

United States of America

United States Patent and Trademark Office

PUBG

Reg. No. 5,578,514

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Int. Cl.: 9, 16, 25, 28, 41

Service Mark

Trademark

Principal Register

Bluehole, Inc. (KOREA, REPUBLIC OF CORPORATION)
Mtek It Tower, 7f
Pangyo-ro 344
Seongnam-si, bundang-gu, REPUBLIC OF KOREA 463-400

CLASS 9: Computer game discs; Computer game software; Computer game software downloadable from a global computer network; Computer keyboards; Computer mouse; Computer game software featuring digital trading cards; Downloadable computer game programs; Downloadable photographs; Electronic game software for wireless devices; Headsets for use with computers; Interactive multimedia computer game programs; Mousepads

CLASS 16: Calendars; Catalogs in the field of computer and video games; Collectable trading cards; Coloring books; paper goods, namely, comic books; computer manuals for playing computer and video games; Greeting cards; Guide books featuring strategy for playing computer games for entertainment; Manuals in the field of playing computer and video games in the form of instructional leaflets; Notebooks; printed photographs; pictures; posters; printed advertising boards of cardboard; printed advertising boards of paper; Removable adhesive stickers; stationery-type portfolios; adhesive stickers and rub-on transfers; trading cards, other than for games

CLASS 25: Caps being headwear; Golf shirts; Hats; Jackets; Sweaters; Tee-shirts

CLASS 28: Action figure toys; Playing cards; Toy action figures and accessories therefor; Trading cards for games; Gaming mice

CLASS 41: Arranging of contests featuring online computer and video games; Electronic games services provided by means of the internet; Entertainment services, namely, providing on-line computer games; Providing information on-line relating to computer games and computer enhancements for games; Providing on-line computer games; Providing online non-downloadable game software; Providing temporary use of non-downloadable game software; Providing a website featuring non-downloadable game software; Providing an on-line computer game in the field of multi-player online action video game

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

PRIORITY CLAIMED UNDER SEC. 44(D) ON KOREA, REPUBLIC OF APPLICATION NO. 40-2017-0073, FILED 06-15-2017, REG. NO. 40-1327792, DATED 02-02-2018, EXPIRES 02-02-2028

PRIORITY CLAIMED UNDER SEC. 44(D) ON KOREA, REPUBLIC OF APPLICATION NO. 40-2017-0073, FILED 06-15-2017, REG. NO. 40-1354080, DATED 04-25-2018, EXPIRES 04-25-2028



Andrei Iancu

Director of the United States
Patent and Trademark Office

PRIORITY CLAIMED UNDER SEC. 44(D) ON KOREA, REPUBLIC OF APPLICATION
NO. 40-2017-0073, FILED 06-15-2017, REG. NO. 40-1327790, DATED 02-02-2018,
EXPIRES 02-02-2028

PRIORITY CLAIMED UNDER SEC. 44(D) ON KOREA, REPUBLIC OF APPLICATION
NO. 40-2017-0073, FILED 06-15-2017, REG. NO. 40-1354079, DATED 04-25-2018,
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EXPIRES 02-02-2028

OWNER OF U.S. REG. NO. 5252201

SER. NO. 87-647,260, FILED 10-16-2017

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>.



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In October 2005, CBP released the **Intellectual Property Rights e-Recordation (IPRR)** system. This new system allows right holders to electronically file IPR recordation applications, thus significantly reducing the amount of time normally required to process paper applications. Some additional benefits of the new system include:

- Elimination of paper applications and supporting documents.
- Copies of the certificate issued by the registering agency (U.S. Patent and Trademark Office or the Copyright Office) are retained by the right holder, not submitted to CBP.
- Payment by credit card (preferred), check or money order.
- Ability to upload images of the protected work or trademark, thus obviating the need to send samples to CBP.
- Reduced time from filing of the application to enforcement by field personnel.

Information about how to obtain a recordation, and about CBP's **Intellectual Property Rights** (<https://www.cbp.gov/trade/priority-issues/ipr/protection>) border enforcement program, is available at CBP's web site, **www.cbp.gov**. Or, go directly to the **CBP recordation page**.

USPTO Emails vs. Potentially Misleading Offers and Notices from Private Companies

Make sure you receive our emails about your registration

We will send you email reminders when your deadline approaches to file the necessary maintenance filings to keep your registration active. We do **not** send reminders by regular mail. We will also use an authorized owner's email address to serve notice if a petition to cancel your registration is filed with the Trademark Trial and Appeal Board.

To receive emails:

- Authorize receipt of correspondence by email by checking the designated box on the Trademark Electronic Application System (TEAS) Change of Correspondence Address and Change of Owner's Address Forms on <https://www.uspto.gov/trademarks/teas/>.
- Make sure the USPTO is on your "approved senders list" and that email from the USPTO is not treated as junk mail.
- Let us know if your email address changes.

To update your email address:

- Use the TEAS Change of Correspondence Address and Change of Owner's Address Forms on <https://www.uspto.gov/trademarks/teas/>.
- If an attorney represented you before your mark was registered but no longer represents you, use the TEAS Attorney Revocation/Appointment Form to remove your prior attorney's name and to add your email address so that the email reminders come directly to you.

Beware of potentially misleading offers and notices

All **official correspondence** about your registration will be from the "**United States Patent and Trademark Office**" in Alexandria, VA, and, if by email, from the domain "**@uspto.gov**." Our email reminders will direct you to make the necessary filings and pay the associated fees online through TEAS, and will not request any fees by mail.

Private companies **not** associated with the USPTO often use trademark application and registration information from our databases to mail or email trademark-related offers and notices. These offers and notices may include legal services, trademark monitoring services, recording trademarks with U.S. Customs and Border Protection, and "registering" trademarks in a private registry. Most companies require "fees" to be paid.

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If you receive a trademark-related offer or notice that you believe is misleading, please immediately file a consumer complaint with the Federal Trade Commission (FTC) at www.FTC.gov and retain the notice and the envelope it came in. We also encourage recipients of misleading trademark-related mailings to contact their state consumer protection authorities.

For more information, including examples, visit our webpage called "**Caution: misleading notices.**" If the company who contacted you is not identified on our webpage, please email TrademarkAssistanceCenter@uspto.gov and attach a copy of the notice and the envelope it came in, so that we may consider adding the example to our webpage. Unfortunately, we do not have the legal authority to pursue refunds from a private company for you if you paid money or signed up for services based on a misleading offer or notice.