

United States of America

United States Patent and Trademark Office



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Service Mark

Trademark

Principal Register

UNIVERSAL GENEVE SA (SWITZERLAND Société Anonyme)

Chemin du Grand-Puits 38

CH-1217 Meyrin

SWITZERLAND

CLASS 9: Surveying machines and instruments; emergency signal transmitters; emergency smartwatches; smartwatches with warning beacon; time recording apparatus; apparatus for the recording, transmission or reproduction of sound or images; portable electronic apparatus enabling access to the Internet as well as transmitting and receiving data, namely, smartwatches, wearable technological devices being smartwatches, wearable computers in the nature of smartwatches; portable computer hardware; connected watches, namely, smartwatches that transmit data to smartphones; smart watches; blank recordable DVDs, blank CDs, blank video cassettes, blank digital storage media; optical data media, namely, blank optical discs, blank optical data carriers, blank recordable DVDs, blank CDs; magnetic data media, namely, blank magnetic data carriers; blank USB flash drives; pre-recorded USB flash drives featuring information in the field of watches and watch-making; optical apparatus and instruments, namely, blank optical discs for data storage, blank optical data carriers; filters for optical glass, optical lenses for sunglasses; spectacles, sunglasses, goggles for sports, spectacle frames, spectacles and spectacle cases, optical spectacles, bags for computers, cases and holders in the nature of carrying cases and protective cases for laptops and computer tablets; cases and holders in the nature of carrying cases and protective cases for mobile telephones; leather cases for mobile telephones and computer tablets; downloadable virtual goods in the nature of image files of timepieces and chronometric instruments and parts thereof, watches, parts for clocks and watches, precious metals and their alloys, jewels, precious and semi-precious stones, non-medicated cosmetics and toiletries, non-medicated dentifrices, perfumery products and essential oils, perfumed water and fragrances, bleaching preparations and other substances for laundry use, preparations for cleaning, polishing, scouring and abrasing, hygienic and beauty care utensils, temporary stickers and tattoos, paper and cardboard, printed matter and printed publications, bookbinding material, photographs, writing



Cole Moyer Smith

Acting Director of the United States Patent and Trademark Office



instruments, stationery and office requisites, except furniture, drawing materials and artists' materials, paint brushes, instructional and teaching material, sheets and bags of plastic for wrapping and packaging, bags, articles made of leather and imitation leather, animal skins, luggage and carrying bags, umbrellas and parasols, walking sticks, whips, harness and saddlery, accessories for animals, collars, leashes, clothing household or kitchen utensils and containers, kitchen and table utensils, except forks, knives and spoons, articles for cleaning purposes, un-worked or semi-worked glass, except construction glass, glassware, porcelain and earthenware, drinking vases, furniture, textiles, spectacles, spectacles and sunglasses, smartwatches, cash registers, calculating apparatus, computers and computer peripherals, diving suits and masks, ear plugs and nose clips for divers and swimmers, gloves for divers, breathing apparatus for underwater swimming, fire-extinguishing apparatus, clothing, shoes, head coverings, belts, neckties, gloves, hosiery, scarves and shawls, furs, coffee and artificial coffee, tea, cocoa and chocolate, cereal based preparations, ices for consumption, sweeteners, salt, candies and sweets, biscuits, decorations, fruit beverages and fruit juices, syrups and other preparations for making nonalcoholic beverages, mineral and aerated waters, non-alcoholic beverages, beers and nonalcoholic beers, non-alcoholic cocktails, alcoholic beverages, except beers, alcoholic preparations for making beverages, aperitifs, liqueurs, wines, alcoholic essences and extracts, digestifs, liqueurs and spirits, cocktails, rice alcohol, rum, sake, vodka, whisky, gin; downloadable digital music files authenticated by non-fungible tokens; downloadable digital image files of watches authenticated by non-fungible tokens; downloadable videos featuring motion picture films, visual and audio recordings featuring music, news and current events in the field of watches and watchmaking; audiotapes and videotapes and cassettes featuring music, news and current events in the field of watches and watchmaking; pre-recorded vinyl records featuring music; compact discs featuring music, downloadable digital music files and downloadable podcasts in the field of watches and watchmaking; downloadable telephone ring tones; downloadable electronic publications in the nature of books, magazines and newsletters in the field of watches and watchmaking; downloadable computer software for use in database management in the field of watches and watchmaking; downloadable application software for database management in the field of watches and watchmaking; downloadable computer game software; cases for sunglasses and spectacles; cases for mobile telephones; smart watches; portable telephones; pedometers; decorative magnets; replacement parts for the aforementioned products

CLASS 14: Precious metals and their alloys and products made of these materials or coated therewith included in this class, namely, watch presentation boxes, decorative key fobs, watch parts, jewelry including jewels, jewelry including precious stones, timepieces and chronometric instruments; jewelry, namely, cuff links, bracelets, charms, brooches, chains, necklaces, tie pins, ornamental pins, pins being jewelry; horological and chronometric instruments, namely, chronometers, chronographs, clocks, watches, wall clocks, alarm clocks; parts and accessories for watches, namely, clock hands, anchors, pendulums, watch cases, buckles for watch bands, watch straps, dials for clock and watchmaking, watch chains, watch crowns, watch clasps, movements for watches, watch winders, watch glass; watch springs, boxes and cases for presentation of watches and jewelry, jewelry cases made of precious metals; time measuring apparatus and instruments, namely, chronographs for use as timepieces, stopwatches, time zone clocks, apparatus for timing sports events; electronic timing devices, namely, stopwatches; jewelry boxes for clocks and watches; electronic watches

CLASS 35: Online retail store services featuring timepieces and jewelry presented on all means of communication; online advertising services; providing commercial information and advice to consumers regarding clocks, watches, jewels and articles to be sold and purchased online; online retail store services for jewelry and timepieces via global computer networks: catalog and mail order services featuring jewelry and timepieces; Online ordering services featuring jewelry and timepieces by electronic means; customer loyalty services and customer club services for commercial, promotional and/or advertising purposes; organizing, running and supervising incentive

and loyalty schemes, namely, business administration of consumer loyalty and incentive programs; retail store services and online retail store services featuring timepieces and chronometric instruments and parts thereof, watches, parts for clocks and watches, precious metals and their alloys, jewels, precious and semi-precious stones, non-medicated cosmetics and toiletries, non-medicated dentifrices, perfumery products and essential oils, perfumed water and fragrances, bleaching preparations and other substances for laundry use, preparations for cleaning, polishing, scouring and abrasing, hygienic and beauty care utensils, temporary stickers and tattoos, paper and cardboard, printed matter and printed publications, bookbinding material, photographs, writing instruments, stationery and office requisites, except furniture, drawing materials and artists' materials, paint brushes, instructional and teaching material, sheets and bags of plastic for wrapping and packaging, bags, articles made of leather and imitation leather, animal skins, luggage and carrying bags, umbrellas and parasols, walking sticks, whips, harness and saddlery, accessories for animals, collars, leashes, clothing, household or kitchen utensils and containers, kitchen and table utensils, except forks, knives and spoons, articles for cleaning purposes, un-worked or semi-worked glass, except construction glass, glassware, porcelain and earthenware, drinking vases, furniture, textiles, spectacles, spectacles and sunglasses, smartwatches, cash registers, calculating apparatus, computers and computer peripherals, diving suits and masks, ear plugs and nose clips for divers and swimmers, gloves for divers, breathing apparatus for underwater swimming, fire-extinguishing apparatus, clothing, shoes, head coverings, belts, neckties, gloves, hosiery, scarves and shawls, furs, coffee and artificial coffee, tea, cocoa and chocolate, cereal-based preparations, ices for consumption, sweeteners, salt, candies and sweets, biscuits, decorations, fruit beverages and fruit juices, syrups and other preparations for making non-alcoholic beverages, mineral and aerated waters, nonalcoholic beverages, beers and non-alcoholic beers, non-alcoholic cocktails, alcoholic beverages, except beers, alcoholic preparations for making beverages, aperitifs, liqueurs, wines, alcoholic essences and extracts, digestifs, liqueurs and spirits, cocktails, rice alcohol, rum, sake, vodka, whisky, gin

CLASS 37: Construction, repair, servicing and maintenance of watches and jewelry articles; cleaning watches and jewelry articles, namely, polishing watches and jewelry articles; leather cleaning and repair

The mark consists of the stylized letter U inside a shield-like design with straight sides and top and with a curved pointed bottom.

PRIORITY DATE OF 10-03-2023 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1799062 DATED 02-09-2024,
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