

United States of America

United States Patent and Trademark Office



Geeklab

Reg. No. 7,876,977

Registered Aug. 05, 2025

Int. Cl.: 35, 42

Service Mark

Principal Register

Geeklab Oy (FINLAND PRIVATE LIMITED COMPANY)

Itämerentori 2

FI-00180 Helsinki

FINLAND

CLASS 35: Marketing services; market research; market analysis services; benchmarking services, namely, providing application store performance benchmarking information and other market intelligence, namely, tracking visits to web sites of others featuring games and applications and tracking performance metrics of the web sites, the games and applications and tracking the performance metrics of advertising on advertisement networks to game and application developers and corporate clients to determine the effectiveness of the advertising strategies for business purposes; brand testing, namely, brand concept and brand development services for corporate clients; marketing consultancy; web site traffic optimization; production of visual advertising and marketing materials; procurement services for others, namely, purchasing goods and services for other businesses, relating to intellectual property and intangible assets in the nature of visual assets, namely, logos, icons, screenshots, videos, mobile application previews and mobile application descriptions

CLASS 42: Software as a service (SAAS) services featuring software for creating and measuring marketing campaigns and deploying them on advertisement networks, mobile application stores and mobile applications; Software as a service (SAAS) services featuring software using artificial intelligence (AI) for generating creatives in the nature of advertising materials and analyzing marketing campaign results; Software as a service (SAAS) services featuring software for linking client's data from mobile application stores and mobile applications for marketing campaigns on ad networks; software consulting; Software as a service (SAAS) services featuring software for consulting relating to computer software design, in the field of software as a service (SAAS); software development; design of visual creative works and visual assets, namely, graphic design of advertising materials in the nature of logos, icons, screenshots, videos, mobile application previews and mobile application descriptions for others; Software as a service (SAAS) services featuring software for A/B testing, for testing different versions of mobile application store pages and for deploying product pages on advertising networks; Software as a service (SAAS) services featuring software for measuring how end-users interact with product pages and how efficient product pages are; Software as a service (SAAS) services featuring software for survey testing and for creating virtual surveys and tracking survey responses; Software as a service (SAAS) services featuring software for market research and for analysis and monitoring of mobile applications; Software as a service (SAAS) services featuring software for benchmarking and for comparing test results against aggregated data on similar tests; Software as a service (SAAS) services featuring software for creating visual assets by combining user's own visual assets with template visual assets; Computer software development in the field of mobile application

Coke Moya Smeat

Acting Director of the United States Patent and Trademark Office



optimization as it relates to application service provider, namely, hosting, managing, developing, analyzing and maintaining applications, software, adverts, ad networks, and web sites, of others in the fields of advertising and marketing; Technological consultancy services in the field of search engine optimization for game and application developers

The color(s) pink and white is/are claimed as a feature of the mark.

The mark consists of the stylized wording "GEEKLAB" and design. The design consists of a white beaker that contains pink liquid and two pink circles. The beaker is superimposed on a pink background. To the right of the design is the wording "GEEKLAB" in pink. The letters "GEEK" appear in bold.

PRIORITY DATE OF 06-30-2023 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1775994 DATED 11-17-2023,
EXPIRES 11-17-2033

SER. NO. 79-389,461, FILED 11-17-2023