party social~~

media content; Providing temporary use of non-downloadable computer software in the nature of a query engine **for databases**; Providing temporary use of non-downloadable computer software for use in performing queries on large amounts of data; Providing temporary use of non-downloadable computer software in the nature of a query engine functioning across business intelligence (BI) **software tools**; Providing temporary use of online non-downloadable ~~artificial intelligence~~ **software using artificial intelligence** for facilitating machine learning **software**; Application service provider (ASP) featuring software to enable or facilitate machine learning **software**; Providing temporary use of online non-downloadable software ~~for to facilitate~~ machine learning; Providing temporary use of online non-downloadable **software, namely**, software tools for software development; Providing temporary use of online non-downloadable software for building user interfaces; Application service provider (ASP) featuring software to enable or facilitate user interface building software; Electronic data storage; Electronic storage of photographs; **Providing temporary use of non-downloadable software providing interactive** hosting services which allow the users to publish and share their own content and images online; Providing on-line non-downloadable software for database management; **Providing temporary use of non-downloadable software providing** computer network services; Platform as a service (PaaS) services featuring **technology software platforms** that allows businesses, organizations and individuals to create and manage their online presences and to communicate with online users information and messages regarding their activities, products and services and to engage in business and social networking; Providing temporary use of non-downloadable software featuring technology that allows users to manage their business networking accounts; Providing temporary use of non-downloadable software ~~for to facilitate~~ voice command and **voice recognition software technology**, speech to text conversion **software technology**, and voice-enabled software applications for personal information management; Platform as a service (PaaS) featuring computer software platforms **to facilitate and enable** personal assistant **services software**; Platform as a service (PaaS) featuring computer software platforms for home automation and home device integration **software technology**; Platform as a service (PaaS) featuring computer software platforms for wireless communication **software technology** for voice, audio, video, and data transmission; Software as a service (SaaS) featuring computer software for personal information management; Providing temporary use of non-downloadable software for accessing, monitoring, tracking, searching, saving, and sharing information on topics of general interest; Software as a service (SaaS) featuring computer software for use to connect and control internet of things (IoT) electronic devices; Software as a service (SaaS) featuring computer software for others to use for the development of software to manage, connect, and operate internet of things (IoT) electronic devices; Software as a service (SaaS) featuring computer software for use as an application programming interface (API); Design, development and maintenance of proprietary computer software for others in the field of natural language, speech, language, and voice recognition excluding post-production of picture and sound recordings; Technical support and consultation services for developing **software** applications; Computer services, namely, providing remote management of **consumer electronics** devices via computer networks, wireless networks or the Internet; Information, advisory and consultancy services relating to voice command and **voice** recognition software, speech to text conversion software, and voice-enabled

software applications, home automation **software**, and internet-of-things software; Providing information, news, and commentary in the field of science and technology; ~~home decorating, weather, and graphic, interior, product, and fashion design~~; Technological services, namely, data warehousing services; Application service provider (ASP), namely, hosting computer software applications through the internet of others; Consultation services relating to programming of multimedia application software management, computer programming, **computer** hardware, software, and computer system design and specification; Software as a service (SaaS) services, namely, hosting software for use by others for use providing an online database featuring a wide range of general interest information via the internet; Providing temporary use of on-line non-downloadable mobile communications **device** software for enhancing mobile access to the internet via computers, mobile computers, and mobile communications devices, **namely, telecommunications hardware, tablet computers and mobile phones**; Technical support, namely, troubleshooting of computer hardware and software problems and mobile computer and mobile communications **device** hardware and software problems; Computer, mobile computer, and mobile communication **device** hardware and software consultation and design; Providing temporary use of non-downloadable computer software that enables users to access and download computer software; Providing temporary use of on-line non-downloadable software and applications for accessing streaming audio and video files, games, social networks, text files, and multimedia files; Application service provider (ASP) featuring application programming interface (API) software for the streaming, storage, and sharing of video games, content, data and information; Computer software development in the field of mobile applications; Providing technical support services, namely, troubleshooting of computer software problems regarding the usage of communications equipment; ~~Computer services; IT services~~; Application service provider (ASP) services, namely, hosting computer software applications of others; Application service provider (ASP) services, featuring e-commerce software for use as a payment gateway that authorizes processing of credit cards or direct payments for merchants; Application service provider (ASP) services, namely, providing, hosting, managing, developing, and maintaining applications, software, websites and databases in the fields of information technology, blockchain, virtual currency, digital currency, **and** cryptocurrency, ~~and digital assets~~; Application service provider (ASP) services featuring software for use in virtual currency, digital currency, **and** cryptocurrency, ~~and digital asset~~ exchanges and transactions; Application service provider (ASP) featuring software to enable or facilitate the creating, editing, uploading, downloading, accessing, viewing, posting, displaying, commenting on, embedding, transmitting, and sharing or otherwise providing electronic media or information via the internet and communications networks; Application service provider services featuring application programming interface (API) software to allow users to perform electronic business transactions via a global computer network; Application service provider (ASP) featuring software to enable or facilitate purchasing goods and services; ~~Software as a service (SaaS) services; Platform as a service (PaaS) services~~; Providing temporary use of non-downloadable **software for facilitating** cloud computing **software**; Providing **temporary use of non-downloadable software for** providing distributed ledger technology; Providing temporary use of non-downloadable software which facilitates the ability of users to view, analyze, record, store, monitor,

manage, trade and exchange digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Providing temporary use of non-downloadable software for sending, receiving, accepting, buying, selling, storing, transmitting, trading and exchanging digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Providing temporary use of non-downloadable software for implementing and recording financial transactions, for creating accounts and maintaining and managing information about financial transactions on distributed public ledgers and peer to peer payment networks; Providing temporary use of non-downloadable software for processing electronic payments and for transferring funds to and from others; Providing **temporary use of non-downloadable software for electronic financial platform services software**; Providing software for use as an application programming interface (API) for **computer software that facilitates** the development, testing, and integration of blockchain software applications; Providing temporary use of non-downloadable software for **facilitating** transfers of digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens between parties; Providing temporary use of non-downloadable software for use in financial trading; Providing temporary use of non-downloadable software for **facilitating use in** financial exchange **services**; Providing temporary use of non-downloadable software for use in accessing financial information and market data and trends; Providing temporary use of non-downloadable software for the management of cryptographic security of electronic transmissions across computer networks; Providing temporary use of non-downloadable software for **facilitating use of with** virtual currency; Providing **temporary use of non-downloadable** software for **facilitating use of with** digital currency; Providing **temporary use of non-downloadable** software for **facilitating use of with** cryptocurrency; Providing temporary use of non-downloadable software for **facilitating use of with a** digital currency wallet and **financial asset** storage services; Providing **temporary use of non-downloadable** software for **facilitating use of with** a cryptocurrency wallet; Providing **temporary use of non-downloadable** software for **facilitating use of with** an electronic wallet; Providing **temporary use of non-downloadable** software for **facilitating use of with** a digital wallet; Electronic data storage services; Providing temporary use of non-downloadable software for **facilitating the electronic transfer of funds transfer**; Providing temporary use of non-downloadable software for currency conversion; Providing temporary use of non-downloadable software for the collection and distribution of data; Providing temporary use of non-downloadable software for **facilitating** payment **processing** transactions; Providing temporary use of non-downloadable software for connecting computers to local databases and global computer networks; Providing temporary use of non-downloadable software for creating searchable databases of information and data; Providing temporary use of non-downloadable software for managing and validating digital currency, virtual currency, cryptocurrency, digital asset, blockchain asset, digitized asset, digital token, crypto token and utility token transactions; Providing temporary use of non-downloadable software for creating and managing smart contracts; Providing temporary use of non-downloadable software for managing payment and exchange transactions; Providing temporary use of non-downloadable software for electronically exchanging currency for digital currency, virtual currency, cryptocurrency,

digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Providing temporary use of non-downloadable software for use in enabling the electronic transfer of funds to and from others; Providing temporary use of non-downloadable software for creating a decentralized and open source digital currency for use in blockchain-based transactions; Providing temporary use of non-downloadable software for creating a decentralized and open source virtual currency for use in blockchain-based transactions; Providing temporary use of non-downloadable software for creating a decentralized and open source cryptocurrency for use in blockchain-based transactions; Providing temporary use of non-downloadable software for encrypting and enabling secure transmission of digital information over the Internet, as well as over other modes of communication between computing devices; **Providing temporary use of non-downloadable distributed ledger platform software** for use in processing financial transactions; Providing temporary use of non-downloadable software for electronic funds transfer **processing** and currency conversion; Providing a web **site portal** featuring blogs and non-downloadable publications in the nature of articles, columns, and informational guides in the fields of virtual currencies, digital and blockchain assets and market and trading trends; Platform as a service (PaaS) featuring computer software platforms for the selling and purchasing digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Software as a service (SaaS) featuring computer software platforms for the selling and purchasing digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Computer services, namely, creating an on-line virtual environment for the selling and purchasing of digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Platform as a service (PaaS) featuring computer software platforms for managing blockchain and token driven, distributed storage computer systems; Software as a service (SaaS) featuring computer software platforms for managing blockchain and token driven, distributed storage computer systems; Computer services, namely, providing **temporary use of non-downloadable software to facilitate** secure, private encrypted cloud storage services; Computer services, namely, providing **temporary use of non-downloadable software to facilitate use of an** open source decentralized cloud storage platform; Data encryption services featuring blockchain software technology and peer-to-peer protocols to provide secure, private, and encrypted cloud storage; Providing temporary use of non-downloadable software for use as a cryptocurrency wallet; Data mining; Providing temporary use of non-downloadable software for **using with blockchain-based software** technology; Software as a service (SaaS) services featuring **non-downloadable** software for clearing, allocation, compliance, recordation and settlement of trading related to digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Platform as a service (PaaS) services featuring **non-downloadable** software for clearing, allocation, compliance, recordation and settlement of trading related to digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Platform as a service (PaaS) featuring software platforms for facilitating transactions and payments using digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto

tokens and utility tokens that allow users to buy from, and sell products and services to others; Software as a service (SaaS) featuring software platforms for facilitating transactions and payments using digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens that allow users to buy from, and sell products and services to others; **Platform as a service (PaaS) featuring** blockchain-based software platforms and distributed computing software platforms for auditing and verifying digital information and codes; Design, development and implementation of **software to facilitate** auditing and security **of software for** blockchain-based platforms; Providing temporary use of non-downloadable software for use in facilitating secure transactions; Providing temporary use of non-downloadable software for auditing digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Design, development, and implementation of software **for-to facilitate use of** distributed computing platforms; Design, development, and implementation of software **for-to facilitate use of** blockchain **technology**; Design, development, and implementation of software **for-to facilitate use of** digital currency, virtual currency, cryptocurrency, digital and blockchain asset, digitized asset, digital token, crypto token and utility token wallets; Design, development, and implementation of software **for-to facilitate** third-party verification services for digital currency transactions, including but not limited to transactions involving bitcoin currency; Providing temporary use of non-downloadable software for users to buy and sell products by using digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Providing temporary use of non-downloadable software **for-to facilitate** accessing, reading, tracking, and using blockchain technology; Technical consultancy services **in the field of information technology** related to digital currency, virtual currency, cryptocurrency, digital and blockchain asset, digitized asset, digital token, crypto token and utility token transactions; Platform as a service (PaaS) featuring computer software platforms for computer system and application development, deployment, and management; Software as a service (SaaS) featuring computer software platforms for computer system and application development, deployment, and management; Providing temporary use of non-downloadable software enabling users to develop, build and run distributed applications through an open-source peer-to-peer smart-contract and payment network platform; Providing temporary use of non-downloadable authentication software for controlling access to and communications with computers and computer networks; Providing temporary use of non-downloadable software for use in the exchange of virtual items; **Providing temporary use of non-downloadable software to facilitate** providing a digital **financial** exchange; Providing temporary use of non-downloadable software for use in issuing digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Providing **temporary use of non-downloadable software to facilitate** cloud-based network identification verification, authentication and management services for security purposes; Providing **temporary use of non-downloadable software online network environments** for streaming entertainment content and live streaming video of entertainment events; User verification services, namely, **using** electronic credential verification services **using** technology to authenticate company and personal information; Identification verification services, namely, **using**

electronic credential verification services ~~using~~ technology to authenticate company and personal information; Business identification verification services, namely, **using** electronic credential verification services ~~using~~ technology to authenticate company and personal information; **Providing a website that gives ~~Providing commercial information, namely,~~ users the ability to comments concerning on business organizations, service providers, and other resources;** **Computer services, namely, providing technical support services regarding the usage of communications equipment;** **Providing a website featuring information on the development of privacy, security, blockchain and distributed ledger technologies, and data governance law;**

Class 45: Online social networking and dating services; Social networking, social introduction and dating services provided via access to computer databases and online searchable databases in the fields of social networking, social introduction and dating; Providing information in the fields of social networking and social introduction; Providing social networking services, namely, the provision of information in the field of personal development, **namely,** self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community services, and humanitarian activities; Providing concierge services for others to meet the needs of individuals, namely, booking reservations, facilitating personal purchases, arranging personal deliveries, making requested personal arrangements, providing recommendations on products and services, providing customer-specific information to meet individual needs **rendered through an online network environment;** **Social networking services, namely,** reviewing standards and practices relating to social media content; **Regulatory** compliance consulting in the field of social media; Consulting services in the field of online social networking ~~and social media services;~~ ~~Authentication services;~~ ~~Online social investment network in the nature of an~~ on-line social networking services in the field of investments; ~~Providing a website featuring information on the development of privacy, security, blockchain and distributed ledger technologies, and data governance law;~~ Regulatory compliance consultancy in the field of digital currency, virtual currency, cryptocurrency, digital and blockchain asset, digitized asset, digital token, crypto token and utility token applications; Online social networking service **in the field of for investors allowing** financial trades and exchange of digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; **Advisory services relating to analyzing and evaluating social media content;** **Advisory services relating to conducting proceedings relating to standards concerning third-party social media content;** **Advisory services relating to social media** content moderation and supervision

In addition, Applicant maintains that the goods and services outlined in the chart below are acceptable and properly described. Applicant or its affiliate hold registrations for identical language as reflected in the registration numbers referenced in the chart. Accordingly, the following identifications do not require further amendments or clarifications, and Applicant

respectfully requests that the Examining Attorney withdraw his objections as to the following goods and services:

Class	Original Goods/Services	Proposed Amendments
09	Downloadable software and mobile application software providing a virtual marketplace;	Applicant holds registration with nearly identical language: Reg. No. 6318050
09	Downloadable software for geo-location based advertising and product and service promotion;	Applicant holds registration with nearly identical language: Reg. No. 6318047
09	Downloadable software for navigating a virtual reality and augmented reality environments;	Applicant's affiliate holds registration with nearly identical language: Reg. No. 6279215
09	Downloadable software for enabling users to experience virtual reality and augmented reality visualization, manipulation, and immersion;	Applicant's affiliate holds registration with nearly identical language: Reg. No. 6175787
09	Digital media streaming devices;	Applicant's affiliate holds registration with nearly identical language: Reg. No. 6364710
09	Holders, armbands, clips and carrying cases specially adapted for mobile electronic devices;	"mobile devices" has been accepted in a number of Applicant's affiliate's registrations, including, for example: Reg. Nos. 6364710; 6364707; 6278272; 5348530; 5311963; 4965639; 4762040; 4673905
09	Wall mounts for mounting mobile electronic devices;	"mobile devices" has been accepted in a number of Applicant's affiliate's registrations, including, for example: Reg. Nos. 6364710; 6364707; 6278272; 5348530; 5311963; 4965639; 4762040; 4673905
09	Stands for mobile electronic devices;	"mobile devices" has been accepted in a number of Applicant's affiliate's registrations, including, for example: Reg. Nos. 6364710; 6364707; 6278272; 5348530; 5311963; 4965639; 4762040; 4673905
09	Holders for mobile electronic devices;	"mobile devices" has been accepted in a number of Applicant's affiliate's registrations, including, for example: Reg. Nos. 6364710; 6364707; 6278272; 5348530; 5311963; 4965639; 4762040; 4673905
09	Remote controls for mobile electronic devices;	"mobile devices" has been accepted in a number of Applicant's affiliate's registrations, including, for example: Reg. Nos. 6364710; 6364707; 6278272; 5348530; 5311963; 4965639; 4762040; 4673905
09	Head-mounted video display;	Applicant's affiliate holds registration with identical language: Reg. No. 6364707; 6364710; 6278272
09	Downloadable software for online charitable fundraising services and financial donation services;	Applicant holds registration with identical language: Reg. No. 6318050; 6318047

Class	Original Goods/Services	Proposed Amendments
09	Downloadable software to enhance mobile access to the internet via computers, mobile computers, and mobile communications devices;	“mobile devices” has been accepted in a number of Applicant’s affiliate’s registrations, including, for example: Reg. Nos. 6364710; 6364707; 6278272; 5348530; 5311963; 4965639; 4762040; 4673905
09	Electronic communication equipment and instruments, namely, mobile and wearable digital electronic devices for sending and receiving of text, data, audio, image, and video files;	Applicant’s affiliate holds registration with nearly identical language: Reg. No. 6278272
09	Electronic notepads;	Accepted language see – NCL Version 11-2021
09	Security token hardware;	Accepted language see – NCL Version 11-2017; term ID 009-5042
35	Business and advertising services, namely, advertising services for tracking advertising performance, for managing, distributing and serving advertising, for analyzing advertising data, for reporting advertising data, and for optimizing advertising performance;	Applicant holds registration with identical language: Reg. No. 6318050
35	Organizing exhibitions and events in the field of software and hardware development for commercial or advertising purposes;	Applicant’s affiliate holds a registration for identical language: Reg. No. 6364710 Applicant holds a registration for identical language in Class 35: Reg. Nos. 5379359; 4119056
35	Compiling of data in online computer databases and online searchable databases in the field of classifieds;	Applicant holds a registration for identical language in Class 35: Reg. No. 4292530; 3934743; 3948096; 3881770;
35	Organizing, promoting, arranging and conducting special events, exhibitions, and tradeshows for commercial, promotional or advertising purposes;	Nearly identical language registered by Applicant’s affiliate: Reg. No. 6364710; 6364707
35	Organizing and conducting events, exhibitions, expositions and conferences for commercial purposes in the interactive entertainment, virtual reality, consumer electronics and video game entertainment industries;	Applicant’s affiliate holds registrations for identical language: Reg. No. 5433965; 5195929
35	Provision of market research and information services;	Applicant and Applicant’s affiliate have registration for identical and nearly identical language in Cl. 35: Reg. Nos. 4643774; 5788053; 5492494; 5223646; 4643774; 4978381; 4978378; 4978379; 4978380;

Class	Original Goods/Services	Proposed Amendments
36	Providing electronic mobile payment services for others;	Applicant holds registrations for identical language in Class 36: Reg. Nos. 5492494; 5223646
38	Providing an online community forum for users to share and stream information, audio, video, real-time news, entertainment content, or information, to form virtual communities, and to engage in social networking;	Applicant holds registrations for identical language in Class 38: Reg. No. 6318047
38	Providing information about telecommunication;	Applicant holds registrations for identical language in Class 38: Reg. No. 5340946
41	Electronic publishing services for others;	Applicant holds registrations for nearly identical language in Class 41: Reg. Nos. 5189225; 4978381; 4978378; 4978379; 4978380 Applicant holds registrations for nearly identical language in Class 41: Reg. Nos. 4471161; 4102822
41	Entertainment services, namely, providing online video games, computer games, electronic games, and interactive games;	Applicant and Applicant's affiliate hold registrations for nearly identical language in Class 41: Reg. Nos. 6318047; 6364710; 6364707
41	Organizing exhibitions, events, and conferences in the fields of culture, entertainment, education, and social networking for non-business and non-commercial purposes;	Applicant's affiliate holds registrations for nearly identical language in Class 41: Reg. Nos. 6364707; 6364710; 5475914; 5191541
41	Offering and conducting contests designed to recognize, reward and encourage individuals and groups which engage in self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community service and humanitarian activities, and sharing of creative work product;	Applicant holds registrations for nearly identical language in Class 41: Reg. Nos. 4471161; 4129126
41	Providing information for educational and entertainment purposes in the fields of entertainment, secondary, and collegiate life, and social and community interest groups;	Applicant holds registrations for nearly identical language in Class 41: Reg. Nos. 4978381; 4978378; 4978379; 4978380; 4102822
42	Design, engineering, research, development and testing services in the	Applicant holds registrations for identical language in Class 42: Reg. No. 4914396

Class	Original Goods/Services	Proposed Amendments
	field of mobile application software development related to the use and functionality of hyperlinks;	
42	Application service provider (ASP) featuring software for social networking, managing social networking content, creating a virtual community, and transmission of images, audio-visual and video content, photographs, videos, data, text, messages, advertisements, media advertising communications and information;	Applicant holds a registration for identical language in Class 42: Reg. No. 6318050
42	Platform as a service (PAAS) featuring software platforms for social networking, managing social networking content, creating a virtual community, and transmission of images, audio-visual and video content, photographs, videos, data, text, messages, advertisements, media advertising communications and information;	Applicant holds a registration for identical language in Class 42: Reg. No. 6318050
42	Application service provider (ASP) featuring application programming interface (API) software which facilitates online services for social networking and developing software applications;	Accepted language see – NCL Version 11-2019
42	Providing temporary use of non-downloadable software for electronic messaging;	Applicant holds a registration for identical language in Class 42: Reg. No. 5223646 Applicant holds registrations for nearly identical language in Class 42: Reg. Nos. 6318050; 6318047
42	Design and development of virtual reality and augmented reality hardware and software;	Applicant's affiliate holds registration for nearly identical language in Class 42: Reg. No. 6279215
42	Design and development of video game hardware and software;	Applicant's affiliate holds registration for nearly identical language in Class 42: Reg. No. 6279215
42	Computer hardware and software design, development, installation and maintenance;	Applicant holds registration for nearly identical language in Class 42: Reg. No. 5795801

Class	Original Goods/Services	Proposed Amendments
42	Developing standards for third-party social media content;	Applicant holds application where identical language has been accepted in Class 42: App. No. 90007293
42	Providing temporary use of non-downloadable software featuring technology that allows users to manage their business networking accounts;	Applicant holds registration for nearly identical language in Class 42: Reg. No. 6295400

II. SIGNIFICANCE OF WORDING

Applicant's Mark is arbitrary and does not have any significance as to the applied-for goods and services.

CONCLUSION

Having fully responded to the matters raised in the initial Office Action dated January 4, 2021, Applicant respectfully requests that Applicant's application be passed to publication in due course.

Dated: July 2, 2021

Respectfully submitted,

/Ana-Claudia Roderick/
Ana-Claudia Roderick

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