

United States of America

United States Patent and Trademark Office



Reg. No. 7,407,344

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Int. Cl.: 29

Trademark

Principal Register

Bernardo Hernández S.L (SPAIN sociedad de responsabilidad limitada (sl))
C/ Oriente, 18
Guijuelo, Salamanca, SPAIN 3770

CLASS 29: Ham

FIRST USE 2-29-2016; IN COMMERCE 12-31-2021

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

The mark consists of a four sided shape in red, with a double outline in white and gray, featuring the wording "BEHER BEHER" in a cross orientation in white stylized font with dark red drop shadowing. Below the four sided shape is the wording "BERNARDO HERNANDEZ" in red stylized font, above the word "BEHER" in black stylized font with white and gray drop shadowing. The bottom of the mark features of the word "AUTÉNTICO" in black stylized font. The mark is seen on white which is merely background and not a part of the mark.

The English translation of "AUTÉNTICO" in the mark is "AUTHENTIC"; The wording "BEHER" has no meaning in a foreign language.

The name(s), portrait(s), and/or signature(s) shown in the mark identifies Bernardo Hernandez Tinoco, whose consent(s) to register is made of record.

SER. NO. 98-002,444, FILED 05-18-2023

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>.