

United States of America

United States Patent and Trademark Office

BROADVIEW

Reg. No. 7,414,717

Registered Jun. 11, 2024

Corrected Apr. 15, 2025

Int. Cl.: 35, 36, 41

Service Mark

Principal Register

BROADVIEW FEDERAL CREDIT UNION (UNITED STATES FEDERALLY
CHARTERED CREDIT UNION)
700 PATROON CREEK BOULEVARD
ALBANY, NEW YORK 12206

CLASS 35: providing incentive programs that reward credit card use with purchase

FIRST USE 6-6-2023; IN COMMERCE 6-6-2023

CLASS 36: Full service credit union services and credit union services provided via the Internet, namely, provision of savings accounts, checking accounts, IRAs; Issuing of ATM cards; bill payment services; credit union services in the field of overdraft protection; Lending services, namely, providing commercial loans, home equity loans and home equity lines of credit, automobile loans, personal loans, student loans, construction loans; consumer mortgage lending services; reverse mortgage lending services; Financial planning services; issuing of credit cards through a third party provider; debit card transaction processing services; Insurance services, namely, insurance consulting in the fields of credit life insurance, credit disability insurance, accidental death and dismemberment insurance, guaranteed auto protection insurance, automobile, motor vehicle, and recreational vehicle insurance, jewelry and valuables insurance, homeowners and title insurance, personal umbrella insurance, life insurance, renters insurance, long-term care insurance, disability insurance, New York State Medigap insurance, commercial business insurance, flood insurance; brokerage of insurance; issuance and administration of annuities; automobile lease financing services; charitable fundraising services, namely, raising and distributing financial grants for charitable and philanthropic purposes

FIRST USE 8-1-2022; IN COMMERCE 8-1-2022

CLASS 41: Educational services, namely, providing non-downloadable financial education webinars; educational series of classes in the field of finance; online learning programs of instruction regarding financial well-being, and financial education seminars

FIRST USE 5-22-2023; IN COMMERCE 5-22-2023

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 97-398,986, FILED 05-06-2022

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>.