

United States of America

United States Patent and Trademark Office

SOUTHERN METHODIST UNIVERSITY

Reg. No. 5,029,521

Registered Aug. 30, 2016

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**Int. Cl.: 6, 9, 11, 12, 14, 16,
20, 21, 24, 25, 35, 41, 42**

Service Mark

Trademark

Principal Register

Southern Methodist University (TEXAS non-profit corporation)
6425 Boaz Lane
Dallas, TEXAS 75205

CLASS 6: Metal key chains

FIRST USE 00-00-1960; IN COMMERCE 00-00-1982

CLASS 9: Computer accessories, namely, mouse pads

FIRST USE 00-00-1960; IN COMMERCE 00-00-1982

CLASS 11: Lamps

FIRST USE 00-00-1960; IN COMMERCE 00-00-1982

CLASS 12: License plate frames

FIRST USE 00-00-1960; IN COMMERCE 00-00-1982

CLASS 14: Jewelry; clocks; watches; non-monetary coins; jewelry lapel pins

FIRST USE 00-00-1960; IN COMMERCE 00-00-1982

CLASS 16: Posters; lithographic prints; pen sets; bumper stickers; books featuring the history of Southern Methodist University; bookends; personal organizers and document portfolios; pen holders; desktop business card holders

FIRST USE 00-00-1960; IN COMMERCE 00-00-1982

CLASS 20: Mirrors; picture and photograph frames; pillows; chairs, namely, rocking chairs and hardwood chairs; non-leather and non-metal key chains; portable folding stadium seats; metal picture frames

FIRST USE 00-00-1960; IN COMMERCE 00-00-1982

CLASS 21: Commemorative plates; gifts and novelties, namely, figurines of china, crystal, earthenware, glass, porcelain and terra cotta; housewares, namely, drinking glasses, bowls, China dishes, crystal drinking glasses, China ornaments

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



FIRST USE 00-00-1960; IN COMMERCE 00-00-1982

CLASS 24: Bed blankets; cloth pennants; cloth flags; wall tapestries of textile; afghans

FIRST USE 00-00-1960; IN COMMERCE 00-00-1982

CLASS 25: Clothing, namely, shirts, caps, sweat shirts, sweat pants, jerseys; Children's goods, namely, wind shirts and pants, polo shirts, long sleeve t-shirts, jackets, t-shirts, baby booties, cloth baby bibs

FIRST USE 00-00-1960; IN COMMERCE 00-00-1982

CLASS 35: Personnel placement service for students and graduates of the university

FIRST USE 1-1-1960; IN COMMERCE 1-1-1960

CLASS 41: Educational services, namely, providing instruction at the university level in literary, scientific, theological, vocational and professional branches; educational services, namely, conducting classes, seminars and training courses in the fields of humanities and sciences, arts, business, engineering, law, theology, and education; educational services in the nature of on-campus and off-campus classrooms provided through the media of television, radio and correspondence courses; lending publications to libraries and various individuals; university-level teaching; and education-related entertainment services, namely, presentation of sporting events, lectures, concerts and theater productions

FIRST USE 7-00-1915; IN COMMERCE 7-00-1915

CLASS 42: Conducting research for others in the field of engineering, science and the humanities

FIRST USE 1-1-1960; IN COMMERCE 1-1-1960

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

No claim is made to the exclusive right to use the following apart from the mark as shown: "UNIVERSITY" FOR CLASSES 16 AND 41

SEC.2(F)

SER. NO. 86-372,363, FILED 08-20-2014

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>.