

United States of America

United States Patent and Trademark Office



Reg. No. 5,583,673

Registered Oct. 16, 2018

Amended Apr. 15, 2025

Int. Cl.: 42

Service Mark

Trademark

Principal Register

LOYALTYPLANT LTD (UNITED KINGDOM private limited company)
1, Lumley Street
London, UNITED KINGDOM W1K6TT

CLASS 42: Computer system analysis; recovery of computer data; computer virus protection services; technical project studies in the nature of engineering services in the field of computer software design; engineering; installation of computer software; research and development of new products for others; computer software consultancy; updating of computer software; maintenance of computer software; rental of web servers; duplication of computer programs; computer software design; data conversion of computer programs and data, not physical conversion; computer system design; computer rental; rental of computer software; hosting computer websites on the Internet; creating and maintaining web sites for others; computer programming; design and updating of computer software for portable computers and smartphones; data search, namely, searching and retrieving information available in computer files for others

The color(s) red, blue, white and black is/are claimed as a feature of the mark

OWNER OF EUROPEAN (EU) OFFICE FOR HARMONIZATION IN THE
INTERNAL MARKET (OHIM) , REG. NO. 015846264, DATED 03-22-2017,
EXPIRES 09-21-2026

The mark consists of a design with a squiggle line in red color that joins a boomerang shape in blue color. To the right of the design is the stylized wording "LOYALTYPLANT" in white. The background is black.

SER. NO. 87-585,338, FILED 08-27-2017

Coke Moya Smead

Acting Director of the United States Patent and Trademark Office



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>.