

1776-2026

United States of America

United States Patent and Trademark Office



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Service Mark

Principal Register

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CLASS 35: On-line retail store services featuring clothing and apparel, home goods, and paper products; Promoting public awareness of the need for developing and displaying kindness and generosity towards others; Promoting public awareness of the performance of and need for good deeds and acts of kindness; Promoting the charitable giving of others, namely, tracking and publicizing charitable donations and random acts of kindness; Retail store services featuring clothing and apparel, home goods, and paper products

FIRST USE 02-00-2026; IN COMMERCE 02-00-2026

CLASS 41: Providing a website featuring nondownloadable publications in the nature of blog posts in the field of kindness and acts of kindness

FIRST USE 02-00-2026; IN COMMERCE 02-00-2026

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



DIRECTOR OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE



The mark consists of the design of a stylized B in blue outlined in white and a stylized design of the numbers "716" in white outlined in blue all of which are enclosed inside the design of a red heart.

No claim is made to the exclusive right to use the following apart from the mark as shown: "716"

SER. NO. 98-649,080, FILED 07-15-2024