

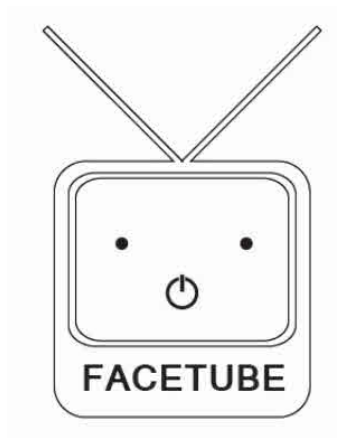
O/610/21

TRADE MARKS ACT 1994

IN THE MATTER OF APPLICATION NO. UK00003464916

BY FINANCIAL & GENERAL HOLDINGS LIMITED

FOR THE FOLLOWING TRADE MARK:



IN CLASS 42

AND IN THE MATTER OF OPPOSITION THERETO

UNDER NO. 420484

BY FACEBOOK, INC.

BACKGROUND AND PLEADINGS

1. On 7 February 2020, Financial & General Holdings Limited (“the applicant”) applied to register the trade mark shown on the cover page of this decision in the UK. The application was published for opposition purposes on 14 February 2020 and registration is sought for the following services:

Class 42 Computer services, namely, creating virtual communities for registered users to organise groups and events, participate in discussions, and engage in social, business and community networking; computer services, namely, hosting electronic facilities for others for organising and conducting meetings, events and interactive discussions via communications networks; application service provider (ASP) services, namely, hosting computer software applications of others; application service provider (ASP) featuring software to enable or facilitate the uploading, downloading, streaming, posting, displaying, blogging, linking, sharing or otherwise providing electronic media or information over communications networks; providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data; computer services in the nature of customised web pages featuring user-defined or specified information, personal profiles, audio, video, photographic images, text, graphics and data; providing a website featuring technology that enables on-line users to create personal profiles featuring social networking information and to transfer and share such information among multiple websites; business card and identity card design services; scientific and technological services and research and design relating thereto; industrial analysis and research services; design and development of computer hardware and software; computer services, namely, hosting on-line web facilities for others for organising and conducting on-line meetings, gatherings, and interactive discussions; computer services in the nature of customised web pages featuring user-defined information, personal profiles and information; providing use of software applications through

a website; application service provider (ASP) featuring software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information over the Internet or other communications network; information, advisory and consultancy services relating to all of the aforesaid services.

2. On 5 June 2020, the application was opposed by Facebook, Inc. (“the opponent”) on the basis of sections 5(2)(b) and 5(3) of the Trade Marks Act 1994 (“the Act”). Under section 5(2)(b), the opponent relies upon the following trade marks:

FACEBOOK

UKTM no. 3329154

Filing date 3 August 2018; registration date 26 October 2018

Relying on some goods and services for which the mark is registered, namely those set out in classes 9, 35, 38, 41, 42 and 45 (as shown underlined in the Annex to this decision)

(“the First Earlier Mark”)

FACEBOOK

EUTM no. 17918069¹

Filing date 14 June 2018; registration date 27 August 2019

Relying on some goods and services for which the mark is registered in classes 9, 16, 35, 38, 41, 42 and 45 (as shown underlined in the Annex to this decision)

(“the Second Earlier Mark”)

FACE

EUTM no. 18075697

Filing date 3 June 2019; registration date 8 September 2020

Relying on all goods and services for which the mark is registered

(“the Third Earlier Mark”)

¹ Although the UK has left the EU and the transition period has now expired, EUTMs, and International Marks which have designated the EU for protection, are still relevant in these proceedings given the impact of the transitional provisions of The Trade Marks (Amendment etc.) (EU Exit) Regulations 2019 – please see Tribunal Practice Notice 2/2020 for further information.

FACE

EUTM no. 18075698

Filing date 3 June 2019; registration date 22 May 2020

Relying on all goods and services for which the mark is registered
("the Fourth Earlier Mark")

FACE

EUTM no. 18075704

Filing date 3 June 2019; registration date 14 July 2020

Relying on all goods and services for which the mark is registered
("the Fifth Earlier Mark")

FACE

EUTM no. 18075702

Filing date 3 June 2019; registration date 25 August 2020

Relying on all goods and services for which the mark is registered
("the Sixth Earlier Mark")

FACE

EUTM no. 18075686

Filing date 3 June 2019; registration date 5 September 2020

Relying upon all goods and services for which the mark is registered
("the Seventh Earlier Mark")

3. Under section 5(2)(b), the opponent claims that there is a likelihood of confusion because the parties' respective marks are similar and the goods and services are identical or similar.

4. Under section 5(3), the opponent relies upon the First and Second Earlier Marks only. The opponent claims that it has a reputation for all of the goods and services for which those marks are registered. It claims that use of the applicant's mark, without due cause, would take unfair advantage of, or be detrimental to, the distinctive character and/or repute of the earlier marks.

5. The applicant filed a counterstatement, admitting that the opponent has a reputation for services in classes 35, 38 and 45, but denying the grounds of opposition. I will return to the extent that the claims are denied below.

6. Both parties filed evidence in chief. The opponent filed evidence in reply. A hearing took place before me on **2 June 2021**, by video conference. The opponent was represented by Mr Julius Stobbs of Stobbs IP. Mr Stobbs filed a skeleton argument in advance of the hearing. The applicant has been represented throughout these proceedings by Murgitroyd & Company. The applicant elected not to attend the hearing but filed written submissions in lieu of attendance.

EVIDENCE AND SUBMISSIONS

7. The opponent filed evidence in chief in the form of the witness statements of Scott Minden and Geoffrey Weller, dated 1 and 3 November 2020 respectively. Mr Minden is the Associate General Counsel, Brands and Marketing Legal of the opponent. He has been employed by the opponent since 17 April 2017. His statement is accompanied by 14 exhibits. Mr Weller is an attorney with Stobbs IP and his statement is accompanied by 2 exhibits.

8. The applicant filed evidence in chief in the form of the witness statement of Anjum Sheikh Bashir dated 13 January 2021. Ms Bashir is an attorney acting on behalf of the applicant in these proceedings. Her statement is accompanied by 2 exhibits.

9. The applicant's evidence in chief was also accompanied by written submissions dated 13 January 2021.

10. The opponent filed evidence in reply in the form of the second witness statement of Mr Weller dated 11 March 2021. Mr Weller's second statement is accompanied by 1 exhibit.

11. As noted above, the applicant filed written submissions in lieu.

12. I have taken all of the evidence and submissions into consideration in reaching my decision. Whilst I do not propose to summarise them here, I will refer to them below where necessary.

PRELIMINARY ISSUES

Admissions

13. At the hearing, Mr Stobbs raised a number of points about admissions that he states have been made by the applicant. In particular, he noted:

- a) In its counterstatement, the applicant does not comment upon the similarity of the goods and services. Consequently, Mr Stobbs submitted that this should no longer be a live issue in these proceedings.

I agree. The applicant did not admit, deny or put the opponent to proof regarding the similarity of the goods and services. Consequently, it can be taken to have accepted the opponent's position that the goods and services are either identical or similar. However, the extent to which there is similarity will remain a live issue to which I will return below.

- b) In its counterstatement and evidence, a number of admissions are made by the applicant regarding the opponent's reputation. In its counterstatement, the applicant states:

"4. It is admitted that the Opponent's Mark FACEBOOK has a reputation in Classes 35, 38 and 45 in relation to its social networking service. But it is denied that the reputation is for all of the goods and services as set out in the Notice of Opposition. It is denied and challenged that the Opponent's Mark FACEBOOK has a reputation in Class 42."

In its written submissions, the applicant states:

“12. In paragraph 23 of Mr Scott Minden’s Witness Statement, he states that “the Opponent enjoys a high degree of recognition as the name of a popular online networking site, and that its enormous reputation extends beyond “social networking” to include a number of other services, including “marketing, advertising, business, and telecommunications... electronic transmission of data, messages and information; providing online forums and chat rooms; audio, text and video broadcasting services; providing computer, electronic and online databases for recreational and amusement use in the field of entertainment and in the fields of secondary, collegiate, social and community interest groups; photosharing and video sharing services; publication of electronic journals and web logs; entertainment services, namely facilitating interactive game services; computer services, namely, creating virtual communities for registered users to organize groups and events, participate in discussions, and engage in social, business and community networking; providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data, among other things”.

13. Again, the Applicant does not dispute the reputation of the mark FACEBOOK, even in connection with the services set out in paragraph 23 of Scott Minden’s Witness Statement, with the exception of the term “among other things”, because this term is unreasonably vague as to possibly cover all manner of unrelated services such as say, refuse collection services.”

I agree with Mr Stobbs that this appears to broaden the initial admission made in the counterstatement. The opponent can, therefore, rely upon a reputation for at least the above services. I will consider whether the opponent’s reputation goes further than this and the effect of any established reputation below.

c) Mr Stobbs also noted that the applicant’s counterstatement reads as follows:

“5. Regardless of reputation, it is clear that to be successful under section 5(3) the Applicant’s Mark must be similar to the Opponent’s Marks. The Applicant denies that the Applicant’s Mark is similar to the Opponent’s Marks.

6. The Applicant denies that the Applicant's Mark is confusingly similar to the Opponent's Marks.

7. The Applicant denies that the average consumer will assume that the Applicant's Mark belongs to the Opponent. That is, the Opponent is not well known to have a family of different FACE- prefix trade marks, and does not have a monopoly to the lone term FACE.

8. The Applicant denies that an economic link exists between the Applicant's Mark and the Opponent's Mark. The Applicant's Mark is not similar to the Opponent's Marks, and so opposition under Section 5(3) fails. The Applicant puts the Opponent to strict proof of demonstrating such a link and demonstrating that the benefit from any reputation of the Opponent's Marks gives or is likely to give the Applicant an unfair advantage, because the Applicant maintains that the respective marks are different in totality and one would not be mistaken for the other by the average consumer. Therefore, there can be no question of the Applicant benefitting from the reputation of the Opponent's Marks."

At the hearing, Mr Stobbs submitted that in light of these pleadings, I should proceed on the basis that there is only a denial of the opposition on the basis that there is no similarity between the marks i.e. provided I find some similarity between the marks, it should automatically follow that there is a likelihood of confusion under section 5(2) and a link and damage under 5(3).

I note that these submissions were not foreshadowed in Mr Stobbs' skeleton argument, still less in submissions during the evidence rounds. Consequently, as the applicant had elected not to attend the hearing, it did not have the opportunity to comment upon them. Arguments regarding the impact of the pleadings should, in my view, be raised at the earliest opportunity. For the avoidance of doubt, my reading of the applicant's counterstatement does not align with the position as suggested by Mr Stobbs. In any event, given my

findings below, nothing turns on this pleadings point and, consequently, I will make no further comment on this.

Impact of the opponent's reputation

14. In its written submissions, the applicant states:

“25. The enhanced reputation of the Opponent in the mark FACEBOOK, means that the average consumer will immediately recognise the Opponent's Mark and be able to immediately distinguish the Opponent's Mark from the Applicant's Mark.

26. This is particularly the case, because the enhanced reputation of the Opponent's Marks means that the average consumer will be very familiar with the blue and white logo used by the Opponent in combination with both the mark FACEBOOK and the “f” logo that the Opponent also uses to denote its famous social network and website. Therefore, when the average consumer is presented with the Applicant's Mark, the logo alone is sufficient to avoid any connection being made in the minds of the average consumer with the Opponent's Mark FACEBOOK.”

15. The opponent is not, in this case, relying upon any logo mark and so I do not consider that assists the applicant. In trade mark law, a brand's fame as a result of the use made of it cannot be held against it; it is no defence to a trade mark opposition to argue that because a mark is famous, the average consumer will instantly recognise any difference between that trade mark and any other similar marks which resemble it. Consequently, I do not consider that these submissions assist the applicant.

Evidence of other 'FACE' marks

16. Ms Bashir filed evidence of a search of the Register undertaken for any trade marks containing the word FACE in classes 9, 38 and 42.² This search returned 69

² Exhibit ASB1

results. However, only the first three pages (which display 10 results) have been provided. In *Zero Industry Srl v Office for Harmonisation in the Internal Market (Trade Marks and Designs) (OHIM)*, Case T-400/06, the General Court (“GC”) stated that:

“73. As regards the results of the research submitted by the applicant, according to which 93 Community trade marks are made up of or include the word ‘zero’, it should be pointed out that the Opposition Division found, in that regard, that ‘... there are no indications as to how many of such trade marks are effectively used in the market’. The applicant did not dispute that finding before the Board of Appeal but none the less reverted to the issue of that evidence in its application lodged at the Court. It must be found that the mere fact that a number of trade marks relating to the goods at issue contain the word ‘zero’ is not enough to establish that the distinctive character of that element has been weakened because of its frequent use in the field concerned (see, by analogy, Case T 135/04 GfK v OHIM – BUS(Online Bus) [2005] ECR II 4865, paragraph 68, and Case T 29/04 Castellblanch v OHIM – Champagne Roederer (CRISTAL CASTELLBLANCH) [2005] ECR II 5309, paragraph 71).”

17. The same applies here. I note that 9 out of 10 of the results are ‘dead’. I have no evidence regarding how the 1 that remains registered has been used in practice. I note that Ms Bashir has also filed some examples of businesses which do use the word FACE in the marketplace.³ These businesses are FACEWATCH, FACETER, FACEAPP, FACE and FACEIT. They appear to provide security or gaming software. I do not consider this to be of assistance to the applicant. Most of the evidence is undated. The dated documents are not, in my view, sufficient to impact upon the distinctiveness of the earlier marks. However, even if I am wrong, this could only possibly have an impact in relation to gaming goods/services.

MY APPROACH

18. In his skeleton argument, Mr Stobbs sought to focus the opponent’s submissions on the First, Second, Sixth and Seventh Earlier Marks. Consequently, I will begin my

³ Exhibit ASB2

assessment on the basis of those marks, returning to the remaining earlier marks only if it is necessary to do so.

DECISION

Section 5(2)(b)

19. Section 5(2)(b) of the Act reads as follows:

“5(2) A trade mark shall not be registered if because –

(a)...

(b) it is similar to an earlier trade mark and is to be registered for goods or services identical with or similar to those for which the earlier trade mark is protected

there exists a likelihood of confusion on the part of the public, which includes the likelihood of association with the earlier trade mark.”

20. Section 5A of the Act reads as follows:

“5A Where grounds for refusal of an application for registration of a trade mark exist in respect of only some of the goods or services in respect of which the trade mark is applied for, the application is to be refused in relation to those goods and services only.”

21. By virtue of their earlier filing dates, the trade marks upon which the opponent relies qualify as earlier trade marks pursuant to section 6 of the Act. The opponent's marks had not completed their registration process more than 5 years before the filing date of the application in issue and are not, therefore, subject to proof of use pursuant to section 6A of the Act. Consequently, the opponent can rely upon all of the goods and services it has identified.

22. Although the UK has left the EU, section 6(3)(a) of the European Union (Withdrawal) Act 2018 requires tribunals to apply EU-derived national law in accordance with EU law as it stood at the end of the transition period. The provisions of the Act relied upon in these proceedings are derived from an EU Directive. This is why this decision continues to make reference to the trade mark case-law of EU courts.

23. The following principles are gleaned from the decisions of the EU courts in *Sabel BV v Puma AG*, Case C-251/95, *Canon Kabushiki Kaisha v Metro-Goldwyn-Mayer Inc*, Case C-39/97, *Lloyd Schuhfabrik Meyer & Co GmbH v Klijsen Handel B.V.* Case C-342/97, *Marca Mode CV v Adidas AG & Adidas Benelux BV*, Case C-425/98, *Matratzen Concord GmbH v OHIM*, Case C-3/03, *Medion AG v. Thomson Multimedia Sales Germany & Austria GmbH*, Case C-120/04, *Shaker di L. Laudato & C. Sas v OHIM*, Case C-334/05P and *Bimbo SA v OHIM*, Case C-591/12P:

(a) The likelihood of confusion must be appreciated globally, taking account of all relevant factors;

(b) the matter must be judged through the eyes of the average consumer of the goods or services in question, who is deemed to be reasonably well informed and reasonably circumspect and observant, but who rarely has the chance to make direct comparisons between marks and must instead rely upon the imperfect picture of them he has kept in his mind, and whose attention varies according to the category of goods or services in question;

(c) the average consumer normally perceives a mark as a whole and does not proceed to analyse its various details;

(d) the visual, aural and conceptual similarities of the marks must normally be assessed by reference to the overall impressions created by the marks bearing in mind their distinctive and dominant components, but it is only when all other components of a complex mark are negligible that it is permissible to make the comparison solely on the basis of the dominant elements;

(e) nevertheless, the overall impression conveyed to the public by a composite trade mark may be dominated by one or more of its components;

(f) however, it is also possible that in a particular case an element corresponding to an earlier trade mark may retain an independent distinctive role in a composite mark, without necessarily constituting a dominant element of that mark;

(g) a lesser degree of similarity between the goods or services may be offset by a greater degree of similarity between the marks, and vice versa;

(h) there is a greater likelihood of confusion where the earlier mark has a highly distinctive character, either per se or because of the use that has been made of it;

(i) mere association, in the strict sense that the later mark brings to mind the earlier mark, is not sufficient;

(j) the reputation of a mark does not give grounds for presuming a likelihood of confusion simply because of a likelihood of association in the strict sense;

(k) if the association between the marks creates a risk that the public will wrongly believe that the respective goods or services come from the same or economically-linked undertakings, there is a likelihood of confusion.

Comparison of goods and services

24. As noted above, the applicant has not denied that there is some similarity between the goods and services. However, as the extent of any such similarity remains in issue I will conduct a full comparison.

25. When making the comparison, all relevant factors relating to the goods and services in the specifications should be taken into account. In the judgment of the

Court of Justice of the European Union (“CJEU”) in *Canon*, Case C-39/97, the court stated at paragraph 23 of its judgment that:

“In assessing the similarity of the goods or services concerned, as the French and United Kingdom Governments and the Commission have pointed out, all the relevant factors relating to those goods or services themselves should be taken into account. Those factors include, inter alia, their nature, their intended purpose and their method of use and whether they are in competition with each other or are complementary.”

26. Guidance on this issue has also come from Jacob J. (as he then was) in the *Treat* case, [1996] R.P.C. 281, where he identified the factors for assessing similarity as:

- (a) The respective uses of the respective goods or services;
- (b) The respective users of the respective goods or services;
- (c) The physical nature of the goods or acts of service;
- (d) The respective trade channels through which the goods or services reach the market;
- (e) In the case of self-serve consumer items, where in practice they are respectively found or likely to be found in supermarkets and, in particular, whether they are or are likely to be found on the same or different shelves;
- (f) The extent to which the respective goods or services are competitive. This inquiry may take into account how those in trade classify goods, for instance, whether market research companies, who of course act for industry, put the goods or services in the same or different sectors.

27. In *Gérard Meric v Office for Harmonisation in the Internal Market*, Case T- 133/05, the General Court (“GC”) stated that:

“29. In addition, the goods can be considered as identical when the goods designated by the earlier mark are included in a more general category, designated by trade mark application (Case T-388/00 *Institut for Lernsysteme v OHIM – Educational Services* (ELS) [2002] ECR II-4301, paragraph 53) or where the goods designated by the trade mark application are included in a more general category designated by the earlier mark.”

28. In his skeleton argument, Mr Stobbs outlined certain terms from the opponent’s specification that he considered to be similar to the applicant’s specification. Consequently, I will begin my assessment with those terms, returning to the broader specification only if it is necessary to do so.

Computer services, namely, creating virtual communities for registered users to organise groups and events, participate in discussions, and engage in social, business and community networking

29. This term in the applicant’s specification is self-evidently identical or identical on the principle outlined in *Meric* to “computer services, namely, creating virtual communities for registered users to organize groups, meetings, and events, participate in discussions and engage in social, business and community networking” in the First and Sixth Earlier Marks’ specifications.

Computer services, namely, hosting electronic facilities for others for organising and conducting meetings, events and interactive discussions via communications networks

30. This term is self-evidently identical or identical on the principle outlined in *Meric* to “computer services, in particular, hosting electronic facilities for others for organizing and conducting meetings, events and interactive discussions via the internet and communication networks” and “computer services, namely, hosting electronic facilities for others for interactive discussions via communication networks” in the First and Sixth Earlier Marks’ specifications.

Application service provider (ASP) services, namely, hosting computer software applications of others

31. This term is self-evidently or identical on the principle outlined in *Meric* to “application service provider (ASP)” and “application service provider (ASP) services, namely, hosting software applications of others” in the First and Sixth Earlier Marks’ specifications.

Application service provider (ASP) featuring software to enable or facilitate the uploading, downloading, streaming, posting, displaying, blogging, linking, sharing or otherwise providing electronic media or information over communications networks; application service provider (ASP) featuring software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information over the Internet or other communications network.

32. These terms are identical on the principle outlined in *Meric* to “application service provider (ASP)” and “application service provider (ASP) featuring software to enable or facilitate the creating, editing, uploading, downloading, accessing, viewing, posting, displaying, tagging, blogging, streaming, linking, annotating, indicating sentiment about, commenting on, embedding, transmitting, and sharing or otherwise providing electronic media or information via the internet and communications networks” in the First and Sixth Earlier Marks’ specifications.

Providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data.

33. This term is self-evidently identical or identical on the principle outlined in *Meric* to “Providing online non-downloadable software”, “Providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of virtual reality content and data” and “Providing software for social networking, creating a virtual community, and transmission of audio, video, images, text, content, and data” in the First and Sixth Earlier Marks’ specifications.

Computer services in the nature of customised web pages featuring user-defined or specified information, personal profiles, audio, video, photographic images, text, graphics and data.

34. This term is self-evidently identical to “computer services in the nature of customized electronic personal and group profiles or webpages featuring user-defined or specified information, including, audio, video, images, text, content, and data” and “computer services in the nature of providing customized online pages featuring user-defined or specified information, personal profiles, virtual reality, and augmented reality content and data” in the First and Sixth Earlier Marks’ specifications.

Providing a website featuring technology that enables on-line users to create personal profiles featuring social networking information and to transfer and share such information among multiple websites

35. This term is self-evidently identical or identical on the principle outlined in *Meric* to “Providing online facilities featuring technology that enables online users to create personal profiles featuring social and business networking information, to transfer and share such information among multiple online facilities to engage in social networking, and to manage their social networking accounts” in the First and Sixth Earlier Marks’ specifications.

Business card and identity card design services.

36. This term is similar to “business cards and non-magnetically encoded identity cards” in the Second Earlier Mark’s specification. The goods and services may overlap in user and trade channels, as the businesses responsible for providing the design services may also provide the cards themselves. The nature, purpose and method of use of the goods and services will differ. However, they will be complementary within the meaning of the case law. Consequently, I consider the goods and services to be similar to a medium degree. I see no other point of similarity with the opponent’s specification which would put the opponent in any stronger position.

Scientific and technological services and research and design relating thereto; Industrial analysis and research services; design and development of computer hardware and software.

37. These terms appear identically in the specifications of the First and Sixth Earlier Marks.

Computer services, namely, hosting on-line web facilities for others for organising and conducting on-line meetings, gatherings, and interactive discussions.

38. This is self-evidently identical or identical on the principle outlined in *Meric* to “computer services, in particular, hosting electronic facilities for others for organizing and conducting meetings, events and interactive discussions via the internet and communication networks” in the First and Sixth Earlier Marks’ specifications.

Computer services in the nature of customised web pages featuring user-defined information, personal profiles and information.

39. This term is self-evidently identical or identical on the principle outlined in *Meric* to “computer services in the nature of customized electronic personal and group profiles or webpages featuring user-defined or specified information, including, audio, video, images, text, content, and data” in the First and Sixth Earlier Marks’ specifications.

Providing use of software applications through a website.

40. This term is self-evidently identical or identical on the principle outlined in *Meric* to “providing online non-downloadable software” and “providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of virtual reality content and data” in the First and Sixth Earlier Marks’ specifications.

Information, advisory and consultancy services relating to all of the aforesaid services.

41. As I have found the terms to which this term relates identical or similar, I also consider that this will be identical or similar to the same degree. This is because the trade channels, user, purpose, nature and method of use of the services will overlap.

Further Consideration

42. For the sake of completeness, I will also consider the similarity between the applicant's services and the services for which the applicant admits that the opponent has a reputation, specifically:

“Marketing, advertising, business, and telecommunications... electronic transmission of data, messages and information; providing online forums and chat rooms; audio, text and video broadcasting services; providing computer, electronic and online databases for recreational and amusement use in the field of entertainment and in the fields of secondary, collegiate, social and community interest groups; photosharing and video sharing services; publication of electronic journals and web logs; entertainment services, namely facilitating interactive game services; computer services, namely, creating virtual communities for registered users to organize groups and events, participate in discussions, and engage in social, business and community networking; providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data”.

43. In this regard, I consider that the following services in the applicant's specification to be similar to at least between a medium and high degree to the opponent's services:

Computer services, namely, creating virtual communities for registered users to organise groups and events, participate in discussions, and engage in social, business and community networking; Computer services, namely, hosting electronic facilities for others for organising and conducting meetings, events and interactive discussions via communications networks; Application service provider (ASP) services, namely, hosting computer software applications of others; Application service provider (ASP) featuring software to enable or

facilitate the uploading, downloading, streaming, posting, displaying, blogging, linking, sharing or otherwise providing electronic media or information over communications networks; application service provider (ASP) featuring software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information over the Internet or other communications network; Providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data; Computer services in the nature of customised web pages featuring user-defined or specified information, personal profiles, audio, video, photographic images, text, graphics and data; Providing a website featuring technology that enables on-line users to create personal profiles featuring social networking information and to transfer and share such information among multiple websites; Computer services, namely, hosting on-line web facilities for others for organising and conducting on-line meetings, gatherings, and interactive discussions; Computer services in the nature of customised web pages featuring user-defined information, personal profiles and information; Providing use of software applications through a website.

That is because there will be overlap in user, trade channels and purpose. There may also be a degree of overlap in terms of nature and method of use.

44. With regard to “business card and identity card design services” in the applicant’s specification, Mr Stobbs noted at the hearing that there are parallels between this and the opponent’s social networking services. Both businesses and individuals can create identity profiles through the opponent’s social networking platform which could act as an alternative to traditional business cards and the businesses that design and provide them. To this extent, I accept that there may be some overlap in purpose and, consequently, some competition. There will, of course, be overlap in user. However, the trade channels, nature and method of use will differ. The services are not complementary. Taking all of this into account, I consider the services to be similar to between a low and medium degree.

45. With regard to “design and development of computer hardware and software” in the applicant’s specification, there will be potential for overlap in trade channels with the opponent’s services which also involve the provision of software. Inevitably, businesses that provide software also provide development services as they often release updates for the software provided. There will clearly be overlap in user. However, the nature, method of use and purpose of the services differ. They are neither in competition nor complementary. Consequently, I consider the services to be similar to a low degree.

46. With regard to “scientific and technological services and research and design relating thereto” and “industrial analysis and research services” in the applicant’s specification, I do not consider there to be any overlap in trade channels, nature, method of use or purpose with the opponent’s social networking or related goods and services. There may be overlap in user, but that is not sufficient on its own for a finding of similarity. The services are neither in competition nor complementary. Consequently, I find these services to be dissimilar.

47. With regard to the applicant’s specification of “information, advisory and consultancy services relating to all of the aforesaid services”, the same findings will apply to this as I have set out above regarding the services to which it relates.

The average consumer and the nature of the purchasing act

48. As the case law above indicates, it is necessary for me to keep in mind who the average consumer is for the respective parties’ goods and services. I must then determine the manner in which the goods and services are likely to be selected by the average consumer. In *Hearst Holdings Inc, Fleischer Studios Inc v A.V.E.L.A. Inc, Poeticgem Limited, The Partnership (Trading) Limited, U Wear Limited, J Fox Limited*, [2014] EWHC 439 (Ch), Birss J described the average consumer in these terms:

“60. The trade mark questions have to be approached from the point of view of the presumed expectations of the average consumer who is reasonably well informed and reasonably circumspect. The parties were agreed that the relevant person is a legal construct and that the test is to be applied objectively

by the court from the point of view of that constructed person. The words “average” denotes that the person is typical. The term “average” does not denote some form of numerical mean, mode or median.”

49. The average consumer for the goods and services will be a member of the general public or a business user. The goods, being “business cards and non-magnetically encoded identity cards” are likely to be relatively low in price and may be purchased reasonably frequently. The services may also be low (or, indeed, no) cost in some cases, although this will vary depending on the particular services. Even where the goods and services are low in cost (or are free), various factors will still be taken into account such as presentation, ease of use and reliability. Consequently, I consider that at least a medium degree of attention will be paid during the purchasing process.

50. The goods are likely to be selected from specialist retailers or their online equivalents. The services are likely to be selected following perusal of signage on premises frontage or, most likely, through perusal of adverts or websites. Taking all of this into account, I consider the purchasing process will be predominantly visual. However, given that word-of-mouth recommendations may also be made, I do not discount an aural component.

Comparison of trade marks

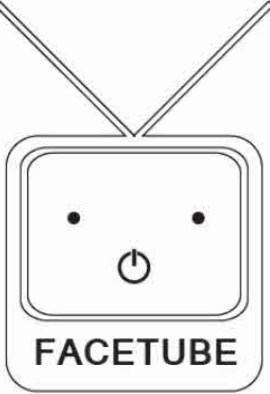
51. It is clear from *Sabel BV v Puma AG* (particularly paragraph 23) that the average consumer normally perceives a trade mark as a whole and does not proceed to analyse its various details. The same case also explains that the visual, aural and conceptual similarities of the trade marks must be assessed by reference to the overall impressions created by the trade marks, bearing in mind their distinctive and dominant components. The CJEU stated at paragraph 34 of its judgment in Case C-591/12P, *Bimbo SA v OHIM*, that:

“... it is necessary to ascertain, in each individual case, the overall impression made on the target public by the sign for which registration is sought, by means of, inter alia, an analysis of the components of a sign and of their relative weight in the perception of the target public, and then, in the light of that overall

impression and all factors relevant to the circumstances of the case, to assess the likelihood of confusion.”

52. It would be wrong, therefore, to artificially dissect the trade marks, although it is necessary to take into account the distinctive and dominant components of the marks and to give due weight to any other features which are not negligible and therefore contribute to the overall impressions created by the marks.

53. The respective trade marks are shown below:

Opponent’s trade marks	Applicant’s trade mark
<p style="text-align: center;">FACEBOOK (the First and Second Earlier Marks)</p> <p style="text-align: center;">FACE (the Sixth and Seventh Earlier Marks)</p>	

54. The First and Second Earlier Marks consist of the conjoined words FACE and BOOK. There are no other elements to contribute to the overall impression, which lies in the combination of these words. The Sixth and Seventh Earlier Marks consist of the word FACE. There are no other elements to contribute to the overall impression which lies in the word itself.

55. The applicant’s mark consists of the word FACETUBE, presented in a television device. Mr Stobbs submitted that where a device simply reinforces the word element of the mark, it has a reduced impact within the mark as a whole.⁴ However, for the reasons set out below, I do not agree that the device in the applicant’s mark will be perceived by the average consumer as reinforcing the word element. Consequently, the overall impression of the mark lies in the combination of these elements.

⁴ See *Sun Ripened Tobacco*, BL O/074/08

Visual Comparison

The First and Second Earlier Marks and the Applicant's Mark

56. Visually, the marks coincide in the presence of the word FACE which appears in the same position in the word elements of both marks. They differ in the second half of the word: BOOK in the First and Second Earlier Marks and TUBE in the applicant's mark. The television device is also a point of visual difference, as it has no counterpart in the First and Second Earlier Marks. Taking all of this into consideration, I consider the marks to be visually similar to between a low and medium degree.

The Sixth and Seventh Earlier Marks and the Applicant's Mark

57. Visually, the Sixth and Seventh Earlier Marks are reproduced in the applicant's mark. They differ in the addition of the conjoined word -TUBE and television device in the applicant's mark, which have no counterpart in the Sixth and Seventh Earlier Marks. Taking all of this into account, I consider the marks to be visually similar to no more than a medium degree.

Aural Comparison

The First and Second Earlier Marks and the Applicant's Mark

58. Aurally, the word FACE in all of the marks will be given its ordinary English pronunciation and will be articulated identically. The word BOOK in the First and Second Earlier Marks will be given its ordinary English pronunciation, as will the word TUBE in the applicant's mark. These will act as points of aural difference. Consequently, I consider the marks to be aurally similar to a medium degree.

The Sixth and Seventh Earlier Marks and the Applicant's Mark

59. Aurally, the word FACE will create an overlap in the same way as outlined above. However, the only point of aural difference in respect of these marks is the presence

of the word TUBE in the applicant's mark. Consequently, I consider the marks to be aurally similar to between a medium and high degree.

Conceptual comparison

The First and Second Earlier Marks and the Applicant's Mark

60. The opponent has filed evidence relating to the meaning of the word "tube".⁵ Mr Weller provided a screenshot from the Collins English Dictionary online which states:

"5. COUNTABLE NOUN

You can refer to the television as the tube."

61. A photograph of the print version of the same dictionary states:

"tube (tju:b) *n.* 1. a long hollow and typically cylindrical object, used for the passage of fluids or as a container. 2. A collapsible cylindrical container of soft metal or plastic closed with a cap, used to hold viscous liquids or pastes. 3. *Anatomy.* a. short for Eustachian tube or Fallopian tube. b. any hollow cylindrical structure. 4. *Botany.* a. the lower part of a gamopetalous corolla or gamosepalous calyx, below the lobes. b. any other hollow structure in a plant. 5. (*sometimes cap.*) *Brit.* a. the tube. Also called: the underground. an underground railway system, esp. that in London. U.S. and Canadian equivalent: subway. b. the tunnels through which the railway runs. c. the train itself. 6. *Electronics.* a. another name for valve (sense 3) b. See electron tube, cathode-ray tube, television tube. 7. (preceded by *the*) *Slang.* a television set. 8. *Austral. slang.* a bottle or can of beer. 9. *Surfing.* the cylindrical passage formed when a wave breaks and the crest tips forward. 10. an archaic word for telescope. -vb. (tr.) 11. to fit or supply with a tube or tubes. 12. to carry or convey in a tube. 13. to shape like a tube. [C17: from Latin *tubus*] – "tubeless *adj.*"

⁵ Exhibit GW1

62. At the hearing, Mr Stobbs submitted that the word “tube” is an alternative or slang term for “television” and, consequently, will be non-distinctive for the applicant’s services that are provided through a television (or, more broadly, through a screen).

63. In its written submissions, the applicant states:

“18. Turning to the Witness Statement of Geoffrey Charles Weller, I note this contention that the word “tube” according to the Collins English Dictionary 3rd Edition can be a reference to a television. In the days that televisions used cathode-ray tubes it may have been used in that context, but I believe today, at least at the date of filing of the Applicant’s Mark, the word “tube” as a reference to televisions is obsolete. I do not believe that the average consumer will associate the word “tube” with a television notwithstanding the dictionary definition provided.”

64. I agree with the applicant. Whilst it may be the case that the word “tube” can be used as an alternative name for a television, the dictionary definition provided shows that it has a number of other meanings. In my view, the other meanings are more likely to be known by the average consumer. I have no evidence before me to demonstrate that the meaning suggested by the opponent will be known by the average consumer.

65. Conceptually, there will be some overlap created by the presence of the word FACE in each of the marks. The combinations of the words FACE and BOOK and FACE and TUBE respectively do not have any clear meaning; they are not words which naturally go together. However, I recognise that in the context of social networking (which often involves the use of photographs of individuals to create a profile) there may be some allusion in the use of the word FACE. The use of the television device in the applicant’s mark also creates a point of conceptual difference between the marks, although I recognise that to the extent that it is perceived as intended to represent a face there will be some conceptual overlap. Taking all of this into account, I consider the marks to be conceptually similar to a medium degree.

The Sixth and Seventh Earlier Marks and the Applicant’s Mark

66. Conceptually, there will be some overlap created by the presence of the word FACE in each of the marks. In the Sixth and Seventh Earlier Marks, this will be given its ordinary dictionary meaning. In the applicant's mark, this is combined with the word -TUBE; together these words do not convey any clear meaning. The presence of the television device is clearly a point of conceptual difference, although I recognise that if the arrangement is perceived as intended to represent a face appearing on the screen, then this may create some conceptual overlap. As noted above, there may be some allusion created by the use of the word FACE. Taking all of this into account, I consider the marks to be conceptually similar to between a medium and high degree.

Distinctive character of the earlier marks

67. In *Lloyd Schuhfabrik Meyer & Co. GmbH v Klijsen Handel BV*, Case C-342/97 the CJEU stated that:

“22. In determining the distinctive character of a mark and, accordingly, in assessing whether it is highly distinctive, the national court must make an overall assessment of the greater or lesser capacity of the mark to identify the goods or services for which it has been registered as coming from a particular undertaking, and thus to distinguish those goods or services from those of other undertakings (see, to that effect, judgment of 4 May 1999 in Joined Cases C-108/97 and C-109/97 *Windsurfing Chiemsee v Huber and Attenberger* [1999] ECR I-2779, paragraph 49).

23. In making that assessment, account should be taken, in particular, of the inherent characteristics of the mark, including the fact that it does or does not contain an element descriptive of the goods or services for which it has been registered; the market share held by the mark; how intensive, geographically widespread and long-standing use of the mark has been; the amount invested by the undertaking in promoting the mark; the proportion of the relevant section of the public which, because of the mark, identifies the goods or services as originating from a particular undertaking; and statements from chambers of commerce and industry or other trade and professional associations (see *Windsurfing Chiemsee*, paragraph 51).”

68. Registered trade marks possess varying degrees of inherent distinctive character ranging from the very low, because they are suggestive or allusive of a characteristic of the goods, to those with high inherent distinctive character, such as invented words which have no allusive qualities. The distinctiveness of a mark can be enhanced by virtue of the use that has been made of it.

69. I will begin by assessing the inherent distinctiveness of the earlier marks. The First and Second Earlier Marks consist of the conjoined words FACE and BOOK. These are both ordinary dictionary words, but are not words which naturally go together. I recognise that there may be some allusion associated with the word FACE in respect of social networking services, although I bear in mind that I must consider the distinctiveness of the mark as a whole. Taking all of this into account, I consider the First and Second Earlier Marks to be inherently distinctive to a medium degree. The Sixth and Seventh Earlier Marks consist of the ordinary dictionary word FACE. Again, this word may be allusive of social networking-related services. Consequently, I consider it to be inherently distinctive at least to between a low and medium degree.

70. I have considered the impact of the applicant's admission regarding reputation on any finding I make in relation to enhanced distinctiveness. Reputation and enhanced distinctiveness are not the same thing; reputation represents a knowledge threshold and distinctiveness is a measure of how strongly the mark indicates to consumers that the goods/services originate from one undertaking. In *CX02*, Mr Phillip Johnson, sitting as the appointed person, stated:⁶

"I agree with the Hearing Officer that reputation in itself does not make a mark highly distinctive. However, while distinctiveness and reputation are different, the nature, factors and evidence used to prove enhanced distinctiveness are the same as for reputation. Furthermore, reputation for the purposes of section 5(3) is a higher threshold than for acquired distinctiveness. In other words, if there is a reputation then distinctiveness should be enhanced. Where it fits on

⁶ O/393/19

the distinctiveness scale after this enhancement is a question of fact for each individual case.”

71. In light of this, I consider that having admitted that the opponent benefits from a reputation under section 5(3), it follows that the applicant must also accept that the distinctiveness of the earlier marks in relation to which the opponent has a reputation must also have been enhanced. This will, of course, only apply to the First and Second Earlier Marks, as these are the only marks that the applicant has accepted benefit from a reputation. The extent of any enhanced distinctiveness must be considered on the facts and, consequently, it is to that assessment that I now turn.

72. There is no evidence at all in relation to the Sixth and Seventh Earlier Marks. Consequently, the distinctiveness of those marks cannot have been enhanced through use. With regard to the use that has been made of the First and Second Earlier Marks, I note the following:

- a) As of 31 December 2019, there were 42 million active users of the opponent’s social networking platform in the UK;
- b) As of 7 February 2020, the opponent’s mobile application was ranked among the top 3 application on Google Play for social networking applications and between number 3 and 5 for applications overall on Google Play and iOS;
- c) As of December 2019, 79% of the opponent’s UK users access Facebook on a daily basis;
- d) In 2019 and 2020, *Forbes* ranked Facebook as the world’s fifth most valuable brand, with an estimated brand value of \$88.9 billion and \$70.3 billion respectively;
- e) Interbrand ranked Facebook in the top 10 Best Global Brands 2018;

- f) In 2018 and 2019, Facebook was recognised by Millward Brown Optimor (a market research and brand valuation company) as sixth most valuable brand in the world with a brand value of \$162 billion and \$158 billion respectively;
- g) Leading celebrities and businesses use the opponent’s social networking services for promotional purposes, including Adele, David Beckham, British Airways and Amazon;⁷
- h) In 2007, *The Sunday Times* described Facebook as “the hottest company on the planet” and noted that major advertising deals were due to be signed with Apple, Coca-Cola, Conde Nast, General Motors and Nike;⁸
- i) Facebook launched in the UK in 2006 and by 2007 had 6million UK users;⁹
- j) By 2009, *The Telegraph* noted that “Facebook users spend three solid days a year on the site”. It goes on to state that: “In September 2009, 31.3 million Britons, which equates to 80 per cent of all Britons online, visited at least one of the top 75 social media sites. Facebook was by far the most popular site dominating 75 per cent of the total amount of time people spent on social networking sites. By comparison this figure was 63 per cent during the same month in 2008”;¹⁰
- k) In 2011, *The Telegraph* commented upon Facebook’s revenue doubling to \$1.6billion;¹¹
- l) Between 2007 and 2009, Facebook was referenced in publications such as *BBC News*, *The Guardian* and *Mail Online*;¹²
- m) In 2010, *The Guardian* and *The Telegraph* ran an article announcing that Her Majesty The Queen had joined Facebook;¹³

⁷ Exhibit SM5

⁸ Exhibit SM6

⁹ Exhibit SM6

¹⁰ Exhibit SM6

¹¹ Exhibit SM6

¹² Exhibit SM6

¹³ Exhibit SM6

- n) Facebook's offering includes a video on-demand service (launched in 2017 and expanded worldwide in 2018). Within three months of launch, the on-demand service was in use by more than 400million people monthly; by 2019, one in three users in the UK used the on-demand service. The offering also includes a facility for users to live-stream content, the ability to preview and share songs and the ability to participate in online gaming.¹⁴

73. I recognise that I have been provided with no turnover figures. However, it is clear that many of the services provided are free of charge and the number of users provides a picture of a business that is extremely successful and used on a very broad scale in the UK. Taking all of the evidence into consideration, I consider that the evidence establishes that the distinctiveness of the First and Second Earlier Marks has been enhanced to a very high degree through use in relation to "providing online forums and chat rooms", "photosharing and video sharing services", "computer services, namely, creating virtual communities for registered users to organize groups and events, participate in discussions, and engage in social, business and community networking" and "providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data". In light of the applicant's admission, there must also be at least a moderate degree of enhanced distinctiveness in relation to the remaining services set out in paragraph 42 above.

Likelihood of confusion

74. Confusion can be direct or indirect. Direct confusion involves the average consumer mistaking one mark for the other, while indirect confusion is where the average consumer realises the marks are not the same but puts the similarity that exists between the marks and the services down to the responsible undertakings being the same or related. There is no scientific formula to apply in determining whether there is a likelihood of confusion; rather, it is a global assessment where a number of factors need to be borne in mind. The first is the interdependency principle i.e. a lesser degree of similarity between the respective trade marks may be offset by a greater

¹⁴ Exhibits SM7 to SM11

degree of similarity between the respective goods and services and vice versa. As I mentioned above, it is necessary for me to keep in mind the distinctive character of the earlier marks, the average consumer for the goods and services and the nature of the purchasing process. In doing so, I must be alive to the fact that the average consumer rarely has the opportunity to make direct comparisons between trade marks and must instead rely upon the imperfect picture of them that he has retained in his mind.

75. As the First and Second Earlier Marks benefit from enhanced distinctiveness, I will begin my assessment on the basis of these marks, returning to the Sixth and Seventh Earlier Marks only if it is necessary to do so. I have found the First and Second Earlier Marks and the applicant's mark to be visually similar to between a low and medium degree, aurally similar to a medium degree and conceptually similar to a medium degree. I have found the First and Second Earlier Marks to be inherently distinctive to at least between a low and medium degree, which has been enhanced through use to a very high degree in relation to "providing online forums and chat rooms", "photosharing and video sharing services", "computer services, namely, creating virtual communities for registered users to organize groups and events, participate in discussions, and engage in social, business and community networking" and "providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data" and by a moderate degree in relation to the remaining services set out in paragraph 42 above. I have found the average consumer to be a member of the general public or professional user, who will purchase the services (and relevant goods) predominantly by visual means (although I do not discount an aural component). I have found that at least a medium degree of attention will be paid during the purchasing process. I have found the goods and services to vary from being identical to similar to a medium degree. Importantly, I have found most of the applicant's services to be similar to at least between a medium and high degree to those services for which the opponent has established enhanced distinctiveness. The exceptions to this are "business card and identity card design services" which I have found to be similar to between a low and medium degree, "design and development of computer hardware and software", which I have found to be similar to a low degree, and "scientific and technological services and research and design

relating thereto” and “industrial analysis and research services” which I have found to be dissimilar.

76. I am reminded of the decision of Richard Arnold QC, sitting as the Appointed Person, in *Kennedy Fried Chicken*, Case BL O/227/04, in which he considered the similarity between Kentucky Fried Chicken and Kennedy Fried Chicken. At paragraph 18, he stated:

“I consider that there is force in the appellant’s submission that human beings have a tendency to see what they expect to see, and so some consumers would be likely to misread KENNEDY FRIED CHICKEN as KENTUCKY FRIED CHICKEN because, on a quick visual scan, they would see the overall structure KEN...Y FRIED CHICKEN and jump to the conclusion that the phrase was KENTUCKY FRIED CHICKEN. I consider that there would be potential for mishearing for similar reasons.”

77. In this case, the word element of the applicant’s mark and the First and Second Earlier Marks share the same structure i.e. FACE conjoined with a second four letter word. I recognise that, in this case, that is not the end of the matter. The applicant’s mark also contains a device which, in my view, would not be overlooked by the average consumer. However, given the distinctiveness of the opponent’s marks, I consider it likely that, when confronted with the applicant’s mark, a significant proportion of average consumers will mistakenly recall or misremember the word element. The addition of the device will simply be seen as an alternative presentation of the mark originating from the same or economically linked undertaking. Consequently, I consider there to be a likelihood of indirect confusion in respect of all of those services that I have found to be similar to at least a medium degree to the services for which the opponent has established enhanced distinctiveness.

78. In respect of those services that I have found to be dissimilar to those services for which the opponent has established enhanced distinctiveness, clearly, there can be no likelihood of confusion on that basis. Further, in respect of those services that I have found to be similar to only between a low and medium degree or a low degree, I consider that the distance between the services will be sufficient to offset the

enhanced distinctiveness of the opponent's mark and to prevent there being a likelihood of confusion. I have considered whether there would be a likelihood of confusion on the basis of a higher degree of similarity with those goods and services for which the opponent has not established enhanced distinctiveness. However, absent enhanced distinctiveness, I do not consider that there will be direct or indirect confusion.

79. For the avoidance of doubt, I do not consider that the Sixth and Seventh Earlier Marks would have put the opponent in any stronger position. They do not benefit from enhanced distinctiveness. I recognise that the word FACE retains an independent distinctive role in the applicant's mark. However, that is not determinative in the assessment of likelihood of confusion.¹⁵ I do not consider that the average consumer would overlook the presence of an additional four letter word and device in the applicant's mark, nor do I think that the addition of the word 'TUBE' is a logical brand extension or variant mark.

80. Consequently, the section 5(2)(b) opposition succeeds in relation to the following services only:

Class 42 Computer services, namely, creating virtual communities for registered users to organise groups and events, participate in discussions, and engage in social, business and community networking; computer services, namely, hosting electronic facilities for others for organising and conducting meetings, events and interactive discussions via communications networks; application service provider (ASP) services, namely, hosting computer software applications of others; application service provider (ASP) featuring software to enable or facilitate the uploading, downloading, streaming, posting, displaying, blogging, linking, sharing or otherwise providing electronic media or information over communications networks; providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of audio, video, photographic

¹⁵ *Anncos, Inc. v OHIM*, Case T-385/09

images, text, graphics and data; computer services in the nature of customised web pages featuring user-defined or specified information, personal profiles, audio, video, photographic images, text, graphics and data; providing a website featuring technology that enables on-line users to create personal profiles featuring social networking information and to transfer and share such information among multiple websites; computer services, namely, hosting on-line web facilities for others for organising and conducting on-line meetings, gatherings, and interactive discussions; computer services in the nature of customised web pages featuring user-defined information, personal profiles and information; providing use of software applications through a website; application service provider (ASP) featuring software to enable uploading, posting, showing, displaying, tagging, blogging, sharing or otherwise providing electronic media or information over the Internet or other communications network; information, advisory and consultancy services relating to all of the aforesaid services.

81. The opposition based upon section 5(2)(b) fails in relation to the following services only:

Class 42 Business card and identity card design services; scientific and technological services and research and design relating thereto; industrial analysis and research services; design and development of computer hardware and software.

Section 5(3)

82. Only the First and Second Earlier Marks are relied upon for the purposes of the section 5(3) ground of opposition.

83. Section 5(3) of the Act states:

“5(3) A trade mark which -

(a) is identical with or similar to an earlier trade mark, shall not be registered if, or to the extent that, the earlier trade mark has a reputation in the United Kingdom (or, in the case of a European Union trade mark or international trade mark (EC), in the European Union) and the use of the later mark without due cause would take unfair advantage of, or be detrimental to, the distinctive character or repute of the earlier trade mark.”

84. As noted above, the marks relied upon qualify as earlier marks pursuant to section 6 of the Act. They are not subject to the proof of use requirements and the opponent can, therefore, rely upon all of the goods and services identified.

85. The relevant case law can be found in the following judgments of the CJEU: Case C-375/97, *General Motors*, Case 252/07, *Intel*, Case C-408/01, *Adidas-Salomon*, Case C-487/07, *L’Oreal v Bellure* and Case C-323/09, *Marks and Spencer v Interflora* and Case C383/12P, *Environmental Manufacturing LLP v OHIM*. The law appears to be as follows.

a) The reputation of a trade mark must be established in relation to the relevant section of the public as regards the goods or services for which the mark is registered; *General Motors*, paragraph 24.

(b) The trade mark for which protection is sought must be known by a significant part of that relevant public; *General Motors*, paragraph 26.

(c) It is necessary for the public when confronted with the later mark to make a link with the earlier reputed mark, which is the case where the public calls the earlier mark to mind; *Adidas Saloman*, paragraph 29 and *Intel*, paragraph 63.

(d) Whether such a link exists must be assessed globally taking account of all relevant factors, including the degree of similarity between the respective marks and between the goods/services, the extent of the overlap between the relevant consumers for those goods/services, and the strength of the earlier mark’s reputation and distinctiveness; *Intel*, paragraph 42

(e) Where a link is established, the owner of the earlier mark must also establish the existence of one or more of the types of injury set out in the section, or there is a serious likelihood that such an injury will occur in the future; *Intel, paragraph 68*; whether this is the case must also be assessed globally, taking account of all relevant factors; *Intel, paragraph 79*.

(f) Detriment to the distinctive character of the earlier mark occurs when the mark's ability to identify the goods/services for which it is registered is weakened as a result of the use of the later mark, and requires evidence of a change in the economic behaviour of the average consumer of the goods/services for which the earlier mark is registered, or a serious risk that this will happen in future; *Intel, paragraphs 76 and 77* and *Environmental Manufacturing, paragraph 34*.

(g) The more unique the earlier mark appears, the greater the likelihood that the use of a later identical or similar mark will be detrimental to its distinctive character; *Intel, paragraph 74*.

(h) Detriment to the reputation of the earlier mark is caused when goods or services for which the later mark is used may be perceived by the public in such a way that the power of attraction of the earlier mark is reduced, and occurs particularly where the goods or services offered under the later mark have a characteristic or quality which is liable to have a negative impact of the earlier mark; *L'Oreal v Bellure NV, paragraph 40*.

(i) The advantage arising from the use by a third party of a sign similar to a mark with a reputation is an unfair advantage where it seeks to ride on the coat-tails of the senior mark in order to benefit from the power of attraction, the reputation and the prestige of that mark and to exploit, without paying any financial compensation, the marketing effort expended by the proprietor of the mark in order to create and maintain the mark's image. This covers, in particular, cases where, by reason of a transfer of the image of the mark or of the characteristics which it projects to the goods identified by the identical or similar sign, there is

clear exploitation on the coat-tails of the mark with a reputation (*Marks and Spencer v Interflora*, paragraph 74 and the court's answer to question 1 in *L'Oreal v Bellure*).

86. The relevant date for the purposes of section 5(3) is the date of the application i.e. 7 February 2020.

Reputation

87. In its Statement of Grounds, the opponent pleaded that it had a “massive” reputation. As noted above, this was admitted by the applicant. Further, in his witness statement, Mr Minden noted that the opponent has been found to have a “high degree of recognition” for those services set out at paragraph 42 above. In its written submissions, the applicant states that it “does not contest the repute in the United Kingdom or elsewhere of the mark FACEBOOK”. As noted above, the applicant specifically goes on to accept a reputation for those services specified by Mr Minden as set out in paragraph 42 of this decision. Taking all of this in the round, I am satisfied that the applicant has admitted that the opponent has a significant reputation for those services set out in paragraph 42 above.

88. Even if that interpretation of the applicant's position is incorrect and the applicant has not admitted the extent of the opponent's reputation, I am nonetheless satisfied that, at the very least, the opponent has a significant reputation for “providing online forums and chat rooms”, “photosharing and video sharing services”, “computer services, namely, creating virtual communities for registered users to organize groups and events, participate in discussions, and engage in social, business and community networking” and “providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data” based upon the evidence summarised above.

89. For the avoidance of doubt, I have considered whether the opponent's reputation goes any broader than those services for which I have found the applicant has admitted that the opponent has a reputation. In my view, it does not. There simply is

not sufficient evidence to justify a finding of reputation in the UK or EU in relation to a broader range of goods and services. Consequently, I will proceed on the basis of the reputation admitted by the applicant.

Link

90. As I noted above, my assessment of whether the public will make the required mental 'link' between the marks must take account of all relevant factors. The factors identified in *Intel* are:

The degree of similarity between the conflicting marks

I have found the First and Second Earlier Marks and the applicant's mark to be visually similar to between a low and medium degree, aurally similar to a medium degree and conceptually similar to a medium degree.

The nature of the goods or services for which the conflicting marks are registered, or proposed to be registered, including the degree of closeness or dissimilarity between those goods or services, and the relevant section of the public

I have found the services for which the opponent has demonstrated a reputation to vary from being dissimilar to the applicant's services to similar to at least between a medium and high degree. However, I note that all of the services in question are in the field of science and technology.

The relevant public will include both members of the general public and business users, who will purchase the services by predominantly visual means (although I do not discount an aural component).

The strength of the earlier mark's reputation

The applicant has admitted that the opponent has a significant reputation in relation to the services set out in paragraph 42 above. However, even if I am

wrong and the applicant has not admitted the extent of the opponent's reputation, I am satisfied that the opponent has a significant reputation for, at the very least, "providing online forums and chat rooms", "photosharing and video sharing services", "computer services, namely, creating virtual communities for registered users to organize groups and events, participate in discussions, and engage in social, business and community networking" and "providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data" based upon the evidence summarised above.

The degree of the earlier mark's distinctive character, whether inherent or acquired through use

I have found the First and Second Earlier Marks to be inherently distinctive to at least between a low and medium degree, which has been enhanced through use to a very high degree in relation to "providing online forums and chat rooms", "photosharing and video sharing services", "computer services, namely, creating virtual communities for registered users to organize groups and events, participate in discussions, and engage in social, business and community networking" and "providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data" and by a moderate degree in relation to the remaining services in paragraph 42 above.

Whether there is a likelihood of confusion

I have found there to be a likelihood of confusion in relation to those goods and services that are similar to at least a medium degree. Where the applicant's services are similar to the opponent's services to only between a low and medium degree or a low degree (or, indeed, where they are dissimilar) I do not consider there to be a likelihood of confusion.

91. I bear in mind that there are differences between the marks. However, in my view, the strength of the opponent's reputation will be sufficient to offset those differences and result in a link being made by a significant part of the relevant public, even in relation to those services that are dissimilar, but where they are in the same field of science and technology.

Damage

92. I must now assess whether any of the three pleaded types of damage will arise.

93. To the extent that the relevant public will believe that the services originate from the same or economically linked undertakings, damage will clearly arise. However, this will only apply to those services that I have found to share at least a medium degree of similarity with the services for which the opponent has a reputation. I will now consider the opponent's other pleadings regarding damage.

Unfair Advantage

94. In relation to unfair advantage, the opponent states:

“8. The Opponent submits that use of the FACETUBE Mark by the Applicant would, without due cause, take unfair advantage of the distinctive character or repute of the Earlier FACEBOOK Marks. In particular, the Opponent has, through its FACEBOOK trade marks, received international recognition as a provider of online services and products available through various channels, including its world famous social network service and website. Use of the FACETUBE Mark would take unfair advantage of the distinctive character and/or repute of the Earlier FACEBOOK Marks. For example, the Opponent has spent a great deal of time, effort and resources to develop its brand and create a reputation in its FACEBOOK marks. Use of the subject application by the Applicant would take unfair advantage of the reputation that the Opponent has built in its brand, by obtaining an advantage in the eyes of consumers based on the positive reputation of the Opponent's brand and its significant investment in building its reputation. This would be unfair as the Opponent has built a

reputation in its services from the Applicant on the basis that the Earlier FACEBOOK Marks are brought to mind. It is therefore submitted that when customers view the FACETUBE Mark, the Opponent's Earlier FACEBOOK Marks are brought to mind in view of the nature and extent of the Opponent's reputation identified above, and this is enough for the Applicant to claim an unfair advantage.

9. Furthermore, or in the alternative, consumers seeing the FACETUBE Mark may also believe that it is a trade mark of the Opponent, therefore giving the Applicant an unfair advantage. Once again, this would be unfair due to the fact that the Opponent has built a reputation in its brand (due to significant investment), which the Applicant would have the benefit of, and consumers may purchase goods or services from the Applicant on the basis that the Earlier FACEBOOK Marks are brought to mind.”

95. In *Jack Wills Limited v House of Fraser (Stores) Limited* [2014] EWHC 110 (Ch) Arnold J. considered the earlier case law and concluded that:

“80. The arguments in the present case give rise to two questions with regard to taking unfair advantage. The first concerns the relevance of the defendant's intention. It is clear both from the wording of Article 5(2) of the Directive and Article 9(1)(c) of the Regulation and from the case law of the Court of Justice interpreting these provisions that this aspect of the legislation is directed at a particular form of unfair competition. It is also clear from the case law both of the Court of Justice and of the Court of Appeal that the defendant's conduct is most likely to be regarded as unfair where he intends to benefit from the reputation and goodwill of the trade mark. In my judgment, however, there is nothing in the case law to preclude the court from concluding in an appropriate case that the use of a sign the objective effect of which is to enable the defendant to benefit from the reputation and goodwill of the trade mark amounts to unfair advantage even if it is not proved that the defendant subjectively intended to exploit that reputation and goodwill.”

96. I note the following from the opponent's evidence:

- a) In 2018, *Forbes* ranked Facebook among the top 10 list of the World's Most Innovative Companies; and
- b) *Fortune* Magazine has recognised Facebook amongst the world's "Most Admired Companies" for 2018, 2019 and 2020.

97. Clearly, for those services that I have found to be similar, it is likely that the image of innovation and admiration that the opponent has established as part of its reputation will be transferred to the applicant. Those who are familiar with the opponent's reputation will understand instantly the nature of the applicant's services, without the need for the applicant to educate its customers. Indeed, even for those services that I have found to be dissimilar, I note that they remain in the field of science and technology. Consequently, it is clearly foreseeable that the applicant stands to benefit from the transfer of an 'innovative' image. Taking all of this into account, I consider that there is a likelihood that the applicant will secure a commercial advantage, benefitting from the opponent's reputation for innovation, without paying financial compensation. The applicant's mark would, therefore, take unfair advantage of the First and Second Earlier Marks. The applicant has not pleaded a basis as to why there may be due cause for it to use the mark. I therefore find that there is no due cause for use of the applied-for mark in this case. This is not a case where the applicant asserts an earlier right to the marks, or any necessity to use the marks. Nor is it an example of fair competition given the very high degree of recognition of the opponent's marks and the alignment between the parties' apparent areas of commercial interest. Damage is made out.

98. As I have found in favour of the opponent under this head of damage, I do not consider it necessary to go on to consider the remaining heads of damage pleaded.

99. The opposition based upon section 5(3) of the Act succeeds in its entirety.

CONCLUSION

100. The opposition is successful, and the application is refused.

COSTS

101. The opponent has been successful and is entitled to a contribution towards its costs based upon the scale published in Tribunal Practice Notice 2/2016. In the circumstances, I award the opponent the sum of **£2,300**, calculated as follows:

Filing a Notice of opposition and considering the applicant's counterstatement	£350
Filing evidence and considering the applicant's evidence	£900
Preparation for and attendance at hearing	£850
Official fee	£200
Total	£2,300

102. I therefore order Financial & General Holdings Limited to pay Facebook, Inc. the sum of £2,300. This sum should be paid within 21 days of the expiry of the appeal period or, if there is an appeal, within 21 days of the conclusion of the appeal proceedings.

Dated this 18th day of August 2021

S WILSON

For the Registrar

ANNEX

The First Earlier Mark

Class 9

Computer hardware; Software for social networking and interacting with online communities; Computer software development tools; Software for use as an application programming interface (API); Application programming interface (API) for use in building software applications; Application programming interface (API) for software which facilitates online services for social networking and for data retrieval, upload, download, access and management; Software for creating, managing, and interacting with an online community; Software for organizing events, searching for events, calendaring and managing events; Software for creating, editing, uploading, downloading, accessing, viewing, posting, displaying, tagging, blogging, streaming, linking, annotating, indicating sentiment about, commenting on, embedding, transmitting, and sharing or otherwise providing electronic media or information via computer the internet and communication networks; Software for modifying and enabling transmission of images, audio, audio visual and video content and data; Software for modifying photographs, images and audio, video, and audio-visual content with photographic filters and augmented reality (AR) effects, namely, graphics, animations, text, drawings, geotags, metadata tags, hyperlinks; Software for the collection, managing, editing, organizing, modifying, transmission, sharing, and storage of data and information; Downloadable e-commerce computer software to allow users to perform electronic business transactions via a global computer and communication networks; Software for sending and receiving electronic messages, alerts, notifications and reminders; Search engine software; Magnetically encoded gift cards; Software for use in creating, managing, measuring, and disseminating advertising of others; Ad server, namely, a computer server for storing advertisements and delivering advertisements to websites; Virtual reality game software; Augmented reality game software; Mixed reality game software; Virtual reality game computer hardware; Augmented reality game computer hardware; Mixed reality game computer hardware; Computer peripheral devices; Virtual reality software for use in enabling computers, video game consoles, handheld video game consoles, tablet computers, mobile devices, and mobile telephones to provide virtual reality experiences; Electronic game software for wireless devices; Electronic game software for handheld

electronic devices; Electronic game software; Wearable peripherals for computers, tablet computers, mobile devices and mobile telephones; Virtual reality software; Augmented reality software; Mixed reality software; Video game software; Interactive multimedia computer game programs; Downloadable electronic game programs; Computer game software; Headsets for use with computers; Laser equipment for non-medical purposes; Peripherals; Software for integrating electronic data with real world environments for the purposes of entertainment, education, gaming, communicating, and social networking; Software for accessing and viewing text, images and electronic data relating to conferences in the field of software development; Software to enable development, assessment, testing, and maintenance of mobile software applications for portable electronic communication devices, namely, mobile phones, smartphones, handheld computers and computer tablets; Software for converting natural language into machine-executable commands; Software, namely, an interpretive interface for facilitating interaction between humans and machines; Artificial intelligence software; Personal assistant software; Social assistant software; Software development tools to enable mobile software applications to access backend services, namely, data storage, push notifications, and user management; Software for mapping services; Software for planning activities with other users and making recommendations; Software for social and destination mapping; Software for making reservations and bookings; Software for ordering and/or purchasing goods and services; Location-aware software for searching, determining and sharing locations; Software for wireless content, data and information delivery; Software to enable accessing, displaying, editing, linking, sharing and otherwise providing electronic media and information via the internet and communications networks; Software, namely, an application providing social networking functionalities; Software for creating, managing and accessing groups within virtual communities; Software for location-based searching and alerts; Software for searching and identifying employment opportunities; Software for identifying and allowing users to contact government representatives; Software providing a virtual marketplace; Software providing location-based weather information; Software providing, linking to, or streaming news or current events information; Parental control software; Software for facilitating interaction and communication between humans and AI (artificial intelligence) platforms; Software in the nature of a mobile application for creating, sharing, disseminating and posting advertising; Software for geo-location based advertising and product and service

promotion; Application programming interface (API) software for allowing data retrieval, upload, access and management; Software for viewing and interacting with a feed of images, audio-visual and video content, and associated text and data; Downloadable computer software for finding content and content publishers, and for subscribing to content; Software for organizing images, video, and audio-visual content using metadata tags; Software for creating and managing social media profiles and user accounts; Software for uploading, downloading, streaming, archiving, transmitting, and sharing images, audio-visual and video content and associated text and data; Interactive photo and video equipment, namely, kiosks for capturing, uploading, editing, printing and sharing digital images and video; Software that enables individuals, groups, companies, and brands to create and maintain an online presence for marketing purposes; Software for advertisers to communicate and interact with online communities; Software for streaming multimedia entertainment content; Application programming interface (API) for use in developing AI (artificial intelligence) platforms, namely, bots, virtual agents and virtual assistants; Software for organizing events; Computer software, downloadable computer software and mobile application software for use in taking and editing photographs and recording and editing videos; Virtual reality computer hardware; Virtual reality game computer hardware; Virtual reality software for use in enabling computers, video game consoles, handheld video game consoles, tablet computers, mobile devices, and mobile telephones to provide virtual reality experiences; Computer game software for home video game consoles; Wearable peripherals for computers, tablet computers, mobile devices and mobile telephones, namely, configurable head-mounted displays; Headsets for use with video game consoles; Computer software; Augmented reality computer hardware; Virtual reality headsets; Augmented reality headsets; Virtual reality glasses; Augmented reality glasses; Virtual reality software for navigating a virtual reality environment; Augmented reality software for navigating an augmented reality environment; Augmented reality software for use in enabling computers, video game consoles, handheld video game consoles, tablet computers, mobile devices, and mobile telephones to provide augmented reality experiences; Headsets for virtual reality games; Headsets for augmented reality games; Handheld virtual reality controllers; Handheld augmented reality controllers; Video and computer game programs; Interactive entertainment software; Gesture recognition software; Motion tracking sensors for virtual reality technology; Motion tracking sensors for augmented

reality technology; Computer software for controlling the operation of audio and video devices; Digital media streaming devices; Earphones; Headphones; Video display software; Video display hardware, namely, video drivers for video eyewear; Software for navigating a virtual reality environment; Software for use in enabling computers, video game consoles, handheld video game consoles, tablet computers, mobile devices, and mobile telephones to provide virtual reality and augmented reality experiences; Virtual reality software for object tracking, motion control and content visualization; Augmented reality software for object tracking, motion control and content visualization; Virtual reality software for users to experience virtual reality visualization, manipulation and immersion; Augmented reality software for users to experience augmented reality visualization, manipulation and immersion; Virtual reality software for operating virtual reality headsets; Augmented reality software for operating augmented reality headsets; Virtual reality software for interactive entertainment; Augmented reality software for interactive entertainment; Headsets; Software for recording, storing, transmitting, receiving, displaying and analyzing data from wearable computer hardware; Wearable computing devices comprised primarily of software and display screens for connection to computers, tablet computers, mobile devices, and mobile phones in order to enable virtual reality and augmented reality world experiences; Goggles for enabling virtual reality, augmented reality world experiences; Software for use in creating and designing virtual reality and augmented reality software; Application programming interface (API) for computer software for developing virtual reality and augmented reality experiences; Software and firmware for operating system programs; Computer operating systems; Software for tracking motion in, visualizing, manipulating, viewing, and displaying augmented and virtual reality experiences; Software, firmware and hardware for use in visual, voice, audio, motion, eye and gesture tracking and recognition; Computer hardware and software for operating sensor devices; Electronic sensor devices, cameras, projectors, and microphones for gesture, facial, and voice detection, capture and recognition; Computer hardware and software for detecting objects, user gestures and commands; Software and firmware for controlling, configuring and managing controllers; Software and firmware for enabling electronic devices to share data and communicate with each other; Computer operating system software; Software driver programs for electronic devices for enabling computer hardware and electronic devices to communicate with each other; Cameras; Batteries; Battery chargers; Battery cases; Battery packs;

Power charging and power management devices for mobile electronic devices; Charging docks; Charging stands for mobile electronic devices; Base chargers for mobile electronic devices; Power banks; External chargers; Wireless charging cases; Rechargeable electric battery devices, namely, rechargeable batteries and portable power supplies; Rechargeable external battery packs for use with mobile electronic devices; Chargers for batteries; Power adapters; Electrical adapters; Electrical and electronic connectors; Power adapters; Bags and cases specially adapted for mobile electronic devices; Briefcases, backpacks and carrying cases for mobile electronic devices; Cases for mobile electronic devices; Faceplates; Protective covers and cases for mobile electronic devices; Protective sleeves for mobile electronic devices; Holders, armbands, clips and carrying cases specially adapted for mobile electronic devices; Wall mounts for mounting mobile electronic devices; Stands for mobile electronic devices; Holders for mobile electronic devices; Remote controls for mobile electronic devices; Electrical audio and speaker cables and connectors; Audio speakers; Docking stations for mobile electronic devices; Loudspeakers; Electronic cables parts and fittings; Electric cables; Connection cables; Cables for optical signal transmission; Power cables and cable connectors; Microphones; Audio receivers; Audio transmitters; Wireless computer peripherals; Head-mounted video display; Receivers of electronic signals; Video receivers; Wireless transmitters and receivers for reproduction of sound and signals; Electric sensors; Sensors for monitoring physical movements; Software for sending and receiving electronic messages, graphics, images, audio and audio visual content via the internet and communication networks; Software in the nature of a mobile application; SIM cards; Software for processing images, graphics, audio, video, and text; Software, namely, instant messaging software, file sharing software, communications software for electronically exchanging data, audio, video images and graphics via computer, mobile, wireless, and communication networks; Software for personal information management, and data synchronization software; Software for managing social networking content, interacting with a virtual community, and transmission of images, audio, audio-visual and video content, photographs, videos, data, text, messages, comments, advertisements, media advertising communications and information; Software for displaying and sharing a user's location and finding, locating, and interacting with other users and places; Software for use in customer relationship management (CRM); Software for providing consumer information; Messaging software; Software for

facilitating and arranging for the financing and distribution of fundraising and donations; Software for online charitable fundraising services and financial donation services; Software for use in facilitating voice over internet protocol (VOIP) calls, phone calls, video calls, text messages, instant message and online social networking services; Telecommunications equipment for providing third party access to, and enabling the transmission of video, data and voice over, global communications networks, namely, mobile and access computer and mobile telephone terminals, base transceiver stations and wireless radio parts thereof, data transceivers, data repeaters, routers and switches, transmission circuits, integrated circuits, computer hardware, mobile cloud clients and servers, multiplexers, digital signal processors, radio frequency signal processors, mobile switching circuits, air traffic electrical controllers, mobility electrical controllers, access electrical controllers, remote port electrical controllers, radio ports, antennas, electronic radio components, software for telecommunications applications, and mobile core networks comprising data transceivers, wireless networks and gateways for collection, transmission and management of data, voice and video; Communication software and communication computer hardware for providing access to the Internet.

Class 35

Marketing, advertising and promotion services; Provision of market research and information services; Promoting the goods and services of others via computer and communication networks; Business and advertising services, namely, media planning and media buying for others; Business and advertising services, namely, advertising services for tracking advertising performance, for managing, distributing and serving advertising, for analyzing advertising data, for reporting advertising data, and for optimizing advertising performance; Consulting services in the fields of advertising and marketing; Facilitating the exchange and sale of services and products of third parties via computer and communication networks; Online retail store services featuring a wide variety of consumer goods of others, gift cards, and delivery of digital media, virtual reality headsets, and virtual reality content and data; Providing online marketplaces for sellers of goods and/or services; Providing online facilities for connecting sellers with buyers; Business networking; Employment and recruiting services; Advertising and information distribution services, in particular, providing classified advertising space via the global computer network; Providing online

computer databases and online searchable databases in the field of classifieds; Pre-paid gift card services, in particular, issuing gift card certificates that may be redeemed for goods or services; Charitable services, in particular promoting public awareness about charitable, philanthropic, volunteer, public and community service and humanitarian activities; Providing contest and incentive award programs designed to recognize, reward and encourage individuals and groups which engage in self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community service and humanitarian activities and sharing of creative work product; Organizing exhibitions and events in the field of software and hardware development for commercial or advertising purposes; Association services that promote the interests of professionals and businesses in the field of mobile software application development; Online advertising and promoting the goods and services of others via the internet; Marketing and advertising consultation services; Market research services; Advertising, marketing and promoting the goods and services of others by means of providing photo and video equipment at special events; Providing online facilities for live streaming video of promotional events; Arranging and conducting special events for commercial, promotional or advertising purposes; Advertising via electronic media; Organizing, promoting and conducting exhibitions, tradeshow and events for business purposes; Organizing and conducting events, exhibitions, expositions and conferences for commercial purposes in the interactive entertainment, virtual reality, consumer electronics and video game entertainment industries; Online retail store services featuring virtual reality and augmented reality headsets, games, content and digital media; Providing telephone directory information via global communications networks; Electronic catalog services; Customer relationship management; Business assistance and consulting services; Providing online facilities featuring user comments concerning business organizations, service providers, and other resources; Advertising services; Dissemination of advertising for others via a global computer network; Advertising services, namely, advertising campaign management, targeting, implementation and optimization services; Marketing research, namely, advertising campaign and consumer preferences research and analysis; Promoting the goods and services of others by means of distributing video advertising on the internet; Advertising services, namely, scheduling, tracking, and reporting advertising for others; Preparation and realization of media and advertising plans and concepts; Ad serving, namely, placing advertisements on websites for

others; Advertising services, namely, targeting and optimization of online advertising; Business information management, namely, reporting of business information and business analytics in the fields of advertising and marketing; Business management; Business administration, office functions; Business consultation regarding marketing activities; Media planning and media buying services; Brand consulting; Design of advertising materials for others; Providing online business directories featuring restaurants, bars, movie theaters, dance clubs, museums, art galleries, and other cultural and social spaces; Promoting the public interest and awareness of issues involving access to the internet for the global population; Business consultation in the field of telecommunications; Business management consulting services to enable business entities, non-governmental organizations and non-profit organizations to develop, organize, and administer programs to offer greater access to global communications networks.

Class 36

Financial transaction processing services, namely, providing secure commercial transactions and payment options; Electronic processing and transmission of bill payment data for users of the internet and communication networks; Electronic funds transfer services; Credit card, debit card, and gift card transaction processing services; Merchant services, namely, payment transaction processing services; Providing electronic mobile payment services for others; Financial services; Payment processing services; Financial transaction services; Facilitating and arranging for the financing and distribution of fundraising and donations; Online charitable fundraising services and financial donation services.

Class 38

Photo sharing and video sharing services, namely, electronic transmission of digital photo files, videos and audio visual content among internet users; Telecommunications; Providing access to computer, electronic and online databases; Telecommunications services, namely, electronic transmission of electronic media, data, messages, graphics, images, audio, video and information; Providing online forums for communication on topics of general interest; Providing online communications links which transfer mobile device and internet users to other local and global online locations; Facilitating access to third party websites or to other

electronic third party content via a universal login; Providing online chat rooms, instant messaging services, and electronic bulletin boards; Audio, text and video broadcasting services over the internet or other communications networks; Voice over internet protocol (VOIP) services; Telephony communication services; Providing access to computer databases in the fields of social networking and social introduction and dating; Peer-to-peer photo and data sharing services, namely, electronic transmission of digital photo files, graphics and audio content among internet users; Telecommunications and peer-to-peer network computer services, namely, electronic transmission of images, audio-visual and video content, photographs, videos, data, text, messages, advertisements, media advertising communications and information; Chatroom services for social networking; Streaming and live streaming of video, audiovisual, and interactive audiovisual content via the internet; Telecommunications services, namely, electronic transmission of virtual reality content and data; Providing electronic bulletin boards for transmission of messages among users in the field of general interest; Video conferencing services; Providing technical support services regarding the usage of communications equipment; Providing facilities and equipment for video conferencing; Teleconferencing; Providing an online community forum for users to share and stream information, audio, video, real-time news, entertainment content, or information, to form virtual communities, and to engage in social networking; Telecommunication services, namely, data transmission and reception services via telecommunication networks; Mobile phone communication services; Web messaging; Video teleconferencing; Instant messaging services; Electronic exchange of voice, data, audio, video, text and graphics accessible via computer and telecommunications networks; Encrypted electronic transmission and delivery of recovered data; Provision of access to telecommunication networks and the internet; Internet Connectivity; Information about telecommunication; Consulting in the field of telecommunication services, namely, transmission of voice, data, and documents via telecommunications networks.

Class 41

Entertainment services; Providing access to interactive electronic and online databases of user-defined content, third-party content, photos, video, audio, visual, and audio-visual material in the field of general interest; Photosharing and video sharing services; Electronic publishing services for others; Entertainment services,

namely, facilitating interactive and multiplayer and single player game services for games played via the internet or communication networks; Providing information about online computer games and video games via computer or communication networks; Arranging and conducting competitions and facilitating events for video gamers and computer game players; Providing online resources for software developers; Contest and incentive award programs designed to recognize, reward and encourage individuals and groups which engage in self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community service and humanitarian activities and sharing of creative work product; Organizing and sponsoring contest and incentive award programs for software developers; Publication of educational materials, namely, publishing of books, journals, newsletters, and electronic publications; Educational services, in particular, organizing and conducting conferences, courses, seminars, and online training in the fields of advertising, marketing, social networking, the internet, and social media, and distribution of course material in connection therewith; Online journals, namely, weblogs (blogs) featuring user-defined content; Entertainment services, namely, providing virtual reality games, interactive entertainment and virtual reality content; Entertainment services, namely, providing augmented reality games, interactive entertainment and augmented reality content; Entertainment services, namely, providing mixed reality games, interactive entertainment and mixed reality content; Providing a computer game for use network-wide by network users; Providing online virtual reality games; Providing online augmented reality games; Providing online mixed reality games; Entertainment services, namely, providing online video games; Organizing exhibitions in the field of interactive entertainment, virtual reality, consumer electronics and video game entertainment industries for cultural or educational purposes; Arranging and conducting educational conferences; Organizing exhibitions and events in the field of software development for educational purposes; Educational services, namely, organizing and conducting conferences and seminars in the fields of artificial intelligence and the internet of things; Training in the field of design, advertising and communication technologies; Training in the field of strategic media planning relating to advertising, marketing and business; Online journals, namely, blogs featuring advertising, marketing and business; Providing computer, electronic and online databases in the field of entertainment; Publishing services, namely, publishing of electronic publications for others; Rental of photography and/or videography kiosks for

capturing, uploading, editing and sharing of pictures and videos; Entertainment services, namely, providing online facilities for streaming entertainment content and live streaming video of entertainment events; Organizing live exhibitions and conferences in the fields of culture, entertainment and social networking for non-business and non-commercial purposes; Providing online games; Entertainment services, namely, providing virtual reality games, interactive entertainment and virtual reality content and experiences; Entertainment services, namely, providing augmented reality games, interactive entertainment and augmented reality content and experiences; Entertainment services, namely, providing mixed reality games, interactive entertainment and mixed reality content and experiences; Entertainment services, namely, arranging and conducting of competitions for encouraging use and development of interactive entertainment, virtual reality, augmented reality, consumer electronics, and video game entertainment software and hardware; Organizing exhibitions and events for cultural, educational, or entertainment purposes; Production of video and computer game software; Virtual reality arcade services; Augmented reality arcade services; Virtual reality game services provided online from a computer network; Augmented reality game services provided online from a computer network; Providing online computer games and interactive games; Augmented reality video production; Virtual reality video production; Production of video and computer game software; Providing online game software; Entertainment services, namely, providing interactive games; Multimedia entertainment software production services; Multimedia production services; Entertainment services in the nature of development, creation, production and post-production services of multimedia entertainment content; Entertainment services, namely, providing augmented reality games and interactive entertainment content; Entertainment services, namely, providing online virtual reality environments; Entertainment services, namely, providing online augmented reality environments; Providing entertainment information from searchable indexes and databases of information, including text, electronic documents, databases, graphics, photographic images and audio visual information, via the internet and communication networks; Organizing, promoting and conducting exhibitions, tradeshow and events for business purposes; Providing information about online computer games and video games via computer or communication networks; Arranging and conducting competitions and facilitating events for video gamers and computer game players; Organizing exhibitions in the field of interactive entertainment, virtual reality, consumer

electronics and video game entertainment industries for cultural or educational purposes arranging and conducting educational conferences organizing exhibitions and events in the field of software development for educational purposes; Providing a website featuring non-downloadable publications about virtual reality technology; Providing a website featuring non-downloadable publications about augmented reality technology; Education; Providing of training; Sporting and cultural activities; Entertainment and educational services, namely, providing non-downloadable movies, television shows, webcasts, audiovisual, and multimedia works via the internet, as well as information, reviews, and recommendations regarding movies, television shows, webcasts, audiovisual, and multimedia works; Providing computer, electronic and online databases for educational, recreational and amusement use in the field of entertainment and in the fields of secondary, collegiate, social and community interest groups.

Class 42

Design and development of computer hardware and software; Computer services, namely, creating virtual communities for registered users to organize groups, meetings, and events, participate in discussions and engage in social, business and community networking; Computer services, in particular, hosting electronic facilities for others for organizing and conducting meetings, events and interactive discussions via the internet and communication networks; Computer services in the nature of customized electronic personal and group profiles or webpages featuring user-defined or specified information, including, audio, video, images, text, content, and data; Computer services, namely, providing search engines for obtaining data via the internet and communications networks; Providing online facilities featuring technology that enables online users to create personal profiles featuring social and business networking information, to transfer and share such information among multiple online facilities to engage in social networking, and to manage their social networking accounts; Providing software for social networking, creating a virtual community, and transmission of audio, video, images, text, content, and data; Application service provider (ASP) services, namely, hosting software applications of others; Application service provider (ASP) featuring software to enable or facilitate the creating, editing, uploading, downloading, accessing, viewing, posting, displaying, tagging, blogging, streaming, linking, annotating, indicating sentiment about, commenting on,

embedding, transmitting, and sharing or otherwise providing electronic media or information via the internet and communications networks; Providing an online network service that enables users to transfer personal identity data to and share personal identity data with and among multiple online facilities; Providing information from searchable indexes and databases of information, including text, electronic documents, databases, graphics, electronic media, images and audio visual content, via the internet and communications networks; Providing non-downloadable e-commerce software to allow users to perform electronic business transactions via the internet and communications networks; Computer services, in particular, application service provider featuring application programming interface (API) software to allow users to perform electronic business transactions via a global computer network; Software as a service (SAAS) services featuring software for sending and receiving electronic messages, notifications and alerts and for facilitating electronic business transactions via the internet and communications networks; Providing software for use in designing, managing, measuring, analyzing, disseminating, and serving advertising of others; Application service provider featuring application programming interface (API) software for managing, tracking, reporting and measuring media planning, media buying and advertising of others; Online ad-buying platform provider, namely, providing non-downloadable software programs for allowing buyers and sellers of online advertising to purchase and sell advertising inventory; Platform as a service (PAAS) featuring computer software platforms for use in purchasing and disseminating advertising; Application service provider (ASP) featuring software for use in buying, selling, designing, managing, tracking, valuing, optimizing, targeting, analyzing, delivery, and reporting of online advertising and marketing; Application service provider (ASP) featuring software for use in designing and managing online advertising and marketing campaigns; Designing and developing computer game software and video game software for use with computers, video game program systems and computer networks; Development of hardware for use in connection with electronic and interactive multimedia games; Electronic and interactive multimedia game development services; Providing online sites that gives users the ability to upload, modify and share virtual reality content, information, experiences and data; Providing online sites that gives users the ability to upload, modify and share augmented reality content, information, experiences and data; Providing online sites that gives users the ability to upload, modify and share mixed reality content,

information, experiences and data; Design, engineering, research, development and testing services in the field of mobile application software development related to the use and functionality of hyperlinks; Technical consultation in the field of mobile application software development related to the use and functionality of hyperlinks; Providing software enabling development, assessment, testing, and maintenance of mobile software applications for portable computing devices; Educational services, namely, organizing and conducting conferences and seminars in the fields of artificial intelligence and the internet of things; Providing user authentication services using single sign-on and software technology for e-commerce transactions; Providing user authentication services of electronic funds transfer, credit and debit card and electronic check transactions using single sign-on and software technology; Providing an application programming interface (API) to allow users to perform electronic business transactions via the internet; Providing software for processing electronic payments; Platform as a service (PAAS) services featuring computer software to allow users to perform business and e-commerce transactions; Providing application programming interface (API) software for use in electronic messaging and transmission of audio, video, images, text, content and data; Platform as a service (PAAS) featuring computer software platforms for electronic messaging and transmission of audio, video, photographic images, text, graphics and data; Providing software for electronic messaging; Mapping services; Providing software for mapping services; Application service provider (ASP) featuring software for mapping services; Providing software for sharing and displaying a user's location, planning activities with other users and making recommendations; Application service provider (ASP) featuring software to enable or facilitate the sharing and displaying a user's location, planning activities with other users and making recommendations; Providing software for social and destination mapping; Application service provider (ASP) featuring software to enable or facilitate social and destination mapping; Providing software for making reservations and bookings; Application service provider (ASP) featuring software to enable or facilitate making reservations and bookings; Providing software for ordering and/or purchasing goods and services; Application service provider (ASP) featuring software to enable or facilitate ordering and/or purchasing goods and services; Providing location-aware software for searching, determining and sharing the location of goods, services and events of interest; Application service provider (ASP) featuring location-aware software for searching, determining and sharing the location of goods, services

and events of interest; Providing software for creating, managing and accessing user-created and administered private groups within virtual communities; Providing software for searching and identifying local and location-based points of interest, events, landmarks, employment opportunities, entertainment, cultural events, shopping and offers; Providing software for searching and identifying employment opportunities; Providing software for identifying and allowing users to contact government representatives; Providing software for providing a virtual marketplace; Providing software for providing location-based weather information; Providing software for providing, linking to, or streaming news or current events information; Providing software for facilitating interaction and communication between humans and AI (artificial intelligence) platforms; Application service provider (ASP) featuring software to enable or facilitate interaction and communication between humans and AI (artificial intelligence) platforms; Design of augmented reality and virtual reality effects for use in modifying photographs, images, videos and audio-visual content; Providing online sites that gives users the ability to upload, modify and share virtual reality content and data; Providing online sites that gives users the ability to upload, modify and share augmented reality content and data; Providing online sites that gives users the ability to upload, modify and share mixed reality content and data; Online video ad-buying platform provider, namely, providing non-downloadable software programs for allowing buyers and sellers of online video advertising to purchase and sell video advertising inventory; Platform as a service (PAAS) featuring computer software platforms for use in purchasing and disseminating advertising; Application service provider (ASP) featuring software for use in buying, selling, tracking, valuing, optimizing, targeting, analyzing, delivery, and reporting of online advertising and marketing; Application service provider (ASP) featuring software for use in designing and managing online video advertising and marketing campaigns; Providing online facilities that give users the ability to engage in social networking and manage their social networking content; Providing software for creating and managing social media profiles and user accounts; Providing software for modifying photographs, images and audio, video, and audio-video content with photographic filters and augmented reality (AR) effects, namely, graphics, animations, text, drawings, geotags, metadata tags, hyperlinks; Software for viewing and interacting with a feed of electronic media, namely, images, audio-visual and video content, live streaming video, commentary, advertisements, news, and internet links; Providing software for finding content and

content publishers, and for subscribing to content; Providing software for organizing images, video, and audio-visual content using metadata tags; Computer services, namely, creating a virtual community for registered users to share, view, subscribe to and interact with images, audio-visual and video content and related data and information; Application service provider (ASP) featuring software for social networking, managing social networking content, creating a virtual community, and transmission of images, audio-visual and video content, photographs, videos, data, text, messages, advertisements, media advertising communications and information; Application service provider (ASP) featuring application programming interface (API) software which facilitates online services for social networking, developing software applications; Platform as a service (PAAS) featuring software platforms for social networking, managing social networking content, creating a virtual community, and transmission of images, audio-visual and video content, photographs, videos, data, text, messages, advertisements, media advertising communications and information; Rental of software that gives users the ability to upload, edit, and share images, videos and audio-visual content; Computer services, namely, curating online user-defined content and advertisements and creating social media feeds; Providing software for taking photographs and recording audio, audio-visual and video content; Providing software for uploading, downloading, archiving, enabling transmission of, and sharing images, audio-visual and video content and associated text and data; Providing software for streaming multimedia entertainment content; Providing software for creating and maintaining an online presence for individuals, groups, companies, and brands; Providing software for advertisers to communicate and interact with online communities; Personal assistant software; Social assistant software; Providing online facilities featuring temporary use of non-downloadable software for sending and receiving electronic messages, instant messages, electronic message alerts and reminders, photographs, images, graphics, data, audio, videos and audio-visual content via the internet and communication networks; E-commerce software to allow users to perform electronic business transactions via the internet; Providing temporary use of non-downloadable computer software for accessing, collecting, displaying, editing, linking, modifying, organizing, tagging, streaming, sharing, storing, transmitting, and otherwise providing electronic media, photographs, images, graphics, audio, videos, audio-visual content, data and information via the internet and communication networks; Providing temporary use of non-downloadable computer

software for use in facilitating voice over internet protocol (VOIP) calls, phone calls, video calls, text messages, electronic message, instant message, and online social networking services; Application service provider (ASP) services featuring software to enable or facilitate voice over internet protocol (VOIP) calls, phone calls, video calls, text messages, electronic message, instant message, and online social networking services; Computer services, namely, providing information in the fields of technology and software development via the internet and communication networks; Providing software for use in taking and editing photographs and recording and editing videos; Application service provider (ASP) featuring software to enable or facilitate taking and editing photographs and recording and editing videos; Design and development of computer game hardware and software; Design and development of virtual reality hardware and software; Design and development of mixed reality hardware and software; Design and development of video game hardware and software; Providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of virtual reality content and data; Computer services in the nature of providing customized online pages featuring user-defined or specified information, personal profiles, virtual reality, and augmented reality content and data; Computer programming services for creating virtual reality videos and games; Design and development of augmented reality hardware and software; Software development; Development of interactive multimedia software; Maintenance and repair of computer software; Providing temporary use of non-downloadable computer software for transmitting, sharing, receiving, downloading, displaying, interacting with and transferring content, text, visual works, audio works, audiovisual works, literary works, data, files, documents and electronic works; Computer services, namely, providing information in the fields of technology and software development via a global computer network; Technical support services, namely, troubleshooting in the nature of diagnosing computer hardware and software problems; Computer services, namely, cloud hosting provider services; Providing temporary use of online non-downloadable cloud computing software for use in electronic storage of data; Providing temporary use of online non-downloadable cloud computing software for virtual, augmented reality applications and environments; File sharing services, namely, providing online facilities for others featuring technology enabling users to upload and download electronic files; Computer services, namely, hosting electronic facilities for others for interactive discussions via communication

networks; Providing online non-downloadable software; Application service provider, namely, providing, hosting, managing, developing, and maintaining applications, software, web sites, and databases in the fields of wireless communication, mobile information access, and remote data management for wireless delivery of content to handheld computers, laptops and mobile electronic devices; Application service provider (ASP); Providing online facilities that give users the ability to upload, modify and share audio, video, photographic images, text, graphics and data; Providing temporary use of online non-downloadable software and applications for instant messaging, voice over internet protocol (VOIP), video conferencing, and audio conferencing; Computer services, namely, creating an online community for registered users to engage in social networking; Data encryption services; Encrypted electronic transmission and delivery of recovered data; Providing software and applications for customer relationship management (CRM); Application service provider (ASP) featuring software for customer relationship management (CRM); Providing online software platform services that give users the ability to post ratings, reviews, referrals and recommendations relating to businesses, restaurants, service providers, events, public services and government agencies; Computer services, in particular, application service provider featuring application programming interface (API) software for customer relationship management (CRM); Hosting of digital [virtual reality and augmented reality] content on the internet; Scientific and technological services and research and design relating thereto; Industrial analysis and research services; Computer services, namely, providing remote management of devices via computer networks, wireless networks or the internet; Providing software for facilitating and arranging for the financing and distribution of fundraising and donations; Providing software for online charitable fundraising services and financial donation services.

Class 45

Social introduction and networking and dating services; Providing access to computer databases and online searchable databases in the fields of social networking, social introduction and dating; Providing information in the field of personal development, self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community services, and humanitarian activities; Providing concierge services for others, namely, booking reservations, facilitating purchases, arranging deliveries, making requested personal arrangements, providing recommendations on products

and services, providing customer-specific information to meet individual needs, and provision of electronic reminders and notifications; Online social networking services; Providing information in the form of databases featuring information in the fields of social networking and social introduction; User verification services; Identification verification services; Business identification verification services; Legal services.

The Second Earlier Mark

Class 1

Chemicals for use in industry, science and photography, as well as in agriculture, horticulture and forestry; unprocessed artificial resins, unprocessed plastics; fire extinguishing and fire prevention compositions; tempering and soldering preparations; substances for tanning animal skins and hides; adhesives for use in industry; putties and other paste fillers; compost, manures, fertilizers; biological preparations for use in industry and science; chemical substances for preserving foodstuffs; tanning substances; cinematographic films, sensitized but not exposed; compositions for the manufacture of phonograph records; gelatine for industrial and photographic purposes; photographic developers; photographic paper; photosensitive plates; reducing agents for use in photography; sensitized cloth for photography; adhesives for paperhanging; adhesives for wall tiles; automobile body fillers; batteries (acidulated water for recharging -); beer-clarifying and preserving agents; filtering preparations for the beverages industry; growth regulating preparations (plant -); artificial sweeteners; biological preparations, other than for medical or veterinary purposes; fissionable material for nuclear energy; nuclear reactors (moderating materials for -); wallpaper removing preparations; purification preparations.

Class 2

Paints, varnishes, lacquers; preservatives against rust and against deterioration of wood; colorants, dyes; inks for printing, marking and engraving; raw natural resins; metals in foil and powder form for use in painting, decorating, printing and art; mordants; anti-corrosive preparations; binding preparations for paints; edible inks; food dyes; glazes [paints, lacquers]; printing ink; pigments; primers; thickeners for paints and lacquers; thinners for paints and lacquers; protective preparations for metals.

Class 3

Non-medicated cosmetics and toiletry preparations; non-medicated dentifrices; perfumery, essential oils; bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; non-medicated soaps; non-medicated cosmetics, non-medicated hair lotions; abrasive cloth; abrasive paper; adhesives for cosmetic purposes; breath freshening sprays and strips; preparations for the care of the body; cosmetics; cosmetic preparations; non-medicated cosmetics; cosmetic creams and lotions; cosmetic oils; ointments for cosmetic use; cosmetics for children; cosmetic dyes; cosmetic soaps; cosmetic moisturisers; skincare and nail cosmetics; body and facial creams [cosmetics]; non-medicated skin lotions; body deodorants [perfumery]; body sprays [non-medicated]; facial preparations; facial peel preparations for cosmetic use; make-up remover; soaps; beauty creams and lotions; beauty care preparations; body wash; cosmetic preparations for bath and shower; bubble bath; bath salts, not for medical purposes; cosmetic preparations for the hair and scalp; shampoos; hair conditioners; hair care preparations; hair and body wash; hair dyes; hair lotions; hair spray; hand cleansers; exfoliating scrubs for the hands; hand and foot cream; massage oil; lip tints; lipsticks; lip gloss; toothpaste; sun care preparations; tanning preparations; shaving preparations; after-shave lotions; exfoliating creams; exfoliating face and body scrub; exfoliating hand and feet scrub; exfoliating scrubs for cosmetic purposes; lip protectors; sun protection preparations; cosmetic kits; refill packs for cosmetics dispensers; beauty masks; beauty serums; eye cream; facial cleansers; facial masks; lip balm; non-medicated skin care preparations; skin cleansers; skin masks; skin moisturizer; cleansing bars; face and body beauty creams; face and body lotions; face powder; facial oils; gels for cosmetic purposes; skin bronzer; skin care kits comprised of an assortment of non-medicated skin care preparations; sunscreen; transfers (decorative -) for cosmetic purposes; drying agents for dishwashing machines; detergents other than for use in manufacturing operations and for medical purposes; dry-cleaning preparations; flavourings for beverages [essential oils]; laundry preparations; polishing preparations; potpourris [fragrances]; canned pressurized air for cleaning and dusting purposes; cleaning preparations; colorants for toilet purposes; colour brightening chemicals for household purposes [laundry]; colour-removing preparations; non-slipping liquids for floors; non-slipping wax for floors; paint stripping preparations.

Class 4

Industrial oils and greases, wax; lubricants; dust absorbing, wetting and binding compositions; fuels and illuminants; candles and wicks for lighting; fuels [including motor spirit] and illuminants; candles; beeswax; electrical energy; skis (wax for -); wax [raw material]; wax for skis.

Class 5

Pharmaceuticals, medical and veterinary preparations; sanitary preparations for medical purposes; dietetic food and substances adapted for medical or veterinary use, food for babies; dietary supplements for humans and animals; plasters, materials for dressings; material for stopping teeth, dental wax; disinfectants; preparations for destroying vermin; fungicides, herbicides; air purifying preparations; bacteriological culture mediums; bacterial preparations for medical and veterinary use; biological preparations for medical purposes; biological preparations for veterinary purposes; deodorants for clothing and textiles; dietetic substances adapted for medical use; dental abrasives; diaper-pants (babies' -); first-aid boxes [filled]; herbs (smoking -) for medical purposes; medicine cases [portable] [filled]; nutritional supplements; pads (breast nursing-); personal sexual lubricants; sanitary napkins; sanitary pads; soil-sterilising preparations; stem cells for medical purposes; surgical implants [living tissues].

Class 6

Common metals and their alloys, ores; metal materials for building and construction; transportable buildings of metal; non-electric cables and wires of common metal; small items of metal hardware; metal containers for storage or transport; safes; gold solder and silver solder; parts and fittings for all the aforesaid goods.

Class 7

Machine tools, power-operated tools; motors and engines, except for land vehicles; machine coupling and transmission components, except for land vehicles; agricultural implements, other than hand-operated hand tools; incubators for eggs; automatic vending machines; 3D printers; agricultural machines; beverage preparation machines, electromechanical; electric blenders for household purposes; blowing machines; electrically operated brushes [parts of machines]; electric can openers;

coffee grinders, other than hand-operated; cultivators [machines]; cutters [machines]; dishwashers; drilling machines; filling machines; filtering machines; finishing machines; food preparation machines, electromechanical; electric food processors; grinding machines; hammers [parts of machines]; hand-held tools, other than hand-operated; ironing machines; electric kitchen machines; electric machines and apparatus for cleaning; mixing machines; electric motors, other than for land vehicles; packaging machines; packing machines; power hammers; printing machines; pulleys [parts of machines]; pumps [machines]; pumps [parts of machines, engines or motors]; robots [machines]; saw blades [parts of machines]; saws [machines]; sharpening machines; stands for machines; tables for machines; taps [parts of machines, engines or motors]; tools [parts of machines]; trimming machines; vacuum cleaner bags; vacuum cleaners; vacuum pumps [machines]; valves [parts of machines]; washing apparatus; winches; window closers, electric; electric window openers; parts and fittings for all the aforesaid goods.

Class 8

Hand tools and implements, hand-operated; cutlery; side arms, except firearms; razors; annular screw plates; apparatus for tattooing; belts (tool-) [holders]; bits [parts of hand tools]; blades for planes; bludgeons; cases (razor -); curling tongs; depilation appliances, electric and non-electric; diamonds (glaxiers'-) [parts of hand tools]; emery files; extension pieces for braces for screw taps; fingernail polishers [electric or non-electric]; fire irons; frames for handsaws; glaziers' diamonds [parts of hand tools]; hair clippers for personal use [electric and non-electric]; hollowing bits [parts of hand tools]; knife steels; knuckle dusters; manicure sets; manicure sets, electric; nail buffers; nail clippers [electric or non-electric]; nail files, electric; police batons; punch rings [knuckle dusters]; razor blades; razor cases; reamer sockets; saw blades [parts of hand tools]; saw holders; scabbards (sword); screw taps (extension pieces for braces for -); scythe rings; scythe stones; shaving cases; shear blades; sword scabbards; tool belts [holders]; truncheons; tweezers; vegetable choppers; scrapers for skis; parts and fittings for all the aforesaid goods.

Class 9

Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking [supervision], life-saving and teaching apparatus and

instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; compact discs, DVDs and other digital recording media; mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment, computers; computer software; fire-extinguishing apparatus; Computer hardware; Software for social networking and interacting with online communities; Computer software development tools; Software for use as an application programming interface (API); Application programming interface (API) for use in building software applications; Application programming interface (API) for software which facilitates online services for social networking and for data retrieval, upload, download, access and management; Software for creating, managing, and interacting with an online community; Software for organizing events, searching for events, calendaring and managing events; Software for creating, editing, uploading, downloading, accessing, viewing, posting, displaying, tagging, blogging, streaming, linking, annotating, indicating sentiment about, commenting on, embedding, transmitting, and sharing or otherwise providing electronic media or information via computer, the internet and communication networks; Software for modifying and enabling transmission of images, audio, audio visual and video content and data; Software for modifying photographs, images and audio, video, and audio-visual content with photographic filters and augmented reality (AR) effects, namely, graphics, animations, text, drawings, geotags, metadata tags, hyperlinks; Software for the collection, managing, editing, organizing, modifying, transmission, sharing, and storage of data and information; Downloadable e-commerce computer software to allow users to perform electronic business transactions via a global computer and communication networks; Software for sending and receiving electronic messages, alerts, notifications and reminders; Search engine software; Magnetically encoded gift cards; Software for use in creating, managing, measuring, and disseminating advertising of others; Ad server, namely, a computer server for storing advertisements and delivering advertisements to websites; Virtual reality game software; Augmented reality game software; Mixed reality game software; Virtual reality game computer hardware; Augmented reality game computer hardware; Mixed reality game computer hardware; Computer peripheral devices; Virtual reality software for use in enabling computers, video game consoles, handheld video game consoles, tablet computers, mobile devices, and

mobile telephones to provide virtual reality experiences; Electronic game software for wireless devices; Electronic game software for handheld electronic devices; Electronic game software; Wearable peripherals for playing video games specially adapted for computers, tablet computers, mobile audio visual apparatus, mobile data communications apparatus and mobile telecommunication apparatus; Virtual reality software; Augmented reality software; Mixed reality software; Video game software; Interactive multimedia computer game programs; Downloadable electronic game programs; Computer game software; Headsets for use with computers; Laser equipment for non-medical purposes; Computer peripherals; Software for integrating electronic data with real world environments for the purposes of entertainment, education, gaming, communicating, and social networking; Software for accessing and viewing text, images and electronic data relating to conferences in the field of software development; Software to enable development, assessment, testing, and maintenance of mobile software applications for portable electronic communication devices, namely, mobile phones, smartphones, handheld computers and computer tablets; Software for converting natural language into machine-executable commands; Software, namely, an interpretive interface for facilitating interaction between humans and machines; Artificial intelligence software; Personal assistant software; Social assistant software; Software development tools to enable mobile software applications to access backend services, namely, data storage, push notifications, and user management; Software for mapping services; Software for planning activities with other users and making recommendations; Software for social and destination mapping; Software for making reservations and bookings; Software for ordering and/or purchasing goods and services; Location-aware software for searching, determining and sharing locations; Software for wireless content, data and information delivery; Software to enable accessing, displaying, editing, linking, sharing and otherwise providing electronic media and information via the internet and communications networks; Software, namely, an application providing social networking functionalities; Software for creating, managing and accessing groups within virtual communities; Software for location-based searching and alerts; Software for searching and identifying employment opportunities; Software for identifying and allowing users to contact government representatives; Software providing a virtual marketplace; Software providing location-based weather information; Software providing, linking to, or streaming news or current events information; Parental control software; Software

for facilitating interaction and communication between humans and AI (artificial intelligence) platforms; Software in the nature of a mobile application for creating, sharing, disseminating and posting advertising; Software for geo-location based advertising and product and service promotion; Application programming interface (API) software for allowing data retrieval, upload, access and management; Software for viewing and interacting with a feed of images, audio-visual and video content, and associated text and data; Downloadable computer software for finding content and content publishers, and for subscribing to content; Software for organizing images, video, and audio-visual content using metadata tags; Software for creating and managing social media profiles and user accounts; Software for uploading, downloading, streaming, archiving, transmitting, and sharing images, audio-visual and video content and associated text and data; Interactive photo and video equipment, namely, kiosks for capturing, uploading, editing, printing and sharing digital images and video; Software that enables individuals, groups, companies, and brands to create and maintain an online presence for marketing purposes; Software for advertisers to communicate and interact with online communities; Software for streaming multimedia entertainment content; Application programming interface (API) for use in developing AI (artificial intelligence) platforms, namely, bots, virtual agents and virtual assistants; Software for organizing events; Computer software, downloadable computer software and mobile application software for use in taking and editing photographs and recording and editing videos; Virtual reality computer hardware; Computer game software for home video game consoles; Wearable peripherals for computers, tablet computers, mobile devices and mobile telephones, namely, configurable head-mounted displays; Headsets for use with video game consoles; Computer software; Augmented reality computer hardware; Virtual reality headsets; Augmented reality headsets; Virtual reality glasses; Augmented reality glasses; Virtual reality software for navigating a virtual reality environment; Augmented reality software for navigating an augmented reality environment; Augmented reality software for use in enabling computers, video game consoles, handheld video game consoles, tablet computers, mobile devices, and mobile telephones to provide augmented reality experiences; Headsets for virtual reality games; Headsets for augmented reality games; Handheld virtual reality controllers; Handheld augmented reality controllers; Video and computer game programs; Interactive entertainment software; Gesture recognition software; Motion tracking sensors for virtual reality technology; Motion tracking sensors for

augmented reality technology; Computer software for controlling the operation of audio and video devices; Digital media streaming devices; Earphones; Headphones; Video display software; Video display hardware, namely, video drivers for video eyewear; Software for navigating a virtual reality environment; Software for use in enabling computers, video game consoles, handheld video game consoles, tablet computers, mobile devices, and mobile telephones to provide virtual reality and augmented reality experiences; Virtual reality software for object tracking, motion control and content visualization; Augmented reality software for object tracking, motion control and content visualization; Virtual reality software for users to experience virtual reality visualization, manipulation and immersion; Augmented reality software for users to experience augmented reality visualization, manipulation and immersion; Virtual reality software for operating virtual reality headsets; Augmented reality software for operating augmented reality headsets; Virtual reality software for interactive entertainment; Augmented reality software for interactive entertainment; Headsets; Software for recording, storing, transmitting, receiving, displaying and analyzing data from wearable computer hardware; Wearable computing devices comprised primarily of software and display screens for connection to computers, tablet computers, mobile devices, and mobile phones in order to enable virtual reality and augmented reality world experiences; Goggles for enabling virtual reality, augmented reality world experiences; Software for use in creating and designing virtual reality and augmented reality software; Application programming interface (API) for computer software for developing virtual reality and augmented reality experiences; Software and firmware for operating system programs; Computer operating systems; Software for tracking motion in, visualizing, manipulating, viewing, and displaying augmented and virtual reality experiences; Software, firmware and hardware for use in visual, voice, audio, motion, eye and gesture tracking and recognition; Computer hardware and software for operating sensor devices; Electronic sensor devices, cameras, projectors, and microphones for gesture, facial, and voice detection, capture and recognition; Computer hardware and software for detecting objects, user gestures and commands; Software and firmware for controlling, configuring and managing controllers; Software and firmware for enabling electronic devices to share data and communicate with each other; Computer operating system software; Software driver programs for electronic devices for enabling computer hardware and electronic devices to communicate with each other; Cameras; Batteries; Battery chargers; Battery cases; Battery packs;

Power charging and power management devices for mobile electronic devices; Charging docks; Charging stands for mobile electronic devices; Base chargers for mobile electronic devices; Power banks; External chargers; Wireless charging cases; Rechargeable electric battery devices, namely, rechargeable batteries and portable power supplies; Rechargeable external battery packs for use with mobile electronic devices; Chargers for batteries; Power adapters; Electrical adapters; Electrical and electronic connectors; Bags and cases specially adapted for laptop computers, tablet computers, mobile phones, mobile audio visual apparatus, mobile data communications apparatus, and mobile telecommunications apparatus; Briefcases, backpacks and carrying cases for laptop computers, tablet computers, mobile phones, mobile audio visual apparatus, mobile data communications apparatus, and mobile telecommunications apparatus; Cases for laptop computers, tablet computers, mobile phones, mobile audio visual apparatus, mobile data communications apparatus, and mobile telecommunications apparatus; Faceplates for mobile audio visual apparatus, mobile data communications apparatus, and mobile telecommunications apparatus; Protective covers and cases for laptop computers, tablet computers, mobile phones, mobile audio visual apparatus, mobile data communications apparatus, and mobile telecommunications apparatus; Protective sleeves for laptop computers, tablet computers, mobile phones, mobile audio visual apparatus, mobile data communications apparatus, and mobile telecommunications apparatus; Holders, armbands, clips and carrying cases specially adapted for laptop computers, tablet computers, mobile phones, mobile audio visual apparatus, mobile data communications apparatus, and mobile telecommunications apparatus; Wall mounts for mounting laptop computers, tablet computers, mobile phones, mobile audio visual apparatus, mobile data communications apparatus, and mobile telecommunications apparatus; Stands for laptop computers, tablet computers, mobile phones, mobile audio visual apparatus, mobile data communications apparatus, and mobile telecommunications apparatus; Holders for laptop computers, tablet computers, mobile phones, mobile audio visual apparatus, mobile data communications apparatus, and mobile telecommunications apparatus; Remote controls for mobile electronic devices; Electrical audio and speaker cables and connectors; Audio speakers; Docking stations for mobile electronic devices; Loudspeakers; Electronic cables parts and fittings; Electric cables; Connection cables; Cables for optical signal transmission; Power cables and cable connectors; Microphones; Audio receivers;

Audio transmitters; Wireless computer peripherals; Head-mounted video display; Receivers of electronic signals; Video receivers; Wireless transmitters and receivers for reproduction of sound and signals; Electric sensors; Sensors for monitoring physical movements; Software for sending and receiving electronic messages, graphics, images, audio and audio visual content via the internet and communication networks; Software in the nature of a mobile application; SIM cards; Software for processing images, graphics, audio, video, and text; Software, namely, instant messaging software, file sharing software, communications software for electronically exchanging data, audio, video images and graphics via computer, mobile, wireless, and communication networks; Software for personal information management, and data synchronization software; Software for managing social networking content, interacting with a virtual community, and transmission of images, audio, audio-visual and video content, photographs, videos, data, text, messages, comments, advertisements, media advertising communications and information; Software for displaying and sharing a user's location and finding, locating, and interacting with other users and places; Software for use in customer relationship management (CRM); Software for providing consumer information; Messaging software; Software for facilitating and arranging for the financing and distribution of fundraising and donations; Software for online charitable fundraising services and financial donation services; Software for use in facilitating voice over internet protocol (VOIP) calls, phone calls, video calls, text messages, instant message and online social networking services; Telecommunications equipment for providing third party access to, and enabling the transmission of video, data and voice over, global communications networks, namely, mobile and access computer and mobile telephone terminals, base transceiver stations and wireless radio parts thereof, data transceivers, data repeaters, routers and switches, transmission circuits, integrated circuits; Telecommunications equipment for providing third party access to, and enabling the transmission of video, data and voice over, global communications networks, namely, computer hardware, mobile cloud clients and servers, multiplexers, digital signal processors, radio frequency signal processors, mobile switching circuits, air traffic electrical controllers, mobility electrical controllers, access electrical controllers, remote port electrical controllers, radio ports, antennas; Telecommunications equipment for providing third party access to, and enabling the transmission of video, data and voice over, global communications networks, namely, electronic radio components, software for

telecommunications applications, and mobile core networks comprising data transceivers, wireless networks and gateways for collection, transmission and management of data, voice and video; Communication software and communication computer hardware for providing access to the Internet; software applications; downloadable electronic publications; downloadable video recordings in the nature of creative tutorials in the field of advertising on social media; information technology and audio-visual equipment; information technology (the use of computers to store, retrieve, transmit and manipulate data) and audio-visual, multimedia and photographic apparatus and instrument; cameras [photography]; software for social networking; software for opinion polling; software allowing users to post questions with answer options; software allowing users to join discussions and post comments about opinion polls, questions and answers; software allowing users to give compliments and positive feedback; software for remote communication; virtual reality helmets adapted for use in playing video games; wearable peripherals for playing video games specially adapted for computers, tablet computers, and mobile telephones; Virtual reality headsets for playing video games for connection to computers, video game consoles, handheld video game consoles, tablet computers, mobile devices, and mobile phones in order to enable virtual reality experiences; Audio and visual headsets for use in playing video games; Gaming headsets adapted for use in playing video games; Virtual, augmented, and mixed reality headsets and helmets, and hardware, and computer peripherals adapted for use in playing electronic and interactive multimedia games; Wearable peripherals for playing video games specially adapted for computers, tablet computers, mobile devices, and mobile telephones; wearable computer peripherals for playing video games specially adapted for mobile devices; parts and fittings for the aforesaid goods.

Class 10

Surgical, medical, dental and veterinary apparatus and instruments; artificial limbs, eyes and teeth; orthopedic articles; suture materials; therapeutic and assistive devices adapted for the disabled; massage apparatus; apparatus, devices and articles for nursing infants; sexual activity apparatus, devices and articles; artificial jaws; babies' bottles; breast pumps; breasts (artificial -); cases fitted for medical instruments; childbirth mattresses; condoms; contraceptives, non-chemical; crutches; ear plugs; feeding bottles; hearing protectors; hair prostheses; invalids' hoists; love dolls [sex

dolls]; maternity belts; rings (teething); surgical implants [artificial materials]; teats; x-ray photographs [for medical purposes]; x-ray tubes for medical purposes; furniture especially made for medical purposes; orthopaedic footwear; syringes for medical purposes; parts and fittings for all the aforesaid goods.

Class 11

Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes; air-conditioning apparatus; air filtering installations; alcohol burners; barbecues; bath fittings and installations; beverage cooling apparatus; bicycle lights; burners; blankets, electric, not for medical purposes; chocolate fountains, electric; coffee machines, electric; cooking apparatus and installations; cooling appliances and installations; electric fans for personal use; electric lamps; electric lights; hair dryers; hand drying apparatus for washrooms; ice machines and apparatus; light-emitting diodes [LED] lighting apparatus; refrigerators; showers; sinks; water filtering apparatus; water supply installations; kettles, electric; lamps; lanterns for lighting; lamp shades; lighters; pocket torches, electric; torches for lighting; vehicle headlights; vehicle reflectors; parts and fittings for all the aforesaid goods.

Class 12

Vehicles; apparatus for locomotion by land, air or water; anti-glare devices for vehicles; automobile bodies; unmanned aerial vehicles (UAVs); airplanes; bicycles; boats; brakes for vehicles; cable transport apparatus and installations; cars; cleaning trolleys; covers for vehicle steering wheels; electric vehicles; hot air balloons; head-rests for vehicle seats; luggage carriers for vehicles; luggage nets for vehicles; motorcycles; motors, electric, for land vehicles; prams; pumps for bicycle tires; remote control vehicles, other than toys; safety belts for vehicle seats; safety seats for children, for vehicles; strollers; sun-blinds adapted for automobiles; trailers [vehicles]; vehicle wheel tires [tyres]; windshields; parts and fittings for all the aforesaid goods.

Class 13

Firearms; ammunition and projectiles; explosives; fireworks; apparatus for filling cartridge belts; automatic firearm ammunition belts; cartridge cases; fog signals, explosive; firecrackers; sprays for personal defense purposes; cleaning brushes for

firearms; firing platforms; gas weapons (tear-); parts and fittings for all the aforesaid goods.

Class 14

Precious metals and their alloys; jewellery, precious and semi-precious stones; horological and chronometric instruments; jewellery, precious stones; watches; clocks; jewellery products; personal jewellery; fake jewellery; fashion jewellery; costume jewellery; imitation jewellery; gold jewellery; enamelled jewellery; jewellery stones; crosses [jewellery]; wristlets [jewellery]; bangles; bangle bracelets; rings [jewellery]; pearls [jewellery]; jewellery watches; jewellery chains; necklaces [jewellery]; jewellery rope chain for necklaces; brooches; decorative brooches [jewellery]; decorative pins [jewellery]; synthetic stones [jewellery]; ring bands [jewellery]; amulets [jewellery]; medallions; lapel pins [jewellery]; clasps for jewellery; jewellery made from silver; jewellery made of bronze; jewellery of precious metals; jewellery incorporating precious stones; jewellery made of crystal; pendants; jewel pendants; jewellery made of plastics; chains; rings; earrings; ear studs; earrings of precious metal; ear ornaments in the nature of jewellery; necklaces; lockets; charms; bracelets; jewellery rope chain for bracelets; jewellery in the form of beads; badges of precious metal; beads for making jewellery; boxes of precious metal; busts of precious metal; cases for clock- and watchmaking; chains (watch -); clips (tie-) of precious metal; coins; dials [clock and watch-making]; figurines [statuettes] of precious metal; ivory [for jewellery]; jet (ornaments of -); jewellery cases [caskets]; key rings [trinkets or fobs]; medals; pendulums [clock and watch making]; key tags [made of leather or imitation leather]; parts and fittings for all the aforesaid goods.

Class 15

Musical instruments; cases for musical instruments; musical boxes; music stands; perforated music rolls; tuning forks; tuning hammers; drum sticks; batons (conductors' -); intensity regulators for mechanical pianos; sheet music (turning apparatus for -); parts and fittings for all the aforesaid goods.

Class 16

Paper and cardboard; printed matter; bookbinding material; photographs; stationery and office requisites, except furniture; adhesives for stationery or household purposes;

drawing materials and materials for artists; paintbrushes; instructional and teaching materials; plastic sheets, films and bags for wrapping and packaging; printers' type, printing blocks; Publications in the nature of magazines, books, pamphlets manuals, printed guides, catalogues, photographs, pictures, calendars, prints; Magazines; Books; Pamphlets; Manuals; Printed guides; Catalogues; Stationery; Pictures; Diaries; Printed calendars; Photograph albums; Prints; Writing instruments, namely, pens, pencils, markers, crayons, and highlighters; Personal organizers; Address books; Note books; Office requisites, namely, file folders, binders, paper clips, erasers, paper weights, and note pads; Stickers; Posters; Business cards and non-magnetically encoded identity cards; Pens; Non-magnetically encoded gift cards; artists' materials; typewriters and office requisites (except furniture); plastic materials for packaging; publications; calendars; writing instruments; office requisites; adhesive tapes for stationery or household purposes; architects' models; bags of paper for packaging; balls for ball-point pens; biological samples for use in microscopy; blackboards; bookends; boxes for pens; cabinets for stationery; chalk (marking -); bags for microwave cooking; drawer liners of paper (scented or not); engraving plates; face towels of paper; figurines [statuettes] of papier mache; flags of paper; galley racks [printing]; garbage bags of paper or of plastics; graining combs; hand labelling appliances; handkerchiefs of paper; hat boxes of cardboard; holders (passport -); holders for checkbooks [cheque books]; holders for stamps; house painters' rollers; humidity control sheets of paper or plastic for foodstuff; marking chalk; mats for beer glasses; money clips; mounting photographs (apparatus for-); napkins of paper and cellulose; packaging material made of starches; paper clasps; paper knives; photographs (apparatus for mounting -); placards of paper or cardboard; postage stamps; printers' blankets, not of textile; printers' reglets; rollers (house painters' -); self-adhesive tapes for stationery or household purposes; sheets of reclaimed cellulose for wrapping; signboards (of paper or cardboard); stands for pens; starches (packaging material made of -); stationery cabinets; steatite [tailor's chalk]; table linen of paper; table napkins (of paper); tablecloths of paper; tablemats of paper; tailors' chalk; terrestrial globes; tissues of paper for removing make-up; trays for sorting and counting money; tubes (of cardboard); parts and fittings for all the aforesaid goods.

Class 17

Unprocessed and semi-processed rubber, gutta-percha, gum, asbestos, mica and substitutes for all these materials; plastics and resins in extruded form for use in manufacture; packing, stopping and insulating materials; flexible pipes, tubes and hoses, not of metal; bags [envelopes, pouches] of rubber, for packaging; insulating materials; plastic substances, semi-processed; rubber, raw or semi-worked; soundproofing materials; filtering materials [semi-processed foams or films of plastic]; non-conducting materials for retaining heat; packing [cushioning, stuffing] materials of rubber or plastics; padding materials of rubber or plastics; plastic film, other than for wrapping; self-adhesive tapes, other than stationery and not for medical or household purposes; waterproof packings; artificial resins [semi-finished products]; barriers (floating anti-pollution -); liquid rubber; parts and fittings for all the aforesaid goods.

Class 18

Leather and imitations of leather; animal skins and hides; luggage and carrying bags; umbrellas and parasols; walking sticks; whips, harness and saddlery; collars, leashes and clothing for animals; Bags, namely, all purpose sports bags, all purpose carrying bags, bags and hold-alls for sports clothing, tote bags, book bags, carry-all bags, traveling bags, duffle bags, backpacks, beach bags, belt bags, clutch bags, cosmetic bags sold empty, gym bags; Trunks for traveling; Pocket books; Handbags; Wallet; Credit card cases; Drawstring pouches; Attaché cases; Briefcase-type portfolios; Tote bags; bags; cases; travel bags; garment bags; shopping bags; sports bags; holdalls; satchels; briefcases; key cases; travelling sets [leatherware]; leather straps; business card cases; luggage tags; purses; slings for carrying infants; straps for skates; suitcases; tool bags, empty; umbrella covers; whips; reins; saddlebags; stirrups; horseshoes; walking-stick handles; parts and fittings for all the aforesaid goods.

Class 19

Building materials [non-metallic]; non-metallic rigid pipes for building; asphalt, pitch and bitumen; non-metallic transportable buildings; monuments, not of metal; advertisement columns, not of metal; artificial stone; blinds [outdoor], not of metal and not of textile; buildings, not of metal; plaster; busts of stone, concrete or marble; props, not of metal; works of art of stone, concrete or marble; works of stonemasonry; bicycle parking installations, not of metal; binding material for road repair; bird baths [structures], not of metal; building materials, not of metal; figurines [statuettes] of

stone, concrete or marble; linings, not of metal, for building; manufactured timber; moldings, not of metal, for building; outdoor blinds, not of metal and not of textile; paving slabs, not of metal; road signs, non-luminous and non-mechanical, not of metal; roofing, not of metal; safety glass; statues of stone, concrete or marble; tile floorings, not of metal; window glass, other than vehicle window glass; wood, semi-worked; parts and fittings for all the aforesaid goods.

Class 20

Furniture, mirrors, picture frames; containers, not of metal, for storage or transport; unworked or semi-worked bone, horn, whalebone or mother-of-pearl; shells; meerschaum; yellow amber; baby changing mats; baskets, not of metal; beds; bedding, except linen; bookcases; clips, not of metal, for cables and pipes; cupboards; curtain holders, not of textile material; cushions; decorations of plastic for foodstuffs; display boards; figurines [statuettes] of wood, wax, plaster or plastic; locks, other than electric, not of metal; mattresses; picture frames; pillows; racks [furniture]; settees; shelves for storage; sleeping mats; sofas; statues of wood, wax, plaster or plastic; tables; towel dispensers, fixed, not of metal; works of art of wood, wax, plaster or plastic; parts and fittings for all the aforesaid goods.

Class 21

Household or kitchen utensils and containers; cookware and tableware, except forks, knives and spoons; combs and sponges; brushes, except paintbrushes; brush-making materials; articles for cleaning purposes; unworked or semi-worked glass, except building glass; glassware, porcelain and earthenware; Thermally insulated containers for food and beverages; Portable plastic coolers; Portable metal coolers; Coasters not of paper and not being table linen; Bottle openers; Pitchers; Plastic buckets; Plastic cups; Serving trays not of precious metal; Bottle stands; Mugs; Cups; Foam drink holders; Storage jars; Glass and porcelain giftware, in particular, vases, ornaments, plates, cups, jars, and decorative boxes; Figurines made from glass, porcelain, ceramics, earthenware, and china; Beverage glassware; Water bottles sold empty; steelwool; cups; glass and porcelain giftware, namely, vases, ornaments, plates, cups, jars, and decorative boxes; appliances for removing make-up [non-electric]; aquaria (indoor -); aquarium hoods; attracting and killing insects (electric devices for -); baby baths, portable; bird baths; birdcages; burners (perfume-); cages for household pets;

candlesticks; cosmetic utensils; deodorising apparatus for personal use; feeding troughs; floss for dental purposes; fly catchers [traps or whisks]; fly swatters; gardening gloves; gloves for household purposes; indoor aquaria; indoor terrariums [plant cultivation]; insects (electric devices for attracting and killing-); litter boxes [trays] for pets; menu card holders; perfume burners; perfume sprayers; poultry rings; powder compacts; sacred vessels, not of precious metal; sprinklers; watering cans; watering devices; sugar tongs; parts and fittings for all the aforesaid goods.

Class 22

Ropes and string; nets; tents and tarpaulins; awnings of textile or synthetic materials; sails; sacks for the transport and storage of materials in bulk; padding, cushioning and stuffing materials, except of paper, cardboard, rubber or plastics; raw fibrous textile materials and substitutes therefor; bands, not of metal, for wrapping or binding; binding thread, not of metal, for agricultural purposes; blinds (ladder tapes or webbing for venetian -); cables, not of metal; cocoons; hammocks; hemp bands; ladders (rope -); loads (belts, not of metal, for handling -); loads (slings, not of metal, for handling -); loads (straps, not of metal, for handling -); raw or treated wool; rope ladders; sawdust; shavings (wood -); wadding for filtering; wax ends; wood shavings; wool (raw or treated -); parts and fittings for all the aforesaid goods.

Class 23

Yarns and threads, for textile use; spun cotton; spun wool; spun silk; thread of metal for embroidery; threads of plastic materials for textile use.

Class 24

Textiles and substitutes for textiles; household linen; curtains of textile or plastic; banners; bath mitts; blankets for household pets; bunting; canvas for tapestry or embroidery; cheese cloth; cloths for removing make-up; coasters; covers [loose] for furniture; diaper changing cloths for babies; face towels of textile; filtering materials of textile; fitted toilet lid covers of fabric; flags, not of paper; handkerchiefs of textile; hat linings, of textile, in the piece; jersey; labels of cloth; lining fabric for shoes; linings; mattress covers; net curtains; pillowcases; place mats, not of paper; plastic material [substitute for fabrics]; printers' blankets of textile; sanitary flannel; sheets; shower

curtains of textile or plastic; shrouds; table napkins of textile; table runners; tablemats; towels of textile; travelling rugs; wall hangings of textile; sleeping bags for camping.

Class 25

Clothing, footwear, headgear; Clothing for men, women, and children, in particular, shirts, t-shirts, jackets, tops, sweat shirts, belts not of leather, coats, vests, blouses, jerseys, bottoms, shorts, pants, trousers, boxer shorts, dresses, skirts, neckties, scarves, bandannas, pajamas, loungewear, socks, sweaters, sweat pants, aprons, sun visors; aprons [clothing]; Ascots; Babies' pants [clothing]; Bandanas [neckerchiefs]; Bath robes; Bath sandals; Bath slippers; Bathing caps; Bathing drawers; Beach clothes; Beach shoes; Belts [clothing]; Belts (Money -) [clothing]; Berets; Bibs, not of paper; Boas [necklets]; Bodices [lingerie]; Boots; Brassieres; Breeches for wear; Camisoles; Caps [headwear]; Chasubles; Coats; Collar protectors; Combinations [clothing]; Corselets; Corsets [underclothing]; Cuffs; Detachable collars; Dress shields; Dresses; Dressing gowns; Ear muffs [clothing]; Esparto shoes or sandals; Fishing vests; Fittings of metal for footwear; Football boots; Footmuffs, not electrically heated; Frames (Hat -) [skeletons]; Fur stoles; Furs [clothing]; Gabardines [clothing]; Gaiters; Garters; Girdles; Gloves [clothing]; Goloshes; Gymnastic shoes; Half-boots; Hats; Hats (Paper -) [clothing]; Headbands [clothing]; Heels; Hoods [clothing]; Hosiery; Inner soles; Jackets [clothing]; Jerseys [clothing]; Knitwear [clothing]; Lace boots; Layettees [clothing]; Leg warmers; Leggings [trousers]; Linings (Ready-made -) [parts of clothing]; Liveries; Maniples; Mantillas; Masquerade costumes; Miters [hats]; Mittens; Motorists' clothing; Muffs [clothing]; Neckties; Nonslipping devices for footwear; Outerclothing; Overalls; Pants; Paper clothing; Parkas; Pelerines; Pelisses; Petticoats; Pinafore dresses; Pocket squares; Pockets for clothing; Ponchos; Pullovers; Pyjamas; Ready-made clothing; Sandals; Saris; Sarongs; Sashes for wear; Scarves; Shawls; Shirt fronts; Shirt yokes; Shirts; Shoes; Short-sleeve shirts; Shoulder wraps; Shower caps; Singlets; Ski boots; Ski gloves; Skirts; Skorts; Skull caps; Sleep masks; Slippers; Slips [undergarments]; Socks; Soles for footwear; Sports shoes; Stockings; Studs for football boots; Suits; Sun visors; Suspenders; Sweaters; Swimsuits; Tee-shirts; Tights; Tips for footwear; Togas; Top hats; Topcoats; Trouser straps; Trousers; Turbans; Underpants; Underwear; Uniforms; Veils [clothing]; Waistcoats; Waterproof clothing; Welts for footwear; Wet suits for water-skiing; Wimples; Wooden shoes; articles of outer clothing; articles of

underclothing; athletic clothing; bathing costumes; beachwear; blouses; body warmers; boots; caps; cardigans; casual clothing; casual footwear; clothing for sportswear; clothing for children; clothing for babies and infants; coats; costumes; denim jackets; dresses; exercise wear; formal wear; hooded sweatshirts; hosiery; jackets; jeans; knitwear; ladies wear; leather clothing; men's clothing; nightwear; pants; pantyhose; printed t-shirts; polo shirts; pyjamas; rainproof clothing; skirts; shirts; shorts; sleep wear; slippers; socks; stockings; suits; sweaters; sweat shirts; sweat bottoms; swimwear; tights; t-shirts; tops; track suits; trousers; underwear; underpants; vests; vest tops; waistcoats; waterproof clothing; wraps; jumpers; boiler suits; romper suits; dungarees; gloves; neckties; scarves; sunvisors; sneakers; sandals; shoes; parts and fittings for all the aforesaid goods.

Class 26

Lace and embroidery, ribbons and braid; buttons, hooks and eyes, pins and needles; artificial flowers; hair decorations; false hair; artificial plants; artificial fruit; badges for wear, not of precious metal; brooches [clothing accessories]; false beards; false moustaches; fastenings for clothing; hair bands; hat ornaments, not of precious metal; prize ribbons; shoe fasteners; buckles [clothing accessories]; haberdashery except thread; zippers; human hair.

Class 27

Carpets, rugs, mats and matting, linoleum and other materials for covering existing floors; wall hangings [non-textile]; wallpaper; yoga mats; artificial turf; mats of woven rope for ski slopes; door mats; floor coverings; parts and fittings for all the aforesaid goods.

Class 28

Games, toys and playthings; video game apparatus; gymnastic and sporting articles; decorations for Christmas trees; Electronic and interactive multimedia game consoles; Video game interactive remote control units; Wearable peripherals for playing video games specially adapted for video game consoles and handheld video game consoles; Game controllers for computer games; Hand-held units for playing electronic, computer, interactive, and video games; Gaming devices, mobile gaming devices, namely, gaming machines with or without video output for playing computer

games and video games; Computer game consoles for use with an external display screen or monitor; Apparatus for electronic games other than those adapted for use with an external display screen or monitor; Apparatus for electronic games adapted for use with an external display screen or monitor; Bags specially adapted for handheld video games and video game consoles; Computer and video game joysticks; Computer gaming consoles for recreational game playing; Fitted plastic films known as skins for covering and protecting electronic game playing apparatus, namely, video game consoles and hand-held video game units; Game controllers in the nature of keyboards for computer games; Games adapted for use with television receivers; Hand held joy stick units for playing video games; Handheld game consoles; Hand-held electronic games adapted for use with television receivers only; Hand-held games with liquid crystal displays; Hand-held units for playing electronic games for use with external display screen or monitor; Video game machines; LCD game machines; Player-operated electronic controllers for electronic video game machines; Protective carrying cases specially adapted for handheld video games and video game consoles; Stand-alone video game machine; Stands for electronic game playing apparatus, namely, video game consoles and hand-held video game units; Tabletop units for playing electronic games other than in conjunction with a television or computer; Video game interactive hand held remote controls for playing electronic games; Controllers for game consoles; Arcade video game machines; amusement machines, automatic and coin-operated; artificial fishing bait; bags especially designed for skis and surfboards; bait (artificial fishing -); billiard cue tips; billiard markers; billiard table cushions; bite sensors [fishing tackle]; bladders of balls for games; caps for pistols [toys]; chalk for billiard cues; Christmas tree stands; Christmas trees of synthetic material; confetti; cricket bags; cue tips (billiard -); divot repair tools [golf accessories]; edges of skis; exercise bicycles (rollers for stationary -); fairground ride apparatus; fish hooks; floats for fishing; gaming machines for gambling; golf bags; gut for fishing; gut for rackets; guts for rackets; hooks (fish -); joysticks for video games; kite reels; lines for fishing; markers (billiard -); masts for sailboards; novelties for parties, dances [party favors, favours]; paddings (protective -) [parts of sports suits]; paintballs [ammunition for paintball guns] [sports apparatus]; paper party hats; pistols (caps for -) [toys]; pitch mark repair tools [golf accessories]; protective paddings [parts of sports suits]; rackets (guts for -); rackets (strings for -); reels for fishing; rollers for stationary exercise bicycles; rosin used by athletes; sailboards (masts for -); seal skins [coverings for skis];

ski bindings; skis (edges of -); skis (sole coverings for -); skis and surfboards (bags especially designed for -); slot machines [gaming machines]; surfboard leashes; wearable peripherals for playing video games specially adapted for video game consoles and handheld video game consoles; parts and fittings for all the aforesaid goods.

Class 29

Meat, fish, poultry and game; meat extracts; preserved, frozen, dried and cooked fruits and vegetables; jellies, jams, compotes; eggs; milk and milk products; oils and fats for food; edible oils and fats; albumen for culinary purposes; albumen for food; alginates for culinary purposes; alginates for food; almonds, ground; aloe vera prepared for human consumption; bouillon; bouillon (preparations for making -); bouillon concentrates; broth; broth concentrates; concentrates (bouillon -); concentrates (broth -); croquettes; vegetable extracts for culinary purposes; edible birds' nests; egg nog (non-alcoholic); fatty substances for the manufacture of edible fats; gelatine for food; gelatine; isinglass for food; laver (toasted -); lecithin for culinary purposes; mushrooms, preserved; nuts, prepared; peanuts, processed; fruit pectin for culinary purposes; pollen prepared as foodstuff; preparations for making bouillon; preparations for making soup; protein milk; rennet; salted nuts; salted meats; salted fish; seeds (processed -); seeds (processed sunflower -); silkworm chrysalis, for human consumption; soup (preparations for making -); soups; tahini [sesame seed paste]; toasted laver; truffles, preserved; weed extracts for food; non-dairy milk; cream.

Class 30

Coffee, tea, cocoa and artificial coffee; rice; tapioca and sago; flour and preparations made from cereals; bread, pastries and confectionery; edible ices; sugar, honey, treacle; yeast, baking-powder; salt; mustard; vinegar, sauces [condiments]; spices; ice [frozen water]; ice; aromatic preparations for food; bee glue [propolis] for human consumption; bee glue; beverages (flavorings [flavourings], other than essential oils, for -); binding agents for edible ices; binding agents for ice cream; binding agents for ice cream [edible ices]; cakes (flavorings [flavourings], other than essential oils, for -); capers; cheeseburgers [sandwiches]; chewing gum; cream of tartar for cooking purposes; essences for foodstuffs, except etheric essences and essential oils; flavorings, other than essential oils; flavorings, other than essential oils, for beverages;

flavorings, other than essential oils, for cakes; foodstuffs (essences for -), except etheric essences and essential oils; glucose for culinary purposes; glucose for food; gluten additives for culinary purposes; gluten for food; gluten prepared as foodstuff; ham glaze; ice cream (binding agents for -); ices (binding agents for edible -); ices (powder for edible -); infusions, not medicinal; jelly (royal-) for human consumption [not for medical purposes]; linseed for human consumption; malt extract for food; maltose; meat tenderizers, for household purposes; mint for confectionery; natural sweeteners; noodle-based prepared meals; powder for edible ices; powders for ice; powders for ice cream; preparations for stiffening whipped cream; propolis; propolis [bee glue] for human consumption; puddings; rice-based snack food; royal jelly; royal jelly for human consumption, not for medical purposes; sandwiches; sausage binding materials; sea water for cooking; snack food (rice-based -); spring rolls; starch for food; starch products for food; stiffening whipped cream (preparations for -); sushi; sweeteners (natural -); tabbouleh; thickening agents for cooking foodstuffs; water (sea -) for cooking; wheat germ for human consumption; whipped cream (preparations for stiffening -).

Class 31

Raw and unprocessed agricultural, aquacultural, horticultural and forestry products; raw and unprocessed grains and seeds; fresh fruits and vegetables, fresh herbs; natural plants and flowers; bulbs, seedlings and seeds for planting; live animals; foodstuffs and beverages for animals; malt; additives to fodder for animals, not for medical purposes, namely by-products of the processing of cereals, for animal consumption; animal fattening preparations; animal forage (lime for -); litter (products for animal -); residue in a still after distillation; straw litter.

Class 32

Beers; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; syrups and other preparations for making beverages; ale and porter; Natural mineral waters; Non-alcoholic beverages; Fruit flavored water beverages; Vegetable juice concentrates; Energy drinks; Non-alcoholic sports drinks; Non-alcoholic beer and cider; aerated water; ale; lager; porter; shandy; stout; kvass; low-alcohol beer; non-alcoholic ciders; non-alcohol wines; non-alcoholic aperitifs; beverages containing vitamins; beverages enriched with added vitamins; Whey

beverages; non-alcoholic cocktails; energy drinks containing caffeine; flavoured carbonated beverages; gurana drinks; honey-based beverages; isotonic beverages; isotonic drinks; hypertonic and hypotonic drinks (for use and/or as required by athletes); sports drinks; non-alcoholic malt free beverages; Table waters; Tomato juice [beverage]; Vegetable juices; Waters; effervescent (sherbet) tablets and effervescent powders for drinks; smoothies (non-alcoholic fruit beverages); malt wort; malt beer.

Class 33

Alcoholic beverages [except beers]; Wines; Spirits; Liqueurs; alcoholic beverages containing fruit; alcoholic essences; alcoholic extracts; aperitifs; bitters; brandy; cachaca; calvados; cream liqueurs; cider; cocktails; curacao; digesters [liqueurs and spirits]; distilled beverages; alcoholic fruit extracts; gin; grappa; hydromel [mead]; kirsch; nira [sugarcane-based alcoholic beverage]; peppermint liqueurs; perry; piquette; pre-mixed alcoholic beverages (other than beer-based); rice alcohol; rum; sake; spirits [beverages]; tequila; vodka; whisky; wine; alcoholic energy drinks; alcoholic punches; blended whisky; bourbon whiskey; carbonated alcoholic beverage; distilled beverages and spirits; flavoured spirits; liqueurs containing cream; low alcoholic drinks; low alcoholic wine; malt whisky; mulled wines; port; port wines; rum punch; sangria; schnapps; sherry; sparkling wines; vermouth.

Class 34

Tobacco; smokers' articles; matches; ashtrays for smokers; cigarettes; cigarillos; cigars; cigar cutters; electronic cigarettes; herbs for smoking; humidors; lighters for smokers; snuff; snuff boxes; parts and fittings for the aforesaid.

Class 35

Advertising; business management; business administration; office functions; Marketing, advertising and promotion services; Provision of market research and information services; Promoting the goods and services of others via computer and communication networks; Business and advertising services, namely, media planning and media buying for others; Business and advertising services, namely, advertising services for tracking advertising performance, for managing, distributing and serving advertising, for analyzing advertising data, for reporting advertising data, and for optimizing advertising performance; Consulting services in the fields of advertising and

marketing; Facilitating the exchange and sale of services and products of third parties via computer and communication networks; Online retail store services featuring consumer goods of others, namely, decorating supplies, decorative artwork, picture frames, party supplies, banners, streamers, ornaments and decorative lights, cleaning preparations, candles, hand tools (hand-operated), televisions, radios, MP3 players, audio amplifiers, audio speakers, audio receivers, computers, computer peripherals, telephones, cameras, CD's and DVD's, apparatus for recording, transmission or reproduction of sound or image, magnetic data carriers, household electric machines, vehicles, cycles, jewelry, clocks and watches, printed matter, leather furniture, leather bags, leather apparel, handbags, purses and wallets, furniture, household or kitchen utensils and containers, cosmetics, eyeglasses, musical instruments, clothing, footwear, headgear, haberdashery, floor coverings, games and playthings, gymnastic and sporting equipment, foodstuffs, drinks, tobacco, alcoholic beverages and candy; online retail services relating to digital media, machine tools, textiles, and small items of metal hardware, featuring a delivery service; Providing online marketplaces for sellers of goods and/or services; Provision of an online marketplace for buyers and sellers of goods and services; Business networking; Employment and recruiting services; Advertising and information distribution services, in particular, providing classified advertising space via the global computer network; Providing online computer databases and online searchable databases in the field of classifieds; Charitable services, in particular promoting public awareness about charitable, philanthropic, volunteer, public and community service and humanitarian activities; Organizing exhibitions and events in the field of software and hardware development for commercial or advertising purposes; Association services that promote the interests of professionals and businesses in the field of mobile software application development; Online advertising and promoting the goods and services of others via the internet; Marketing and advertising consultation services; Market research services; Advertising, marketing and promoting the goods and services of others by means of providing photo and video equipment at special events; Arranging and conducting special events for commercial, promotional or advertising purposes; Advertising via electronic media; Organizing, promoting and conducting exhibitions, tradeshow and events for business purposes; Organizing and conducting events, exhibitions and expositions for commercial purposes in the interactive entertainment, virtual reality, consumer electronics and video game entertainment industries; Online

retail store services connected with the sale of virtual reality and augmented reality headsets, games, content and digital media; distribution of publicity material (catalogues); Customer relationship management; Business assistance and consulting services; Providing online facilities featuring user comments concerning business organizations, service providers, and other resources for commercial or advertising purposes; Advertising services; Dissemination of advertising for others via a global computer network; Advertising services, namely, advertising campaign management, targeting, implementation and optimization services; Marketing research, namely, advertising campaign and consumer preferences research and analysis; Promoting the goods and services of others by means of distributing video advertising on the internet; Advertising services, namely, scheduling, tracking, and reporting advertising for others; Preparation and realization of media and advertising plans and concepts; Ad serving, namely, placing advertisements on websites for others; Advertising services, namely, targeting and optimization of online advertising; Business information management, namely, reporting of business information and business analytics in the fields of advertising and marketing; Business consultation regarding marketing activities; Media planning and media buying services; Brand consulting; Design of advertising materials for others; Providing online business directories featuring restaurants, bars, movie theaters, dance clubs, museums, art galleries, and other cultural and social spaces; Promoting the public interest and awareness of issues involving access to the internet for the global population; Business consultation in the field of telecommunications; Business management consulting services to enable business entities, non-governmental organizations and non-profit organizations to develop, organize, and administer programs to offer greater access to global communications networks; dissemination of advertising for others via computer and communication networks; provision of market research information; online advertisements; media planning and media buying for others; advertising services for tracking advertising performance, for managing, distributing and serving advertising, for analysing advertising data, for reporting advertising data, and for optimizing advertising performance; customizing marketing efforts of others; commercial information services; advertisement targeting; management of electronically stored advertising; retail, wholesale and online retail services relating to computer hardware, computer software, magnetically encoded gift cards, computer peripheral devices, computers, mobile devices, wearable peripherals for computers,

tablet computers, mobile devices and mobile telephones, computer peripherals, video game equipment, telecommunications equipment, smartphones, handheld computers, computer tablets, chemicals, chemical substances, paints, varnishes, preservatives; retail, wholesale and online retail services relating to cleaning preparations, cosmetics, toiletries, perfumery, dentifrices, industrial oils, industrial greases, lubricants, fuels, illuminants, candles, pharmaceuticals, medical preparations, veterinary preparations, dietary supplements, preparations for destroying vermin, common metals and their alloys, metal materials for building and construction, small items of metal hardware, amusements and video game machines, machine tools; retail, wholesale and online retail services relating to motors and engines, hand tools, cutlery, scientific apparatuses and instruments, photographic and cinematographic apparatuses and instruments, computer software, computer hardware, apparatus and instruments for recording and transmission of sound or images, apparatus and instruments for reproduction of sound or images, medical and veterinary apparatuses and instruments; retail, wholesale and online retail services relating to lighting apparatuses, heating apparatuses, cooking apparatuses, refrigerating apparatuses, vehicles, firearms, explosives, precious metals, jewellery, horological and chronometric instruments, musical instruments, printed matter, stationery and office requisites, packaging, rubber, plastics and resins, luggage and bags, wallets and purses, umbrellas; retail, wholesale and online retail services relating to non-metallic building materials, non-metallic buildings, furniture, bedding, small items of non-metallic hardware, household and kitchen utensils and containers, articles for cleaning purposes, glassware, porcelain and earthenware products, ropes and string, vehicle covers, padding material, cushioning and stuffing material, threads for textile use, textiles, household linen, clothing, footwear, headgear, haberdashery products; retail, wholesale and online retail services relating to hair decorations, materials for covering floors, wall hangings, games, toys, playthings, sporting equipment, meat, fish, poultry, eggs, milk, oils and fats, vegetables, fruits, food and beverage products, preparations for food and beverage products, agricultural products, aquacultural products, horticultural and forestry products, tobacco, smokers' articles; providing online facilities featuring information for consumers in the field of gifts; promoting the goods and services of others by providing online facilities featuring gift suggestions; compilation of on-line computer databases and on-line searchable databases; administration of incentive award programs for software developers; publication of

online journals, namely, blogs featuring advertising, marketing and business; Personal assistance services for others in the fields of planning and organization through administrative reminders of appointments; Personal assistance services for others by advising and recommending shopping possibilities and providing information to consumers in commercial and business matters (consumer advice); Personal support services for others in the field of secretarial services and reception, namely, writing services, administrative management of telephone calls and visitors; Personal assistance for others in the field of information providing and providing of advice to consumers in commercial and business matters by means of computer networks and global communications networks; Personal assistant services for others, namely, sending and receiving of telephone calls, faxes, e-mails, and other digital data; Providing electronic reminders and notifications of events and appointments (administrative services); Personal support and advice for shopping (personal shopping assistance) for commercial purposes; providing recommendations on products and services for commercial purposes; online business networking services; online business networking services accessible by means of downloadable mobile applications; providing information in the form of databases featuring information in the fields of online business networking; information, advisory and consultancy services relating to all of the aforesaid.

Class 36

Insurance; financial affairs; monetary affairs; real estate affairs; Financial transaction processing services, namely, providing secure commercial transactions and payment options; Electronic processing and transmission of bill payment data for users of the internet and communication networks; Electronic funds transfer services; Credit card, debit card, and gift card transaction processing services; Merchant services, namely, payment transaction processing services; Providing electronic mobile payment services for others; Financial services; Payment processing services; Financial transaction services; Facilitating and arranging for the financing and distribution of fundraising and donations; Online charitable fundraising services and financial donation services; financial transaction processing services; clearing and reconciling financial transactions via computer and communication networks; electronic processing and transmission of bill payment data for users of computer and communication networks; bill payment services; financial exchange services; issuing

stored value cards; provision of prepaid cards and tokens; providing a virtual currency for use by members of an online community via computer and communication networks; issuing gift card certificates that may be redeemed for goods or services; financial sponsorship; financial sponsorship of contests; Pre-paid gift card services, in particular, issuing gift card certificates that may be redeemed for goods or services; information, advisory and consultancy services relating to all of the aforesaid.

Class 37

Building construction; installation, maintenance and repair of telecommunications installations, communications networks, computer networks and data networks; installation, maintenance and repair of telecommunications apparatus and equipment; installation, maintenance and repair of computer hardware; electric appliance installation and repair; machinery installation, maintenance and repair; photographic apparatus repair; telephone installation and repair; information and advisory services relating to the aforesaid services; information and advisory services relating to the aforesaid services provided on-line from a computer database or the Internet; information, advisory and consultancy services relating to all of the aforesaid.

Class 38

Telecommunications; electronic transmission of digital photo files, videos and audio visual content among internet users; Providing access to computer, electronic and online databases; Telecommunications services, namely, electronic transmission of electronic media, data, messages, graphics, images, audio, video and information; Providing online forums for communication on topics of general interest; Providing online communications links which transfer mobile device and internet users to other local and global online locations; Facilitating access to third party websites or to other electronic third party content via a universal login; Providing online chat rooms, instant messaging services, and electronic bulletin boards; Audio, text and video broadcasting services over the internet or other communications networks; Voice over internet protocol (VOIP) services; Telephony communication services; Providing access to computer databases in the fields of social networking and social introduction and dating; Peer-to-peer photo and data sharing services, namely, electronic transmission of digital photo files, graphics and audio content among internet users; Telecommunications and peer-to-peer network computer services, namely, electronic

transmission of images, audio-visual and video content, photographs, videos, data, text, messages, advertisements, media advertising communications and information; Chatroom services for social networking; Streaming and live streaming of video, audiovisual, and interactive audiovisual content via the internet; Telecommunications services, namely, electronic transmission of virtual reality content and data; Providing electronic bulletin boards for transmission of messages among users in the field of general interest; Video conferencing services; Providing facilities and equipment for video conferencing; Teleconferencing; Providing an online community forum for users to share and stream information, audio, video, real-time news, entertainment content, or information, to form virtual communities, and to engage in social networking; Telecommunication services, namely, data transmission and reception services via telecommunication networks; Mobile phone communication services; Web messaging; Video teleconferencing; Instant messaging services; Electronic exchange of voice, data, audio, video, text and graphics accessible via computer and telecommunications networks; Encrypted electronic transmission and delivery of recovered data; Provision of access to telecommunication networks and the internet; Providing internet access; Information about telecommunication; Consulting in the field of telecommunication services, namely, transmission of voice, data, and documents via telecommunications networks; broadcasting services; data broadcasting services; computer aided transmission of messages and images; providing user access to global computer networks; rental of access time to global computer networks; streaming of data; transmission of digital files; providing online chat rooms and electronic bulletin boards; providing access to computer, electronic and online databases in the fields of social networking; broadcasting services over computer or other communication networks namely, uploading, posting, displaying, tagging, and electronically transmitting data, information, messages, graphics, and images; electronic transmission of digital photo files, videos, audio visual content and data among internet and mobile device users; providing access to computer databases in the fields of online networking, online introduction and dating; Providing access to interactive electronic and online databases of user-defined content, third-party content, photos, video, audio, visual, and audio-visual material in the field of general interest; Providing access to computer databases and online searchable databases in the fields of social networking, social introduction and dating; Providing online facilities for live streaming video of promotional events; Providing telephone

directory information via global communications networks; Providing telephone directory information and other contact information; providing online facilities for streaming entertainment content and live streaming video of entertainment events; information, advisory and consultancy services relating to the aforesaid services.

Class 39

Transport; packaging and storage of goods; travel arrangement; Providing a website featuring information on travel; providing information via a website featuring information and advice on booking travel on tourism; Online travel arrangements and providing online information therefore; Arranging of cruises; arranging of tours; boat transport; booking of seats for travel; bus transport; car parking; car rental; car transport; carting; chauffeur services; courier services [messages or merchandise]; delivery of goods; delivery of goods by mail order; escorting of travellers; flower delivery; message delivery; newspaper delivery; packaging of goods; parcel delivery; parking place rental; passenger transport; pleasure boat transport; portage; rental of storage containers; river transport; sightseeing [tourism]; storage; storage information; storage of goods; physical storage of electronically-stored data or documents; taxi transport; traffic information; transport of travellers; transport reservation; transportation information; travel reservation; wrapping of goods; provision of information relating to travel, transport, traffic, traffic flows and congestion; issuing of tickets for travel; Personal assistance services for others, namely providing of information on traffic, traffic jams and directions from the navigation location on the map; personal assistant services for others in connection with the receipt, the storage and shipping of deliveries of all kinds; personal assistance services for others, namely, travel reservation, arranging the delivery of goods and arranging the delivery of gifts; information, advisory and consultancy services relating to all of the aforesaid.

Class 40

Printing services; Bookbinding; cloth cutting; clothing alteration; custom tailoring; decontamination of hazardous materials; destruction of waste and trash; dressmaking; dyeing services; engraving; fabric waterproofing; food and drink preservation; framing of works of art; galvanization; grinding; key cutting; laminating; leather working; material treatment information; metal treating; paper treating; photographic printing; printing; production of energy; recycling of waste and trash; refining services; rental of

air conditioning apparatus; soldering; textile treating; waste treatment [transformation]; welding services; woodworking; information, advisory and consultancy services relating to all of the aforesaid.

Class 41

Education; providing of training; entertainment; sporting and cultural activities; Entertainment services; Photosharing and video sharing services; Electronic publishing services for others; Entertainment services, namely, facilitating interactive and multiplayer and single player game services for games played via the internet or communication networks; Providing information about online computer games and video games via computer or communication networks; Arranging and conducting competitions and facilitating events for video gamers and computer game players; Providing non-downloadable on-line electronic resources publications for software developers; Arranging and conducting contests and award programs designed to recognize, reward and encourage individuals and groups which engage in self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community service and humanitarian activities and sharing of creative work product; Organizing and sponsoring organisation of contest and incentive awards for software developers; Publication of educational materials, namely, publishing of books, journals, newsletters, and electronic publications; Educational services, in particular, organizing and conducting conferences, courses, seminars, and online training in the fields of advertising, marketing, social networking, the internet, and social media, and distribution of course material in connection therewith; publication of online journals, namely, weblogs (blogs) featuring user-defined content; Entertainment services, namely, providing virtual reality games, interactive entertainment and virtual reality content; Entertainment services, namely, providing augmented reality games, interactive entertainment and augmented reality content; Entertainment services, namely, providing mixed reality games, interactive entertainment and mixed reality content; Providing a computer game for use network-wide by network users; Providing online virtual reality games; Providing online augmented reality games; Providing online mixed reality games; Entertainment services, namely, providing online video games; Organizing exhibitions in the field of interactive entertainment, virtual reality, consumer electronics and video game entertainment industries for cultural or educational purposes; Arranging and conducting educational conferences; Organizing

exhibitions and events in the field of software development for educational purposes; Educational services, namely, organizing and conducting conferences and seminars in the fields of artificial intelligence and the internet of things; Training in the field of design, advertising and communication technologies; Training in the field of strategic media planning relating to advertising, marketing and business; Providing computer, electronic and online databases in the field of entertainment; Publishing services, namely, publishing of electronic publications for others; Rental of photography and/or videography kiosks for capturing, uploading, editing and sharing of pictures and videos; Organizing live exhibitions and conferences in the fields of culture, entertainment and social networking for non-business and non-commercial purposes; Providing online games; Entertainment services, namely, providing virtual reality games, interactive entertainment and virtual reality content and experiences; Entertainment services, namely, providing augmented reality games, interactive entertainment and augmented reality content and experiences; Entertainment services, namely, providing mixed reality games, interactive entertainment and mixed reality content and experiences; Entertainment services, namely, arranging and conducting of competitions for encouraging use and development of interactive entertainment, virtual reality, augmented reality, consumer electronics, and video game entertainment software and hardware; Organizing exhibitions and events for cultural, educational, or entertainment purposes; Production of video and computer game software; Virtual reality arcade services; Augmented reality arcade services; Virtual reality game services provided online from a computer network; Augmented reality game services provided online from a computer network; Providing online computer games and interactive games; Augmented reality video production; Virtual reality video production; Providing online game software; Entertainment services, namely, providing interactive games; publishing of multimedia entertainment software; Multimedia production services; Entertainment services in the nature of development, creation, production and post-production services of multimedia entertainment content; Entertainment services, namely, providing augmented reality games and interactive entertainment content; Entertainment services, namely, providing online virtual reality environments; Entertainment services, namely, providing online augmented reality environments; Providing entertainment information from searchable indexes and databases of information, including text, electronic documents, databases, graphics, photographic images and audio visual information, via the

internet and communication networks; Organizing exhibitions in the field of interactive entertainment, virtual reality, consumer electronics and video game entertainment industries for cultural or educational purposes arranging and conducting educational conferences organizing exhibitions and events in the field of software development for educational purposes; Providing a website featuring non-downloadable publications about virtual reality technology; Providing a website featuring non-downloadable publications about augmented reality technology; Entertainment and educational services, namely, providing non-downloadable movies, television shows, webcasts, audiovisual, and multimedia works via the internet, as well as information, reviews, and recommendations regarding movies, television shows, webcasts, audiovisual, and multimedia works; Providing computer, electronic and online databases for educational, recreational and amusement use in the field of entertainment and in the fields of secondary, collegiate, social and community interest groups; publication of electronic journals and blogs featuring user generated or specified content; academies [education]; amusement parks; amusements; arranging and conducting of colloquiums; arranging and conducting of concerts; arranging and conducting of conferences; arranging and conducting of congresses; arranging and conducting of seminars; arranging and conducting of symposiums; arranging and conducting of workshops [training]; arranging of beauty contests; booking of seats for shows; cinema presentations; club services [entertainment or education]; coaching [training]; discotheque services; education information; educational examination; electronic desktop publishing; entertainer services; entertainment information; organisation of fashion shows for entertainment purposes; film production, other than advertising films; gambling; game services provided on-line from a computer network; games equipment rental; health club services [health and fitness training]; holiday camp services [entertainment]; music-halls; news reporters services; organization of shows [impresario services]; organization of sports competitions; party planning [entertainment]; personal trainer services [fitness training]; physical education; practical training [demonstration]; production of music; production of radio and television programmes; production of shows; providing amusement arcade services; providing karaoke services; providing on-line electronic publications, not downloadable; providing sports facilities; publication of books; publication of electronic books and journals on-line; publication of texts, other than publicity texts; radio entertainment; recording studio services; providing recreation facilities; sport camp

services; subtitling; television entertainment; theatre productions; ticket agency services [entertainment]; timing of sports events; tuition; interactive entertainment services; electronic games services provided by means of any communications network; entertainment services provided by means of telecommunication networks; information services relating to education, training, entertainment, sporting and cultural activities provided by means of telecommunication networks; provision of news information; television production services; television programming services; television production and television programming services provided by means of Internet protocol technology; provision of musical events; entertainment club services; presentation of live performances; night clubs; rental of music venues and stadiums; casino services; ticket reservations for entertainment, sporting and cultural events; ticket information services for entertainment, sporting and cultural events; ticket agency services for entertainment, sporting and cultural events; provision of on-line computer games; rental of computer games programs; computer amusement services; provision of information, news and commentary in the field of computer games; arranging, organising and conducting computer game competitions; publishing services; arranging, organising and conducting of competitions, games and quizzes; arranging, organising and conducting of competitions, games and quizzes for entertainment, recreational, cultural and educational purposes; organisation of awards; conducting of phone-in competitions; issuing of tickets for entertainment events; employment training; Providing contest and incentive award programs designed to recognize, reward and encourage individuals and groups which engage in self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community service and humanitarian activities and sharing of creative work product; Providing educational information in the field of personal development, self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community services, and humanitarian activities; Organizing and conducting conferences for commercial purposes in the interactive entertainment, virtual reality, consumer electronics and video game entertainment industries; Personal assistance services for others in the field of acquiring and making reservations for tickets for sports, cultural and educational events; Providing information, advice, news, reviews and commentaries in the fields of entertainment, sporting and cultural events; information, advisory and consultancy services relating to all of the aforesaid.

Class 42

Scientific and technological services and research and design relating thereto; industrial analysis and research services; design and development of computer hardware and software; Computer services, namely, creating virtual communities for registered users to organize groups, meetings, and events, participate in discussions and engage in social, business and community networking; Computer services, in particular, hosting electronic facilities for others for organizing and conducting meetings, events and interactive discussions via the internet and communication networks; Computer services in the nature of customized electronic personal and group profiles or webpages featuring user-defined or specified information, including, audio, video, images, text, content, and data; Computer services, namely, providing search engines for obtaining data via the internet and communications networks; Providing online facilities featuring technology that enables online users to create personal profiles featuring social and business networking information, to transfer and share such information among multiple online facilities to engage in social networking, and to manage their social networking accounts; Providing software for social networking, creating a virtual community, and transmission of audio, video, images, text, content, and data; Application service provider (ASP) services, namely, hosting software applications of others; Application service provider (ASP) featuring software to enable or facilitate the creating, editing, uploading, downloading, accessing, viewing, posting, displaying, tagging, blogging, streaming, linking, annotating, indicating sentiment about, commenting on, embedding, transmitting, and sharing or otherwise providing electronic media or information via the internet and communications networks; Providing an online network service that enables users to transfer personal identity data to and share personal identity data with and among multiple online facilities (computer network services); Providing information via searchable indexes and databases of information, including text, electronic documents, databases, graphics, electronic media, images and audio visual content, via the internet and communications networks [information technology services]; Providing non-downloadable e-commerce software to allow users to perform electronic business transactions via the internet and communications networks; Computer services, in particular, application service provider featuring application programming interface (API) software to allow users to perform electronic business transactions via a global computer network; Software as a service (SAAS) services

featuring software for sending and receiving electronic messages, notifications and alerts and for facilitating electronic business transactions via the internet and communications networks; Providing software for use in designing, managing, measuring, analyzing, disseminating, and serving advertising of others; Application service provider featuring application programming interface (API) software for managing, tracking, reporting and measuring media planning, media buying and advertising of others; Online ad-buying platform provider, namely, providing non-downloadable software programs for allowing buyers and sellers of online advertising to purchase and sell advertising inventory; Platform as a service (PAAS) featuring computer software platforms for use in purchasing and disseminating advertising; Application service provider (ASP) featuring software for use in buying, selling, designing, managing, tracking, valuing, optimizing, targeting, analyzing, delivery, and reporting of online advertising and marketing; Application service provider (ASP) featuring software for use in designing and managing online advertising and marketing campaigns; Designing and developing computer game software and video game software for use with computers, video game program systems and computer networks; Development of hardware for use in connection with electronic and interactive multimedia games; Electronic and interactive multimedia game development services; Providing online sites that gives users the ability to upload, modify and share virtual reality content, information, experiences and data; Providing online computer facilities and software that gives users the ability to upload, modify and share augmented reality content, information, experiences and data; Providing online computer facilities and software that gives users the ability to upload, modify and share mixed reality content, information, experiences and data; Design, engineering, research, development and testing services in the field of mobile application software development related to the use and functionality of hyperlinks; Technical consultation in the field of mobile application software development related to the use and functionality of hyperlinks; Providing software enabling development, assessment, testing, and maintenance of mobile software applications for portable computing devices; Providing user authentication services using single sign-on and software technology for e-commerce transactions; Providing user authentication services of electronic funds transfer, credit and debit card and electronic check transactions using single sign-on and software technology; Providing an application programming interface (API) to allow users to perform electronic business transactions

via the internet; Providing software for processing electronic payments; Platform as a service (PAAS) services featuring computer software to allow users to perform business and e-commerce transactions; Providing application programming interface (API) software for use in electronic messaging and transmission of audio, video, images, text, content and data; Platform as a service (PAAS) featuring computer software platforms for electronic messaging and transmission of audio, video, photographic images, text, graphics and data; Providing software for electronic messaging; Mapping services; Providing software for mapping services; Application service provider (ASP) featuring software for mapping services; Providing software for sharing and displaying a user's location, planning activities with other users and making recommendations; Application service provider (ASP) featuring software to enable or facilitate the sharing and displaying a user's location, planning activities with other users and making recommendations; Providing software for social and destination mapping; Application service provider (ASP) featuring software to enable or facilitate social and destination mapping; Providing software for making reservations and bookings; Application service provider (ASP) featuring software to enable or facilitate making reservations and bookings; Providing software for ordering and/or purchasing goods and services; Application service provider (ASP) featuring software to enable or facilitate ordering and/or purchasing goods and services; Providing location-aware software for searching, determining and sharing the location of goods, services and events of interest; Application service provider (ASP) featuring location-aware software for searching, determining and sharing the location of goods, services and events of interest; Providing software for creating, managing and accessing user-created and administered private groups within virtual communities; Providing software for searching and identifying local and location-based points of interest, events, landmarks, employment opportunities, entertainment, cultural events, shopping and offers; Providing software for searching and identifying employment opportunities; Providing software for identifying and allowing users to contact government representatives; Providing software for providing a virtual marketplace; Providing software for providing location-based weather information; Providing software for providing, linking to, or streaming news or current events information; Providing software for facilitating interaction and communication between humans and AI (artificial intelligence) platforms; Application service provider (ASP) featuring software to enable or facilitate interaction and communication between humans and

AI (artificial intelligence) platforms; Design of augmented reality and virtual reality effects for use in modifying photographs, images, videos and audio-visual content; Providing online sites that gives users the ability to upload, modify and share virtual reality content and data; Providing online computer facilities and software that gives users the ability to upload, modify and share augmented reality content and data; Providing online computer facilities and software that gives users the ability to upload, modify and share mixed reality content and data; Online video ad-buying platform provider, namely, providing non-downloadable software programs for allowing buyers and sellers of online video advertising to purchase and sell video advertising inventory; Application service provider (ASP) featuring software for use in buying, selling, tracking, valuing, optimizing, targeting, analyzing, delivery, and reporting of online advertising and marketing; Application service provider (ASP) featuring software for use in designing and managing online video advertising and marketing campaigns; Providing online computer facilities that give users the ability to engage in social networking and manage their social networking content; Providing software for creating and managing social media profiles and user accounts; Providing software for modifying photographs, images and audio, video, and audio-video content with photographic filters and augmented reality (AR) effects, namely, graphics, animations, text, drawings, geotags, metadata tags, hyperlinks; Providing temporary use of non-downloadable software for viewing and interacting with a feed of electronic media, namely, images, audio-visual and video content, live streaming video, commentary, advertisements, news, and internet links; Providing software for finding content and content publishers, and for subscribing to content; Providing software for organizing images, video, and audio-visual content using metadata tags; Computer services, namely, creating a virtual community for registered users to share, view, subscribe to and interact with images, audio-visual and video content and related data and information; Application service provider (ASP) featuring software for social networking, managing social networking content, creating a virtual community, and transmission of images, audio-visual and video content, photographs, videos, data, text, messages, advertisements, media advertising communications and information; Application service provider (ASP) featuring application programming interface (API) software which facilitates online services for social networking, developing software applications; Platform as a service (PAAS) featuring software platforms for social networking, managing social networking content, creating a virtual community, and

transmission of images, audio-visual and video content, photographs, videos, data, text, messages, advertisements, media advertising communications and information; Rental of software that gives users the ability to upload, edit, and share images, videos and audio-visual content; Computer services, namely, curating online user-defined content and advertisements and creating social media feeds; Providing software for taking photographs and recording audio, audio-visual and video content; Providing software for uploading, downloading, archiving, enabling transmission of, and sharing images, audio-visual and video content and associated text and data; Providing software for streaming multimedia entertainment content; Providing software for creating and maintaining an online presence for individuals, groups, companies, and brands; Providing software for advertisers to communicate and interact with online communities; providing non-downloadable personal assistant software; providing non-downloadable social assistant software; Providing online facilities featuring temporary use of non-downloadable software for sending and receiving electronic messages, instant messages, electronic message alerts and reminders, photographs, images, graphics, data, audio, videos and audio-visual content via the internet and communication networks; providing non-downloadable E-commerce software to allow users to perform electronic business transactions via the internet; Providing temporary use of non-downloadable computer software for accessing, collecting, displaying, editing, linking, modifying, organizing, tagging, streaming, sharing, storing, transmitting, and otherwise providing electronic media, photographs, images, graphics, audio, videos, audio-visual content, data and information via the internet and communication networks; Providing temporary use of non-downloadable computer software for use in facilitating voice over internet protocol (VOIP) calls, phone calls, video calls, text messages, electronic message, instant message, and online social networking services; Application service provider (ASP) services featuring software to enable or facilitate voice over internet protocol (VOIP) calls, phone calls, video calls, text messages, electronic message, instant message, and online social networking services; Computer services, namely, providing information in the fields of technology and software development via the internet and communication networks; Providing software for use in taking and editing photographs and recording and editing videos; Application service provider (ASP) featuring software to enable or facilitate taking and editing photographs and recording and editing videos; Design and development of computer game hardware and software; Design and development of virtual reality

hardware and software; Design and development of mixed reality hardware and software; Design and development of video game hardware and software; Providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of virtual reality content and data; Computer services in the nature of providing customized online pages featuring user-defined or specified information, personal profiles, virtual reality, and augmented reality content and data; Computer programming services for creating virtual reality videos and games; Design and development of augmented reality hardware and software; Software development; Development of interactive multimedia software; Maintenance and repair of computer software; Providing temporary use of non-downloadable computer software for transmitting, sharing, receiving, downloading, displaying, interacting with and transferring content, text, visual works, audio works, audiovisual works, literary works, data, files, documents and electronic works; Computer services, namely, providing information in the fields of technology and software development via a global computer network; Technical support services, namely, troubleshooting in the nature of diagnosing computer hardware and software problems; Computer services, namely, cloud hosting provider services; Providing temporary use of online non-downloadable cloud computing software for use in electronic storage of data; Providing temporary use of online non-downloadable cloud computing software for virtual, augmented reality applications and environments; File sharing services, namely, providing online facilities for others featuring technology enabling users to upload and download electronic files; Computer services, namely, hosting electronic facilities for others for interactive discussions via communication networks; Providing online non-downloadable software; Application service provider, namely, providing, hosting, managing, developing, and maintaining applications, software, web sites, and databases in the fields of wireless communication, mobile information access, and remote data management for wireless delivery of content to handheld computers, laptops and mobile electronic devices; Application service provider (ASP); Providing online facilities that give users the ability to upload, modify and share audio, video, photographic images, text, graphics and data; Providing temporary use of online non-downloadable software and applications for instant messaging, voice over internet protocol (VOIP), video conferencing, and audio conferencing; Computer services, namely, creating an online community for registered users to engage in social networking; Data encryption services; Providing software

and applications for customer relationship management (CRM); Application service provider (ASP) featuring software for customer relationship management (CRM); Providing online software platform services that give users the ability to post ratings, reviews, referrals and recommendations relating to businesses, restaurants, service providers, events, public services and government agencies; Computer services, in particular, application service provider featuring application programming interface (API) software for customer relationship management (CRM); Hosting of digital [virtual reality and augmented reality] content on the internet; Computer services, namely, providing remote management of devices via computer networks, wireless networks or the internet; Providing software for facilitating and arranging for the financing and distribution of fundraising and donations; Providing software for online charitable fundraising services and financial donation services; conversion of data or documents from physical to electronic media; software as a service; electronic data storage; electronic storage of photographs; updating of computer software; interactive hosting services which allow the users to publish and share their own content and images online; hosting on-line web facilities for others; hosting online web facilities for others for sharing online content; hosting a web site that gives users the ability to upload photographs; computer services, namely, hosting an interactive website featuring technology that allows users to manage their online photograph and social networking accounts; providing online software for modifying the appearance and enabling transmission of photographs; file sharing services, namely, hosting a website featuring technology enabling users to upload and download electronic files; hosting on-line web facilities for others for managing and sharing on-line content; providing technical information from searchable indexes and databases of information; providing on-line non-downloadable software for database management; online data storage; providing search engines for obtaining data via the internet and communications networks; provision of Internet search engines; providing search engines for obtaining data via communications networks; computer services, namely, creating virtual communities for registered users to participate in discussions and engage in social, business and community networking; computer network services; providing interactive online facilities featuring technology that allows users to manage images, photographs, text, graphics, audio-visual, video content, data and personal social networking accounts; application service provider (ASP) featuring software to enable or facilitate voice over internet protocol (VOIP) calls, phone calls, video calls, text messages, electronic

messages, instant messages, and online social networking services; application service provider (ASP), namely, providing, hosting, managing, developing, and maintaining applications, software, web sites, and databases in the fields of wireless communication, mobile information access, and remote data management for wireless delivery of content to handheld computers, laptops and mobile electronic devices; computer services, namely, hosting electronic facilities in the nature of internet websites, mobile applications and other similar communication platforms for others for organizing and conducting meetings, events and interactive discussions via communication networks; peer-to-facilities photo sharing services, namely, providing online facilities featuring technology enabling users to edit, upload, download, access, view, post, display, tag, blog, stream, link, annotate, indicate sentiment about, comment on, embed, transmit, or share images, photographs, text, graphics, audio-visual, video content, and data; providing online facilities featuring technology that enables users to create personal profiles featuring social networking information and to transfer and share such information among multiple online facilities; providing an online computer network service that enables users to transfer personal identity data to and share personal identity data with and among multiple websites; hosting a web site featuring technology that enables online users to create personal profiles featuring social networking information and to transfer and share such information among multiple websites; providing software in the nature of a mobile application; providing software for opinion polling; providing technical information from searchable indexes and databases of information, including text, electronic documents, databases, graphics and audio visual information, on computer and communication networks; providing software allowing users to post questions with answer options; providing software allowing users to join discussions and post comments about opinion polls, questions and answers; providing software allowing users to give compliments and positive feedback; computer services, namely, hosting online facilities for others for interactive discussions via communication networks; providing temporary use of non-downloadable software applications for social networking, creating a virtual community, and transmission of audio, video, photographic images, text, graphics and data; computer services in the nature of customized web pages featuring user-defined or specified information, personal profiles, audio, video, photographic images, text, graphics and data; computer services in the nature of customized electronic accounts featuring user-defined or user-specified information, personal profiles, audio, video,

photographic images, text, graphics and data; software for electronic messaging; Providing online facilities featuring software for sending and receiving electronic messages, instant messages, electronic message alerts and reminders, photographs, images, graphics, data, audio, videos and audio-visual content via the internet and communication networks; providing user authentication services in e-commerce transactions; providing user authentication of electronic funds transfer, credit and debit card and electronic check transactions via a global computer network; Providing technical support services regarding the usage of communications equipment; information, advisory and consultancy services relating to all of the aforesaid.

Class 43

Services for providing food and drink; temporary accommodation; Hotel, restaurant, and bar services; Café services; Travel agencies for arranging accommodation and restaurants; provision of food and drink for consumption both on and off premises; wine bars; brasserie services; cafeteria; canteens; food and drink catering; self-service restaurants; snack-bars; delicatessens [restaurants]; fast food services; food preparation services; cocktail lounge services; rental of chairs, tables, table linen, glassware, cooking apparatus, meeting rooms, temporary accommodation; tea room services; banqueting services; provision of venues for parties, balls, weddings and events; crèche service; Personal assistance services for others in the field of hotel and restaurant reservations; Travel agency services, namely making reservations for and booking of accommodations; Services of a wine expert (sommelier), namely providing information on wine; Providing information, advice, news, reviews and commentary in the field of hotels, rental of vacation accommodations, and restaurants; information, advisory and consultancy services relating to all of the aforesaid.

Class 44

Medical services; veterinary services; hygienic and beauty care for human beings or animals; agriculture, horticulture and forestry services; healthcare services; medical assistance; massage services; health spa services; gardening services; beauty salons; information, advisory and consultancy services relating to all of the aforesaid.

Class 45

Legal services; security services for the physical protection of tangible property and individuals; Social introduction and networking and dating services; Personal assistance services for others in the field of personal shopping services; Online social networking services; Providing information in the form of databases featuring information in the fields of social networking and social introduction; User verification services; Identification verification services; Business identification verification services; dating services; online social networking services; online social networking services accessible by means of downloadable mobile applications; computer software licensing; social introduction agencies; dating services provided through social networking; providing information in the form of databases featuring information in the fields of online social networking; user identification services [identification verification services]; Internet based social introduction and social networking services; information, advisory and consultancy services relating to the aforesaid services.

The Third Earlier Mark

Class 38

Providing access to computer, electronic and online databases; Telecommunications services, namely, electronic transmission of audio; Facilitating access to third party websites or to other electronic third party content via a universal login; Audio broadcasting services over the internet or other communications networks; Voice over internet protocol (VOIP) services, namely, the delivery of voice only communications sessions over IP networks; Providing access to computer databases in the fields of social networking and social introduction and dating; Telecommunications and peer-to-peer network computer services, namely, electronic transmission of audio content and text; Streaming and live streaming of audio content via the internet; Providing electronic bulletin boards for transmission of messages among users in the field of general interest; Providing facilities and equipment for video conferencing; Teleconferencing, namely audio teleconferencing; Electronic exchange of audio and text accessible via computer and telecommunications networks; Encrypted electronic transmission and delivery of recovered data; Provision of access to telecommunication networks and the internet; providing internet access; Information about telecommunication.

Class 42

Providing technical support services regarding the usage of communications equipment.

The Fourth Earlier Mark

Class 38

Providing access to interactive electronic and online databases of user-defined content, third-party content, photos, video, audio, visual, and audio-visual material in the field of general interest.

Class 41

Entertainment services; Photosharing and video sharing services; Electronic publishing services for others; Entertainment services, namely, facilitating interactive and multiplayer and single player game services for games played via the internet or communication networks; Providing information about online computer games and video games via computer or communication networks; Arranging and conducting competitions and facilitating events for video gamers and computer game players; Providing online educational material for software developers; Contest and incentive award programs designed to recognize, reward and encourage individuals and groups which engage in self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community service and humanitarian activities and sharing of creative work product; Organizing and sponsoring contest and incentive award programs for software developers; Publication of educational materials, namely, publishing of books, journals, newsletters, and electronic publications; Educational services, in particular, organizing and conducting conferences, courses, seminars, and online training in the fields of advertising, marketing, social networking, the internet, and social media, and distribution of course material in connection therewith; Online journals, namely, weblogs (blogs) featuring user-defined content; Entertainment services, namely, providing virtual reality games, interactive entertainment and virtual reality content; Entertainment services, namely, providing augmented reality games, interactive entertainment and augmented reality content; Entertainment services, namely, providing mixed reality games, interactive entertainment and mixed reality content; Providing a computer game for use network-wide by network users; Providing online virtual reality games; Providing online augmented reality games; Providing

online mixed reality games; Entertainment services, namely, providing online video games; Organizing exhibitions in the field of interactive entertainment, virtual reality, consumer electronics and video game entertainment industries for cultural or educational purposes; Arranging and conducting educational conferences; Organizing exhibitions and events in the field of software development for educational purposes; Educational services, namely, organizing and conducting conferences and seminars in the fields of artificial intelligence and the internet of things; Training in the field of design, advertising and communication technologies; Training in the field of strategic media planning relating to advertising, marketing and business; Online journals, namely, blogs featuring advertising, marketing and business; Providing computer, electronic and online databases in the field of entertainment; Publishing services, namely, publishing of electronic publications for others; Rental of photography and/or videography kiosks for capturing, uploading, editing and sharing of pictures and videos; Entertainment services, namely, providing online facilities for streaming entertainment content and live streaming video of entertainment events; Organizing live exhibitions and conferences in the fields of culture, entertainment and social networking for non-business and non-commercial purposes; Providing online games; Entertainment services, namely, providing virtual reality games, interactive entertainment and virtual reality content and experiences; Entertainment services, namely, providing augmented reality games, interactive entertainment and augmented reality content and experiences; Entertainment services, namely, providing mixed reality games, interactive entertainment and mixed reality content and experiences; Entertainment services, namely, arranging and conducting of competitions for encouraging use and development of interactive entertainment, virtual reality, augmented reality, consumer electronics, and video game entertainment software and hardware; Organizing exhibitions and events for cultural, educational, or entertainment purposes; Production of video and computer game software; Virtual reality arcade services; Augmented reality arcade services; Virtual reality game services provided online from a computer network; Augmented reality game services provided online from a computer network; Providing online computer games and interactive games; Augmented reality video production; Virtual reality video production; Providing online game software; Entertainment services, namely, providing interactive games; Multimedia production services; Entertainment services in the nature of development, creation, production and post-production services of multimedia entertainment

content; Entertainment services, namely, providing augmented reality games and interactive entertainment content; Entertainment services, namely, providing online virtual reality environments; Entertainment services, namely, providing online augmented reality environments; Providing entertainment information from searchable indexes and databases of information, including text, electronic documents, databases, graphics, photographic images and audio visual information, via the internet and communication networks; Organizing, promoting and conducting exhibitions, tradeshow and events for business purposes; Organizing exhibitions in the field of interactive entertainment, virtual reality, consumer electronics and video game entertainment industries for cultural or educational purposes arranging and conducting educational conferences organizing exhibitions and events in the field of software development for educational purposes; Providing a website featuring non-downloadable publications about virtual reality technology; Providing a website featuring non-downloadable publications about augmented reality technology; Education; Providing of training; Sporting and cultural activities; Entertainment and educational services, namely, providing non-downloadable movies, television shows, webcasts, audiovisual, and multimedia works via the internet, as well as information, reviews, and recommendations regarding movies, television shows, webcasts, audiovisual, and multimedia works; Providing computer, electronic and online databases for educational, recreational and amusement use in the field of entertainment and in the fields of secondary, collegiate, social and community interest groups.

Class 42

Multimedia entertainment software production services.

The Fifth Earlier Mark

Class 38

Providing access to computer databases and online searchable databases in the fields of social networking, social introduction and dating.

Class 45

Providing information in the field of personal development, self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community services, and

humanitarian activities; Providing concierge services for others, namely making personal arrangements for facilitating purchases, arranging deliveries, making requested personal arrangements, providing recommendations on products and services, providing customer-specific information to meet individual needs, and provision of electronic reminders and notifications; Legal services.

The Sixth Earlier Mark

Class 42

Design and development of computer hardware and software; Computer services, namely, creating virtual communities for registered users to organize groups, meetings, and events, participate in discussions and engage in social, business and community networking; Computer services, in particular, hosting electronic facilities for others for organizing and conducting meetings, events and interactive discussions via the internet and communication networks; Computer services in the nature of customized electronic personal and group profiles or webpages featuring user-defined or specified information, including, audio, video, images, text, content, and data; Providing online facilities featuring technology that enables online users to create personal profiles featuring social and business networking information, to transfer and share such information among multiple online facilities to engage in social networking, and to manage their social networking accounts; Providing software for social networking, creating a virtual community, and transmission of audio, video, images, text, content, and data; Application service provider (ASP) services, namely, hosting software applications of others; Application service provider (ASP) featuring software to enable or facilitate the creating, editing, uploading, downloading, accessing, viewing, posting, displaying, tagging, blogging, streaming, linking, annotating, indicating sentiment about, commenting on, embedding, transmitting, and sharing or otherwise providing electronic media or information via the internet and communications networks; Providing an online network service that enables users to transfer personal identity data to and share personal identity data with and among multiple online facilities; Providing technical information from searchable indexes and databases of information, including text, electronic documents, databases, graphics, electronic media, images and audio visual content, via the internet and communications networks; Providing non-downloadable e-commerce software to allow users to perform electronic business transactions via the internet and

communications networks; Computer services, in particular, application service provider featuring application programming interface (API) software to allow users to perform electronic business transactions via a global computer network; Software as a service (SAAS) services featuring software for sending and receiving electronic messages, notifications and alerts and for facilitating electronic business transactions via the internet and communications networks; Providing software for use in designing, managing, measuring, analyzing, disseminating, and serving advertising of others; Application service provider featuring application programming interface (API) software for managing, tracking, reporting and measuring media planning, media buying and advertising of others; Online ad-buying platform provider, namely, providing non-downloadable software programs for allowing buyers and sellers of online advertising to purchase and sell advertising inventory; Platform as a service (PAAS) featuring computer software platforms for use in purchasing and disseminating advertising; Application service provider (ASP) featuring software for use in buying, selling, designing, managing, tracking, valuing, optimizing, targeting, analyzing, delivery, and reporting of online advertising and marketing; Application service provider (ASP) featuring software for use in designing and managing online advertising and marketing campaigns; Designing and developing computer game software and video game software for use with computers, video game program systems and computer networks; Development of hardware for use in connection with electronic and interactive multimedia games; Electronic and interactive multimedia game development services; Providing online facilities that gives users the ability to upload, modify and share virtual reality content, information, experiences and data; Providing online facilities that gives users the ability to upload, modify and share augmented reality content, information, experiences and data; Providing online facilities that gives users the ability to upload, modify and share mixed reality content, information, experiences and data; Design, engineering, research, development and testing services in the field of mobile application software development related to the use and functionality of hyperlinks; Technical consultation in the field of mobile application software development related to the use and functionality of hyperlinks; Providing software enabling development, assessment, testing, and maintenance of mobile software applications for portable computing devices; Providing user authentication services using single sign-on and software technology for e-commerce transactions; Providing user authentication services of electronic funds transfer, credit

and debit card and electronic check transactions using single sign-on and software technology; Providing an application programming interface (API) to allow users to perform electronic business transactions via the internet; Providing software for processing electronic payments; Platform as a service (PAAS) services featuring computer software to allow users to perform business and e-commerce transactions; Providing application programming interface (API) software for use in electronic messaging and transmission of audio, video, images, text, content and data; Platform as a service (PAAS) featuring computer software platforms for electronic messaging and transmission of audio, video, photographic images, text, graphics and data; Providing software for electronic messaging; Mapping services; Providing software for mapping services; Application service provider (ASP) featuring software for mapping services; Providing software for sharing and displaying a user's location, planning activities with other users and making recommendations; Application service provider (ASP) featuring software to enable or facilitate the sharing and displaying a user's location, planning activities with other users and making recommendations; Providing software for social and destination mapping; Application service provider (ASP) featuring software to enable or facilitate social and destination mapping; Providing software for making reservations and bookings; Application service provider (ASP) featuring software to enable or facilitate making reservations and bookings; Providing software for ordering and/or purchasing goods and services; Application service provider (ASP) featuring software to enable or facilitate ordering and/or purchasing goods and services; Providing location-aware software for searching, determining and sharing the location of goods, services and events of interest; Application service provider (ASP) featuring location-aware software for searching, determining and sharing the location of goods, services and events of interest; Providing software for creating, managing and accessing user-created and administered private groups within virtual communities; Providing software for searching and identifying local and location-based points of interest, events, landmarks, employment opportunities, entertainment, cultural events, shopping and offers; Providing software for searching and identifying employment opportunities; Providing software for identifying and allowing users to contact government representatives; Providing software for providing a virtual marketplace; Providing software for providing location-based weather information; Providing software for providing, linking to, or streaming news or current events information; Providing software for facilitating interaction and communication

between humans and AI (artificial intelligence) platforms; Application service provider (ASP) featuring software to enable or facilitate interaction and communication between humans and AI (artificial intelligence) platforms; Design of augmented reality and virtual reality effects for use in modifying photographs, images, videos and audio-visual content; Online video ad-buying platform provider, namely, providing non-downloadable software programs for allowing buyers and sellers of online video advertising to purchase and sell video advertising inventory; Application service provider (ASP) featuring software for use in buying, selling, tracking, valuing, optimizing, targeting, analyzing, delivery, and reporting of online advertising and marketing; Application service provider (ASP) featuring software for use in designing and managing online video advertising and marketing campaigns; Providing online facilities that give users the ability to engage in social networking and manage their social networking content; Providing software for creating and managing social media profiles and user accounts; Providing software for modifying photographs, images and audio, video, and audio-video content with photographic filters and augmented reality (AR) effects, namely, graphics, animations, text, drawings, geotags, metadata tags, hyperlinks; Software for viewing and interacting with a feed of electronic media, namely, images, audio-visual and video content, live streaming video, commentary, advertisements, news, and internet links; Providing software for finding content and content publishers, and for subscribing to content; Providing software for organizing images, video, and audio-visual content using metadata tags; Computer services, namely, creating a virtual community for registered users to share, view, subscribe to and interact with images, audio-visual and video content and related data and information; Application service provider (ASP) featuring software for social networking, managing social networking content, creating a virtual community, and transmission of images, audio-visual and video content, photographs, videos, data, text, messages, advertisements, media advertising communications and information; Application service provider (ASP) featuring application programming interface (API) software which facilitates online services for social networking, developing software applications; Platform as a service (PAAS) featuring software platforms for social networking, managing social networking content, creating a virtual community, and transmission of images, audio-visual and video content, photographs, videos, data, text, messages, advertisements, media advertising communications and information; Rental of software that gives users the ability to upload, edit, and share images, videos

and audio-visual content; Computer services, namely, curating online user-defined content and advertisements and creating social media feeds; Providing software for taking photographs and recording audio, audio-visual and video content; Providing software for uploading, downloading, archiving, enabling transmission of, and sharing images, audio-visual and video content and associated text and data; Providing software for streaming multimedia entertainment content; Providing software for creating and maintaining an online presence for individuals, groups, companies, and brands; Providing software for advertisers to communicate and interact with online communities; design and development of personal assistant software; design and development of social assistant software; Providing online facilities featuring temporary use of non-downloadable software for sending and receiving electronic messages, instant messages, electronic message alerts and reminders, photographs, images, graphics, data, audio, videos and audio-visual content via the internet and communication networks; design and development of e-commerce software to allow users to perform electronic business transactions via the internet; Providing temporary use of non-downloadable computer software for accessing, collecting, displaying, editing, linking, modifying, organizing, tagging, streaming, sharing, storing, transmitting, and otherwise providing electronic media, photographs, images, graphics, audio, videos, audio-visual content, data and information via the internet and communication networks; Providing temporary use of non-downloadable computer software for use in facilitating voice over internet protocol (VOIP) calls, phone calls, video calls, text messages, electronic message, instant message, and online social networking services; Application service provider (ASP) services featuring software to enable or facilitate voice over internet protocol (VOIP) calls, phone calls, video calls, text messages, electronic message, instant message, and online social networking services; Computer services, namely, providing information in the fields of technology and software development via the internet and communication networks; Providing software for use in taking and editing photographs and recording and editing videos; Application service provider (ASP) featuring software to enable or facilitate taking and editing photographs and recording and editing videos; Design and development of computer game hardware and software; Design and development of virtual reality hardware and software; Design and development of mixed reality hardware and software; Design and development of video game hardware and software; Providing temporary use of non-downloadable software applications for social networking,

creating a virtual community, and transmission of virtual reality content and data; Computer services in the nature of providing customized online pages featuring user-defined or specified information, personal profiles, virtual reality, and augmented reality content and data; Computer programming services for creating virtual reality videos and games; Design and development of augmented reality hardware and software; Software development; Development of interactive multimedia software; Maintenance and repair of computer software; Providing temporary use of non-downloadable computer software for transmitting, sharing, receiving, downloading, displaying, interacting with and transferring content, text, visual works, audio works, audiovisual works, literary works, data, files, documents and electronic works; Computer services, namely, providing information in the fields of technology and software development via a global computer network; Technical support services, namely, troubleshooting in the nature of diagnosing computer hardware and software problems; Computer services, namely, cloud hosting provider services; Providing temporary use of online non-downloadable cloud computing software for use in electronic storage of data; Providing temporary use of online non-downloadable cloud computing software for virtual, augmented reality applications and environments; File sharing services, namely, providing online facilities for others featuring technology enabling users to upload and download electronic files; Computer services, namely, hosting electronic facilities for others for interactive discussions via communication networks; Providing online non-downloadable software; Application service provider, namely, providing, hosting, managing, developing, and maintaining applications, software, web sites, and databases in the fields of wireless communication, mobile information access, and remote data management for wireless delivery of content to handheld computers, laptops and mobile electronic devices; Application service provider (ASP); Providing online facilities that give users the ability to upload, modify and share audio, video, photographic images, text, graphics and data; Providing temporary use of online non-downloadable software and applications for instant messaging, voice over internet protocol (VOIP), video conferencing, and audio conferencing; Computer services, namely, creating an online community for registered users to engage in social networking; Data encryption services; Encrypted electronic transmission and delivery of recovered data; Providing software and applications for customer relationship management (CRM); Application service provider (ASP) featuring software for customer relationship management (CRM); Providing online

software platform services that give users the ability to post ratings, reviews, referrals and recommendations relating to businesses, restaurants, service providers, events, public services and government agencies; Computer services, in particular, application service provider featuring application programming interface (API) software for customer relationship management (CRM); Hosting of digital [virtual reality and augmented reality] content on the internet; Scientific and technological services and research and design relating thereto; Industrial analysis and research services; Computer services, namely, providing remote management of devices via computer networks, wireless networks or the internet; Providing software for facilitating and arranging for the financing and distribution of fundraising and donations; Providing software for online charitable fundraising services and financial donation services.

The Seventh Earlier Mark

Class 9

Computer hardware; Software for social networking and interacting with online communities; Computer software development tools; Software for use as an application programming interface (API); Application programming interface (API) for use in building software applications; Application programming interface (API) for software which facilitates online services for social networking and for data retrieval, upload, download, access and management; Software for creating, managing, and interacting with an online community; Software for organizing events, searching for events, calendaring and managing events; Software for creating, editing, uploading, downloading, accessing, viewing, posting, displaying, tagging, blogging, streaming, linking, annotating, indicating sentiment about, commenting on, embedding, transmitting, and sharing or otherwise providing electronic media or information via computer the internet and communication networks; Software for modifying and enabling transmission of images, audio, audio visual and video content and data; Software for modifying photographs, images and audio, video, and audio-visual content with photographic filters and augmented reality (AR) effects, namely, graphics, animations, text, drawings, geotags, metadata tags, hyperlinks; Software for the collection, managing, editing, organizing, modifying, transmission, sharing, and storage of data and information; Downloadable e-commerce computer software to allow users to perform electronic business transactions via a global computer and communication networks; Software for sending and receiving electronic messages,

alerts, notifications and reminders; Search engine software; Magnetically encoded gift cards; Software for use in creating, managing, measuring, and disseminating advertising of others; Ad server, namely, a computer server for storing advertisements and delivering advertisements to websites; Virtual reality game software; Augmented reality game software; Mixed reality game software; Virtual reality game computer hardware; Augmented reality game computer hardware; Mixed reality game computer hardware; Computer peripheral devices; Virtual reality software for use in enabling computers, video game consoles, handheld video game consoles, tablet computers, mobile devices, and mobile telephones to provide virtual reality experiences; Electronic game software for wireless devices; Electronic game software for handheld electronic devices; Electronic game software; Wearable peripherals for computers, tablet computers, mobile devices and mobile telephones; Virtual reality software; Augmented reality software; Mixed reality software; Video game software; Interactive multimedia computer game programs; Downloadable electronic game programs; Computer game software; Headsets for use with computers; Laser equipment for non-medical purposes; Computer peripherals; Software for integrating electronic data with real world environments for the purposes of entertainment, education, gaming, communicating, and social networking; Software for accessing and viewing text, images and electronic data relating to conferences in the field of software development; Software to enable development, assessment, testing, and maintenance of mobile software applications for portable electronic communication devices, namely, mobile phones, smartphones, handheld computers and computer tablets; Software for converting natural language into machine-executable commands; Software, namely, an interpretive interface for facilitating interaction between humans and machines; Artificial intelligence software; Personal assistant software; Social assistant software; Software development tools to enable mobile software applications to access backend services, namely, data storage, push notifications, and user management; Software for mapping services; Software for planning activities with other users and making recommendations; Software for social and destination mapping; Software for making reservations and bookings; Software for ordering and/or purchasing goods and services; Location-aware software for searching, determining and sharing locations; Software for wireless content, data and information delivery; Software to enable accessing, displaying, editing, linking, sharing and otherwise providing electronic media and information via the internet and communications

networks; Software, namely, an application providing social networking functionalities; Software for creating, managing and accessing groups within virtual communities; Software for location-based searching and alerts; Software for searching and identifying employment opportunities; Software for identifying and allowing users to contact government representatives; Software providing a virtual marketplace; Software providing location-based weather information; Software providing, linking to, or streaming news or current events information; Parental control software; Software for facilitating interaction and communication between humans and AI (artificial intelligence) platforms; Software in the nature of a mobile application for creating, sharing, disseminating and posting advertising; Software for geo-location based advertising and product and service promotion; Application programming interface (API) software for allowing data retrieval, upload, access and management; Software for viewing and interacting with a feed of images, audio-visual and video content, and associated text and data; Downloadable computer software for finding content and content publishers, and for subscribing to content; Software for organizing images, video, and audio-visual content using metadata tags; Software for creating and managing social media profiles and user accounts; Software for uploading, downloading, streaming, archiving, transmitting, and sharing images, audio-visual and video content and associated text and data; Interactive photo and video equipment, namely, kiosks for capturing, uploading, editing, printing and sharing digital images and video; Software that enables individuals, groups, companies, and brands to create and maintain an online presence for marketing purposes; Software for advertisers to communicate and interact with online communities; Software for streaming multimedia entertainment content; Application programming interface (API) for use in developing AI (artificial intelligence) platforms, namely, bots, virtual agents and virtual assistants; Software for organizing events; Computer software, downloadable computer software and mobile application software for use in taking and editing photographs and recording and editing videos; Virtual reality computer hardware; Computer game software for home video game consoles; Wearable peripherals for computers, tablet computers, mobile devices and mobile telephones, namely, configurable head-mounted displays; Headsets for use with video game consoles; Computer software; Augmented reality computer hardware; Virtual reality headsets; Augmented reality headsets; Virtual reality glasses; Augmented reality glasses; Virtual reality software for navigating a virtual reality environment; Augmented reality software for navigating

an augmented reality environment; Augmented reality software for use in enabling computers, video game consoles, handheld video game consoles, tablet computers, mobile devices, and mobile telephones to provide augmented reality experiences; Headsets for virtual reality games; Headsets for augmented reality games; Handheld virtual reality controllers; Handheld augmented reality controllers; Video and computer game programs; Interactive entertainment software; Computer software for controlling the operation of audio and video devices; Digital media streaming devices; Earphones; Headphones; Video display software; Video display hardware, namely, video drivers for video eyewear; Software for navigating a virtual reality environment; Software for use in enabling computers, video game consoles, handheld video game consoles, tablet computers, mobile devices, and mobile telephones to provide virtual reality and augmented reality experiences; Virtual reality software for object tracking, motion control and content visualization; Augmented reality software for object tracking, motion control and content visualization; Virtual reality software for users to experience virtual reality visualization, manipulation and immersion; Augmented reality software for users to experience augmented reality visualization, manipulation and immersion; Virtual reality software for operating virtual reality headsets; Augmented reality software for operating augmented reality headsets; Virtual reality software for interactive entertainment; Augmented reality software for interactive entertainment; Headsets; Software for recording, storing, transmitting, receiving, displaying and analyzing data from wearable computer hardware; Wearable computing devices comprised primarily of software and display screens for connection to computers, tablet computers, mobile devices, and mobile phones in order to enable virtual reality and augmented reality world experiences; Goggles for enabling virtual reality, augmented reality world experiences; Software for use in creating and designing virtual reality and augmented reality software; Application programming interface (API) for computer software for developing virtual reality and augmented reality experiences; Software and firmware for operating system programs; Computer operating systems; Computer hardware and software for operating sensor devices; Software and firmware for controlling, configuring and managing controllers; Software and firmware for enabling electronic devices to share data and communicate with each other; Computer operating system software; Software driver programs for electronic devices for enabling computer hardware and electronic devices to communicate with each other; Batteries; Battery chargers; Battery cases; Battery packs; Power charging and power

management devices for mobile electronic devices; Charging docks; Charging stands for mobile electronic devices; Base chargers for mobile electronic devices; Power banks; External chargers; Wireless charging cases; Rechargeable electric battery devices, namely, rechargeable batteries and portable power supplies; Rechargeable external battery packs for use with mobile electronic devices; Chargers for batteries; Power adapters; Electrical adapters; Electrical and electronic connectors; Bags and cases specially adapted for mobile electronic devices; Briefcases, backpacks and carrying cases for mobile electronic devices; Cases for mobile phones, smart phones, computers, laptops, tablets, cameras, camcorders, portable music players, mobile audio visual apparatus, mobile data communications apparatus, and mobile telecommunications apparatus; Faceplates for mobile audio visual apparatus, mobile data communications apparatus and mobile telecommunications apparatus; Protective covers and cases for laptop computers, tablet computers, mobile phones, mobile audio visual apparatus, mobile data communications apparatus, and mobile telecommunications apparatus; Protective sleeves for laptop computers, tablet computers, mobile phones, mobile audio visual apparatus, mobile data communications apparatus, and mobile telecommunications apparatus; Holders, armbands, clips and carrying cases specially adapted for laptop computers, tablet computers, mobile phones, mobile audio visual apparatus, mobile data communications apparatus, and mobile telecommunications apparatus; Wall mounts for mounting laptop computers, tablet computers, mobile phones, mobile audio visual apparatus, mobile data communications apparatus, and mobile telecommunications apparatus; Stands for laptop computers, tablet computers, mobile phones, mobile audio visual apparatus, mobile data communications apparatus, and mobile telecommunications apparatus; Holders for laptop computers, tablet computers, mobile phones, mobile audio visual apparatus, mobile data communications apparatus, and mobile telecommunications apparatus; Remote controls for mobile electronic devices; Electrical audio and speaker cables and connectors; Audio speakers; Docking stations for mobile electronic devices; Loudspeakers; Electronic cables parts and fittings; Electric cables; Connection cables; Cables for optical signal transmission; Power cables and cable connectors; Microphones; Audio receivers; Audio transmitters; Wireless computer peripherals; Head-mounted video display; Receivers of electronic signals; Video receivers; Wireless transmitters and receivers for reproduction of sound and signals; Software for sending and receiving electronic

messages, graphics, images, audio and audio visual content via the internet and communication networks; Software in the nature of a mobile application; SIM cards; Software for processing images, graphics, audio, video, and text; Software, namely, instant messaging software, file sharing software, communications software for electronically exchanging data, audio, video images and graphics via computer, mobile, wireless, and communication networks; Software for personal information management, and data synchronization software; Software for managing social networking content, interacting with a virtual community, and transmission of images, audio, audio-visual and video content, photographs, videos, data, text, messages, comments, advertisements, media advertising communications and information; Software for displaying and sharing a user's location and finding, locating, and interacting with other users and places; Software for use in customer relationship management (CRM); Software for providing consumer information; Messaging software; Software for facilitating and arranging for the financing and distribution of fundraising and donations; Software for online charitable fundraising services and financial donation services; Software for use in facilitating voice over internet protocol (VOIP) calls, phone calls, video calls, text messages, instant message and online social networking services; Telecommunications equipment for providing third party access to, and enabling the transmission of video, data and voice over, global communications networks, namely, mobile and access computer and mobile telephone terminals, base transceiver stations and wireless radio parts thereof, data transceivers, data repeaters, routers and switches, transmission circuits; Telecommunications equipment for providing third party access to, and enabling the transmission of video, data and voice over, global communications networks, namely, integrated circuits, computer hardware, mobile cloud clients and servers, multiplexers, digital signal processors, radio frequency signal processors, mobile switching circuits, air traffic electrical controllers, mobility electrical controllers, access electrical controllers, remote port electrical controllers; Telecommunications equipment for providing third party access to, and enabling the transmission of video, data and voice over, global communications networks, namely, radio ports, antennas, electronic radio components, software for telecommunications applications, and mobile core networks comprising data transceivers, wireless networks and gateways for collection, transmission and management of data, voice and video; Communication software and

communication computer hardware for providing access to the Internet; application software.