

ESTTA Tracking number: **ESTTA1132862**Filing date: **05/11/2021**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91264424
Party	Plaintiff Sitecore Corporation A/S
Correspondence Address	JULIE E HOFER DONAHUE FITZGERALD LLP 1999 HARRISON STREET 26TH FLOOR OAKLAND, CA 94612 UNITED STATES Primary Email: jhofer@donahue.com Secondary Email(s): bfriedman@donahue.com, pcheruvu@donahue.com, trademarks@donahue.com 510-451-3300
Submission	Motion for Summary Judgment  <b>Yes</b> , the Filer previously made its initial disclosures pursuant to Trademark Rule 2.120(a); OR the motion for summary judgment is based on claim or issue preclusion, or lack of jurisdiction.  The deadline for pretrial disclosures for the first testimony period as originally set or reset: <b>09/02/2021</b>
Filer's Name	Padmini Cheruvu
Filer's email	pcheruvu@donahue.com, jhofer@donahue.com, bfriedman@donahue.com, josder@donahue.com, trademarks@donahue.com
Signature	/Padmini Cheruvu/
Date	05/11/2021
Attachments	Sitecore Motion for Summary Judgment.pdf(198170 bytes ) Foehr Decl. ISO MSJ.pdf(143557 bytes ) Cheruvu Decl. ISO MSJ.pdf(152015 bytes ) Exhibits to Cheruvu Decl. ISO MSJ.pdf(6145913 bytes )

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

In the Matter of Application Serial No. 88/865,956  
For the Mark SITECARE

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SITECORE CORPORATION A/S,

Opposer,

-against-

SOUTHERN WEB, LLC,

Applicant.

Opposition No. 91264424

**OPPOSER’S MOTION FOR SUMMARY JUDGMENT OR, IN THE ALTERNATE,  
MOTION FOR SANCTIONS**

Pursuant to 37 C.F.R. § 2.127, TBMP § 528, and Federal Rule of Civil Procedure 56(a), Opposer Sitecore Corporation A/S (“**Sitecore**” or “**Opposer**”) hereby moves for entry of summary judgment in its favor, or, in the alternate and pursuant to Federal Rule of Civil Procedure 37(a) and (b), 37 C.F.R. § 2.120, and TBMP § 527.01(a), a motion for sanctions against Applicant Southern Web, LLC (“**Applicant**”). In support of its motion for summary judgment or, in the alternate, Motion for Sanctions (“**Motion**”), Sitecore submits this supporting memorandum pursuant to 37 C.F.R. § 2.127(a), together with the accompanying declarations of Padmini Cheruvu and Richard Foehr, and the exhibits thereto.

**INTRODUCTION**

Sitecore is the owner of the trademark, SITECORE, as well as a family of SITECORE marks including SITECORE EXPERIENCE MANAGER and SITECORE EXPERIENCE COMMERCE, which have been registered on the Principal Register of the United States Patent & Trademark Office in Classes 9 and 42 as early as 2005 (the “**SITECORE Marks**”). Sitecore

has continuously used the SITECORE Marks in interstate commerce since at least October 15, 2001. Applicant, has filed an application seeking to register the SITECARE mark, claiming a date of first use of March 5, 2020 and a date of first use in a different form as early as January 15, 2012. Sitecore is clearly the senior user of the SITECORE Marks and therefore has priority. Additionally, Applicant's SITECARE mark is nearly identical to the SITECORE Marks and Applicant's services are closely related to Sitecore's services, creating a likelihood of customer confusion. Therefore, registration of Applicant's SITECARE mark would cause damage to Sitecore.

As set forth in detail below, Applicant has admitted every fact necessary to prove that Sitecore has priority of use of the SITECORE Marks and that Applicant's SITECARE mark creates a likelihood of customer confusion to Sitecore's detriment. Sitecore therefore respectfully requests that its motion for summary judgment be granted and that the registration of Applicant's SITECARE mark be denied. If the Board is not inclined to grant summary judgment in Sitecore's favor, Sitecore instead requests that the Board issue sanctions against Applicant for Applicant's failure to comply with the Court's February 17, 2021 order to serve its Initial Disclosures by March 9, 2021.

### **STATEMENT OF FACTS**

#### **I. SITECORE'S REGISTRATIONS FOR THE SITECORE MARKS**

Sitecore is the owner of the trademark, SITECORE, as well as a family of SITECORE marks including SITECORE EXPERIENCE MANAGER and SITECORE EXPERIENCE COMMERCE, which have been registered on the Principal Register of the United States Patent & Trademark Office in Classes 9 and 42 as early as 2005, as is evidenced by registration numbers 2,954,856; 4,505,466; 4,505,467; 4,696,792; 4,696,859; 6,069,858; 6,124,986; 6,124,987 (the "**SITECORE Marks**"), and which have continuously been used in commerce by Sitecore since at least October 15, 2001. (Declaration of Padmini Cheruvu in Support of Opposer's Motion for Summary Judgment ("**Cheruvu Decl.**"), Ex. A.; Declaration of Richard Foehr in Support of Opposer's Motion for Summary Judgment ("**Foehr Decl.**"), ¶¶ 2-5.) Exhibit

A to the Cheruvu Decl. includes true and correct copies of the certificates of registration as well as current printouts of the U.S. Patent and Trademark Office's online status page showing the current status and title of Sitecore's registrations for the SITECORE Marks. Exhibit A to the Cheruvu Decl. accurately shows the SITECORE Marks, the dates of registration, the goods and services on which the SITECORE Marks are used, and the dates of first use of the SITECORE Marks. (Foehr Decl., ¶ 2.)

## **II. APPLICANT'S APPLICATION FOR SITECARE**

Applicant has filed an application seeking to register the SITECARE mark for "Pay per click (PPC) advertising management services; Search engine optimization for sales promotion" in Class 35; and for "Design, creation, hosting, maintenance of websites for others; Website design and development for others; Website design consultancy" in Class 42 ("**Applicant's Services**"), as is evidenced by the publication of Application Serial No. 88/865,956 in the Official Gazette on August 4, 2020. (Cheruvu Decl., Exh. B.) Applicant claims a date of first use of March 5, 2020 for both classes of services, but states that the mark was first used in commerce in a different form at least as early as January 15, 2012. (*Id.*)

## **III. THIS OPPOSITION PROCEEDING**

Sitecore instituted this opposition proceeding on August 26, 2020, and the Board instituted the proceedings as Opposition No. 91264424 and issued the governing scheduling order on August 26, 2020. (TTABVUE Dkt. # 1-3.) Sitecore has sought the denial of Applicant's registration of the SITECARE mark on the grounds of priority and likelihood of confusion. (TTABVUE Dkt. # 1.) Applicant filed its Answer to the Notice of Opposition on October 5, 2020. (TTABVUE Dkt. # 4.)

Per the scheduling order, the deadline to serve Initial Disclosures was December 4, 2020 (TTABVUE Dkt # 2.) Sitecore served its initial disclosures on December 4, 2020, however Applicant failed to serve its Initial Disclosures by the deadline. (Cheruvu Decl., ¶ 4.) On December 30, 2020, Sitecore filed a Motion to Compel Applicant's Initial Disclosures. (TTABVUE Dkt. # 5.) On January 11, 2021, the Board suspended the opposition proceeding

pending the disposition of Sitecore’s Motion to Compel. (TTABVUE Dkt. # 6.) The suspension order specified that “[t]he filing of the motion to compel disclosure or discovery shall not toll the time for a party to . . . respond to any outstanding discovery requests[.]” (*Id.*) On February 17, 2021, the Board granted Applicant’s Motion to Compel and ordered Applicant to serve its Initial Disclosures on or before March 9, 2021. (TTABVUE Dkt. # 7.) The order specified that “[i]n the event that Applicant fails to serve its initial disclosures as ordered herein, Opposer’s remedy may lie in a motion for sanctions, as appropriate.” (*Id.*) As of the date of this Motion, Applicant has not served its Initial Disclosures. (Cheruvu Decl., ¶ 4.)

Applicant has ceased participation in this proceeding. Counsel for Sitecore has not received any response to communications from counsel for Applicant since November 24, 2020, despite multiple attempts since then to communicate via phone and e-mail regarding the proceeding. (Cheruvu Decl., ¶ 7.)

#### **IV. APPLICANT’S FAILURE TO RESPOND TO SITECORE’S DISCOVERY REQUESTS**

Under the Board’s governing scheduling order, discovery opened on November 4, 2020. (TTABVUE Dkt. # 2.) On December 15, 2020, Sitecore propounded its first set of discovery requests on Applicant, which was composed of Opposer’s First Set of Requests for Admission to Applicant (“**Sitecore’s RFAs**”), Opposer’s First Set of Requests for Production to Applicant (“**Sitecore’s RFPs**”), and Opposer’s First Set of Interrogatories to Applicant (“**Sitecore’s Interrogatories**” and collectively with Sitecore’s RFAs and Sitecore’s RFPs, “**Sitecore’s Discovery Requests**”). (Cheruvu Decl., ¶ 5, Exh. C.) Based on the service date of the Sitecore’s Discovery Requests, Applicant’s deadline to serve responses to Sitecore’s Discovery Requests was January 14, 2021. (*Id.*) As of the date of this Motion, Applicant has not served any responses or produced any documents responsive to Sitecore’s Discovery Requests. (*Id.* at ¶ 6.)

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## **ARGUMENT**

### **I. STANDARD FOR SUMMARY JUDGMENT**

A motion for summary judgment is an appropriate method for disposing of an *inter partes* proceeding when “there is no genuine issue as to any material fact [such] that the movant is entitled to judgment as a matter of law.” Fed. R. Civ. P. 56(a); *see also* 37 C.F.R. § 2.116(a) (Federal Rules of Civil Procedure generally apply to *inter partes* proceedings). Summary judgment “is regarded as ‘a salutary method of disposition,’ and the Board does not hesitate to dispose of cases on summary judgment when appropriate.” TBMP § 528.01 (citations omitted). Priority and likelihood of confusion are issues that the Board may resolve on summary judgment. *See Precision Formulations, LLC v. Compagnie Gervais Danone*, 98 U.S.P.Q. 1251 (2009).

### **III. SITECORE HAS STANDING TO CHALLENGE THE APPLICATION FOR THE SITECARE MARK.**

Under the Lanham Act, “any person who believes that he is or will be damaged . . . by the registration of a mark” may file a notice of opposition. 15 U.S.C. § 1063. This threshold standing requirement is satisfied where the applicant possesses a “real interest” in the proceeding. *Compuclean Mktg. & Design v. Berkshire Prods. Inc.*, 1 U.S.P.Q.2d 1323, 1324 (T.T.A.B. 1986). As the owner of the SITECORE Marks, which have continuously been in use since at least October 15, 2001, Sitecore has priority in the SITECORE Marks. (Foehr Decl., ¶ 5.) Applicant’s use of the SITECARE mark causes a likelihood of customer confusion with the SITECORE Marks, damaging Sitecore. (*Id.* at ¶ 6; *see also* Section III below.) Therefore, Sitecore unquestionably has a “real interest” in opposing the registration of Applicant’s SITECARE mark.

### **II. SITECORE’S REQUESTS FOR ADMISSION ARE CONCLUSIVELY ADMITTED AND ESTABLISHED.**

Federal Rule of Civil Procedure 36(a)(3) and TBMP § 411.03 provides that requests for admission are deemed admitted *as a matter of law* if the received party fails to respond in writing within the required time period. “It is not necessary to file a motion to deem requests for admission admitted when no response is served, since the admissions are deemed admitted by

operation of Fed. R. Civ. P. 36(a).” TBMP § 411.03. Since Applicant failed to timely respond to Sitecore’s Request for Admission, all of Sitecore’s Requests for Admission are admitted pursuant to this rule.

**III. APPLICANT’S ADMISSIONS ESTABLISH THAT SITECORE HAS PRIORITY AND THAT APPLICANT’S SITECARE MARK CREATES A LIKELIHOOD OF CONFUSION.**

There can be no dispute that Sitecore has priority in the SITECORE Marks. Applicant has admitted the following:

- Prior to March 5, 2020, Applicant had not used its SITECARE mark in connection with the sale of any goods or services rendered in commerce. (Cheruvu Decl., Exh. C, RFA No. 1.)
- Prior to January 15, 2012, Applicant did not offer or render services under any mark comprised or of containing the term “Sitecare.” (*Id.*, RFA No. 5.)
- Sitecore’s use of the SITECORE mark in 2001 predates Applicant’s use of the SITECARE mark. (*Id.*, RFA No. 16.)

Additionally, Sitecore has evidenced that it is the owner of the SITECORE Marks, which have been registered as early as 2005 and have continuously been in use since at least October 15, 2001. (Foehr Decl., ¶ C.) Therefore, no dispute exists regarding priority.

There can be no dispute that Applicant’s SITECARE mark creates a likelihood of customer confusion to Sitecore’s detriment. Applicant has admitted the following:

- Applicant’s Services identified in its trademark application for SITECARE, Trademark Application No. 88/865,956, are related to the services offered by Sitecore as identified in Sitecore’s trademark registrations for the SITECORE Marks, Registrations Nos. 2,954,856; 4,505,466; 4,505,467; 4,696,792; 4,696,859; 6,069,858; 6,124,986; and 6,124,987. (Cheruvu Decl., Exh. C, RFA No. 13.)
- Applicant’s SITECARE mark is identical to the trademark SITECORE except for one letter. (*Id.*, RFA No. 12.)

- Applicant's SITECARE mark is a colorable imitation of Sitecore's mark SITECORE. (*Id.*, RFA No. 17.)
- Applicant's use of the mark SITECARE is likely to cause mistake by members of the public with Sitecore's SITECORE Marks. (*Id.*, RFA No. 18.)
- Applicant's use of the SITECARE mark has led to instances of actual confusion. (*Id.*, RFA No. 15.)
- Applicant's use of the mark SITECARE is likely to deceive members of the public into believing that Sitecore is the source of Applicant's Services. (*Id.*, RFA No. 19.)
- Applicant's use of the mark SITECARE is likely to deceive members of the public into believing that there is a relationship between Applicant and Sitecore. (*Id.*, RFA No. 20.)
- Applicant's SITECARE mark and Sitecore's SITECORE Marks could be encountered by the same class of consumers. (*Id.*, RFA No. 22.)
- Prior to filing the trademark application for SITECARE, Applicant was aware of Sitecore and the SITECORE Marks. (*Id.*, RFA Nos. 6-7.)
- Applicant filed a trademark application for the SITECARE mark with the intent to derive benefit from the reputation of the SITECORE trademark. (*Id.*, RFA No. 8.)

Additionally, Applicant has a newly named website sitecare.com ("**Website**"), which identifies the work Applicant does as competitive to Sitecore. (Foehr Decl., ¶ 7.) The tool advertised by Applicant on its Website is WordPress, technology that competes with Sitecore's products sold under the SITECORE Marks. (*Id.*) WordPress is owned by Automattic, Inc., a Sitecore competitor. (*Id.*)

Based on Applicant's admissions and the information found on its Website, no dispute exists regarding likelihood of confusion.

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### **III. IN THE ALTERNATIVE, SITECORE SEEKS SANCTIONS AGAINST APPLICANT.**

If the Board is not inclined to grant summary judgment in Sitecore's favor, Sitecore alternatively seeks sanctions against Applicant for its failure to serve its Initial Disclosures by March 9, 2021, as ordered by the Board on February 17, 2021. (TTABVUE Dkt. # 7.) As of the date of this Motion, Applicant has not served its Initial Disclosures and therefore Applicant is in violation of the Board's February 17, 2021 order. (Cheruvu Decl., ¶ 4.)

The Board has the authority to issue sanctions in this matter. "If a party fails to comply with an order of the Board relating to discovery, including . . . a[n] order compelling discovery, the Board may enter appropriate sanctions, as defined in 37 CFR § 2.120(h)(1)." TBMP § 527.01(a); 37 C.F.R. § 2.120(h)(1); *Ingalls Shipbuilding, Inc. v. United States*, 857 F.2d 1448, 1450 (Fed. Cir. 1988). Appropriate "sanctions that may be entered by the Board include, inter alia, striking all or part of the pleadings of the disobedient party; refusing to allow the disobedient party to support or oppose designated claims or defenses; prohibiting the disobedient party from introducing designated matters in evidence; and entering judgment against the disobedient party." TBMP § 527.01(a).

Sitecore respectfully requests that the Board enter judgment against Applicant as an appropriate sanction for Applicant's failure to comply with the Board's February 17, 2021 order. *See MySpace Inc. v. Mitchell*, 921 U.S.P.Q.2d 1060 (TTAB 2009) (Board ordered entry of judgment as sanction against the defendant's failure to comply with the Board's discovery order). In the alternative, Sitecore requests that the Board bar Applicant from (1) opposing the designated claims and supporting its defenses and (2) introducing evidence regarding the same. *See HighBeam Marketing LLC v. Highbeam Research LLC*, 85 U.S.P.Q.2d 1902 (TTAB 2008) (Board granted motion for sanctions, which barred the opposer from introducing into evidence information concerning discovery issues to which it failed to adequately respond as previously ordered by the Board).

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## **CONCLUSION**

For the foregoing reasons, the undisputed facts and admissions establish that Sitecore has priority in the SITECORE Marks and that Applicant's use of the SITECARE mark causes a likelihood of customer confusion. Thus, Sitecore is entitled to summary judgment on all of its claims. Accordingly, Sitecore respectfully requests that the registration of Applicant's SITECARE mark, Application Serial No. 88/865,956 be denied and that judgment for Sitecore be entered in this proceeding.

If the Board is not inclined to grant summary judgment in Sitecore's favor, Sitecore instead requests that the Board issue sanctions against Applicant for Applicant's failure to comply with its February 17, 2021 order requiring it to serve Initial Disclosures by March 9, 2021. Sitecore requests that the Board issue sanctions barring Applicant from (1) opposing the designated claims and supporting its defenses and (2) introducing evidence regarding the same.

Dated: May 11, 2021

Respectfully submitted,

DONAHUE FITZGERALD LLP

By: /Padmini Cheruvu/

Julie E. Hofer, CA Bar No. 152185  
Barbara L. Friedman, CA Bar No. 208735  
Padmini Cheruvu, CA Bar No. 301292  
1999 Harrison Street, 26th Floor  
Oakland, California 94612  
Email: [jhofer@donahue.com](mailto:jhofer@donahue.com)  
[bfriedman@donahue.com](mailto:bfriedman@donahue.com)  
[pcheruvu@donahue.com](mailto:pcheruvu@donahue.com)

Telephone: (510) 451-3300  
Facsimile: (510) 451-1527  
Attorneys for Opposer  
SITECORE CORPORATION A/S

**CERTIFICATE OF SERVICE**

The undersigned hereby certifies that a true and complete copy of the foregoing **OPPOSER'S MOTION FOR SUMMARY JUDGMENT OR, IN THE ALTERNATE, MOTION FOR SANCTIONS** has been served by electronic mail on May 11, 2021, upon the following:

Russell Sandidge  
Russell L. Sandidge Intellectual Property Law  
2310 Peachford Road  
Atlanta, GA 30338  
rlsandidge@att.net

By: /Padmini Cheruvu/

---

Julie E. Hofer, CA Bar No. 152185  
Barbara L. Friedman, CA Bar No. 208735  
Padmini Cheruvu, CA Bar No. 301292  
1999 Harrison Street, 26th Floor  
Oakland, California 94612  
Email: [jhofer@donahue.com](mailto:jhofer@donahue.com)  
[bfriedman@donahue.com](mailto:bfriedman@donahue.com)  
[pcheruvu@donahue.com](mailto:pcheruvu@donahue.com)

Telephone: (510) 451-3300

Facsimile: (510) 451-1527

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

In the Matter of Application Serial No. 88/865,956  
For the Mark SITECARE

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SITECORE CORPORATION A/S,

Opposer,

-against-

SOUTHERN WEB, LLC,

Applicant.

Opposition No. 91264424

**DECLARATION OF RICHARD FOEHR IN SUPPORT OF OPPOSER’S MOTION FOR  
SUMMARY JUDGMENT OR, IN THE ALTERNATE, MOTION FOR SANCTIONS**

I, Richard Foehr, declare as follows

1. I am the Chief Legal Officer for Opposer Sitecore Corporation A/S (“**Sitecore**”). I have personal knowledge of the matters set forth herein and if called as a witness could and would competently testify thereto.

2. True and correct copies of Sitecore’s certificates of registrations for SITECORE, SITECORE EXPERIENCE MANAGER and SITECORE EXPERIENCE COMMERCE, U.S. Trademark Registration Nos. 2,954,856; 4,505,466; 4,505,467; 4,696,792; 4,696,859; 6,069,858; 6,124,986; 6,124,987 (the “**SITECORE Marks**”), and current printouts of the U.S. Patent and Trademark Office’s online status page showing the current status and title of Sitecore’s registrations for the SITECORE Marks are attached as Exhibit A to the Declaration of Padmini Cheruvu in Support of Opposer’s Motion for Summary Judgment.

3. Exhibit A to the Cheruvu Decl. accurately shows the SITECORE Marks, the dates of registration, the goods and services on which the SITECORE Marks are used, and the dates of

first use of the SITECORE Marks.

4. The SITECORE Marks have been registered on the Principal Register of the United States Patent & Trademark Office in Classes 9 and 42 as early as 2005.

5. The SITECORE Marks have continuously been used in commerce by Sitecore since at least October 15, 2001 to the present.

6. Applicant Southern Web, LLC's ("Applicant") use of the SITECARE mark causes a likelihood of customer confusion with the SITECORE Marks, damaging Sitecore.

7. Applicant has a newly named website sitecare.com ("Website"), which identifies the work Applicant does as competitive to Sitecore. The tool advertised by Applicant on its Website is WordPress, technology that competes with Sitecore's products sold under the SITECORE Marks. WordPress is owned by Automattic, Inc., a Sitecore competitor.

I declare under penalty of perjury under the laws of the United States that the foregoing is true and correct. Executed at San Francisco, California on May 11, 2021.

/Richard Foehr/

Richard Foehr

**CERTIFICATE OF SERVICE**

The undersigned hereby certifies that a true and complete copy of the foregoing **DECLARATION OF RICHARD FOEHR IN SUPPORT OF OPPOSER'S MOTION FOR SUMMARY JUDGMENT OR, IN THE ALTERNATE, MOTION FOR SANCTIONS** has been served by electronic mail on May 11, 2021, upon the following:

Russell Sandidge  
Russell L. Sandidge Intellectual Property Law  
2310 Peachford Road  
Atlanta, GA 30338  
rlsandidge@att.net

By: /Padmini Cheruvu/

---

Julie E. Hofer, CA Bar No. 152185  
Barbara L. Friedman, CA Bar No. 208735  
Padmini Cheruvu, CA Bar No. 301292  
1999 Harrison Street, 26th Floor  
Oakland, California 94612  
Email: [jhofer@donahue.com](mailto:jhofer@donahue.com)  
[bfriedman@donahue.com](mailto:bfriedman@donahue.com)  
[pcheruvu@donahue.com](mailto:pcheruvu@donahue.com)

Telephone: (510) 451-3300

Facsimile: (510) 451-1527

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

In the Matter of Application Serial No. 88/865,956  
For the Mark SITECARE

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SITECORE CORPORATION A/S,

Opposer,

-against-

SOUTHERN WEB, LLC,

Applicant.

Opposition No. 91264424

**DECLARATION OF PADMINI CHERUVU IN SUPPORT OF OPPOSER'S MOTION  
FOR SUMMARY JUDGMENT**

I, Padmini Cheruvu, declare as follows

1. I am attorney at law duly admitted to practice in California. I am an attorney with the law firm Donahue Fitzgerald LLP, counsel of record herein for Opposer Sitecore Corporation A/S (“**Sitecore**”). I have personal knowledge of the matters set forth herein and if called as a witness could and would competently testify thereto.

2. On March 29, 2021, I used a computer to access the website at <https://tmsearch.uspto.gov/bin/gate.exe?f=searchss&state=4807:8m7qu2.1.1> and through the same located saved copies of Sitecore’s certificates of registration for SITECORE, SITECORE EXPERIENCE MANAGER and SITECORE EXPERIENCE COMMERCE, U.S. Trademark Registration Nos. 2,954,856; 4,505,466; 4,505,467; 4,696,792; 4,696,859; 6,069,858; 6,124,986; 6,124,987 (the “**SITECORE Marks**”), and current printouts of the U.S. Patent and Trademark Office’s online status page showing the current status and title of Sitecore’s registrations for the SITECORE Marks. Attached hereto as **Exhibit A** are true and correct copies of the certificates of

registration and online status pages.

3. On March 29, 2021, I used a computer to access the website at <https://tsdr.uspto.gov/documentviewer?caseId=sn88865956&docId=FTK20200413084439#docIndex=5&page=1> and through the same located a saved copy of Applicant Southern Web LLC's ("**Applicant**") trademark application for the mark SITECARE, Application Serial No. 88/856,956. Attached hereto as **Exhibit B** is a true and correct copy of Applicant's trademark application.

4. On December 4, 2020, Sitecore served Applicant with its Initial Disclosures. Applicant failed to serve its Initial Disclosures by December 4, 2020 and, to date, has not served Sitecore with a copy of its Initial Disclosures.

5. On December 15, 2020, Sitecore propounded its first set of discovery on Applicant, which was composed of the Opposer's First Set of Requests for Admission to Applicant, Opposer's First Set of Requests for Production to Applicant, and Opposer's First Set of Interrogatories to Applicant (collectively "**Sitecore's Discovery Requests**"). Based on the service date of Sitecore's Discovery Requests, Applicant's deadline to serve responses was January 14, 2021. A true and correct copy of Sitecore's First Set of Requests for Admission to Applicant is attached hereto as **Exhibit C**.

6. As of the date of this declaration and corresponding Motion for Summary Judgment, Applicant has not served any responses to Sitecore's Discovery Requests or produced any documents responsive to Sitecore's Discovery Requests.

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7. I have not received any response to communications from counsel for Applicant since November 24, 2020, despite multiple attempts since then to communicate via phone and e-mail regarding the proceeding.

I declare under penalty of perjury under the laws of the United States that the foregoing is true and correct. Executed at San Francisco, California on May 11, 2021.

/Padmini Cheruvu/

Padmini Cheruvu

**CERTIFICATE OF SERVICE**

The undersigned hereby certifies that a true and complete copy of the foregoing **DECLARATION OF PADMINI CHERUVU IN SUPPORT OF OPPOSER'S MOTION FOR SUMMARY JUDGMENT OR, IN THE ALTERNATE, MOTION FOR SANCTIONS** has been served by electronic mail on May 11, 2021, upon the following:

Russell Sandidge  
Russell L. Sandidge Intellectual Property Law  
2310 Peachford Road  
Atlanta, GA 30338  
rlsandidge@att.net

By: /Padmini Cheruvu/

---

Julie E. Hofer, CA Bar No. 152185  
Barbara L. Friedman, CA Bar No. 208735  
Padmini Cheruvu, CA Bar No. 301292  
1999 Harrison Street, 26th Floor  
Oakland, California 94612  
Email: [jhofer@donahue.com](mailto:jhofer@donahue.com)  
[bfriedman@donahue.com](mailto:bfriedman@donahue.com)  
[pcheruvu@donahue.com](mailto:pcheruvu@donahue.com)

Telephone: (510) 451-3300

Facsimile: (510) 451-1527

# **EXHIBIT A**

(to Cheruvu Decl.)

**Int. Cl.: 9**

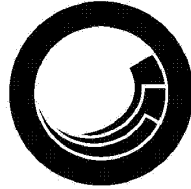
**Prior U.S. Cls.: 21, 23, 26, 36 and 38**

**United States Patent and Trademark Office**

**Reg. No. 2,954,856**

**Registered May 24, 2005**

**TRADEMARK  
PRINCIPAL REGISTER**



**sitecore**

SITECORE (DENMARK CORPORATION)  
TORNEBUSKEGADE 1  
COPENHAGEN K, DENMARK DK-1131

FIRST USE 10-30-2003; IN COMMERCE 10-30-2003.

FOR: COMPUTER SOFTWARE FOR MANAGING  
ONLINE CONTENT, COMPUTER SOFTWARE FOR  
EDITING AND MANAGING THE INFORMATION  
CONTAINED ON THE INTERNET, INTRANET  
AND EXTRANET SITES, AND COMPUTER SOFT-  
WARE FOR DEVELOPMENT OF INTERNET AP-  
PLICATIONS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36  
AND 38).

THE MARK CONSISTS OF THE WORDING SITE-  
CORE AND A CIRCLE, WITHIN WHICH ARE  
THREE SWATCHES OF GRADUATED SIZE.

SER. NO. 78-323,871, FILED 11-6-2003.

JENNIFER KRISP, EXAMINING ATTORNEY

**Generated on:** This page was generated by TSDR on 2021-03-29 20:06:14 EDT

**Mark:** SITECORE



**US Serial Number:** 78323871

**Application Filing Date:** Nov. 06, 2003

**US Registration Number:** 2954856

**Registration Date:** May 24, 2005

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** The registration has been renewed.

**Status Date:** Nov. 30, 2015

**Publication Date:** Mar. 01, 2005

## Mark Information

**Mark Literal Elements:** SITECORE

**Standard Character Claim:** No

**Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

**Description of Mark:** The mark consists of the wording SITECORE and a circle, within which are three swatches of graduated size.

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Design Search Code(s):** 26.01.21 - Circles that are totally or partially shaded.

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*.\* identify additional (new) wording in the goods/services.

**For:** Computer software for managing online content, computer software for editing and managing the information contained on the Internet, intranet and extranet sites, and computer software for development of Internet applications

**International Class(es):** 009 - Primary Class

**U.S Class(es):** 021, 023, 026, 036, 038

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 30, 2003

**Use in Commerce:** Oct. 30, 2003

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Filed ITU:** No

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

Filed No Basis: No

## Current Owner(s) Information

**Owner Name:** SITECORE CORPORATION A/S

**Owner Address:** Vester Farimagsgade 3, 5  
Copenhagen V DENMARK 1606

**Legal Entity Type:** CORPORATION

**State or Country** DENMARK  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Dawn Newton

**Docket Number:** 27945.00002

**Attorney Primary** [trademarks@donahue.com](mailto:trademarks@donahue.com)  
**Email Address:**

**Attorney Email** Yes  
**Authorized:**

### Correspondent

**Correspondent** Dawn Newton  
**Name/Address:** Donahue Fitzgerald LLP  
1999 Harrison Street 25th Floor  
Oakland, CALIFORNIA UNITED STATES 94612

**Phone:** (510) 451-3300

**Fax:** (510) 451- 1527

**Correspondent e-** [trademarks@donahue.com](mailto:trademarks@donahue.com) [dnewton@donahue.c](mailto:dnewton@donahue.com)  
**mail:** [om.jhofer@donahue.com](mailto:om.jhofer@donahue.com)

**Correspondent e-** Yes  
**mail Authorized:**

### Domestic Representative

**Domestic** Dawn Newton  
**Representative**  
**Name:**

**Phone:** (510) 451-3300

**Fax:** (510) 451- 1527

**Domestic** [trademarks@donahue.com](mailto:trademarks@donahue.com)  
**Representative e-**  
**mail:**

**Domestic** Yes  
**Representative e-**  
**mail Authorized:**

## Prosecution History

Date	Description	Proceeding Number
Nov. 30, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Nov. 30, 2015	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	75461
Nov. 30, 2015	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	75461
Nov. 23, 2015	TEAS RESPONSE TO OFFICE ACTION-POST REG RECEIVED	
Oct. 28, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 28, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Sep. 10, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Sep. 10, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 12, 2015	POST REGISTRATION ACTION MAILED - SEC. 8 & 9	75461
Jun. 10, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75461
May 20, 2015	TEAS SECTION 8 & 9 RECEIVED	
May 01, 2012	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 16, 2012	CORRECTION UNDER SECTION 7 Â- PROCESSED	77315
Mar. 16, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Feb. 22, 2012	TEAS SECTION 7 REQUEST RECEIVED	
Sep. 08, 2010	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
Sep. 08, 2010	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Aug. 20, 2010	TEAS SECTION 8 & 15 RECEIVED	
May 24, 2005	REGISTERED-PRINCIPAL REGISTER	
Mar. 01, 2005	PUBLISHED FOR OPPOSITION	
Feb. 09, 2005	NOTICE OF PUBLICATION	
Nov. 09, 2004	LAW OFFICE PUBLICATION REVIEW COMPLETED	74189

Nov. 09, 2004	ASSIGNED TO LIE	74189
Oct. 27, 2004	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 26, 2004	EXAMINER'S AMENDMENT ENTERED	73787
Oct. 25, 2004	EXAMINER'S AMENDMENT ENTERED	59554
Oct. 12, 2004	EXAMINERS AMENDMENT E-MAILED	6328
Oct. 12, 2004	EXAMINERS AMENDMENT -WRITTEN	68309
Sep. 22, 2004	AMENDMENT FROM APPLICANT ENTERED	73787
Sep. 02, 2004	CORRESPONDENCE RECEIVED IN LAW OFFICE	73787
Sep. 02, 2004	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 02, 2004	UNRESPONSIVE/DUPLICATE PAPER RECEIVED	73787
Jun. 03, 2004	EMAIL RECEIVED	
Jun. 02, 2004	NON-FINAL ACTION E-MAILED	6325
May 22, 2004	ASSIGNED TO EXAMINER	68309
Dec. 03, 2003	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Nov. 30, 2015

## Proceedings

### Summary

**Number of Proceedings:** 6

### Type of Proceeding: Opposition

**Proceeding Number:** [91264424](#)

**Filing Date:** Aug 26, 2020

**Status:** Pending

**Status Date:** Feb 17, 2021

**Interlocutory Attorney:** MARY B MYLES

#### Defendant

**Name:** Southern Web, LLC

**Correspondent Address:** RUSSELL SANDIDGE  
RUSSELL L SANDIDGE INTELLECTUAL PROPERTY LAW  
2310 PEACHFORD ROAD  
ATLANTA GA UNITED STATES , 30338

**Correspondent e-mail:** [rlsandidge@att.net](mailto:rlsandidge@att.net) , [akaiser@stoutkaiser.com](mailto:akaiser@stoutkaiser.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
SITECARE	Opposition Pending	<a href="#">88865956</a>	

#### Plaintiff(s)

**Name:** Sitecore Corporation A/S

**Correspondent Address:** JULIE E HOFER  
DONAHUE FITZGERALD LLP  
1999 HARRISON STREET 26TH FLOOR  
OAKLAND CA UNITED STATES , 94612

**Correspondent e-mail:** [jhofer@donahue.com](mailto:jhofer@donahue.com) , [bfriedman@donahue.com](mailto:bfriedman@donahue.com) , [pcheruvu@donahue.com](mailto:pcheruvu@donahue.com) , [trademarks@donahue.com](mailto:trademarks@donahue.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
SITECORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059827</a>	<a href="#">4505466</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059830</a>	<a href="#">4505467</a>

SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>
SITCORE EXPERIENCE MANAGER	Registered	<a href="#">87673773</a>	<a href="#">6069858</a>
SITCORE EXPERIENCE COMMERCE	Registered	<a href="#">87673647</a>	<a href="#">6124986</a>
SITCORE EXPERIENCE COMMERCE	Registered	<a href="#">87673687</a>	<a href="#">6124987</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 26, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 26, 2020	Oct 05, 2020
3	INSTITUTED	Aug 26, 2020	
4	ANSWER	Oct 05, 2020	
5	P MOT TO COMPEL DISCOVERY	Dec 30, 2020	
6	SUSP PEND DISP OF OUTSTNDNG MOT	Jan 11, 2021	
7	PROCEEDINGS RESUMED	Feb 17, 2021	

#### Type of Proceeding: Opposition

<b>Proceeding Number:</b>	<a href="#">91246903</a>	<b>Filing Date:</b>	Mar 11, 2019
<b>Status:</b>	Terminated	<b>Status Date:</b>	Jun 10, 2019
<b>Interlocutory Attorney:</b>	REBECCA J STEMPIEN_COYLE		

Defendant	
<b>Name:</b>	Tritan Software Corporation
<b>Correspondent Address:</b>	JEFFREY H KAMENETSKY BURR & FORMAN LLP 350 EAST LAS OLAS BOULEVARD SUITE 1440 FORT LAUDERDALE FL UNITED STATES , 33301
<b>Correspondent e-mail:</b>	<a href="mailto:jkamenetsky@burr.com">jkamenetsky@burr.com</a> , <a href="mailto:pkustos@burr.com">pkustos@burr.com</a>

Associated marks			
Mark	Application Status	Serial Number	Registration Number
SITSCORE	Abandoned - After Inter-Partes Decision	<a href="#">87782855</a>	

Plaintiff(s)	
<b>Name:</b>	Sitecore Corporation A/S
<b>Correspondent Address:</b>	JULIE E HOFER DONAHUE FITZGERALD LLP 1999 HARRISON STREET, 25TH FLOOR OAKLAND CA UNITED STATES , 94612
<b>Correspondent e-mail:</b>	<a href="mailto:jhofer@donahue.com">jhofer@donahue.com</a> , <a href="mailto:pcheruvu@donahue.com">pcheruvu@donahue.com</a> , <a href="mailto:dnewton@donahue.com">dnewton@donahue.com</a> , <a href="mailto:josder@donahue.com">josder@donahue.com</a> , <a href="mailto:trademarks@donahue.com">trademarks@donahue.com</a>

Associated marks			
Mark	Application Status	Serial Number	Registration Number
SITCORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059827</a>	<a href="#">4505466</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059830</a>	<a href="#">4505467</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 11, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 11, 2019	Apr 20, 2019
3	PENDING, INSTITUTED	Mar 11, 2019	
4	NOTICE OF DEFAULT	Apr 30, 2019	
5	BD DECISION: OPP SUSTAINED	Jun 10, 2019	
6	TERMINATED	Jun 10, 2019	



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**Type of Proceeding: Opposition**

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**Proceeding Number:** [91246911](#)**Filing Date:** Mar 11, 2019**Status:** Terminated**Status Date:** Jun 10, 2019**Interlocutory Attorney:** MARY B MYLES**Defendant****Name:** SITESCORE LLC**Correspondent Address:** PANKAJ S RAVAL  
CARBON LAW GROUP PC  
633 W 5TH STREET , SUITE 2600  
LOS ANGELES CA UNITED STATES , 90071**Correspondent e-mail:** [trademarks@carbonlg.com](mailto:trademarks@carbonlg.com) , [george@carbonlg.com](mailto:george@carbonlg.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SITESCORE	Abandoned - After Inter-Partes Decision	<a href="#">87710804</a>	

**Plaintiff(s)****Name:** Sitecore Corporation A/S**Correspondent Address:** JULIE E HOFER  
DONAHUE FITZGERALD LLP  
1999 HARRISON STREET, 25TH FLOOR  
OAKLAND CA UNITED STATES , 94612**Correspondent e-mail:** [jhofer@donahue.com](mailto:jhofer@donahue.com) , [pcheruvu@donahue.com](mailto:pcheruvu@donahue.com) , [dnewton@donahue.com](mailto:dnewton@donahue.com) , [josder@donahue.com](mailto:josder@donahue.com) , [trademarks@donahue.com](mailto:trademarks@donahue.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SITECORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059827</a>	<a href="#">4505466</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059830</a>	<a href="#">4505467</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 11, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 12, 2019	Apr 21, 2019
3	PENDING, INSTITUTED	Mar 12, 2019	
4	NOTICE OF DEFAULT	May 01, 2019	
5	BD DECISION: OPP SUSTAINED	Jun 10, 2019	
6	TERMINATED	Jun 10, 2019	

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**Type of Proceeding: Opposition**

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**Proceeding Number:** [91236547](#)**Filing Date:** Sep 01, 2017**Status:** Terminated**Status Date:** Dec 06, 2017**Interlocutory Attorney:** KATIE W MCKNIGHT**Defendant****Name:** HangZhou Dukang Technology Co., Ltd.**Correspondent Address:** CHEN MENG  
ROOM 418 TOWER A2 TENGFEI PARK, NO 388 XINPING JIE SIP  
SUZHOU CHINA , 215123**Correspondent e-mail:** [zhangyue@zhongheip.com](mailto:zhangyue@zhongheip.com) , [chenmeng@zhongheip.com](mailto:chenmeng@zhongheip.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SIGHTCARE	Abandoned - After Inter-Partes Decision	<a href="#">87389587</a>	

#### Plaintiff(s)

**Name:** Sitecore Corporation A/S

**Correspondent Address:** JULIE E HOFER  
DONAHUE FITZGERALD LLP  
1999 HARRISON STREET 25TH FLOOR  
OAKLAND CA UNITED STATES , 94612

**Correspondent e-mail:** [jhofer@donahue.com](mailto:jhofer@donahue.com) , [trademarks@donahue.com](mailto:trademarks@donahue.com) , [dnewton@donahue.com](mailto:dnewton@donahue.com) , [pcheruvu@donahue.com](mailto:pcheruvu@donahue.com) , [josder@donahue.com](mailto:josder@donahue.com) , [amackay@donahue.com](mailto:amackay@donahue.com) , [vhunt@donahue.com](mailto:vhunt@donahue.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
SITCORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059827</a>	<a href="#">4505466</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059830</a>	<a href="#">4505467</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 01, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 07, 2017	Oct 17, 2017
3	PENDING, INSTITUTED	Sep 07, 2017	
4	NOTICE OF DEFAULT	Oct 27, 2017	
5	BD DECISION: SUSTAINED	Dec 06, 2017	
6	TERMINATED	Dec 06, 2017	

#### Type of Proceeding: Opposition

**Proceeding Number:** [91220960](#)

**Filing Date:** Mar 09, 2015

**Status:** Terminated

**Status Date:** May 14, 2015

**Interlocutory Attorney:** MIKE WEBSTER

#### Defendant

**Name:** MICHAEL LEPORE, BENJAMIN SWEET, STEPHEN DITTEMORE

**Correspondent Address:** MICHAEL LEPORE  
935 S RAWSON BRIDGE RD  
CARY IL UNITED STATES , 60013-6104

**Correspondent e-mail:** [mike@mikelepore.com](mailto:mike@mikelepore.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
SITESTRO	Registered	<a href="#">86230591</a>	<a href="#">4878096</a>

#### Plaintiff(s)

**Name:** SITECORE CORPORATION A/S

**Correspondent Address:** SUSAN L HELLER  
GREENBERG TRAURIG LLP  
1840 CENTURY PARK EAST #1900  
LOS ANGELES CA UNITED STATES , 90067

**Correspondent e-mail:** [gtipmail@gtlaw.com](mailto:gtipmail@gtlaw.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
SITCORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059827</a>	<a href="#">4505466</a>

SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059830</a>	<a href="#">4505467</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 09, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 09, 2015	Apr 18, 2015
3	PENDING, INSTITUTED	Mar 09, 2015	
4	ANSWER	Apr 13, 2015	
5	BOARD'S ORDER	Apr 14, 2015	
6	ANSWER	Apr 14, 2015	
7	D REQ FOR DISCOVERY CONFERENCE-ESTTA	May 07, 2015	
8	W/DRAW OF OPPOSITION	May 08, 2015	
9	BD DECISION: DISMISSED W/O PREJ	May 14, 2015	
10	TERMINATED	May 14, 2015	

#### Type of Proceeding: Opposition

<b>Proceeding Number:</b>	<a href="#">91214879</a>	<b>Filing Date:</b>	Feb 12, 2014
<b>Status:</b>	Terminated	<b>Status Date:</b>	May 09, 2014
<b>Interlocutory Attorney:</b>	GEORGE POLOGEORGIS		

#### Defendant

<b>Name:</b>	Insourse Software Solutions, Inc.
<b>Correspondent Address:</b>	EDWARD T WHITE LECLAIRRYAN 951 EAST BYRD STREET, RIVERFRONT PLAZA, EAST TOWER RICHMOND VA UNITED STATES , 23219
<b>Correspondent e-mail:</b>	<a href="mailto:trademarksri@leclairryan.com">trademarksri@leclairryan.com</a>

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
SIGHTCORE	Abandoned - After Inter-Partes Decision	<a href="#">85835011</a>	

#### Plaintiff(s)

<b>Name:</b>	Sitecore Corporation A/S
<b>Correspondent Address:</b>	CANDICE E KIM GREENBERG TRAUIG LLP 1840 CENTURY PARK EAST, SUITE 1900 LOS ANGELES CA UNITED STATES , 90067
<b>Correspondent e-mail:</b>	<a href="mailto:latm2@gtlaw.com">latm2@gtlaw.com</a> , <a href="mailto:kimce@gtlaw.com">kimce@gtlaw.com</a>

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
SITCORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 12, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 12, 2014	Mar 24, 2014
3	PENDING, INSTITUTED	Feb 12, 2014	
4	NOTICE OF DEFAULT	Apr 08, 2014	
5	D APPEARANCE / POWER OF ATTORNEY	May 07, 2014	
6	W/DRAW OF APPLICATION	May 07, 2014	
7	BD DECISION: DISMISSED W/O PREJ	May 09, 2014	
8	TERMINATED	May 09, 2014	

# United States of America

United States Patent and Trademark Office



**Reg. No. 4,505,466**

**Registered Apr. 1, 2014**

**Int. Cl.: 9**

**TRADEMARK**

**PRINCIPAL REGISTER**

SITECORE CORPORATION A/S (DENMARK CORPORATION)  
VESTER FARIMAGSGADE 3, 5  
COPENHAGEN, DENMARK V1606

FOR: COMPUTER SOFTWARE NAMELY, COMPUTER SOFTWARE FOR MANAGING ONLINE CONTENT, NAMELY DATA, DOCUMENTS, FILES, INFORMATION, TEXT, PHOTOS, IMAGES, GRAPHICS, MUSIC, AUDIO, VIDEO, AND MULTIMEDIA CONTENT; COMPUTER SOFTWARE FOR MANAGING AND EDITING INFORMATION CONTAINED ON THE INTERNET, INTRANET AND EXTRANET SITES, NAMELY, FOR DEVELOPMENT OF INTERNET APPLICATIONS NAMELY, CONTENT MANAGEMENT SYSTEM SOFTWARE (CMS); A SYSTEM THAT MANAGES THE CONTENT THAT IS STORED AND PRESENTED ON A SINGLE OR MULTIPLE CONNECTED WEBSITES, AND RUNS ON THE SAME WEBSITE THAT IT IS CONTROLLING AND DESCRIBES AND COMMUNICATES AND MANAGES THE GOALS, INFORMATION AND OFFERINGS OF THE ORGANIZATION THAT OWNS THE WEBSITE; COMPUTER SOFTWARE WHICH CONTROLS THE DISPLAY OF DYNAMIC CONTENT NAMELY, DATA, DOCUMENTS, FILES, INFORMATION, TEXT, PHOTOS, IMAGES, GRAPHICS, MUSIC, AUDIO, VIDEO, AND MULTIMEDIA CONTENT ON MANY DEVICES, NAMELY COMPUTERS, MOBILE AND COMPUTERS, MOBILE TELEPHONES, HANDHELD DEVICES AND INTERNET-ENABLED DEVICES, ELECTRONIC APPLIANCES, ROBOTIC AGENTS WHICH ACCESS WEBSITES; COMPUTER SOFTWARE FOR DEVELOPMENT OF INTERNET APPLICATIONS NAMELY, THE WEBSITE ITSELF AND RELATED DATABASES, THAT DESCRIBE AND COMMUNICATE AND MANAGE THE GOALS, INFORMATION AND OFFERINGS OF THE ORGANIZATION THAT OWNS THE WEBSITE NAMELY, INFORMATION REPOSITORIES THAT SUPPORT ECOMMERCE TRANSACTIONS, ONLINE COMMUNITIES, AND AUTOMATED SUPPORT ASSISTANCE FOR ORGANIZATIONS PROVIDING INFORMATION TO CONSUMERS; DOWNLOADABLE SOFTWARE FOR THE CREATION, INTEGRATION, PUBLICATION, MANAGEMENT, AND MAINTENANCE OF CONTENT, NAMELY, TEXT, DOCUMENTS, AUDIO, AND VIDEO; COMPUTER SOFTWARE FOR THE COLLECTION, EDITING, ORGANIZING, MODIFYING, BOOK MARKING, TRANSMISSION, STORAGE AND SHARING OF DATA AND INFORMATION; COMPUTER SOFTWARE FOR USE IN CUSTOMER RELATIONSHIP MANAGEMENT (CRM); COMPUTER SOFTWARE FOR USE IN THE SAFEGUARDING OF DIGITAL FILES, INCLUDING AUDIO, VIDEO, TEXT, BINARY, STILL IMAGES, GRAPHICS AND MULTIMEDIA FILES; 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; COMPUTER SOFTWARE THAT PROVIDES WEB-BASED ACCESS TO AP-



*Michelle K. Lee*  
Deputy Director of the United States  
Patent and Trademark Office

**Reg. No. 4,505,466** PPLICATIONS AND SERVICES THROUGH A WEB OPERATING SYSTEM OR PORTAL INTERFACE; DATABASE MANAGEMENT SOFTWARE FOR USER/SERVER PROGRAMS FOR MANAGING DIGITAL MARKETING; COMPUTER SOFTWARE FOR USE AS WEB APPLICATION DEVELOPMENT AND MANAGEMENT SOFTWARE TOOLS FOR WEB CONTENT MANAGEMENT; COMPUTER SOFTWARE FOR USE AS WEB APPLICATION DEVELOPMENT AND MANAGEMENT SOFTWARE TOOLS FOR WEB CONTENT MANAGEMENT AND WEB SITE DESIGN AND MAINTENANCE APPLICATIONS THAT MAY BE DOWNLOADED FROM A GLOBAL COMPUTER NETWORK; COMPUTER SOFTWARE, NAMELY SOFTWARE FOR CREATING AND MANAGING WEB SITES, CREATING, PUBLISHING, MANAGING AND ORGANIZING CONTENT FOR USE ON THE INTERNET OR AN INTRANET, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 10-15-2001; IN COMMERCE 10-15-2001.

OWNER OF U.S. REG. NO. 2,954,856.

THE MARK CONSISTS OF THE WORDING "SITECORE" TO THE RIGHT OF A CIRCLE, WITHIN WHICH THERE ARE THREE SWATCHES OF GRADUATED SIZE.

SER. NO. 86-059,827, FILED 9-9-2013.

KIMBERLY PERRY, EXAMINING ATTORNEY

**Generated on:** This page was generated by TSDR on 2021-03-29 20:07:24 EDT

**Mark:** SITECORE



**US Serial Number:** 86059827

**Application Filing Date:** Sep. 09, 2013

**US Registration Number:** 4505466

**Registration Date:** Apr. 01, 2014

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** May 09, 2020

**Publication Date:** Jan. 14, 2014

## Mark Information

**Mark Literal Elements:** SITECORE

**Standard Character Claim:** No

**Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

**Description of Mark:** The mark consists of the wording "SITECORE" to the right of a circle, within which there are three swatches of graduated size.

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Design Search Code(s):** 26.01.27 - Circles containing irregular exterior lining or elements not amounting to a decorative border

## Related Properties Information

**Claimed Ownership of US Registrations:** 2954856

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Computer software namely, computer software for managing online content, namely data, documents, files, information, text, photos, images, graphics, music, audio, video, and multimedia content; computer software for managing and editing information contained on the internet, intranet and extranet sites, namely, for development of Internet applications namely, Content Management System software (CMS) a system that manages the content that is stored and presented on a single or multiple connected websites, and runs on the same website that it is controlling and describes and communicates and manages the goals, information and offerings of the organization that owns the website; computer software which controls the display of dynamic content namely, data, documents, files, information, text, photos, images, graphics, music, audio, video, and multimedia content on many devices, namely computers, mobile and computers, mobile telephones, handheld devices and Internet-enabled devices, electronic appliances, robotic agents which access websites; computer software for development of Internet applications namely, the website itself and related databases, that describe and communicate and manage the goals, information and offerings of the organization that owns the website namely, information repositories that support ecommerce transactions, online communities, and automated support assistance for organizations providing information to consumers; downloadable software for the creation, integration, publication, management, and maintenance of content, namely, text, documents, audio, and video; computer software for the collection, editing, organizing, modifying, book marking, transmission, storage and sharing of data and information; computer software for use in customer relationship management (CRM);

computer software for use in the safeguarding of digital files, including audio, video, text, binary, still images, graphics and multimedia files; 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; computer software that provides web-based access to applications and services through a web operating system or portal interface; database management software for user/server programs for managing digital marketing; computer software for use as web application development and management software tools for web content management; computer software for use as web application development and management software tools for web content management and web site design and maintenance applications that may be downloaded from a global computer network; computer software, namely software for creating and managing web sites, creating, publishing, managing and organizing content for use on the Internet or an intranet

**International Class(es):** 009 - Primary Class

**U.S Class(es):** 021, 023, 026, 036, 038

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 15, 2001

**Use in Commerce:** Oct. 15, 2001

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Filed ITU:** No

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** SITECORE CORPORATION A/S

**Owner Address:** Vester Farimagsgade 3, 5  
Copenhagen DENMARK V1606

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** DENMARK

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Dawn Newton

**Docket Number:** 27945.00002

**Attorney Primary Email Address:** [trademarks@donahue.com](mailto:trademarks@donahue.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Dawn Newton  
Donahue Fitzgerald LLP  
1999 Harrison Street 26th Floor  
Oakland, CALIFORNIA UNITED STATES 94612

**Phone:** (510) 451-3300

**Fax:** (510) 451- 1527

**Correspondent e-mail:** [trademarks@donahue.com](mailto:trademarks@donahue.com) [dnewton@donahue.com](mailto:dnewton@donahue.com)  
[om.jhofer@donahue.com](mailto:om.jhofer@donahue.com)

**Correspondent e-mail Authorized:** Yes

### Domestic Representative

**Domestic Representative Name:** Dawn Newton

**Phone:** (510) 451-3300

**Fax:** (510) 451- 1527

**Domestic Representative e-mail:** [trademarks@donahue.com](mailto:trademarks@donahue.com)

**Domestic Representative e-mail Authorized:** Yes

## Prosecution History

Date	Description	Proceeding Number
May 09, 2020	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
May 09, 2020	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	69471

May 09, 2020 CASE ASSIGNED TO POST REGISTRATION PARALEGAL  
 Mar. 17, 2020 TEAS SECTION 8 & 15 RECEIVED  
 Apr. 01, 2019 COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED  
 Oct. 28, 2015 ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED  
 Oct. 28, 2015 TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED  
 Sep. 10, 2015 ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED  
 Sep. 10, 2015 TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED  
 Apr. 01, 2014 REGISTERED-PRINCIPAL REGISTER  
 Jan. 14, 2014 OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED  
 Jan. 14, 2014 PUBLISHED FOR OPPOSITION  
 Dec. 25, 2013 NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED  
 Dec. 05, 2013 APPROVED FOR PUB - PRINCIPAL REGISTER  
 Dec. 02, 2013 ASSIGNED TO EXAMINER  
 Sep. 18, 2013 NOTICE OF DESIGN SEARCH CODE E-MAILED  
 Sep. 17, 2013 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM  
 Sep. 12, 2013 NEW APPLICATION ENTERED IN TRAM

69471

73372

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** TMO LAW OFFICE 112

**Date in Location:** May 09, 2020

## Proceedings

### Summary

**Number of** 5  
**Proceedings:**

### Type of Proceeding: Opposition

**Proceeding** [91264424](#)  
**Number:**

**Filing Date:** Aug 26, 2020

**Status:** Pending

**Status Date:** Feb 17, 2021

**Interlocutory** MARY B MYLES  
**Attorney:**

### Defendant

**Name:** Southern Web, LLC

**Correspondent** RUSSELL SANDIDGE  
**Address:** RUSSELL L SANDIDGE INTELLECTUAL PROPERTY LAW  
 2310 PEACHFORD ROAD  
 ATLANTA GA UNITED STATES , 30338

**Correspondent e-mail:** [rlsandidge@att.net](mailto:rlsandidge@att.net) , [akaiser@stoutkaiser.com](mailto:akaiser@stoutkaiser.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
SITECARE	Opposition Pending	<a href="#">88865956</a>	

### Plaintiff(s)

**Name:** Sitecore Corporation A/S

**Correspondent** JULIE E HOFER  
**Address:** DONAHUE FITZGERALD LLP  
 1999 HARRISON STREET 26TH FLOOR  
 OAKLAND CA UNITED STATES , 94612

**Correspondent e-mail:** [jhofer@donahue.com](mailto:jhofer@donahue.com) , [bfriedman@donahue.com](mailto:bfriedman@donahue.com) , [pcheruvu@donahue.com](mailto:pcheruvu@donahue.com) , [trademarks@donahue.com](mailto:trademarks@donahue.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
SITECORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>



SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059827</a>	<a href="#">4505466</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059830</a>	<a href="#">4505467</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>
SITCORE EXPERIENCE MANAGER	Registered	<a href="#">87673773</a>	<a href="#">6069858</a>
SITCORE EXPERIENCE COMMERCE	Registered	<a href="#">87673647</a>	<a href="#">6124986</a>
SITCORE EXPERIENCE COMMERCE	Registered	<a href="#">87673687</a>	<a href="#">6124987</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 26, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 26, 2020	Oct 05, 2020
3	INSTITUTED	Aug 26, 2020	
4	ANSWER	Oct 05, 2020	
5	P MOT TO COMPEL DISCOVERY	Dec 30, 2020	
6	SUSP PEND DISP OF OUTSTNDNG MOT	Jan 11, 2021	
7	PROCEEDINGS RESUMED	Feb 17, 2021	

#### Type of Proceeding: Opposition

<b>Proceeding Number:</b>	<a href="#">91246903</a>	<b>Filing Date:</b>	Mar 11, 2019
<b>Status:</b>	Terminated	<b>Status Date:</b>	Jun 10, 2019
<b>Interlocutory Attorney:</b>	REBECCA J STEMPIEN_COYLE		

Defendant	
<b>Name:</b>	Tritan Software Corporation
<b>Correspondent Address:</b>	JEFFREY H KAMENETSKY BURR & FORMAN LLP 350 EAST LAS OLAS BOULEVARD SUITE 1440 FORT LAUDERDALE FL UNITED STATES , 33301
<b>Correspondent e-mail:</b>	<a href="mailto:jkamenetsky@burr.com">jkamenetsky@burr.com</a> , <a href="mailto:pkustos@burr.com">pkustos@burr.com</a>

Associated marks			
Mark	Application Status	Serial Number	Registration Number
SITESCORE	Abandoned - After Inter-Partes Decision	<a href="#">87782855</a>	

Plaintiff(s)	
<b>Name:</b>	Sitecore Corporation A/S
<b>Correspondent Address:</b>	JULIE E HOFER DONAHUE FITZGERALD LLP 1999 HARRISON STREET, 25TH FLOOR OAKLAND CA UNITED STATES , 94612
<b>Correspondent e-mail:</b>	<a href="mailto:jhofer@donahue.com">jhofer@donahue.com</a> , <a href="mailto:pcheruvu@donahue.com">pcheruvu@donahue.com</a> , <a href="mailto:dnewton@donahue.com">dnewton@donahue.com</a> , <a href="mailto:josder@donahue.com">josder@donahue.com</a> , <a href="mailto:trademarks@donahue.com">trademarks@donahue.com</a>

Associated marks			
Mark	Application Status	Serial Number	Registration Number
SITCORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059827</a>	<a href="#">4505466</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059830</a>	<a href="#">4505467</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 11, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 11, 2019	Apr 20, 2019
3	PENDING, INSTITUTED	Mar 11, 2019	
4	NOTICE OF DEFAULT	Apr 30, 2019	

5 BD DECISION: OPP SUSTAINED Jun 10, 2019  
6 TERMINATED Jun 10, 2019

#### Type of Proceeding: Opposition

Proceeding Number: [91246911](#)

Filing Date: Mar 11, 2019

Status: Terminated

Status Date: Jun 10, 2019

Interlocutory Attorney: MARY B MYLES

#### Defendant

Name: SITESCORE LLC

Correspondent Address: PANKAJ S RAVAL  
CARBON LAW GROUP PC  
633 W 5TH STREET , SUITE 2600  
LOS ANGELES CA UNITED STATES , 90071

Correspondent e-mail: [trademarks@carbonlg.com](mailto:trademarks@carbonlg.com) , [george@carbonlg.com](mailto:george@carbonlg.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
SITESCORE	Abandoned - After Inter-Partes Decision	<a href="#">87710804</a>	

#### Plaintiff(s)

Name: Sitecore Corporation A/S

Correspondent Address: JULIE E HOFER  
DONAHUE FITZGERALD LLP  
1999 HARRISON STREET, 25TH FLOOR  
OAKLAND CA UNITED STATES , 94612

Correspondent e-mail: [jhofer@donahue.com](mailto:jhofer@donahue.com) , [pcheruvu@donahue.com](mailto:pcheruvu@donahue.com) , [dnewton@donahue.com](mailto:dnewton@donahue.com) , [josder@donahue.com](mailto:josder@donahue.com) , [trademarks@donahue.com](mailto:trademarks@donahue.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
SITECORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059827</a>	<a href="#">4505466</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059830</a>	<a href="#">4505467</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 11, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 12, 2019	Apr 21, 2019
3	PENDING, INSTITUTED	Mar 12, 2019	
4	NOTICE OF DEFAULT	May 01, 2019	
5	BD DECISION: OPP SUSTAINED	Jun 10, 2019	
6	TERMINATED	Jun 10, 2019	

#### Type of Proceeding: Opposition

Proceeding Number: [91236547](#)

Filing Date: Sep 01, 2017

Status: Terminated

Status Date: Dec 06, 2017

Interlocutory Attorney: KATIE W MCKNIGHT

#### Defendant

Name: HangZhou Dukang Technology Co., Ltd.

Correspondent Address: CHEN MENG  
ROOM 418 TOWER A2 TENGFEI PARK, NO 388 XINPING JIE SIP  
SUZHOU CHINA , 215123

Correspondent e-mail: [zhangyue@zhongheip.com](mailto:zhangyue@zhongheip.com) , [chenmeng@zhongheip.com](mailto:chenmeng@zhongheip.com)

mail: \_\_\_\_\_

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SIGHTCARE	Abandoned - After Inter-Partes Decision	<a href="#">87389587</a>	

**Plaintiff(s)**

**Name:** Sitecore Corporation A/S

**Correspondent** JULIE E HOFER

**Address:** DONAHUE FITZGERALD LLP  
1999 HARRISON STREET 25TH FLOOR  
OAKLAND CA UNITED STATES , 94612

**Correspondent e-mail:** [jhofer@donahue.com](mailto:jhofer@donahue.com) , [trademarks@donahue.com](mailto:trademarks@donahue.com) , [dnewton@donahue.com](mailto:dnewton@donahue.com) , [pcheruvu@donahue.com](mailto:pcheruvu@donahue.com) , [josder@donahue.com](mailto:josder@donahue.com) , [amackay@donahue.com](mailto:amackay@donahue.com) , [vhunt@donahue.com](mailto:vhunt@donahue.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SITCORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059827</a>	<a href="#">4505466</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059830</a>	<a href="#">4505467</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 01, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 07, 2017	Oct 17, 2017
3	PENDING, INSTITUTED	Sep 07, 2017	
4	NOTICE OF DEFAULT	Oct 27, 2017	
5	BD DECISION: SUSTAINED	Dec 06, 2017	
6	TERMINATED	Dec 06, 2017	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91220960](#)

**Filing Date:** Mar 09, 2015

**Status:** Terminated

**Status Date:** May 14, 2015

**Interlocutory Attorney:** MIKE WEBSTER

**Defendant**

**Name:** MICHAEL LEPORE, BENJAMIN SWEET, STEPHEN DITTEMORE

**Correspondent** MICHAEL LEPORE

**Address:** 935 S RAWSON BRIDGE RD  
CARY IL UNITED STATES , 60013-6104

**Correspondent e-mail:** [mike@mikelepore.com](mailto:mike@mikelepore.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SITESTRO	Registered	<a href="#">86230591</a>	<a href="#">4878096</a>

**Plaintiff(s)**

**Name:** SITECORE CORPORATION A/S

**Correspondent** SUSAN L HELLER

**Address:** GREENBERG TRAURIG LLP  
1840 CENTURY PARK EAST #1900  
LOS ANGELES CA UNITED STATES , 90067

**Correspondent e-mail:** [gtpmail@gtlaw.com](mailto:gtpmail@gtlaw.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
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SITECORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059827</a>	<a href="#">4505466</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059830</a>	<a href="#">4505467</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 09, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 09, 2015	Apr 18, 2015
3	PENDING, INSTITUTED	Mar 09, 2015	
4	ANSWER	Apr 13, 2015	
5	BOARD'S ORDER	Apr 14, 2015	
6	ANSWER	Apr 14, 2015	
7	D REQ FOR DISCOVERY CONFERENCE-ESTTA	May 07, 2015	
8	W/DRAW OF OPPOSITION	May 08, 2015	
9	BD DECISION: DISMISSED W/O PREJ	May 14, 2015	
10	TERMINATED	May 14, 2015	

# United States of America

United States Patent and Trademark Office

# SITECORE

**Reg. No. 4,505,467**

**Registered Apr. 1, 2014**

**Int. Cl.: 9**

**TRADEMARK**

**PRINCIPAL REGISTER**

SITECORE CORPORATION A/S (DENMARK CORPORATION)  
VESTER FARIMAGSGADE 3, 5  
COPENHAGEN, DENMARK V1606

FOR: COMPUTER SOFTWARE NAMELY, COMPUTER SOFTWARE FOR MANAGING ONLINE CONTENT, NAMELY DATA, DOCUMENTS, FILES, INFORMATION, TEXT, PHOTOS, IMAGES, GRAPHICS, MUSIC, AUDIO, VIDEO, AND MULTIMEDIA CONTENT; COMPUTER SOFTWARE FOR MANAGING AND EDITING INFORMATION CONTAINED ON THE INTERNET, INTRANET AND EXTRANET SITES, NAMELY, FOR DEVELOPMENT OF INTERNET APPLICATIONS NAMELY, CONTENT MANAGEMENT SYSTEM SOFTWARE (CMS) A SYSTEM THAT MANAGES THE CONTENT THAT IS STORED AND PRESENTED ON A SINGLE OR MULTIPLE CONNECTED WEBSITES, AND RUNS ON THE SAME WEBSITE THAT IT IS CONTROLLING AND DESCRIBES AND COMMUNICATES AND MANAGES THE GOALS, INFORMATION AND OFFERINGS OF THE ORGANIZATION THAT OWNS THE WEBSITE; COMPUTER SOFTWARE WHICH CONTROLS THE DISPLAY OF DYNAMIC CONTENT NAMELY, DATA, DOCUMENTS, FILES, INFORMATION, TEXT, PHOTOS, IMAGES, GRAPHICS, MUSIC, AUDIO, VIDEO, AND MULTIMEDIA CONTENT ON MANY DEVICES, NAMELY COMPUTERS, MOBILE AND COMPUTERS, MOBILE TELEPHONES, HANDHELD DEVICES AND INTERNET-ENABLED DEVICES, ELECTRONIC APPLIANCES, ROBOTIC AGENTS WHICH ACCESS WEBSITES; COMPUTER SOFTWARE FOR DEVELOPMENT OF INTERNET APPLICATIONS NAMELY, THE WEBSITE ITSELF AND RELATED DATABASES, THAT DESCRIBE AND COMMUNICATE AND MANAGE THE GOALS, INFORMATION AND OFFERINGS OF THE ORGANIZATION THAT OWNS THE WEBSITE NAMELY, INFORMATION REPOSITORIES THAT SUPPORT ECOMMERCE TRANSACTIONS, ONLINE COMMUNITIES, AND AUTOMATED SUPPORT ASSISTANCE FOR ORGANIZATIONS PROVIDING INFORMATION TO CONSUMERS; DOWNLOADABLE SOFTWARE FOR THE CREATION, INTEGRATION, PUBLICATION, MANAGEMENT, AND MAINTENANCE OF CONTENT, NAMELY, TEXT, DOCUMENTS, AUDIO, AND VIDEO; COMPUTER SOFTWARE FOR THE COLLECTION, EDITING, ORGANIZING, MODIFYING, BOOK MARKING, TRANSMISSION, STORAGE AND SHARING OF DATA AND INFORMATION; COMPUTER SOFTWARE FOR USE IN CUSTOMER RELATIONSHIP MANAGEMENT (CRM); COMPUTER SOFTWARE FOR USE IN THE SAFEGUARDING OF DIGITAL FILES, INCLUDING AUDIO, VIDEO, TEXT, BINARY, STILL IMAGES, GRAPHICS AND MULTIMEDIA FILES; 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; COMPUTER SOFTWARE THAT PROVIDES WEB-BASED ACCESS TO AP-



*Michelle K. Lee*  
Deputy Director of the United States  
Patent and Trademark Office

**Reg. No. 4,505,467** PPLICATIONS AND SERVICES THROUGH A WEB OPERATING SYSTEM OR PORTAL INTERFACE; DATABASE MANAGEMENT SOFTWARE FOR USER/SERVER PROGRAMS FOR MANAGING DIGITAL MARKETING; COMPUTER SOFTWARE FOR USE AS WEB APPLICATION DEVELOPMENT AND MANAGEMENT SOFTWARE TOOLS FOR WEB CONTENT MANAGEMENT; COMPUTER SOFTWARE FOR USE AS WEB APPLICATION DEVELOPMENT AND MANAGEMENT SOFTWARE TOOLS FOR WEB CONTENT MANAGEMENT AND WEB SITE DESIGN AND MAINTENANCE APPLICATIONS THAT MAY BE DOWNLOADED FROM A GLOBAL COMPUTER NETWORK; COMPUTER SOFTWARE, NAMELY SOFTWARE FOR CREATING AND MANAGING WEB SITES, CREATING, PUBLISHING, MANAGING AND ORGANIZING CONTENT FOR USE ON THE INTERNET OR AN INTRANET, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 10-15-2001; IN COMMERCE 10-15-2001.

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

OWNER OF U.S. REG. NO. 2,954,856.

SER. NO. 86-059,830, FILED 9-9-2013.

KIMBERLY PERRY, EXAMINING ATTORNEY

**Generated on:** This page was generated by TSDR on 2021-03-29 20:09:03 EDT

**Mark:** SITECORE

SITECORE

**US Serial Number:** 86059830

**Application Filing Date:** Sep. 09, 2013

**US Registration Number:** 4505467

**Registration Date:** Apr. 01, 2014

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Oct. 07, 2020

**Publication Date:** Jan. 14, 2014

## Mark Information

**Mark Literal Elements:** SITECORE

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

## Related Properties Information

**Claimed Ownership of US Registrations:** 2954856

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Computer software namely, computer software for managing online content, namely data, documents, files, information, text, photos, images, graphics, music, audio, video, and multimedia content; computer software for managing and editing information contained on the internet, intranet and extranet sites, namely, for development of Internet applications namely, Content Management System software (CMS) a system that manages the content that is stored and presented on a single or multiple connected websites, and runs on the same website that it is controlling and describes and communicates and manages the goals, information and offerings of the organization that owns the website; computer software which controls the display of dynamic content namely, data, documents, files, information, text, photos, images, graphics, music, audio, video, and multimedia content on many devices, namely computers, mobile and computers, mobile telephones, handheld devices and Internet-enabled devices, electronic appliances, robotic agents which access websites; computer software for development of Internet applications namely, the website itself and related databases, that describe and communicate and manage the goals, information and offerings of the organization that owns the website namely, information repositories that support ecommerce transactions, online communities, and automated support assistance for organizations providing information to consumers; downloadable software for the creation, integration, publication, management, and maintenance of content, namely, text, documents, audio, and video; computer software for the collection, editing, organizing, modifying, book marking, transmission, storage and sharing of data and information; computer software for use in customer relationship management (CRM); computer software for use in the safeguarding of digital files, including audio, video, text, binary, still images, graphics and multimedia files; 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; computer software that provides web-based access to applications and services through a web operating system or portal interface; database management software for user/server programs for managing digital marketing; computer software for use as web application development and management software tools for web content management; computer software for use as web application development and management software tools for web content management and web site design and maintenance applications that may be downloaded from a global computer network;

computer software, namely software for creating and managing web sites, creating, publishing, managing and organizing content for use on the Internet or an intranet

**International Class(es):** 009 - Primary Class

**U.S Class(es):** 021, 023, 026, 036, 038

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 15, 2001

**Use in Commerce:** Oct. 15, 2001

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Filed ITU:** No

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** SITECORE CORPORATION A/S

**Owner Address:** Vester Farimagsgade 3, 5  
Copenhagen DENMARK V1606

**Legal Entity Type:** CORPORATION

**State or Country** DENMARK  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Dawn Newton

**Docket Number:** 27945.00002

**Attorney Primary Email Address:** [trademarks@donahue.com](mailto:trademarks@donahue.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Dawn Newton  
Donahue Fitzgerald LLP  
1999 Harrison Street 26th Floor  
Oakland, CALIFORNIA UNITED STATES 94612

**Phone:** (510) 451-3300

**Fax:** (510) 451- 1527

**Correspondent e-mail:** [trademarks@donahue.com](mailto:trademarks@donahue.com) [dnewton@donahue.com](mailto:dnewton@donahue.com)  
[omjhofer@donahue.com](mailto:omjhofer@donahue.com)  
[bfriedman@donahue.com](mailto:bfriedman@donahue.com)

**Correspondent e-mail Authorized:** Yes

### Domestic Representative

**Domestic Representative Name:** Dawn Newton

**Phone:** (510) 451-3300

**Fax:** (510) 451- 1527

**Domestic Representative e-mail:** [trademarks@donahue.com](mailto:trademarks@donahue.com)

**Domestic Representative e-mail Authorized:** Yes

## Prosecution History

Date	Description	Proceeding Number
Oct. 07, 2020	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Oct. 07, 2020	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76985
Aug. 24, 2020	TEAS RESPONSE TO OFFICE ACTION-POST REG RECEIVED	
May 09, 2020	POST REGISTRATION ACTION MAILED - SEC. 8 & 15	76985
May 09, 2020	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76985
Mar. 17, 2020	TEAS SECTION 8 & 15 RECEIVED	



Apr. 01, 2019 COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED  
 Oct. 28, 2015 ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED  
 Oct. 28, 2015 TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED  
 Sep. 10, 2015 ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED  
 Sep. 10, 2015 TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED  
 Apr. 01, 2014 REGISTERED-PRINCIPAL REGISTER  
 Jan. 14, 2014 OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED  
 Jan. 14, 2014 PUBLISHED FOR OPPOSITION  
 Dec. 25, 2013 NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED  
 Dec. 05, 2013 APPROVED FOR PUB - PRINCIPAL REGISTER  
 Dec. 02, 2013 ASSIGNED TO EXAMINER  
 Sep. 18, 2013 NOTICE OF PSEUDO MARK E-MAILED  
 Sep. 17, 2013 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM  
 Sep. 12, 2013 NEW APPLICATION ENTERED IN TRAM

73372

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** TMO LAW OFFICE 112

**Date in Location:** Oct. 07, 2020

## Proceedings

### Summary

**Number of** 5  
**Proceedings:**

### Type of Proceeding: Opposition

**Proceeding** [91264424](#)  
**Number:**

**Filing Date:** Aug 26, 2020

**Status:** Pending

**Status Date:** Feb 17, 2021

**Interlocutory** MARY B MYLES  
**Attorney:**

### Defendant

**Name:** Southern Web, LLC

**Correspondent** RUSSELL SANDIDGE  
**Address:** RUSSELL L SANDIDGE INTELLECTUAL PROPERTY LAW  
 2310 PEACHFORD ROAD  
 ATLANTA GA UNITED STATES , 30338

**Correspondent e-mail:** [rlsandidge@att.net](mailto:rlsandidge@att.net) , [akaiser@stoutkaiser.com](mailto:akaiser@stoutkaiser.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
SITECARE	Opposition Pending	<a href="#">88865956</a>	

### Plaintiff(s)

**Name:** Sitecore Corporation A/S

**Correspondent** JULIE E HOFER  
**Address:** DONAHUE FITZGERALD LLP  
 1999 HARRISON STREET 26TH FLOOR  
 OAKLAND CA UNITED STATES , 94612

**Correspondent e-mail:** [jhofer@donahue.com](mailto:jhofer@donahue.com) , [bfriedman@donahue.com](mailto:bfriedman@donahue.com) , [pcheruvu@donahue.com](mailto:pcheruvu@donahue.com) , [trademarks@donahue.com](mailto:trademarks@donahue.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
SITECORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059827</a>	<a href="#">4505466</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059830</a>	<a href="#">4505467</a>

SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>
SITCORE EXPERIENCE MANAGER	Registered	<a href="#">87673773</a>	<a href="#">6069858</a>
SITCORE EXPERIENCE COMMERCE	Registered	<a href="#">87673647</a>	<a href="#">6124986</a>
SITCORE EXPERIENCE COMMERCE	Registered	<a href="#">87673687</a>	<a href="#">6124987</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 26, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 26, 2020	Oct 05, 2020
3	INSTITUTED	Aug 26, 2020	
4	ANSWER	Oct 05, 2020	
5	P MOT TO COMPEL DISCOVERY	Dec 30, 2020	
6	SUSP PEND DISP OF OUTSTNDNG MOT	Jan 11, 2021	
7	PROCEEDINGS RESUMED	Feb 17, 2021	

#### Type of Proceeding: Opposition

<b>Proceeding Number:</b>	<a href="#">91246903</a>	<b>Filing Date:</b>	Mar 11, 2019
<b>Status:</b>	Terminated	<b>Status Date:</b>	Jun 10, 2019
<b>Interlocutory Attorney:</b>	REBECCA J STEMPIEN_COYLE		

Defendant	
<b>Name:</b>	Tritan Software Corporation
<b>Correspondent Address:</b>	JEFFREY H KAMENETSKY BURR & FORMAN LLP 350 EAST LAS OLAS BOULEVARD SUITE 1440 FORT LAUDERDALE FL UNITED STATES , 33301
<b>Correspondent e-mail:</b>	<a href="mailto:jkamenetsky@burr.com">jkamenetsky@burr.com</a> , <a href="mailto:pkustos@burr.com">pkustos@burr.com</a>

Associated marks			
Mark	Application Status	Serial Number	Registration Number
SITSCORE	Abandoned - After Inter-Partes Decision	<a href="#">87782855</a>	

Plaintiff(s)	
<b>Name:</b>	Sitecore Corporation A/S
<b>Correspondent Address:</b>	JULIE E HOFER DONAHUE FITZGERALD LLP 1999 HARRISON STREET, 25TH FLOOR OAKLAND CA UNITED STATES , 94612
<b>Correspondent e-mail:</b>	<a href="mailto:jhofer@donahue.com">jhofer@donahue.com</a> , <a href="mailto:pcheruvu@donahue.com">pcheruvu@donahue.com</a> , <a href="mailto:dnewton@donahue.com">dnewton@donahue.com</a> , <a href="mailto:josder@donahue.com">josder@donahue.com</a> , <a href="mailto:trademarks@donahue.com">trademarks@donahue.com</a>

Associated marks			
Mark	Application Status	Serial Number	Registration Number
SITCORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059827</a>	<a href="#">4505466</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059830</a>	<a href="#">4505467</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 11, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 11, 2019	Apr 20, 2019
3	PENDING, INSTITUTED	Mar 11, 2019	
4	NOTICE OF DEFAULT	Apr 30, 2019	
5	BD DECISION: OPP SUSTAINED	Jun 10, 2019	
6	TERMINATED	Jun 10, 2019	

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**Type of Proceeding: Opposition**

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**Proceeding Number:** [91246911](#)**Filing Date:** Mar 11, 2019**Status:** Terminated**Status Date:** Jun 10, 2019**Interlocutory Attorney:** MARY B MYLES**Defendant****Name:** SITESCORE LLC**Correspondent Address:** PANKAJ S RAVAL  
CARBON LAW GROUP PC  
633 W 5TH STREET , SUITE 2600  
LOS ANGELES CA UNITED STATES , 90071**Correspondent e-mail:** [trademarks@carbonlg.com](mailto:trademarks@carbonlg.com) , [george@carbonlg.com](mailto:george@carbonlg.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SITESCORE	Abandoned - After Inter-Partes Decision	<a href="#">87710804</a>	

**Plaintiff(s)****Name:** Sitecore Corporation A/S**Correspondent Address:** JULIE E HOFER  
DONAHUE FITZGERALD LLP  
1999 HARRISON STREET, 25TH FLOOR  
OAKLAND CA UNITED STATES , 94612**Correspondent e-mail:** [jhofer@donahue.com](mailto:jhofer@donahue.com) , [pcheruvu@donahue.com](mailto:pcheruvu@donahue.com) , [dnewton@donahue.com](mailto:dnewton@donahue.com) , [josder@donahue.com](mailto:josder@donahue.com) , [trademarks@donahue.com](mailto:trademarks@donahue.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SITECORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059827</a>	<a href="#">4505466</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059830</a>	<a href="#">4505467</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 11, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 12, 2019	Apr 21, 2019
3	PENDING, INSTITUTED	Mar 12, 2019	
4	NOTICE OF DEFAULT	May 01, 2019	
5	BD DECISION: OPP SUSTAINED	Jun 10, 2019	
6	TERMINATED	Jun 10, 2019	

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**Type of Proceeding: Opposition**

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**Proceeding Number:** [91236547](#)**Filing Date:** Sep 01, 2017**Status:** Terminated**Status Date:** Dec 06, 2017**Interlocutory Attorney:** KATIE W MCKNIGHT**Defendant****Name:** HangZhou Dukang Technology Co., Ltd.**Correspondent Address:** CHEN MENG  
ROOM 418 TOWER A2 TENGFEI PARK, NO 388 XINPING JIE SIP  
SUZHOU CHINA , 215123**Correspondent e-mail:** [zhangyue@zhongheip.com](mailto:zhangyue@zhongheip.com) , [chenmeng@zhongheip.com](mailto:chenmeng@zhongheip.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SIGHTCARE	Abandoned - After Inter-Partes Decision	<a href="#">87389587</a>	

**Plaintiff(s)**

**Name:** Sitecore Corporation A/S

**Correspondent Address:** JULIE E HOFER  
DONAHUE FITZGERALD LLP  
1999 HARRISON STREET 25TH FLOOR  
OAKLAND CA UNITED STATES , 94612

**Correspondent e-mail:** [jhofer@donahue.com](mailto:jhofer@donahue.com) , [trademarks@donahue.com](mailto:trademarks@donahue.com) , [dnewton@donahue.com](mailto:dnewton@donahue.com) , [pcheruvu@donahue.com](mailto:pcheruvu@donahue.com) , [josder@donahue.com](mailto:josder@donahue.com) , [amackay@donahue.com](mailto:amackay@donahue.com) , [vhunt@donahue.com](mailto:vhunt@donahue.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SITCORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059827</a>	<a href="#">4505466</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059830</a>	<a href="#">4505467</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 01, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 07, 2017	Oct 17, 2017
3	PENDING, INSTITUTED	Sep 07, 2017	
4	NOTICE OF DEFAULT	Oct 27, 2017	
5	BD DECISION: SUSTAINED	Dec 06, 2017	
6	TERMINATED	Dec 06, 2017	

**Type of Proceeding: Opposition**

**Proceeding Number:** [91220960](#)

**Filing Date:** Mar 09, 2015

**Status:** Terminated

**Status Date:** May 14, 2015

**Interlocutory Attorney:** MIKE WEBSTER

**Defendant**

**Name:** MICHAEL LEPORE, BENJAMIN SWEET, STEPHEN DITTEMORE

**Correspondent Address:** MICHAEL LEPORE  
935 S RAWSON BRIDGE RD  
CARY IL UNITED STATES , 60013-6104

**Correspondent e-mail:** [mike@mikelepore.com](mailto:mike@mikelepore.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SITESTRO	Registered	<a href="#">86230591</a>	<a href="#">4878096</a>

**Plaintiff(s)**

**Name:** SITECORE CORPORATION A/S

**Correspondent Address:** SUSAN L HELLER  
GREENBERG TRAURIG LLP  
1840 CENTURY PARK EAST #1900  
LOS ANGELES CA UNITED STATES , 90067

**Correspondent e-mail:** [gtipmail@gtlaw.com](mailto:gtipmail@gtlaw.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SITCORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059827</a>	<a href="#">4505466</a>

SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059830</a>	<a href="#">4505467</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 09, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 09, 2015	Apr 18, 2015
3	PENDING, INSTITUTED	Mar 09, 2015	
4	ANSWER	Apr 13, 2015	
5	BOARD'S ORDER	Apr 14, 2015	
6	ANSWER	Apr 14, 2015	
7	D REQ FOR DISCOVERY CONFERENCE-ESTTA	May 07, 2015	
8	W/DRAW OF OPPOSITION	May 08, 2015	
9	BD DECISION: DISMISSED W/O PREJ	May 14, 2015	
10	TERMINATED	May 14, 2015	

# United States of America

United States Patent and Trademark Office



**Reg. No. 4,696,792**

**Registered Mar. 3, 2015**

**Int. Cl.: 42**

**SERVICE MARK**

**PRINCIPAL REGISTER**

SITECORE CORPORATION A/S (DENMARK CORPORATION)  
VESTER FARIMAGSGADE 3, 5  
COPENHAGEN, DENMARK V1606

FOR: DESIGN AND DEVELOPMENT OF COMPUTER SOFTWARE FOR CONTENT MANAGEMENT, COMMERCE, MULTI-CHANNEL MARKETING AND EXPERIENCE MANAGEMENT; TECHNICAL SUPPORT, NAMELY, MONITORING TECHNOLOGICAL FUNCTIONS OF COMPUTER NETWORK SYSTEMS TO REPORT ON SOCIAL MEDIA, BRAND AWARENESS, CUSTOMER LOYALTY AND RELATED WEB MONITORING ACTIVITIES; TECHNICAL SUPPORT SERVICES, NAMELY, 24/7 MONITORING OF NETWORK SYSTEMS, SERVERS AND WEB AND DATABASE APPLICATIONS AND NOTIFICATION OF RELATED EVENTS AND ALERTS; PROVIDING A WEB SITE FEATURING TEMPORARY USE OF NON-DOWNLOADABLE SOFTWARE ALLOWING WEB SITE USERS TO MANAGE THE EXPERIENCE OF THEIR CUSTOMERS AND THEIR MARKETING ACTIVITIES INCLUDING OPTIMIZATION, ANALYTICS, COMMERCE, MESSAGE DELIVERY VIA EMAIL, SMS, MMS AND CONTENT MANAGEMENT FOR WEB, MOBILE, PRINT, AND SOCIAL EXPERIENCES; CLOUD COMPUTING FEATURING SOFTWARE FOR USE IN ENABLING WEB SITE USERS TO MANAGE THE EXPERIENCE OF THEIR CUSTOMERS AND THEIR MARKETING ACTIVITIES INCLUDING OPTIMIZATION, ANALYTICS, COMMERCE, MESSAGE DELIVERY VIA EMAIL, SMS, MMS AND CONTENT MANAGEMENT FOR WEB, MOBILE, PRINT, AND SOCIAL EXPERIENCES; COMPUTER SOFTWARE CONSULTATION REGARDING THE END BUSINESS OBJECTIVES BEHIND SUCH SOFTWARE, IN CLASS 42 (U.S. CLS. 100 AND 101).



FIRST USE 10-15-2001; IN COMMERCE 10-15-2001.

OWNER OF U.S. REG. NO. 2,954,856.

THE MARK CONSISTS OF THE WORDING "SITECORE" TO THE RIGHT OF A CIRCLE, WITHIN WHICH THERE ARE THREE SWATCHES OF GRADUATED SIZE.

SN 86-059,828, FILED 9-9-2013.

*Michelle K. Lee*  
Deputy Director of the United States  
Patent and Trademark Office

KIMBERLY PERRY, EXAMINING ATTORNEY

**Generated on:** This page was generated by TSDR on 2021-03-29 20:10:14 EDT

**Mark:** SITECORE



**US Serial Number:** 86059828

**Application Filing Date:** Sep. 09, 2013

**US Registration Number:** 4696792

**Registration Date:** Mar. 03, 2015

**Register:** Principal

**Mark Type:** Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Jan. 02, 2021

**Publication Date:** Mar. 18, 2014

**Notice of Allowance Date:** Sep. 23, 2014

## Mark Information

**Mark Literal Elements:** SITECORE

**Standard Character Claim:** No

**Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

**Description of Mark:** The mark consists of the wording "SITECORE" to the right of a circle, within which there are three swatches of graduated size.

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Design Search Code(s):** 26.01.27 - Circles containing irregular exterior lining or elements not amounting to a decorative border

## Related Properties Information

**Claimed Ownership of US Registrations:** 2954856

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Design and development of computer software for content management, commerce, multi-channel marketing and experience management; Technical support, namely, monitoring technological functions of computer network systems to report on social media, brand awareness, customer loyalty and related web monitoring activities; Technical support services, namely, 24/7 monitoring of network systems, servers and web and database applications and notification of related events and alerts; Providing a web site featuring temporary use of non-downloadable software allowing web site users to manage the experience of their customers and their marketing activities including optimization, analytics, commerce, message delivery via email, SMS, MMS and content management for web, mobile, print, and social experiences; Cloud computing featuring software for use in enabling web site users to manage the experience of their customers and their marketing activities including optimization, analytics, commerce, message delivery via email, SMS, MMS and content management for web, mobile, print, and social experiences; Computer software consultation regarding the end business objectives behind such software

**International Class(es):** 042 - Primary Class

**U.S Class(es):** 100, 101

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 15, 2001

**Use in Commerce:** Oct. 15, 2001

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** Yes

**Filed ITU:** Yes

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** SITECORE CORPORATION A/S

**Owner Address:** Vester Farimagsgade 3, 5  
Copenhagen DENMARK V1606

**Legal Entity Type:** CORPORATION

**State or Country** DENMARK  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Dawn Newton

**Docket Number:** 27945.00002

**Attorney Primary** [trademarks@donahue.com](mailto:trademarks@donahue.com)  
**Email Address:**

**Attorney Email** Yes  
**Authorized:**

### Correspondent

**Correspondent** Dawn Newton  
**Name/Address:** Donahue Fitzgerald LLP  
1999 Harrison Street 26th Floor  
Oakland, CALIFORNIA UNITED STATES 94612

**Phone:** (510) 451-3300

**Fax:** (510) 451- 1527

**Correspondent e-mail:** [trademarks@donahue.com](mailto:trademarks@donahue.com) [dnewton@donahue.c](mailto:dnewton@donahue.com)  
[om.jhofer@donahue.com](mailto:om.jhofer@donahue.com)

**Correspondent e-mail** Yes  
**Authorized:**

### Domestic Representative

**Domestic** Barbara L. Friedman  
**Representative**  
**Name:**

**Phone:** (510) 451-3300

**Fax:** (510) 451- 1527

**Domestic** [trademarks@donahue.com](mailto:trademarks@donahue.com)  
**Representative e-mail:**

**Domestic** Yes  
**Representative e-mail** Authorized:

## Prosecution History

Date	Description	Proceeding Number
Jan. 02, 2021	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jan. 02, 2021	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76293
Jan. 02, 2021	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76293
Oct. 06, 2020	TEAS SECTION 8 & 15 RECEIVED	
Mar. 03, 2020	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Oct. 28, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 28, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Sep. 10, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Sep. 10, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 03, 2015	REGISTERED-PRINCIPAL REGISTER	
Jan. 27, 2015	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	



Jan. 26, 2015	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jan. 09, 2015	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jan. 08, 2015	STATEMENT OF USE PROCESSING COMPLETE	66154
Nov. 13, 2014	USE AMENDMENT FILED	66154
Jan. 08, 2015	EXTENSION 1 GRANTED	66154
Nov. 13, 2014	EXTENSION 1 FILED	66154
Jan. 06, 2015	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66154
Nov. 13, 2014	TEAS EXTENSION RECEIVED	
Nov. 13, 2014	TEAS STATEMENT OF USE RECEIVED	
Sep. 23, 2014	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 08, 2014	EXTENSION OF TIME TO OPPOSE PROCESS - TERMINATED	
Mar. 27, 2014	EXTENSION OF TIME TO OPPOSE RECEIVED	
Mar. 18, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 18, 2014	PUBLISHED FOR OPPOSITION	
Feb. 26, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Feb. 12, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	69712
Feb. 05, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 04, 2014	EXAMINER'S AMENDMENT ENTERED	69712
Feb. 04, 2014	ASSIGNED TO LIE	69712
Feb. 04, 2014	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Feb. 04, 2014	EXAMINERS AMENDMENT E-MAILED	6328
Feb. 04, 2014	EXAMINERS AMENDMENT -WRITTEN	73372
Dec. 05, 2013	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 05, 2013	NON-FINAL ACTION E-MAILED	6325
Dec. 05, 2013	NON-FINAL ACTION WRITTEN	73372
Dec. 02, 2013	ASSIGNED TO EXAMINER	73372
Sep. 18, 2013	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Sep. 17, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 12, 2013	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** TMO LAW OFFICE 112

**Date in Location:** Jan. 02, 2021

## Proceedings

### Summary

**Number of Proceedings:** 6

### Type of Proceeding: Opposition

**Proceeding Number:** [91264424](#)

**Filing Date:** Aug 26, 2020

**Status:** Pending

**Status Date:** Feb 17, 2021

**Interlocutory Attorney:** MARY B MYLES

#### Defendant

**Name:** Southern Web, LLC

**Correspondent Address:** RUSSELL SANDIDGE  
RUSSELL L SANDIDGE INTELLECTUAL PROPERTY LAW  
2310 PEACHFORD ROAD  
ATLANTA GA UNITED STATES , 30338

**Correspondent e-mail:** [rlsandidge@att.net](mailto:rlsandidge@att.net) , [akaizer@stoutkaiser.com](mailto:akaizer@stoutkaiser.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
SITECARE	Opposition Pending	<a href="#">88865956</a>	
<b>Plaintiff(s)</b>			

**Name:** Sitecore Corporation A/S

**Correspondent Address:** JULIE E HOFER  
DONAHUE FITZGERALD LLP  
1999 HARRISON STREET 26TH FLOOR  
OAKLAND CA UNITED STATES , 94612

**Correspondent e-mail:** [jhofer@donahue.com](mailto:jhofer@donahue.com) , [bfriedman@donahue.com](mailto:bfriedman@donahue.com) , [pcheruvu@donahue.com](mailto:pcheruvu@donahue.com) , [trademarks@donahue.com](mailto:trademarks@donahue.com)

<b>Associated marks</b>			
Mark	Application Status	Serial Number	Registration Number
SITCORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059827</a>	<a href="#">4505466</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059830</a>	<a href="#">4505467</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>
SITCORE EXPERIENCE MANAGER	Registered	<a href="#">87673773</a>	<a href="#">6069858</a>
SITCORE EXPERIENCE COMMERCE	Registered	<a href="#">87673647</a>	<a href="#">6124986</a>
SITCORE EXPERIENCE COMMERCE	Registered	<a href="#">87673687</a>	<a href="#">6124987</a>

<b>Prosecution History</b>			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 26, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 26, 2020	Oct 05, 2020
3	INSTITUTED	Aug 26, 2020	
4	ANSWER	Oct 05, 2020	
5	P MOT TO COMPEL DISCOVERY	Dec 30, 2020	
6	SUSP PEND DISP OF OUTSTNDNG MOT	Jan 11, 2021	
7	PROCEEDINGS RESUMED	Feb 17, 2021	

### Type of Proceeding: Opposition

**Proceeding Number:** [91246903](#)

**Filing Date:** Mar 11, 2019

**Status:** Terminated

**Status Date:** Jun 10, 2019

**Interlocutory Attorney:** REBECCA J STEMPIEN\_COYLE

<b>Defendant</b>	
<b>Name:</b> Tritan Software Corporation	
<b>Correspondent Address:</b> JEFFREY H KAMENETSKY BURR & FORMAN LLP 350 EAST LAS OLAS BOULEVARD SUITE 1440 FORT LAUDERDALE FL UNITED STATES , 33301	
<b>Correspondent e-mail:</b> <a href="mailto:jkameretsky@burr.com">jkameretsky@burr.com</a> , <a href="mailto:pkustos@burr.com">pkustos@burr.com</a>	

<b>Associated marks</b>			
Mark	Application Status	Serial Number	Registration Number
SITSCORE	Abandoned - After Inter-Partes Decision	<a href="#">87782855</a>	
<b>Plaintiff(s)</b>			

**Name:** Sitecore Corporation A/S

**Correspondent Address:** JULIE E HOFER  
DONAHUE FITZGERALD LLP  
1999 HARRISON STREET, 25TH FLOOR  
OAKLAND CA UNITED STATES , 94612

**Correspondent e-mail:** [jhofer@donahue.com](mailto:jhofer@donahue.com) , [pcheruvu@donahue.com](mailto:pcheruvu@donahue.com) , [dnewton@donahue.com](mailto:dnewton@donahue.com) , [josder@donahue.com](mailto:josder@donahue.com) , [trademarks@donahue.com](mailto:trademarks@donahue.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
SITCORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059827</a>	<a href="#">4505466</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059830</a>	<a href="#">4505467</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 11, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 11, 2019	Apr 20, 2019
3	PENDING, INSTITUTED	Mar 11, 2019	
4	NOTICE OF DEFAULT	Apr 30, 2019	
5	BD DECISION: OPP SUSTAINED	Jun 10, 2019	
6	TERMINATED	Jun 10, 2019	

### Type of Proceeding: Opposition

Proceeding Number:	<a href="#">91246911</a>	Filing Date:	Mar 11, 2019
Status:	Terminated	Status Date:	Jun 10, 2019
Interlocutory Attorney:	MARY B MYLES		

Defendant			
Name:	SITSCORE LLC		
Correspondent Address:	PANKAJ S RAVAL CARBON LAW GROUP PC 633 W 5TH STREET , SUITE 2600 LOS ANGELES CA UNITED STATES , 90071		
Correspondent e-mail:	<a href="mailto:trademarks@carbonlg.com">trademarks@carbonlg.com</a> , <a href="mailto:george@carbonlg.com">george@carbonlg.com</a>		

Associated marks			
Mark	Application Status	Serial Number	Registration Number
SITSCORE	Abandoned - After Inter-Partes Decision	<a href="#">87710804</a>	

Plaintiff(s)			
Name:	Sitecore Corporation A/S		
Correspondent Address:	JULIE E HOFER DONAHUE FITZGERALD LLP 1999 HARRISON STREET, 25TH FLOOR OAKLAND CA UNITED STATES , 94612		
Correspondent e-mail:	<a href="mailto:jhofer@donahue.com">jhofer@donahue.com</a> , <a href="mailto:pcheruvu@donahue.com">pcheruvu@donahue.com</a> , <a href="mailto:dnewton@donahue.com">dnewton@donahue.com</a> , <a href="mailto:josder@donahue.com">josder@donahue.com</a> , <a href="mailto:trademarks@donahue.com">trademarks@donahue.com</a>		

Associated marks			
Mark	Application Status	Serial Number	Registration Number
SITCORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059827</a>	<a href="#">4505466</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059830</a>	<a href="#">4505467</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 11, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 12, 2019	Apr 21, 2019
3	PENDING, INSTITUTED	Mar 12, 2019	
4	NOTICE OF DEFAULT	May 01, 2019	

5	BD DECISION: OPP SUSTAINED	Jun 10, 2019
6	TERMINATED	Jun 10, 2019

### Type of Proceeding: Opposition

Proceeding Number: [91236547](#)

Filing Date: Sep 01, 2017

Status: Terminated

Status Date: Dec 06, 2017

Interlocutory Attorney: KATIE W MCKNIGHT

#### Defendant

Name: HangZhou Dukang Technology Co., Ltd.

Correspondent Address: CHEN MENG  
ROOM 418 TOWER A2 TENGFEI PARK, NO 388 XINPING JIE SIP  
SUZHOU CHINA , 215123

Correspondent e-mail: [zhangyue@zhongheip.com](mailto:zhangyue@zhongheip.com) , [chenmeng@zhongheip.com](mailto:chenmeng@zhongheip.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
SIGHTCARE	Abandoned - After Inter-Partes Decision	<a href="#">87389587</a>	

#### Plaintiff(s)

Name: Sitecore Corporation A/S

Correspondent Address: JULIE E HOFER  
DONAHUE FITZGERALD LLP  
1999 HARRISON STREET 25TH FLOOR  
OAKLAND CA UNITED STATES , 94612

Correspondent e-mail: [jhofer@donahue.com](mailto:jhofer@donahue.com) , [trademarks@donahue.com](mailto:trademarks@donahue.com) , [dnewton@donahue.com](mailto:dnewton@donahue.com) , [pcheruvu@donahue.com](mailto:pcheruvu@donahue.com) , [josder@donahue.com](mailto:josder@donahue.com) , [amackay@donahue.com](mailto:amackay@donahue.com) , [vhunt@donahue.com](mailto:vhunt@donahue.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
SITCORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059827</a>	<a href="#">4505466</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059830</a>	<a href="#">4505467</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 01, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 07, 2017	Oct 17, 2017
3	PENDING, INSTITUTED	Sep 07, 2017	
4	NOTICE OF DEFAULT	Oct 27, 2017	
5	BD DECISION: SUSTAINED	Dec 06, 2017	
6	TERMINATED	Dec 06, 2017	

### Type of Proceeding: Opposition

Proceeding Number: [91220960](#)

Filing Date: Mar 09, 2015

Status: Terminated

Status Date: May 14, 2015

Interlocutory Attorney: MIKE WEBSTER

#### Defendant

Name: MICHAEL LEPORE, BENJAMIN SWEET, STEPHEN DITTEMORE

Correspondent Address: MICHAEL LEPORE  
935 S RAWSON BRIDGE RD  
CARY IL UNITED STATES , 60013-6104

Correspondent e-mail: [mike@mikelepore.com](mailto:mike@mikelepore.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
SITESTRO	Registered	<a href="#">86230591</a>	<a href="#">4878096</a>
Plaintiff(s)			

**Name:** SITECORE CORPORATION A/S

**Correspondent Address:** SUSAN L HELLER  
GREENBERG TRAURIG LLP  
1840 CENTURY PARK EAST #1900  
LOS ANGELES CA UNITED STATES , 90067

**Correspondent e-mail:** [gtipmail@gtlaw.com](mailto:gtipmail@gtlaw.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
SITECORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059827</a>	<a href="#">4505466</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059830</a>	<a href="#">4505467</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 09, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 09, 2015	Apr 18, 2015
3	PENDING, INSTITUTED	Mar 09, 2015	
4	ANSWER	Apr 13, 2015	
5	BOARD'S ORDER	Apr 14, 2015	
6	ANSWER	Apr 14, 2015	
7	D REQ FOR DISCOVERY CONFERENCE-ESTTA	May 07, 2015	
8	W/DRAW OF OPPOSITION	May 08, 2015	
9	BD DECISION: DISMISSED W/O PREJ	May 14, 2015	
10	TERMINATED	May 14, 2015	

#### Type of Proceeding: Extension of Time

**Proceeding Number:** [86059828](#)

**Filing Date:** Mar 27, 2014

**Status:** Terminated

**Status Date:** Aug 08, 2014

**Interlocutory Attorney:**

#### Defendant

**Name:** SITECORE CORPORATION A/S

**Correspondent Address:** SUSAN L. HELLER  
GREENBERG TRAURIG, LLP  
1840 CENTURY PARK E STE 1900  
LOS ANGELES CA , 90067-2121

Associated marks			
Mark	Application Status	Serial Number	Registration Number
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>
Potential Opposer(s)			

**Name:** salesforce.com, inc.

**Correspondent Address:** Matthew J. Kuykendall  
Wilson Sonsini Goodrich & Rosati  
650 Page Mill Road  
Palo Alto CA UNITED STATES , 94304

**Correspondent e-mail:** [mkuykendall@wsgr.com](mailto:mkuykendall@wsgr.com) , [jslafsky@wsgr.com](mailto:jslafsky@wsgr.com)

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	INCOMING - EXT TIME TO OPPOSE FILED	Mar 27, 2014	
2	EXTENSION OF TIME GRANTED	Mar 27, 2014	
3	INCOMING - EXT TIME TO OPPOSE FILED	Jul 15, 2014	
4	EXTENSION OF TIME GRANTED	Jul 15, 2014	
5	LETTER FROM APPLICANT	Jul 30, 2014	
6	EXT MOOT	Aug 06, 2014	
7	TERMINATED	Aug 08, 2014	

# United States of America

United States Patent and Trademark Office

# SITECORE

**Reg. No. 4,696,859**

**Registered Mar. 3, 2015**

**Int. Cl.: 42**

**SERVICE MARK**

**PRINCIPAL REGISTER**

SITECORE CORPORATION A/S (DENMARK CORPORATION)  
VESTER FARIMAGSGADE 3, 5  
COPENHAGEN V, DENMARK 1606

FOR: DESIGN AND DEVELOPMENT OF COMPUTER SOFTWARE FOR CONTENT MANAGEMENT, COMMERCE, MULTI-CHANNEL MARKETING AND EXPERIENCE MANAGEMENT; TECHNICAL SUPPORT, NAMELY, MONITORING TECHNOLOGICAL FUNCTIONS OF COMPUTER NETWORK SYSTEMS TO REPORT ON SOCIAL MEDIA, BRAND AWARENESS, CUSTOMER LOYALTY AND RELATED WEB MONITORING ACTIVITIES; TECHNICAL SUPPORT SERVICES, NAMELY, 24/7 MONITORING OF NETWORK SYSTEMS, SERVERS AND WEB AND DATABASE APPLICATIONS AND NOTIFICATION OF RELATED EVENTS AND ALERTS; PROVIDING A WEB SITE FEATURING TEMPORARY USE OF NON-DOWNLOADABLE SOFTWARE ALLOWING WEB SITE USERS TO MANAGE THE EXPERIENCE OF THEIR CUSTOMERS AND THEIR MARKETING ACTIVITIES INCLUDING OPTIMIZATION, ANALYTICS, COMMERCE, MESSAGE DELIVERY VIA EMAIL, SMS, MMS AND CONTENT MANAGEMENT FOR WEB, MOBILE, PRINT, AND SOCIAL EXPERIENCES; CLOUD COMPUTING FEATURING SOFTWARE FOR USE IN ENABLING WEB SITE USERS TO MANAGE THE EXPERIENCE OF THEIR CUSTOMERS AND THEIR MARKETING ACTIVITIES INCLUDING OPTIMIZATION, ANALYTICS, COMMERCE, MESSAGE DELIVERY VIA EMAIL, SMS, MMS AND CONTENT MANAGEMENT FOR WEB, MOBILE, PRINT, AND SOCIAL EXPERIENCES; COMPUTER SOFTWARE CONSULTATION REGARDING THE END BUSINESS OBJECTIVES BEHIND SUCH SOFTWARE, IN CLASS 42 (U.S. CLS. 100 AND 101).



FIRST USE 10-15-2001; IN COMMERCE 10-15-2001.

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

OWNER OF U.S. REG. NO. 2,954,856.

SN 86-097,149, FILED 10-21-2013.

KIMBERLY PERRY, EXAMINING ATTORNEY

*Michelle K. Lee*  
Deputy Director of the United States  
Patent and Trademark Office

**Generated on:** This page was generated by TSDR on 2021-03-29 20:11:28 EDT

**Mark:** SITECORE

SITECORE

**US Serial Number:** 86097149

**Application Filing Date:** Oct. 21, 2013

**US Registration Number:** 4696859

**Registration Date:** Mar. 03, 2015

**Register:** Principal

**Mark Type:** Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Jan. 02, 2021

**Publication Date:** Mar. 18, 2014

**Notice of Allowance Date:** Sep. 30, 2014

## Mark Information

**Mark Literal Elements:** SITECORE

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

## Related Properties Information

**Claimed Ownership of US Registrations:** 2954856

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Design and development of computer software for content management, commerce, multi-channel marketing and experience management; Technical support, namely, monitoring technological functions of computer network systems to report on social media, brand awareness, customer loyalty and related web monitoring activities; Technical support services, namely, 24/7 monitoring of network systems, servers and web and database applications and notification of related events and alerts; Providing a web site featuring temporary use of non-downloadable software allowing web site users to manage the experience of their customers and their marketing activities including optimization, analytics, commerce, message delivery via email, SMS, MMS and content management for web, mobile, print, and social experiences; Cloud computing featuring software for use in enabling web site users to manage the experience of their customers and their marketing activities including optimization, analytics, commerce, message delivery via email, SMS, MMS and content management for web, mobile, print, and social experiences; Computer software consultation regarding the end business objectives behind such software

**International Class(es):** 042 - Primary Class

**U.S Class(es):** 100, 101

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 15, 2001

**Use in Commerce:** Oct. 15, 2001

## Basis Information (Case Level)



**Filed Use:** No  
**Filed ITU:** Yes  
**Filed 44D:** No  
**Filed 44E:** No  
**Filed 66A:** No  
**Filed No Basis:** No

**Currently Use:** Yes  
**Currently ITU:** No  
**Currently 44E:** No  
**Currently 66A:** No  
**Currently No Basis:** No

## Current Owner(s) Information

**Owner Name:** SITECORE CORPORATION A/S  
**Owner Address:** Vester Farimagsgade 3, 5  
Copenhagen V DENMARK 1606  
**Legal Entity Type:** CORPORATION  
**State or Country Where Organized:** DENMARK

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Dawn Newton  
**Attorney Primary Email Address:** [trademarks@donahue.com](mailto:trademarks@donahue.com)  
**Docket Number:** 27945.00002  
**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Dawn Newton  
Donahue Fitzgerald LLP  
1999 Harrison Street 26th Floor  
Oakland, CALIFORNIA UNITED STATES 94612  
**Phone:** (510) 451-3300  
**Fax:** (510) 451- 1527  
**Correspondent e-mail:** [trademarks@donahue.com](mailto:trademarks@donahue.com) [dnewton@donahue.com](mailto:dnewton@donahue.com)  
[omjhofer@donahue.com](mailto:omjhofer@donahue.com)  
[bfriedman@donahue.com](mailto:bfriedman@donahue.com)  
**Correspondent e-mail Authorized:** Yes

### Domestic Representative

**Domestic Representative Name:** Dawn Newton  
**Phone:** (510) 451-3300  
**Fax:** (510) 451- 1527  
**Domestic Representative e-mail:** [trademarks@donahue.com](mailto:trademarks@donahue.com)  
**Domestic Representative e-mail Authorized:** Yes

## Prosecution History

Date	Description	Proceeding Number
Jan. 02, 2021	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jan. 02, 2021	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	30005
Jan. 02, 2021	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	30005
Oct. 06, 2020	TEAS SECTION 8 & 15 RECEIVED	
Mar. 03, 2020	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Oct. 28, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 28, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Sep. 10, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Sep. 10, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 03, 2015	REGISTERED-PRINCIPAL REGISTER	
Jan. 30, 2015	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jan. 29, 2015	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jan. 13, 2015	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jan. 12, 2015	STATEMENT OF USE PROCESSING COMPLETE	71034
Nov. 13, 2014	USE AMENDMENT FILED	71034

Jan. 12, 2015	EXTENSION 1 GRANTED	71034
Nov. 13, 2014	EXTENSION 1 FILED	71034
Jan. 08, 2015	CASE ASSIGNED TO INTENT TO USE PARALEGAL	71034
Nov. 13, 2014	TEAS EXTENSION RECEIVED	
Nov. 13, 2014	TEAS STATEMENT OF USE RECEIVED	
Sep. 30, 2014	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 11, 2014	EXTENSION OF TIME TO OPPOSE PROCESS - TERMINATED	
Mar. 27, 2014	EXTENSION OF TIME TO OPPOSE RECEIVED	
Mar. 18, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 18, 2014	PUBLISHED FOR OPPOSITION	
Feb. 26, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Feb. 12, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	66121
Feb. 06, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 05, 2014	EXAMINER'S AMENDMENT ENTERED	66121
Feb. 04, 2014	ASSIGNED TO LIE	66121
Feb. 04, 2014	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Feb. 04, 2014	EXAMINERS AMENDMENT E-MAILED	6328
Feb. 04, 2014	EXAMINERS AMENDMENT -WRITTEN	73372
Dec. 05, 2013	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 05, 2013	NON-FINAL ACTION E-MAILED	6325
Dec. 05, 2013	NON-FINAL ACTION WRITTEN	73372
Dec. 02, 2013	ASSIGNED TO EXAMINER	73372
Oct. 29, 2013	NOTICE OF PSEUDO MARK E-MAILED	
Oct. 26, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 24, 2013	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** TMO LAW OFFICE 112

**Date in Location:** Jan. 02, 2021

## Proceedings

### Summary

**Number of Proceedings:** 6

### Type of Proceeding: Opposition

**Proceeding Number:** [91264424](#)

**Filing Date:** Aug 26, 2020

**Status:** Pending

**Status Date:** Feb 17, 2021

**Interlocutory Attorney:** MARY B MYLES

### Defendant

**Name:** Southern Web, LLC

**Correspondent Address:** RUSSELL SANDIDGE  
RUSSELL L SANDIDGE INTELLECTUAL PROPERTY LAW  
2310 PEACHFORD ROAD  
ATLANTA GA UNITED STATES , 30338

**Correspondent e-mail:** [rsandidge@att.net](mailto:rsandidge@att.net) , [akaizer@stoutkaiser.com](mailto:akaizer@stoutkaiser.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
SITECARE	Opposition Pending	<a href="#">88865956</a>	
<b>Plaintiff(s)</b>			

**Name:** Sitecore Corporation A/S

**Correspondent** JULIE E HOFER  
**Address:** DONAHUE FITZGERALD LLP  
1999 HARRISON STREET 26TH FLOOR  
OAKLAND CA UNITED STATES , 94612

**Correspondent e-mail:** [jhofer@donahue.com](mailto:jhofer@donahue.com) , [bfriedman@donahue.com](mailto:bfriedman@donahue.com) , [pcheruvu@donahue.com](mailto:pcheruvu@donahue.com) , [trademarks@donahue.com](mailto:trademarks@donahue.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
SITCORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059827</a>	<a href="#">4505466</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059830</a>	<a href="#">4505467</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>
SITCORE EXPERIENCE MANAGER	Registered	<a href="#">87673773</a>	<a href="#">6069858</a>
SITCORE EXPERIENCE COMMERCE	Registered	<a href="#">87673647</a>	<a href="#">6124986</a>
SITCORE EXPERIENCE COMMERCE	Registered	<a href="#">87673687</a>	<a href="#">6124987</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 26, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 26, 2020	Oct 05, 2020
3	INSTITUTED	Aug 26, 2020	
4	ANSWER	Oct 05, 2020	
5	P MOT TO COMPEL DISCOVERY	Dec 30, 2020	
6	SUSP PEND DISP OF OUTSTNDNG MOT	Jan 11, 2021	
7	PROCEEDINGS RESUMED	Feb 17, 2021	

#### Type of Proceeding: Opposition

**Proceeding Number:** [91246903](#)

**Filing Date:** Mar 11, 2019

**Status:** Terminated

**Status Date:** Jun 10, 2019

**Interlocutory Attorney:** REBECCA J STEMPIEN\_COYLE

#### Defendant

**Name:** Tritan Software Corporation

**Correspondent Address:** JEFFREY H KAMENETSKY  
BURR & FORMAN LLP  
350 EAST LAS OLAS BOULEVARD SUITE 1440  
FORT LAUDERDALE FL UNITED STATES , 33301

**Correspondent e-mail:** [jkameretsky@burr.com](mailto:jkameretsky@burr.com) , [pkustos@burr.com](mailto:pkustos@burr.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
SITSCORE	Abandoned - After Inter-Partes Decision	<a href="#">87782855</a>	

#### Plaintiff(s)

**Name:** Sitecore Corporation A/S

**Correspondent Address:** JULIE E HOFER  
DONAHUE FITZGERALD LLP  
1999 HARRISON STREET , 25TH FLOOR  
OAKLAND CA UNITED STATES , 94612

**Correspondent e-mail:** [jhofer@donahue.com](mailto:jhofer@donahue.com) , [pcheruvu@donahue.com](mailto:pcheruvu@donahue.com) , [dnewton@donahue.com](mailto:dnewton@donahue.com) , [josder@donahue.com](mailto:josder@donahue.com) , [trademarks@donahue.com](mailto:trademarks@donahue.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
SITCORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059827</a>	<a href="#">4505466</a>

SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059830</a>	<a href="#">4505467</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 11, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 11, 2019	Apr 20, 2019
3	PENDING, INSTITUTED	Mar 11, 2019	
4	NOTICE OF DEFAULT	Apr 30, 2019	
5	BD DECISION: OPP SUSTAINED	Jun 10, 2019	
6	TERMINATED	Jun 10, 2019	

#### Type of Proceeding: Opposition

Proceeding Number: [91246911](#)

Filing Date: Mar 11, 2019

Status: Terminated

Status Date: Jun 10, 2019

Interlocutory Attorney: MARY B MYLES

#### Defendant

Name: SITESCORE LLC

Correspondent Address: PANKAJ S RAVAL  
CARBON LAW GROUP PC  
633 W 5TH STREET , SUITE 2600  
LOS ANGELES CA UNITED STATES , 90071

Correspondent e-mail: [trademarks@carbonlg.com](mailto:trademarks@carbonlg.com) , [george@carbonlg.com](mailto:george@carbonlg.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
SITESCORE	Abandoned - After Inter-Partes Decision	<a href="#">87710804</a>	

#### Plaintiff(s)

Name: Sitecore Corporation A/S

Correspondent Address: JULIE E HOFER  
DONAHUE FITZGERALD LLP  
1999 HARRISON STREET, 25TH FLOOR  
OAKLAND CA UNITED STATES , 94612

Correspondent e-mail: [jhofer@donahue.com](mailto:jhofer@donahue.com) , [pcheruvu@donahue.com](mailto:pcheruvu@donahue.com) , [dnewton@donahue.com](mailto:dnewton@donahue.com) , [josder@donahue.com](mailto:josder@donahue.com) , [trademarks@donahue.com](mailto:trademarks@donahue.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
SITECORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059827</a>	<a href="#">4505466</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059830</a>	<a href="#">4505467</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 11, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 12, 2019	Apr 21, 2019
3	PENDING, INSTITUTED	Mar 12, 2019	
4	NOTICE OF DEFAULT	May 01, 2019	
5	BD DECISION: OPP SUSTAINED	Jun 10, 2019	
6	TERMINATED	Jun 10, 2019	

#### Type of Proceeding: Opposition

Proceeding [91236547](#)

Filing Date: Sep 01, 2017

Number: \_\_\_\_\_

Status: Terminated

Status Date: Dec 06, 2017

Interlocutory Attorney: KATIE W MCKNIGHT

#### Defendant

Name: HangZhou Dukang Technology Co., Ltd.

Correspondent CHEN MENG

Address: ROOM 418 TOWER A2 TENGFEI PARK, NO 388 XINPING JIE SIP  
SUZHOU CHINA , 215123

Correspondent e-mail: [zhangyue@zhongheip.com](mailto:zhangyue@zhongheip.com) , [chenmeng@zhongheip.com](mailto:chenmeng@zhongheip.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
SIGHTCARE	Abandoned - After Inter-Partes Decision	<a href="#">87389587</a>	

#### Plaintiff(s)

Name: Sitecore Corporation A/S

Correspondent JULIE E HOFER

Address: DONAHUE FITZGERALD LLP  
1999 HARRISON STREET 25TH FLOOR  
OAKLAND CA UNITED STATES , 94612

Correspondent e-mail: [jhofer@donahue.com](mailto:jhofer@donahue.com) , [trademarks@donahue.com](mailto:trademarks@donahue.com) , [dnewton@donahue.com](mailto:dnewton@donahue.com) , [pcheruvu@donahue.com](mailto:pcheruvu@donahue.com) , [josder@donahue.com](mailto:josder@donahue.com) , [amackay@donahue.com](mailto:amackay@donahue.com) , [vhunt@donahue.com](mailto:vhunt@donahue.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
SITCORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059827</a>	<a href="#">4505466</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059830</a>	<a href="#">4505467</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>
SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 01, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 07, 2017	Oct 17, 2017
3	PENDING, INSTITUTED	Sep 07, 2017	
4	NOTICE OF DEFAULT	Oct 27, 2017	
5	BD DECISION: SUSTAINED	Dec 06, 2017	
6	TERMINATED	Dec 06, 2017	

#### Type of Proceeding: Opposition

Proceeding Number: [91220960](#)

Filing Date: Mar 09, 2015

Status: Terminated

Status Date: May 14, 2015

Interlocutory Attorney: MIKE WEBSTER

#### Defendant

Name: MICHAEL LEPORE, BENJAMIN SWEET, STEPHEN DITTEMORE

Correspondent MICHAEL LEPORE

Address: 935 S RAWSON BRIDGE RD  
CARY IL UNITED STATES , 60013-6104

Correspondent e-mail: [mike@mikelepore.com](mailto:mike@mikelepore.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
SITESTRO	Registered	<a href="#">86230591</a>	<a href="#">4878096</a>

**Plaintiff(s)****Name:** SITECORE CORPORATION A/S**Correspondent** SUSAN L. HELLER**Address:** GREENBERG TRAURIG LLP  
1840 CENTURY PARK EAST #1900  
LOS ANGELES CA UNITED STATES , 90067**Correspondent e-mail:** [gtipmail@gtlaw.com](mailto:gtipmail@gtlaw.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SITECORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059827</a>	<a href="#">4505466</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059830</a>	<a href="#">4505467</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 09, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 09, 2015	Apr 18, 2015
3	PENDING, INSTITUTED	Mar 09, 2015	
4	ANSWER	Apr 13, 2015	
5	BOARD'S ORDER	Apr 14, 2015	
6	ANSWER	Apr 14, 2015	
7	D REQ FOR DISCOVERY CONFERENCE-ESTTA	May 07, 2015	
8	W/DRAW OF OPPOSITION	May 08, 2015	
9	BD DECISION: DISMISSED W/O PREJ	May 14, 2015	
10	TERMINATED	May 14, 2015	

**Type of Proceeding: Extension of Time****Proceeding Number:** [86097149](#)**Filing Date:** Mar 27, 2014**Status:** Terminated**Status Date:** Aug 11, 2014**Interlocutory Attorney:****Defendant****Name:** SITECORE CORPORATION A/S**Correspondent** SUSAN L. HELLER**Address:** GREENBERG TRAURIG, LLP  
1840 CENTURY PARK E STE 1900  
LOS ANGELES CA UNITED STATES , 90067-2121**Associated marks**

Mark	Application Status	Serial Number	Registration Number
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>

**Potential Opposer(s)****Name:** salesforce.com, inc.**Correspondent** MATTHEW J KUYKENDALL**Address:** WILSON SONSINI GOODRICH & ROSATI  
650 PAGE MILL ROAD  
PALO ALTO CA UNITED STATES , 94304**Correspondent e-mail:** [mkuykendall@wsgr.com](mailto:mkuykendall@wsgr.com) , [jslafsky@wsgr.com](mailto:jslafsky@wsgr.com)**Prosecution History**

Entry Number	History Text	Date	Due Date
1	INCOMING - EXT TIME TO OPPOSE FILED	Mar 27, 2014	
2	EXTENSION OF TIME GRANTED	Mar 27, 2014	
3	INCOMING - EXT TIME TO OPPOSE FILED	Jul 15, 2014	

4	EXTENSION OF TIME GRANTED	Jul 15, 2014
5	LETTER FROM APPLICANT	Jul 30, 2014
6	EXT MOOT	Aug 11, 2014
7	TERMINATED	Aug 11, 2014

# United States of America

## United States Patent and Trademark Office

### SITECORE EXPERIENCE MANAGER

**Reg. No. 6,069,858**

**Registered Jun. 02, 2020**

**Int. Cl.: 42**

**Service Mark**

**Principal Register**

Sitecore Corporation A/S (DENMARK CORPORATION)  
Vester Farimagsgade 3, 5  
Copenhagen, DENMARK V1606

CLASS 42: Design and development of computer software for content management, commerce, multi-channel marketing and experience management; Technical support, namely, monitoring technological functions of computer network systems to report on social media, brand awareness, customer loyalty and related web monitoring activities; Technical support services, namely, 24/7 monitoring of network systems, servers and web and database applications and notification of related events and alerts; Providing a web site featuring temporary use of non-downloadable software allowing web site users to manage the experience of their customers and their marketing activities including optimization, analytics, commerce, message delivery via email, SMS, MMS and content management for web, mobile, print, and social experiences; Cloud computing featuring software for use in enabling web site users to manage the experience of their customers and their marketing activities including optimization, analytics, commerce, message delivery via email, SMS, MMS and content management for web, mobile, print, and social experiences; Computer software consultation regarding the end business objectives behind such software; Design of computer machine and computer software for commercial analysis and reporting; Data automation and collection service using proprietary software to evaluate, analyze and collect service data

FIRST USE 3-00-2020; IN COMMERCE 3-00-2020

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

OWNER OF U.S. REG. NO. 4501837, 4505466, 2954856

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

SER. NO. 87-673,773, FILED 11-06-2017



*Andrei Iancu*

Director of the United States  
Patent and Trademark Office





**Generated on:** This page was generated by TSDR on 2021-03-29 20:12:37 EDT

**Mark:** SITECORE EXPERIENCE MANAGER

SITECORE EXPERIENCE MANAGER

**US Serial Number:** 87673773

**Application Filing Date:** Nov. 06, 2017

**US Registration Number:** 6069858

**Registration Date:** Jun. 02, 2020

**Filed as TEAS RF:** Yes

**Currently TEAS RF:** Yes

**Register:** Principal

**Mark Type:** Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Jun. 02, 2020

**Publication Date:** Jan. 22, 2019

**Notice of Allowance Date:** Mar. 19, 2019

## Mark Information

**Mark Literal Elements:** SITECORE EXPERIENCE MANAGER

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

**Disclaimer:** "MANAGER"

## Related Properties Information

**Claimed Ownership of US Registrations:** 2954856, 4501837, 4505466

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Design and development of computer software for content management, commerce, multi-channel marketing and experience management; Technical support, namely, monitoring technological functions of computer network systems to report on social media, brand awareness, customer loyalty and related web monitoring activities; Technical support services, namely, 24/7 monitoring of network systems, servers and web and database applications and notification of related events and alerts; Providing a web site featuring temporary use of non-downloadable software allowing web site users to manage the experience of their customers and their marketing activities including optimization, analytics, commerce, message delivery via email, SMS, MMS and content management for web, mobile, print, and social experiences; Cloud computing featuring software for use in enabling web site users to manage the experience of their customers and their marketing activities including optimization, analytics, commerce, message delivery via email, SMS, MMS and content management for web, mobile, print, and social experiences; Computer software consultation regarding the end business objectives behind such software; Design of computer machine and computer software for commercial analysis and reporting; Data automation and collection service using proprietary software to evaluate, analyze and collect service data

**International Class(es):** 042 - Primary Class

**U.S Class(es):** 100, 101

**Class Status:** ACTIVE

**Basis:** 1(a)

First Use: Mar. 2020

Use in Commerce: Mar. 2020

## Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

## Current Owner(s) Information

Owner Name: Sitecore Corporation A/S

Owner Address: Vester Farimagsgade 3, 5  
Copenhagen DENMARK V1606

Legal Entity Type: CORPORATION

State or Country DENMARK  
Where Organized:

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Dawn Newton

Docket Number: 27945.00002

Attorney Primary [trademarks@donahue.com](mailto:trademarks@donahue.com)  
Email Address:

Attorney Email Yes  
Authorized:

### Correspondent

Correspondent Name/Address: Dawn Newton  
DONAHUE FITZGERALD LLP  
1999 HARRISON STREET  
25TH FLOOR  
OAKLAND, CALIFORNIA UNITED STATES 94612

Phone: 510-451-3300

Fax: 510-451-1527

Correspondent e-mail: [trademarks@donahue.com](mailto:trademarks@donahue.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jun. 02, 2020	REGISTERED-PRINCIPAL REGISTER	
Apr. 29, 2020	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Apr. 28, 2020	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Mar. 31, 2020	STATEMENT OF USE PROCESSING COMPLETE	66230
Mar. 13, 2020	USE AMENDMENT FILED	66230
Mar. 31, 2020	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66230
Mar. 13, 2020	TEAS STATEMENT OF USE RECEIVED	
Sep. 20, 2019	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Sep. 18, 2019	EXTENSION 1 GRANTED	98765
Sep. 18, 2019	EXTENSION 1 FILED	98765
Sep. 18, 2019	TEAS EXTENSION RECEIVED	
Mar. 19, 2019	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 22, 2019	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jan. 22, 2019	PUBLISHED FOR OPPOSITION	
Jan. 02, 2019	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Dec. 11, 2018	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 03, 2018	TEAS/EMAIL CORRESPONDENCE ENTERED	74221
Dec. 03, 2018	CORRESPONDENCE RECEIVED IN LAW OFFICE	74221

Nov. 30, 2018	ASSIGNED TO LIE	74221
Nov. 28, 2018	NOTICE OF REVIVAL - E-MAILED	
Nov. 27, 2018	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Nov. 27, 2018	PETITION TO REVIVE-GRANTED	88889
Nov. 27, 2018	TEAS PETITION TO REVIVE RECEIVED	
Oct. 16, 2018	ABANDONMENT NOTICE MAILED - FAILURE TO RESPOND	
Oct. 15, 2018	ABANDONMENT - FAILURE TO RESPOND OR LATE RESPONSE	
Feb. 17, 2018	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Feb. 17, 2018	NON-FINAL ACTION E-MAILED	6325
Feb. 17, 2018	NON-FINAL ACTION WRITTEN	77073
Feb. 16, 2018	ASSIGNED TO EXAMINER	77073
Nov. 16, 2017	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 09, 2017	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Apr. 28, 2020

## Proceedings

### Summary

**Number of** 1  
**Proceedings:**

### Type of Proceeding: Opposition

**Proceeding Number:** [91264424](#)

**Filing Date:** Aug 26, 2020

**Status:** Pending

**Status Date:** Feb 17, 2021

**Interlocutory Attorney:** MARY B MYLES

### Defendant

**Name:** Southern Web, LLC

**Correspondent Address:** RUSSELL SANDIDGE  
RUSSELL L SANDIDGE INTELLECTUAL PROPERTY LAW  
2310 PEACHFORD ROAD  
ATLANTA GA UNITED STATES , 30338

**Correspondent e-mail:** [rlsandidge@att.net](mailto:rlsandidge@att.net) , [akaiser@stoutkaiser.com](mailto:akaiser@stoutkaiser.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
SITECARE	Opposition Pending	<a href="#">88865956</a>	

### Plaintiff(s)

**Name:** Sitecore Corporation A/S

**Correspondent Address:** JULIE E HOFER  
DONAHUE FITZGERALD LLP  
1999 HARRISON STREET 26TH FLOOR  
OAKLAND CA UNITED STATES , 94612

**Correspondent e-mail:** [jhofer@donahue.com](mailto:jhofer@donahue.com) , [bfriedman@donahue.com](mailto:bfriedman@donahue.com) , [pcheruvu@donahue.com](mailto:pcheruvu@donahue.com) , [trademarks@donahue.com](mailto:trademarks@donahue.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
SITECORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059827</a>	<a href="#">4505466</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059830</a>	<a href="#">4505467</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>

SITCORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>
SITCORE EXPERIENCE MANAGER	Registered	<a href="#">87673773</a>	<a href="#">6069858</a>
SITCORE EXPERIENCE COMMERCE	Registered	<a href="#">87673647</a>	<a href="#">6124986</a>
SITCORE EXPERIENCE COMMERCE	Registered	<a href="#">87673687</a>	<a href="#">6124987</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 26, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 26, 2020	Oct 05, 2020
3	INSTITUTED	Aug 26, 2020	
4	ANSWER	Oct 05, 2020	
5	P MOT TO COMPEL DISCOVERY	Dec 30, 2020	
6	SUSP PEND DISP OF OUTSTNDNG MOT	Jan 11, 2021	
7	PROCEEDINGS RESUMED	Feb 17, 2021	

# United States of America

## United States Patent and Trademark Office

SITECORE EXPERIENCE  
COMMERCE

**Reg. No. 6,124,986**

**Registered Aug. 11, 2020**

**Int. Cl.: 9**

**Trademark**

**Principal Register**

Sitecore Corporation A/S (DENMARK CORPORATION)  
Vester Farimagsgade 3, 5  
Copenhagen, DENMARK V1606

CLASS 9: Computer software namely, computer software for managing online content, namely, data, documents, files, information, text, photos, images, graphics, music, audio, video, and multimedia content; computer software for managing and editing information contained on the internet, intranet and extranet sites, namely, for development of Internet applications namely, Content Management System software (CMS) a system that manages the content that is stored and presented on a single or multiple connected websites, and runs on the same website that it is controlling and describes and communicates and manages the goals, information and offerings of the organization that owns the website; computer software which controls the display of dynamic content namely, data, documents, files, information, text, photos, images, graphics, music, audio, video, and multimedia content on many devices, namely, computers, mobile and computers, mobile telephones, handheld devices and Internet-enabled devices, electronic appliances, robotic agents which access websites; computer software for development of Internet applications namely, the website itself and related databases, that describe and communicate and manage the goals, information and offerings of the organization that owns the website namely, information repositories that support ecommerce transactions, online communities, and automated support assistance for organizations providing information to consumers; downloadable software for the creation, integration, publication, management, and maintenance of content, namely, text, documents, audio, and video; computer software for the collection, editing, organizing, modifying, book marking, transmission, storage and sharing of data and information; computer software for use in customer relationship management (CRM); computer software for use in the safeguarding of digital files, including audio, video, text, binary, still images, graphics and multimedia files; 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; computer software that provides web-based access to applications and services through a web operating system or portal interface; database management software for user/server programs for managing digital marketing; computer software for use as web application development and management software tools for web content management; computer software for use as web application development and management software tools for web content management and web site design and maintenance applications that may be downloaded from a global computer network; computer software, namely, software for creating and managing web sites, creating, publishing, managing and organizing content for use on the Internet or an intranet; Computer software, namely, software development tools for the creation of mobile internet applications and client interfaces



*Andrei Iancu*

Director of the United States  
Patent and Trademark Office

FIRST USE 11-00-2019; IN COMMERCE 11-00-2019

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

OWNER OF U.S. REG. NO. 4501837, 4505466, 2954856

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



"COMMERCE"

SER. NO. 87-673,647, FILED 11-06-2017

## 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.

**\*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 United States Patent and Trademark Office (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>.**

**NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.**

**Generated on:** This page was generated by TSDR on 2021-03-29 20:13:56 EDT

**Mark:** SITECORE EXPERIENCE COMMERCE

SITECORE EXPERIENCE  
COMMERCE

**US Serial Number:** 87673647

**Application Filing Date:** Nov. 06, 2017

**US Registration Number:** 6124986

**Registration Date:** Aug. 11, 2020

**Filed as TEAS RF:** Yes

**Currently TEAS RF:** Yes

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Aug. 11, 2020

**Publication Date:** Apr. 03, 2018

**Notice of Allowance Date:** May 29, 2018

## Mark Information

**Mark Literal Elements:** SITECORE EXPERIENCE COMMERCE

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

**Disclaimer:** "COMMERCE"

## Related Properties Information

**Claimed Ownership of US Registrations:** 2954856, 4501837, 4505466

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Computer software namely, computer software for managing online content, namely, data, documents, files, information, text, photos, images, graphics, music, audio, video, and multimedia content; computer software for managing and editing information contained on the internet, intranet and extranet sites, namely, for development of Internet applications namely, Content Management System software (CMS) a system that manages the content that is stored and presented on a single or multiple connected websites, and runs on the same website that it is controlling and describes and communicates and manages the goals, information and offerings of the organization that owns the website; computer software which controls the display of dynamic content namely, data, documents, files, information, text, photos, images, graphics, music, audio, video, and multimedia content on many devices, namely, computers, mobile and computers, mobile telephones, handheld devices and Internet-enabled devices, electronic appliances, robotic agents which access websites; computer software for development of Internet applications namely, the website itself and related databases, that describe and communicate and manage the goals, information and offerings of the organization that owns the website namely, information repositories that support ecommerce transactions, online communities, and automated support assistance for organizations providing information to consumers; downloadable software for the creation, integration, publication, management, and maintenance of content, namely, text, documents, audio, and video; computer software for the collection, editing, organizing, modifying, book marking, transmission, storage and sharing of data and information; computer software for use in customer relationship management (CRM); computer software for use in the safeguarding of digital files, including audio, video, text, binary, still images, graphics and multimedia files; 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; computer software that provides web-based access to



applications and services through a web operating system or portal interface; database management software for user/server programs for managing digital marketing; computer software for use as web application development and management software tools for web content management; computer software for use as web application development and management software tools for web content management and web site design and maintenance applications that may be downloaded from a global computer network; computer software, namely, software for creating and managing web sites, creating, publishing, managing and organizing content for use on the Internet or an intranet; Computer software, namely, software development tools for the creation of mobile internet applications and client interfaces

**International Class(es):** 009 - Primary Class

**U.S Class(es):** 021, 023, 026, 036, 038

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Nov. 2019

**Use in Commerce:** Nov. 2019

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** Yes

**Filed ITU:** Yes

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** Sitecore Corporation A/S

**Owner Address:** Vester Farimagsgade 3, 5  
Copenhagen DENMARK V1606

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** DENMARK

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Dawn Newton

**Docket Number:** 27945.00002

**Attorney Primary Email Address:** [trademarks@donahue.com](mailto:trademarks@donahue.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Dawn Newton  
DONAHUE FITZGERALD LLP  
1999 Harrison Street  
26th Floor  
OAKLAND, CALIFORNIA UNITED STATES 94612

**Phone:** 510-451-3300

**Fax:** 510-451-1527

**Correspondent e-mail:** [trademarks@donahue.com](mailto:trademarks@donahue.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Aug. 11, 2020	REGISTERED-PRINCIPAL REGISTER	
Jul. 07, 2020	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jul. 06, 2020	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jun. 13, 2020	STATEMENT OF USE PROCESSING COMPLETE	74055
May 22, 2020	USE AMENDMENT FILED	74055
Jun. 13, 2020	CASE ASSIGNED TO INTENT TO USE PARALEGAL	74055
May 22, 2020	TEAS STATEMENT OF USE RECEIVED	
Nov. 29, 2019	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Nov. 27, 2019	EXTENSION 3 GRANTED	98765

Nov. 27, 2019	EXTENSION 3 FILED	98765
Nov. 27, 2019	TEAS EXTENSION RECEIVED	
May 17, 2019	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
May 15, 2019	EXTENSION 2 GRANTED	98765
May 15, 2019	EXTENSION 2 FILED	98765
May 15, 2019	TEAS EXTENSION RECEIVED	
Dec. 01, 2018	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Nov. 29, 2018	EXTENSION 1 GRANTED	98765
Nov. 29, 2018	EXTENSION 1 FILED	98765
Nov. 29, 2018	TEAS EXTENSION RECEIVED	
May 29, 2018	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Apr. 03, 2018	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 03, 2018	PUBLISHED FOR OPPOSITION	
Mar. 14, 2018	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Feb. 27, 2018	ASSIGNED TO LIE	66213
Feb. 16, 2018	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 16, 2018	EXAMINER'S AMENDMENT ENTERED	88888
Feb. 16, 2018	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Feb. 16, 2018	EXAMINERS AMENDMENT E-MAILED	6328
Feb. 16, 2018	EXAMINERS AMENDMENT -WRITTEN	68792
Feb. 14, 2018	ASSIGNED TO EXAMINER	68792
Nov. 16, 2017	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 09, 2017	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Jul. 06, 2020

## Proceedings

### Summary

**Number of** 1  
**Proceedings:**

### Type of Proceeding: Opposition

**Proceeding Number:** [91264424](#)

**Filing Date:** Aug 26, 2020

**Status:** Pending

**Status Date:** Feb 17, 2021

**Interlocutory Attorney:** MARY B MYLES

### Defendant

**Name:** Southern Web, LLC

**Correspondent Address:** RUSSELL SANDIDGE  
RUSSELL L SANDIDGE INTELLECTUAL PROPERTY LAW  
2310 PEACHFORD ROAD  
ATLANTA GA UNITED STATES , 30338

**Correspondent e-mail:** [rsandidge@att.net](mailto:rsandidge@att.net) , [akaiser@stoutkaiser.com](mailto:akaiser@stoutkaiser.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
SITECARE	Opposition Pending	<a href="#">88865956</a>	

### Plaintiff(s)

**Name:** Sitecore Corporation A/S

**Correspondent Address:** JULIE E HOFER  
DONAHUE FITZGERALD LLP

1999 HARRISON STREET 26TH FLOOR  
OAKLAND CA UNITED STATES , 94612

Correspondent e-mail: [jhofer@donahue.com](mailto:jhofer@donahue.com) , [bfriedman@donahue.com](mailto:bfriedman@donahue.com) , [pcheruvu@donahue.com](mailto:pcheruvu@donahue.com) , [trademarks@donahue.com](mailto:trademarks@donahue.com)

Associated marks			
Mark	Application Status	Serial Number	Registration Number
SITECORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059827</a>	<a href="#">4505466</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059830</a>	<a href="#">4505467</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>
SITECORE EXPERIENCE MANAGER	Registered	<a href="#">87673773</a>	<a href="#">6069858</a>
SITECORE EXPERIENCE COMMERCE	Registered	<a href="#">87673647</a>	<a href="#">6124986</a>
SITECORE EXPERIENCE COMMERCE	Registered	<a href="#">87673687</a>	<a href="#">6124987</a>
Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 26, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 26, 2020	Oct 05, 2020
3	INSTITUTED	Aug 26, 2020	
4	ANSWER	Oct 05, 2020	
5	P MOT TO COMPEL DISCOVERY	Dec 30, 2020	
6	SUSP PEND DISP OF OUTSTNDNG MOT	Jan 11, 2021	
7	PROCEEDINGS RESUMED	Feb 17, 2021	

# United States of America

## United States Patent and Trademark Office

SITECORE EXPERIENCE  
COMMERCE

**Reg. No. 6,124,987**

**Registered Aug. 11, 2020**

**Int. Cl.: 42**

**Service Mark**

**Principal Register**

Sitecore Corporation A/S (DENMARK CORPORATION)  
Vester Farimagsgade 3, 5  
Copenhagen, DENMARK V1606

CLASS 42: Design and development of computer software for content management, commerce, multi-channel marketing and experience management; Technical support, namely, monitoring technological functions of computer network systems to report on social media, brand awareness, customer loyalty and related web monitoring activities; Technical support services, namely, 24/7 monitoring of network systems, servers and web and database applications and notification of related events and alerts; Providing a web site featuring temporary use of non-downloadable software allowing web site users to manage the experience of their customers and their marketing activities including optimization, analytics, commerce, message delivery via email, SMS, MMS and content management for web, mobile, print, and social experiences; Cloud computing featuring software for use in enabling web site users to manage the experience of their customers and their marketing activities including optimization, analytics, commerce, message delivery via email, SMS, MMS and content management for web, mobile, print, and social experiences; Computer software consultation regarding the end business objectives behind such software; Design of computer machine and computer software for commercial analysis and reporting; Data automation and collection service using proprietary software to evaluate, analyze and collect service data

FIRST USE 11-00-2019; IN COMMERCE 11-00-2019

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

OWNER OF U.S. REG. NO. 4501837, 4505466, 2954856

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

SER. NO. 87-673,687, FILED 11-06-2017



*Andrei Iancu*

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.

**\*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 United States Patent and Trademark Office (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>.**

**NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.**

**Generated on:** This page was generated by TSDR on 2021-03-29 20:14:48 EDT

**Mark:** SITECORE EXPERIENCE COMMERCE

SITECORE EXPERIENCE  
COMMERCE

**US Serial Number:** 87673687

**Application Filing Date:** Nov. 06, 2017

**US Registration Number:** 6124987

**Registration Date:** Aug. 11, 2020

**Filed as TEAS RF:** Yes

**Currently TEAS RF:** Yes

**Register:** Principal

**Mark Type:** Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.

**Status Date:** Aug. 11, 2020

**Publication Date:** Apr. 03, 2018

**Notice of Allowance Date:** May 29, 2018

## Mark Information

**Mark Literal Elements:** SITECORE EXPERIENCE COMMERCE

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

**Disclaimer:** "COMMERCE"

## Related Properties Information

**Claimed Ownership of US Registrations:** 2954856, 4501837, 4505466 and others

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Design and development of computer software for content management, commerce, multi-channel marketing and experience management; Technical support, namely, monitoring technological functions of computer network systems to report on social media, brand awareness, customer loyalty and related web monitoring activities; Technical support services, namely, 24/7 monitoring of network systems, servers and web and database applications and notification of related events and alerts; Providing a web site featuring temporary use of non-downloadable software allowing web site users to manage the experience of their customers and their marketing activities including optimization, analytics, commerce, message delivery via email, SMS, MMS and content management for web, mobile, print, and social experiences; Cloud computing featuring software for use in enabling web site users to manage the experience of their customers and their marketing activities including optimization, analytics, commerce, message delivery via email, SMS, MMS and content management for web, mobile, print, and social experiences; Computer software consultation regarding the end business objectives behind such software; Design of computer machine and computer software for commercial analysis and reporting; Data automation and collection service using proprietary software to evaluate, analyze and collect service data

**International Class(es):** 042 - Primary Class

**U.S Class(es):** 100, 101

**Class Status:** ACTIVE

**Basis:** 1(a)

First Use: Nov. 2019

Use in Commerce: Nov. 2019

## Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

## Current Owner(s) Information

Owner Name: Sitecore Corporation A/S

Owner Address: Vester Farimagsgade 3, 5  
Copenhagen DENMARK V1606

Legal Entity Type: CORPORATION

State or Country DENMARK  
Where Organized:

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Dawn Newton

Docket Number: 27945.00002

Attorney Primary [trademarks@donahue.com](mailto:trademarks@donahue.com)  
Email Address:

Attorney Email Yes  
Authorized:

### Correspondent

Correspondent Name/Address: Dawn Newton  
DONAHUE FITZGERALD LLP  
1999 Harrison Street  
26th Floor  
OAKLAND, CALIFORNIA UNITED STATES 94612

Phone: 510-451-3300

Fax: 510-451-1527

Correspondent e-mail: [trademarks@donahue.com](mailto:trademarks@donahue.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Aug. 11, 2020	REGISTERED-PRINCIPAL REGISTER	
Jul. 07, 2020	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jul. 06, 2020	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jun. 13, 2020	STATEMENT OF USE PROCESSING COMPLETE	74055
May 22, 2020	USE AMENDMENT FILED	74055
Jun. 13, 2020	CASE ASSIGNED TO INTENT TO USE PARALEGAL	74055
May 22, 2020	TEAS STATEMENT OF USE RECEIVED	
Nov. 29, 2019	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Nov. 27, 2019	EXTENSION 3 GRANTED	98765
Nov. 27, 2019	EXTENSION 3 FILED	98765
Nov. 27, 2019	TEAS EXTENSION RECEIVED	
May 17, 2019	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
May 15, 2019	EXTENSION 2 GRANTED	98765
May 15, 2019	EXTENSION 2 FILED	98765
May 15, 2019	TEAS EXTENSION RECEIVED	
Dec. 01, 2018	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Nov. 29, 2018	EXTENSION 1 GRANTED	98765
Nov. 29, 2018	EXTENSION 1 FILED	98765

Nov. 29, 2018	TEAS EXTENSION RECEIVED	
May 29, 2018	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Apr. 03, 2018	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 03, 2018	PUBLISHED FOR OPPOSITION	
Mar. 14, 2018	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Feb. 27, 2018	ASSIGNED TO LIE	66213
Feb. 16, 2018	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 16, 2018	EXAMINER'S AMENDMENT ENTERED	88888
Feb. 16, 2018	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Feb. 16, 2018	EXAMINERS AMENDMENT E-MAILED	6328
Feb. 16, 2018	EXAMINERS AMENDMENT -WRITTEN	68792
Feb. 14, 2018	ASSIGNED TO EXAMINER	68792
Nov. 16, 2017	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 09, 2017	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Jul. 06, 2020

## Proceedings

### Summary

**Number of** 1  
**Proceedings:**

### Type of Proceeding: Opposition

**Proceeding Number:** [91264424](#)

**Filing Date:** Aug 26, 2020

**Status:** Pending

**Status Date:** Feb 17, 2021

**Interlocutory Attorney:** MARY B MYLES

#### Defendant

**Name:** Southern Web, LLC

**Correspondent Address:** RUSSELL SANDIDGE  
RUSSELL L SANDIDGE INTELLECTUAL PROPERTY LAW  
2310 PEACHFORD ROAD  
ATLANTA GA UNITED STATES , 30338

**Correspondent e-mail:** [rlsandidge@att.net](mailto:rlsandidge@att.net) , [akaiser@stoutkaiser.com](mailto:akaiser@stoutkaiser.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
SITECARE	Opposition Pending	<a href="#">88865956</a>	

#### Plaintiff(s)

**Name:** Sitecore Corporation A/S

**Correspondent Address:** JULIE E HOFER  
DONAHUE FITZGERALD LLP  
1999 HARRISON STREET 26TH FLOOR  
OAKLAND CA UNITED STATES , 94612

**Correspondent e-mail:** [jhofer@donahue.com](mailto:jhofer@donahue.com) , [bfriedman@donahue.com](mailto:bfriedman@donahue.com) , [pcheruvu@donahue.com](mailto:pcheruvu@donahue.com) , [trademarks@donahue.com](mailto:trademarks@donahue.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
SITECORE	REGISTERED AND RENEWED	<a href="#">78323871</a>	<a href="#">2954856</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059827</a>	<a href="#">4505466</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059830</a>	<a href="#">4505467</a>



SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86059828</a>	<a href="#">4696792</a>
SITECORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86097149</a>	<a href="#">4696859</a>
SITECORE EXPERIENCE MANAGER	Registered	<a href="#">87673773</a>	<a href="#">6069858</a>
SITECORE EXPERIENCE COMMERCE	Registered	<a href="#">87673647</a>	<a href="#">6124986</a>
SITECORE EXPERIENCE COMMERCE	Registered	<a href="#">87673687</a>	<a href="#">6124987</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 26, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 26, 2020	Oct 05, 2020
3	INSTITUTED	Aug 26, 2020	
4	ANSWER	Oct 05, 2020	
5	P MOT TO COMPEL DISCOVERY	Dec 30, 2020	
6	SUSP PEND DISP OF OUTSTNDNG MOT	Jan 11, 2021	
7	PROCEEDINGS RESUMED	Feb 17, 2021	

# **EXHIBIT B**

(to Cheruvu Decl.)

## Trademark/Service Mark Application, Principal Register

### TEAS Plus Application

Serial Number: 88865956

Filing Date: 04/09/2020

**NOTE:** Data fields with the \* are mandatory under TEAS Plus. The wording "(if applicable)" appears where the field is only mandatory under the facts of the particular application.

The table below presents the data as entered.

Input Field	Entered
<b>TEAS Plus</b>	<b>YES</b>
<b>MARK INFORMATION</b>	
*MARK	<a href="#">SITECARE</a>
*STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	SITECARE
*MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size, or color.
<b>REGISTER</b>	Principal
<b>APPLICANT INFORMATION</b>	
*OWNER OF MARK	Southern Web, LLC
INTERNAL ADDRESS	Suite 400-322
*MAILING ADDRESS	2472 Jett Ferry Rd
*CITY	Atlanta
*STATE (Required for U.S. applicants)	Georgia
*COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
*ZIP/POSTAL CODE (Required for U.S. and certain international addresses)	30338
PHONE	404-848-9440
*EMAIL ADDRESS	XXXX
WEBSITE ADDRESS	www.sitecare.com
<b>LEGAL ENTITY INFORMATION</b>	
*TYPE	LIMITED LIABILITY COMPANY
* STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY WHERE LEGALLY ORGANIZED	Georgia
<b>GOODS AND/OR SERVICES AND BASIS INFORMATION</b>	
* INTERNATIONAL CLASS	035

<b>*IDENTIFICATION</b>	Pay per click (PPC) advertising management services
<b>*FILING BASIS</b>	SECTION 1(a)
<b>FIRST USE ANYWHERE DATE</b>	At least as early as 03/05/2020
<b>FIRST USE IN COMMERCE DATE</b>	At least as early as 03/05/2020
<b>SPECIMEN FILE NAME(S)</b>	
<b>ORIGINAL PDF FILE</b>	<a href="#">SPE0-2600170028a01140150f8e8f5c5f9d-20200409135544253000 . screenshot-wp sitecare-2020-04-09-13_50_26.pdf</a>
<b>CONVERTED PDF FILE(S)</b> (4 pages)	<a href="#">\\TICRS\EXPORT18\IMAGEOUT18\888\659\88865956\xml1\ FTK0003.JPG</a>
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	<a href="#">\\TICRS\EXPORT18\IMAGEOUT18\888\659\88865956\xml1\ FTK0006.JPG</a>
<b>SPECIMEN DESCRIPTION</b>	Website of applicant advertising the described services offered in connection with the claimed mark
<b>* INTERNATIONAL CLASS</b>	035
<b>*IDENTIFICATION</b>	Search engine optimization for sales promotion
<b>*FILING BASIS</b>	SECTION 1(a)
<b>FIRST USE ANYWHERE DATE</b>	At least as early as 03/05/2020
<b>FIRST USE IN COMMERCE DATE</b>	At least as early as 03/05/2020
<b>SPECIMEN FILE NAME(S)</b>	
<b>ORIGINAL PDF FILE</b>	<a href="#">SPE0-1-2600170028a01140150f8e8f5c5f9d-20200409135544253000 . screenshot- wpsitecare-2020-04-09-13_50_26.pdf</a>
<b>CONVERTED PDF FILE(S)</b> (4 pages)	<a href="#">\\TICRS\EXPORT18\IMAGEOUT18\888\659\88865956\xml1\ FTK0007.JPG</a>
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	<a href="#">\\TICRS\EXPORT18\IMAGEOUT18\888\659\88865956\xml1\ FTK0010.JPG</a>
<b>SPECIMEN DESCRIPTION</b>	Website of applicant advertising the described services offered in connection with the claimed mark
<b>* INTERNATIONAL CLASS</b>	042
<b>*IDENTIFICATION</b>	Design, creation, hosting, maintenance of websites for others
<b>*FILING BASIS</b>	SECTION 1(a)
<b>FIRST USE ANYWHERE DATE</b>	At least as early as 03/05/2020
<b>FIRST USE IN COMMERCE DATE</b>	At least as early as 03/05/2020

<b>SPECIMEN FILE NAME(S)</b>	
<b>ORIGINAL PDF FILE</b>	<a href="#">SPE0-2-2600170028a0114015 0f8e8f5c5f9d-20200409135544253000 . screenshot- wpsitecare-2020-04-09-13_50_26.pdf</a>
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	<a href="#">\\TICRS\EXPORT18\IMAGEOUT18\888\659\88865956\xml1\ FTK0014.JPG</a>
<b>SPECIMEN DESCRIPTION</b>	Website of applicant advertising the described services offered in connection with the claimed mark
<b>* INTERNATIONAL CLASS</b>	042
<b>* IDENTIFICATION</b>	Website design and development for others
<b>* FILING BASIS</b>	SECTION 1(a)
<b>FIRST USE ANYWHERE DATE</b>	At least as early as 03/05/2020
<b>FIRST USE IN COMMERCE DATE</b>	At least as early as 03/05/2020
<b>SPECIMEN FILE NAME(S)</b>	
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	<a href="#">\\TICRS\EXPORT18\IMAGEOUT18\888\659\88865956\xml1\ FTK0018.JPG</a>
<b>SPECIMEN DESCRIPTION</b>	Website of applicant advertising the described services offered in connection with the claimed mark
<b>* INTERNATIONAL CLASS</b>	042
<b>* IDENTIFICATION</b>	Website design consultancy
<b>* FILING BASIS</b>	SECTION 1(a)
<b>FIRST USE ANYWHERE DATE</b>	At least as early as 03/05/2020
<b>FIRST USE IN COMMERCE DATE</b>	At least as early as 03/05/2020
<b>SPECIMEN FILE NAME(S)</b>	
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	<a href="#">\\TICRS\EXPORT18\IMAGEOUT 18\888\659\88865956\xml1\ FTK0021.JPG</a>
	<a href="#">\\TICRS\EXPORT18\IMAGEOUT 18\888\659\88865956\xml1\ FTK0022.JPG</a>
<b>SPECIMEN DESCRIPTION</b>	Website of applicant advertising the described services offered in connection with the claimed mark
<b>ADDITIONAL STATEMENTS SECTION</b>	
<b>*TRANSLATION (if applicable)</b>	
<b>*TRANSLITERATION (if applicable)</b>	
<b>*CLAIMED PRIOR REGISTRATION (if applicable)</b>	The applicant claims ownership of active prior U.S. Registration Number(s) 5155126.
<b>*CONSENT (NAME/ LIKENESS) (if applicable)</b>	
<b>*CONCURRENT USE CLAIM (if applicable)</b>	
<b>USE OF THE MARK IN ANOTHER FORM</b>	The mark was first used anywhere in a different form other than that sought to be registered at least as early as 01/15/2012, and in commerce at least as early as 01/15/2012.
<b>ATTORNEY INFORMATION</b>	
<b>NAME</b>	Russell Sandidge
<b>ATTORNEY DOCKET NUMBER</b>	SCAR-001
<b>ATTORNEY BAR MEMBERSHIP NUMBER</b>	XXX
<b>YEAR OF ADMISSION</b>	XXXX
<b>U.S. STATE/ COMMONWEALTH/ TERRITORY</b>	XX
<b>FIRM NAME</b>	Russell L. Sandidge Intellectual Property Law
<b>INTERNAL ADDRESS</b>	2310 Peachford Road
<b>STREET</b>	2310 Peachford Road
<b>CITY</b>	Atlanta
<b>STATE</b>	Georgia
<b>COUNTRY/REGION/JURISDICTION/U.S. TERRITORY</b>	United States
<b>ZIP/POSTAL CODE</b>	30338
<b>PHONE</b>	770-605-0200
<b>EMAIL ADDRESS</b>	rlsandidge@att.net
<b>OTHER APPOINTED ATTORNEY</b>	Andrew Kaiser
<b>CORRESPONDENCE INFORMATION</b>	
<b>NAME</b>	Russell Sandidge
<b>PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE</b>	rlsandidge@att.net
<b>SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)</b>	akaiser@stoutkaiser.com

<b>FEE INFORMATION</b>	
APPLICATION FILING OPTION	TEAS Plus
NUMBER OF CLASSES	2
APPLICATION FOR REGISTRATION PER CLASS	225
*TOTAL FEES DUE	450
*TOTAL FEES PAID	450
<b>SIGNATURE INFORMATION</b>	
* SIGNATURE	/Andrew D. Barton/
* SIGNATORY'S NAME	Andrew Barton
* SIGNATORY'S POSITION	President
SIGNATORY'S PHONE NUMBER	404-848-9440
* DATE SIGNED	04/09/2020

---

## Trademark/Service Mark Application, Principal Register

### TEAS Plus Application

Serial Number: 88865956

Filing Date: 04/09/2020

#### To the Commissioner for Trademarks:

**MARK:** SITECARE (Standard Characters, see [mark](#))

The literal element of the mark consists of SITECARE. The mark consists of standard characters, without claim to any particular font style, size, or color.

The applicant, Southern Web, LLC, a limited liability company legally organized under the laws of Georgia, having an address of

Suite 400-322  
2472 Jett Ferry Rd  
Atlanta, Georgia 30338  
United States  
404-848-9440(phone)  
XXXX

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

#### For specific filing basis information for each item, you must view the display within the Input Table.

International Class 035: Pay per click (PPC) advertising management services; Search engine optimization for sales promotion

Use in Commerce: The applicant is using the mark in commerce on or in connection with the identified goods/services. The applicant attaches, or will later submit, one specimen as a JPG/PDF image file showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, regardless of whether the mark itself is in the standard character format or is a stylized or design mark. The specimen image file may be in color, and the image must be in color if color is being claimed as a feature of the mark.

In International Class 035, the mark was first used by the applicant or the applicant's related company or licensee predecessor in interest at least as early as 03/05/2020, and first used in commerce at least as early as 03/05/2020, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) Website of applicant advertising the described services offered in connection with the claimed mark.

#### Original PDF file:

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#### Converted PDF file(s) (4 pages)

[Specimen File1](#)

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[Specimen File3](#)

[Specimen File4](#)

#### Original PDF file:

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#### Converted PDF file(s) (4 pages)

[Specimen File1](#)

[Specimen File2](#)

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#### For specific filing basis information for each item, you must view the display within the Input Table.

International Class 042: Design, creation, hosting, maintenance of websites for others; Website design and development for others; Website design consultancy

Use in Commerce: The applicant is using the mark in commerce on or in connection with the identified goods/services. The applicant attaches, or

(to-Cheruvu-Devi)



will later submit, one specimen as a JPG/PDF image file showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, regardless of whether the mark itself is in the standard character format or is a stylized or design mark. The specimen image file may be in color, and the image must be in color if color is being claimed as a feature of the mark.

In International Class 042, the mark was first used by the applicant or the applicant's related company or licensee predecessor in interest at least as early as 03/05/2020, and first used in commerce at least as early as 03/05/2020, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) Website of applicant advertising the described services offered in connection with the claimed mark.

**Original PDF file:**

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**Converted PDF file(s)** (4 pages)

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[Specimen File3](#)

[Specimen File4](#)

**Original PDF file:**

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**Converted PDF file(s)** (4 pages)

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**Original PDF file:**

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**Converted PDF file(s)** (4 pages)

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**Claim of Active Prior Registration(s)**

The applicant claims ownership of active prior U.S. Registration Number(s) 5155126.

**Use of the mark in another form**

The mark was first used anywhere in a different form other than that sought to be registered at least as early as 01/15/2012, and in commerce at least as early as 01/15/2012.

For informational purposes only, applicant's website address is: [www.sitecare.com](http://www.sitecare.com)

The owner's/holder's proposed attorney information: Russell Sandidge. Other appointed attorneys are Andrew Kaiser. Russell Sandidge of Russell L. Sandidge Intellectual Property Law, is a member of the XX bar, admitted to the bar in XXXX, bar membership no. XXX, and the attorney(s) is located at

2310 Peachford Road  
2310 Peachford Road  
Atlanta, Georgia 30338  
United States  
770-605-0200(phone)  
[rlsandidge@att.net](mailto:rlsandidge@att.net)

The docket/reference number is SCAR-001.

Russell Sandidge submitted the following statement: The attorney of record is an active member in good standing of the bar of the highest court of a U.S. state, the District of Columbia, or any U.S. Commonwealth or territory.

The applicant's current Correspondence Information:

Russell Sandidge

PRIMARY EMAIL FOR CORRESPONDENCE: [rlsandidge@att.net](mailto:rlsandidge@att.net)

SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): [akaiser@stoutkaiser.com](mailto:akaiser@stoutkaiser.com)

**Requirement for Email and Electronic Filing:** I understand that a valid email address must be maintained by the applicant owner/holder and

the applicant owner's/holder's attorney, if appointed, and that all official trademark correspondence must be submitted via the Trademark Electronic Application System (TEAS).

A fee payment in the amount of \$450 has been submitted with the application, representing payment for 2 class(es).

### Declaration

☒ **Basis:**

**If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a):**

- The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;
- The mark is in use in commerce and was in use in commerce as of the filing date of the application on or in connection with the goods/services in the application;
- The specimen(s) shows the mark as used on or in connection with the goods/services in the application and was used on or in connection with the goods/services in the application as of the application filing date; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

**And/Or**

**If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e):**

- The signatory believes that the applicant is entitled to use the mark in commerce;
  - The applicant has a bona fide intention to use the mark in commerce and had a bona fide intention to use the mark in commerce as of the application filing date on or in connection with the goods/services in the application; and
  - To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.
- ☒ To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive.
- ☒ To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.
- ☒ The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

### Declaration Signature

Signature: /Andrew D. Barton/ Date: 04/09/2020

Signatory's Name: Andrew Barton

Signatory's Position: President

Signatory's Phone Number: 404-848-9440

Payment Sale Number: 88865956

Payment Accounting Date: 04/09/2020

Serial Number: 88865956

Internet Transmission Date: Thu Apr 09 15:21:48 ET 2020

TEAS Stamp: USPTO/FTK-XXXX:XXXX:XXXX:XXXX:XXXX:XXXX:

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1cbab8aed0824b38d3b4f5-CC-21479653-20200

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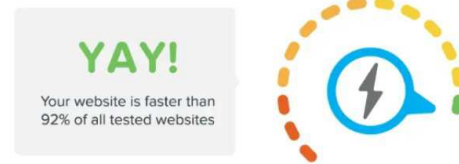
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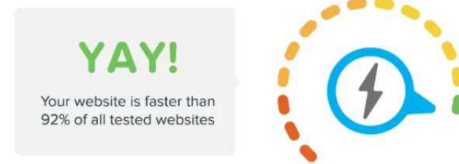
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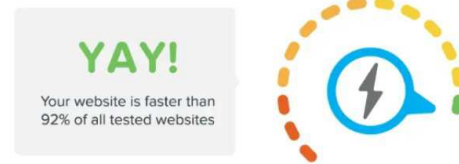
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We know you're gonna love our personalized support, but let us prove it. If our service hasn't exceeded your expectations after 30 days, you'll get a full refund. Simple as that.

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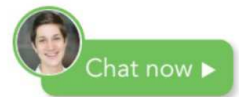


SiteCare, the leader in WordPress support and maintenance, is a service of Southern Web, LLC

Phone: 678.798.8185

3424 Peachtree Road, NE  
Suite 2200  
Atlanta, GA 30326

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# The Original WordPress Support Company

Our team of fast and friendly WordPress experts makes sure your site runs fast, safe, and secure.

[GET STARTED TODAY](#)

## WordPress Support Experts

SiteCare's [WordPress support services](#) help businesses manage, maintain, safeguard, and improve their websites.

### HELLO MY NAME IS



Ryan

“ Let me be your personal  
WordPress SiteCoach ”

### Professional WordPress Support

Our concierge-style WordPress services let you focus on what you do best — running your business — while leaving the technical details of managing and supporting your website to our team of WordPress experts. We're here to be your personal WordPress SiteCoach.

[View Our WordPress Support Plans](#)

### 24/7 Malware Scans

Hackers love causing trouble, but don't worry, we have your back. With our 24/7 malware monitoring service, we can identify and patch security holes in your site before they lead to disaster. In addition to speedy malware cleanups and hack remediation, we also keep your WordPress site in tip-top shape with anti-spam protection, brute force protection, and ironclad firewalls.

[Protect Your WordPress Site Now](#)

### Security Audit

**Congrats!**

Your website is  
free of security issues.







## Daily Cloud Backups

Are you relying solely on your web hosting provider to back up your site? We hope not! It's time to back up your WordPress website the right way. We take daily backups of your WordPress site and store them in the most reliable and trusted data storage platform in the world, Amazon Web Services.

[Back Up Your WordPress Site](#)

## Optimize WordPress Performance

A slow WordPress site not only frustrates visitors — it can also get you penalized by search engines like Google. Our WordPress experts can improve the performance and speed of your WordPress site by optimizing your plugins, theme, images, display ads, and even fine-tuning your web hosting environment.

[Speed Up Your WordPress Site](#)



## Real People, Happy to Help



HELLO MY NAME IS

*Justin*



HELLO MY NAME IS

*Kate*



HELLO MY NAME IS

*Ryan*

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## Our Most Popular Posts



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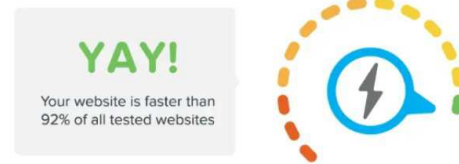
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# **EXHIBIT C**

(to Cheruvu Decl.)



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

In the Matter of Application Serial No. 88/865,956  
For the Mark SITECARE

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SITECORE CORPORATION A/S,

Opposer,

-against-

SOUTHERN WEB, LLC,

Applicant.

Opposition No. 91264424

**OPPOSER’S FIRST SET OF REQUESTS FOR ADMISSION TO APPLICANT**

PROPOUNDING PARTY:                      Sitecore Corporation A/S

RESPONDING PARTY:                      Southern Web, LLC

SET NO.:                                      One

Pursuant to Title 37, Section 2.120 of the Code of Federal Regulations, Rule 36 of the Federal Rules of Civil Procedure and Section 407 of the Trademark Trial and Appeal Board Manual of Procedure, Opposer Sitecore Corporation A/S (“Sitecore” or “Opposer”) hereby serves Opposer’s First Set of Requests for Admission to be answered by Applicant Southern Web, LLC (“Southern Web,” “You,” or “Applicant”) under oath, said answers to be served upon Sitecore within the time provided by the Federal Rules of Civil Procedure and the Trademark Rules of Practice.

**DEFINITIONS**

1.        The terms “YOU,” “YOUR,” and “APPLICANT” refer to and include Southern Web, LLC and its representatives, attorneys, agents, officers, directors, predecessors in interest, parents, subsidiaries, affiliates, agents, and/ or anyone acting on its behalf.

2. The terms “RELATE TO,” “RELATED TO,” “RELATING TO,” and/or REGARDING are to be used in their broadest sense and shall mean without limitation, reasonably concerning, reflecting, referring to, constituting, identifying, discussing, involving, reflecting dealing with, consisting of, representing, constituting, emanating from, directed at, or in any way pertaining in full or in part to the referenced subject.

3. The terms “PERSON” and “PERSONS” includes a natural person and a juristic person. The term “juristic person” includes a firm, corporation, union, association, or other organization capable of suing and being sued in a court of law.

4. The term “DOCUMENT” has the broadest meaning which can be ascribed to it under Federal Rule of Civil Procedure 34, including electronically stored information and all “writings” and “recordings” as defined in Federal Rule of Evidence Code 1001(1). Among other things, the term “DOCUMENT” means the final form and all drafts and revisions of any kind of written or graphic matters, original or reproduced copy, however produced or reproduced, of any kind and of every kind, and all copies thereof which are different in any way from the original, regardless of whether designated “confidential,” “privileged,” or otherwise restricted. Without limiting the generality of the foregoing, the term “DOCUMENT” also includes information stored or maintained on, or which could be reproduced from film, microfilm, computer printout, computer e-mail systems of all types, magnetic tape, cassette, phonographic disc, videotape, or similar means, and objects such as letters, memoranda, stationary, business cards, advertisements, brochures, purchase and sale records, boxes and packages, and facsimile and e-mail communications.

5. The terms “APPLICANT’S MARK” or “YOUR MARK” refers to the mark SITECARE reflected in U.S. Trademark Application No. 88/865,956.

6. The terms “APPLICANT’S SERVICES” or “YOUR SERVICES” refers to the following identification of services reflected in U.S. Trademark Application No. 88/865,956: “Pay per click (PPC) advertising management services; Search engine optimization for sales promotion, in Class 35 and “Design, creation, hosting, maintenance of websites for others; Website design and development for others; Website design consultancy” in Class 42.

7. The term “OPPOSER” shall refer to Opposer Sitecore Corporation A/S.

8. The term “OPPOSER’S MARKS” shall refer to the Opposer’s trademarks alleged in the Notice of Opposition, either to all of the Opposer’s Marks collectively, or in the

alternative, each of the Opposer's Marks individually.

9. The terms "USE," "USED," "USING," or "USER" has the broadest meaning which can be ascribed to it under Section 45 of the Trademark Act, 15 U.S.C. § 1127.

10. The term "COMMERCE" has the broadest meaning which can be ascribed to it under Section 45 of the Trademark Act, 15 U.S.C. § 1127.

11. The term "USPTO" refers to the United States Patent and Trademark Office.

12. "OPPOSITION" means the Notice of Opposition filed by Opposer Sitecore Corporation A/S in the above-entitled matter on August 26, 2020.

13. "ANSWER" means the Answer filed by Southern Web, LLC in the above-entitled matter on October 5, 2020.

14. The term "DECLARATION" refers to the following: "The signatory believes that if the applicant is filing the application under 15 U.S.C. Section 1051(a), the applicant is the owner of the trademark/service mark sought to be registered . . . The signatory believes that to the best of the signatory's knowledge and belief, no other person has the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion or mistake, or to deceive."

### **REQUESTS FOR ADMISSION**

#### **REQUEST FOR ADMISSION NO. 1:**

Admit that prior to March 5, 2020, YOU had not USED YOUR MARK in connection with the sale of any goods or services rendered in COMMERCE.

#### **REQUEST FOR ADMISSION NO. 2:**

Admit that prior to March 5, 2020, YOU had not USED YOUR MARK in the advertising of any goods or services rendered in COMMERCE.

#### **REQUEST FOR ADMISSION NO. 3:**

Admit that prior to March 5, 2020, YOU had not USED YOUR MARK in COMMERCE in connection with YOUR SERVICES.

///

///

**REQUEST FOR ADMISSION NO. 4:**

Admit that between January 15, 2012 and March 5, 2020 YOU USED the mark WP SITECARE in connection with the sale of services rendered in COMMERCE.

**REQUEST FOR ADMISSION NO. 5:**

Admit that prior to January 15, 2012, YOU did not offer or render services under any mark comprised of or containing the term “Sitecare.”

**REQUEST FOR ADMISSION NO. 6:**

Admit that prior to filing the trademark application for YOUR MARK you were aware of OPPOSER.

**REQUEST FOR ADMISSION NO. 7:**

Admit that prior to filing a trademark application for YOUR MARK you were aware of OPPOSER’S use of OPPOSER’S MARKS.

**REQUEST FOR ADMISSION NO. 8:**

Admit that YOU filed a trademark application for YOUR MARK with the intent to derive benefit from the reputation of the SITECORE trademark.

**REQUEST FOR ADMISSION NO. 9:**

Admit that YOU, through YOUR counsel of record, made the DECLARATION to the USPTO.

**REQUEST FOR ADMISSION NO. 10:**

Admit that YOU, through YOUR counsel of record, made the DECLARATION with knowledge of OPPOSER’S MARKS.

**REQUEST FOR ADMISSION NO. 11:**

Admit that YOU, through YOUR counsel of record, made the DECLARATION with the intent that the USPTO would rely on the truthfulness of the DECLARATION.

**REQUEST FOR ADMISSION NO. 12:**

Admit that YOUR MARK is identical to the trademark SITECORE except for one letter.

///

///

**REQUEST FOR ADMISSION NO. 13:**

Admit that YOUR SERVICES are related to the services offered by OPPOSER as described in OPPOSER'S U.S. Trademark Registration Nos. 2,954,856; 4,505,466; 4,505,467; 4,696,792; 4,696,859; 6,069,858; 6,124,986; and 6,124,987.

**REQUEST FOR ADMISSION NO. 14:**

Admit that YOU provide YOUR SERVICES in connection with YOUR MARK.

**REQUEST FOR ADMISSION NO. 15:**

Admit that YOUR USE of YOUR MARK has led to instances of actual confusion.

**REQUEST FOR ADMISSION NO. 16:**

Admit that OPPOSER'S use of the SITECORE mark in 2001 predates YOUR use of YOUR MARK.

**REQUEST FOR ADMISSION NO. 17:**

Admit that YOUR mark SITECARE is a colorable imitation of OPPOSER'S mark SITECORE.

**REQUEST FOR ADMISSION NO. 18:**

Admit that YOUR use of the mark SITECARE is likely to cause mistake by members of the public with OPPOSER'S MARKS.

**REQUEST FOR ADMISSION NO. 19:**

Admit that YOUR use of the mark SITECARE is likely to deceive members of the public into believing that OPPOSER is the source of YOUR services.

**REQUEST FOR ADMISSION NO. 20:**

Admit that YOUR use of the mark SITECARE is likely to deceive members of the public into believing that there is a relationship between YOU and OPPOSER.

**REQUEST FOR ADMISSION NO. 21:**

Admit that YOU were aware that OPPOSER offered services under the mark SITECORE prior to filing U.S. Trademark Application Serial No. 88/865,956.

///

///

**REQUEST FOR ADMISSION NO. 22:**

Admit that YOUR MARK and OPPOSER'S MARKS could be encountered by the same class of consumers.

**REQUEST FOR ADMISSION NO. 23:**

Admit that YOU did not commission a trademark clearance search before filing U.S. Trademark Application Serial No. 88/865,956.

**REQUEST FOR ADMISSION NO. 24:**

Admit that YOU did commission a trademark clearance search before filing U.S. Trademark Application Serial No. 88/865,956.

**REQUEST FOR ADMISSION NO. 25:**

Admit that OPPOSER'S MARKS were identified in the trademark clearance search conducted before filing U.S. Trademark Application Serial No. 88/865,956.

Dated: December 15, 2020

Respectfully submitted,

DONAHUE FITZGERALD LLP

By: /Padmini Cheruvu/

---

Julie E. Hofer, CA Bar No. 152185  
Barbara L. Friedman, CA Bar No. 208735  
Padmini Cheruvu, CA Bar No. 301292  
1999 Harrison Street, 26th Floor  
Oakland, California 94612  
Email: [jhofer@donahue.com](mailto:jhofer@donahue.com)  
[bfriedman@donahue.com](mailto:bfriedman@donahue.com)  
[pcheruvu@donahue.com](mailto:pcheruvu@donahue.com)

Telephone: (510) 451-3300  
Facsimile: (510) 451-1527  
Attorneys for Opposer  
SITECORE CORPORATION A/S

### **CERTIFICATE OF SERVICE**

The undersigned hereby certifies that a true and complete copy of the foregoing Sitecore's Requests for Admission, Set One has been served by electronic mail on December 15, 2020, upon the following:

Russell Sandidge  
Russell L. Sandidge Intellectual Property Law  
2310 Peachford Road  
Atlanta, GA 30338  
rlsandidge@att.net

By: /Padmini Cheruvu/

Julie E. Hofer, CA Bar No. 152185  
Barbara L. Friedman, CA Bar No. 208735  
Padmini Cheruvu, CA Bar No. 301292  
1999 Harrison Street, 26th Floor  
Oakland, California 94612  
Email: [jhofer@donahue.com](mailto:jhofer@donahue.com)  
[bfriedman@donahue.com](mailto:bfriedman@donahue.com)  
[pcheruvu@donahue.com](mailto:pcheruvu@donahue.com)

Telephone: (510) 451-3300

Facsimile: (510) 451-1527