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TSDR ASSIGN Status TTAB Status (Use the "Back" button of the Internet Browser to return to TESS)

COGNETA

Word Mark COGNETA

Goods and Services IC 035. US 100 101 102. G & S: Business administration of pharmacy programs, namely, diagnostics, market analysis and price benchmarking. FIRST USE: 20190107. FIRST USE IN COMMERCE: 20191007

IC 036. US 100 101 102. G & S: Consulting services, namely, assessment, management and optimization of pharmacy benefit management on behalf of clients. FIRST USE: 20190107. FIRST USE IN COMMERCE: 20191007

IC 042. US 100 101 102. G & S: Providing online, non-downloadable software for evaluating and monitoring the performance of specialty contract pharmacies and administration of patient prescription card programs; providing online, non-downloadable split-billing software for qualifying, ordering and inventory management of prescription drugs; providing online, non-downloadable software for analyzing drug spend to facilitate enhanced cost management for plan sponsors. FIRST USE: 20190107. FIRST USE IN COMMERCE: 20191007

Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 87617126
Filing Date September 21, 2017
Current Basis 1A
Original Filing Basis 1B
Published for Opposition September 11, 2018

Registration Number 6096773

Registration Date July 7, 2020

Owner (REGISTRANT) Pharmaceutical Strategies Group, LLC LIMITED LIABILITY COMPANY TEXAS Bldg. 3, Suite 230 5360 Legacy Drive Plano TEXAS 75024

Attorney of Record Camille M. Miller

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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We make pharmacy benefits simple.

A revolutionary approach to managing pharmacy benefits that proactively controls costs, provides unprecedented transparency and optimizes clinical oversight for self-funded employers.

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Our expert clinical management, coupled with a market-leading PBM contract, empowers benefit leaders with the confidence that their bottom line and employees' well-being are actively monitored and managed.

For Employers

More than just a PBM contract, we offer you a robust pharmacy management program with highly competitive rates, actionable reporting and analytics and expert clinical oversight.

[Employers](#) |

For Brokers

Cogneta empowers you with the pharmacy expertise you need to offer superior services to your clients. Our experts and technology ensure your clients' best interests are protected.

[Brokers](#) |

Key Tenets of Cogneta



**Best-in-Class,
Transparent PBM Contract**



**Expert Clinical and
Formulary Oversight**



**Transparency
Through Technology**



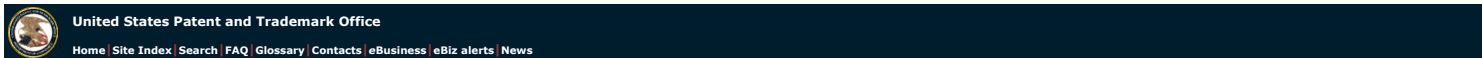
**Bottom Line
Impact**

Cogneta believes in a full-service approach to pharmacy program management, including clinical advisory services, robust reporting and analytics and proactive PBM management with a market-leading PBM contract.

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Plano, TX 75024 | 800.687.4404





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COGNITO HEALTH

Word Mark COGNITO HEALTH

Goods and Services IC 010. US 026 039 044. G & S: Patient medical monitors for monitoring vital signs of patient; patient medical monitors for monitoring blood pressure, heart rate, lung function, temperature, moisture, local skin pressure, sleep quality; patient medical monitors for detecting sleep apnea, portable medical devices with sensors to monitor blood pressure, heart rate, lung function, temperature, moisture, local skin pressure, sleep quality, physical movements or physical positions of patients wearing or carrying the device; patient monitoring sensors and alarms; medical devices, namely, patient monitors and patient sensors for monitoring and measuring blood properties and respiratory events; patient monitors for critical care and anesthesia; health monitoring devices, namely, blood pressure monitors, thermometers, and pedometers; Medical products, namely, therapeutic mattresses, beds, seats and cushions. FIRST USE: 20210101. FIRST USE IN COMMERCE: 20210101

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 90092512

Filing Date August 4, 2020

Current Basis 1A

Original Filing Basis 1B

Published for Opposition January 12, 2021

International Registration Number 1606747

Owner (APPLICANT) COGNITO HEALTH CORPORATION CORPORATION DELAWARE 1300 S. LITCHFIELD RD. SUITE 110-G GOODYEAR ARIZONA 85338

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record David R. Conklin

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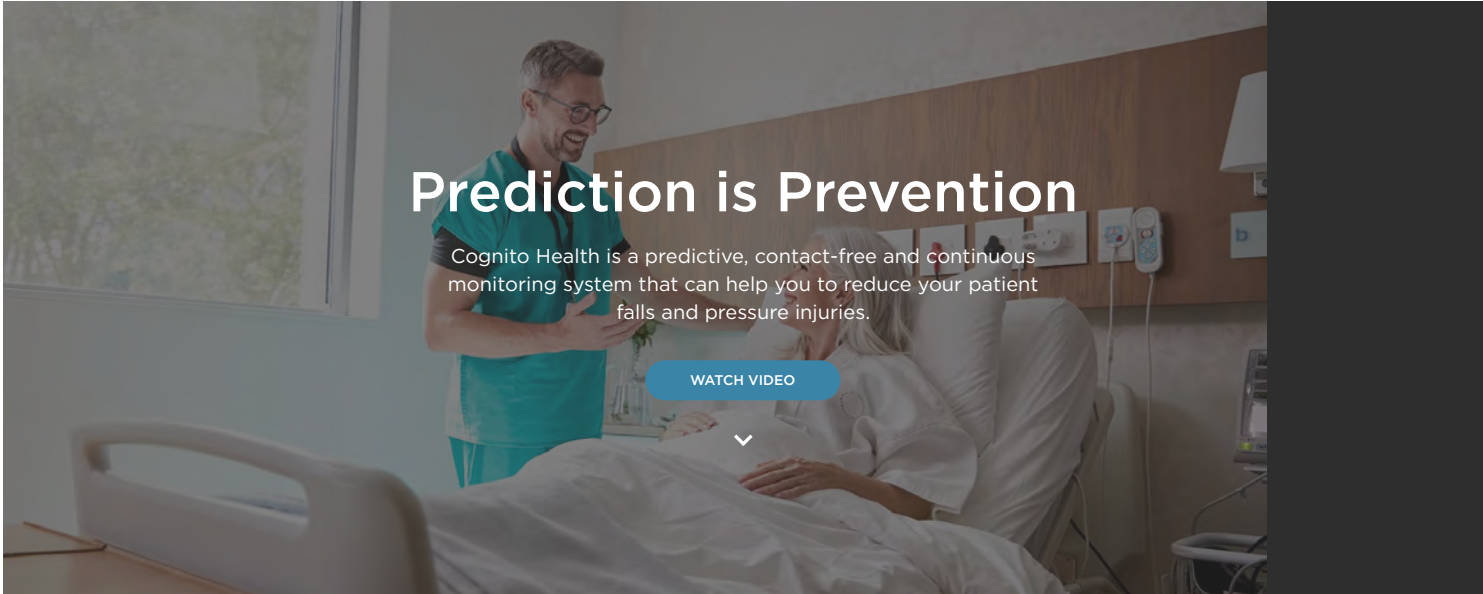
Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Prediction is Prevention

Cognito Health is a predictive, contact-free and continuous monitoring system that can help you to reduce your patient falls and pressure injuries.

WATCH VIDEO

We Understand Preventing Adverse Events is Challenging. We Can Help.

An older adult falls *every second of every day* — costing US healthcare facilities over \$49.5 B. By using Predictive Patient Monitoring you can prevent over 43% of falls with injuries.

43% ↓

Reduction of Patient Falls₁

92% ↑

Improved Nursing Efficiency₂

71% ✓

Reduction in Pressure Injuries₃

63% ✓

Reduction of Unassisted Bed Exits₂

Converting Data Insights into Actionable Patient Care



Patient Falls

Patient falls are a frustrating and costly challenge. Cognito Health can help you reduce patient falls by up to 43% — keeping your patients safer and make you a leader in patient safety.

READ MORE



Pressure Injuries

Pressure injuries are one of the five most common harms experienced by patients. With Cognito Health's continuous patient monitoring you can reduce the incidence of pressure injuries and associated costs.

READ MORE



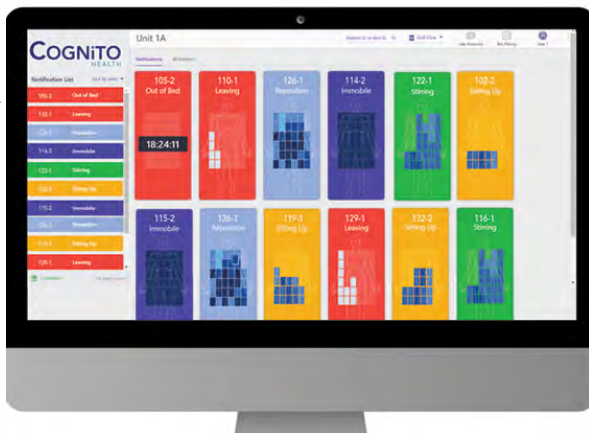
SCHEDULE A DEMO

Affordable Solutions for All Care Settings


The Cognito Health platform can be used in a single unit or throughout your facility— contributing to the success of your patient safety efforts.

Patient safety can be complex... your solutions do not need to be.

SCHEDULE A DEMO



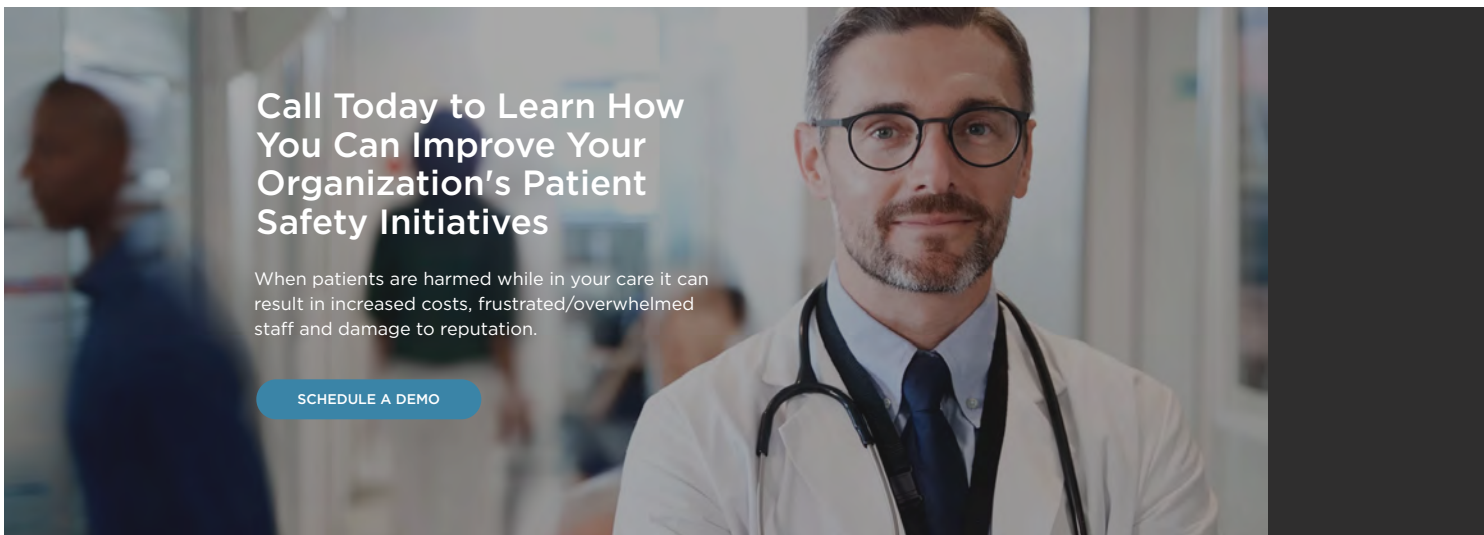
Nurse Manager Testimonial



A Clinician's Perspective

"The Cognito Health (formerly MedicusTek) system allows us to learn more about our patients' behavior which in turn allows us to provide better care for them."

Karen MacKenzie
Nurse Manager



Call Today to Learn How You Can Improve Your Organization's Patient Safety Initiatives

When patients are harmed while in your care it can result in increased costs, frustrated/overwhelmed staff and damage to reputation.

SCHEDULE A DEMO

References

- Technology as a Competitive Edge for Post-Acute Providers: Contact-Free Continuous Monitoring Allows Alternate Care Facilities to Raise their Standard of Care While Improving their Financial Performance A Frost & Sullivan White Paper: https://go.frost.com/TH_PostAcuteProviders
- Multiple unpublished studies conducted at Koo Foundation Sun Yat-Sen Cancer Center, Taipei, Taiwan; Taiwan Study I: July 2013 – June 2015 and Taiwan Study II: March 2016 – June 2017
- Still, Cross et al; The Turn Team: A Novel Strategy for Reducing Pressure Ulcers in the Surgical Intensive Care Unit; ISSN 1072-7515/12 Published by Elsevier Inc. <http://dx.doi.org/10.1016/j.jamcollsurg.2012.12.001>



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Cognidna

Word Mark	COGNIDNA
Goods and Services	IC 042. US 100 101. G & S: Providing genetic analysis services, namely, DNA analysis services to determine cognitive genomics. FIRST USE: 20191019. FIRST USE IN COMMERCE: 20191019
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	88677375
Filing Date	November 1, 2019
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	September 15, 2020
Registration Number	6208921
Registration Date	December 1, 2020
Owner	(REGISTRANT) Cognidna INC. CORPORATION DELAWARE 808 Coleman Ave., Apt. 22 Menlo Park CALIFORNIA 94025
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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cognidNA's advanced algorithms analyze your DNA data and compile comprehensive reports on your:



Mental Health

Find out how your biology affects your likelihood of depression in response to stress.



Fitness

Find out how likely you are to sustain your gym habit



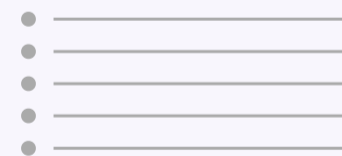
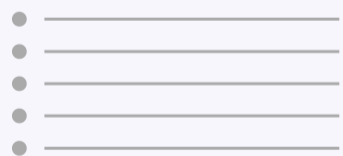
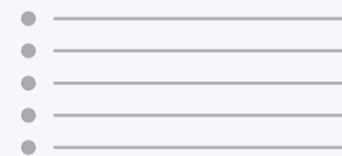
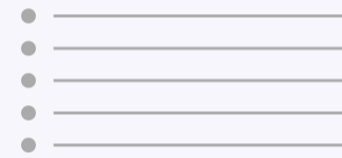
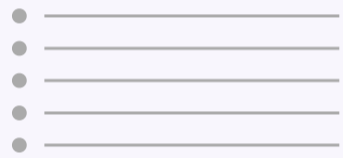
Intellectual capabilities

Find out if you have a natural tendency towards math or you are more skillful in studying for comprehension?



Resources for development

See which resources can help you to have a better mental health, be more fit, and improve your intellectual capabilities



3 simple and quick steps

1 Download your 23andMe or AncestryDNA data file:

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[Account](#)

o [AncestryDNA](#)

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Cognium

Word Mark COGNIUM

Goods and Services IC 009. US 021 023 026 036 038. G & S: Software for medicine safety, namely, software for analyzing and updating medicine safety data; software for data analysis and risk management in the field of medicine safety and medical risk management

IC 035. US 100 101 102. G & S: Organizational project management in the field of electronic data processing; computerised file management; business consultancy and advisory services; professional business consulting; marketing studies; business research; systemization of information into computer databases; compilation of information into computer databases; all of the aforesaid services being only in the health sector

IC 042. US 100 101. G & S: Consultancy in the field of design, selection, implementation and use of computer hardware; consultancy in the field of computer software; technological advice and consultancy related to research in the health sector; technological project studies, namely computer project management services; technical project management, namely computer project management services in the field of electronic data processing; updating of computer software; software design for others; design and development of computer hardware and computer software; computer programming; installation and maintenance of software; configuring computer networks by means of software; software as a service (SaaS) featuring software for use in analyzing and updating medicine safety software; rental of computers and computer software; maintenance of software; research and development of new products for others; industrial analysis and research services in the field of pharmaceuticals, vaccines and medical devices; scientific and medical research, namely inquiries and research in databases and on the internet, for scientific and research purposes; scientific and technological services and research and design relating thereto, namely scientific research, computer programming, research and design in the field of medical computing, machine learning and artificial intelligence; computer system analysis; chemical analysis; scientific and technological services, namely scientific research, computer programming, research and design in the field of medical computing, machine learning and artificial intelligence and research services, in particular scientific research for medical purposes; scientific and technological services, namely scientific research, computer programming, research and design in the field of medical computing, machine learning and artificial intelligence, for providing medical and scientific research data; conducting of computer-aided research, for others, in connection with clinical and scientific research; all of the aforesaid services being only in the health sector; analysis for medical research

IC 044. US 100 101. G & S: Medical services, medical diagnostic services and medical consultancy, in particular in the fields of medicine safety and medical risk management; medical analysis for medical treatment; pharmaceutical advice, in particular in the field of medicine safety and active ingredient tolerance

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 79234394

Filing Date January 22, 2018

Current Basis 66A

Original Filing Basis 66A

Published for Opposition January 8, 2019

Registration Number 5706150

International Registration Number 1407458

Registration Date March 26, 2019

Owner (REGISTRANT) Magnus Lerch INDIVIDUAL FED REP GERMANY Sybelstraße 7 10629 Berlin FED REP GERMANY

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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About

My name is Magnus Lerch. I am medical doctor and computer scientist with long experience in pharmacovigilance, especially in data analysis and signal detection. I provide consulting services and the software Cognium® for pharmacovigilance organizations and vendors globally.

I work as independent [consultant](#) and [life coach](#) since 2009 and as managerial director of [Lenolution](#) since 2014.

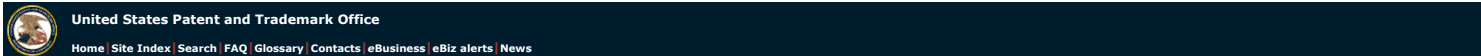
See my [CV](#) for details about my work experience, education, skills, and publications.

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COGNIZANT

Word Mark COGNIZANT

Goods and Services IC 009. US 021 023 026 036 038. G & S: Downloadable computer software for use in medical practice management, database management, managed health care plan management, health care insurance claim and policy adjudicating, health case management, health data profiling, data mining, data base management, data access and reporting, scheduling, decision support systems, general accounting, and exchanging data between different computer operating systems and hardware platforms; downloadable computer software for database management, data storage, data mining, data access and reporting, scheduling, data migration, data administration, and data analysis in the fields of health care, ambulatory care, managed care, life sciences, insurance, and financial services; downloadable computer software for use in business data integration, business data processing, business data analysis; downloadable computer software for use in customer service, namely, responding to customer inquiries for others in the field of health care, insurance claims, and medical practice management; downloadable software for use in omnichannel marketing; downloadable software for enterprise automation and AI, namely, using artificial intelligence for speech recognition knowledge reasoning, machine learning and computer vision. FIRST USE: 20130900. FIRST USE IN COMMERCE: 20130900

IC 035. US 100 101 102. G & S: Business consulting and professional business consulting services in the field of business strategy, business initiatives, digital transformation, information technology, finance and accounting; business consulting services in the field of organizational change management; program management, namely, business services in the nature of business process re-engineering services for the implementation, adoption and maintenance of enterprise digital solutions; providing business advice, consulting, and information in the field of marketing, namely, research, evaluations, and analytics related to digital advertising, measuring advertising expenditures, measuring audience participation, and measuring conversion rates; advising on, designing, and developing creative advertising content for digital advertising services; advertising and business advising on the use of AI solutions and data analytics to measure effectiveness of digital advertising campaigns; advertising and business advising and consulting on the purchase and sale of digital media inventory for use in generating ad impressions; providing omnichannel marketing services and marketing strategy; development of business strategy and digital marketing strategy for business; development of eCommerce business strategy; development of platform-based business analytics solutions, namely, business consulting regarding the use of analytic models for the understanding and predicting of consumer, business, and retail market trends and actions; advising on, designing, and developing business strategies for enterprise automation, robotics and AI; advising on business solutions for information management, namely, providing business information management advice; advising on, designing, and developing business strategies for digitization of services/sales; business data analysis; digital engineering, namely, business process re-engineering services and development of digital business processes; advising on the introduction of new products and sales channels; advising on, designing, and developing strategies for improving customer service and satisfaction; advising on, designing, and developing strategies for the transformation of business support services; business operations management; business advising on the application of intelligent systems to manufacturing and logistics operations, namely, manufacturing strategies and supply chain management; business analysis of business software application portfolios; designing and developing business processes to assist in compliance with regulatory obligations; providing business information via a website; advising on, designing, and developing business strategies for the management of front office, middle office and back office business functions; business process as a service (BPaaS) services featuring supply chain, human resources, marketing, business analytics, and business asset management outsourcing services; quality engineering namely, collection and analysis of quality metric data for business purposes; assurance transformation services, namely, quality management services in the nature of business management services for establishing business quality policy, and determining business means for implementing those policies to improve customer satisfaction; business consulting in the field of user acceptance, automation, performance testing and test data management; business management outsourcing (BMO) services, namely, outsource service provider in the field of business management; business process outsourcing (BPO) services, namely, outsource service provider in the fields of business operations, human resources operations in the nature of serving as a human resources department for others, supply chain operations in the nature of supply chain operations management services, customer service operations in the nature of customer service management for others and claims processing in the nature of collecting and analyzing claims data from healthcare and insurance organizations for business purposes; business consulting and business management services in the fields of blockchain and cryptocurrency; compilation and analysis of business data in the field of blockchain technology and cryptocurrency; outsource service provider in the field of accounting for businesses. FIRST USE: 19970300. FIRST USE IN COMMERCE: 19970300

IC 036. US 100 101 102. G & S: Finance and financial asset management outsourcing services for businesses, namely, outsource service provider in the fields of business finance procurement, business financial management and financial asset management. FIRST USE: 20180725. FIRST USE IN COMMERCE: 20180725

IC 041. US 100 101 107. G & S: Providing training and education, namely, providing seminars, coaching, and non-downloadable webinars in the field of information technology. FIRST USE: 20180725. FIRST USE IN COMMERCE: 20180725

IC 042. US 100 101. G & S: Information technology consulting services; providing technology information, namely, developing digital solutions in the nature of digital software platforms for the purpose of improving business management, revenue growth, operational and administrative efficiency, costs, customer service, and compliance with regulations; design and development of computer hardware and software; developing IT infrastructure solutions for the purpose of improving business management, revenue growth, operational and administrative efficiency, costs, customer service, and compliance with regulations; technical consulting services in the design and implementation of computer-based information systems for healthcare organizations; designing and developing digital solutions in the nature of digital software platforms for business information management; development, implementation and technical support, namely, troubleshooting of computer software problems, of proprietary and third-party software products; designing and developing artificial intelligence solutions to measure effectiveness of digital advertising campaigns; technical consulting services in the field of design and development of infrastructure processes in the nature of information technology (IT) infrastructure processes and engineering processes; technical consulting services in the field of cloud computing solutions, evaluation and implementation of internet technology and services in the nature of quality evaluation and implementation of information technology (IT) and internet access software services; consulting in computer hardware and computer software development; design, development, implementation and configuration of computer software, computer hardware and IT infrastructure; scientific and technological services, namely, research and design in the field of computer datacenter architecture; developing and managing application software for portfolio analysis; design and development of pre-configured and integrated business technology and software to aggregate, analyze and integrate customer information for the purpose of business data integration, business data processing, business data analysis, and customer service; computer systems implementation and integration services; computer software testing services, namely, testing of integrations, systems, infrastructure, packages, performance and data management; computer technology support services, namely, monitoring technological functions of computer network systems and help desk services; providing computer security information consulting; providing on-line non-downloadable software for computer security; providing on-line non-downloadable software tools for the development of computer security software; platform as a service (PaaS) services featuring computer software platforms for use by others as a pre-configured and integrated business technology for management of enterprise applications, custom applications, or development and test environments; outsource service providers in the field of information technology; Software as a service (SaaS), featuring computer software for transition management in the field of application maintenance, platforms for data acquisition, ingestion, transformation, aggregation and data science in the field of data and enterprise information management for the purposes of business transformation, business discovery, business agility, and business reliability and customer acquisition and servicing of customer insurance policies in the field of insurance; industry-specific technology solutions, namely, providing on-line non-downloadable software and computer systems integration services for clinical data management, pharmacovigilance, equity research support, commercial operations, and order management; software as a service (SaaS) services, namely, hosting software for use by others as pre-configured and integrated technology platforms to solve specific business problems; providing on-line non-downloadable software featuring artificial intelligence for conducting advanced product research, analyzing data, and assessing insurance claims; software as a service (SaaS) services featuring software for database management, data storage, data mining, data access and reporting, scheduling, data migration, data administration, and data analysis using artificial intelligence and machine learning algorithms; platform as a service (PaaS) services featuring computer software platform for the hosting and distribution of artificial intelligence algorithms and related software applications; infrastructure as a service (IaaS) services, namely, providing virtualized computing resources in the nature of virtual computer systems and virtual computer environments through cloud computing over the internet; technology consulting services in the fields of blockchain and cryptocurrency; advising on, designing, and developing mobile computing platforms to support field sales. FIRST USE: 19940900. FIRST USE IN COMMERCE: 19940900

Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	88425040
Filing Date	May 10, 2019
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	December 22, 2020
Registration Number	6285679
International Registration Number	1516158
Registration Date	March 9, 2021
Owner	(REGISTRANT) Cognizant Technology Solutions U.S. Corporation CORPORATION DELAWARE 500 Frank W. Burr Boulevard Teaneck NEW JERSEY 07666
Attorney of Record	Ann K. Ford
Prior Registrations	2484075;2498530;5464764
Type of Mark	TRADEMARK. SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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Care experiences that consumers expect



Health plans deliver engaging digital customer experiences

Our member survey reveals insights to help payers increase adoption, build stronger engagement and ensure optimal ROI.

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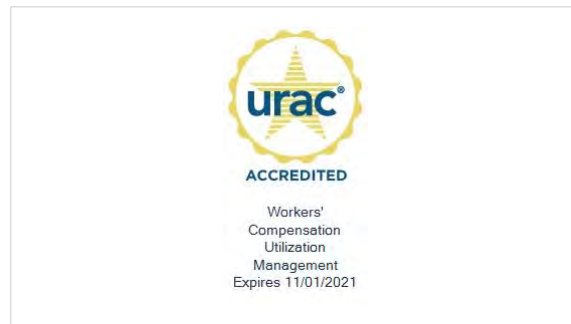
Cognizant named a leader in Intelligent Automation in Healthcare – Solutions PEAK Matrix® Assessment 2022

Everest Group cites several differentiators, including Cognizant's investment in innovation as well as creating a vision and strategy for clients that help them accelerate their digital journey and get business value faster.

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Hype Cycle for U.S. Healthcare Payers, 2021, Bryan Cole, Jeff Cribbs, Mandi Bishop.

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Goods and Services IC 042, US 100 101, G & S: Software as a service (SAAS) services featuring software for business and professional practice management; Providing a website featuring non-downloadable software for business and professional practice management. FIRST USE: 20210300. FIRST USE IN COMMERCE: 20210300

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 88785499

Filing Date February 5, 2020

Current Basis 1A

Original Filing Basis 1B

Published for Opposition June 2, 2020

Registration Number 6442162

Registration Date August 3, 2021

Owner (REGISTRANT) Saasman Solutions, Inc. CORPORATION DELAWARE 2200 Highway 98, Suite 4 Daphne ALABAMA 36526

Attorney of Record Alexa Stabler-Adams

Type of Mark SERVICE MARK

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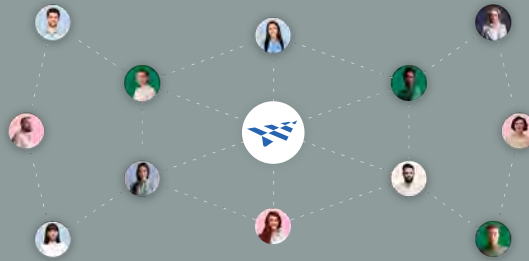
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COGNITO

Word Mark COGNITO

Goods and Services IC 042. US 100 101. G & S: Cloud based platform that is non-downloadable software that allows web developers and content managers to integrate organizational customer data using customizable forms for building surveys, employment applications, customer feedback forms, customizable payment information forms, and other business use forms, and that provides synchronization of data and integration with text, images, and other electronic media so that organizations can use the forms to interface with customers and manage customer data, all of which can then be integrated with a user's own website and on user generated software for mobile devices. FIRST USE: 20131210. FIRST USE IN COMMERCE: 20131210

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 86098863

Filing Date October 23, 2013

Current Basis 1A

Original Filing Basis 1B

Published for Opposition October 28, 2014

Registration Number 4782622

Registration Date July 28, 2015

Owner (REGISTRANT) VC3, Inc. CORPORATION SOUTH CAROLINA Suite 1800 1301 Gervais Street Columbia SOUTH CAROLINA 29201 (LAST LISTED OWNER) Cognito, LLC LIMITED LIABILITY COMPANY SOUTH CAROLINA 929 Gervais Street Suite D Columbia SOUTH CAROLINA 29201

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Attorney of Record Craig N. Killen

Type of Mark SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

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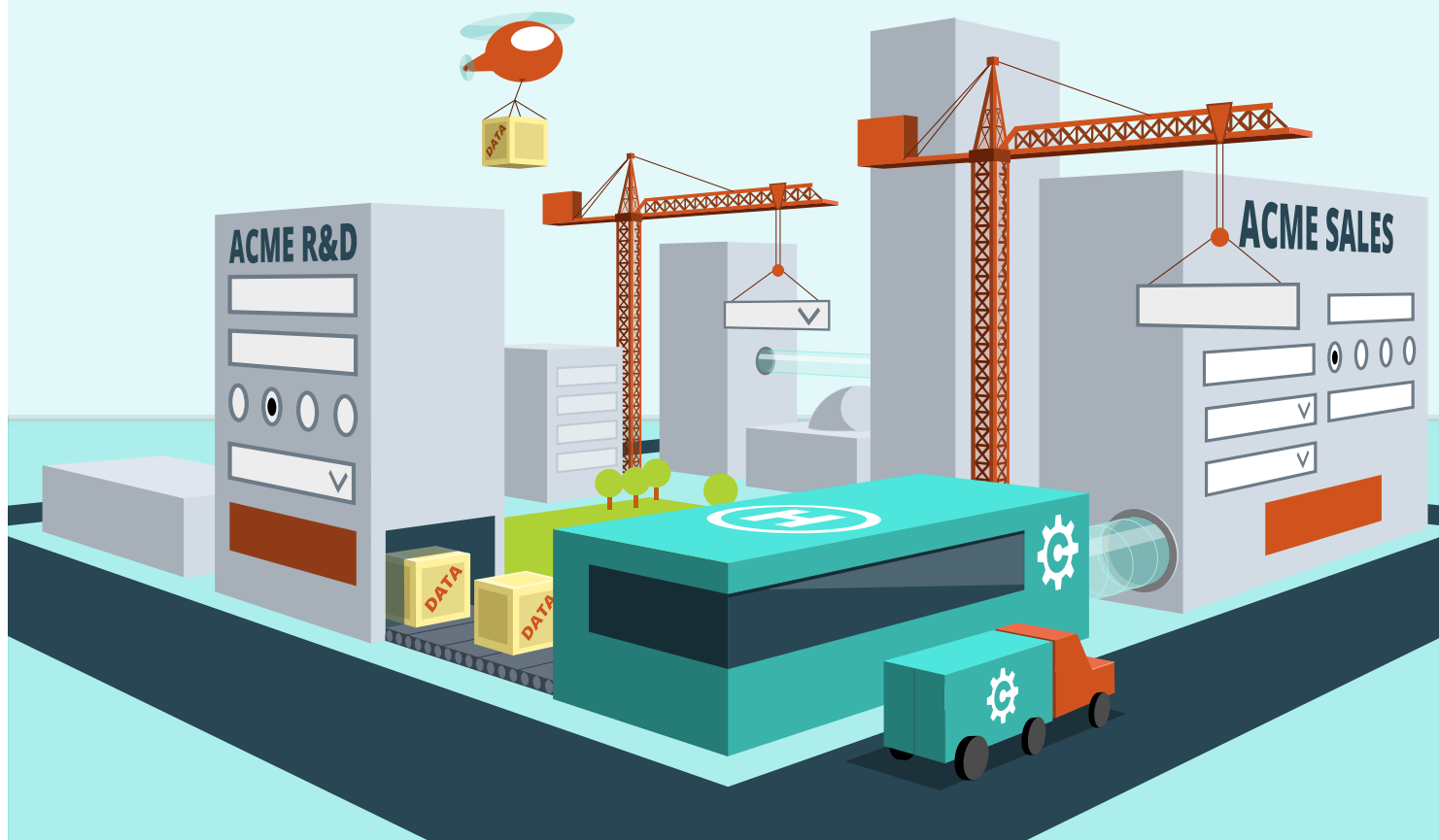
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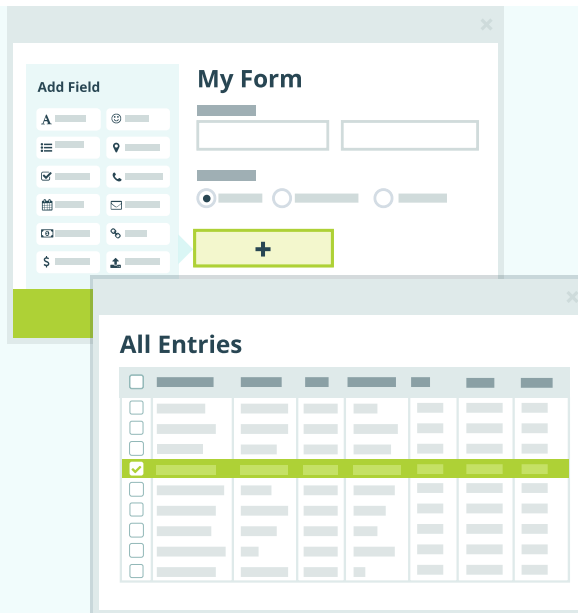
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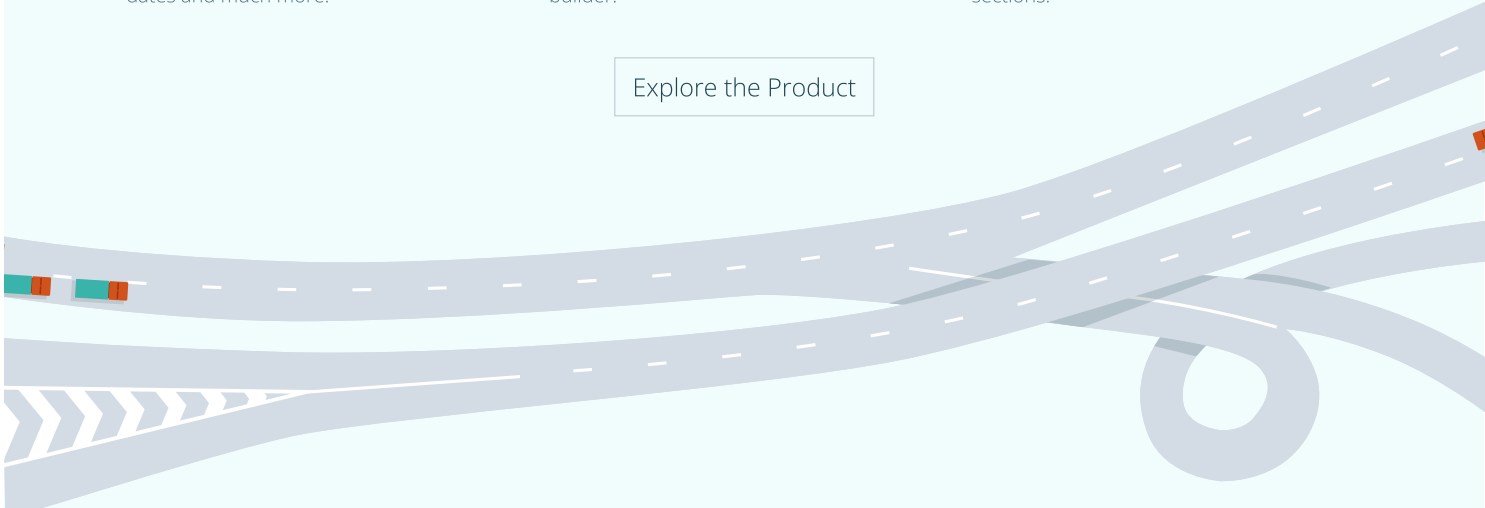
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COGNITO

Word Mark COGNITO

Goods and Services IC 009. US 021 023 026 036 038. G & S: Computer software for use in automating the real-time detection, mitigation and/or prediction of cyber-attacks; computer software for use in performing automated hunting, triaging and correlating of cyber-security threats within network packets, system log data, authentication log data, application log data, host data and customer supplied data; computer software for continuous monitoring, identifying, verifying, analyzing, comparing, classifying, sorting and scoring of collected or acquired data from network traffic, network communication, network flow data, and network intercommunication, acquisition and classification of data, event triage, threat analysis, threat correlation and system and application logs created and identified by artificial intelligence, machine learning and/or deep learning; computer software for cyber-security, detecting and mitigating advanced network attacks using artificial intelligence, machine learning and/or deep learning; computer software for continuous classification, assortment, sorting and grading of data collection, acquisition and compilation into specific areas, event triage, threat analysis, threat correlation and system and application logs created and identified by artificial intelligence, machine learning and/or deep learning; computer software for linking together multiple artificial intelligence, machine learning and/or deep learning systems to share or extend threat hunting, triage and correlation across a globally accessible network; all of the above relating specifically to analytical computing technologies that provide multi-modal natural language processing, generation, reasoning and machine learning for contextual analysis and natural interaction. FIRST USE: 20170716. FIRST USE IN COMMERCE: 20170830

IC 042. US 100 101. G & S: Computer services for others for automating the real-time detection, mitigation and/or prediction of cyber-attacks; computer services for the development, implementation and delivery of artificial intelligence, machine learning and deep learning for use in controlling automated hunting, triaging and correlating of cyber-security threats within network packets, system log data, application log data, authentication log data, host data and customer supplied data; providing software as a service for cyber-security, detecting, mitigating and/or predicting advanced networks attacks using artificial intelligence, machine learning and/or deep learning; computer services for others for the development of artificial intelligence and machine learning computer systems, including deep learning for continuous data collection, acquisition, compilation, correlation, retrieval, analysis and classification of data from network traffic, network communication, network flow data, and network intercommunication; providing computer services for others, namely, developing customized artificial intelligence services for continuous monitoring, identifying, verifying, analyzing, correlating, comparing, classifying, sorting and scoring of data collection, acquisition from network traffic, network communication, network flow data, and network intercommunication, acquisition and compilation of data into specific areas, event triage, threat analysis threat correlation and system and application logs created and identified by artificial intelligence, machine learning and/or deep learning; computer services for others, namely, development of Natural Language Processing (NLP), Computational Linguistics (CL), Information Retrieval (IR) and Machine Learning (ML) computer systems which are capable of understanding general human queries and formulating responses; computer systems analysis; integration of computer systems and networks; Computer services, namely, computer system administration for others for systems used in commercial interactions over global computer networks; scientific and industrial research, namely, research and development of new cybersecurity products or threat intelligence systems; Technical research in the field of computers that integrate Natural Language Processing (NLP), Computational Linguistics (CL), Information Retrieval (IR) and Machine Learning (ML) which is capable of understanding general human queries and formulating responses, and scientific research for cyber-security purposes; computer consultation services for threat detection and response; Computer consulting services in the field of security operations; all of the above relating specifically to analytical computing technologies that provide multi-modal natural language processing, generation, reasoning and machine learning for contextual cyber-security threat analysis and response, and natural interaction. FIRST USE: 20170716. FIRST USE IN COMMERCE: 20170830

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 87496033

Filing Date June 19, 2017

Current Basis 1A

Original Filing Basis 1B

Published for Opposition December 12, 2017

Registration Number 5536976

Registration Date August 7, 2018

Owner (REGISTRANT) Vectra Networks, Inc. CORPORATION DELAWARE 560 South Winchester Boulevard, Ste. 200 San Jose CALIFORNIA 95128
(LAST LISTED OWNER) VECTRA AI, INC. CORPORATION DELAWARE 560 S. WINCHESTER BLVD, SUITE 200 SAN JOSE CALIFORNIA 95128

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Attorney of Record Maritza Kidd

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Cognito Platform

Network detection and response built on artificial intelligence

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Increasing SOC efficiency with a balanced SIEM/NDR strategy

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Why Now



a cyberattack occurs every

39 seconds

Prevention does not provide the security coverage you require

Traditional approaches have major flaws. The top 3 major flaws of traditional security approaches according to a Gartner Research note*

- 1 Lack of security training +
- 2 Legacy approaches +
- 3 Lack of the right tools +

* Gartner Report: [How to Respond to the 2020 Threat Landscape](#)

Why Vectra

The Cognito platform for NDR is in 100% service of detecting and responding to attacks **inside** cloud, data center, IoT, and enterprise networks. Our job is to find and stop those attacks early and with certainty. The Cognito platform meets SOC 2 Type 2 compliance standards, ensuring the security and confidentiality of our partners' and customers' data.

Vectra Cognito NDR platform



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Benefits of Using the Vectra Cognito Platform



Automates threat detections

Always-learning behavioral models use AI to efficiently find hidden and unknown attackers in real time to enable quick, decisive action and provide a clear starting point for [AI-assisted threat hunting and response](#).



Empowers threat hunters

Launch deeper and broader investigations of incidents detected by Cognito and other security controls and hunt retrospectively for undetected threats. Security insights automatically sorts and presents relevant information on detections, speeding up investigations.



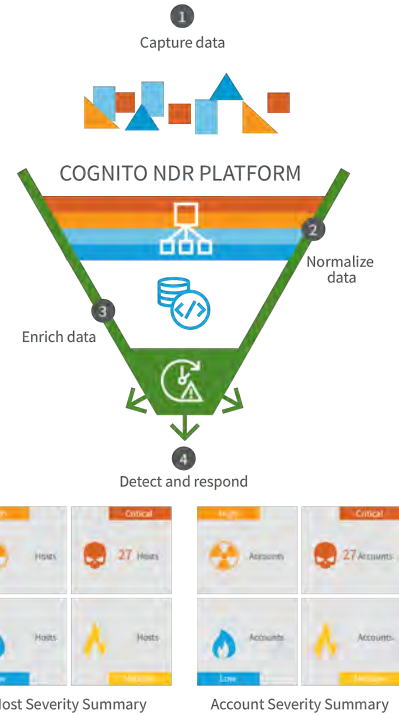
Provides visibility across entire deployment

Real time collection, analysis and storage of rich network metadata, relevant logs and cloud events provides high-fidelity visibility into the actions of all cloud and data center workloads, and user and IoT devices, leaving attackers with nowhere to hide.



Captures once and does many things

One platform collects, analyzes and enriches metadata, augmented by relevant logs and cloud events, to enable real time automated attack detection, AI-assisted threat hunting, retrospective threat hunting and incident investigation.



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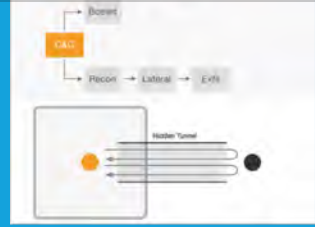


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Vectra leverages data science and machine learning to reveal underlying attack behaviors, even when traffic is encrypted.



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Threat Hunting and Investigations

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Risk and Compliance

SOC Visibility Triad

Detect Ransomware

MITRE ATT&CK Model

Detect and Response Platform

Vectra Cognito is a threat detection and response platform that uses artificial intelligence to detect attacker behavior and protect both hosts and users from being compromised. Vectra Cognito provides high fidelity alerts and does not decrypt data so you can be secure and maintain privacy whether that's in the cloud, data center, enterprise networks, or IoT devices.



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Network detection and response including data centers and IoT devices

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Detect and prioritize hidden threats in Microsoft, O365 and Azure AD federated apps

Secure IaaS & PaaS
Detect and investigate threats in AWS and apps running on AWS

Hunt & Investigate
Search for threats across your entire environment

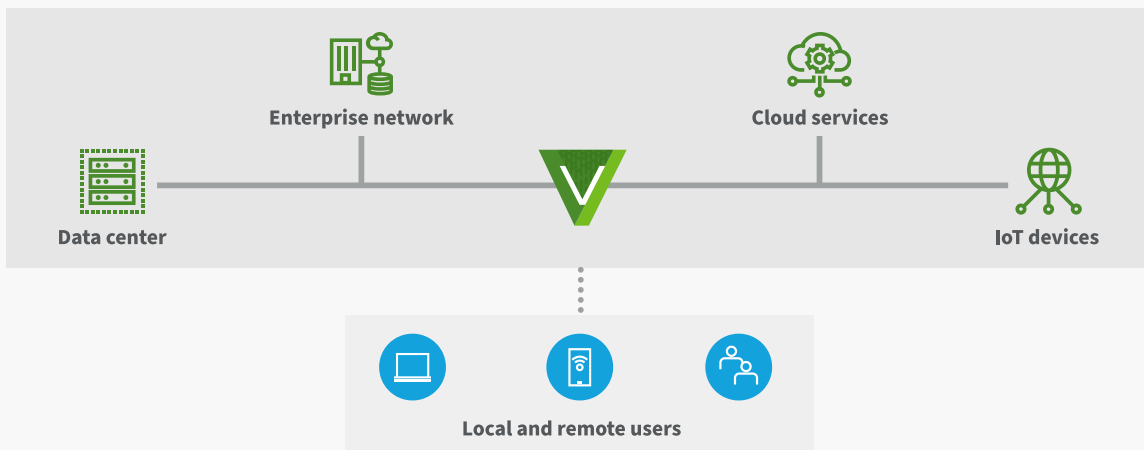
Enrich Data
Deliver security-enriched metadata to SIEMs for custom detections

Implementation Services Training Managed Hunting

Vectra Cognito
The only AI-driven threat detection and response platform that unifies Cloud, Data Centers, Enterprise Networks and IoT into a consolidated view

Vectra provides the fastest and most efficient way to find attacks in cloud, data center, IoT, and enterprise networks

- 1 Collect**
(physical / virtual / IaaS / SaaS)
extract metadata from raw network traffic and logs
- 2 Identify**
 - De-dupes and enriches
 - Performs analysis on cloud, network, and IoT
 - AI-driven threat detection
 - Prioritize alerts
- 3 Hunt & Investigate**
 - Proactively search network metadata and artifacts
 - Investigate IoC's and incidents
 - Custom tooling and workflows with 3rd party tools



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– Brett Walmsley, CTO at NHS Foundation Trust, Bolton

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