

United States of America

United States Patent and Trademark Office



Reg. No. 5,384,516

Registered Jan. 23, 2018

Int. Cl.: 35, 41

Service Mark

Principal Register

Sebastian Aroca, Inc. (FLORIDA CORPORATION), DBA Hispanic Market Advisors
3250 Ne 1st Ave., Suite 305
Miami, FLORIDA 33137

CLASS 35: Marketing consulting; Marketing services in the nature of search engine optimization and search engine marketing for web site traffic optimization

FIRST USE 8-1-2015; IN COMMERCE 8-1-2015

CLASS 41: Translation services

FIRST USE 8-1-2015; IN COMMERCE 8-1-2015

The color(s) green, pink, blue, and yellow is/are claimed as a feature of the mark.

The mark consists of An incomplete square showing the left vertical part of the square as the color pink, the bottom horizontal part of the square as the color blue, the right vertical part of the square as the color yellow and slightly shorter due to the incomplete portion of the square, and the top horizontal portion of the square as the color green and slightly shorter due to the incomplete portion of the square on the top right corner of the square. In the square, there is a black wavy arrow starting at the bottom left corner of the square and cutting through diagonally to the top right corner of the square, specifically the incomplete portion of the square. Outside and to the right of the square, the phrase "HISPANIC MARKET ADVISORS" appears, with the words "HISPANIC MARKET" above the word "ADVISORS".

No claim is made to the exclusive right to use the following apart from the mark as shown: "HISPANIC MARKET ADVISORS"

SER. NO. 87-476,595, FILED 06-06-2017



Joseph Matal

Performing the Functions and Duties of the
Under Secretary of Commerce for
Intellectual Property and Director of the
United States Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years*

What and When to File:

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.