

United States of America

United States Patent and Trademark Office



Reg. No. 5,400,770

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Int. Cl.: 32

Trademark

Principal Register

Jake & Troy Brand, LLC (CALIFORNIA LIMITED LIABILITY COMPANY)
25th Floor
1900 Avenue of the Stars
Los Angeles, CALIFORNIA 90067

CLASS 32: Beer and lager

FIRST USE 3-21-2017; IN COMMERCE 7-15-2017

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

The mark consists of a stylized sun design with the outer edge and rays fading from orange to yellow and outlined in black. In the center of the sun design is a stylized face design. The forehead of the face design is blue with fade to white outlined in black with yellow spots also outlined in black. The brow area and nose fades from yellow to orange and is outlined in black. The forehead, brow area, and nose form a stylized mushroom design. A white stylized skeleton design appears on the nose. The irises of both eyes are blue with black pupils with white reflective spots appearing on the irises and pupils. Four white bubbles outlined in black and a white stylized fish skeleton design appear on the left stylized eyelid which appears in yellow. A black stylized stem and yellow and white flower design appear on the right stylized eyelid which appears in yellow with fade to orange. On the outer left cheek appears a blue, white, and black stylized genie design appearing out of a yellow stylized lamp design on an orange rug design. On the left cheek appears an orange, black and white cave design with a red, white, and black devil design with white horns and a white pitchfork. The upper lip is a stylized orange line appearing above a stylized orange mouth design with yellow teeth and a white skeleton head and arms appearing on the right side of the mouth. A stylized orange eye design outlined in black appears at the chin. Part of a stylized skull design appearing in white with green shading and black eye socket appears on the right cheek which appears in orange and is outlined in black. The outer right cheek is comprised of a stylized pocket knife design with a white and black blade and green, white, and yellow case.

Katherine Kelly Vidal

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>.