

United States of America

United States Patent and Trademark Office

WELL PLAYED

Reg. No. 6,959,669

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Int. Cl.: 9, 38, 41, 42

Service Mark

Trademark

Principal Register

WELL PLAYED GAMES LIMITED (UNITED KINGDOM Limited Company)
128 Warwick Street
Leamington Spa
Warwickshire, UNITED KINGDOM CV324QY

CLASS 9: downloadable computer game and video games software; downloadable interactive entertainment software for playing computer and video games; downloadable electronic publications in the nature of newsletters and manuals in the field of video games; downloadable publications in the nature of newsletters and manuals in the field of computer software; discs, tapes, cartridges, CD-ROMs, DVDs and other magnetic, electronic or optical media, all bearing computer games, game software and/or audio visual content in the nature of audio and video files in the field of video games; downloadable computer game and video games application software; digital games in the nature of computer game software recorded on computer media and downloadable; computer peripherals; optically recorded data for computers, namely, video games and computer game software; downloadable computer software and computer hardware for downloading, transmitting, receiving, providing, publishing, extracting, encoding, decoding, reading, storing and organizing audiovisual, videographic and written data; downloadable computer software for gathering, processing, monitoring, analysing, managing and reporting information; downloadable computer software for gathering, processing, monitoring, analysing, managing and reporting information concerning usage and performance of software, applications, computer and video games, websites, virtual worlds and audio visual content; downloadable computer software for gathering, processing, analysing, managing and reporting information concerning online, internet and web site activity; downloadable computer software for data mining, data query, data processing and data analysis; downloadable computer software for designing, developing, modifying and improving computer software, applications, computer and video games, websites and audio visual content and the marketing, promotion, sale, distribution, monetisation and operation of the foregoing; computer software for playing or obtaining video games and video games stored on electronic, magnetic and optical media; downloadable electronic publications supplied on-line from a database or from facilities provided on the Internet or other networks including websites, in the nature of newsletters, manuals, and product information in the field of computer software and video games; electronic notice boards; downloadable sound, video and data recordings in the field of entertainment; sunglasses; blank recording discs, tapes, cassettes, cartridges, memory carriers, video, audio and data recording media and data carriers; pre-recorded records, discs, tapes, cassettes, cartridges, and memory cards bearing sound recordings, video recordings, data, images, games, graphics, text, programs or information in the field of video and computer games; pre-recorded memory carriers bearing sound recordings, video recordings, data, images, games, graphics, text, programs or information in the field of video and computer games; pre-recorded video,

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



audio and data recording media bearing sound recordings, video recordings, data, images, games, graphics, text, programs or information in the field of video and computer games; pre-recorded data carriers bearing sound recordings, video recordings, data, images, games, graphics, text, and computer programs in the field of video and computer games; telephones, communications and telecommunications apparatus, namely, mobile phones and portable computers; downloadable computer game software for mobile telephones; mobile telephone fascias and covers; downloadable non-printed publications in the nature of newsletters in the field of entertainment; films and programmes prepared for television in the field of entertainment; refrigerator magnets; parts and fittings for the aforesaid goods; downloadable software in the nature of a mobile application for playing games; downloadable electronic game software for mobile phones; downloadable mobile application software for gaming in the field of entertainment

CLASS 38: telecommunication of information, namely, telecommunications transmission of computer programs and any other data; computer aided transmission of messages and or images; transmission of messages, data and content via the Internet and other computer and communications networks; providing online forums, chat rooms, and list servers for the transmission of messages, comments and multimedia content among users in the field of entertainment; transmission of electronic media, multimedia content, videos, movies, pictures, images, text, photos, games, user-generated content, audio content, and information via the Internet and other computer and communications networks; electronic communication services; electronic mail services; television, cable television, satellite television and subscription television broadcasting services; video text and televisions text services; news agency services, namely, the transmission of news items to news reporting organizations; information advisory services relating to the aforesaid; texting; SMS services; text and picture wireless messaging services; audio relay services; webcasting services; providing an Internet website portal featuring electronic transmission of videos ; providing online community forums for users to post, search, watch, share, critique, rate, and comment on videos, and other multimedia content; providing digital program transmission of audio and video broadcasts over a global computer network; providing an Internet website portal featuring electronic transmission of entertainment videos; providing an Internet website portal featuring transmission of entertainment and education videos; providing telecommunications access to non-downloadable software; electronic transmission of sound and/or pictures; providing telecommunications access to a video sharing portal for entertainment and education purposes; electronic transmission of streamed and downloadable audio and video files via electronic and communications networks as well as by means of a global computer network; providing of access to on-line chat rooms and bulletin boards; telecommunication transmission of information including web pages, computer programs, text and any other data; providing on-line chat rooms for social networking; chat room services for social networking; providing access to digital music websites on the Internet or other computer network; delivery of digital music by telecommunications; web streaming being the transmission of data, information and audio-visual data via the Internet or other computer network; transmission of written and digital communications; operation of chat rooms; provision of on-line forums in the field of video games; advisory, information and consultancy services relating to the aforesaid; excluding providing facilities for tabletop, card game and role playing game play and tournaments

CLASS 41: Entertainment services in the form of electronic, computer and video games provided by means of the Internet and other remote communications device; organising of games provided by means of the Internet; education and entertainment services, namely, providing online non-downloadable cinematographic, televisual, digital and motion picture films, radio and television programs and shows; providing educational and entertainment information by computer networks, television, mobile telephone, cable and other electronic means; preparation, editing and production of cinematographic, televisual, digital and motion picture films, radio and television programs; games services, namely, organizing electronic games competitions;

entertainment services in the form of non-downloadable electronic, computer and video games provided by means of the Internet, mobile telephone and other remote communications device; multimedia publishing of computer and video games and computer and video games software; multimedia publishing of entertainment and educational software; audio production; video production; theatre production; music production; publishing; film publishing; multimedia publishing of books, magazines, journals, software, games, music, and electronic publications; music publishing; providing online non-downloadable electronic games users may access through mobile devices; online journals, namely, blogs in the field of computer and video games; providing online non-downloadable cloud computing video game software; excluding providing facilities for tabletop, card game and role playing game play and tournaments

CLASS 42: software development, design, maintenance, software programming, engineering, research and writing; advisory and consultancy services relating to computer software and computer software development, design, maintenance, consultancy, programming, engineering, research and technical writing; computer software development, design, maintenance, consultancy, programming, engineering, research, and technical writing; computer and video games development; creation of computer graphics; computer game design; design and development services in relation to computer and video games; design services relating to the production of computer and video games; computer programming; computer software design; providing temporary use of non-downloadable computer software that allows users to send, receive, transfer, store, and safeguard digital currency; providing a website featuring technology that enables users to remotely access, send, receive, transfer, store, and manage digital currency; application service provider featuring application programming interface (api) software for integration of financial transactions into websites and mobile applications; updating of computer software; consultancy in the design and development of computer hardware; rental of computer software; maintenance of computer software; computer system analysis; computer system design; conversion of data or documents from physical to electronic media; rental of web servers; development of software for electronic processing and transmissions of traditional currency and virtual currency; constructing and hosting internet platforms for payment processing and transfer; platform as a service (paas) services featuring games monetization computer platform software for providing a virtual currency for use in video games by members of an on-line community via a global computer network; social network software and virtual worlds software development, hosting and management; data mining services, namely, gathering, processing, monitoring, analysing, managing and reporting information concerning usage and performance of software, applications, computer and video games, websites, virtual worlds and computer based audio visual content; data mining and computer systems analysis services, namely, gathering, processing, analysing, managing and reporting information concerning online, internet and web site activity; data mining; services for designing, developing, modifying and improving computer software, applications, computer and video games, websites and audio visual content; development of computer software in the field of gaming; software development, design, maintenance, software programming, engineering, research and technical writing in the field of computer and video games; advisory and consultancy services relating to computer and video games software; data mining services, namely, collection, analysis and reporting of data concerning usage and performance of software, applications, computer and video games, websites, virtual worlds and audio visual content; advisory and consultancy services relating to the foregoing; providing a website featuring temporary use of online non-downloadable computer software for uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information over the Internet or other communications network; excluding providing facilities for tabletop, card game and role playing game play and tournaments

The color(s) orange and black is/are claimed as a feature of the mark.

PRIORITY CLAIMED UNDER SEC. 44(D) ON UNITED KINGDOM

APPLICATION NO. 3346377, FILED 10-17-2018, REG. NO. 3346377, DATED 10-17-2018, EXPIRES 10-17-2028

The mark consists of the terms "WELL PLAYED" in black uppercase letters, with the terms separated by a partial orange triangle.

SER. NO. 88-274,854, FILED 01-24-2019

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>.