

United States of America

United States Patent and Trademark Office

GET IT

Reg. No. 4,076,582

Registered Dec. 27, 2011

Int. Cls.: 9 and 35

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

GET IT MOBILE, INC. (CALIFORNIA CORPORATION)
595 MILLICH DR.
STE 200
CAMPBELL, CA 95008

FOR: COMPUTER SOFTWARE FOR FACILITATING THE DISTRIBUTION OF TEXT, AUDIO, VISUAL, SOFTWARE AND MEDIA CONTENT BETWEEN COMPUTERS AND WIRELESS DEVICES AND MANAGING THE ADVERTISING AND DISTRIBUTION OF TEXT, AUDIO, VISUAL, SOFTWARE AND MEDIA CONTENT, NAMELY, MERCHANDISING AND PRESENTATION OF PRODUCT AND SERVICE OFFERINGS, TRACKING OF DISTRIBUTION PERFORMANCE AND ANALYZING AND REPORTING DATA, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 3-1-2010; IN COMMERCE 3-1-2010.

FOR: ADVERTISING, PROMOTION, AND MARKETING SERVICES IN THE NATURE OF PROMOTING GOODS AND SERVICES OF OTHERS USING BARCODE SCAN, IMAGING TECHNOLOGY, MOBILE DEVICES, SHORT MESSAGE SERVICE (SMS) NUMBERS, EMAIL ADDRESSES, KEYWORDS, WEBSITE URL (UNIFORM RESOURCE LOCATOR) AND/OR CAMERAS TO SCAN AND READ BAR CODE IMAGES OR ANY OTHER MACHINE-READABLE REPRESENTATIONS OF DATA AND/ OR KEYWORDS DISPLAYED ON ANY PRODUCTS, INCLUDING WEBSITES, EMAIL, SIGNS, BOOKS, INSERTS, BROCHURES, PACKAGING, LABELS, TOYS, BAGS, APPAREL, T-SHIRTS, FOOTWEAR, PAPER GOODS, STATIONERY, BUSINESS CARDS, POSTERS AND PRINTED MEDIA THAT ARE THEN USED FOR THE REDIRECTION TO APPLICATION SOFTWARE, VIDEOS, WEBSITES, DISCOUNT COUPONS, TEXT, MESSAGES, EMAIL MESSAGE, INFORMATION, ADVERTISEMENTS, NEWSPAPER AND NEWSLETTER, WHEN A USER TRANSMITS A KEYWORD TO THE SMS NUMBER FROM A MOBILE DEVICE, WHEN A USER TRANSMITS A KEYWORD TO THE EMAIL ADDRESS ON A MOBILE DEVICE AND WHEN A USER ENTERS A KEYWORD INTO A TEXT ENTRY FIELD ON A WEBSITE, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 5-1-2010; IN COMMERCE 10-1-2010.

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



David J. Kappas

Director of the United States Patent and Trademark Office

Reg. No. 4,076,582 OWNER OF U.S. REG. NO. 3,895,374.

SER. NO. 85-309,414, FILED 5-2-2011.

PRISCILLA MILTON, EXAMINING ATTORNEY

**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.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***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 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>.