

United States of America

United States Patent and Trademark Office

Bilibili

Reg. No. 5,261,803

Registered Aug. 08, 2017

**Int. Cl.: 9, 28, 35, 38, 41,
42**

Service Mark

Trademark

Principal Register

Shanghai Hode Information Technology Co., Ltd (CHINA CORPORATION)
F12, Int'l Shipping & Finance Center
No. 720, Pudong Ave, Pudong New District
Shanghai CHINA

CLASS 9: Computer programs, namely, downloadable software to enable uploading, posting, showing, displaying, tagging, blogging, sharing and otherwise providing electronic media and information over the Internet and other communications networks; recorded computer programs to enable uploading, posting, showing, displaying, tagging, blogging, sharing and otherwise providing electronic media and information over the Internet and other communications networks; downloadable electronic publications, namely, magazines, newspapers and newsletters on the subject of video games, anime, music, art, sports and popular culture; computer game programs; downloadable music files; downloadable image files in the field of video games, anime, music, art, sports and popular culture; portable media players; video disks and video tapes with recorded animated cartoons; video game cartridges; blank USB flash drives; audio-receivers and video-receivers

FIRST USE 1-14-2010; IN COMMERCE 6-21-2014

CLASS 28: Game controllers for computer games; player-operated electronic controllers for electronic video game machines; dolls; chess games; body-training apparatus; electronic action toys; mechanical action toys; video game machines

FIRST USE 8-1-2014; IN COMMERCE 8-30-2016

CLASS 35: Advertising services; business management consultancy services; provision of an on-line marketplace for buyers and sellers of goods and services; compilation and systemization of information into computer databases; relocation services for businesses; web site traffic optimization; business auditing; sponsorship search; business investigations; organization of exhibitions for commercial or advertising purposes

FIRST USE 1-14-2010; IN COMMERCE 6-21-2014

CLASS 38: Television broadcasting; cable television broadcasting; information about telecommunication; providing user access to a global computer network; providing internet chatrooms; providing access to databases; video conferencing services; providing on-line forums for transmission of messages among users in the field of cartoons, anime, video games and video sharing



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

FIRST USE 1-14-2010; IN COMMERCE 6-21-2014

CLASS 41: Organization of exhibitions for cultural or educational purposes; providing on-line publications in the nature of non-downloadable books, magazines and articles in the field of cartoons, anime, video games and video sharing; entertainment services, namely, providing an on-line computer game; movie showing; providing on-line videos featuring cartoons, anime, video games and video sharing, not downloadable

FIRST USE 1-14-2010; IN COMMERCE 6-21-2014

CLASS 42: Technical research in the field of cartoons, anime, video games and video sharing; industrial design; software as a service featuring software for use in database management; software as a service featuring software for use as a spreadsheet and for word processing; provision of search engines for the internet; maintenance of computer software

FIRST USE 1-14-2010; IN COMMERCE 6-21-2014

The mark consists of the wording "bilibili" in stylized form.

SER. NO. 86-811,881, FILED 11-06-2015
AHSEN M KHAN, EXAMINING ATTORNEY

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