

United States of America

United States Patent and Trademark Office



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Service Mark

Trademark

Principal Register

Shiseido Company, Limited (JAPAN CORPORATION)
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JAPAN

CLASS 9: Downloadable virtual goods, namely, computer programs featuring cosmetics, soaps, perfumery, toiletries, skincare preparations, makeup, body care preparations and face care preparations and hair care preparations for use in online virtual worlds; downloadable virtual goods in the nature of image files of cosmetics and beauty products for use in online virtual worlds; [downloadable multimedia files containing artwork, text, audio and video relating to cosmetics, soaps, perfumery, toiletries, skincare preparations, makeup, body care preparations, face care preparations, and hair care preparations authenticated by non-fungible tokens (NFTs);] downloadable software for providing access to an online virtual environment; downloadable computer software for the creation, production and modification of digital animated and non-animated designs and characters, avatars, digital overlays and skins for access and use in online environments, virtual online environments, and extended reality virtual environments; downloadable software for engaging in social networking and interacting with online communities; downloadable software for accessing and streaming multimedia entertainment content

CLASS 35: Retail store services and wholesale store services featuring virtual goods *in the nature of computer programs or downloadable image and video files featuring virtual goods*, namely, cosmetics, soaps, perfumery, toiletries, skincare preparations, makeup, body care preparations and face care preparations and hair care preparations, for use in online virtual worlds; on-line retail store services and wholesale store services featuring virtual goods *in the nature of computer programs or downloadable image and video files featuring virtual goods*, namely, cosmetics, soaps, perfumery, toiletries, skincare preparations, makeup, body care preparations and face care preparations and hair care preparations, for use in online virtual worlds; on-line retail store services and wholesale store services featuring virtual goods, digital collectibles *in the nature of computer programs or downloadable image and video files featuring virtual goods and digital collectibles,* being cosmetics, soaps, perfumery, toiletries, skincare preparations, makeup, body care preparations, face care preparations and hair care preparations

Acting Director of the United States Patent and Trademark Office



authenticated by non-fungible tokens (NFTs), for use in online virtual worlds; providing commercial information and advice for consumers in the choice of products and services

CLASS 41: Entertainment services, namely, providing virtual environments in which users can interact for recreational, leisure, or entertainment purposes; entertainment services, namely, providing on-line, non-downloadable *video and image files featuring* virtual cosmetics, soaps, perfumery, toiletries, skincare preparations, makeup, body care preparations and face care preparations and hair care preparations, digital animated and non-animated designs and characters, avatars being image files, digital overlays being image files, and skins being image files for use in virtual environments created for entertainment purposes; virtual reality [and interactive] game services provided online from a global computer network and through various wireless networks and electronic devices, namely, virtual reality game services provided on-line from a computer network; entertainment services in the nature of organizing, arranging, and hosting virtual performances being social entertainment events and social entertainment events

The color(s) blue is/are claimed as a feature of the mark.

The mark consists of a stylized blue half sun with two eyes inside the sun forming a face. The color white represents background and is not claimed as a feature of the mark.

PRIORITY DATE OF 11-30-2022 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1733012 DATED 03-27-2023,
EXPIRES 03-27-2033

SER. NO. 79-371,050, FILED 03-27-2023

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years*

What and When to File:

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.