

United States of America

United States Patent and Trademark Office



Reg. No. 4,319,651

Registered Apr. 16, 2013

**Renewal Term Begins Apr.
16, 2023**

10 Year Renewal/Amended

Int. Cl.: 41, 43

Service Mark

Principal Register

STANDARD INTERNATIONAL MANAGEMENT, LLC
(DELAWARE LIMITED LIABILITY COMPANY)
23 EAST 4TH STREET 5TH FLOOR
NEW YORK, NEW YORK 10003

CLASS 41: Providing and maintaining an interactive website featuring information about artistic, entertainment, educational and recreational activities and events at or around STANDARD hotels and nearby cities

FIRST USE 10-5-2010; IN COMMERCE 10-5-2010

CLASS 43: Providing an interactive website featuring information about the facilities and amenities at the STANDARD hotels

FIRST USE 10-5-2010; IN COMMERCE 10-5-2010

The mark consists of the word "STANDARD" printed within a rectangular box and in an upside down orientation with respect to any other text material appearing adjacent thereto, and the word "CULTURE" printed adjacent to the right hand side of the rectangular box.

OWNER OF U.S. REG. NO. 2272545, 2293007, 3830438

SER. NO. 85-497,436, FILED 12-16-2011

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>.