

United States of America

United States Patent and Trademark Office

TUMBLR

Reg. No. 3,714,214 TUMBLR, INC. (DELAWARE CORPORATION)
Registered Nov. 24, 2009 419 PARK AVENUE SOUTH, SUITE 807
NEW YORK, NY 10016

Int. Cls.: 41 and 45 FOR: ELECTRONIC PUBLISHING SERVICES, NAMELY, PUBLISHING OF ONLINE WORKS OF OTHERS FEATURING ELECTRONIC MEDIA, MULTIMEDIA CONTENTS, VIDEOS, MOVIES, PICTURES, IMAGES, TEXT, PHOTOS, USER-GENERATED CONTENT, AND RELATED INFORMATION VIA THE INTERNET AND OTHER COMMUNICATIONS NETWORKS; ELECTRONIC PUBLISHING OF BLOGS OF OTHERS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

SERVICE MARK
PRINCIPAL REGISTER

FIRST USE 2-19-2007; IN COMMERCE 2-19-2007.

FOR: INTERNET BASED SOCIAL NETWORKING SERVICES ALLOWING USERS TO COMMUNICATE AND SHARE, STORE, TRANSMIT, VIEW, AND DOWNLOAD TEXT, IMAGES, AUDIO AND VIDEO CONTENT, AND OTHER MULTIMEDIA MATERIALS, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 2-19-2007; IN COMMERCE 2-19-2007.

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

SER. NO. 77-601,575, FILED 10-27-2008.

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Director of the United States Patent and Trademark Office