

United States of America

United States Patent and Trademark Office

PLAY LIKE NEVER BEFORE

Reg. No. 6,451,015

Registered Aug. 17, 2021

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Int. Cl.: 9, 28, 35, 38, 41

Service Mark

Trademark

Principal Register

Sony Interactive Entertainment Inc. (JAPAN CORPORATION)
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JAPAN

CLASS 9: Downloadable and recorded video game software; recorded game software; downloadable and recorded computer game software; recorded computer game software; downloadable mobile game software; downloadable game software; virtual reality headsets; * programs for consumer video game consoles with camera functions * [cameras for video game consoles;] chargers for game console controllers; downloadable software in the nature of a mobile application for playing games; downloadable computer application software for playing video and computer games; downloadable computer software for streaming audio and video content on mobile phones, tablets, personal computers, and televisions; battery chargers for video game machines; battery chargers used for controllers for game consoles; virtual reality headsets for use in video gaming

CLASS 28: Video game consoles; controllers for game consoles; * gaming headphones specially adapted for use in consumer video games * [video gaming headsets specially adapted for use in playing video games;] remote controls for video game consoles

CLASS 35: Online retail store services featuring video game software, video game * apparatus * [hardware], and video game accessories; online retail store services featuring downloadable game software, audio, and video; online retail store services featuring virtual goods, namely, * image data relating to * emoticons, badges, images, icons, tools, weapons, food items, clothing, and currency for use in online virtual worlds

CLASS 38: Transmission and delivery of video and audiovisual content in the fields of gaming and entertainment via the internet through a subscription service; electronic transmission and streaming of digital media content for others via cloud-based computer networks; streaming of audio, visual and audiovisual material via a computer network in the fields of gaming and entertainment; video-on-demand transmission services in the fields of gaming and entertainment; transmission and streaming of subscription-based audiovisual content in the fields of gaming and entertainment via the internet; data transmission and telecommunication services, namely, transmission of voice, data, and documents via telecommunications networks, transmission of webcasts, wireless telephone services; telecommunication services, namely, transmission of voice, data, and documents via telecommunications networks, transmission of webcasts, wireless telephone services

CLASS 41: Provision of non-downloadable games on the Internet; organizing competitions in the field of video games; entertainment services relating to esports, namely, arranging and conducting e-sports competitions; games services, namely, providing online video games, conducting live poker games, and providing games of chance provided via computer networks and global communication networks; entertainment services, namely, providing on-line video and computer games; entertainment services, namely, providing temporary use of online non-downloadable

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



video and computer games; entertainment services, namely, providing information in the field of gaming

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

PRIORITY DATE OF 03-24-2020 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1559290 DATED 06-29-2020, EXPIRES 06-29-2030

SER. NO. 79-297,547, FILED 06-29-2020

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>.