

1776-2026

United States of America

United States Patent and Trademark Office



Reg. No. 8,433,410

Registered Sep. 15, 2026

Int. Cl.: 9, 38, 41, 42

Service Mark

Trademark

Principal Register

ABUTTON Inc. (KOREA, REPUBLIC OF CORPORATION)
3F, 323 Pangyo-ro, Bundang-gu
Seongnam-si, Gyeonggi-do, KOREA, REPUBLIC OF 13488

CLASS 9: Downloadable virtual reality game software; downloadable interactive multimedia software for playing games; downloadable computer game software via a global computer network and wireless devices; recorded computer game programs; downloadable game software for use on mobile phones; downloadable computer game software; video game discs; recorded game software for mobile phones; downloadable electronic game software for wireless devices; video game cartridges; downloadable computer programs for video and computer games; prerecorded digital discs featuring recorded video game software; pre-recorded CD-ROMs featuring video game programs; downloadable interactive multimedia computer game programs; downloadable electronic game software for mobile telephones; downloadable electronic game software; downloadable electronic game programs; computer game cartridges containing recorded and programmed video games; downloadable computer game programmes; prerecorded electronic storage media featuring recorded computer game program

CLASS 38: Provision of access to games via wireless internet; streaming of electronic games on the internet; transmission of online games key information via the internet; electronic transmission and streaming of digital media content for others via global and local computer networks, namely, digital streaming services featuring electronic games



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A handwritten signature in black ink, appearing to read 'John A. S. Jones'.

DIRECTOR OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE



CLASS 41: E-sports services, namely, entertainment in the nature of e-sports competitions; online computer gaming services; amusement arcades; providing amusement arcade services; providing online computer and video games via mobile applications; mobile game services, namely, providing online computer games via mobile phone; virtual reality game services provided on-line from a computer network for entertainment and further education purposes; providing amusement facilities; providing on-line computer games; electronic games services provided by means of the internet or other communication network; operation of electronic game rooms in the nature of providing a web-based system and on-line portal for customers to participate in on-line gaming, namely, providing an online computer game; providing information in the field of computer games entertainment; electronic game services provided on-line from a computer network or mobile phone network

CLASS 42: Design and development of video and computer game software; development of video and computer games; design and development of computer game software; rental of computer game software; duplication of computer game software; maintenance of computer game software; programming of computer game software for others; rental of computer game programs; developing and updating computer software; computer software design and development; updating of computer software; maintenance of computer software; computer software consultancy and development; design and development of on-line computer software systems; conversion of computer programs and data, other than physical conversion

PRIORITY CLAIMED UNDER SEC. 44(D) ON KOREA, REPUBLIC OF APPLICATION NO. 20250158924, FILED 08-27-2025, REG. NO. 2481046, DATED 12-31-2025, EXPIRES 12-31-2035

PRIORITY CLAIMED UNDER SEC. 44(D) ON KOREA, REPUBLIC OF APPLICATION NO. 20250158884, FILED 08-27-2025, REG. NO. 2481043, DATED 12-31-2025, EXPIRES 12-31-2035

PRIORITY CLAIMED UNDER SEC. 44(D) ON KOREA, REPUBLIC OF APPLICATION NO. 20250158866, FILED 08-27-2025, REG. NO. 2481022, DATED 12-31-2025, EXPIRES 12-31-2035

PRIORITY CLAIMED UNDER SEC. 44(D) ON KOREA, REPUBLIC OF APPLICATION NO. 20250158837, FILED 08-27-2025, REG. NO. 2481021, DATED 12-31-2025, EXPIRES 12-31-2035

The mark consists of the wording "GANGNAM VIDEOGAME" and a stylized design element. To the left of the wording is a stylized depiction of the letter "G" formed with thick, pixel-style lines. Within the interior of the stylized "G" is a circular element connected to a short line, and two small square elements arranged side by side. The interior elements are suggestive of a video game controller while also evoking the appearance of a character's eyes or facial expression.

No claim is made to the exclusive right to use the following apart from the mark as shown: "GANGNAM" and "VIDEO GAME"

The English translation of "GANGNAM" in the mark is "South of River".

SER. NO. 99-665,078, FILED 02-23-2026