

**Application number**

1595507

**Registration number**

TMA914540

**Type(s)**

Word

**Category**

Trademark

**CIPO Status**

REGISTERED

**TM5 status**

LIVE/REGISTRATION/Issued and Active



The trademark application has been registered with the Office.

**Filed**

2012-09-24

**Registered**

2015-09-18

**Registration Expiry Date**

2030-09-18

**Registered Owner**

YAHOO AD TECH LLC  
11955 Democracy Dr., 14th Floor  
Reston, VA 20190  
UNITED STATES OF AMERICA

**Agent**

SMART & BIGGAR LP  
Scotia Plaza, 40 King Street West  
40th Floor  
Toronto  
ONTARIO M5H3Y2

**Documents**

[View documents](#)

**Index headings**

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**Services (Nice class & Statement)**

**Classification data** (1) Advertising, marketing, and promotional services, namely placement and dissemination of advertising for others via the Internet, computer networks, wireless networks, and other communications networks; providing advertising campaign management services in the nature of tracking, analyzing, and reporting on consumer data, demographics, and consumer behavioral information; providing a self-service advertising campaign management website that allows users to create Internet based advertising campaigns by placing advertisements, managing budgets and pricing, creating and uploading creative designs, and reporting results; management assistance, namely, assisting advertisers with the management of advertising inventory; business services, namely, matching advertisers with website publishers.

**Disclaimer** The classification data is provided for information and searching purposes only. CIPO does not warrant the accuracy of the classes assigned to the trademark. This data has no legal value of any kind.

**Claims**

35 - Advertising, marketing, promotional and business  
42 - Computer and scientific

Priority Filing Date: March 26, 2012, Country or Office: UNITED STATES OF AMERICA, Application No. 85/579,944 in association with the same kind of services

Used in UNITED STATES OF AMERICA

Registered in or for UNITED STATES OF AMERICA on May 21, 2013, under No. 4337286

**Recordals (known also as Footnotes)**

**CHANGE IN TITLE / CHANGEMENT EN TITRE:**

TYPE OF CHANGE / GENRE DE CHANGEMENT: Name and Address / Nom et adresse

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2019-10-22

DATE OF CHANGE / DATE DE CHANGEMENT: 2017-06-13

COMMENTS / COMMENTAIRES: FROM: AOL Advertising Inc.

TO: Oath (Americas) Inc.

Voir Preuve au dossier/See evidence on File No. 1381024

**CHANGE IN TITLE / CHANGEMENT EN TITRE:**

TYPE OF CHANGE / GENRE DE CHANGEMENT: Name and Address / Nom et adresse

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2022-02-08

DATE OF CHANGE / DATE DE CHANGEMENT: 2020-02-01

COMMENTS / COMMENTAIRES: FROM: Oath (Americas) Inc.

TO: Verizon Media Inc.

Voir Preuve au dossier/See evidence on File No. 1595507

**CHANGE IN TITLE / CHANGEMENT EN TITRE:**

TYPE OF CHANGE / GENRE DE CHANGEMENT: Name / Nom

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2022-02-08

DATE OF CHANGE / DATE DE CHANGEMENT: 2021-11-02

COMMENTS / COMMENTAIRES: FROM/DE: Verizon Media Inc.

TO/A: YAHOO AD TECH LLC

**Owner Address Change / Changement d'adresse du propriétaire**

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2023-01-17

**Action History**

Action	Action date	Due date	Comments
Filed	2012-09-24		
Created	2012-09-25		
Formalized	2012-10-01		
Search Recorded	2013-04-02		
Examiner's First Report	2013-04-02	2013-10-02	
Approval Notice Sent	2014-01-02	2014-01-30	
Note to file	2014-04-11		Claim based on foreign registration and use added.
Approved	2014-05-13		
Advertised	2014-06-04		Vol.61 Issue 3110
Allowed	2014-09-19		
Allowance Notice Sent	2014-09-19	2015-09-24	
Registered	2015-09-18	2030-09-18	
Amendment to Registration	2019-10-22		Name and Address / Voir Preuve au dossier/See evidence on File No. 1381024
Amendment to Registration	2022-02-08		Name and Address / Voir Preuve au dossier/See evidence on File No. 1595507
Amendment to Registration	2022-02-08		Name/Nom
Amendment to Registration	2023-01-17		Address/address
Agent Changed	2026-04-21		Transferred From: 2502 To: 59