

ESTTA Tracking number: **ESTTA691460**

Filing date: **08/24/2015**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

**Notice of Opposition**

Notice is hereby given that the following party opposes registration of the indicated application.

**Opposer Information**

Name	salesforce.com, inc.
Granted to Date of previous extension	08/23/2015
Address	The Landmark @ One Market Street San Francisco, CA 94105 UNITED STATES

Attorney information	Emily Poole Owen, Wickersham & Erickson, P.C. 455 Market St., Suite 1910 San Francisco, CA 94105 UNITED STATES jcbaum@owe.com, epoole@owe.com, adumauthioz@owe.com
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**Applicant Information**

Application No	86232507	Publication date	02/24/2015
Opposition Filing Date	08/24/2015	Opposition Period Ends	08/23/2015
Applicant	LumIO Labs, Inc. 12F, 221, Sec. 4, Zhongxiao E. Rd. Da'an Dist., Taipei, 10692 TAIWAN		

**Goods/Services Affected by Opposition**

<p>Class 009. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Electronic receivers and transmitters for capturing electronic health and fitness data; computer hardware and software for monitoring a person's body, organ, and tissue motion, vital signs, distance covered on foot, calories expended, blood sugar, body fat, sleep patterns and similar health indicators; accelerometers; electronic memories; computer hardware and software for creating, enhancing, modifying, transmitting, receiving, exchanging, storing and synchronizing data, information, messages, audio and video data and files, multimedia files, electronic photographs, photographic and graphic files and images; navigation and GPS hardware in the nature of GPS receivers and software for tracking health and fitness data; computer software for connecting to and exchanging information over local area, wide area, enterprise and global communications networks; computer software for transmitting and receiving data, information, audio and video files and messages between computers and personal electronic devices, such as cellular telephones, personal digital assistants and handheld computers; computer hardware and software for use in life-sciences, health and fitness and biotech applications; computer hardware for use in wireless and cellular applications; computer hardware and software for storing and transmitting health and personal information; computer hardware and software for monitoring and transmitting health and fitness data incorporated into wearable items such as clothing, eyewear, helmets, jewelry and/or accessories; computer software for use in medical, health and fitness applications, namely, for</p>
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monitoring a person's body, organ, and tissue motion, vital signs, distance covered on foot, and similar health indicators; computer software for use in wireless and cellular applications for monitoring a person's body, organ, and tissue motion, vital signs, distance covered on foot, and similar health indicators; headsets for use with computers; computer game software; computer game programs; pedometers, computer software for use in wireless and cellular applications, namely, electronic game software and software for wireless content delivery; computer software for use in reading movement data from inertial sensors and translating it into usable movement information that initiates certain actions on personal devices, such as cellular phones and mp3 players; computer software for use in operating and controlling personal electronic devices, such as cellular phones, personal digital assistants, and MP3 players

Class 010. First Use: 0 First Use In Commerce: 0

All goods and services in the class are opposed, namely: Blood pressure monitors, heart monitors, pulse rate monitors, oxygen monitors, respiration monitors, health monitoring device in the nature of sleep monitors, body fat monitors and temperature monitors in the nature of a thermometer; medical and biomedical apparatus, namely, physiological measurement apparatus for measuring body, organ and tissue movement, the foregoing for use in medical diagnosis, prevention of health risks and physical rehabilitation; medical electronic devices, namely, electronic motion measurement devices for the analysis of motion, the measurement of day or night activity and the detection of falls

### Grounds for Opposition

False suggestion of a connection	Trademark Act section 2(a)
Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)
Other	Trademark Act, section 43(a), false designation of origin.

### Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	4008308	Application Date	05/24/2010
Registration Date	08/09/2011	Foreign Priority Date	NONE
Word Mark	FORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2003/09/00 First Use In Commerce: 2003/09/00 BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES, SALES SUPPORT MANAGEMENT SERVICES, BUSINESS INTELLIGENCE SERVICES, PERFORMANCE MANAGEMENT SERVICES, AND SOCIAL NETWORKING SERVICES FOR BUSINESSES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, MARKETING AUTOMATION, BUSINESS INTELLIGENCE, PERFORMANCE MANAGEMENT, AND SOCIAL NETWORKING FOR BUSI-		

	<p>NESSES; OPERATING ON-LINE MARKETPLACES FOR BUYING AND SELLING, SHARING, AND OFFERING FOR FREE COMPUTER SOFTWARE, ON-DEMAND APPLICATIONS, AND RELATED DEVELOPMENT TOOLS</p> <p>Class 042. First use: First Use: 2003/09/00 First Use In Commerce: 2003/09/00</p> <p>PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE AND REPORT DATA IN THE FIELDS OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIPMANAGEMENT, SALES SUPPORT, AND EMPLOYEEEFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND-BUSINESS SERVICES FIELDS; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE APPLICATION DEVELOPMENT TOOLS; ONLINE HOSTED COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATEDTHERETO</p>
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U.S. Registration No.	4252339	Application Date	03/22/2011
Registration Date	12/04/2012	Foreign Priority Date	NONE

Word Mark	FORCE
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Description of Mark	The mark consists of the stylized word "FORCE".
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Goods/Services	<p>Class 009. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01</p> <p>DOWNLOADABLE COMPUTER SOFTWARE FOR USE IN DEVELOPING AND CUSTOMIZING COMPUTER SOFTWARE APPLICATIONS AND COMPUTER SOFTWARE APPLICATION USER INTERFACES; COMPUTERSOFTWARE FOR STORING, MANAGING, TRACKING, ANALYZING, AND REPORTING DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT, AND EMPLOYEE EFFICIENCY; COMPUTER SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE AD-</p>
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VERTISING, MARKETING, AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES  
 Class 042. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01  
 PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE, AND REPORT DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES; COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED THERETO; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE APPLICATION DEVELOPMENT TOOLS AND PROGRAMMING LANGUAGE FOR USE IN DEVELOPING, ANALYZING, CODING, CHECKING, AND CONTROLLING OTHER COMPUTER SOFTWARE; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE THAT IMPLEMENTS A PROCEDURAL AND OBJECT-ORIENTED PROGRAMMING LANGUAGE; ONLINE HOSTED COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, CUSTOMIZING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS; AND CONSULTING SERVICES RELATED to all of the foregoing

U.S. Registration No.	4350571	Application Date	01/13/2011
Registration Date	06/11/2013	Foreign Priority Date	NONE
Word Mark	FORCE.COM		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01 DOWNLOADABLE COMPUTER SOFTWARE FOR USE IN DEVELOPING AND CUSTOMIZING COMPUTER SOFTWARE APPLICATIONS AND COMPUTER SOFTWARE APPLICATION USER INTERFACES; COMPUTERSOFTWARE FOR STORING, MANAGING, TRACKING, ANALYZING, AND REPORTING DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT, AND EMPLOYEE EFFICIENCY; COMPUTER SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING, AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES Class 035. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01		

	<p>BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING INFORMATION, DATA ASSET, AND IDENTITY MANAGEMENT SERVICES; COMPILATION AND MANAGEMENT OF COMPUTERIZED DATABASES AND CONSULTING SERVICES RELATED THERETO; BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENT SERVICES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING A WEBSITE FEATURING INFORMATION IN THE FIELDS OF ADVERTISING, MARKETING AND BUSINESS MANAGEMENT AND CONSULTING SERVICES RELATED THERETO; OPERATING ONLINE MARKETPLACES FOR BUYING AND SELLING, SHARING, AND OFFERING FOR FREE COMPUTER SOFTWARE AND ON-DEMAND APPLICATIONS</p> <p>Class 042. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01 PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE, AND REPORT DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES; COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED THERETO; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE APPLICATION DEVELOPMENT TOOLS AND PROGRAMMING LANGUAGE FOR USE IN DEVELOPING, ANALYZING, CODING, CHECKING, AND CONTROLLING OTHER COMPUTER SOFTWARE; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE THAT IMPLEMENTS A PROCEDURAL AND OBJECT-ORIENTED PROGRAMMING LANGUAGE; ONLINE HOSTED COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, CUSTOMIZING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED THERETO</p> <p>Class 045. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01 ON-LINE SOCIAL NETWORKING SERVICES</p>
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U.S. Registration No.	3592166	Application Date	07/30/2007
Registration Date	03/17/2009	Foreign Priority Date	NONE
Word Mark	FORCE.COM		
Design Mark			
Description of	NONE		

Mark	
Goods/Services	Class 042. First use: First Use: 2007/09/17 First Use In Commerce: 2007/09/17 Providing temporary use of online non-downloadable computer software application development tools; online hosted computer services, namely, designing, developing, and maintaining computer software applications for others and consulting services related thereto

U.S. Registration No.	3330398	Application Date	06/11/2003
Registration Date	11/06/2007	Foreign Priority Date	NONE
Word Mark	SFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 2003/09/00 First Use In Commerce: 2003/09/00 Application service provider (ASP), namely, hosting computer software applications and internal company computer networks of others; hosting the web sites of others on a computer server for a global computer network excluding online video games and video game software; computer services, namely, designing, developing and maintaining computer software for others and consulting services related thereto; technical support services, namely, troubleshooting of computer software problems excluding online video games and video game software		

U.S. Registration No.	4151009	Application Date	12/02/2010
Registration Date	05/29/2012	Foreign Priority Date	NONE
Word Mark	ISVFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2010/12/08 First Use In Commerce: 2010/12/08 Business management services, namely, providing information, data asset, and identity management services; compilation and management of computerized databases and consulting services related thereto; Business management services, namely, providing customer relationship management services and sales support management services; business management consulting services relating to customer relationship management, sales support management, and marketing automation; providing a website featuring information in the fields of advertising, marketing and business management and consulting services related thereto; operating online marketplaces for buying and selling, sharing, and offering for free computer software and on-demand applications		

	<p>Class 042. First use: First Use: 2010/12/08 First Use In Commerce: 2010/12/08          Providing temporary use of on-line non-downloadable software to store, manage, track, analyze, and report data in the field of marketing, promotion, sales, customer information, customer relationship management, sales support and employee efficiency; providing temporary use of on-line non-downloadable software to facilitate communicating among peer professionals in the advertising, marketing and business services fields, and for customizing computer application user interfaces; computer services, namely, designing, developing, and maintaining computer software applications for others and consulting services related thereto; Providing temporary use of online non-downloadable computer software application development tools and programming language for use in developing, analyzing, coding, checking, and controlling other computer software; providing temporary use of online non-downloadable computer software that implements a procedural and object-oriented programming language; online hosted computer services, namely, designing, developing, customizing, and maintaining computer software applications for others and consulting services related thereto</p> <p>Class 045. First use: First Use: 2010/12/08 First Use In Commerce: 2010/12/08          On-line social networking services</p>
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U.S. Registration No.	4191057	Application Date	02/12/2010
Registration Date	08/14/2012	Foreign Priority Date	NONE
Word Mark	APPFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 041. First use: First Use: 2006/05/24 First Use In Commerce: 2006/05/24          Educational services, namely, conducting seminars, conferences, workshops, and computer application training in the fields of software application development, on-line marketplaces for computer software and on-demand software applications, business project management, business knowledge, information and asset management, customer relationship management, sales, marketing, e-commerce, electronic messaging, and web site development, and distributing course materials in connection therewith</p>		

U.S. Registration No.	3795483	Application Date	03/25/2009
Registration Date	06/01/2010	Foreign Priority Date	NONE
Word Mark	CLOUDFORCE		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 041. First use: First Use: 2008/12/08 First Use In Commerce: 2008/12/08 EDUCATIONAL SERVICES, NAMELY, CONDUCTING SEMINARS, CONFERENCES, WORKSHOPS, AND COMPUTER APPLICATION TRAINING IN THE FIELDS OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY, AND DISTRIBUTING COURSE MATERIALS IN CONNECTION THEREWITH

U.S. Registration No.	3798299	Application Date	03/25/2009
Registration Date	06/08/2010	Foreign Priority Date	NONE

Word Mark	CLOUDFORCE
Design Mark	

Description of Mark	The mark consists of the word "CLOUDFORCE" in stylized letters.
Goods/Services	Class 041. First use: First Use: 2008/12/08 First Use In Commerce: 2008/12/08 EDUCATIONAL SERVICES, NAMELY, CONDUCTING SEMINARS, CONFERENCES, WORKSHOPS, AND COMPUTER APPLICATION TRAINING IN THE FIELDS OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY, AND DISTRIBUTING COURSE MATERIALS IN CONNECTION THEREWITH

U.S. Registration No.	4058647	Application Date	10/06/2010
Registration Date	11/22/2011	Foreign Priority Date	NONE
Word Mark	DEVELOPERFORCE		

Design Mark	<b>DEVELOPERFORCE</b>
Description of Mark	NONE
Goods/Services	<p>Class 041. First use: First Use: 2008/01/17 First Use In Commerce: 2008/01/17 Educational services, namely, providing on-line seminars in the field of software application development and commerce; providing on-line publications, namely, technical notes in the field of software application development and commerce; on-line journals, namely, blogs in the field of software application development and commerce</p> <p>Class 042. First use: First Use: 2008/01/17 First Use In Commerce: 2008/01/17 Providing temporary use of non-downloadable computer software application development tools for the development and operation of software applications by others; designing, developing, and maintaining computer software applications for others and consulting services related thereto; providing a website with general information of interest to the fields of computer software application development and computer system architectures; computer services, namely, creating online communities that allow participants to share information via a global computer network in the field of computer software application development and computer system architectures</p>

U.S. Registration No.	3035403	Application Date	11/01/2004
Registration Date	12/27/2005	Foreign Priority Date	NONE
Word Mark	DREAMFORCE		
Design Mark	<b>DREAMFORCE</b>		
Description of Mark	NONE		

Goods/Services	Class 041. First use: First Use: 2003/07/00 First Use In Commerce: 2003/07/00 educational services, namely, conducting seminars, conferences, workshops, and computer application training in the fields of marketing, promotion, sales, customer information, customer relationship management, sales support and employee efficiency, and distributing course materials in connection therewith
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U.S. Registration No.	3836879	Application Date	08/14/2009
Registration Date	08/24/2010	Foreign Priority Date	NONE

Word Mark	FINANCIALFORCE
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 042. First use: First Use: 2009/09/30 First Use In Commerce: 2009/09/30 Providing temporary use of on-line non-downloadable software in the fields of accounting and billing; providing temporary use of on-line non-downloadable software to store, manage, track, analyze, and report data in the fields of accounting, accounting management and business management; providing temporary use of on-line non-downloadable software for the electronic interface between third party software applications that enables the exchange of data; providing temporary use of on-line non-downloadable software that allows customers to securely access their accounts to obtain proprietary accounting and business intelligence data; providing temporary use of on-line non-downloadable software to facilitate communicating among peer professionals in the fields of accounting management and business management, and for customizing computer application user interfaces; computer services, namely, designing, developing, and maintaining computer software applications for others and consulting services related thereto
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U.S. Registration No.	3836878	Application Date	08/14/2009
Registration Date	08/24/2010	Foreign Priority Date	NONE

Word Mark	FINANCIALFORCE.COM
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Design Mark	<b>FINANCIALFORCE.COM</b>
Description of Mark	NONE
Goods/Services	Class 042. First use: First Use: 2009/09/30 First Use In Commerce: 2009/09/30 Providing temporary use of on-line non-downloadable software in the fields of accounting and billing; providing temporary use of on-line non-downloadable software to store, manage, track, analyze, and report data in the fields of accounting, accounting management and business management; providing temporary use of on-line non-downloadable software for the electronic interface between third party software applications that enables the exchange of data; providing temporary use of on-line non-downloadable software that allows customers to securely access their accounts to obtain proprietary accounting and business intelligence data; providing temporary use of on-line non-downloadable software to facilitate communicating among peer professionals in the fields of accounting management and business management, and for customizing computer application user interfaces; computer services, namely, designing, developing, and maintaining computer software applications for others and consulting services related thereto

U.S. Registration No.	4126473	Application Date	12/30/2010
Registration Date	04/10/2012	Foreign Priority Date	NONE

Word Mark	<b>SALESFORCE</b>
Design Mark	<b>SALESFORCE</b>
Description of Mark	NONE
Goods/Services	Class 045. First use: First Use: 2009/11/18 First Use In Commerce: 2009/11/18 On-line social networking services

U.S. Registration No.	3164978	Application Date	09/14/2005
Registration Date	10/31/2006	Foreign Priority Date	NONE

Word Mark	SALESFORCE
Design Mark	<h1>SALESFORCE</h1>
Description of Mark	NONE
Goods/Services	Class 042. First use: First Use: 2005/03/09 First Use In Commerce: 2005/03/09 providing temporary use of on-line non-downloadable software to store, manage, track, analyze, and report data in the field of marketing, promotion, sales, customer information, customer relationship management, sales support and employee efficiency; providing temporary use of on-line non-downloadable software to facilitate communicating among peer professionals in the advertising, marketing and business services fields, and for customizing computer application user interfaces; computer services, namely, designing, developing, and maintaining computer software applications for others and consulting services related thereto

U.S. Registration No.	3141697	Application Date	09/14/2005
Registration Date	09/12/2006	Foreign Priority Date	NONE

Word Mark	SALESFORCE
Design Mark	<h1>SALESFORCE</h1>
Description of Mark	NONE
Goods/Services	Class 035. First use: First Use: 2005/03/09 First Use In Commerce: 2005/03/09 business management services, namely, providing customer relationship management services and sales support management services; business management consulting services relating to customer relationship management, sales support management, and marketing automation; providing a website with general information of interest to the fields of advertising, marketing and business services

U.S. Registration No.	3138749	Application Date	09/14/2005
Registration Date	09/05/2006	Foreign Priority	NONE

		Date	
Word Mark	SALESFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2005/03/09 First Use In Commerce: 2005/03/09 downloadable software for use in web site development; downloadable software for use in computer e-commerce which allows users to perform electronic business transactions, communicate with other users, and access and exchange information via a global computer network; downloadable computer software for use in customizing computer application user interfaces		

U.S. Registration No.	2684824	Application Date	10/29/1999
Registration Date	02/04/2003	Foreign Priority Date	NONE

Word Mark	SALESFORCE.COM		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 1999/09/27 First Use In Commerce: 1999/09/27 Providing temporary use of on-line non-downloadable software for storing, managing, tracking and analyzing data in the field of marketing, promotion, sales, customer information management, customer support services and employee efficiency; providing temporary use of on-line non-downloadable software to create statistical and management reports on marketing, promotion, sales, customer information management, customer support services and employee efficiency; providing temporary use of on-line non-downloadable multimedia computer program for communicating with peer professionals; computer services, namely, designing, implementing, and maintaining computer software for others; providing internal company computernetworks; providing search engines for obtaining a wide variety of data on a global computer network		

U.S. Registration No.	2964712	Application Date	02/10/2004
Registration Date	07/05/2005	Foreign Priority Date	NONE
Word Mark	SALESFORCE.COM		

Design Mark	<b>SALESFORCE.COM</b>
Description of Mark	NONE
Goods/Services	<p>Class 035. First use: First Use: 1999/09/27 First Use In Commerce: 1999/09/27 BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENT SERVICES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING A WEBSITE WITH GENERAL INFORMATION OF INTEREST TO THE FIELDS OF ADVERTISING, MARKETING AND BUSINESS SERVICES</p> <p>Class 042. First use: First Use: 1999/09/27 First Use In Commerce: 1999/09/27 PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE AND REPORT DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND BUSINESS SERVICES FIELDS</p>

U.S. Registration No.	4126474	Application Date	12/30/2010
Registration Date	04/10/2012	Foreign Priority Date	NONE
Word Mark	SALESFORCE.COM		
Design Mark	<b>SALESFORCE.COM</b>		
Description of Mark	NONE		
Goods/Services	Class 045. First use: First Use: 2009/11/18 First Use In Commerce: 2009/11/18 On-line social networking services		

U.S. Registration No.	4270533	Application Date	03/22/2011
Registration Date	01/08/2013	Foreign Priority Date	NONE
Word Mark	SALESFORCE.COM		

Design Mark	
Description of Mark	The mark consists of the stylized word "SALESFORCE.COM".
Goods/Services	<p>Class 009. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01  DOWNLOADABLE COMPUTER SOFTWARE FOR USE IN DEVELOPING AND CUSTOMIZING COMPUTER SOFTWARE APPLICATIONS AND COMPUTER SOFTWARE APPLICATION USER INTERFACES; COMPUTERSOFTWARE FOR STORING, MANAGING, TRACKING, ANALYZING, AND REPORTING DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT, AND EMPLOYEE EFFICIENCY; COMPUTER SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING, AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES</p> <p>Class 035. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01  BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING business INFORMATION managementSERVICES; COMPILATION AND MANAGEMENT OFCOMPUTERIZED DATABASES AND CONSULTING SERVICES RELATED THERETO; BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENT SERVICES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING A WEBSITE featuring BUSINESS MANAGEMENT CONSULTING information; OPERATING ONLINE MARKETPLACES for third parties to buy, sell, share, and offer FOR FREE COMPUTER SOFTWARE AND ON-DEMAND APPLICATIONS to others</p> <p>Class 041. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01  EDUCATIONAL SERVICES, NAMELY, CONDUCTING SEMINARS, CONFERENCES, WORKSHOPS, AND COMPUTER APPLICATION TRAINING IN THE FIELDS OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY, AND DISTRIBUTING COURSE MATERIALS IN CONNECTION THEREWITH</p> <p>Class 042. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01  PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE, AND REPORT DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIPMANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES; COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED THERETO; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE APPLICATION DEVELOPMENT TOOLS AND PROGRAMMING LANGUAGE FORUSE IN DEVELOPING, ANALYZING, CODING, CHECKING, AND CONTROLLING OTHER COMPUTER SOFTWARE; PROVIDING TEMPORARY USE OF ONLINE NON-</p>

	DOWNLOADABLE COMPUTER SOFTWARE THAT IMPLEMENTS A PROCEDURAL AND OBJECT-ORIENTED PROGRAMMING LANGUAGE; ONLINE HOSTED COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, CUSTOMIZING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS; AND CONSULTING SERVICES RELATED to all of the foregoing
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U.S. Registration No.	4095516	Application Date	01/14/2011
Registration Date	02/07/2012	Foreign Priority Date	NONE

Word Mark	SALESFORCE FOUNDATION
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Design Mark	
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Description of Mark	NONE
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Goods/Services	<p>Class 035. First use: First Use: 2005/03/09 First Use In Commerce: 2005/03/09 Promoting charitable giving that reflects the core values of the donor by providing a method to identify the donor's core values and to select charities that foster those values; Promoting the charitable services of others, namely, providing individuals with information for the purpose of making donations to charities; Promotional services, namely, promoting the charities of others</p> <p>Class 036. First use: First Use: 2005/03/09 First Use In Commerce: 2005/03/09 Charitable fundraising services, namely, by providing individuals with the information and opportunity to make monetary donations to their favorite charity</p>
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U.S. Registration No.	4095517	Application Date	01/14/2011
Registration Date	02/07/2012	Foreign Priority Date	NONE

Word Mark	SALESFORCE FOUNDATION
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Design Mark	
Description of Mark	The mark consists of the terms, "salesforce foundation", superimposed on a cloud shape.
Goods/Services	<p>Class 035. First use: First Use: 2008/11/03 First Use In Commerce: 2008/11/03 Promoting charitable giving that reflects the core values of the donor by providing a method to identify the donor's core values and to select charities that foster those values; Promoting the charitable services of others, namely, providing individuals with information for the purpose of making donations to charities; Promotional services, namely, promoting the charities of others</p> <p>Class 036. First use: First Use: 2008/11/03 First Use In Commerce: 2008/11/03 Charitable fundraising services, namely, by providing individuals with the information and opportunity to make monetary donations to their favorite charity</p>

U.S. Registration No.	4095557	Application Date	02/08/2011
Registration Date	02/07/2012	Foreign Priority Date	NONE
Word Mark	SALESFORCE.COM FOUNDATION		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 1999/09/27 First Use In Commerce: 1999/09/27 Promoting charitable giving that reflects the core values of the donor by provid-</p>		

	<p>ing a method to identify the donor's core values and to select charities that foster those values; Promoting the charitable services of others, namely, providing individuals with information for the purpose of making donations to charities; Promotional services, namely, promoting the charities of others</p> <p>Class 036. First use: First Use: 1999/09/27 First Use In Commerce: 1999/09/27 Charitable fundraising services, namely, by providing individuals with the information and opportunity to make monetary donations to their favorite charity</p>
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U.S. Registration No.	3594599	Application Date	08/14/2008
Registration Date	03/24/2009	Foreign Priority Date	NONE
Word Mark	SALESFORCE IDEAS		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 042. First use: First Use: 2007/10/01 First Use In Commerce: 2007/10/01 Providing temporary use of on-line non-downloadable software for use in application development, website design and development, for creating online user communities to allow users to post ratings, reviews, comments, votes, and recommendations regarding products, services, events and activities, and for storing, managing, tracking, analyzing and reporting online user community, website, and application use data</p>		

U.S. Registration No.	4645417	Application Date	03/08/2011
Registration Date	11/25/2014	Foreign Priority Date	NONE
Word Mark	SALESFORCE MVP		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2010/11/04 First Use In Commerce: 2010/11/04</p>		

	<p>Downloadable computer software for use in developing and customizing computer software applications and computer software application user interfaces; computersoftware for storing, managing, tracking, analyzing, and reporting data in the field of marketing, promotion, sales, customer information, customer relationship management, sales support, and employee efficiency; computer software to facilitate communicating among peer professionals in the advertising, marketing, and business services fields, and for customizing computer application user interfaces</p> <p>Class 035. First use: First Use: 2010/11/04 First Use In Commerce: 2010/11/04 BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING business INFORMATION managementSERVICES; COMPILATION AND MANAGEMENT OFCOMPUTERIZED DATABASES AND CONSULTING SERVICES RELATED THERETO; BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENT SERVICES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING A WEBSITE featuring BUSINESS MANAGEMENT CONSULTING information; OPERATING ONLINE MARKETPLACES for third parties to buy, sell, share, and offer FOR FREE COMPUTER SOFTWARE AND ON-DEMAND APPLICATIONS to others</p> <p>Class 041. First use: First Use: 2010/11/04 First Use In Commerce: 2010/11/04 Educational services, namely, conducting seminars, conferences, workshops, and computer application training in the fields of marketing, promotion, sales, customer information, customer relationship management, sales support and employee efficiency, and distributing course materials in connection therewith; providing recognition and incentives by the way of awards and contests to demonstrate excellence in the field of software development</p> <p>Class 042. First use: First Use: 2010/11/04 First Use In Commerce: 2010/11/04 Providing temporary use of on-line non-downloadable software to store, manage, track, analyze, and report data in the field of marketing, promotion, sales, customer information, customer relationshipmanagement, sales support and employee efficiency; providing temporary use of on-line non-downloadable software to facilitate communicating among peer professionals in the advertising, marketing and business services fields, and for customizing computer application user interfaces; computer services, namely, designing, developing, and maintaining computer software applications for others and consulting services related thereto; Providing temporary use of online non-downloadable computer software application development tools and programming language foruse in developing, analyzing, coding, checking, and controlling other computer software; providing temporary use of online non-downloadable computer software that implements a procedural and object-oriented programming language; online hosted computer services, namely, designing, developing, customizing, and maintaining computer software applications for others; and consulting services related toall of the foregoing</p> <p>Class 045. First use: First Use: 2010/11/04 First Use In Commerce: 2010/11/04 On-line social networking services</p>
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U.S. Registration No.	4409327	Application Date	03/22/2011
Registration Date	10/01/2013	Foreign Priority Date	NONE
Word Mark	SALESFORCE SOFTWARE		

Design Mark	 <p>The image shows the Salesforce logo, which consists of the word "salesforce" in a black, lowercase, serif font centered within a light blue, stylized cloud. Below the cloud, on the right side, is a white circular icon with a red prohibition symbol (a red circle with a diagonal slash) over the word "SOFTWARE" in bold, black, uppercase letters.</p>
Description of Mark	<p>The mark consists of the image of a cloud outlined in blue containing the word "salesforce" in black and gray lettering, and a white circle located on the lower right-hand side of the cloud, containing the word "software" in black lettering within a red prohibition symbol, meaning no software.</p>
Goods/Services	<p>Class 009. First use: First Use: 2008/11/03 First Use In Commerce: 2008/11/03  DOWNLOADABLE COMPUTER SOFTWARE FOR USE IN DEVELOPING AND CUSTOMIZING COMPUTER SOFTWARE APPLICATIONS AND COMPUTER SOFTWARE APPLICATION USER INTERFACES; COMPUTERSOFTWARE FOR STORING, MANAGING, TRACKING, ANALYZING, AND REPORTING DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT, AND EMPLOYEE EFFICIENCY; COMPUTER SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING, AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES</p> <p>Class 035. First use: First Use: 2008/11/03 First Use In Commerce: 2008/11/03  BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING business INFORMATION managementSERVICES; COMPILATION AND MANAGEMENT OFCOMPUTERIZED DATABASES AND CONSULTING SERVICES RELATED THERETO; BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENT SERVICES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING A WEBSITE featuring BUSINESS MANAGEMENT CONSULTING information; OPERATING ONLINE MARKETPLACES for third parties to buy, sell, share, and offer FOR FREE COMPUTER SOFTWARE AND ON-DEMAND APPLICATIONS to others</p> <p>Class 041. First use: First Use: 2008/11/03 First Use In Commerce: 2008/11/03  EDUCATIONAL SERVICES, NAMELY, CONDUCTING SEMINARS, CONFERENCES, WORKSHOPS, AND COMPUTER APPLICATION TRAINING IN THE FIELDS OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY, AND DISTRIBUTING COURSE MATERIALS IN CONNECTION THEREWITH</p>

	<p>Class 042. First use: First Use: 2008/11/03 First Use In Commerce: 2008/11/03 PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE, AND REPORT DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIPMANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES; COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED THERETO; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE APPLICATION DEVELOPMENT TOOLS AND PROGRAMMING LANGUAGE FORUSE IN DEVELOPING, ANALYZING, CODING, CHECKING, AND CONTROLLING OTHER COMPUTER SOFTWARE; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE THAT IMPLEMENTS A PROCEDURAL AND OBJECT-ORIENTED PROGRAMMING LANGUAGE; ONLINE HOSTED COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, CUSTOMIZING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS; AND CONSULTING SERVICES RELATED THERETO</p> <p>Class 045. First use: First Use: 2008/11/03 First Use In Commerce: 2008/11/03 ON-LINE SOCIAL NETWORKING SERVICES</p>
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U.S. Registration No.	4011522	Application Date	11/23/2010
Registration Date	08/16/2011	Foreign Priority Date	NONE
Word Mark	SCHOOLFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2010/11/15 First Use In Commerce: 2010/11/15 Computer software for use in performance management in the field of education, and instructions materials provided therewith; computer software for reporting school demographic and performance information to federal, state and local government agencies		

U.S. Registration No.	4084951	Application Date	11/23/2010
Registration Date	01/10/2012	Foreign Priority Date	NONE
Word Mark	SCHOOLFORCE		

Design Mark	<h1>SCHOOLFORCE</h1>		
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2011/01/05 First Use In Commerce: 2011/01/05 business management consultation in the fields of education and school performance		

U.S. Registration No.	4092123	Application Date	11/23/2010
Registration Date	01/24/2012	Foreign Priority Date	NONE
Word Mark	SCHOOLFORCE		
Design Mark	<h1>SCHOOLFORCE</h1>		
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 2011/01/05 First Use In Commerce: 2011/01/05 Technology consultation in the fields of education and school performance, design, implementation, hosting and management of websites for others; and integration of computer systems and networks		

U.S. Registration No.	4139832	Application Date	09/28/2010
Registration Date	05/08/2012	Foreign Priority Date	NONE
Word Mark	SITEFORCE		

Design Mark	<h1>SITEFORCE</h1>		
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 2010/12/08 First Use In Commerce: 2010/12/08 Providing temporary use of a web-based software application for users to create websites and portals		

U.S. Registration No.	4396535	Application Date	09/28/2010
Registration Date	09/03/2013	Foreign Priority Date	NONE

Word Mark	SURVEY FORCE		
Design Mark	<h1>SURVEY FORCE</h1>		
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 2010/08/30 First Use In Commerce: 2010/08/30 Providing temporary use of a web-based software application for users to create, send and capture customer feedback		

U.S. Registration No.	4430830	Application Date	03/07/2012
Registration Date	11/12/2013	Foreign Priority Date	NONE

Word Mark	TRIALFORCE		
Design Mark	<h1>TRIALFORCE</h1>		
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2009/02/17 First Use In Commerce: 2009/02/17 Business management services, namely, providing business information management services; compilation and management of computerized databases, and		

	<p>consulting services related thereto; Business management services, namely, providing customer relationship management services and sales support management services; business management consulting services relating to customer relationship management, sales support management, and marketing automation; providing a website featuring business management consulting information; operating online marketplaces for third parties to buy, sell, share, and offer for free computer software and on-demand applications to others</p> <p>Class 042. First use: First Use: 2009/02/17 First Use In Commerce: 2009/02/17</p> <p>Providing temporary use of on-line non-downloadable software to store, manage, track, analyze, and report data in the field of marketing, promotion, sales, customer information, customer relationship management, sales support and employee efficiency; providing temporary use of on-line non-downloadable software to facilitate communicating among peer professionals in the advertising, marketing and business services fields, and for customizing computer application user interfaces; computer services, namely, designing, developing, and maintaining computer software applications for others and consulting services related thereto; Providing temporary use of online non-downloadable computer software application development tools and programming language for use in developing, analyzing, coding, checking, and controlling other computer software; providing temporary use of online non-downloadable computer software that implements a procedural and object-oriented programming language; online hosted computer services, namely, designing, developing, customizing, and maintaining computer software applications for others; and consulting services related to all the foregoing</p>
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U.S. Registration No.	3966372	Application Date	11/01/2010
Registration Date	05/24/2011	Foreign Priority Date	NONE
Word Mark	VISUALFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 2007/09/17 First Use In Commerce: 2007/09/17 providing temporary use of online non-downloadable computer software application development tools for use in developing, analyzing, coding, checking and controlling computer application user interfaces; online hosted computer services, namely, designing, developing, customizing and maintaining computer application user interfaces for others and consulting services related thereto		

U.S. Application No.	86095320	Application Date	10/18/2013
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	INFORCE		

Design Mark	<h1>INFORCE</h1>
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Description of Mark	NONE
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Goods/Services	<p>Class 035. First use: First Use: 0 First Use In Commerce: 0  Business management services, namely, providing information, data asset, and identity management services; compilation and management of computerized databases and consulting services related thereto; business management services, namely, providing customer relationship management services and sales support management services; business management consulting services relating to customer relationship management, sales support management, and marketing automation; providing a website featuring information in the fields of advertising, marketing and business management, and consulting services related thereto; operating online marketplaces for buying and selling, sharing, and offering for free computer software and on-demand applications</p> <p>Class 041. First use: First Use: 0 First Use In Commerce: 0  Educational services, namely, conducting seminars, conferences, workshops, and computer application training in the fields of marketing, promotion, sales, customer information, customer relationship management, sales support and employee efficiency, and distributing course materials in connection therewith</p> <p>Class 042. First use: First Use: 0 First Use In Commerce: 0  Providing temporary use of on-line non-downloadable software to store, manage, track, analyze, and report data in the field of marketing, promotion, sales, customer information, customer relationship management, sales support and employee efficiency; providing temporary use of on-line non-downloadable software to facilitate communicating among peer professionals in the advertising, marketing and business services fields, and for customizing computer application user interfaces; computer services, namely, designing, developing, and maintaining computer software applications for others and consulting services related thereto; providing temporary use of online non-downloadable computer software application development tools and programming language for use in developing, analyzing, coding, checking, and controlling other computer software; providing temporary use of online non-downloadable computer software that implements a procedural and object-oriented programming language; online hosted computer services, namely, designing, developing, customizing, and maintaining computer software applications for others, and consulting services related thereto</p>
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U.S. Application No.	86639838	Application Date	05/22/2015
Registration Date	NONE	Foreign Priority Date	11/26/2014
Word Mark	SALESFORCE		

Design Mark	<h1>SALESFORCE</h1>
Description of Mark	NONE
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0</p> <p>Downloadable software in the nature of a mobile application; computer application software for mobile phones and devices; computer software, namely, downloadable and non-downloadable software development tools for the creation of mobile internet applications, web applications, websites, and client interfaces; web sitedevelopment software; computer softwarefor use in customer relationship management (CRM); computer software for creating searchable databases of information and data; computer software, namely, an application allowing sales and field service employees to update and receive datastored in an enterprise's computer databases in real time, using a mobile device, with full telephony integration with the telephone and/or software features of the mobile device; computer software for providing an on-line database in the field of transaction processing to upload transactional data, provide statistical analysis, and produce notifications and reports; computer software that provides real-time, integrated business management intelligence by combining information from various databases and presentingit in an easy-to-understand user interface; downloadable software, mobile applications, and cloud computer software forproviding data analytics, business analytics, business intelligence and for collecting and analyzing data; computer software for web and mobile applications for providing data analytics, business analytics, business intelligence and for collecting and analyzing data; enterprise software in the nature of a database for-compiling data, customer data and customer interactions for enabling marketers to plan, personalize, optimize and customize communications with customers throughout the marketing, sales, and service lifecycle; downloadable computer programs and computer software for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions; downloadable computer programs and computer software for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions in the fieldof marketing, sales and service; downloadable computer programs and computer software recorded on data media for retrieving, tracking, analyzing, testing, measuring and managing data from computer networks and from the Internet in the field of marketing, sales and service; computer application software for mobile phones, portable media players, handheld computers, namely, software for providing data analytics, business analytics, business intelligence and for collecting and analyzing data; downloadable computer software and computer software recorded ondata media for the scanning, displaying, processing, measuring and output of data on computer networks, on the Internet, and on mobile terminals and devices inthe field of marketing, sales, services, business analytics, data analytics, and business intelligence; downloadable software for generating embeddable code for websites, for the purpose of creating,customizing, deploying, scheduling, tracking, analyzing, testing, measuring andmanaging online content on users' websites, on social media websites, and otheronline forums; computer software for computer system and application development, deployment and management; scientific, surveying, photographic, cinematographic, optical, measuring, signaling, checking</p>

	(supervision), and teaching apparatus and instruments; monitoring apparatus; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; calculating machines; computers and data-processing apparatus; computer memory devices; modems; facsimile machines; intercommunication apparatus; computer programs (recorded, downloadable); computer operating programs, recorded; games programs for computers; computer software (recorded, downloadable), in particular for the scanning, displaying, processing and output of multimedia data on computer networks, including the Internet, and on mobile terminals; machine-readable data carriers of all kinds containing information, and sound and image recording carriers (except unexposed film), data and information pools recorded on data carriers (downloadable); electronic publications (downloadable); interfaces for computers and mobile devices; downloadable music and image files; downloadable ring tones for mobile phones; electric installations for the remote control of industrial operations
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U.S. Application No.	86639842	Application Date	05/22/2015
Registration Date	NONE	Foreign Priority Date	11/26/2014
Word Mark	SALESFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 0 First Use In Commerce: 0</p> <p>Business services, strategic planning services, and marketing data analytics services for businesses including for web and mobile sites; customer loyalty services for commercial, promotional and advertising purposes; marketing services for others, namely, marketing content development, media placement, strategy and management, social media strategy consultation, and social media community management; business consultancy services for others in connection with customer engagement and customer interactions on the Internet and other media; assistance, advisory services and consultancy relating to business management, business planning, business analysis, business organization, business operations, advertising, marketing, sales and service; compilation and systemization of data, statistics, and information into computer databases; compilation and systemization of data and information into computer databases in the field of marketing, sales and services; office functions, namely, administration and indexing of information, websites and other information sources for business purposes; compilation of data, in particular, image, audio and/or video data in computer databases for business purposes; providing an on-line searchable database featuring information regarding sales, service and marketing; monitoring of social sites, internet postings, web content, and online content for others for business and marketing services; advertising, in particular television advertising, online advertising on computer networks, radio advertising, advertising by mail order, bill-posting, print and Internet advertising; dissemination of advertising matter; direct mail advertising; advertising via mobile radio networks; advertising</p>		

on mobile phone television; advertising on the Internet for others; advertising agency services; planning and design of advertising activities; presentation of companies on the Internet and other media for promotional purposes; distribution of samples; sales promotion (for others), public relations; market research, including in particular for others, on digital networks (webvertising); telemarketing services; market research and analysis services; PR agency services, namely, public relations; commercial information agencies; writing of publicity texts; updating of advertising material; rental of advertising time on communication media; publication of publicity texts; publicity columns preparation; publicity material rental; production of advertising films; opinion polling; news clipping services; marketing; marketing studies; marketing research; rental of advertising space on the Internet; layout services for advertising purposes; arranging advertising events; multimedia agency services (advertising); merchandising agency services, namely, advertising, sales research and market studies and analysis; auctioneering on the Internet; arranging and conducting of exhibitions and trade fairs for industrial (business), commercial and advertising purposes; business management and organization consultancy, in particular development of business concepts; personnel management consultancy; outsourcing services; business efficiency expert services; arranging of trading and economical contacts, also over the Internet; arranging of contracts, for others, for the providing of services; arranging of contracts, for others, for the buying and selling of goods; procurement services for others; consumer consultancy with regard to products and claims management (office functions) via service hotlines for consumers, in particular for Internet users (call center services); conducting research in computer files, in databases, on the Internet and on computer networks, for others, with regard to business matters and into offers for goods and services; maintenance and compilation of data and information in computer databases; systematic ordering of data in computer databases; computerized file management; compilation of statistics; office functions for the administration and indexing of data and information; office functions for the creating of indexes with regard to information, websites and other information sources; compilation of data, in particular image, audio and/or video data in computer databases; optimization of online websites for third parties for marketing purposes

U.S. Application No.	86639846	Application Date	05/22/2015
Registration Date	NONE	Foreign Priority Date	11/26/2014
Word Mark	SALESFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 038. First use: First Use: 0 First Use In Commerce: 0 Computer communication services, namely, providing online facilities for real-time interaction with other computer users concerning topics of general interest; providing on-line forums for transmission of messages among computer users concerning topics of general interest; providing access to computer net-		

works for real-time interaction with other computer users concerning topics of general interest; chat room services for social networking; communication services, namely, transmission of voice, audio, visual images and data by telecommunications networks, wireless communication networks, the Internet, information services networks and data networks; delivery of messages by electronic transmission; electronic data interchange; electronic mail and messaging services; electronic transmission of data, images, messages, documents, and mail; instant messaging services; message sending and receiving services; peer-to-peer network computer services, namely, electronic transmission of audio, video and other data and documents among computers; providing an on-line forum for discussion of business analytics, marketing, sales, service, and strategy; providing internet chat rooms; providing on-line electronic bulletin boards for transmission of messages among computer users concerning business analytics, marketing, sales, service, and strategy; telecommunications, in particular mobile telephone services, telephone services, fax services, radio communication services, paging services, telex services, telegram services, e-mail data services; telecommunications via telecommunications networks, in particular mobile phone networks or satellite-supported telecommunications networks; wireless mobile phone services; mobile telecommunications services, included in class 38; cellular telephone communication; television and radio transmission; television and/or radio broadcasting; mobile phone television broadcasting; videoconferencing; news and information agencies within the framework of press agencies; electronic mail; forwarding of messages of all kinds to Internet addresses (webmessaging); computer-aided transmission of messages and images; electronic transmission of data, messages, documents and information relating to topics of general interest; wireless telecommunications through electronic transmission of data, sound, messages, images, information and documents via the Internet; providing access to online computer databases; providing access to electronic publications on the Internet; providing access to information on the Internet and on the mobile Internet, in particular access to downloadable files, namely, sound, image, music and video recordings, all the aforesaid files in particular for downloading for mobile telephones and other mobile terminals; transmission of information stored on databases, namely, by means of interactive computer systems and/or by providing access to information on the Internet (included in class 38); telecommunications services via the Internet, intranets, extranets; procuring access to databases; providing access to a global computer network; providing access to data on computernetworks, namely, information, texts, drawings and images concerning goods and services; providing access to data on the Internet and on the mobile Internet, namely, information and messages in the form of sound or images; providing access to software on data networks for Internet access; providing access to information for entertainment on computer networks; providing Internet chatrooms, electronic exchange of messages and information via chatlines, chatrooms and Internet forums; telecommunications by means of platforms and portals on the Internet; providing telecommunications channels for teleshopping services; e-mail services; transmitting information and data via computer networks and the Internet; leasing access time to a computer database; leasing of access time to Internet games

U.S. Application No.	86639847	Application Date	05/22/2015
Registration Date	NONE	Foreign Priority Date	11/26/2014
Word Mark	SALESFORCE		

Design Mark	<h1>SALESFORCE</h1>
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Description of Mark	NONE
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Goods/Services	<p>Class 041. First use: First Use: 0 First Use In Commerce: 0</p> <p>Business education and training services; Business education and training services in the field of marketing, sales, and service; publication of printed matter, books, newspapers and/or periodicals (other than for advertising purposes); publication of newspapers, periodicals andbooks, and of printed instructional andinformation material (other than for advertising purposes), in electronic form and/or on the Internet; electronic desktop publishing; publication of texts, other than publicity texts; rental of printed publications; online publication of printed matter (other than for advertising purposes); editing of (mobile) websites; rental of sound recordings; digital picture service, namely, editing photographs for others and services of a photo agency; production of television, mobile phone television and radio programs; film production, other than advertising films; conducting entertainment events, cultural events, live cultural and sportingevents, training events, including in connection with applications for posting images, links, videos, text and other brand content, for retrieving, sorting, filtering and moderating user generated content and online communications, for managing brand content on social media websites and social networks, and for analyzing, retrieving and managing the performance of brand engagement; club services;coaching; correspondence courses; education information; educational examination; practical training; vocational retraining; arranging and conducting of conferences, congresses, concerts and symposiums, seminars, training courses, instructional and lecture events (cultural or educational purposes); arranging of exhibitions for cultural purposes, arranging of entertainment shows; online games services (on computer networks); conducting games (for entertainment) on the Internet, including on the mobile Internet; entertainment in the form of information onentertainment services via computer networks</p>
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U.S. Application No.	86641780	Application Date	05/26/2015
Registration Date	NONE	Foreign Priority Date	NONE

Word Mark	SALESFORCE
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Design Mark	<h1>SALESFORCE</h1>
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Description of Mark	NONE
Goods/Services	<p>Class 042. First use: First Use: 0 First Use In Commerce: 0</p> <p>Computer software development in the field of mobile applications; providing temporary use of on-line non-downloadable software development tools; technical consulting services in the field of data management, data analytics, and business intelligence analytics; technical data analytics services; software as a service(SAAS) services featuring software for providing data analytics, business analytics, business intelligence and for collecting and analyzing data; platform as a service (PaaS) software in the nature of a database for compiling data, customer data and customer interactions for enabling marketers to plan, personalize, optimize and customize communications with customers throughout the marketing, sales, and service lifecycle; platform as a service (PaaS) featuring computer software platforms for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions; platform as a service (PaaS) featuring computer software platforms for enabling marketers to plan, personalize, optimize, monitor, analyze and measure customer interactions across channels and devices; platform as a service (PaaS) featuring computer software platforms for enabling marketers to plan, personalize, optimize, monitor, analyze and measure customer interactions across social media, customer relationship management (CRM) systems, point-of-sale systems, web analytics, web posts, email and mobile devices; rental of computer software and web servers; Scientific and technological services and research and design relating thereto; industry analysis and research services; design and development of computer hardware and software; computer software consultancy; computer system design and analysis including for posting images, links, videos, text and other brand content, for retrieving, sorting, filtering and moderating user generated content and online communications, for managing brand content on social media websites and social networks, and for analyzing, retrieving and managing the performance of brand engagement; creating and maintaining web sites for others; data conversion of computer programs and data; maintenance of computer software; monitoring of computer systems by remote access; providing search engines for the internet; styling; technical research; website design consultancy; consultancy in the design and development of computer hardware; digitization of documents; duplication of computer programs; information technology consulting services; installation of computer software; provision of downloadable software and/or providing temporary use of non-downloadable software for generating embeddable code for websites, for the purpose of creating, customizing, deploying, scheduling, tracking, analyzing and managing online content on users' websites, on social media websites and other online forums, and for analyzing, monitoring and managing the performance of brand engagement of others; provision of downloadable software and/or providing temporary use of non-downloadable software for creating and deploying customized interactive content on social profiles; packaging design / packaging design services; technical project studies; quality control; recovery of computer data; research and development of new products for others; server hosting</p>

U.S. Application No.	86639849	Application Date	05/22/2015
Registration Date	NONE	Foreign Priority Date	11/26/2014
Word Mark	SALESFORCE		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 045. First use: First Use: 0 First Use In Commerce: 0 Online social networking services for businesses and individuals via a global communications network; monitoring of social network sites and online content for others; Internet-based social networking services; online social networking services in the field of business analytics, sales and service; licensing of computer systems and software; brand engagement and online communications investigations (security services); monitoring of social sites and online content for others; online social networking services for others; registration of domain names; security consultancy

U.S. Application No.	86454067	Application Date	11/13/2014
Registration Date	NONE	Foreign Priority Date	NONE

Word Mark	SALESFORCE
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Design Mark	
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Description of Mark	The mark consists of the word, "SALESFORCE", in stylized lettering, contained within a cloud shape.
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Goods/Services	Class 009. First use: First Use: 0 First Use In Commerce: 0 Downloadable software in the nature of a mobile application for use in predictive analytics, big data and business data analysis and visualization, complex event processing, mining the most relevant information from disparate data sources, providing automated solutions to enable organizations to integrate disparate data and translate and structure that data into actionable insights, custom-
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er relationship management (CRM), sales performance management, sales automation, marketing automation, customer service and support, customizable marketing and advertising, social media management and publication, mobile and computer software application development and customization, and business analytics; computer application software for mobile phones, namely, software for use in predictive analytics, big data and business data analysis and visualization, complex event processing, mining the most relevant information from disparate data sources, providing automated solutions to enable organizations to integrate disparate data and translate and structure that data into actionable insights, customer relationship management (CRM), sales performance management, sales automation, marketing automation, customer service and support, customizable marketing and advertising, social media management and publication mobile and computer software application development and customization, and business analytics; computer software, namely, downloadable and non-downloadable software development tools for the creation of mobile internet applications and client interfaces; web site development software; computer software for use in predictive analytics, big data and business data analysis and visualization, complex event processing, mining the most relevant information from disparate data sources, providing automated solutions to enable organizations to integrate disparate data and translate and structure that data into actionable insights, sales performance management, sales automation, marketing automation, customer service and support, customizable marketing and advertising, social media management and publication, mobile and computer software application development and customization, business analytics and customer relationship management (CRM); computer software for creating searchable databases of information and data; computer software, namely, an application allowing sales and field service employees to update and receive data stored in an enterprise's computer databases in real time, using a mobile device, with full telephony integration with the telephone and/or software features of the mobile device; computer software for providing an on-line database in the field of transaction processing to upload transactional data, provide statistical analysis, and produce notifications and reports; computer software that provides real-time, integrated business management intelligence by combining information from various databases and presenting it in an easy-to-understand user interface; downloadable software, mobile applications, and cloud computer software for providing business data analytics, business analytics, business intelligence and for collecting and analyzing business data; computer software for web and mobile applications for providing business data analytics, business analytics, business intelligence and for collecting and analyzing business data; enterprise software in the nature of a database for compiling data, customer data and customer interactions for enabling marketers to plan, personalize, optimize and customize communications with customers throughout the marketing, sales, and service lifecycle; downloadable computer programs and computer software for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions; downloadable computer programs and computer software for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions in the field of marketing, sales and customer service; downloadable computer programs and computer software recorded on data media for retrieving, tracking, analyzing, testing, measuring and managing data from computer networks and from the Internet in the field of marketing, sales and customer service; computer application software for mobile phones, portable media players, handheld computers, namely, software for providing business data analytics, business analytics, business intelligence and for collecting and analyzing data; downloadable computer software and computer software recorded on data media for the scanning, displaying, processing, measuring and output of data on computer networks, on the Internet, and on mobile terminals and devices in the field of marketing, sales, services, business analytics, data analytics, and business intelligence; downloadable software for generating embeddable code for websites, for the purpose of creating, customizing, deploying, scheduling, tracking, analyzing, testing,

	measuring and managing online content on users' websites, on social media websites, and other online forums; computer software for computersystem and application development, deployment and management
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U.S. Application No.	86454072	Application Date	11/13/2014
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Registration Date	NONE	Foreign Priority Date	NONE
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Word Mark	SALESFORCE
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Design Mark	
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Description of Mark	The mark consists of the word, "SALESFORCE," in stylized lettering, contained within a cloud shape.
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Goods/Services	<p>Class 038. First use: First Use: 0 First Use In Commerce: 0</p> <p>Computer services, namely providing online facilities for real-time interaction with other computer users concerning topics of general interest; providing on-line forums for transmission of messages among computer users concerning topics of general interest; providing access to computer networks for real-time interaction with other computer users concerning topics of general interest; chat room services for social networking; communication services, namely, transmission of voice, audio, visual images and data by telecommunications networks, wireless communication networks, the Internet, information services networks and data networks; delivery of messages by electronic transmission; electronic data interchange; electronic mail and messaging services; electronic transmission of data, images, messages, documents, and mail; instant messaging services; message sending and receiving services; peer-to-peer network computer services, namely, electronic transmission of audio, video and other data and documents among computers; providing an on-line forum for discussion of business analytics, marketing, sales, service, and strategy; providing internet chat rooms; providing on-line electronic bulletin boards for transmission of messages among computer users concerning business analytics, marketing, sales, service, and strategy; telecommunication services, namely, local and long distance transmission of voice, data, and graphics by means of mobile telephone, telephone, facsimile device, and radio; communication services, namely, paging services, telex services, telegram transmission services, e-mail data services; telecommunications via telecommunications networks, in particular mobile phone networks or satellite-supported telecommunications networks; wireless mobile telephone telecommunication services, namely, wireless mobile telephone calling plans; cellular telephone communication; television and radio transmission; television and radio broadcasting; mobile phone television broadcasting; videoconferencing</p>
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services; news and information agencies within the framework of press agencies, namely, gathering and dissemination of news; electronic mail-forwarding of messages to Internet addresses, namely, web messaging; computer-aided transmission of messages and images; electronic transmission of data, messages, images, documents and information relating to topics of general interest; wireless telecommunications through electronic transmission of data, sound, messages, images, information and documents via the Internet; providing access to online computer databases; Providing multiple-user access to electronic publications on the Internet in the field of customer relationship management (CRM), predictive analytics, big data and business data analysis and visualization, complex event processing, mining the most relevant information from disparate data sources, providing automated solutions to enable organizations to integrate disparate data and translate and structure that data into actionable insights, sales performance management, sales automation, marketing automation, customer service and support, customizable marketing and advertising, social media management and publication and business analytics; wireless telecommunications services, namely, electronic transmission of data, sound, messages, images, information and documents via the Internet; telecommunications services, namely, transmission of data, sound, messages, images, information and documents via the Internet, intranets, extranets; providing access to databases; providing access to a global computer network; providing access to databases on computer networks, namely information, texts, drawings and images concerning goods and services; providing access to databases on the Internet and on the mobile Internet, namely information and messages in the form of sound or images; telecommunication services, namely, transmission of voice, data, graphics, sound and video by means of computer platforms and computer portals on the Internet; providing telecommunications channels for teleshopping services; providing e-mail services; transmission of information and data via computer networks and the Internet; leasing access time to a computer database; leasing of access time to global computer networks that provide online game

U.S. Application No.	86454069	Application Date	11/13/2014
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	SALESFORCE		
Design Mark			
Description of Mark	The mark consists of the word, "SALESFORCE", in stylized lettering, contained within a cloud shape.		

Goods/Services	<p>Class 035. First use: First Use: 0 First Use In Commerce: 0</p> <p>Business strategic planning services; business and marketing data analytics services for web and mobile sites; customer loyalty services for commercial, promotional and advertising purposes; marketing services for others, namely, marketing content development, media placement, strategy and management, social media strategy consultation, and social media community management; business consultancy services for others in connection with customer engagement and customer interactions on the Internet and other media; advisory services relating to advertising, marketing, sales and customer service; business organization and management advisory and consultancy services; compilation and systemization of data and information into computer databases; compilation and systemization of data and information into computer databases in the field of marketing, sales and customer service; compilation of statistics; office functions, namely, administration and indexing of data and information for business purposes; office functions, namely, creating indexes of information, websites and other information sources for business purposes; monitoring of social websites, internet postings, web content, and online content of others for customer-specified topics and to capture relevant content on those topics, and providing documentation and analysis of that online content to others for business purposes; Advertising services, namely, television advertising, online advertising on computer networks, radio advertising, advertising by mail order, bill-posting, print and Internet advertising; dissemination of advertising matter; direct mail advertising; advertising via mobile radio networks; advertising on mobile phone television; advertising on the Internet for others; advertising agency services; planning and design of advertising activities; Placing advertisements for companies on the Internet and other media for promotional purposes; distribution of samples for publicity purposes; sales promotion; public relations; computerized market research services conducted on digital networks; telemarketing services; market research and analysis services; public relations agency services; commercial information agencies; writing of publicity texts; creating and updating of advertising material; rental of advertising time on communication media; publication of publicity texts; publicity columns preparation; publicity material rental; production of advertising films; public opinion polling; news clipping services; marketing services; market research studies; marketing research services; rental of advertising space on the Internet; layout services for advertising purposes; arranging advertising events, namely, arranging and conducting special events for commercial, promotional or advertising purposes; multimedia advertising agency services; merchandising agency services, namely, advertising, sales research and market studies and analysis; auctioneering provided on the Internet; arranging and conducting of exhibitions and trade fairs for business, commercial and advertising purposes; business organization and management consultancy, namely, development of business concepts; personnel management consultancy; outsourcing services; business efficiency expert services; arranging of trading and economical contacts for third parties, also over the Internet; arranging of contracts, for others, for the providing of services; arranging of contracts, for others, for the buying and selling of goods; business consultancy with regard to consumer products and consumer claims management via service hotlines, in particular for Internet users; conducting business research in computer files, in databases, on the Internet and on computer networks, for others, with regard to business matters and offers for goods and services; Compilation and systemization of information into computer databases; computerized file management; compilation of statistics; Office functions in the field of business data, namely, information and data compiling and indexing relating to business management; compilation of data, namely, image, audio and/or video data in computer databases for business purposes</p>
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U.S. Application No.	86454073	Application Date	11/13/2014
Registration Date	NONE	Foreign Priority	NONE

		Date	
Word Mark	SALESFORCE		
Design Mark			
Description of Mark	The mark consists of the word, "SALESFORCE," in stylized lettering, contained within a cloud shape.		
Goods/Services	<p>Class 041. First use: First Use: 0 First Use In Commerce: 0</p> <p>Business education and training services; Business education and training services in the field of marketing, sales, and service; publication of printed matter, books, newspapers and/or periodicals (other than for advertising purposes); publication of newspapers, periodicals and books, and of printed instructional and information material (other than for advertising purposes), in electronic form and/or on the Internet; electronic desktop publishing; publication of texts, other than publicity texts; rental of printed publications; online publication of printed matter (other than for advertising purposes); editing of (mobile) websites; rental of sound recordings; digital picture service; production of television, mobile phone television and radio programs; film production, other than advertising films; conducting entertainment events, cultural events, live cultural and sporting events, training events, including in connection with applications for posting images, links, videos, text and other brand content, for retrieving, sorting, filtering and moderating user generated content and online communications, for managing brand content on social media websites and social networks, and for analyzing, retrieving and managing the performance of brand engagement; club services; coaching; correspondence courses; education information; educational examination; practical training; vocational retraining; arranging and conducting of conferences, congresses, concerts and symposiums, seminars, training courses, instructional and lecture events (cultural or educational purposes); arranging of exhibitions for cultural purposes, arranging of entertainment shows; online games services (on computer networks); conducting games (for entertainment) on the Internet, including on the mobile Internet; entertainment in the form of information on entertainment services via computer networks</p>		
U.S. Application No.	86454074	Application Date	11/13/2014
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	SALESFORCE		

Design Mark	
Description of Mark	<p>The mark consists of the word, "SALESFORCE," in stylized lettering, contained within a cloud shape.</p>
Goods/Services	<p>Class 042. First use: First Use: 0 First Use In Commerce: 0</p> <p>Computer software development in the field of mobile applications; providing temporary use of on-line non-downloadable software development tools; technical consulting services in the field of data management, data analytics, and business intelligence analytics; technical data analytics services; software as a service(SAAS) services featuring software for providing data analytics, business analytics, business intelligence and for collecting and analyzing data; platform as a service (PaaS) software in the nature of a database for compiling data, customer data and customer interactions for enabling marketers to plan, personalize, optimize and customize communications with customers throughout the marketing, sales, and service lifecycle; platform as a service (PaaS) featuring computer software platforms for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions; platform as a service (PaaS) featuring computer software platforms for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions in the field of marketing, sales and service; platform as a service (PaaS) featuring computer software platforms for enabling marketers to plan, personalize, optimize, monitor, analyze and measure customer interactions across channels and devices; platform as a service (PaaS) featuring computer software platforms for enabling marketers to plan, personalize, optimize, monitor, analyze and measure customer interactions across social media, customer relationship management (CRM) systems, point-of-sale systems, web analytics, web posts, email and mobile devices; optimization of online websites for third parties for marketing purposes; consulting services in the field of providing online, non-downloadable software and applications; providing temporary use of on-line non-downloadable software; online hosted computer services, namely, designing, developing, customizing, and maintaining computer software applications for others, and consulting services related thereto; technical research; information technology consulting services; installation of computer software; computer system design and analysis; data conversion of computer programs and data; maintenance of computer software; monitoring of computer systems by remote access; rental of computer software and web servers; scientific and technological services and research and design relating thereto; industry analysis and research services; design and development of computer hardware and software; computer software consultancy; computer system design and analysis including for posting images, links, videos, text and other brand content, for retrieving, sorting, filtering and moderating user generated content and online communica-</p>

tions, for managing brand content on social media websites and social networks, and for analyzing, retrieving and managing the performance of brandengagement; creating and maintaining web sites for others; data conversion of computer programs and data; maintenance of computer software; monitoring of computer systems by remote access; providing search engines for the internet; styling; technical research; web site design consultancy; consultancy in the design anddevelopment of computer hardware; digitization of documents; duplication of computer programs; information technology consulting services; installation of computer software; software for generating embeddable code for websites, for the purpose of creating, customizing, deploying, scheduling, tracking, analyzing and managing online content on users' websites, on social media websites and other online forums, and for analyzing, monitoring and managing the performance of brand engagement of others; software for creating and deploying customized interactivecontent on social profiles; packaging design / packaging design services; technical project studies; quality control; recovery of computer data; rental of web servers; research and development of new-products for others; server hosting

U.S. Application No.	86454075	Application Date	11/13/2014
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	SALESFORCE		
Design Mark			
Description of Mark	The mark consists of the word, "SALESFORCE," in stylized lettering, contained within a cloud shape.		
Goods/Services	Class 045. First use: First Use: 0 First Use In Commerce: 0 Online social networking services for businesses and individuals via a global communications network; monitoring of social network sites and online content forothers; Internet-based social networking services; online social networking services in the field of business analytics, sales and service; licensing of computer systems and software; brand engagement and online communications investigations; brand engagement and online communications investigations (security services); monitoring of social sites and onlinecontent for others; online social networking services for others; registration of domain names; security consultancy		

U.S. Application	86266637	Application Date	04/29/2014
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No.			
Registration Date	NONE	Foreign Priority Date	10/30/2013
Word Mark	SALESFORCE1		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0</p> <p>Downloadable software in the nature of a mobile application; computer application software for mobile phones and devices; computer software, namely, downloadable and non-downloadable software development tools for the creation of mobile internet applications, web applications, websites, and client interfaces; web sitedevelopment software; computer softwarefor use in customer relationship management (CRM); computer software for creating searchable databases of information and data; computer software, namely, an application allowing sales and field service employees to update and receive datastored in an enterprise's computer databases in real time, using a mobile device, with full telephony integration with the telephone and/or software features of the mobile device; computer software for providing an on-line database in the field of transaction processing to upload transactional data, provide statistical analysis, and produce notifications and reports; computer software that provides real-time, integrated business management intelligence by combining information from various databases and presentingit in an easy-to-understand user interface; downloadable software, mobile applications, and cloud computer software forproviding data analytics, business analytics, business intelligence and for collecting and analyzing data; computer software for web and mobile applications for providing data analytics, business analytics, business intelligence and for collecting and analyzing data; enterprise software in the nature of a database forcompiling data, customer data and customer interactions for enabling marketers to plan, personalize, optimize and customize communications with customers throughout the marketing, sales, and service lifecycle; downloadable computer programs and computer software for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions; downloadable computer programs and computer software for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions in the fieldof marketing, sales and service; downloadable computer programs and computer software recorded on data media for retrieving, tracking, analyzing, testing, measuring and managing data from computer networks and from the Internet in the field of marketing, sales and service; computer application software for mobile phones, portable media players, handheld computers, namely, software for providing data analytics, business analytics, business intelligence and for collecting and analyzing data; downloadable computer software and computer software recorded ondata media for the scanning, displaying, processing, measuring and output of data on computer networks, on the Internet, and on mobile terminals and devices inthe field of marketing, sales, services, business analytics, data analytics, and business intelligence; downloadable software for generating embeddable code for websites, for the purpose</p>		

of creating,customizing, deploying, scheduling, tracking, analyzing, testing, measuring andmanaging online content on users' websites, on social media websites, and otheronline forums; computer software for computer system and application development, deployment and management; computer operating programs, recorded; downloadable computer software, in particular for the scanning, displaying, processing and output of multimedia data on computer networks, namely, the Internet, and on mobile terminals; interfaces for computers and mobile devices

Class 035. First use: First Use: 0 First Use In Commerce: 0

Business services, strategic planning services, and marketing data analytics services for businesses including for web and mobile sites; customer loyalty services for commercial, promotional and advertising purposes; marketing services forothers, namely, marketing content development, media placement, strategy and management, social media strategy consultation, and social media community management; business consultancy services for others in connection with customer engagement and customer interactions on the Internet and other media; assistance, advisory services and consultancy relating to business management, business planning, business analysis, business organization, business operations, advertising, marketing, sales and service; compilation and systemization of data, statistics, and information into computer databases for business purposes; compilation and systemization of data and information intocomputer databases in the field of marketing, sales and services; office functions, namely, administration and indexingof information, websites and other information sources for business purposes; compilation of data, in particular, image, audio and/or video data in computer databases for business purposes; providingan on-line searchable database featuring information regarding sales, service and marketing; monitoring of social sites, internet postings, web content, and online content for others; market researchand analysis services; updating of advertising material; marketing; conducting marketing studies; marketing research; arranging and conducting of exhibitions and trade fairs for industrial, commercial and advertising purposes; business management services; advisory services relating to advertising and marketing; business management and organization consultancy, in particular development of business concepts; business management advisory and consultancy services; business consultancy and advisory services; arranging of contracts, for others, for the buying and selling of goods; arranging of commercial transactions, for others, including within the framework of e-commerce;business research for others, namely, conducting research in computer files, indatabases, on the Internet and on computer networks, for others, with regard tobusiness matters and into offers for goods and services; maintenance and compilation of data and information in computer databases; computerized file management; compilation of statistics

Class 041. First use: First Use: 0 First Use In Commerce: 0

Business education and training services; Business education and training services in the field of marketing, sales, and service; publication of printed matter, books, newspapers and/or periodicals other than for advertising purposes; publication of newspapers, periodicals and books, and of printed instructional and information material other than for advertising purposes, in electronic form and/or on the Internet; electronic desktop publishing; online publication of printed-matter other than for advertising purposes; editing of mobile websites; conducting entertainment events, cultural events, live cultural and sporting events, training events, including in connection with applications for posting images, links, videos, text and other brand content, for retrieving, sorting, filtering andmoderating user generated content and online communications, for managing brandcontent on social media websites and social networks, and for analyzing, retrieving and managing the performance of brand engagement; education information; educational examination; practical training; vocational retraining; arranging and conducting of conferences, congresses, concerts and symposiums, seminars, training courses, instructional and lecture events (cultural or educational purposes);vocational retraining; arranging and conducting of conferences, con-

gresses, concerts and symposiums, seminars, training courses, instructional and lecture events (cultural or educational purposes), arranging of exhibitions for cultural purposes, arranging of entertainment shows; online games services (on computer networks); conducting games on the Internet, including on the mobile Internet; entertainment in the form of information on entertainment services via computer networks

Class 042. First use: First Use: 0 First Use In Commerce: 0

Computer software development in the field of mobile applications; providing temporary use of on-line non-downloadable software development tools; technical consulting services in the field of data management, data analytics, and business intelligence analytics; technical data analytics services; software as a service (SAAS) services featuring software for providing data analytics, business analytics, business intelligence and for collecting and analyzing data; platform as a service (PaaS) software in the nature of a database for compiling data, customer data and customer interactions for enabling marketers to plan, personalize, optimize and customize communications with customers throughout the marketing, sales, and service lifecycle; platform as a service (PaaS) featuring computer software platforms for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions; platform as a service (PaaS) featuring computer software platforms for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions in the field of marketing, sales and service; platform as a service (PaaS) featuring computer software platforms for enabling marketers to plan, personalize, optimize, monitor, analyze and measure customer interactions across channels and devices; platform as a service (PaaS) featuring computer software platforms for enabling marketers to plan, personalize, optimize, monitor, analyze and measure customer interactions across social media, customer relationship management (CRM) systems, point-of-sale systems, web analytics, web posts, email and mobile devices; optimization of online websites for third parties for marketing purposes; consulting services in the field of providing online, non-downloadable software and applications; providing temporary use of on-line non-downloadable software; online hosted computer services, namely, designing, developing, customizing, and maintaining computer software applications for others, and consulting services related thereto; technical research; information technology consulting services; installation of computer software; computer system design and analysis; data conversion of computer programs and data; maintenance of computer software; monitoring of computer systems by remote access; rental of computer software and web servers; design and development of computer software; computer software consultancy; computer system design and analysis including for posting images, links, videos, text and other brand content, for retrieving, sorting, filtering and moderating user generated content and online communications, for managing brand content on social media websites and social networks, and for analyzing, retrieving and managing the performance of brand engagement; creating and maintaining web sites for others; data conversion of computer programs and data; maintenance of computer software; providing online non-downloadable software for generating embeddable code for websites, for the purpose of creating, customizing, deploying, scheduling, tracking, analyzing and managing online content on users websites, on social media websites and other online forums, and for analyzing, monitoring and managing the performance of brand engagement of others; providing online non-downloadable software for creating and deploying customized interactive content on social profiles

Class 045. First use: First Use: 0 First Use In Commerce: 0

Online social networking services for businesses and individuals via a global communications network; monitoring of social network sites and online content for others for the purpose of managing, analyzing, reviewing, and reporting about brand content on social media websites and social networks, and about the performance of online brand engagement; online social networking services in the field of business analytics, sales and service; licensing of computer systems and

	software; brand engagement and online communications investigations, namely, managing, analyzing, reviewing, and reporting about brand content on social media websites and social networks, and about the performance of online brand engagement; online social networking services for others
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U.S. Application No.	86266639	Application Date	04/29/2014
Registration Date	NONE	Foreign Priority Date	10/31/2013

Word Mark	SALESFORCE1
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Description of Mark	The mark consists of the wording "SALESFORCE" in stylized lettering and the number "1" in large stylized font.
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Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0</p> <p>Downloadable software in the nature of a mobile application; computer application software for mobile phones and devices; computer software, namely, downloadable and non-downloadable software development tools for the creation of mobile internet applications, web applications, websites, and client interfaces; web site development software; computer software for use in customer relationship management (CRM); computer software for creating searchable databases of information and data; computer software, namely, an application allowing sales and field service employees to update and receive data stored in an enterprise's computer databases in real time, using a mobile device, with full telephony integration with the telephone and/or software features of the mobile device; computer software for providing an on-line database in the field of transaction processing to upload transactional data, provide statistical analysis, and produce notifications and reports; computer software that provides real-time, integrated business management intelligence by combining information from various databases and presenting it in an easy-to-understand user interface; downloadable software, mobile applications, and cloud computer software for providing data analytics, business analytics, business intelligence and for collecting and analyzing data; computer software for web and mobile applications for providing data analytics, business analytics, business intelligence and for collecting and analyzing data; enterprise software in the nature of a database for compiling data, customer data and customer interactions for enabling marketers</p>
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to plan, personalize, optimize and customize communications with customers throughout the marketing, sales, and service lifecycle; downloadable computer programs and computer software for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions; downloadable computer programs and computer software for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions in the field of marketing, sales and service; downloadable computer programs and computer software recorded on data media for retrieving, tracking, analyzing, testing, measuring and managing data from computer networks and from the Internet in the field of marketing, sales and service; computer application software for mobile phones, portable media players, handheld computers, namely, software for providing data analytics, business analytics, business intelligence and for collecting and analyzing data; downloadable computer software and computer software recorded on data media for the scanning, displaying, processing, measuring and output of data on computer networks, on the Internet, and on mobile terminals and devices in the field of marketing, sales, services, business analytics, data analytics, and business intelligence; downloadable software for generating embeddable code for websites, for the purpose of creating, customizing, deploying, scheduling, tracking, analyzing, testing, measuring and managing online content on users' websites, on social media websites, and other online forums; computer software for computer system and application development, deployment and management; computer operating programs, recorded; downloadable computer software, in particular for the scanning, displaying, processing and output of multimedia data on computer networks, namely, the Internet, and mobile terminals

Class 042. First use: First Use: 0 First Use In Commerce: 0

Computer software development in the field of mobile applications; providing temporary use of on-line non-downloadable software development tools; technical consulting services in the field of data management, data analytics, and business intelligence analytics; technical data analytics services; software as a service (SAAS) services featuring software for providing data analytics, business analytics, business intelligence and for collecting and analyzing data; platform as a service (PaaS) software in the nature of a database for compiling data, customer data and customer interactions for enabling marketers to plan, personalize, optimize and customize communications with customers throughout the marketing, sales, and service lifecycle; platform as a service (PaaS) featuring computer software platforms for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions; platform as a service (PaaS) featuring computer software platforms for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions in the field of marketing, sales and service; platform as a service (PaaS) featuring computer software platforms for enabling marketers to plan, personalize, optimize, monitor, analyze and measure customer interactions across channels and devices; platform as a service (PaaS) featuring computer software platforms for enabling marketers to plan, personalize, optimize, monitor, analyze and measure customer interactions across social media, customer relationship management (CRM) systems, point-of-sale systems, web analytics, web posts, email and mobile devices; optimization of online websites for third parties for marketing purposes; consulting services in the field of providing online, non-downloadable software and applications; providing temporary use of on-line non-downloadable software; online hosted computer services, namely, designing, developing, customizing, and maintaining computer software applications for others, and consulting services related thereto; technical research; information technology consulting services; installation of computer software; computer system design and analysis; data conversion of computer programs and data; maintenance of computer software; monitoring of computer systems by remote access; rental of computer software and web servers; design and development of computer software; computer software consultancy; computer system design and analysis including for posting images, links, videos, text and other brand con-

	tent, for retrieving, sorting, filtering and moderating usergenerated content and online communications, for managing brand content on social media websites and social networks, and for analyzing, retrieving and managing the performance of brand engagement; creating and maintaining web sites for others; data conversion of computer programs and data; maintenance of computer software; providing online non-downloadable software for generating embeddable code for websites, for the purpose of creating, customizing, deploying, scheduling, tracking, analyzing and managing online content on users websites, on social media websites and other online forums, and for analyzing, monitoring and managing the performance of brand engagement of others; providing online non-downloadable software for creating and deploying customized interactive content on social profiles
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Attachments	85046219#TMSN.png( bytes ) 85273852#TMSN.png( bytes ) 85217360#TMSN.png( bytes ) 77242437#TMSN.png( bytes ) 85189612#TMSN.png( bytes ) 77934681#TMSN.png( bytes ) 77698786#TMSN.png( bytes ) 77698819#TMSN.png( bytes ) 85146763#TMSN.png( bytes ) 78509506#TMSN.png( bytes ) 77804904#TMSN.png( bytes ) 77804901#TMSN.png( bytes ) 85208281#TMSN.png( bytes ) 78713222#TMSN.png( bytes ) 78713221#TMSN.png( bytes ) 78713215#TMSN.png( bytes ) 75836332#TMSN.png( bytes ) 76575119#TMSN.png( bytes ) 85208296#TMSN.png( bytes ) 85273844#TMSN.png( bytes ) 85217946#TMSN.png( bytes ) 85217989#TMSN.png( bytes ) 85236914#TMSN.png( bytes ) 77547499#TMSN.png( bytes ) 85261223#TMSN.png( bytes ) 85273837#TMSN.png( bytes ) 85183461#TMSN.png( bytes ) 85183487#TMSN.png( bytes ) 85183493#TMSN.png( bytes ) 85140258#TMSN.png( bytes ) 85140341#TMSN.png( bytes ) 85563020#TMSN.png( bytes ) 85166166#TMSN.png( bytes ) 86095320#TMSN.png( bytes ) 86639838#TMSN.png( bytes ) 86639842#TMSN.png( bytes ) 86639846#TMSN.png( bytes ) 86639847#TMSN.png( bytes ) 86641780#TMSN.png( bytes ) 86639849#TMSN.png( bytes ) 86454067#TMSN.png( bytes ) 86454072#TMSN.png( bytes ) 86454069#TMSN.png( bytes ) 86454073#TMSN.png( bytes ) 86454074#TMSN.png( bytes )
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### **Certificate of Service**

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Emily Poole/
Name	Emily Poole
Date	08/24/2015

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the re matter of Trademark Application

Applicant: LumIO Labs, Inc.  
Serial No.: 86232507  
Filed: March 26, 2014  
Mark: IOFORCE  
Publication Date: February 24, 2015

SALESFORCE.COM, INC.,

Opposer,

v.

LUMIO LABS, INC.,

Applicant.

Opposition No.

**NOTICE OF OPPOSITION**

Salesforce.com, inc., a corporation duly organized and existing under the laws of Delaware, with a business address of The Landmark @ One Market, Suite 300, San Francisco, California 94105 (“Salesforce”), believes that it will be damaged by registration of the mark IOFORCE set forth in Application Serial No. 86232507, published in the *Official Gazette* on February 24, 2015, and hereby opposes the same.

As grounds for this Opposition, Salesforce alleges on knowledge as to itself, and otherwise upon information and belief, as follows:

1. Salesforce was founded in 1999 based on an innovative business model, which focused on offering enterprise business applications by way of a global computer network rather than through traditional software packages.

2. In order to implement its innovative business model, Salesforce launched its

www.salesforce.com website in late 1999, through which it has offered and continues to offer its comprehensive online business software applications and related services.

3. Salesforce's current and former customers span numerous industries and include multinational corporations and industry leaders, such as The Hershey Company, Coca-Cola Enterprises, Virgin America, Wells Fargo Bank, American Red Cross, Philips, Canon, Sysco, Plantronics, Pandora, Procter & Gamble, Nikon Instruments, Schwab, Dunkin' Brands, Facebook, Ford Motor Company, GE, L'Oreal USA, Yamaha Corporation of America, Delta Air Lines, Kimberly-Clark, Kiva, LivingSocial, and Herman Miller.

4. Salesforce's past and present partners also consist of internationally renowned industry leaders, including VMware, BMC Software, Facebook, Cisco, Accenture, Fujitsu, Hitachi, and Deloitte, who provide products and services that complement those offered by Salesforce.

5. Salesforce is consistently recognized as a leading innovator and has garnered numerous awards throughout the years, including Forbes' World's Most Innovative Company (2011, 2012, 2013, 2014); Fortune's 100 Best Companies to Work For (2012, 2013, 2014); the 2012 CRM Market Awards for Best Enterprise Suite CRM, Best Midmarket Suite CRM, Sales Force Automation; and the 2012 Stevie Awards for Best New Marketing Solution.

6. Over the years, Salesforce has continued to develop innovative enterprise software and software solutions, resulting in exponential growth and revenues. For Salesforce's fiscal year ending January 31, 2015, Salesforce earned more than \$5 billion in revenue.

7. Salesforce has adopted a family of marks featuring the suffix "force" (the "FORCE Family of Marks"). These marks, which are used in connection with Salesforce's highly successful enterprising software and software solutions, have developed exceedingly valuable goodwill and consumer recognition.

8. The marks that make up the FORCE Family of Marks are composed and used in such a way that the relevant consuming public associates not only the individual FORCE-formative marks with Salesforce, but also associates the common characteristic of the family, the suffix “force,” with Salesforce.

9. Salesforce’s established FORCE Family of Marks is evidenced by a number of federal registrations belonging to Salesforce:

Mark	Reg. No.	Int’l Class	First Use in Commerce	Filing Date
FORCE	4,008,308	35, 42	September, 2003	May 24, 2010
FORCE (Stylized) 	4,252,339	9, 42	February 1, 2003	March 22, 2011
FORCE.COM	4,350,571	9, 35, 42, 45	February 1, 2003	January 13, 2011
FORCE.COM	3,592,166	42	September 17, 2007	July 30, 2007
SFORCE	3,330,398	42	September, 2003	June 11, 2003
ISVFORCE	4,151,009	35, 42, 45	December 8, 2010	December 2, 2010
APPFORCE	4,191,057	41	May 24, 2006	February 12, 2010
CLOUDFORCE	3,795,483	41	December 8, 2008	March 25, 2009
CLOUDFORCE (Stylized) 	3,798,299	41	December 8, 2008	March 25, 2009
DEVELOPERFORCE	4,058,647	41, 42	January 17, 2008	October 6, 2010
DREAMFORCE	3,035,403	41	July, 2003	November 1, 2004
FINANCIALFORCE	3,836,879	42	September 30,	August 14, 2009

			2009	
FINANCIALFORCE.COM	3,836,878	42	September 30, 2009	August 14, 2009
SALESFORCE	4,126,473	45	November 18, 2009	December 30, 2010
SALESFORCE	3,164,978	42	March 9, 2005	September 14, 2005
SALESFORCE	3,141,697	35	March 9, 2005	September 14, 2005
SALESFORCE	3,138,749	9	March 9, 2005	September 14, 2005
SALESFORCE.COM	2,684,824	42	September 27, 1999	October 29, 1999
SALESFORCE.COM	2,964,712	35, 42	September 27, 1999	February 10, 2004
SALESFORCE.COM	4,126,474	45	November 18, 2009	December 30, 2010
SALESFORCE.COM (Stylized) 	4,270,533	9, 35, 41, 42	February 1, 2003	March 22, 2011
SALESFORCE FOUNDATION	4,095,516	35, 36	March 9, 2005	January 14, 2011
SALESFORCE FOUNDATION & Design 	4,095,517	35, 36	November 3, 2008	January 14, 2011
SALESFORCE.COM FOUNDATION	4,095,557	35, 36	September 27, 1999	February 08, 2011
SALESFORCE IDEAS	3,594,599	42	October 1, 2007	August 14, 2008
SALESFORCE MVP	4,645,417	9, 35, 41, 42, 45	November 4, 2010	March 8, 2011

SALESFORCE SOFTWARE & Design  	4,409,327	9, 35, 41, 42, 45	November 3, 2008	March 22, 2011
SCHOOLFORCE	4,011,522	9	November 15, 2010	November 23, 2010
SCHOOLFORCE	4,084,951	35	January 5, 2011	November 23, 2010
SCHOOLFORCE	4,092,123	42	January 5, 2011	November 23, 2010
SITEFORCE	4,139,832	42	December 8, 2010	September 28, 2010
SURVEY FORCE	4,396,535	42	August 30, 2010	September 28, 2010
TRIALFORCE	4,430,830	35, 42	February 17, 2009	March 7, 2012
VISUALFORCE	3,966,372	42	September 17, 2007	November 1, 2010

True and correct copies of the registration records are attached hereto as Exhibit A.

10. Each of the registrations listed above is in all respects valid and subsisting and is presumptive evidence of Salesforce's ownership and exclusive right to use the registered marks in commerce in association with the goods and services recited therein.

11. Salesforce's FORCE Family of Marks also includes numerous marks contained in pending applications. As reflected in the records of the U.S. Patent and Trademark Office, Salesforce owns the following:

Mark	Serial No.	Int'l Class	Filing Date
INFORCE	86/095320	35, 41, 42	October 18, 2013
SALESFORCE	86/639838	9	May 22, 2015

SALESFORCE	86/639842	35	May 22, 2015
SALESFORCE	86/639846	38	May 22, 2015
SALESFORCE	86/639847	41	May 22, 2015
SALESFORCE	86/641780	42	May 26, 2015
SALESFORCE	86/639849	45	May 22, 2015
SALESFORCE & Design 	86/454067	9	November 13, 2014
SALESFORCE & Design 	86/454072	38	November 13, 2014
SALESFORCE & Design 	86/454069	35	November 13, 2014
SALESFORCE & Design 	86/454073	41	November 13, 2014
SALESFORCE & Design 	86/454074	42	November 13, 2014
SALESFORCE & Design	86/454075	45	November 13, 2014

			
SALESFORCE1	86/266637	9, 35, 41, 42, 45	April 29, 2014
SALESFORCE1 (Stylized) 	86/266639	9, 42	April 29, 2014
SALESFORCE1 LIGHTNING	86/423963	9, 35, 41, 42, 45	October 14, 2014
SALESFORCE	86/420019	16, 25, 36	October 9, 2014
SALESFORCE IDENTITY	86/132692	9	December 2, 2013
SALESFORCE IDENTITY	86/132704	35	December 2, 2013
SALESFORCE IDENTITY	86/132707	42	December 2, 2013
SALESFORCE MARKETING CLOUD & Design 	85/766581	9, 41, 45	October 30, 2012
SALESFORCE MARKETING CLOUD & Design 	85/766582	35	October 30, 2012
SALESFORCE MARKETING CLOUD & Design 	85/766583	42	October 30, 2012
SALESFORCE PARDOT & Design	86/391400	9, 35, 42, 45	September 10, 2014

			
SALESFORCE WAVE	86/423962	9, 35, 41, 42, 45	October 14, 2014
SALESFORCE TOWER	86/420021	16, 25, 36	October 9, 2014
ASSETFORCE	85/563399	9, 35, 42	March 7, 2012

12. As a result of Salesforce’s extensive marketing and promotion, coupled with the overwhelming commercial success of its products and services, which are widely offered throughout the United States and internationally, Salesforce’s FORCE Family of Marks has become famous and well known.

13. On information and belief, Applicant LumIO Labs, Inc. is a corporation organized under the laws of Taiwan (the “Applicant”).

14. On November 19, 2013, Applicant filed an application for the mark IOFORCE based on an intent to use (the “Application”), which was published in the *Official Gazette* on February 24, 2015, with the following recitation of goods:

**International Class 9:** Electronic receivers and transmitters for capturing electronic health and fitness data; computer hardware and software for monitoring a person's body, organ, and tissue motion, vital signs, distance covered on foot, calories expended, blood sugar, body fat, sleep patterns and similar health indicators; accelerometers; electronic memories; computer hardware and software for creating, enhancing, modifying, transmitting, receiving, exchanging, storing and synchronizing data, information, messages, audio and video data and files, multimedia files, electronic photographs, photographic and graphic files and images; navigation and GPS hardware in the nature of GPS receivers and software for tracking health and fitness data; computer software for connecting to and exchanging information over local area, wide area, enterprise and global communications networks; computer software for transmitting and receiving data, information, audio and video files and messages between computers and personal electronic devices, such as cellular telephones, personal digital assistants and handheld computers; computer hardware and software for use in life-sciences, health and fitness and biotech applications; computer hardware for use in wireless and cellular applications; computer hardware and software for storing and transmitting health and personal information; computer hardware and software for monitoring and transmitting health and fitness data incorporated into wearable items such as clothing, eyewear, helmets, jewelry and/or accessories; computer software for use in medical, health and fitness applications, namely, for monitoring a person's body, organ, and tissue motion, vital signs, distance

covered on foot, and similar health indicators; computer software for use in wireless and cellular applications for monitoring a person's body, organ, and tissue motion, vital signs, distance covered on foot, and similar health indicators; headsets for use with computers; computer game software; computer game programs; pedometers, computer software for use in wireless and cellular applications, namely, electronic game software and software for wireless content delivery; computer software for use in reading movement data from inertial sensors and translating it into usable movement information that initiates certain actions on personal devices, such as cellular phones and mp3 players; computer software for use in operating and controlling personal electronic devices, such as cellular phones, personal digital assistants, and MP3 players

**International Class 10:** Blood pressure monitors, heart monitors, pulse rate monitors, oxygen monitors, respiration monitors, health monitoring device in the nature of sleep monitors, body fat monitors and temperature monitors in the nature of a thermometer; medical and biomedical apparatus, namely, physiological measurement apparatus for measuring body, organ and tissue movement, the foregoing for use in medical diagnosis, prevention of health risks and physical rehabilitation; medical electronic devices, namely, electronic motion measurement devices for the analysis of motion, the measurement of day or night activity and the detection of falls.

Salesforce opposes registration of the IOFORCE mark for all of the listed goods in the Application.

15. Salesforce garnered significant goodwill in its FORCE Family of Marks before Applicant's filing date and well before any date of first use upon which Applicant can rely.

16. On information and belief, Applicant's adoption and use of the IOFORCE mark is with the intent to derive benefit from the value and reputation of Salesforce's FORCE Family of Marks.

17. Applicant's IOFORCE mark so resembles Salesforce's previously adopted FORCE Family of Marks as to be likely to cause confusion, mistake, and/or deception as to the source or origin of Applicant's goods and services, which will result in irreparable damage to Salesforce's reputation and the substantial goodwill embodied by its FORCE Family of Marks.

18. On information and belief, Applicant's and Salesforce's goods and services will be, or are being, offered in the United States to the same class of customers through the same or similar channels of trade; and the goods and services Applicant intends to offer, or may currently

be offering, in connection with the IOFORCE mark are so closely related, as well as being within Salesforce's natural scope of expansion, to those Salesforce offers in connection with its FORCE Family of Marks that the public is likely to be confused, be deceived, or to incorrectly assume that Applicant's goods and services are offered, sponsored, or approved by Salesforce, or that Applicant is some way affiliated with Salesforce, all to Salesforce's irreparable harm.

19. On information and belief, if Applicant is granted the registration herein opposed, it would thereby obtain at least *prima facie* exclusive right to use IOFORCE for goods identical and/or closely related to goods and services offered by Salesforce in connection with its FORCE Family of Marks. Specifically, such registration would support and assist Applicant in the confusing and misleading use of Applicant's mark and give color of exclusive statutory rights to Applicant in violation and derogation of the prior and superior rights of Salesforce. The Application should therefore be denied in accordance with Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

20. Additionally, on information and belief, Applicant's mark is a false designation of origin, which is likely to cause confusion, or to cause mistake, or to deceive as to the affiliation, connection, or association of Applicant with Salesforce and as to the origin, sponsorship, or approval of Applicant's goods and services by Salesforce. Applicant's use of the IOFORCE mark will result in a misrepresentation of the nature, characteristics, or qualities of Applicant's business and related goods and services in violation of Section 43(a) of the Lanham Act, 15 U.S.C. § 1125(a)(1), all to Salesforce's irreparable harm.

21. Further, Salesforce's FORCE Family of Marks is famous and distinctive and such fame and distinction was achieved long prior to any filing date or date of first use upon which Applicant can rely. Applicant's use of a very similar mark is likely to cause, and will cause,

dilution of the distinctive quality of Salesforce's FORCE Family of Marks by blurring and tarnishment within the meaning of Section 43(c) of the Lanham Act, 15 U.S.C. § 1125(c).

WHEREFORE, Salesforce prays that this opposition be sustained in its favor and that registration of the IOFORCE mark shown and specified in Application Serial No. 86232507 be refused in accordance with the provisions of the Lanham Act.

Respectfully submitted,

OWEN, WICKERSHAM & ERICKSON, P.C.

Dated: August 24, 2015

By: Emily Poole  
John C. Baum  
Emily Poole

Attorneys for Opposer,  
SALESFORCE.COM, INC.

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San Francisco, CA 94105  
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Fax: (415) 882-3232

E-mail: jcbaum@owe.com  
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**CERTIFICATE OF SERVICE**

I hereby certify that a true and complete copy of the foregoing

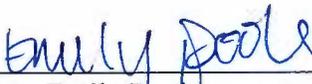
**NOTICE OF OPPOSITION**

has been served on Applicant and counsel for Applicant via first class U.S. mail, postage prepaid, to the following addresses:

LumIO Labs, Inc.  
12F, 221, Sec. 4  
Zhongxiao E. Rd.  
Da'an Dist., Taipei 10692  
TAIWAN

Vic Y. Lin  
INNOVATION CAPITAL LAW GROUP, LLP  
19800 MacArthur Blvd. Ste. 270  
Irvine, CA 92612-2476

Dated: August 24, 2015

  
\_\_\_\_\_  
Emily Poole

# EXHIBIT A

United States of America  
United States Patent and Trademark Office

# FORCE

Reg. No. 4,008,308  
Registered Aug. 9, 2011  
Int. Cls.: 35 and 42

SERVICE MARK  
PRINCIPAL REGISTER

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK @ ONE MARKET ST., STE. 300  
SAN FRANCISCO, CA 94105

FOR: BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES, SALES SUPPORT MANAGEMENT SERVICES, BUSINESS INTELLIGENCE SERVICES, PERFORMANCE MANAGEMENT SERVICES, AND SOCIAL NETWORKING SERVICES FOR BUSINESSES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, MARKETING AUTOMATION, BUSINESS INTELLIGENCE, PERFORMANCE MANAGEMENT, AND SOCIAL NETWORKING FOR BUSINESSES; OPERATING ON-LINE MARKETPLACES FOR BUYING AND SELLING, SHARING, AND OFFERING FOR FREE COMPUTER SOFTWARE, ON-DEMAND APPLICATIONS, AND RELATED DEVELOPMENT TOOLS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 9-0-2003; IN COMMERCE 9-0-2003.

FOR: PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE AND REPORT DATA IN THE FIELDS OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT, AND EMPLOYEE EFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND BUSINESS SERVICES FIELDS; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE APPLICATION DEVELOPMENT TOOLS; ONLINE HOSTED COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED THERETO, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 9-0-2003; IN COMMERCE 9-0-2003.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,330,398 AND 3,592,166.

SER. NO. 85-046,219, FILED 5-24-2010.



*David J. Kappas*

Director of the United States Patent and Trademark Office

**Reg. No. 4,008,308** GRETTA YAO, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

# United States of America

United States Patent and Trademark Office

# force

**Reg. No. 4,252,339**

**Registered Dec. 4, 2012**

**Int. Cls.: 9 and 42**

**TRADEMARK**

**SERVICE MARK**

**PRINCIPAL REGISTER**

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK @ ONE MARKET ST., SUITE 300  
SAN FRANCISCO, CA 94105

FOR: DOWNLOADABLE COMPUTER SOFTWARE FOR USE IN DEVELOPING AND CUSTOMIZING COMPUTER SOFTWARE APPLICATIONS AND COMPUTER SOFTWARE APPLICATION USER INTERFACES; COMPUTER SOFTWARE FOR STORING, MANAGING, TRACKING, ANALYZING, AND REPORTING DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT, AND EMPLOYEE EFFICIENCY; COMPUTER SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING, AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 2-1-2003; IN COMMERCE 2-1-2003.

FOR: PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE, AND REPORT DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES; COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED THERETO; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE APPLICATION DEVELOPMENT TOOLS AND PROGRAMMING LANGUAGE FOR USE IN DEVELOPING, ANALYZING, CODING, CHECKING, AND CONTROLLING OTHER COMPUTER SOFTWARE; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE THAT IMPLEMENTS A PROCEDURAL AND OBJECT-ORIENTED PROGRAMMING LANGUAGE; ONLINE HOSTED COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, CUSTOMIZING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS, AND CONSULTING SERVICES RELATED TO ALL OF THE FOREGOING, IN CLASS 42 (U.S. CLS. 100 AND 101).



*David J. Kappas*

Director of the United States Patent and Trademark Office

**Reg. No. 4,252,339** FIRST USE 2-1-2003; IN COMMERCE 2-1-2003.

OWNER OF U.S. REG. NOS. 3,330,398 AND 3,592,166.

THE MARK CONSISTS OF THE STYLIZED WORD "FORCE".

SER. NO. 85-273,852, FILED 3-22-2011.

LAURIE MAYES, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

*First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

*Second Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\*  
See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America  
United States Patent and Trademark Office

# FORCE.COM

Reg. No. 4,350,571

Registered June 11, 2013

Int. Cls.: 9, 35, 42, and 45

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK @ ONE MARKET ST., SUITE 300  
SAN FRANCISCO, CA 94105

FOR: DOWNLOADABLE COMPUTER SOFTWARE FOR USE IN DEVELOPING AND CUSTOMIZING COMPUTER SOFTWARE APPLICATIONS AND COMPUTER SOFTWARE APPLICATION USER INTERFACES; COMPUTER SOFTWARE FOR STORING, MANAGING, TRACKING, ANALYZING, AND REPORTING DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT, AND EMPLOYEE EFFICIENCY; COMPUTER SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING, AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 2-1-2003; IN COMMERCE 2-1-2003.

FOR: BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING INFORMATION, DATA ASSET, AND IDENTITY MANAGEMENT SERVICES; COMPILATION AND MANAGEMENT OF COMPUTERIZED DATABASES AND CONSULTING SERVICES RELATED THERETO; BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENT SERVICES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING A WEBSITE FEATURING INFORMATION IN THE FIELDS OF ADVERTISING, MARKETING AND BUSINESS MANAGEMENT AND CONSULTING SERVICES RELATED THERETO; OPERATING ONLINE MARKETPLACES FOR BUYING AND SELLING, SHARING, AND OFFERING FOR FREE COMPUTER SOFTWARE AND ON-DEMAND APPLICATIONS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 2-1-2003; IN COMMERCE 2-1-2003.

FOR: PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE, AND REPORT DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING, AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).



*Steven S. Kline*  
Acting Director of the United States Patent and Trademark Office

**Reg. No. 4,350,571** NICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES; COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED THERETO; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE APPLICATION DEVELOPMENT TOOLS AND PROGRAMMING LANGUAGE FOR USE IN DEVELOPING, ANALYZING, CODING, CHECKING, AND CONTROLLING OTHER COMPUTER SOFTWARE; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE THAT IMPLEMENTS A PROCEDURAL AND OBJECT-ORIENTED PROGRAMMING LANGUAGE; ONLINE HOSTED COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, CUSTOMIZING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED THERETO, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 2-1-2003; IN COMMERCE 2-1-2003.

FOR: ON-LINE SOCIAL NETWORKING SERVICES, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 2-1-2003; IN COMMERCE 2-1-2003.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 3,592,166.

SN 85-217,360, FILED 1-13-2011.

CHRISIE B. KING, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\*  
See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

**United States Patent and Trademark Office**

Reg. No. 3,592,166

Registered Mar. 17, 2009

**SERVICE MARK  
PRINCIPAL REGISTER**

**FORCE.COM**

SALESFORCE.COM, INC. (DELAWARE CORPORATION)

THE LANDMARK@ONE MARKET STREET, STE 300

SAN FRANCISCO, CA 94105

FOR: PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE APPLICATION DEVELOPMENT TOOLS; ONLINE HOSTED COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR

OTHERS AND CONSULTING SERVICES RELATED THERETO, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 9-17-2007; IN COMMERCE 9-17-2007.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-242,437, FILED 7-30-2007.

MARY BOAGNI, EXAMINING ATTORNEY

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 3,330,398

Registered Nov. 6, 2007

**SERVICE MARK  
PRINCIPAL REGISTER**

**SFORCE**

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK@ONE MARKET STREET  
SUITE 300  
SAN FRANCISCO, CA 94105

FOR: APPLICATION SERVICE PROVIDER (ASP),  
NAMELY, HOSTING COMPUTER SOFTWARE AP-  
PLICATIONS AND INTERNAL COMPANY COM-  
PUTER NETWORKS OF OTHERS; HOSTING THE  
WEB SITES OF OTHERS ON A COMPUTER SERVER  
FOR A GLOBAL COMPUTER NETWORK EXCLUD-  
ING ONLINE VIDEO GAMES AND VIDEO GAME  
SOFTWARE; COMPUTER SERVICES, NAMELY,  
DESIGNING, DEVELOPING AND MAINTAINING

COMPUTER SOFTWARE FOR OTHERS AND CON-  
SULTING SERVICES RELATED THERETO; TECH-  
NICAL SUPPORT SERVICES, NAMELY,  
TROUBLESHOOTING OF COMPUTER SOFTWARE  
PROBLEMS EXCLUDING ONLINE VIDEO GAMES  
AND VIDEO GAME SOFTWARE, IN CLASS 42 (U.S.  
CLS. 100 AND 101).

FIRST USE 9-0-2003; IN COMMERCE 9-0-2003.

SN 78-261,113, FILED 6-11-2003.

JACQUELINE A. LAVINE, EXAMINING ATTOR-  
NEY

United States of America  
United States Patent and Trademark Office

# ISVFORCE

**Reg. No. 4,151,009**

**Registered May 29, 2012**

**Int. Cls.: 35, 42, and 45**

**SERVICE MARK**

**PRINCIPAL REGISTER**

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK @ ONE MARKET ST., STE. 300  
SAN FRANCISCO, CA 94105

FOR: BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING INFORMATION, DATA ASSET, AND IDENTITY MANAGEMENT SERVICES; COMPILATION AND MANAGEMENT OF COMPUTERIZED DATABASES AND CONSULTING SERVICES RELATED THERETO; BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENT SERVICES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING A WEBSITE FEATURING INFORMATION IN THE FIELDS OF ADVERTISING, MARKETING AND BUSINESS MANAGEMENT AND CONSULTING SERVICES RELATED THERETO; OPERATING ONLINE MARKETPLACES FOR BUYING AND SELLING, SHARING, AND OFFERING FOR FREE COMPUTER SOFTWARE AND ON-DEMAND APPLICATIONS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 12-8-2010; IN COMMERCE 12-8-2010.

FOR: PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE, AND REPORT DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES; COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED THERETO; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE APPLICATION DEVELOPMENT TOOLS AND PROGRAMMING LANGUAGE FOR USE IN DEVELOPING, ANALYZING, CODING, CHECKING, AND CONTROLLING OTHER COMPUTER SOFTWARE; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE THAT IMPLEMENTS A PROCEDURAL AND OBJECT-ORIENTED PROGRAMMING LANGUAGE; ONLINE HOSTED COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, CUSTOMIZING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS



*David J. Kappas*

Director of the United States Patent and Trademark Office

**Reg. No. 4,151,009** AND CONSULTING SERVICES RELATED THERETO, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 12-8-2010; IN COMMERCE 12-8-2010.

FOR: ON-LINE SOCIAL NETWORKING SERVICES, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 12-8-2010; IN COMMERCE 12-8-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 3,592,166.

SN 85-189,612, FILED 12-2-2010.

CHRISIE B. KING, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

**United States of America**  
United States Patent and Trademark Office

# APPFORCE

**Reg. No. 4,191,057**

**Registered Aug. 14, 2012**

**Int. Cl.: 41**

**SERVICE MARK**

**PRINCIPAL REGISTER**

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK @ ONE MARKET STREET  
THE LANDMARK @ ONE MARKET ST., SUITE 300  
SAN FRANCISCO, CA 94105

FOR: EDUCATIONAL SERVICES, NAMELY, CONDUCTING SEMINARS, CONFERENCES, WORKSHOPS, AND COMPUTER APPLICATION TRAINING IN THE FIELDS OF SOFTWARE APPLICATION DEVELOPMENT, ON-LINE MARKETPLACES FOR COMPUTER SOFTWARE AND ON-DEMAND SOFTWARE APPLICATIONS, BUSINESS PROJECT MANAGEMENT, BUSINESS KNOWLEDGE, INFORMATION AND ASSET MANAGEMENT, CUSTOMER RELATIONSHIP MANAGEMENT, SALES, MARKETING, E-COMMERCE, ELECTRONIC MESSAGING, AND WEB SITE DEVELOPMENT, AND DISTRIBUTING COURSE MATERIALS IN CONNECTION THEREWITH, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 5-24-2006; IN COMMERCE 5-24-2006.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,363,318, 3,592,166, AND OTHERS.

SN 77-934,681, FILED 2-12-2010.

REBECCA POVARCHUK, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\*  
See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

# United States of America

United States Patent and Trademark Office

## CLOUDFORCE

**Reg. No. 3,795,483**

**Registered June 1, 2010**

**Int. Cl.: 41**

**SERVICE MARK**

**PRINCIPAL REGISTER**

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK @ ONE MARKET ST., STE 300  
SAN FRANCISCO, CA 94105

FOR: EDUCATIONAL SERVICES, NAMELY, CONDUCTING SEMINARS, CONFERENCES, WORKSHOPS, AND COMPUTER APPLICATION TRAINING IN THE FIELDS OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY, AND DISTRIBUTING COURSE MATERIALS IN CONNECTION THEREWITH, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 12-8-2008; IN COMMERCE 12-8-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-698,786, FILED 3-25-2009.

GISELLE AGOSTO, EXAMINING ATTORNEY



*David J. Kybas*

Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

## cloudforce

**Reg. No. 3,798,299**

**Registered June 8, 2010**

**Int. Cl.: 41**

**SERVICE MARK**

**PRINCIPAL REGISTER**

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK @ ONE MARKET ST., STE 300  
SAN FRANCISCO, CA 94105

FOR: EDUCATIONAL SERVICES, NAMELY, CONDUCTING SEMINARS, CONFERENCES, WORKSHOPS, AND COMPUTER APPLICATION TRAINING IN THE FIELDS OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY, AND DISTRIBUTING COURSE MATERIALS IN CONNECTION THEREWITH, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 12-8-2008; IN COMMERCE 12-8-2008.

THE MARK CONSISTS OF THE WORD "CLOUDFORCE" IN STYLIZED LETTERS.

SER. NO. 77-698,819, FILED 3-25-2009.

GISELLE AGOSTO, EXAMINING ATTORNEY



*David S. Kayes*

Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

## DEVELOPERFORCE

Reg. No. 4,058,647

Registered Nov. 22, 2011

Int. Cls.: 41 and 42

SERVICE MARK

PRINCIPAL REGISTER

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK @ ONE MARKET ST., SUITE 300  
SAN FRANCISCO, CA 94105

FOR: EDUCATIONAL SERVICES, NAMELY, PROVIDING ON-LINE SEMINARS IN THE FIELD OF SOFTWARE APPLICATION DEVELOPMENT AND COMMERCE; PROVIDING ON-LINE PUBLICATIONS, NAMELY, TECHNICAL NOTES IN THE FIELD OF SOFTWARE APPLICATION DEVELOPMENT AND COMMERCE; ON-LINE JOURNALS, NAMELY, BLOGS IN THE FIELD OF SOFTWARE APPLICATION DEVELOPMENT AND COMMERCE, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 1-17-2008; IN COMMERCE 1-17-2008.

FOR: PROVIDING TEMPORARY USE OF NON-DOWNLOADABLE COMPUTER SOFTWARE APPLICATION DEVELOPMENT TOOLS FOR THE DEVELOPMENT AND OPERATION OF SOFTWARE APPLICATIONS BY OTHERS; DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED THERETO; PROVIDING A WEBSITE WITH GENERAL INFORMATION OF INTEREST TO THE FIELDS OF COMPUTER SOFTWARE APPLICATION DEVELOPMENT AND COMPUTER SYSTEM ARCHITECTURES; COMPUTER SERVICES, NAMELY, CREATING ONLINE COMMUNITIES THAT ALLOW PARTICIPANTS TO SHARE INFORMATION VIA A GLOBAL COMPUTER NETWORK IN THE FIELD OF COMPUTER SOFTWARE APPLICATION DEVELOPMENT AND COMPUTER SYSTEM ARCHITECTURES, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 1-17-2008; IN COMMERCE 1-17-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 85-146,763, FILED 10-6-2010.

ESTHER A. BORSUK, EXAMINING ATTORNEY



*David J. Kybas*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

*First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

*Second Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

Reg. No. 3,035,403

**United States Patent and Trademark Office**

Registered Dec. 27, 2005

**SERVICE MARK  
PRINCIPAL REGISTER**

**DREAMFORCE**

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK @ ONE MARKET STREET  
SUITE 300  
SAN FRANCISCO, CA 94105

FOR: EDUCATIONAL SERVICES, NAMELY, CONDUCTING SEMINARS, CONFERENCES, WORKSHOPS, AND COMPUTER APPLICATION TRAINING IN THE FIELDS OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY, AND DISTRIBUTING COURSE MA-

TERIALS IN CONNECTION THEREWITH, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 7-0-2003; IN COMMERCE 7-0-2003.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 78-509,506, FILED 11-1-2004.

KATHY DE JONGE, EXAMINING ATTORNEY

# United States of America

United States Patent and Trademark Office

## FINANCIALFORCE

**Reg. No. 3,836,879**

**Registered Aug. 24, 2010**

**Int. Cl.: 42**

**SERVICE MARK**

**PRINCIPAL REGISTER**

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK @ ONE MARKET ST.  
SUITE 300  
SAN FRANCISCO, CA 94105

FOR: PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE IN THE FIELDS OF ACCOUNTING AND BILLING; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE, AND REPORT DATA IN THE FIELDS OF ACCOUNTING, ACCOUNTING MANAGEMENT AND BUSINESS MANAGEMENT; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE FOR THE ELECTRONIC INTERFACE BETWEEN THIRD PARTY SOFTWARE APPLICATIONS THAT ENABLES THE EXCHANGE OF DATA; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE THAT ALLOWS CUSTOMERS TO SECURELY ACCESS THEIR ACCOUNTS TO OBTAIN PROPRIETARY ACCOUNTING AND BUSINESS INTELLIGENCE DATA; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE FIELDS OF ACCOUNTING MANAGEMENT AND BUSINESS MANAGEMENT, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES; COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED THERETO, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 9-30-2009; IN COMMERCE 9-30-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-804,904, FILED 8-14-2009.

DORITT L. CARROLL, EXAMINING ATTORNEY



*David J. Kybas*

Director of the United States Patent and Trademark Office

# United States of America

United States Patent and Trademark Office

FINANCIALFORCE.COM

Reg. No. 3,836,878

Registered Aug. 24, 2010

Int. Cl.: 42

SERVICE MARK

PRINCIPAL REGISTER

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK @ ONE MARKET ST., STE. 300  
SAN FRANCISCO, CA 94105

FOR: PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE IN THE FIELDS OF ACCOUNTING AND BILLING; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE, AND REPORT DATA IN THE FIELDS OF ACCOUNTING, ACCOUNTING MANAGEMENT AND BUSINESS MANAGEMENT; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE FOR THE ELECTRONIC INTERFACE BETWEEN THIRD PARTY SOFTWARE APPLICATIONS THAT ENABLES THE EXCHANGE OF DATA; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE THAT ALLOWS CUSTOMERS TO SECURELY ACCESS THEIR ACCOUNTS TO OBTAIN PROPRIETARY ACCOUNTING AND BUSINESS INTELLIGENCE DATA; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE FIELDS OF ACCOUNTING MANAGEMENT AND BUSINESS MANAGEMENT, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES; COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED THERETO, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 9-30-2009; IN COMMERCE 9-30-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-804,901, FILED 8-14-2009.

DORITT L. CARROLL, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office

**United States of America**  
United States Patent and Trademark Office

# SALESFORCE

**Reg. No. 4,126,473**

**Registered Apr. 10, 2012**

**Int. Cl.: 45**

**SERVICE MARK**

**PRINCIPAL REGISTER**

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK @ ONE MARKET ST., STE. 300  
SAN FRANCISCO, CA 94105

FOR: ON-LINE SOCIAL NETWORKING SERVICES, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 11-18-2009; IN COMMERCE 11-18-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-208,281, FILED 12-30-2010.

AMY KERTGATE, EXAMINING ATTORNEY



*David J. Kybas*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\*  
See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 3,164,978

Registered Oct. 31, 2006

SERVICE MARK  
PRINCIPAL REGISTER

SALESFORCE

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK @ ONE MARKET STREET  
SUITE 300  
SAN FRANCISCO, CA 94105

FOR: PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE, AND REPORT DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND BUSINESS SERVICES FIELDS, AND

FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES; COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED THERETO, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 3-9-2005; IN COMMERCE 3-9-2005.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 78-713,222, FILED 9-14-2005.

GEORGIA CARTY, EXAMINING ATTORNEY

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 3,141,697

Registered Sep. 12, 2006

SERVICE MARK  
PRINCIPAL REGISTER

SALESFORCE

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK @ ONE MARKET STREET  
SUITE 300  
SAN FRANCISCO, CA 94105

FOR: BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENT SERVICES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING A WEBSITE WITH GENERAL INFORMATION OF INTEREST TO THE FIELDS OF ADVERTISING, MARKETING AND BUSINESS SERVICES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 3-9-2005; IN COMMERCE 3-9-2005.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,684,824 AND 2,964,712.

SEC. 2(F).

SER. NO. 78-713,221, FILED 9-14-2005.

TRAVIS WHEATLEY, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

United States Patent and Trademark Office

Reg. No. 3,138,749

Registered Sep. 5, 2006

TRADEMARK  
PRINCIPAL REGISTER

SALESFORCE

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK @ ONE MARKET STREET  
SUITE 300  
SAN FRANCISCO, CA 94105

FOR: DOWNLOADABLE SOFTWARE FOR USE IN WEB SITE DEVELOPMENT; DOWNLOADABLE SOFTWARE FOR USE IN COMPUTER E-COMMERCE WHICH ALLOWS USERS TO PERFORM ELECTRONIC BUSINESS TRANSACTIONS, COMMUNICATE WITH OTHER USERS, AND ACCESS AND EXCHANGE INFORMATION VIA A GLOBAL COMPUTER NETWORK; DOWNLOADABLE COM-

PUTER SOFTWARE FOR USE IN CUSTOMIZING COMPUTER APPLICATION USER INTERFACES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 3-9-2005; IN COMMERCE 3-9-2005.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 78-713,215, FILED 9-14-2005.

GEORGIA CARTY, EXAMINING ATTORNEY

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

**United States Patent and Trademark Office**

**Reg. No. 2,684,824**

Registered Feb. 4, 2003

**SERVICE MARK  
SUPPLEMENTAL REGISTER**

**SALESFORCE.COM**

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
101 SPEAR STREET, SUITE 203  
SAN FRANCISCO, CA 94105

FOR: PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE FOR STORING, MANAGING, TRACKING AND ANALYZING DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION MANAGEMENT, CUSTOMER SUPPORT SERVICES AND EMPLOYEE EFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO CREATE STATISTICAL AND MANAGEMENT REPORTS ON MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION MANAGEMENT, CUSTOMER SUPPORT SERVICES AND EMPLOYEE EFFICIENCY; PROVIDING TEM-

PORARY USE OF ON-LINE NON-DOWNLOADABLE MULTIMEDIA COMPUTER PROGRAM FOR COMMUNICATING WITH PEER PROFESSIONALS; COMPUTER SERVICES, NAMELY, DESIGNING, IMPLEMENTING, AND MAINTAINING COMPUTER SOFTWARE FOR OTHERS; PROVIDING INTERNAL COMPANY COMPUTER NETWORKS; PROVIDING SEARCH ENGINES FOR OBTAINING A WIDE VARIETY OF DATA ON A GLOBAL COMPUTER NETWORK, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 9-27-1999; IN COMMERCE 9-27-1999.

SER. NO. 75-836,332, FILED P.R. 10-29-1999; AM. S.R. 10-30-2002.

MARLENE BELL, EXAMINING ATTORNEY

Int. Cls.: 35 and 42

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 2,964,712

Registered July 5, 2005

SERVICE MARK  
PRINCIPAL REGISTER

SALESFORCE.COM

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK @ ONE MARKET STREET  
SUITE 300  
SAN FRANCISCO, CA 94105

FOR: BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENT SERVICES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING A WEBSITE WITH GENERAL INFORMATION OF INTEREST TO THE FIELDS OF ADVERTISING, MARKETING AND BUSINESS SERVICES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 9-27-1999; IN COMMERCE 9-27-1999.

FOR: PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE AND RE-

PORT DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND BUSINESS SERVICES FIELDS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 9-27-1999; IN COMMERCE 9-27-1999.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SEC. 2(F).

SER. NO. 76-575,119, FILED 2-10-2004.

JANICE L. MCMORROW, EXAMINING ATTORNEY

**United States of America**  
United States Patent and Trademark Office

**SALESFORCE.COM**

**Reg. No. 4,126,474**

**Registered Apr. 10, 2012**

**Int. Cl.: 45**

**SERVICE MARK**

**PRINCIPAL REGISTER**

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK @ ONE MARKET ST., STE. 300  
SAN FRANCISCO, CA 94105

FOR: ON-LINE SOCIAL NETWORKING SERVICES, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 11-18-2009; IN COMMERCE 11-18-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-208,296, FILED 12-30-2010.

AMY KERTGATE, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\*  
See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

# United States of America

United States Patent and Trademark Office

# salesforce.com

**Reg. No. 4,270,533**

**Registered Jan. 8, 2013**

**Int. Cls.: 9, 35, 41 and 42**

**TRADEMARK**

**SERVICE MARK**

**PRINCIPAL REGISTER**

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK @ ONE MARKET ST., SUITE 300  
SAN FRANCISCO, CA 94105

FOR: DOWNLOADABLE COMPUTER SOFTWARE FOR USE IN DEVELOPING AND CUSTOMIZING COMPUTER SOFTWARE APPLICATIONS AND COMPUTER SOFTWARE APPLICATION USER INTERFACES; COMPUTER SOFTWARE FOR STORING, MANAGING, TRACKING, ANALYZING, AND REPORTING DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT, AND EMPLOYEE EFFICIENCY; COMPUTER SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING, AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 2-1-2003; IN COMMERCE 2-1-2003.

FOR: BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING BUSINESS INFORMATION MANAGEMENT SERVICES; COMPILATION AND MANAGEMENT OF COMPUTERIZED DATABASES AND CONSULTING SERVICES RELATED THERETO; BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENT SERVICES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING A WEBSITE FEATURING BUSINESS MANAGEMENT CONSULTING INFORMATION; OPERATING ONLINE MARKETPLACES FOR THIRD PARTIES TO BUY, SELL, SHARE, AND OFFER FOR FREE COMPUTER SOFTWARE AND ON-DEMAND APPLICATIONS TO OTHERS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 2-1-2003; IN COMMERCE 2-1-2003.

FOR: EDUCATIONAL SERVICES, NAMELY, CONDUCTING SEMINARS, CONFERENCES, WORKSHOPS, AND COMPUTER APPLICATION TRAINING IN THE FIELDS OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY, AND DISTRIBUTING COURSE MATERIALS IN CONNECTION THEREWITH, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).



*David J. Kappas*

Director of the United States Patent and Trademark Office

**Reg. No. 4,270,533** FIRST USE 2-1-2003; IN COMMERCE 2-1-2003.

FOR: PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE, AND REPORT DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES; COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED THERETO; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE APPLICATION DEVELOPMENT TOOLS AND PROGRAMMING LANGUAGE FOR USE IN DEVELOPING, ANALYZING, CODING, CHECKING, AND CONTROLLING OTHER COMPUTER SOFTWARE; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE THAT IMPLEMENTS A PROCEDURAL AND OBJECT-ORIENTED PROGRAMMING LANGUAGE; ONLINE HOSTED COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, CUSTOMIZING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS; AND CONSULTING SERVICES RELATED TO ALL OF THE FOREGOING, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 2-1-2003; IN COMMERCE 2-1-2003.

OWNER OF U.S. REG. NOS. 2,964,712, 4,126,474 AND OTHERS.

THE MARK CONSISTS OF THE STYLIZED WORD "SALESFORCE.COM".

SEC. 2(F).

SER. NO. 85-273,844, FILED 3-22-2011.

LAURIE MAYES, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

*First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

*Second Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

# United States of America

United States Patent and Trademark Office

## salesforce foundation

**Reg. No. 4,095,516**  
**Registered Feb. 7, 2012**  
**Int. Cls.: 35 and 36**

**SERVICE MARK**  
**PRINCIPAL REGISTER**

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK @ ONE MARKET STREET  
SUITE 300  
SAN FRANCISCO, CA 94105

FOR: PROMOTING CHARITABLE GIVING THAT REFLECTS THE CORE VALUES OF THE DONOR BY PROVIDING A METHOD TO IDENTIFY THE DONOR'S CORE VALUES AND TO SELECT CHARITIES THAT FOSTER THOSE VALUES; PROMOTING THE CHARITABLE SERVICES OF OTHERS, NAMELY, PROVIDING INDIVIDUALS WITH INFORMATION FOR THE PURPOSE OF MAKING DONATIONS TO CHARITIES; PROMOTIONAL SERVICES, NAMELY, PROMOTING THE CHARITIES OF OTHERS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 3-9-2005; IN COMMERCE 3-9-2005.

FOR: CHARITABLE FUNDRAISING SERVICES, NAMELY, BY PROVIDING INDIVIDUALS WITH THE INFORMATION AND OPPORTUNITY TO MAKE MONETARY DONATIONS TO THEIR FAVORITE CHARITY, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 3-9-2005; IN COMMERCE 3-9-2005.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,964,712, 3,594,599 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FOUNDATION", APART FROM THE MARK AS SHOWN.

SER. NO. 85-217,946, FILED 1-14-2011.

DAVID H. STINE, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

*First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

*Second Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.**

# United States of America

United States Patent and Trademark Office



**Reg. No. 4,095,517**  
**Registered Feb. 7, 2012**  
**Int. Cls.: 35 and 36**

**SERVICE MARK**  
**PRINCIPAL REGISTER**

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK @ ONE MARKET STREET  
SUITE 300  
SAN FRANCISCO, CA 94105

FOR: PROMOTING CHARITABLE GIVING THAT REFLECTS THE CORE VALUES OF THE DONOR BY PROVIDING A METHOD TO IDENTIFY THE DONOR'S CORE VALUES AND TO SELECT CHARITIES THAT FOSTER THOSE VALUES; PROMOTING THE CHARITABLE SERVICES OF OTHERS, NAMELY, PROVIDING INDIVIDUALS WITH INFORMATION FOR THE PURPOSE OF MAKING DONATIONS TO CHARITIES; PROMOTIONAL SERVICES, NAMELY, PROMOTING THE CHARITIES OF OTHERS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 11-3-2008; IN COMMERCE 11-3-2008.

FOR: CHARITABLE FUNDRAISING SERVICES, NAMELY, BY PROVIDING INDIVIDUALS WITH THE INFORMATION AND OPPORTUNITY TO MAKE MONETARY DONATIONS TO THEIR FAVORITE CHARITY, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 11-3-2008; IN COMMERCE 11-3-2008.

OWNER OF U.S. REG. NOS. 2,964,712, 3,594,599 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FOUNDATION", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF THE TERMS, "SALESFORCE FOUNDATION", SUPERIMPOSED ON A CLOUD SHAPE.

SER. NO. 85-217,989, FILED 1-14-2011.

DAVID H. STINE, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

*First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

*Second Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

# United States of America

United States Patent and Trademark Office

## salesforce.com foundation

**Reg. No. 4,095,557**

**Registered Feb. 7, 2012**

**Int. Cls.: 35 and 36**

**SERVICE MARK**

**PRINCIPAL REGISTER**

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK @ ONE MARKET STREET  
SUITE 300  
SAN FRANCISCO, CA 94105

FOR: PROMOTING CHARITABLE GIVING THAT REFLECTS THE CORE VALUES OF THE DONOR BY PROVIDING A METHOD TO IDENTIFY THE DONOR'S CORE VALUES AND TO SELECT CHARITIES THAT FOSTER THOSE VALUES; PROMOTING THE CHARITABLE SERVICES OF OTHERS, NAMELY, PROVIDING INDIVIDUALS WITH INFORMATION FOR THE PURPOSE OF MAKING DONATIONS TO CHARITIES; PROMOTIONAL SERVICES, NAMELY, PROMOTING THE CHARITIES OF OTHERS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 9-27-1999; IN COMMERCE 9-27-1999.

FOR: CHARITABLE FUNDRAISING SERVICES, NAMELY, BY PROVIDING INDIVIDUALS WITH THE INFORMATION AND OPPORTUNITY TO MAKE MONETARY DONATIONS TO THEIR FAVORITE CHARITY, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 9-27-1999; IN COMMERCE 9-27-1999.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,964,712, 3,594,599 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FOUNDATION", APART FROM THE MARK AS SHOWN.

SER. NO. 85-236,914, FILED 2-8-2011.

DAVID H. STINE, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

*First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

*Second Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.**

**Int. Cl.: 42**

**Prior U.S. Cls.: 100 and 101**

**United States Patent and Trademark Office**

**Reg. No. 3,594,599**

**Registered Mar. 24, 2009**

**SERVICE MARK  
PRINCIPAL REGISTER**

**SALESFORCE IDEAS**

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK@ONE MARKET STREET SUITE  
300  
SAN FRANCISCO, CA 94105

FOR: PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE FOR USE IN APPLICATION DEVELOPMENT, WEBSITE DESIGN AND DEVELOPMENT, FOR CREATING ONLINE USER COMMUNITIES TO ALLOW USERS TO POST RATINGS, REVIEWS, COMMENTS, VOTES, AND RECOMMENDATIONS REGARDING PRODUCTS, SERVICES, EVENTS AND ACTIVITIES, AND FOR STORING, MANAGING, TRACKING, ANALYZING AND REPORTING ONLINE USER

COMMUNITY, WEBSITE, AND APPLICATION USE DATA, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 10-1-2007; IN COMMERCE 10-1-2007.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,141,697, 3,330,398 AND OTHERS.

SER. NO. 77-547,499, FILED 8-14-2008.

KRISTINA MORRIS, EXAMINING ATTORNEY

# United States of America

United States Patent and Trademark Office

## Salesforce MVP

Reg. No. 4,645,417

Registered Nov. 25, 2014

Int. Cls.: 9, 35, 41, 42,  
and 45

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK @ ONE MARKET ST., STE. 300  
SAN FRANCISCO, CA 94105

FOR: DOWNLOADABLE COMPUTER SOFTWARE FOR USE IN DEVELOPING AND CUSTOMIZING COMPUTER SOFTWARE APPLICATIONS AND COMPUTER SOFTWARE APPLICATION USER INTERFACES; COMPUTER SOFTWARE FOR STORING, MANAGING, TRACKING, ANALYZING, AND REPORTING DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT, AND EMPLOYEE EFFICIENCY; COMPUTER SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING, AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 11-4-2010; IN COMMERCE 11-4-2010.

FOR: BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING BUSINESS INFORMATION MANAGEMENT SERVICES; COMPILATION AND MANAGEMENT OF COMPUTERIZED DATABASES AND CONSULTING SERVICES RELATED THERETO; BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENT SERVICES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING A WEBSITE FEATURING BUSINESS MANAGEMENT CONSULTING INFORMATION; OPERATING ONLINE MARKETPLACES FOR THIRD PARTIES TO BUY, SELL, SHARE, AND OFFER FOR FREE COMPUTER SOFTWARE AND ON-DEMAND APPLICATIONS TO OTHERS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 11-4-2010; IN COMMERCE 11-4-2010.

FOR: EDUCATIONAL SERVICES, NAMELY, CONDUCTING SEMINARS, CONFERENCES, WORKSHOPS, AND COMPUTER APPLICATION TRAINING IN THE FIELDS OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY, AND DISTRIBUTING COURSE MATERIALS IN CONNECTION THEREWITH; PROVIDING RECOGNITION AND INCENTIVES BY THE WAY OF AWARDS AND CONTESTS TO DEMONSTRATE EXCEL-



*Michelle K. Lee*

Deputy Director of the United States  
Patent and Trademark Office

**Reg. No. 4,645,417** LENCE IN THE FIELD OF SOFTWARE DEVELOPMENT, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 11-4-2010; IN COMMERCE 11-4-2010.

FOR: PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE, AND REPORT DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES; COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED THERETO; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE APPLICATION DEVELOPMENT TOOLS AND PROGRAMMING LANGUAGE FOR USE IN DEVELOPING, ANALYZING, CODING, CHECKING, AND CONTROLLING OTHER COMPUTER SOFTWARE; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE THAT IMPLEMENTS A PROCEDURAL AND OBJECT-ORIENTED PROGRAMMING LANGUAGE; ONLINE HOSTED COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, CUSTOMIZING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS; AND CONSULTING SERVICES RELATED TO ALL OF THE FOREGOING, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 11-4-2010; IN COMMERCE 11-4-2010.

FOR: ON-LINE SOCIAL NETWORKING SERVICES, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 11-4-2010; IN COMMERCE 11-4-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SEC. 2(F) AS TO "SALESFORCE".

OWNER OF U.S. REG. NOS. 3,138,749, 4,126,473, AND OTHERS.

SN 85-261,223, FILED 3-8-2011.

Laurie Mayes, Examining Attorney

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

*First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

*Second Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.**

# United States of America

United States Patent and Trademark Office



Reg. No. 4,409,327  
Registered Oct. 1, 2013  
Int. Cls.: 9, 35, 41, 42  
and 45

TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK @ ONE MARKET ST., SUITE 300  
SAN FRANCISCO, CA 94105

FOR: DOWNLOADABLE COMPUTER SOFTWARE FOR USE IN DEVELOPING AND CUSTOMIZING COMPUTER SOFTWARE APPLICATIONS AND COMPUTER SOFTWARE APPLICATION USER INTERFACES; COMPUTER SOFTWARE FOR STORING, MANAGING, TRACKING, ANALYZING, AND REPORTING DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT, AND EMPLOYEE EFFICIENCY; COMPUTER SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING, AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 11-3-2008; IN COMMERCE 11-3-2008.

FOR: BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING BUSINESS INFORMATION MANAGEMENT SERVICES; COMPILATION AND MANAGEMENT OF COMPUTERIZED DATABASES AND CONSULTING SERVICES RELATED THERETO; BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENT SERVICES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING A WEBSITE FEATURING BUSINESS MANAGEMENT CONSULTING INFORMATION; OPERATING ONLINE MARKETPLACES FOR THIRD PARTIES TO BUY, SELL, SHARE, AND OFFER FOR FREE COMPUTER SOFTWARE AND ON-DEMAND APPLICATIONS TO OTHERS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 11-3-2008; IN COMMERCE 11-3-2008.

FOR: EDUCATIONAL SERVICES, NAMELY, CONDUCTING SEMINARS, CONFERENCES, WORKSHOPS, AND COMPUTER APPLICATION TRAINING IN THE FIELDS OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY, AND DISTRIBUTING COURSE MATERIALS IN CONNECTION THEREWITH, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).



*Lena Stewart Lee*

Deputy Director of the United States Patent and Trademark Office

**Reg. No. 4,409,327** FIRST USE 11-3-2008; IN COMMERCE 11-3-2008.

FOR: PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE, AND REPORT DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES; COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED THERETO; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE APPLICATION DEVELOPMENT TOOLS AND PROGRAMMING LANGUAGE FOR USE IN DEVELOPING, ANALYZING, CODING, CHECKING, AND CONTROLLING OTHER COMPUTER SOFTWARE; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE THAT IMPLEMENTS A PROCEDURAL AND OBJECT-ORIENTED PROGRAMMING LANGUAGE; ONLINE HOSTED COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, CUSTOMIZING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS; AND CONSULTING SERVICES RELATED THERETO, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 11-3-2008; IN COMMERCE 11-3-2008.

FOR: ON-LINE SOCIAL NETWORKING SERVICES, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 11-3-2008; IN COMMERCE 11-3-2008.

OWNER OF U.S. REG. NOS. 2,624,014, 3,164,978 AND OTHERS.

THE COLOR(S) BLUE, RED, GRAY, BLACK AND WHITE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SOFTWARE", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF THE IMAGE OF A CLOUD OUTLINED IN BLUE CONTAINING THE WORD "SALESFORCE" IN BLACK AND GRAY LETTERING, AND A WHITE CIRCLE LOCATED ON THE LOWER RIGHT-HAND SIDE OF THE CLOUD, CONTAINING THE WORD "SOFTWARE" IN BLACK LETTERING WITHIN A RED PROHIBITION SYMBOL, MEANING NO SOFTWARE.

SEC. 2(F) AS TO NO SOFTWARE SYMBOL.

SER. NO. 85-273,837, FILED 3-22-2011.

SAMUAL PAQUIN, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

*First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

*Second Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

# United States of America

United States Patent and Trademark Office

## SCHOOLFORCE

**Reg. No. 4,011,522**

**Registered Aug. 16, 2011**

**Int. Cl.: 9**

**TRADEMARK**

**PRINCIPAL REGISTER**

ACUMEN SOLUTIONS, INC. (VIRGINIA CORPORATION)  
8614 WESTWOOD CENTER DRIVE, STE. 700  
VIENNA, VA 22182

FOR: COMPUTER SOFTWARE FOR USE IN PERFORMANCE MANAGEMENT IN THE FIELD OF EDUCATION, AND INSTRUCTIONS MATERIALS PROVIDED THEREWITH; COMPUTER SOFTWARE FOR REPORTING SCHOOL DEMOGRAPHIC AND PERFORMANCE INFORMATION TO FEDERAL, STATE AND LOCAL GOVERNMENT AGENCIES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 11-15-2010; IN COMMERCE 11-15-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 85-183,461, FILED 11-23-2010.

SEAN CROWLEY, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

*First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

*Second Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.**

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Acumen Solutions, Inc.		02/01/2012	CORPORATION: VIRGINIA

**RECEIVING PARTY DATA**

Name:	salesforce.com, inc.
Street Address:	The Landmark @ One Market Street
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94105
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 3**

Property Type	Number	Word Mark
Serial Number:	85183461	SCHOOLFORCE
Serial Number:	85183487	SCHOOLFORCE
Serial Number:	85183493	SCHOOLFORCE

**CORRESPONDENCE DATA**

Fax Number: (202)331-3838  
 Phone: 2023318777  
 Email: docketing@cahnsamuels.com  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Correspondent Name: Cahn & Samuels, LLP  
 Address Line 1: 1100 17th St., NW, Ste. 401  
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

ATTORNEY DOCKET NUMBER:	409.0027
NAME OF SUBMITTER:	George A. Metzenthin

OP \$90.00 85183461

Signature:	/George A. Metzenthin/
Date:	02/06/2012
Total Attachments: 1 source=Assignment_to_file#page1.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Acumen Solutions, Inc., a Virginia Corporation, with its principal place of business at 1660 International Dr., Suite 500, McLean, Va. 22102 (hereinafter "Assignor") is the owner of the following trademark applications, currently pending in the U.S. Patent and Trademark Office:

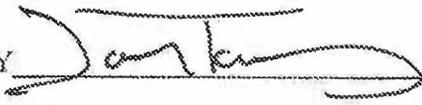
<u>Mark</u>	<u>Serial No./Class</u>	<u>Filing Date</u>
SCHOOLFORCE	85/183,461 / Class 9	11/23/2010
SCHOOLFORCE	85/183,487 / Class 35	11/23/2010
SCHOOLFORCE	85/183,493 / Class 42	11/23/2010

WHEREAS, salesforce.com, inc., a Delaware Corporation, whose address is The Landmark @ One Market Street, San Francisco, California 94105 (hereinafter "Assignee"), is desirous of acquiring said marks and the applications thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign and transfer to said Assignee all rights, title and interest in and to the said marks and the applications therefor, together with the goodwill of the business symbolized by the marks and with the right to recover and have damages and profits for past infringement, if any.

IN WITNESS WHEREOF, the said Assignor has caused this instrument to be executed by its duly authorized representatives as of the 1st day of Feb 2012.

ACUMEN SOLUTIONS, INC.

BY 

(Name): Jay Tansing

(Title): Managing Director, Public Sector

TRADEMARK

# United States of America

United States Patent and Trademark Office

## SCHOOLFORCE

**Reg. No. 4,084,951**

**Registered Jan. 10, 2012**

**Int. Cl.: 35**

**SERVICE MARK**

**PRINCIPAL REGISTER**

ACUMEN SOLUTIONS, INC. (VIRGINIA CORPORATION)  
1660 INTERNATIONAL DRIVE, SUITE 500  
MCLEAN, VA 22102

FOR: BUSINESS MANAGEMENT CONSULTATION IN THE FIELDS OF EDUCATION AND SCHOOL PERFORMANCE, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-5-2011; IN COMMERCE 1-5-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-183,487, FILED 11-23-2010.

SEAN CROWLEY, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.**

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Acumen Solutions, Inc.		02/01/2012	CORPORATION: VIRGINIA
<b>RECEIVING PARTY DATA</b>			
Name:	salesforce.com, inc.		
Street Address:	The Landmark @ One Market Street		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94105		
Entity Type:	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
Property Type	Number	Word Mark	
Serial Number:	85183461	SCHOOLFORCE	
Serial Number:	85183487	SCHOOLFORCE	
Serial Number:	85183493	SCHOOLFORCE	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(202)331-3838		
Phone:	2023318777		
Email:	docketing@cahnsamuels.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Cahn & Samuels, LLP		
Address Line 1:	1100 17th St., NW, Ste. 401		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036		
ATTORNEY DOCKET NUMBER:	409.0027		
NAME OF SUBMITTER:	George A. Metzenthin		

OP \$90.00 85183461

Signature:	/George A. Metzenthin/
Date:	02/06/2012
Total Attachments: 1 source=Assignment_to_file#page1.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Acumen Solutions, Inc., a Virginia Corporation, with its principal place of business at 1660 International Dr., Suite 500, McLean, Va. 22102 (hereinafter "Assignor") is the owner of the following trademark applications, currently pending in the U.S. Patent and Trademark Office:

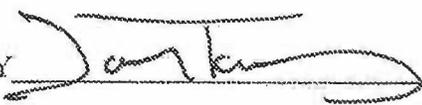
<u>Mark</u>	<u>Serial No./Class</u>	<u>Filing Date</u>
SCHOOLFORCE	85/183,461 / Class 9	11/23/2010
SCHOOLFORCE	85/183,487 / Class 35	11/23/2010
SCHOOLFORCE	85/183,493 / Class 42	11/23/2010

WHEREAS, salesforce.com, inc., a Delaware Corporation, whose address is The Landmark @ One Market Street, San Francisco, California 94105 (hereinafter "Assignee"), is desirous of acquiring said marks and the applications thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign and transfer to said Assignee all rights, title and interest in and to the said marks and the applications therefor, together with the goodwill of the business symbolized by the marks and with the right to recover and have damages and profits for past infringement, if any.

IN WITNESS WHEREOF, the said Assignor has caused this instrument to be executed by its duly authorized representatives as of the 1st day of February, 2012.

ACUMEN SOLUTIONS, INC.

BY 

(Name): Jay Tansing

(Title): Managing Director, Public Sector

# United States of America

United States Patent and Trademark Office

## SCHOOLFORCE

**Reg. No. 4,092,123**

ACUMEN SOLUTIONS, INC. (VIRGINIA CORPORATION)

**Registered Jan. 24, 2012**

1660 INTERNATIONAL DRIVE, SUITE 500  
MCLEAN, VA 22102

**Int. Cl.: 42**

FOR: TECHNOLOGY CONSULTATION IN THE FIELDS OF EDUCATION AND SCHOOL PERFORMANCE, DESIGN, IMPLEMENTATION, HOSTING AND MANAGEMENT OF WEBSITES FOR OTHERS; AND INTEGRATION OF COMPUTER SYSTEMS AND NETWORKS, IN CLASS 42 (U.S. CLS. 100 AND 101).

**SERVICE MARK**

**PRINCIPAL REGISTER**

FIRST USE 1-5-2011; IN COMMERCE 1-5-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-183,493, FILED 11-23-2010.

SEAN CROWLEY, EXAMINING ATTORNEY



*David J. Kybas*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

**First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

**Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

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**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

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TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Acumen Solutions, Inc.		02/01/2012	CORPORATION: VIRGINIA

**RECEIVING PARTY DATA**

Name:	salesforce.com, inc.
Street Address:	The Landmark @ One Market Street
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94105
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 3**

Property Type	Number	Word Mark
Serial Number:	85183461	SCHOOLFORCE
Serial Number:	85183487	SCHOOLFORCE
Serial Number:	85183493	SCHOOLFORCE

**CORRESPONDENCE DATA**

Fax Number: (202)331-3838  
 Phone: 2023318777  
 Email: docketing@cahnsamuels.com

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Correspondent Name: Cahn & Samuels, LLP  
 Address Line 1: 1100 17th St., NW, Ste. 401  
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

ATTORNEY DOCKET NUMBER:	409.0027
NAME OF SUBMITTER:	George A. Metzenthin

OP \$90.00 85183461

Signature:	/George A. Metzenthin/
Date:	02/06/2012
Total Attachments: 1 source=Assignment_to_file#page1.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Acumen Solutions, Inc., a Virginia Corporation, with its principal place of business at 1660 International Dr., Suite 500, McLean, Va. 22102 (hereinafter "Assignor") is the owner of the following trademark applications, currently pending in the U.S. Patent and Trademark Office:

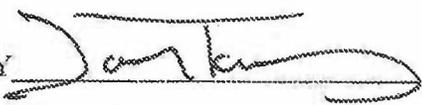
<u>Mark</u>	<u>Serial No./Class</u>	<u>Filing Date</u>
SCHOOLFORCE	85/183,461 / Class 9	11/23/2010
SCHOOLFORCE	85/183,487 / Class 35	11/23/2010
SCHOOLFORCE	85/183,493 / Class 42	11/23/2010

WHEREAS, salesforce.com, inc., a Delaware Corporation, whose address is The Landmark @ One Market Street, San Francisco, California 94105 (hereinafter "Assignee"), is desirous of acquiring said marks and the applications thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign and transfer to said Assignee all rights, title and interest in and to the said marks and the applications therefor, together with the goodwill of the business symbolized by the marks and with the right to recover and have damages and profits for past infringement, if any.

IN WITNESS WHEREOF, the said Assignor has caused this instrument to be executed by its duly authorized representatives as of the 1st day of February, 2012.

ACUMEN SOLUTIONS, INC.

BY 

(Name): Jay Tansing

(Title): Managing Director, Public Sector

**United States of America**  
United States Patent and Trademark Office

# SITEFORCE

**Reg. No. 4,139,832**

**Registered May 8, 2012**

**Int. Cl.: 42**

**SERVICE MARK**

**PRINCIPAL REGISTER**

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK @ ONE MARKET, SUITE 300  
SAN FRANCISCO, CA 94105

FOR: PROVIDING TEMPORARY USE OF A WEB-BASED SOFTWARE APPLICATION FOR  
USERS TO CREATE WEBSITES AND PORTALS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 12-8-2010; IN COMMERCE 12-8-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-  
TICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-140,258, FILED 9-28-2010.

ESTHER A. BORSUK, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
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**Requirements in the First Ten Years\***

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***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
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**NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.**

# United States of America

United States Patent and Trademark Office

## SURVEY FORCE

**Reg. No. 4,396,535**

**Registered Sep. 3, 2013**

**Int. Cl.: 42**

**SERVICE MARK**

**PRINCIPAL REGISTER**

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK @ ONE MARKET, SUITE 300  
SAN FRANCISCO, CA 94105

FOR: PROVIDING TEMPORARY USE OF A WEB-BASED SOFTWARE APPLICATION FOR  
USERS TO CREATE, SEND AND CAPTURE CUSTOMER FEEDBACK, IN CLASS 42 (U.S.  
CLS. 100 AND 101).

FIRST USE 8-30-2010; IN COMMERCE 8-30-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-  
TICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SURVEY", APART FROM THE  
MARK AS SHOWN.

SN 85-140,341, FILED 9-28-2010.

ESTHER A. BORSUK, EXAMINING ATTORNEY



*Lucia Stonekova*  
Acting Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

**First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

**Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.**

# United States of America

United States Patent and Trademark Office

# TRIALFORCE

Reg. No. 4,430,830

Registered Nov. 12, 2013

Int. Cls.: 35 and 42

SERVICE MARK

PRINCIPAL REGISTER

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK @ ONE MARKET ST., SUITE 300  
SAN FRANCISCO, CA 94105

FOR: BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING BUSINESS INFORMATION MANAGEMENT SERVICES; COMPILATION AND MANAGEMENT OF COMPUTERIZED DATABASES, AND CONSULTING SERVICES RELATED THERETO; BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENT SERVICES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING A WEBSITE FEATURING BUSINESS MANAGEMENT CONSULTING INFORMATION; OPERATING ONLINE MARKETPLACES FOR THIRD PARTIES TO BUY, SELL, SHARE, AND OFFER FOR FREE COMPUTER SOFTWARE AND ON-DEMAND APPLICATIONS TO OTHERS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 2-17-2009; IN COMMERCE 2-17-2009.

FOR: PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE, AND REPORT DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES; COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED THERETO; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE APPLICATION DEVELOPMENT TOOLS AND PROGRAMMING LANGUAGE FOR USE IN DEVELOPING, ANALYZING, CODING, CHECKING, AND CONTROLLING OTHER COMPUTER SOFTWARE; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE THAT IMPLEMENTS A PROCEDURAL AND OBJECT-ORIENTED PROGRAMMING LANGUAGE; ONLINE HOSTED COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, CUSTOMIZING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS; AND CONSULTING SERVICES RELATED TO ALL THE FOREGOING, IN CLASS 42 (U.S. CLS. 100 AND 101).



*Lisa Street*

Deputy Director of the United States Patent and Trademark Office

**Reg. No. 4,430,830** FIRST USE 2-17-2009; IN COMMERCE 2-17-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 85-563,020, FILED 3-7-2012.

MIAH ROSENBERG, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

**First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

**Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.**

# United States of America

United States Patent and Trademark Office

## VISUALFORCE

**Reg. No. 3,966,372**

**Registered May 24, 2011**

**Int. Cl.: 42**

**SERVICE MARK**

**PRINCIPAL REGISTER**

SALESFORCE.COM, INC. (DELAWARE CORPORATION)  
THE LANDMARK @ ONE MARKET ST., SUITE 300  
SAN FRANCISCO, CA 94105

FOR: PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE APPLICATION DEVELOPMENT TOOLS FOR USE IN DEVELOPING, ANALYZING, CODING, CHECKING AND CONTROLLING COMPUTER APPLICATION USER INTERFACES; ONLINE HOSTED COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, CUSTOMIZING AND MAINTAINING COMPUTER APPLICATION USER INTERFACES FOR OTHERS AND CONSULTING SERVICES RELATED THERETO, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 9-17-2007; IN COMMERCE 9-17-2007.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 85-166,166, FILED 11-1-2010.

ESTHER A. BORSUK, EXAMINING ATTORNEY



*David J. Kyllas*

Director of the United States Patent and Trademark Office