

ESTTA Tracking number: **ESTTA1088736**

Filing date: **10/14/2020**

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

Notice of Opposition

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

Opposer Information

Name	salesforce.com, inc.		
Entity	Corporation	Citizenship	Delaware
Address	SALESFORCE TOWER 415 MISSION STREET, 3RD FLOOR SAN FRANCISCO, CA 94105 UNITED STATES		
Attorney information	JOHN C. BAUM OWEN, WICKERSHAM & ERICKSON P.C. ONE CONCORD CENTER 2300 CLAYTON ROAD, SUITE 1400 CONCORD, CA 94520 UNITED STATES Primary Email: eclarke@owe.com Secondary Email(s): jcbaum@owe.com, adumauthioz@owe.com 4158823200		
Docket Number			

Applicant Information

Application No.	79287335	Publication date	09/15/2020
Opposition Filing Date	10/14/2020	Opposition Period Ends	10/15/2020
International Registration No.	1535374	International Registration Date	02/05/2020
Applicant	Marketing Force Inc. HILLSIDE TERRACE F-201, 18-8, SARUGAKUCHO, SHIBUYA-KU TOKYO 15 JAPAN		

Goods/Services Affected by Opposition

<p>Class 035. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Marketing services; compilation of information into computer databases, namely, customer information; market intelligence services; competitive intelligence services; price comparison services; public opinion polling; compilation of statistics; cost analyses; economic forecasting; business management; expert evaluations in the field of business matters; business enquiries and investigations; business consultancy and advisory services; business management analysis or business consultancy; providing information concerning commercial sales; providing commercial information and advice for consumers in the choice of products and services; providing business information about newspapers; consultancy regarding advertising communication strategies for corporate entities; organization of exhibitions for commercial or advertising purposes; organization and management of trade fairs for advertising purposes; distribution and produc-</p>
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tion of advertising materials; planning of advertising; advertising via the Internet; direct mail advertising; web site traffic optimization; outdoor advertising; advertising and publicity services; rental of publicity and marketing presentation materials; import-export agency services; employment agency services; personnel recruitment; providing employment information; systematization and compilation of information into computer databases

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

All goods and services in the class are opposed, namely: Arranging, conducting and organization of seminars; educational and instruction services relating to arts, crafts, sports or general knowledge, namely, providing classes in the field of arts, crafts, sports, and general knowledge; organization of social entertainment events excluding movies, shows, plays, musical performances, sports, horse races, bicycle races, boat races and auto races; providing non-downloadable electronic publications in the nature of magazines in the field of arts, crafts, sports, and general knowledge; reference libraries of literature and documentary records; book rental; publication of books; providing facilities for movies, shows, plays, music or educational training; video tape film production in the field of education, culture, entertainment or sports, not for movies or television programs and not for advertising or publicity

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

All goods and services in the class are opposed, namely: Cloud computing featuring software for use in database management; software as a service (SaaS) services featuring software for use in database management; computer services, namely, providing search engines for obtaining data on a global computer network; rental of computers; computer software design, computer programming, or maintenance of computer software; computer system design; computer software design; creating or maintaining web sites for others

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)
Dilution by tarnishment	Trademark Act Sections 2 and 43(c)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	4008308	Application Date	05/24/2010
Registration Date	08/09/2011	Foreign Priority Date	NONE
Word Mark	FORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 2003/09/00 First Use In Commerce: 2003/09/00 BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES, SALES SUPPORT MANAGEMENT SERVICES, BUSINESS INTELLIGENCE SERVICES, PERFORMANCE MANAGEMENT SERVICES, AND SOCIAL NETWORKING SERVICES FOR BUSINESSES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, MARKETING AUTOMATION, BUSINESS INTELLIGENCE, PERFORMANCE MANAGEMENT, AND SOCIAL NETWORKING FOR BUSINESSES; OPERATING ON-LINE MARKETPLACES FOR BUYING AND SELLING, SHARING, AND OFFERING FOR FREE COMPUTER SOFTWARE, ON-DEMAND APPLICATIONS, AND RELATED DEVELOPMENT TOOLS</p> <p>Class 042. First use: First Use: 2003/09/00 First Use In Commerce: 2003/09/00 PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE AND REPORT DATA IN THE FIELDS OF MARKETING, PROMOTION, SALES, CUSTOMER INFORM-</p>		

	ATION, CUSTOMER RELATIONSHIPMANAGEMENT, SALES SUPPORT, AND EMPLOYEEEFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND-BUSINESS SERVICES FIELDS; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE APPLICATION DEVELOPMENT TOOLS; ONLINE HOSTED COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATEDTHERETO
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U.S. Application No.		Application Date	
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services			

U.S. Registration No.	4350571	Application Date	01/13/2011
Registration Date	06/11/2013	Foreign Priority Date	NONE
Word Mark	FORCE.COM		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01 [DOWNLOADABLE COMPUTER SOFTWARE FOR USE IN DEVELOPING AND CUSTOMIZING COMPUTERSOFTWARE APPLICATIONS AND COMPUTER SOFTWARE APPLICATION USER INTERFACES; COMPUTER SOFTWARE FOR STORING, MANAGING, TRACKING, ANALYZING, AND REPORTING DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT, AND EMPLOYEE EFFICIENCY; COMPUTER SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING, AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES]</p> <p>Class 035. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01 [BUSINESS MANAGEMENT SERVICES, NAMELY,PROVIDING INFORMATION, DATA ASSET, AND IDENTITY MANAGEMENT SERVICES;] COMPILATION AND MANAGEMENT OF COMPUTERIZED DATABASES AND CONSULTING SERVICES RELATED THERETO; BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENT SERVICES [; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING A WEBSITE FEATURING INFORMATION IN THE FIELDS OF ADVERTISING, MARKETING ANDBUSINESS MANAGEMENT AND CONSULTING SERVICES RELATED THERETO; OPERATING ONLINE MARKETPLACES FOR BUYING AND SELLING, SHARING, AND OFFERING FOR FREE COMPUTER SOFTWARE AND ON-DEMAND APPLICATIONS]</p>		

	<p>Class 042. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01 PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE, AND REPORT DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIPMANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES; COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED THERETO; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE APPLICATION DEVELOPMENT TOOLS AND PROGRAMMING LANGUAGE FORUSE IN DEVELOPING, ANALYZING, CODING, CHECKING, AND CONTROLLING OTHER COMPUTER SOFTWARE; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE THAT IMPLEMENTS A PROCEDURAL AND OBJECT-ORIENTED PROGRAMMING LANGUAGE; ONLINE HOSTED COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, CUSTOMIZING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED THERETO</p> <p>Class 045. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01 [ON-LINE SOCIAL NETWORKING SERVICES]</p>
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U.S. Registration No.	3592166	Application Date	07/30/2007
Registration Date	03/17/2009	Foreign Priority Date	NONE
Word Mark	FORCE.COM		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 2007/09/17 First Use In Commerce: 2007/09/17 Providing temporary use of online non-downloadable computer software application development tools; online hosted computer services, namely, designing, developing, and maintaining computer software applications for others and consulting services related thereto		

U.S. Registration No.	4058647	Application Date	10/06/2010
Registration Date	11/22/2011	Foreign Priority Date	NONE
Word Mark	DEVELOPERFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 041. First use: First Use: 2008/01/17 First Use In Commerce: 2008/01/17 Educational services, namely, providingon-line seminars in the field of software application development and commerce;providing on-line publications, namely,technical notes in the field of software application development and commerce; on-line journals, namely, blogs in the field of software application developmentand commerce</p> <p>Class 042. First use: First Use: 2008/01/17 First Use In Commerce: 2008/01/17</p>		

	Providing temporary use of non-downloadable computer software application development tools for the development and operation of software applications by others; designing, developing, and maintaining computer software applications for others and consulting services related thereto; providing a website with general information of interest to the fields of computer software application development and computer system architectures; computer services, namely, creating online communities that allow participants to share information via a global computer network in the field of computer software application development and computer system architectures
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U.S. Registration No.	3035403	Application Date	11/01/2004
Registration Date	12/27/2005	Foreign Priority Date	NONE
Word Mark	DREAMFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2003/07/00 First Use In Commerce: 2003/07/00 educational services, namely, conducting seminars, conferences, workshops, and computer application training in the fields of marketing, promotion, sales, customer information, customer relationship management, sales support and employee efficiency, and distributing course materials in connection therewith		

U.S. Registration No.	3836879	Application Date	08/14/2009
Registration Date	08/24/2010	Foreign Priority Date	NONE
Word Mark	FINANCIALFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 2009/09/30 First Use In Commerce: 2009/09/30 Providing temporary use of on-line non-downloadable software in the fields of accounting and billing; providing temporary use of on-line non-downloadable software to store, manage, track, analyze, and report data in the fields of accounting, accounting management and business management; providing temporary use of on-line non-downloadable software for the electronic interface between third party software applications that enables the exchange of data; providing temporary use of on-line non-downloadable software that allows customers to securely access their accounts to obtain proprietary accounting and business intelligence data; providing temporary use of on-line non-downloadable software to facilitate communicating among peer professionals in the fields of accounting management and business management, and for customizing computer application user interfaces; computer services, namely, designing, developing, and maintaining computer software applications for others and consulting services related thereto		

U.S. Registration No.	3836878	Application Date	08/14/2009
Registration Date	08/24/2010	Foreign Priority Date	NONE
Word Mark	FINANCIALFORCE.COM		
Design Mark			

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

U.S. Registration No.	4126473	Application Date	12/30/2010
Registration Date	04/10/2012	Foreign Priority Date	NONE
Word Mark	SALESFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 045. First use: First Use: 2009/11/18 First Use In Commerce: 2009/11/18 On-line social networking services		

U.S. Registration No.	3164978	Application Date	09/14/2005
Registration Date	10/31/2006	Foreign Priority Date	NONE
Word Mark	SALESFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 2005/03/09 First Use In Commerce: 2005/03/09 providing temporary use of on-line non-downloadable software to store, manage, track, analyze, and report data in the field of marketing, promotion, sales, customer information, customer relationship management, sales support and employee efficiency; providing temporary use of on-line non-downloadable software to facilitate communicating among peer professionals in the advertising, marketing and business services fields, and for customizing computer application user interfaces; computer services, namely, designing, developing, and maintaining computer software applications for others and consulting services related thereto		

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

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

U.S. Registration No.	3138749	Application Date	09/14/2005
Registration Date	09/05/2006	Foreign Priority Date	NONE
Word Mark	SALESFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2005/03/09 First Use In Commerce: 2005/03/09 downloadable software for use in web site development; downloadable software for use in computer e-commerce which allows users to perform electronic business transactions, communicate with other users, and access and exchange information via a global computer network; downloadable computer software for use in customizing computer application user interfaces		

U.S. Registration No.	4976455	Application Date	05/22/2015
Registration Date	06/14/2016	Foreign Priority Date	11/26/2014
Word Mark	SALESFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 038. First use: First Use: 2007/12/01 First Use In Commerce: 2007/12/01 Computer communication services, namely, providing online facilities for real-time interaction with other computer users concerning topics of general interest; providing on-line forums for transmission of messages among computer users concerning topics of general interest; providing access to computer networks for real-time interaction with other computer users concerning topics of general interest; chat room services for social networking; communication services, namely, transmission of voice, audio, visual images and data by telecommunications networks, wireless communication networks, the Internet, information services networks and data networks; delivery of messages by electronic transmission; electronic data interchange; electronic mail and messaging services; electronic transmission of data, images, messages, documents, and mail; instant messaging services; message sending and receiving services; peer-to-peer network computer services, namely, electronic transmission of audio, video and other data and documents among computers; providing an on-line forum for discussion of business analytics, marketing, sales, service, and strategy; providing internet chat rooms; providing on-line electronic bulletin boards for transmission of messages among computer users concerning business analytics, marketing, sales, service, and strategy; telecommunications, in particular mobile telephone services, telephone services, fax services, radio communica-		

	<p>tion services, e-mail data services; telecommunications via telecommunications networks, in particular mobile phone networks or satellite-supported telecommunications networks; wireless mobile phone services; mobile telecommunications services, namely, wireless telephone services; cellular telephone communication; television and radio transmission; television and/or radio broadcasting; mobile phone television broadcasting; videoconferencing; news and information agencies within the framework of press agencies; electronic mail; forwarding of messages of all kinds to Internet addresses (webmessaging); computer-aided transmission of messages and images; electronic transmission of data, messages, images, documents and information relating to topics of general interest; wireless telecommunications through electronic transmission of data, sound, messages, images, information and documents via the Internet; providing access to online computer databases; providing access to electronic publications on the Internet; providing access to information on the Internet and on the mobile Internet, in particular access to downloadable files, namely, sound, image, music and video recordings, all the aforesaid files in particular for downloading for mobile telephones and other mobile terminals; transmission of information stored on databases, namely, by means of interactive computer systems and/or by providing access to information on the Internet; telecommunications services via the Internet, intranets, extranets; procuring access to databases; providing access to a global computer network; providing access to data on computer networks, namely, information, texts, drawings and images concerning goods and services; providing access to data on the Internet and on the mobile Internet, namely, information and messages in the form of sound or images; providing access to software on data networks for Internet access; providing access to information for entertainment on computer networks; providing Internet chatrooms, electronic exchange of messages and information via chatlines, chatrooms and Internet forums; telecommunications by means of platforms and portals on the Internet; e-mail services; transmitting information and data via computer networks and the Internet; leasing access time to a computer database</p>
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U.S. Registration No.	4976456	Application Date	05/22/2015
Registration Date	06/14/2016	Foreign Priority Date	11/26/2014
Word Mark	SALESFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 045. First use: First Use: 2009/11/18 First Use In Commerce: 2009/11/18 Online social networking services for businesses and individuals via a global communications network; Internet-based social networking services; online social networking services in the field of business analytics, sales and service; licensing of computer systems and software; online communications investigations, namely, computer security services in the nature of providing authentication, issuance, validation and revocation of digital certificates; online social networking services for others; security consultancy</p>		

U.S. Registration No.	5080328	Application Date	05/22/2015
Registration Date	11/15/2016	Foreign Priority Date	11/26/2014
Word Mark	SALESFORCE		
Design Mark			
Description of Mark	NONE		

Goods/Services	<p>Class 041. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01</p> <p>Business education services, namely, conducting classes, seminars, workshops and training in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, employee efficiency, and software development; publication of printed matter, books, newspapers and periodicals, other than for advertising purposes; publication of newspapers, periodicals and books, and of instructional and information materials in the nature of pamphlets, brochures, manuals, informational flyers, informational sheets and newsletters in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, employee efficiency, and software development, other than for advertising purposes, all in electronic form and on the Internet; electronic desktop publishing; publication of texts, other than publicity texts; rental of printed publications; publication of online blogs, magazines, books, newspapers, periodicals, pamphlets, brochures, manuals, informational flyers, informational sheets and newsletters, other than for advertising purposes; editing of mobile websites for others, namely, editing of sounds, images, and written text on websites for others; production of television, mobile phone television and radio programs; film production, other than advertising films; conducting entertainment, cultural events, and live cultural events, namely, presentation of live dance and musical performances, live show performances and concerts, organizing arts events, planning and conducting parties and award shows for people and organizations, arranging and conducting nightclub entertainment events, arranging of contests, organizing and hosting social entertainment events, organizing cultural and arts festivals and fairs not for commercial purposes; educational services, namely, organizing and conducting training events in the nature of expositions, retreats, classes, lectures, seminars, conferences, tutorial sessions and symposia in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, employee efficiency, and software development; night club services; professional coaching services in the fields of automated business processes and business development tools, business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, and employee efficiency; education in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, employee efficiency, and software development rendered through correspondence courses; providing information about education; educational examination services; providing practical training in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, employee efficiency, and software development; providing vocational retraining in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, employee efficiency, and software development; arranging and conducting of conferences, congresses, concerts and symposiums, seminars, training courses, instructional and lecture events, all for cultural or educational purposes in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, employee efficiency, and software development; arranging of entertainment shows; providing online computer and electronic games; entertainment services, namely, conducting computer and electronic games on the Internet and on the mobile Internet; providing information on the entertainment services of others via online computer networks</p>
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U.S. Registration No.	5001209	Application Date	05/22/2015
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Registration Date	07/19/2016	Foreign Priority Date	11/26/2014
Word Mark	SALESFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01</p> <p>Downloadable software in the nature of a mobile application for obtaining, storing, organizing, managing, tracking, monitoring, analyzing, securing, authenticating and reporting business analytics information and data in the fields of business, marketing, promotion, sales, customer service, customer information, customer relationship management, sales support, social media management and publication, employee efficiency, and security and authentication; computer application software for mobile phones and devices for use in database management, for use in information security, and for use in electronic storage of data in the fields of business, business analytics, marketing, promotion, sales, customer service, customer information, customer relationship management, sales support, social media management and publication, and employee efficiency; computer software, namely, downloadable software development tools for the creation of mobile internet applications, web applications, websites, and client interfaces; web site development software; computer software for use in customer relationship management (CRM); computer software for creating searchable databases of information and data; computer software, namely, an application allowing sales and field service employees to update and receive data stored in an enterprise's computer databases in real time, using a mobile device, with full telephony integration with the telephone and/or software features of the mobile device; computer software for providing an on-line database in the field of transaction processing to upload transactional data, provide statistical analysis, and produce notifications and reports; computer software that provides real-time, integrated business management intelligence by combining information from various databases and presenting it in an easy-to-understand user interface; downloadable software, mobile applications, and cloud computer software for providing data analytics, business analytics, business intelligence and for collecting and analyzing data; computer software for web and mobile applications for providing data analytics, business analytics, business intelligence and for collecting and analyzing data; enterprise software in the nature of a database for compiling data, customer data and customer interactions for enabling marketers to plan, personalize, optimize and customize communications with customers throughout the marketing, sales, and service lifecycle; downloadable computer programs and computer software for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions; downloadable computer programs and computer software for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions in the field of marketing, sales and service; downloadable computer programs and computer software recorded on data media for retrieving, tracking, analyzing, testing, measuring and managing data from computer networks and from the Internet in the field of marketing, sales and service; computer application software for mobile phones, portable media players, handheld computers, namely, software for providing data analytics, business analytics, business intelligence and for collecting and analyzing data; downloadable computer software and computer software recorded on data media for the scanning, displaying, processing, measuring and output of data on computer networks, on the Internet, and on mobile terminals and devices in the field of marketing, sales, services, business analytics, data analytics, and business intelligence; downloadable software for generating embeddable code for websites, for the purpose of creating, customizing, deploying, scheduling, tracking, analyzing, testing, measuring and managing online content on users' websites, on social media websites, and other online forums; computer software for computer system and</p>		

application development, deployment and management; computer operating programs, recorded; games programs for computers; downloadable computer software for the scanning, displaying, processing and output of multimedia data on computer networks, namely, the Internet, and on mobile terminals; machine-readable data carriers of all kinds containing information; downloadable electronic publications in the nature of newspapers, newsletters, periodicals, books, magazines, pamphlets, brochures, manuals, informational flyers, and informational sheets in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, and employee efficiency; interfaces for computers and mobile devices; downloadable music; downloadable software for generating embeddable code for websites, for the purpose of creating, customizing, deploying, scheduling, tracking, analyzing and managing online content on users' websites, on social media websites and other online forums, and for analyzing, monitoring and managing the performance of brand engagement of others; downloadable software for creating and deploying customized interactive content on social profiles

U.S. Registration No.	5001221	Application Date	05/26/2015
Registration Date	07/19/2016	Foreign Priority Date	NONE
Word Mark	SALESFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 042. First use: First Use: 1999/09/27 First Use In Commerce: 1999/09/27</p> <p>Providing non-downloadable software development tools for the creation of mobile internet applications, web applications, websites, and client interfaces; Computer software development in the field of mobile applications; providing temporary use of on-line non-downloadable software development tools; technical consulting services in the field of computer data management and computer data analytics; technical data analytics services, namely, data automation and collection service using proprietary software to evaluate, analyze and collect data in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, employee efficiency, and security and authentication; software as a service (SAAS) services featuring software for providing data analytics, business analytics, business intelligence and for collecting and analyzing data in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, customer information, customer relationship management, and employee efficiency; platform as a service (PaaS) software in the nature of a database for compiling data, customer data and customer interactions for enabling marketers to plan, personalize, optimize and customize communications with customers throughout the marketing, sales, and service lifecycle; platform as a service (PaaS) featuring computer software platforms for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, customer information, customer relationship management, employee efficiency, and security and authentication; platform as a service (PaaS) featuring computer software platforms for enabling marketers to plan, personalize, optimize, monitor, analyze and measure customer interactions across channels and devices; platform as a service (PaaS) featuring computer software platforms for enabling marketers to plan, personalize, optimize, monitor, analyze and measure customer interactions across social media, customer relationship management (CRM) systems, point-of-sale systems, web analytics, web posts, email and mobile devices; rental of-</p>		

computer software and web servers; Scientific and technological services, namely, research and design in the field of computer hardware and software design and development, computer services, namely, cloud hosting provider services and application service provider (ASP), namely, hosting computer software applications and websites of others; industry analysis and research services in the field of computer and mobile application software development; design and development of computer hardware and software; computer software consultancy; computer system design and analysis including for posting images, links, videos, text and other brand content, for retrieving, sorting, filtering and moderating user generated content and online communications, for managing brand content on social media websites and social networks, and for analyzing, retrieving and managing the performance of brand engagement; creating and maintaining web sites for others; data conversion of computer programs and data; maintenance of computer software; monitoring of computer systems by remote access to ensure proper functioning; providing search engines for the internet; styling services, namely, website and mobile application design services; technical research in the field of designing and developing computers and computer software systems for use in connection with automated business processes, business development tools, and business and data analytics; web site design consultancy; consultancy in the design and development of computer hardware; digitization of documents; duplication of computer programs; information technology consulting services; installation of computer software; providing temporary use of online non-downloadable software for generating embeddable code for websites, for the purpose of creating, customizing, deploying, scheduling, tracking, analyzing and managing online content on users' websites, on social media websites and other online forums, and for analyzing, monitoring and managing the performance of brand engagement of others; providing temporary use of online non-downloadable software for creating and deploying customized interactive content on social profiles; conducting technical project feasibility studies in the field of software design and development; quality control, namely, computer monitoring service which tracks application software performance, performs periodic software maintenance and provides reports and alerts concerning such performance; recovery of computer data; research and development of new products for others; server hosting; providing non-downloadable software for monitoring of social network sites and online content for others for the purpose of monitoring, analyzing, testing, and reporting about brand content on social media websites and social networks, and about the performance of online brand engagement

U.S. Registration No.	5115047	Application Date	11/13/2014
Registration Date	01/03/2017	Foreign Priority Date	NONE
Word Mark	SALESFORCE		
Design Mark			
Description of Mark	The mark consists of the word, "SALESFORCE" in stylized lettering, contained within a cloud shape.		
Goods/Services	Class 045. First use: First Use: 2014/11/25 First Use In Commerce: 2014/11/25 Online social networking services for businesses and individuals via a global communications network; Internet-based social networking services; online social networking services in the field of business analytics, sales and service; licensing of computer systems and software; online social networking services for others; registration of domain names; security consultancy		

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

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

U.S. Registration No.	2964712	Application Date	02/10/2004
Registration Date	07/05/2005	Foreign Priority Date	NONE
Word Mark	SALESFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1999/09/27 First Use In Commerce: 1999/09/27 BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENT SERVICES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING A WEBSITE WITH GENERAL INFORMATION OF INTEREST TO THE FIELDS OF ADVERTISING, MARKETING AND BUSINESS SERVICES Class 042. First use: First Use: 1999/09/27 First Use In Commerce: 1999/09/27 PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE AND REPORT DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND BUSINESS SERVICES FIELDS		

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

	On-line social networking services		
U.S. Registration No.	4270533	Application Date	03/22/2011
Registration Date	01/08/2013	Foreign Priority Date	NONE
Word Mark	SALESFORCE.COM		
Design Mark			
Description of Mark	The mark consists of the stylized word "SALESFORCE.COM".		
Goods/Services	<p>Class 009. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01 DOWNLOADABLE COMPUTER SOFTWARE FOR USE IN DEVELOPING AND CUSTOMIZING COMPUTER SOFTWARE APPLICATIONS AND COMPUTER SOFTWARE APPLICATION USER INTERFACES; COMPUTERSOFTWARE FOR STORING, MANAGING, TRACKING, ANALYZING, AND REPORTING DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT, AND EMPLOYEE EFFICIENCY; COMPUTER SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING, AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES</p> <p>Class 035. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01 BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING business INFORMATION managementSERVICES; COMPILATION AND MANAGEMENT OFCOMPUTERIZED DATABASES AND CONSULTING SERVICES RELATED THERETO; BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENT SERVICES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING A WEBSITE featuring BUSINESS MANAGEMENT CONSULTING information; OPERATING ONLINE MARKETPLACES for third parties to buy, sell, share, and offer FOR FREE COMPUTER SOFTWARE AND ON-DEMAND APPLICATIONS to others</p> <p>Class 041. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01 EDUCATIONAL SERVICES, NAMELY, CONDUCTING SEMINARS, CONFERENCES, WORKSHOPS, AND COMPUTER APPLICATION TRAINING IN THE FIELDS OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY, AND DISTRIBUTING COURSE MATERIALS IN CONNECTION THEREWITH</p> <p>Class 042. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01 PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE, AND REPORT DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIPMANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES; COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED THERETO; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE APPLICATION DEVELOPMENT TOOLS AND PROGRAMMING LANGUAGE FORUSE IN DEVELOPING, ANA-</p>		

	LYZING, CODING, CHECKING, AND CONTROLLING OTHER COMPUTER SOFTWARE; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE THAT IMPLEMENTS A PROCEDURAL AND OBJECT-ORIENTED PROGRAMMING LANGUAGE; ONLINE HOSTED COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, CUSTOMIZING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS; AND CONSULTING SERVICES RELATED to all of the foregoing
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U.S. Registration No.	4095516	Application Date	01/14/2011
Registration Date	02/07/2012	Foreign Priority Date	NONE
Word Mark	SALESFORCE FOUNDATION		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 2005/03/09 First Use In Commerce: 2005/03/09 Promoting charitable giving that reflects the core values of the donor by providing a method to identify the donor's core values and to select charities that foster those values; Promoting the charitable services of others, namely, providing individuals with information for the purpose of making donations to charities; Promotional services, namely, promoting the charities of others</p> <p>Class 036. First use: First Use: 2005/03/09 First Use In Commerce: 2005/03/09 [Charitable fundraising services, namely, by providing individuals with the information and opportunity to make monetary donations to their favorite charity]</p>		

U.S. Registration No.	4095517	Application Date	01/14/2011
Registration Date	02/07/2012	Foreign Priority Date	NONE
Word Mark	SALESFORCE FOUNDATION		
Design Mark			
Description of Mark	The mark consists of the terms, "salesforce foundation", superimposed on a cloud shape.		
Goods/Services	<p>Class 035. First use: First Use: 2008/11/03 First Use In Commerce: 2008/11/03 Promoting charitable giving that reflects the core values of the donor by providing a method to identify the donor's core values and to select charities that foster those values; Promoting the charitable services of others, namely, providing individuals with information for the purpose of making donations to charities; Promotional services, namely, promoting the charities of others</p> <p>Class 036. First use: First Use: 2008/11/03 First Use In Commerce: 2008/11/03 [Charitable fundraising services, namely, by providing individuals with the information and opportunity to make monetary donations to their favorite charity]</p>		

U.S. Registration No.	4095557	Application Date	02/08/2011
Registration Date	02/07/2012	Foreign Priority Date	NONE
Word Mark	SALESFORCE.COM FOUNDATION		
Design Mark			
Description of	NONE		

Mark	
Goods/Services	<p>Class 035. First use: First Use: 1999/09/27 First Use In Commerce: 1999/09/27 Promoting charitable giving that reflects the core values of the donor by providing a method to identify the donor's core values and to select charities that foster those values; Promoting the charitable services of others, namely, providing individuals with information for the purpose of making donations to charities; Promotional services, namely, promoting the charities of others</p> <p>Class 036. First use: First Use: 1999/09/27 First Use In Commerce: 1999/09/27 [Charitable fundraising services, namely, by providing individuals with the information and opportunity to make monetary donations to their favorite charity]</p>

U.S. Registration No.	5350801	Application Date	12/02/2013
Registration Date	12/05/2017	Foreign Priority Date	NONE
Word Mark	SALESFORCE IDENTITY		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 042. First use: First Use: 2013/10/00 First Use In Commerce: 2013/10/00 computer software consultancy; rental of computer software; providing temporary use of non-downloadable software for improving usability and security with standards-based single sign on, mobile identity services, social collaboration services, external identity management, brandable identity services, social sign on services, user and access management services, cloud directory services, directory integration services, multi-factor authentication services, reporting and dashboard services; information technology consulting services; software as a service (SAAS) services, featuring software for improving usability and security with standards-based single sign on, mobile identity services, social collaboration services, external identity management, brandable identity services, social sign on services, user and access management services, cloud directory services, directory integration services, multi-factor authentication services, reporting and dashboard services</p>		

U.S. Registration No.	4645417	Application Date	03/08/2011
Registration Date	11/25/2014	Foreign Priority Date	NONE
Word Mark	SALESFORCE MVP		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2010/11/04 First Use In Commerce: 2010/11/04 Downloadable computer software for use in developing and customizing computer software applications and computer software application user interfaces; computer software for storing, managing, tracking, analyzing, and reporting data in the field of marketing, promotion, sales, customer information, customer relationship management, sales support, and employee efficiency; computer software to facilitate communicating among peer professionals in the advertising, marketing, and business services fields, and for customizing computer application user interfaces</p> <p>Class 035. First use: First Use: 2010/11/04 First Use In Commerce: 2010/11/04 BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING business IN-</p>		

	<p>FORMATION management SERVICES; COMPILATION AND MANAGEMENT OF COMPUTERIZED DATABASES AND CONSULTING SERVICES RELATED THERETO; BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENT SERVICES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING A WEBSITE featuring BUSINESS MANAGEMENT CONSULTING information; OPERATING ONLINE MARKETPLACES for third parties to buy, sell, share, and offer FOR FREE COMPUTER SOFTWARE AND ON-DEMAND APPLICATIONS to others</p> <p>Class 041. First use: First Use: 2010/11/04 First Use In Commerce: 2010/11/04 Educational services, namely, conducting seminars, conferences, workshops, and computer application training in the fields of marketing, promotion, sales, customer information, customer relationship management, sales support and employee efficiency, and distributing course materials in connection therewith; providing recognition and incentives by the way of awards and contests to demonstrate excellence in the field of software development</p> <p>Class 042. First use: First Use: 2010/11/04 First Use In Commerce: 2010/11/04 Providing temporary use of on-line non-downloadable software to store, manage, track, analyze, and report data in the field of marketing, promotion, sales, customer information, customer relationship management, sales support and employee efficiency; providing temporary use of on-line non-downloadable software to facilitate communicating among peer professionals in the advertising, marketing and business services fields, and for customizing computer application user interfaces; computer services, namely, designing, developing, and maintaining computer software applications for others and consulting services related thereto; Providing temporary use of online non-downloadable computer software application development tools and programming language for use in developing, analyzing, coding, checking, and controlling other computer software; providing temporary use of online non-downloadable computer software that implements a procedural and object-oriented programming language; online hosted computer services, namely, designing, developing, customizing, and maintaining computer software applications for others; and consulting services related to all of the foregoing</p> <p>Class 045. First use: First Use: 2010/11/04 First Use In Commerce: 2010/11/04 On-line social networking services</p>
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U.S. Registration No.	4409327	Application Date	03/22/2011
Registration Date	10/01/2013	Foreign Priority Date	NONE
Word Mark	SALESFORCE SOFTWARE		
Design Mark			
Description of Mark	The mark consists of the image of a cloud outlined in blue containing the word "salesforce" in black and gray lettering, and a white circle located on the lower right-hand side of the cloud, containing the word "software" in black lettering within a red prohibition symbol, meaning no software.		
Goods/Services	Class 009. First use: First Use: 2008/11/03 First Use In Commerce: 2008/11/03 [DOWNLOADABLE COMPUTER SOFTWARE FOR USE IN DEVELOPING AND CUSTOMIZING COMPUTERSOFTWARE APPLICATIONS AND COMPUTER SOFTWARE APPLICATION USER INTERFACES; COMPUTER SOFTWARE FOR STORING, MANAGING, TRACKING, ANALYZING, AND REPORTING DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT, AND EMPLOYEE EFFICIENCY; COMPUTER SOFTWARE TO FA-		

	<p>CILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING, AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES]</p> <p>Class 035. First use: First Use: 2008/11/03 First Use In Commerce: 2008/11/03 BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING business INFORMATION managementSERVICES; COMPILATION AND MANAGEMENT OFCOMPUTERIZED DATABASES AND CONSULTING SERVICES RELATED THERETO; BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENT SERVICES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING A WEBSITE featuring BUSINESS MANAGEMENT CONSULTING information; OPERATING ONLINE MARKETPLACES for third parties to buy, sell, share, and offer FOR FREE COMPUTER SOFTWARE AND ON-DEMAND APPLICATIONS to others</p> <p>Class 041. First use: First Use: 2008/11/03 First Use In Commerce: 2008/11/03 EDUCATIONAL SERVICES, NAMELY, CONDUCTING SEMINARS, CONFERENCES, WORKSHOPS, AND COMPUTER APPLICATION TRAINING IN THE FIELDS OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY, AND DISTRIBUTING COURSE MATERIALS IN CONNECTION THEREWITH</p> <p>Class 042. First use: First Use: 2008/11/03 First Use In Commerce: 2008/11/03 PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE, AND REPORT DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIPMANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES; COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED THERETO; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE APPLICATION DEVELOPMENT TOOLS AND PROGRAMMING LANGUAGE FORUSE IN DEVELOPING, ANALYZING, CODING, CHECKING, AND CONTROLLING OTHER COMPUTER SOFTWARE; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE THAT IMPLEMENTS A PROCEDURAL AND OBJECT-ORIENTED PROGRAMMING LANGUAGE; ONLINE HOSTED COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, CUSTOMIZING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS; AND CONSULTING SERVICES RELATED THERETO</p> <p>Class 045. First use: First Use: 2008/11/03 First Use In Commerce: 2008/11/03 ON-LINE SOCIAL NETWORKING SERVICES</p>
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U.S. Registration No.	4084951	Application Date	11/23/2010
Registration Date	01/10/2012	Foreign Priority Date	NONE
Word Mark	SCHOOLFORCE		
Design Mark			
Description of Mark	NONE		

Goods/Services	Class 035. First use: First Use: 2011/01/05 First Use In Commerce: 2011/01/05 business management consultation in the fields of education and school performance		
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U.S. Registration No.	4092123	Application Date	11/23/2010
Registration Date	01/24/2012	Foreign Priority Date	NONE
Word Mark	SCHOOLFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 2011/01/05 First Use In Commerce: 2011/01/05 Technology consultation in the fields of education and school performance, design, implementation, hosting and management of websites for others; and integration of computer systems and networks		

U.S. Registration No.	4396535	Application Date	09/28/2010
Registration Date	09/03/2013	Foreign Priority Date	NONE
Word Mark	SURVEY FORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 2010/08/30 First Use In Commerce: 2010/08/30 Providing temporary use of a web-based software application for users to create, send and capture customer feedback		

U.S. Registration No.	4430830	Application Date	03/07/2012
Registration Date	11/12/2013	Foreign Priority Date	NONE
Word Mark	TRIALFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 2009/02/17 First Use In Commerce: 2009/02/17 Business management services, namely, providing business information management services; compilation and management of computerized databases, and consulting services related thereto; Business management services, namely, providing customer relationship management services and sales support management services; business management consulting services relating to customer relationship management, sales support management, and marketing automation [; providing a website featuring business management consulting information; operating online marketplaces for third parties to buy, sell, share, and offer for free computer software and on-demand applications to others]</p> <p>Class 042. First use: First Use: 2009/02/17 First Use In Commerce: 2009/02/17 Providing temporary use of on-line non-downloadable software to store, manage, track, analyze, and report data in the field of marketing, promotion, sales, customer information, customer relationship management, sales support and employee efficiency; providing temporary use of on-line non-downloadable soft-</p>		

	ware to facilitate communicating among peer professionals in the advertising, marketing and business services fields, and for customizing computer application user interfaces; computer services, namely, designing, developing, and maintaining computer software applications for others and consulting services related thereto; Providing temporary use of online non-downloadable computer software application development tools and programming language for use in developing, analyzing, coding, checking, and controlling other computer software; providing temporary use of online non-downloadable computer software that implements a procedural and object-oriented programming language; online hosted computer services, namely, designing, developing, customizing, and maintaining computer software applications for others; and consulting services related to all the foregoing
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U.S. Registration No.	3966372	Application Date	11/01/2010
Registration Date	05/24/2011	Foreign Priority Date	NONE
Word Mark	VISUALFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 2007/09/17 First Use In Commerce: 2007/09/17 providing temporary use of online non-downloadable computer software application development tools for use in developing, analyzing, coding, checking and controlling computer application user interfaces; online hosted computer services, namely, designing, developing, customizing and maintaining computer application user interfaces for others and consulting services related thereto		

U.S. Registration No.	5527231	Application Date	05/22/2015
Registration Date	07/31/2018	Foreign Priority Date	11/26/2014
Word Mark	SALESFORCE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1999/09/27 First Use In Commerce: 1999/09/27 Business services, namely, strategic planning services, and marketing data analytics services for businesses including for web and mobile sites; customer loyalty services for commercial, promotional and advertising purposes; marketing services for others, namely, marketing content development, media placement, strategy and management, social media strategy consultation, and social media community management; business consultancy services for others in connection with customer engagement and customer interactions on the Internet and other media; assistance, advisory services and consultancy relating to business management, business planning, business analysis, business organization, business operations, advertising, marketing, sales and service; compilation and systemization of data, statistics, and information into computer databases; compilation and systemization of data and information into computer databases in the field of marketing, sales and services; office functions, namely, administration and indexing of information, websites and other information sources for business purposes; compilation of data, in particular, image, audio and/or video data in computer databases for business purposes; providing an on-line searchable database featuring information regarding sales, customer service and marketing; monitoring of social sites, internet postings, web content, and online content for		

others for business and marketing services; advertising, in particular television advertising, online advertising on computer networks, radio advertising, print and Internet advertising; dissemination of advertising matter; direct mail advertising; advertising via mobile radio networks; advertising on mobile phone television; advertising on the Internet for others; advertising agency services; planning and design of advertising activities; presentation of companies on the Internet and other media for promotional purposes; distribution of samples; sales promotion (for others), public relations; market research, including in particular for others, on digital networks (webvertising); telemarketing services; market research and analysis services; PR agency services, namely, public relations; commercial information agencies; writing of publicity texts; updating of advertising material; rental of advertising time on communication media; publication of publicity texts; publicity columns preparation; publicity material rental; production of advertising films; opinion polling; news clipping services; marketing services; marketing studies; marketing research; rental of advertising space on the Internet; layout services for advertising purposes; arranging advertising events; multimedia agency services (advertising); merchandising agency services, namely, advertising, sales research and market studies and analysis; arranging and conducting of exhibitions and trade fairs for industrial (business), commercial and advertising purposes; business management and organization consultancy, in particular development of business concepts; personnel management consultancy; outsourcing services, excluding the provision of temporary sales teams to manage the process of taking third parties' products or series to market; business efficiency expert services; arranging of trading and economical contacts, also over the Internet; arranging of contracts, for others, for the providing of services, excluding contracts related to the provision of temporary sales teams to manage the process of taking third parties' products or services to market; arranging of contracts, for others, for the buying and selling of goods, excluding contracts related to the provision of temporary sales teams to manage the process of taking third parties' products or services to market; consumer consultancy with regard to products and claims management (office functions) via service hotlines for consumers, in particular for Internet users (call center services); conducting research in computer files, in databases, on the Internet and on computer networks, for others, with regard to business matters and into offers for goods and services; maintenance and compilation of data and information in computer databases; systematic ordering of data in computer databases; computerized file management; compilation of statistics; office functions for the administration and indexing of data and information; office functions for the creating of indexes with regard to information, websites and other information sources; compilation of data, in particular image, audio and/or video data in computer databases; optimization of online websites for third parties for marketing purposes; brand engagement and online communications investigations, namely, brand evaluation services in the nature of managing, analyzing, reviewing and reporting about brand content on social media websites and social networks, and about the performance of online brand engagement; organizing and conducting trade shows in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, and employee efficiency; technical consulting services in the field of business intelligence analytics

U.S. Registration No.	5570865	Application Date	11/13/2014
Registration Date	09/25/2018	Foreign Priority Date	NONE
Word Mark	SALESFORCE		
Design Mark			
Description of Mark	The mark consists of the word, "SALESFORCE", in stylized lettering, contained within a cloud shape.		

Goods/Services	<p>Class 035. First use: First Use: 2014/10/00 First Use In Commerce: 2014/10/00</p> <p>Business strategic planning services; business and marketing data analytics services for web and mobile sites; customer loyalty services for commercial, promotional and advertising purposes; marketing services for others, namely, marketing content development, media placement, strategy and management, social media strategy consultation, and social media community management; business consultancy services for others in connection with customer engagement and customer interactions on the Internet and other media; advisory services relating to advertising, marketing, sales and customer service; business organization and management advisory and consultancy services; compilation and systemization of data and information into computer databases; compilation and systemization of data and information into computer databases in the field of marketing, sales and customer service; compilation of statistics; office functions, namely, administration and indexing of data and information for business purposes; office functions, namely, creating indexes of information, websites and other information sources for business purposes; monitoring of social websites, internet postings, web content, and online content of others for customer-specified topics and to capture relevant content on those topics, and providing documentation and analysis of that online content to others for business purposes; Advertising services, namely, online advertising on computer networks, Internet advertising; dissemination of advertising matter; advertising on the Internet for others; planning and design of advertising activities; Placing advertisements for companies on the Internet and other media for promotional purposes; distribution of samples for publicity purposes; sales promotion; public relations; computerized market research services conducted on digital networks; market research and analysis services; production of advertising films; public opinion polling; marketing services; market research studies; marketing research services; rental of advertising space on the Internet; layout services for advertising purposes; arranging advertising events, namely, arranging and conducting special events for commercial, promotional or advertising purposes; merchandising agency services, namely, advertising, sales research and market studies and analysis; arranging and conducting of exhibitions and trade fairs for business, commercial and advertising purposes; business organization and management consultancy, namely, development of business concepts; business efficiency expert services; arranging of trading and economical contacts for third parties, also over the Internet; arranging of contracts, for others, for the providing of services; arranging of contracts, for others, for the buying and selling of goods; business consultancy with regard to consumer products and consumer claims management via service hotlines, in particular for Internet users; conducting business research in computer files, in databases, on the Internet and on computer networks, for others, with regard to business matters and offers for goods and services; Compilation and systemization of information into computer databases; computerized file management; compilation of statistics; Office functions in the field of business data, namely, information and data compiling and indexing relating to business management; compilation of data, namely, image, audio and/or video data in computer databases for business purposes; organizing and conducting trade shows in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, employee efficiency, and software development</p>
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U.S. Registration No.	5551061	Application Date	11/13/2014
Registration Date	08/28/2018	Foreign Priority Date	NONE
Word Mark	SALESFORCE		
Design Mark			
Description of	The mark consists of the word "SALESFORCE" in stylized lettering, contained		

Mark	within a cloud shape.
Goods/Services	<p>Class 042. First use: First Use: 2014/10/00 First Use In Commerce: 2014/10/00</p> <p>Computer software development in the field of mobile applications; providing temporary use of on-line non-downloadable software development tools; technical consulting services in the field of computer data management and computer data analytics; technical data analytics services, namely, data automation and collection service using proprietary software to evaluate, analyze and collect data in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, and employee efficiency; software as a service (SAAS) services featuring software for providing data analytics, business analytics, business intelligence and for collecting and analyzing data in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, customer information, customer relationship management, employee efficiency, and security and authentication; platform as a service (PaaS) software in the nature of a database for compiling data, customer data and customer interactions for enabling marketers to plan, personalize, optimize and customize communications with customers throughout the marketing, sales, and service lifecycle; platform as a service (PaaS) featuring computer software platforms for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, customer information, customer relationship management, employee efficiency, and security and authentication; platform as a service (PaaS) featuring computer software platforms for enabling marketers to plan, personalize, optimize, monitor, analyze and measure customer interactions across channels and devices; platform as a service (PaaS) featuring computer software platforms for enabling marketers to plan, personalize, optimize, monitor, analyze and measure customer interactions across social media, customer relationship management (CRM) systems, point-of-sale systems, web analytics, web posts, email and mobile devices; providing temporary use of online non-downloadable software for the optimization of online websites for third parties for marketing purposes; consulting services in the field of providing online, non-downloadable software and applications; providing temporary use of on-line non-downloadable software for creating and customizing computer and mobile application software functionality, integrating data, and automating business processes; online hosted computer services, namely, designing, developing, customizing, and maintaining computer software applications for others, and consulting services related thereto; technical research in the field of designing and developing computers and computer software systems for use in connection with automated business processes, business development tools, and business and data analytics; information technology consulting services; installation of computer software; computer system design and analysis; data conversion of computer programs and data; maintenance of computer software; monitoring of computer systems by remote access to ensure proper functioning; rental of computer software and web servers; scientific and technological services, namely, research and design in the field of computer software design and development; industry analysis and research services in the field of computer and mobile application software development; design and development of computer software; computer software consultancy; computer system design and analysis, namely, designing of computer systems for posting images, links, videos, text and other brand content, for retrieving, sorting, filtering and moderating user generated content and online communications, for managing brand content on social media websites and social networks, and for analyzing, retrieving and managing the performance of brand engagement; creating and maintaining web sites for others; providing search engines for the internet; styling services, namely, website and mobile application design services; web site design consultancy; providing temporary use of online non-downloadable software for generating embeddable code for websites, for the purpose of creating, customizing, deploying, scheduling, tracking, analyzing and man-</p>

aging online content on users' websites, on social media websites and other on-line forums, and for analyzing, monitoring and managing the performance of brand engagement of others; providing temporary use of online non-downloadable software for creating and deploying customized interactive content on social profiles; conducting technical project feasibility studies in the field of computer software design and development; quality control, namely, computer monitoring service which tracks application software performance, performs periodic software maintenance and provides reports and alerts concerning such performance; recovery of computer data; research and development of new products for others; server hosting; providing non-downloadable software for monitoring of social network sites and online content for others for the purpose of monitoring, analyzing, testing, and reporting about brand content on social media websites and social networks, and about the performance of online brand engagement; providing temporary use of on-line non-downloadable software development tools for the creation of mobile internet applications and client interfaces; providing temporary use of on-line non-downloadable cloud computing software for providing business data analytics, business analytics, business intelligence and for collecting and analyzing business data

U.S. Registration No.	4252339	Application Date	03/22/2011
Registration Date	12/04/2012	Foreign Priority Date	NONE
Word Mark	FORCE		
Design Mark			
Description of Mark	The mark consists of the stylized word "FORCE".		
Goods/Services	<p>Class 009. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01 [DOWNLOADABLE COMPUTER SOFTWARE FOR USE IN DEVELOPING AND CUSTOMIZING COMPUTERSOFTWARE APPLICATIONS AND COMPUTER SOFTWARE APPLICATION USER INTERFACES; COMPUTER SOFTWARE FOR STORING, MANAGING, TRACKING, ANALYZING, AND REPORTING DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT, AND EMPLOYEE EFFICIENCY; COMPUTER SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING, AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES]</p> <p>Class 042. First use: First Use: 2003/02/01 First Use In Commerce: 2003/02/01 PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO STORE, MANAGE, TRACK, ANALYZE, AND REPORT DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIPMANAGEMENT, SALES SUPPORT AND EMPLOYEE EFFICIENCY; PROVIDING TEMPORARY USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES; COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS AND CONSULTING SERVICES RELATED THERETO; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE APPLICATION DEVELOPMENT TOOLS AND PROGRAMMING LANGUAGE FORUSE IN DEVELOPING, ANALYZING, CODING, CHECKING, AND CONTROLLING OTHER COMPUTER SOFTWARE; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE THAT IMPLEMENTS A PROCEDURAL AND OBJECT-ORIENTED PROGRAMMING LANGUAGE; ONLINE</p>		

	HOSTED COMPUTER SERVICES, NAMELY, DESIGNING, DEVELOPING, CUSTOMIZING, AND MAINTAINING COMPUTER SOFTWARE APPLICATIONS FOR OTHERS; AND CONSULTING SERVICES RELATED toall of the foregoing
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Attachments	NoO M-FORCE Final 10-14-20.pdf(228746 bytes) Exhibit A - M-FORCE 101420.pdf(658333 bytes)
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Signature	/John C. Baum/
Name	John C. Baum
Date	10/14/2020

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

In re the matter of Trademark Application

Applicant: Marketing Force Inc.
Serial No.: 79287335
Filed: February 5, 2020
Mark: M-FORCE
Publication Date: September 15, 2020

SALESFORCE.COM, INC.,

Opposer,

v.

Marketing Force Inc.,

Applicant.

Opposition No.

NOTICE OF OPPOSITION

Opposer salesforce.com, inc., a corporation duly organized and existing under the laws of Delaware, with a business address of Salesforce Tower, 415 Mission Street, 3rd Floor, San Francisco, California 94105 (“Salesforce”), believes that it will be damaged by the registration of the mark M-FORCE in International Classes 35, 41, and 42 as set forth in Application Serial No. 79287335, published in the *Official Gazette* on September 15, 2020, and hereby opposes the Application.

As grounds for this Opposition, Salesforce alleges:

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

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

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

3. Since its founding, Salesforce has offered a wide array of computer software tools and applications, including, over time, in the form of non-downloadable software and as software as a service (SaaS), to analyze, visualize, store, share, manage, integrate, and use data. Some of Salesforce's best known applications and services help its users to communicate with customers and manage customer relationships, often referred to as "customer relationship management" or "CRM," and to communicate among groups to improve collaboration.

4. Salesforce's current and former customers span numerous industries and include multinational corporations and industry leaders, such as Cisco, Comcast, GE, Phillips, T-Mobile, The Hershey Company, Coca-Cola Enterprises, Virgin America, Wells Fargo, American Red Cross, Canon, Sysco, Plantronics, Pandora, Procter & Gamble, Nikon Instruments, Charles Schwab & Co., Facebook, Ford Motor Company, Yamaha Corporation of America, Delta Air Lines, Kimberly-Clark, Kiva, Herman Miller, Activision, Avon, Bausch + Lomb, Bel Group, Belkin, BMC Software, Brown-Forman, Burberry, Career Builder, DMGT (Daily Mail and General Trust), Dunkin' Brands, Electronic Arts (EA), Financial Times (UK), Ford Motor Company, GE Aviation, Heidrick & Struggles, Kelly Services, Kimberly-Clark, KLM Royal Dutch Airlines, NBC Universal, News International, Pernod Ricard, Rossignol, Spotify, Thomson Reuters, TOMS, and Toyota Motor Corporation.

5. Salesforce's past and present partners also consist of internationally renowned industry leaders, including VMware, BMC Software, Facebook, Cisco, Accenture, Fujitsu, Hitachi, and Deloitte, which provide products and services that complement those offered by Salesforce. Salesforce is consistently recognized as a leading innovator and, throughout the years, has garnered numerous awards from industry authorities such as *Forbes*, *Fortune*,

Gartner, Business Week, Wired Magazine, and PC Magazine. These include being ranked among the top three companies on *Forbes'* "World's Most Innovative Companies" list every year since *Forbes* began compiling these rankings in 2011 through 2018, and being named among *Fortune's* "100 Best Companies to Work For" for the past ten years, reaching the #1 spot in 2018.

6. The Salesforce brand has been recognized as one of the top 100 most valuable brands in the United States and the world. Salesforce ranked 32nd (up from 38th in 2019) on *BrandZ's* 2020 list of "Top 100 Most Valuable U.S. Brands," citing Salesforce's roughly 150,000 customers, and a brand value of 28,669 million dollars, among other factors. Salesforce also ranks in the top 100 brands globally: Salesforce appeared at 70th on *Interbrand's* 2019 annual "Best Global Brands" list, and moved to 41st on *BrandZ's* 2020 "Top 100 Most Valuable Global Brands" – up from 46th in 2019. These rankings are used by, and publicized widely in, the *Financial Times, NASDAQ, Bloomberg,* and other leading media sources.

7. According to the United States Patent and Trademark Office (USPTO), the SALESFORCE mark has become "a famous mark that is well known in the software and business industry." See USPTO Office Action dated September 11, 2018 in response to Application Serial No. 87666755.

8. Over the years, Salesforce has continued to develop innovative enterprise software, software solutions, and related services, resulting in exponential growth and revenues. As a publicly traded U.S. based company, Salesforce provides annual earning releases that show that Salesforce's annual revenues have grown from \$4.07 billion in fiscal year 2014 to over \$17 billion in fiscal year 2020.

9. Salesforce has adopted and uses a family of marks consisting of or featuring the suffix "FORCE" (collectively and each of them individually, the "FORCE Family of Marks").





The Trademark Trial and Appeal Board held that Salesforce owns a FORCE Family of Marks in *Salesforce.com, Inc. v. Edataforce Consulting, LLC*, Opposition No. 91199539 and Cancellation No. 92054039 (consolidated), at 10 (TTAB Aug. 25, 2014) (“In sum, we find that Salesforce has used and advertised its FORCE-formative marks in such a manner as to create exposure and recognition of common ownership based on that common element. Salesforce has demonstrated that it has owned a family of FORCE formative marks at least as early as 2005.”). The composite marks in the FORCE Family of Marks typically combine a suggestive or descriptive term, often a business-themed word or initialism, with the distinctive suffix “FORCE” to create a unitary mark. The FORCE Family of Marks is used in connection with Salesforce’s highly successful enterprise software, software solutions, and related services, and has developed exceedingly valuable goodwill and consumer recognition.

10. The marks in the FORCE Family of Marks are composed and used in such a way that the relevant consuming public associates not only the individual FORCE and FORCE-formative marks with Salesforce, but also associates the distinctive common characteristic of the family of marks, namely, the standalone term or suffix “FORCE,” with Salesforce.

11. Salesforce’s established FORCE Family of Marks is evidenced by a number of federal registrations belonging to Salesforce, including the following:

Mark	Reg. No.	Int’l Class	First Use in Commerce	Filing Date
FORCE	4008308	35, 42	September, 2003	May 24, 2010
FORCE (Stylized) <i>force</i>	4252339	42	February 1, 2003	March 22, 2011
FORCE.COM	4350571	9, 35, 42, 45	February 1, 2003	January 13, 2011
FORCE.COM	3592166	42	September 17, 2007	July 30, 2007
DEVELOPERFORCE	4058647	41, 42	January 17, 2008	October 6, 2010

Mark	Reg. No.	Int'l Class	First Use in Commerce	Filing Date
DREAMFORCE	3035403	41	July, 2003	November 1, 2004
FINANCIALFORCE	3836879	42	September 30, 2009	August 14, 2009
FINANCIALFORCE .COM	3836878	42	September 30, 2009	August 14, 2009
SALESFORCE	4126473	45	November 18, 2009	December 30, 2010
SALESFORCE	3164978	42	March 9, 2005	September 14, 2005
SALESFORCE	3141697	35	March 9, 2005	September 14, 2005
SALESFORCE	3138749	9	March 9, 2005	September 14, 2005
SALESFORCE	4976455	38	December 1, 2007	May 22, 2015
SALESFORCE	4976456	45	November 18, 2009	May 22, 2015
SALESFORCE	5080328	41	February 1, 2003	May 22, 2015
SALESFORCE	5001209	9	February 1, 2003	May 22, 2015
SALESFORCE	5001221	42	September 27, 1999	May 26, 2015
SALESFORCE & Design 	5115047	45	November 25, 2014	November 13, 2014
SALESFORCE.COM	2684824	42	September 27, 1999	October 29, 1999
SALESFORCE	2964712	35, 42	September 27, 1999	February 10, 2004
SALESFORCE.COM	4126474	45	November 18, 2009	December 30, 2010
SALESFORCE.COM (Stylized) <i>salesforce.com</i>	4270533	9, 35, 41, 42	February 1, 2003	March 22, 2011
SALESFORCE FOUNDATION	4095516	35	March 9, 2005	January 14, 2011

Mark	Reg. No.	Int'l Class	First Use in Commerce	Filing Date
SALESFORCE FOUNDATION & Design 	4095517	35	November 3, 2008	January 14, 2011
SALESFORCE.COM FOUNDATION	4095557	35	September 27, 1999	February 08, 2011
SALESFORCE IDENTITY	5350801	42	October, 2013	December 2, 2013
SALESFORCE MVP	4645417	9, 35, 41, 42, 45	November 4, 2010	March 8, 2011
SALESFORCE SOFTWARE & Design 	4409327	9, 35, 41, 42, 45	November 3, 2008	March 22, 2011
SCHOOLFORCE	4084951	35	January 5, 2011	November 23, 2010
SCHOOLFORCE	4092123	42	January 5, 2011	November 23, 2010
SURVEY FORCE	4396535	42	August 30, 2010	September 28, 2010
TRIALFORCE	4430830	35, 42	February 17, 2009	March 7, 2012
VISUALFORCE	3966372	42	September 17, 2007	November 1, 2010
SALESFORCE	5527231	35	September 27, 1999	May 22, 2015
SALESFORCE & Design 	5570865	35	October, 2014	November 13, 2014
SALESFORCE & Design 	5551061	42	October, 2014	November 13, 2014

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

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

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

14. Applicant Marketing Force Inc. is a corporation organized under the laws of Japan ("Applicant").

15. On February 5, 2020, Applicant filed in the USPTO an application under Section 66(a) for the mark M-FORCE (the "Application"), with the following description of services:

International Class 35: Marketing services; compilation of information into computer databases, namely, customer information; market intelligence services; competitive intelligence services; price comparison services; public opinion polling; compilation of statistics; cost analyses; economic forecasting; business management; expert evaluations in the field of business matters; business enquiries and investigations; business consultancy and advisory services; business management analysis or business consultancy; providing information concerning commercial sales; providing commercial information and advice for consumers in the choice of products and services; providing business information about newspapers; consultancy regarding advertising communication strategies for corporate entities; organization of exhibitions for commercial or advertising purposes; organization and management of trade fairs for advertising purposes; distribution and production of advertising materials; planning of advertising; advertising via the Internet; direct mail advertising; web site traffic optimization; outdoor advertising; advertising and publicity services; rental of publicity and marketing presentation materials; import-export agency services; employment agency services; personnel recruitment; providing employment information; systematization and compilation of information into computer databases.

International Class 41: Arranging, conducting and organization of seminars; educational and instruction services relating to arts, crafts, sports or general knowledge, namely, providing classes in the field of arts, crafts, sports, and general knowledge; organization of social entertainment events excluding movies, shows, plays, musical performances, sports, horse races, bicycle races, boat races and auto races; providing non-downloadable electronic publications in the nature of magazines in the field of arts, crafts, sports, and general knowledge; reference libraries of literature and documentary records; book rental; publication of books; providing facilities for movies, shows, plays,

music or educational training; video tape film production in the field of education, culture, entertainment or sports, not for movies or television programs and not for advertising or publicity.

International Class 42: Cloud computing featuring software for use in database management; software as a service (SaaS) services featuring software for use in database management; computer services, namely, providing search engines for obtaining data on a global computer network; rental of computers; computer software design, computer programming, or maintenance of computer software; computer system design; computer software design; creating or maintaining web sites for others.

Salesforce opposes registration of the M-FORCE mark for all of the listed services.

16. Salesforce garnered significant goodwill and fame in its FORCE Family of Marks before Applicant's filing date, and well before any date of first use or other basis upon which Applicant can rely.

Likelihood of Confusion and Dilution

17. Applicant's M-FORCE mark so resembles Salesforce's previously adopted FORCE Family of Marks, including each FORCE or FORCE-formative mark that makes up that family, as to be likely to cause confusion, mistake, and/or deception as to the source or origin of Applicant's services, which will result in irreparable damage to Salesforce's reputation and the substantial goodwill embodied by its FORCE Family of Marks.

18. Applicant's M-FORCE mark is similar in sight, sound, and meaning to Salesforce's FORCE Family of Marks. M-FORCE follows Salesforce's typical naming convention. The mark ends with the term "FORCE" and is prefaced with the letter "M" – an abbreviation for the business term "marketing." Applicant's M-FORCE mark therefore looks and sounds like a member of Salesforce's FORCE Family of Marks, which is likely to confuse consumers into mistakenly believing that Applicant's services are offered, sponsored, or approved by Salesforce, or that Applicant is in some way affiliated with Salesforce, all to Salesforce's irreparable harm.

19. On information and belief, Applicant's applied-for services, and Salesforce's goods and services, which it presently offers in commerce, are of the types offered in the United States to the same or similar class of customers through the same or similar channels of trade.

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

21. On information and belief, Applicant is, or at least at all times relevant to this matter was, aware of Salesforce.

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

23. On information and belief, Applicant's M-FORCE mark is a false designation of origin, which is likely to cause confusion, or to cause mistake, or to deceive as to the affiliation, connection, or association of Applicant with Salesforce and as to the origin, sponsorship, or approval of Applicant's services by Salesforce. Applicant's use of the M-FORCE mark will result in a misrepresentation of the nature, characteristics, or qualities of Applicant's business

and related services in violation of Section 43(a) of the Lanham Act, 15 U.S.C. § 1125(a)(1), all to Salesforce's irreparable harm.

24. Salesforce's FORCE Family of Marks is famous and distinctive and such fame and distinction was achieved long before any filing date or date of first use upon which Applicant can rely. Applicant's use of a very similar mark is likely to cause, and will cause, dilution of the distinctive quality of Salesforce's FORCE Family of Marks by blurring and tarnishment within the meaning of Section 43(c) of the Lanham Act, 15 U.S.C. § 1125(c).

WHEREFORE, Salesforce prays that this opposition be sustained in its favor and that registration of the M-FORCE mark shown and specified in Application Serial No. 79287335 be refused in accordance with the provisions of the Lanham Act.

Respectfully submitted,

OWEN, WICKERSHAM & ERICKSON, P.C.

by /Erin M. Clarke/
John C. Baum
Erin M. Clarke

Attorneys for Opposer,
SALESFORCE.COM, INC.

Dated: October 14, 2020

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Generated on: This page was generated by TSDR on 2019-09-13 16:41:31 EDT

Mark: FORCE

FORCE

US Serial Number: 85046219

Application Filing Date: May 24, 2010

US Registration Number: 4008308

Registration Date: Aug. 09, 2011

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: Oct. 08, 2017

Publication Date: May 24, 2011

Mark Information

Mark Literal Elements: FORCE

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

International Registration Number: 1062969

International Application(s) /Registration(s) Based on this Property: A0022257/1062969

Claimed Ownership of US Registrations: 3330398, 3592166

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: BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES, SALES SUPPORT MANAGEMENT SERVICES, BUSINESS INTELLIGENCE SERVICES, PERFORMANCE MANAGEMENT SERVICES, AND SOCIAL NETWORKING SERVICES FOR BUSINESSES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, MARKETING AUTOMATION, BUSINESS INTELLIGENCE, PERFORMANCE MANAGEMENT, AND SOCIAL NETWORKING FOR BUSINESSES; OPERATING ON-LINE MARKETPLACES FOR BUYING AND SELLING, SHARING, AND OFFERING FOR FREE COMPUTER SOFTWARE, ON-DEMAND APPLICATIONS, AND RELATED DEVELOPMENT TOOLS

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 2003

Use in Commerce: Sep. 2003

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

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 2003

Use in Commerce: Sep. 2003

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: Salesforce.com, inc.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kiran Belur

Docket Number: 1167

Attorney Primary Email Address: tmocket@salesforce.com

Attorney Email Authorized: Yes

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Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Oct. 08, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Oct. 08, 2017	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	68973

Sep. 30, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68973
Aug. 31, 2017	TEAS SECTION 8 & 15 RECEIVED	
Aug. 09, 2016	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Apr. 07, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 07, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 22, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Aug. 22, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 09, 2011	REGISTERED-PRINCIPAL REGISTER	
May 24, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 24, 2011	PUBLISHED FOR OPPOSITION	
Apr. 19, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	68171
Apr. 18, 2011	ASSIGNED TO LIE	68171
Apr. 18, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 09, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Mar. 08, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Mar. 08, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 11, 2011	NOTICE OF ACCEPTANCE OF AMENDMENT TO ALLEGE USE E-MAILED	
Jan. 10, 2011	USE AMENDMENT ACCEPTED	78326
Dec. 24, 2010	AMENDMENT TO USE PROCESSING COMPLETE	88889
Dec. 24, 2010	USE AMENDMENT FILED	88889
Dec. 23, 2010	TEAS AMENDMENT OF USE RECEIVED	
Sep. 08, 2010	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Sep. 08, 2010	NON-FINAL ACTION E-MAILED	6325
Sep. 08, 2010	NON-FINAL ACTION WRITTEN	78326
Sep. 04, 2010	ASSIGNED TO EXAMINER	78326
May 27, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 27, 2010	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 105

Date in Location: Oct. 08, 2017

Generated on: This page was generated by TSDR on 2019-09-13 16:42:15 EDT

Mark: FORCE

US Serial Number: 85273852

Application Filing Date: Mar. 22, 2011

US Registration Number: 4252339

Registration Date: Dec. 04, 2012

Register: Principal

Mark Type: Trademark, Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

Status Date: Jan. 05, 2019

Publication Date: Sep. 18, 2012

Mark Information

Mark Literal Elements: FORCE

Standard Character Claim: No

Mark Drawing Type: 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

Description of Mark: The mark consists of the stylized word "FORCE".

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

Related Properties Information

International Registration Number: 1117686

International Application(s) /Registration(s) Based on this Property: A0026379/1117686

Claimed Ownership of US Registrations: 3330398, 3592166

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: [DOWNLOADABLE COMPUTER SOFTWARE FOR USE IN DEVELOPING AND CUSTOMIZING COMPUTER SOFTWARE APPLICATIONS AND COMPUTER SOFTWARE APPLICATION USER INTERFACES; COMPUTER SOFTWARE FOR STORING, MANAGING, TRACKING, ANALYZING, AND REPORTING DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT, AND EMPLOYEE EFFICIENCY; COMPUTER SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING, AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES]

International 009 - Primary Class

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

Class(es):**Class Status:** SECTION 8 - CANCELLED**Basis:** 1(a)**First Use:** Feb. 01, 2003**Use in Commerce:** Feb. 01, 2003

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

International Class(es): 042 - Primary Class**U.S Class(es):** 100, 101**Class Status:** ACTIVE**Basis:** 1(a)**First Use:** Feb. 01, 2003**Use in Commerce:** Feb. 01, 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: salesforce.com, inc.**Owner Address:** SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105**Legal Entity Type:** CORPORATION**State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kiran Belur**Docket Number:** 1150**Attorney Primary Email Address:** tmocket@salesforce.com**Attorney Email Authorized:** Yes

Correspondent

Correspondent Name/Address: Kiran Belur
salesforce.com, inc.
415 Mission Street, 3rd Floor
Salesforce Tower
San Francisco, CALIFORNIA UNITED STATES 94105**Phone:** 415-589-3120**Fax:** 415-901-7040**Correspondent e-mail:** tmocket@salesforce.com
kbelur@salesforce.com
kdelavega@salesforce.com vpenahallinan@salesforce.com ipprosecutionsf@orrick.com**Correspondent e-mail Authorized:** Yes**Domestic Representative - Not Found**

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jan. 05, 2019	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jan. 05, 2019	REGISTERED - PARTIAL SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	74886
Jan. 03, 2019	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	74886
Dec. 04, 2018	TEAS SECTION 8 & 15 RECEIVED	
Dec. 04, 2017	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Apr. 07, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 07, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Dec. 04, 2012	REGISTERED-PRINCIPAL REGISTER	
Sep. 18, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Sep. 18, 2012	PUBLISHED FOR OPPOSITION	
Aug. 29, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jul. 29, 2012	WITHDRAWN FROM PUB - OG REVIEW QUERY	76621
Jul. 16, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	66121
Jul. 13, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 10, 2012	EXAMINER'S AMENDMENT ENTERED	66121
Jul. 10, 2012	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jul. 10, 2012	EXAMINERS AMENDMENT E-MAILED	6328
Jul. 10, 2012	EXAMINERS AMENDMENT -WRITTEN	77966
Jul. 05, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	66121
Jul. 05, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	66121
Jun. 28, 2012	ASSIGNED TO LIE	66121
Jun. 14, 2012	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Dec. 14, 2011	NOTIFICATION OF FINAL REFUSAL EMAILED	
Dec. 14, 2011	FINAL REFUSAL E-MAILED	
Dec. 14, 2011	FINAL REFUSAL WRITTEN	77966
Nov. 23, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Nov. 22, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Nov. 22, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jul. 29, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jul. 29, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
May 23, 2011	NOTIFICATION OF PRIORITY ACTION E-MAILED	6326
May 23, 2011	PRIORITY ACTION E-MAILED	6326
May 23, 2011	PRIORITY ACTION WRITTEN	77966
May 16, 2011	ASSIGNED TO EXAMINER	77966
Mar. 28, 2011	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Mar. 25, 2011	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: Not Found

Date in Location: Jan. 05, 2019

Generated on: This page was generated by TSDR on 2019-09-13 16:42:41 EDT

Mark: FORCE.COM

FORCE.COM

US Serial Number: 85217360

Application Filing Date: Jan. 13, 2011

US Registration Number: 4350571

Registration Date: Jun. 11, 2013

Register: Principal

Mark Type: Trademark, 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: Jul. 31, 2019

Publication Date: Apr. 26, 2011

Notice of Allowance Date: Jun. 21, 2011

Mark Information

Mark Literal Elements: FORCE.COM

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

International Registration Number: 1072634

International Application(s) /Registration(s) Based on this Property: A0022910/1072634

Claimed Ownership of US Registrations: 3592166

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: [DOWNLOADABLE COMPUTER SOFTWARE FOR USE IN DEVELOPING AND CUSTOMIZING COMPUTER SOFTWARE APPLICATIONS AND COMPUTER SOFTWARE APPLICATION USER INTERFACES; COMPUTER SOFTWARE FOR STORING, MANAGING, TRACKING, ANALYZING, AND REPORTING DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT, AND EMPLOYEE EFFICIENCY; COMPUTER SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING, AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES]

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 01, 2003

Use in Commerce: Feb. 01, 2003

For: [BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING INFORMATION, DATA ASSET, AND IDENTITY MANAGEMENT SERVICES;] COMPILATION AND MANAGEMENT OF COMPUTERIZED DATABASES AND CONSULTING SERVICES RELATED THERETO; BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENT SERVICES [; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING A WEBSITE FEATURING INFORMATION IN THE FIELDS OF ADVERTISING, MARKETING AND BUSINESS MANAGEMENT AND CONSULTING SERVICES RELATED THERETO; OPERATING ONLINE MARKETPLACES FOR BUYING AND SELLING, SHARING, AND OFFERING FOR FREE COMPUTER SOFTWARE AND ON-DEMAND APPLICATIONS]

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 01, 2003

Use in Commerce: Feb. 01, 2003

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

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 01, 2003

Use in Commerce: Feb. 01, 2003

For: [ON-LINE SOCIAL NETWORKING SERVICES]

International Class(es): 045 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 01, 2003

Use in Commerce: Feb. 01, 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: salesforce.com, inc.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Beth M. Goldman

Docket Number: 27263-6058

Attorney Primary Email Address: ipprosecutionsf@orrick.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Beth M. Goldman
Orrick, Herrington & Sutcliffe LLP
2050 Main Street, Suite 1100
IP Prosecution Department
Irvine, CALIFORNIA UNITED STATES 92614-8255

Phone: 415-773-5700

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Correspondent e-mail: ipprosecutionsf@orrick.com beth.goldman@orrick.com .com_lee@orrick.com eaghnami@orrick.com ccivil@orrick.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jul. 31, 2019	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jul. 31, 2019	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	70131
Jul. 29, 2019	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70131
Jun. 13, 2019	TEAS SECTION 8 & 15 RECEIVED	
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jun. 11, 2018	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Apr. 07, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 07, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 11, 2013	REGISTERED-PRINCIPAL REGISTER	
May 10, 2013	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
May 09, 2013	LAW OFFICE REGISTRATION REVIEW COMPLETED	68171
May 08, 2013	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
May 07, 2013	JURISDICTION RESTORED TO EXAMINING ATTORNEY	
Apr. 04, 2013	REG. CANCELLED - RESTORED TO PENDENCY	
Mar. 20, 2013	ASSIGNED TO PETITION STAFF	67832
Mar. 20, 2013	REQUEST TO CANCEL INADVERTENTLY ISSUED REGISTRATION RECEIVED	72574
Mar. 08, 2013	ASSIGNED TO PETITION STAFF	67832
Mar. 05, 2013	REGISTERED-PRINCIPAL REGISTER	
Feb. 25, 2013	TEAS PETITION TO DIRECTOR RECEIVED	1111
Jan. 30, 2013	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jan. 29, 2013	LAW OFFICE REGISTRATION REVIEW COMPLETED	68171
Jan. 26, 2013	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jan. 26, 2013	EXAMINER'S AMENDMENT ENTERED	88888
Jan. 26, 2013	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	
Jan. 26, 2013	EXAMINERS AMENDMENT E-MAILED	
Jan. 26, 2013	SU-EXAMINER'S AMENDMENT WRITTEN	68365
Jul. 11, 2012	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 28, 2012	FINAL REFUSAL MAILED	
Jun. 28, 2012	SU - FINAL REFUSAL - WRITTEN	68365
Jun. 14, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	68171
Jun. 14, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	68171
Jun. 12, 2012	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 03, 2012	NON-FINAL ACTION MAILED	
Jan. 03, 2012	SU - NON-FINAL ACTION - WRITTEN	68365
Dec. 07, 2011	STATEMENT OF USE PROCESSING COMPLETE	69302
Nov. 23, 2011	USE AMENDMENT FILED	69302
Dec. 07, 2011	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Nov. 23, 2011	TEAS STATEMENT OF USE RECEIVED	

Jun. 21, 2011	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Apr. 26, 2011	PUBLISHED FOR OPPOSITION	
Apr. 06, 2011	NOTICE OF PUBLICATION	
Mar. 24, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	68171
Mar. 24, 2011	ASSIGNED TO LIE	68171
Mar. 07, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 07, 2011	EXAMINER'S AMENDMENT MAILED	
Mar. 04, 2011	EXAMINER'S AMENDMENT ENTERED	88888
Mar. 04, 2011	EXAMINERS AMENDMENT -WRITTEN	68365
Mar. 03, 2011	ASSIGNED TO EXAMINER	68365
Jan. 20, 2011	NOTICE OF PSEUDO MARK MAILED	
Jan. 19, 2011	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jan. 17, 2011	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 109

Date in Location: Jul. 31, 2019

Generated on: This page was generated by TSDR on 2019-09-13 16:43:03 EDT

Mark: FORCE.COM

FORCE.COM

US Serial Number: 77242437

Application Filing Date: Jul. 30, 2007

US Registration Number: 3592166

Registration Date: Mar. 17, 2009

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: The registration has been renewed.

Status Date: Apr. 13, 2019

Publication Date: Apr. 01, 2008

Notice of Allowance Date: Jun. 24, 2008

Mark Information

Mark Literal Elements: FORCE.COM

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

International Registration Number: 0955779, 1072634

International Application(s) /Registration(s) Based on this Property: A0011131/0955779, A0022910/1072634

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: Providing temporary use of online non-downloadable computer software application development tools; online hosted computer services, namely, designing, developing, and maintaining computer software applications for others and consulting services related thereto

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 17, 2007

Use in Commerce: Sep. 17, 2007

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: salesforce.com, inc.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kiran Belur

Docket Number: 1253

Attorney Primary Email Address: tmocket@salesforce.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Kiran Belur
salesforce.com, inc.
415 Mission Street, 3rd Floor
Salesforce Tower
San Francisco, CALIFORNIA UNITED STATES 94105

Phone: 415-589-3120

Fax: 415-901-7040

Correspondent e-mail: tmocket@salesforce.com
kbelur@salesforce.com
kdelavega@salesforce.com vpenahallinan@salesforce.com ipprosecutionsf@orrick.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 13, 2019	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Apr. 13, 2019	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	75461
Apr. 13, 2019	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	75461
Mar. 30, 2019	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75461
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 01, 2019	TEAS SECTION 8 & 9 RECEIVED	
Mar. 17, 2018	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Mar. 24, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Mar. 24, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	68973
Mar. 23, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68973
Mar. 10, 2015	TEAS SECTION 8 & 15 RECEIVED	
Jul. 29, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jul. 29, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 29, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jun. 29, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 23, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 17, 2009	REGISTERED-PRINCIPAL REGISTER	
Feb. 11, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED	69350
Jan. 17, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	

Jan. 12, 2009	STATEMENT OF USE PROCESSING COMPLETE	66230
Dec. 22, 2008	USE AMENDMENT FILED	66230
Jan. 12, 2009	EXTENSION 1 GRANTED	66230
Dec. 23, 2008	EXTENSION 1 FILED	66230
Jan. 12, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66230
Dec. 23, 2008	TEAS EXTENSION RECEIVED	
Dec. 22, 2008	TEAS STATEMENT OF USE RECEIVED	
Jun. 24, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Apr. 01, 2008	PUBLISHED FOR OPPOSITION	
Mar. 12, 2008	NOTICE OF PUBLICATION	
Feb. 22, 2008	LAW OFFICE PUBLICATION REVIEW COMPLETED	69350
Feb. 22, 2008	ASSIGNED TO LIE	69350
Jan. 23, 2008	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 19, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jan. 18, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jan. 18, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 21, 2007	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Sep. 21, 2007	NON-FINAL ACTION E-MAILED	6325
Sep. 21, 2007	NON-FINAL ACTION WRITTEN	75601
Sep. 15, 2007	ASSIGNED TO EXAMINER	75601
Aug. 03, 2007	NOTICE OF PSEUDO MARK MAILED	
Aug. 02, 2007	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Apr. 13, 2019

Generated on: This page was generated by TSDR on 2019-09-13 16:43:24 EDT

Mark: DEVELOPERFORCE

DEVELOPERFORCE

US Serial Number: 85146763

Application Filing Date: Oct. 06, 2010

US Registration Number: 4058647

Registration Date: Nov. 22, 2011

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: Nov. 01, 2017

Publication Date: Sep. 06, 2011

Mark Information

Mark Literal Elements: DEVELOPERFORCE

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

International Registration Number: 1079761

International Application(s) /Registration(s) Based on this Property: A0023878/1079761

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: Educational services, namely, providing on-line seminars in the field of software application development and commerce; providing on-line publications, namely, technical notes in the field of software application development and commerce; on-line journals, namely, blogs in the field of software application development and commerce

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 17, 2008

Use in Commerce: Jan. 17, 2008

For: Providing temporary use of non-downloadable computer software application development tools for the development and operation of software applications by others; designing, developing, and maintaining computer software applications for others and consulting services related thereto; providing a website with general information of interest to the fields of computer software application development and computer system architectures; computer services, namely, creating online communities that allow participants to

share information via a global computer network in the field of computer software application development and computer system architectures

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 17, 2008

Use in Commerce: Jan. 17, 2008

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: salesforce.com, inc.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kiran Belur

Attorney Primary Email Address: tmockett@salesforce.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Kiran Belur
salesforce.com, inc.
The Landmark @ One Market St., Suite 300
San Francisco, CALIFORNIA UNITED STATES 94105

Phone: 415-589-3120

Correspondent e-mail: tmockett@salesforce.com
kbelur@salesforce.com
kdelavega@salesforce.com vpenahallinan@salesforce.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Nov. 01, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Nov. 01, 2017	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76985
Nov. 01, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76985
Oct. 10, 2017	TEAS SECTION 8 & 15 RECEIVED	
Oct. 10, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 22, 2016	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Apr. 07, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 07, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Nov. 22, 2011	REGISTERED-PRINCIPAL REGISTER	
Sep. 06, 2011	PUBLISHED FOR OPPOSITION	

Aug. 22, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Aug. 22, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 17, 2011	NOTICE OF PUBLICATION	
Jul. 29, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	66121
Jul. 28, 2011	ASSIGNED TO LIE	66121
Jul. 12, 2011	EXAMINERS AMENDMENT MAILED	
Jul. 11, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 11, 2011	EXAMINER'S AMENDMENT ENTERED	88888
Jul. 11, 2011	EXAMINERS AMENDMENT -WRITTEN	66508
Jan. 11, 2011	NON-FINAL ACTION MAILED	
Jan. 11, 2011	NON-FINAL ACTION WRITTEN	66508
Jan. 06, 2011	ASSIGNED TO EXAMINER	66508
Oct. 13, 2010	NOTICE OF PSEUDO MARK MAILED	
Oct. 12, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 09, 2010	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 103

Date in Location: Nov. 01, 2017

Generated on: This page was generated by TSDR on 2019-09-13 16:43:44 EDT

Mark: DREAMFORCE

DREAMFORCE

US Serial Number: 78509506

Application Filing Date: Nov. 01, 2004

US Registration Number: 3035403

Registration Date: Dec. 27, 2005

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: The registration has been renewed.

Status Date: Mar. 07, 2016

Publication Date: Oct. 04, 2005

Mark Information

Mark Literal Elements: DREAMFORCE

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

International Registration Number: 0855205

International Application(s) /Registration(s) Based on this Property: A0001097/0855205

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: educational services, namely, conducting seminars, conferences, workshops, and computer application training in the fields of marketing, promotion, sales, customer information, customer relationship management, sales support and employee efficiency, and distributing course materials in connection therewith

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 2003

Use in Commerce: Jul. 2003

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No
Filed 44D: No
Filed 44E: No
Filed 66A: No
Filed No Basis: No

Currently ITU: No
Currently 44E: No
Currently 66A: No
Currently No Basis: No

Current Owner(s) Information

Owner Name: Salesforce.com, Inc.
Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105
Legal Entity Type: CORPORATION
State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kiran Belur
Attorney Primary Email Address: tmocket@salesforce.com
Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Kiran Belur
salesforce.com, inc.
The Landmark, One Market Street
San Francisco, CALIFORNIA UNITED STATES 94105
Phone: 415-589-3120
Correspondent e-mail: tmocket@salesforce.com
kbelur@salesforce.com vpnahallinan@salesforce.com
Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 07, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Mar. 07, 2016	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76985
Mar. 07, 2016	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76985
Mar. 07, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76985
Dec. 28, 2015	TEAS SECTION 8 & 9 RECEIVED	
Apr. 07, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 07, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 03, 2011	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Oct. 03, 2011	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	75461
Oct. 03, 2011	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75461
Sep. 15, 2011	TEAS SECTION 8 & 15 RECEIVED	
Aug. 22, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Aug. 22, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 29, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jun. 29, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 23, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 27, 2005	REGISTERED-PRINCIPAL REGISTER	
Oct. 04, 2005	PUBLISHED FOR OPPOSITION	
Sep. 14, 2005	NOTICE OF PUBLICATION	
Jun. 16, 2005	LAW OFFICE PUBLICATION REVIEW COMPLETED	73793
Jun. 10, 2005	ASSIGNED TO LIE	73793

Jun. 07, 2005 APPROVED FOR PUB - PRINCIPAL REGISTER
Jun. 06, 2005 ASSIGNED TO EXAMINER
Nov. 09, 2004 NEW APPLICATION ENTERED IN TRAM

72505

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Mar. 07, 2016

Generated on: This page was generated by TSDR on 2019-09-13 16:44:19 EDT

Mark: FINANCIALFORCE

FINANCIALFORCE

US Serial Number: 77804904

Application Filing Date: Aug. 14, 2009

US Registration Number: 3836879

Registration Date: Aug. 24, 2010

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: Apr. 10, 2017

Publication Date: Jun. 08, 2010

Mark Information

Mark Literal Elements: FINANCIALFORCE

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

International Registration Number: 1031291

International Application(s) /Registration(s) Based on this Property: A0018731/1031291

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: Providing temporary use of on-line non-downloadable software in the fields of accounting and billing; providing temporary use of on-line non-downloadable software to store, manage, track, analyze, and report data in the fields of accounting, accounting management and business management; providing temporary use of on-line non-downloadable software for the electronic interface between third party software applications that enables the exchange of data; providing temporary use of on-line non-downloadable software that allows customers to securely access their accounts to obtain proprietary accounting and business intelligence data; providing temporary use of on-line non-downloadable software to facilitate communicating among peer professionals in the fields of accounting management and business management, and for customizing computer application user interfaces; computer services, namely, designing, developing, and maintaining computer software applications for others and consulting services related thereto

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 30, 2009

Use in Commerce: Sep. 30, 2009

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: Salesforce.com, Inc.
Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105
Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kiran Belur
Attorney Primary Email Address: tmocket@salesforce.com **Attorney Email Authorized:** Yes

Correspondent

Correspondent Name/Address: Kiran Belur
salesforce.com, inc.
The Landmark, One Market Street
San Francisco, CALIFORNIA UNITED STATES 94105
Phone: 415-589-3120
Correspondent e-mail: tmocket@salesforce.com
kbelur@salesforce.com ypenahallinan@salesforce.com
e.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Aug. 24, 2019	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Apr. 10, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Apr. 10, 2017	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76873
Apr. 03, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76873
Feb. 03, 2017	TEAS SECTION 8 & 15 RECEIVED	
Aug. 24, 2015	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Apr. 07, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 07, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 29, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jul. 29, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 24, 2010	REGISTERED-PRINCIPAL REGISTER	
Jun. 08, 2010	PUBLISHED FOR OPPOSITION	
May 19, 2010	NOTICE OF PUBLICATION	
May 04, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	73787
Apr. 30, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 09, 2010	ATTORNEY REVIEW COMPLETED	73703
Apr. 09, 2010	TEAS/EMAIL CORRESPONDENCE ENTERED	73787

Apr. 09, 2010	CORRESPONDENCE RECEIVED IN LAW OFFICE	73787
Apr. 01, 2010	ASSIGNED TO LIE	73787
Mar. 04, 2010	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	78287
Mar. 04, 2010	ASSIGNED TO LIE	78287
Feb. 08, 2010	TEAS VOLUNTARY AMENDMENT RECEIVED	
Nov. 19, 2009	NON-FINAL ACTION MAILED	
Nov. 19, 2009	USE AMENDMENT ACCEPTED	73703
Nov. 19, 2009	NON-FINAL ACTION WRITTEN	73703
Nov. 18, 2009	ASSIGNED TO EXAMINER	73703
Oct. 14, 2009	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Oct. 12, 2009	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 12, 2009	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 07, 2009	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Oct. 01, 2009	AMENDMENT TO USE PROCESSING COMPLETE	88889
Oct. 01, 2009	USE AMENDMENT FILED	88889
Sep. 30, 2009	TEAS AMENDMENT OF USE RECEIVED	
Aug. 28, 2009	TEAS AMENDMENT ENTERED BEFORE ATTORNEY ASSIGNED	88889
Aug. 28, 2009	TEAS VOLUNTARY AMENDMENT RECEIVED	
Aug. 19, 2009	NOTICE OF PSEUDO MARK MAILED	
Aug. 18, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Aug. 18, 2009	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None File Location

Current Location: TMO LAW OFFICE 116

Date in Location: Apr. 10, 2017

Assignment Abstract Of Title Information

Summary

Total Assignments: 2

Registrant: Salesforce.com, Inc.

Assignment 1 of 2

Conveyance: CHANGE OF NAME

Reel/Frame: [4070/0991](#)

Pages: 5

Date Recorded: Sep. 30, 2009

Supporting Documents: [assignment-tm-4070-0991.pdf](#)

Assignor

Name: [HULACO, INC.](#)

Execution Date: Sep. 30, 2009

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Assignee

Name: [FINANCIALFORCE.COM, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Address: 2000 COURTHOUSE PLAZA NE
DAYTON, OHIO 45402

Correspondent

Correspondent Name: ROGER H. BORA

Correspondent Address: P.O. BOX 8801
DAYTON, OH 45401-8801

Domestic Representative - Not Found

Assignment 2 of 2

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [4071/0463](#)

Pages: 3

Date Recorded: Oct. 01, 2009

Supporting Documents: [assignment-tm-4071-0463.pdf](#)

Assignor

Name: [FINANCIALFORCE.COM, INC.](#)

Execution Date: Sep. 30, 2009

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Assignee

Name: [SALESFORCE.COM, INC.](#)

State or Country Where Organized: DELAWARE

Legal Entity Type: CORPORATION

Address: THE LANDMARK @ ONE MARKET
SUITE 300
SAN FRANCISCO, CALIFORNIA 94105

Correspondent

Correspondent Name: ROGER H. BORA

Correspondent Address: P.O. BOX 8801
DAYTON, OH 45401-8801

Domestic Representative - Not Found

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Mark: FINANCIALFORCE.COM

FINANCIALFORCE.COM

US Serial Number: 77804901

Application Filing Date: Aug. 14, 2009

US Registration Number: 3836878

Registration Date: Aug. 24, 2010

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: Apr. 11, 2017

Publication Date: Jun. 08, 2010

Mark Information

Mark Literal Elements: FINANCIALFORCE.COM

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

International Registration Number: 1037226

International Application(s) /Registration(s) Based on this Property: A0018732/1037226

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: Providing temporary use of on-line non-downloadable software in the fields of accounting and billing; providing temporary use of on-line non-downloadable software to store, manage, track, analyze, and report data in the fields of accounting, accounting management and business management; providing temporary use of on-line non-downloadable software for the electronic interface between third party software applications that enables the exchange of data; providing temporary use of on-line non-downloadable software that allows customers to securely access their accounts to obtain proprietary accounting and business intelligence data; providing temporary use of on-line non-downloadable software to facilitate communicating among peer professionals in the fields of accounting management and business management, and for customizing computer application user interfaces; computer services, namely, designing, developing, and maintaining computer software applications for others and consulting services related thereto

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 30, 2009

Use in Commerce: Sep. 30, 2009

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: SALESFORCE.COM, INC.
Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105
Legal Entity Type: CORPORATION
State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kiran Belur
Attorney Primary Email Address: tmocket@salesforce.com
Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Kiran Belur
salesforce.com, inc.
The Landmark, One Market Street
San Francisco, CALIFORNIA UNITED STATES 94105
Phone: 415-589-3120
Correspondent e-mail: tmocket@salesforce.com
kbelur@salesforce.com ypenahallinan@salesforce.com
e.com
Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Aug. 24, 2019	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Apr. 11, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Apr. 11, 2017	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76873
Apr. 03, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76873
Feb. 03, 2017	TEAS SECTION 8 & 15 RECEIVED	
Aug. 24, 2015	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Apr. 07, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 07, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 29, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jul. 29, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 24, 2010	REGISTERED-PRINCIPAL REGISTER	
Jun. 08, 2010	PUBLISHED FOR OPPOSITION	
May 19, 2010	NOTICE OF PUBLICATION	
May 04, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	73787
Apr. 30, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 09, 2010	ATTORNEY REVIEW COMPLETED	73703
Apr. 09, 2010	TEAS/EMAIL CORRESPONDENCE ENTERED	73787

Apr. 09, 2010	CORRESPONDENCE RECEIVED IN LAW OFFICE	73787
Apr. 01, 2010	ASSIGNED TO LIE	73787
Mar. 04, 2010	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	78287
Mar. 04, 2010	ASSIGNED TO LIE	78287
Feb. 08, 2010	TEAS VOLUNTARY AMENDMENT RECEIVED	
Nov. 19, 2009	NON-FINAL ACTION MAILED	
Nov. 19, 2009	NON-FINAL ACTION WRITTEN	73703
Nov. 19, 2009	USE AMENDMENT ACCEPTED	73703
Nov. 18, 2009	ASSIGNED TO EXAMINER	73703
Oct. 14, 2009	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Oct. 12, 2009	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 12, 2009	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 07, 2009	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Oct. 01, 2009	AMENDMENT TO USE PROCESSING COMPLETE	88889
Oct. 01, 2009	USE AMENDMENT FILED	88889
Sep. 30, 2009	TEAS AMENDMENT OF USE RECEIVED	
Aug. 28, 2009	TEAS AMENDMENT ENTERED BEFORE ATTORNEY ASSIGNED	88889
Aug. 28, 2009	TEAS VOLUNTARY AMENDMENT RECEIVED	
Aug. 19, 2009	NOTICE OF PSEUDO MARK MAILED	
Aug. 18, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Aug. 18, 2009	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None File Location

Current Location: TMO LAW OFFICE 116

Date in Location: Apr. 11, 2017

Assignment Abstract Of Title Information

Summary

Total Assignments: 2

Registrant: SALESFORCE.COM, INC.

Assignment 1 of 2

Conveyance: CHANGE OF NAME

Reel/Frame: [4070/0991](#)

Pages: 5

Date Recorded: Sep. 30, 2009

Supporting Documents: [assignment-tm-4070-0991.pdf](#)

Assignor

Name: [HULACO, INC.](#)

Execution Date: Sep. 30, 2009

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Assignee

Name: [FINANCIALFORCE.COM, INC.](#)

State or Country Where Organized: DELAWARE

Legal Entity Type: CORPORATION

Address: 2000 COURTHOUSE PLAZA NE
DAYTON, OHIO 45402

Correspondent

Correspondent Name: ROGER H. BORA

Correspondent Address: P.O. BOX 8801
DAYTON, OH 45401-8801

Domestic Representative - Not Found

Assignment 2 of 2

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [4071/0463](#)

Pages: 3

Date Recorded: Oct. 01, 2009

Supporting Documents: [assignment-tm-4071-0463.pdf](#)

Assignor

Name: [FINANCIALFORCE.COM, INC.](#)

Execution Date: Sep. 30, 2009

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Assignee

Name: [SALESFORCE.COM, INC.](#)

State or Country Where Organized: DELAWARE

Legal Entity Type: CORPORATION

Address: THE LANDMARK @ ONE MARKET
SUITE 300
SAN FRANCISCO, CALIFORNIA 94105

Correspondent

Correspondent Name: ROGER H. BORA

Correspondent Address: P.O. BOX 8801
DAYTON, OH 45401-8801

Domestic Representative - Not Found

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Mark: SALESFORCE

SALESFORCE

US Serial Number: 85208281

Application Filing Date: Dec. 30, 2010

US Registration Number: 4126473

Registration Date: Apr. 10, 2012

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: Apr. 18, 2018

Publication Date: May 24, 2011

Notice of Allowance Date: Jul. 19, 2011

Mark Information

Mark Literal Elements: SALESFORCE

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

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: On-line social networking services

International Class(es): 045 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 18, 2009

Use in Commerce: Nov. 18, 2009

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: salesforce.com, inc.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kiran Belur

Docket Number: 1090

Attorney Primary Email Address: tmocket@salesforce.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Kiran Belur
salesforce.com, inc.
The Landmark @ One Market St., Suite 300
San Francisco, CALIFORNIA UNITED STATES 94105

Phone: 415-589-3120

Correspondent e-mail: tmocket@salesforce.com
kbelur@salesforce.com vpnahallinan@salesforce.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Apr. 18, 2018	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Apr. 18, 2018	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	74704
Apr. 18, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	74704
Apr. 09, 2018	TEAS SECTION 8 & 15 RECEIVED	
Apr. 10, 2017	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Apr. 08, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 08, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Apr. 10, 2012	REGISTERED-PRINCIPAL REGISTER	
Mar. 06, 2012	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Mar. 05, 2012	LAW OFFICE REGISTRATION REVIEW COMPLETED	66213
Mar. 02, 2012	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Feb. 09, 2012	STATEMENT OF USE PROCESSING COMPLETE	76874
Jan. 16, 2012	USE AMENDMENT FILED	76874
Feb. 09, 2012	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76874
Jan. 16, 2012	TEAS STATEMENT OF USE RECEIVED	
Aug. 22, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Aug. 22, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 19, 2011	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
May 24, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 24, 2011	PUBLISHED FOR OPPOSITION	
Apr. 18, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	66213
Apr. 18, 2011	ASSIGNED TO LIE	66213
Apr. 01, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 17, 2011	ASSIGNED TO EXAMINER	86338
Jan. 07, 2011	NOTICE OF PSEUDO MARK MAILED	
Jan. 06, 2011	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jan. 03, 2011	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 113

Date in Location: Apr. 18, 2018

Generated on: This page was generated by TSDR on 2019-09-13 16:45:38 EDT

Mark: SALESFORCE

SALESFORCE

US Serial Number: 78713222

Application Filing Date: Sep. 14, 2005

US Registration Number: 3164978

Registration Date: Oct. 31, 2006

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: The registration has been renewed.

Status Date: Jan. 09, 2017

Publication Date: Aug. 15, 2006

Mark Information

Mark Literal Elements: SALESFORCE

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

International Registration Number: 0910077

International Application(s) /Registration(s) Based on this Property: A0004179/0910077

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: providing temporary use of on-line non-downloadable software to store, manage, track, analyze, and report data in the field of marketing, promotion, sales, customer information, customer relationship management, sales support and employee efficiency; providing temporary use of on-line non-downloadable software to facilitate communicating among peer professionals in the advertising, marketing and business services fields, and for customizing computer application user interfaces; computer services, namely, designing, developing, and maintaining computer software applications for others and consulting services related thereto

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 09, 2005

Use in Commerce: Mar. 09, 2005

Basis Information (Case Level)

Filed Use: Yes
Filed ITU: No
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: salesforce.com, inc.
Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105
Legal Entity Type: CORPORATION
State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kristin de la Vega

Attorney Primary Email Address: tmockett@salesforce.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Kristin de la Vega
SALESFORCE.COM, INC.
THE LANDMARK, ONE MARKET STREET
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Phone: 415-536-4914

Fax: 4155893120

Correspondent e-mail: tmockett@salesforce.com
kbelur@salesforce.com vpnahallinan@salesforce.com
kdelavega@salesforce.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jan. 09, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jan. 09, 2017	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76985
Jan. 09, 2017	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76985
Jan. 09, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76985
Oct. 28, 2016	TEAS SECTION 8 & 9 RECEIVED	
Jul. 11, 2016	SEC. 15 ACKNOWLEDGEMENT - E-MAILED	
Jul. 11, 2016	REGISTERED - SEC. 15 ACKNOWLEDGED	59136
Jul. 09, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	59136
Jul. 08, 2016	TEAS SECTION 15 RECEIVED	
Oct. 31, 2015	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Apr. 08, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 08, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Nov. 26, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 - E-MAILED	
Nov. 26, 2012	REGISTERED - SEC. 8 (6-YR) ACCEPTED	68502
Nov. 26, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68502
Oct. 22, 2012	TEAS SECTION 8 RECEIVED	
Oct. 22, 2012	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 29, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jul. 29, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	

Mar. 21, 2008	TTAB RELEASE CASE TO TRADEMARKS	48135
Mar. 21, 2008	CANCELLATION TERMINATED NO. 999999	48135
Mar. 21, 2008	CANCELLATION DENIED NO. 999999	48135
Sep. 19, 2007	CANCELLATION INSTITUTED NO. 999999	48135
Oct. 31, 2006	REGISTERED-PRINCIPAL REGISTER	
Aug. 15, 2006	PUBLISHED FOR OPPOSITION	
Jul. 26, 2006	NOTICE OF PUBLICATION	
May 24, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	66230
May 19, 2006	ASSIGNED TO LIE	66230
May 19, 2006	ASSIGNED TO LIE	73797
May 17, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 21, 2006	TEAS/EMAIL CORRESPONDENCE ENTERED	73797
Apr. 12, 2006	CORRESPONDENCE RECEIVED IN LAW OFFICE	73797
Apr. 12, 2006	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 17, 2006	NON-FINAL ACTION MAILED	
Jan. 13, 2006	NON-FINAL ACTION WRITTEN	76927
Jan. 06, 2006	ASSIGNED TO EXAMINER	76927
Sep. 22, 2005	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Jan. 09, 2017

Generated on: This page was generated by TSDR on 2019-09-13 16:45:55 EDT

Mark: SALESFORCE

SALESFORCE

US Serial Number: 78713221

Application Filing Date: Sep. 14, 2005

US Registration Number: 3141697

Registration Date: Sep. 12, 2006

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: The registration has been renewed.

Status Date: Nov. 16, 2016

Publication Date: Jun. 20, 2006

Mark Information

Mark Literal Elements: SALESFORCE

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

Acquired Distinctiveness Claim: In whole

Related Properties Information

International Registration Number: 0910077

International Application(s) /Registration(s) Based on this Property: A0004179/0910077

Claimed Ownership of US Registrations: 2684824, 2964712

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: business management services, namely, providing customer relationship management services and sales support management services; business management consulting services relating to customer relationship management, sales support management, and marketing automation; providing a website with general information of interest to the fields of advertising, marketing and business services

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 09, 2005

Use in Commerce: Mar. 09, 2005

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: salesforce.com, inc.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kiran Belur

Attorney Primary Email Address: tmocket@salesforce.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Kiran Belur
salesforce.com, inc.
The Landmark, One Market Street
San Francisco, CALIFORNIA UNITED STATES 94105

Phone: 415-589-3120

Correspondent e-mail: tmocket@salesforce.com
kbelur@salesforce.com vpenahallinan@salesforce.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Nov. 16, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Nov. 16, 2016	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	68335
Nov. 16, 2016	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	68335
Nov. 16, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68335
Sep. 02, 2016	TEAS SECTION 8 & 9 RECEIVED	
Sep. 12, 2015	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Apr. 08, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 08, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Sep. 21, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Sep. 21, 2012	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	67603
Sep. 21, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67603
Aug. 31, 2012	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 31, 2012	TEAS SECTION 8 & 15 RECEIVED	
Jul. 29, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jul. 29, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	

Feb. 06, 2008	CANCELLATION TERMINATED NO. 999999	48160
Jan. 29, 2008	CANCELLATION DENIED NO. 999999	48160
Sep. 22, 2007	CANCELLATION INSTITUTED NO. 999999	48160
Sep. 12, 2006	REGISTERED-PRINCIPAL REGISTER	
Jun. 20, 2006	PUBLISHED FOR OPPOSITION	
May 31, 2006	NOTICE OF PUBLICATION	
May 02, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	71466
May 02, 2006	ASSIGNED TO LIE	71466
Mar. 31, 2006	ASSIGNED TO LIE	65287
Mar. 28, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 28, 2006	EXAMINER'S AMENDMENT ENTERED	88888
Mar. 28, 2006	EXAMINERS AMENDMENT E-MAILED	6328
Mar. 28, 2006	EXAMINERS AMENDMENT -WRITTEN	81857
Mar. 23, 2006	ASSIGNED TO EXAMINER	81857
Sep. 22, 2005	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. 16, 2016

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Mark: SALESFORCE

SALESFORCE

US Serial Number: 78713215

Application Filing Date: Sep. 14, 2005

US Registration Number: 3138749

Registration Date: Sep. 05, 2006

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. 17, 2016

Publication Date: Jun. 13, 2006

Mark Information

Mark Literal Elements: SALESFORCE

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

International Registration Number: 0910077

International Application(s) /Registration(s) Based on this Property: A0004179/0910077

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: downloadable software for use in web site development; downloadable software for use in computer e-commerce which allows users to perform electronic business transactions, communicate with other users, and access and exchange information via a global computer network; downloadable computer software for use in customizing computer application user interfaces

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 09, 2005

Use in Commerce: Mar. 09, 2005

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No
Filed 44D: No
Filed 44E: No
Filed 66A: No
Filed No Basis: No

Currently ITU: No
Currently 44E: No
Currently 66A: No
Currently No Basis: No

Current Owner(s) Information

Owner Name: salesforce.com, inc.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kiran Belur

Attorney Primary Email Address: tmocket@salesforce.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: KIRAN BELUR
SALESFORCE.COM, INC.
THE LANDMARK, ONE MARKET STREET
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Phone: 4155893120

Fax: 4155893120

Correspondent e-mail: tmocket@salesforce.com
kbelur@salesforce.com vpnahallinan@salesforce.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Nov. 17, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Nov. 17, 2016	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	68335
Nov. 17, 2016	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	68335
Nov. 16, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68335
Sep. 02, 2016	TEAS SECTION 8 & 9 RECEIVED	
Jul. 11, 2016	SEC. 15 ACKNOWLEDGEMENT - E-MAILED	
Jul. 11, 2016	REGISTERED - SEC. 15 ACKNOWLEDGED	59136
Jul. 09, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	59136
Jul. 08, 2016	TEAS SECTION 15 RECEIVED	
Sep. 05, 2015	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Apr. 08, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 08, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Sep. 20, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 - E-MAILED	
Sep. 20, 2012	REGISTERED - SEC. 8 (6-YR) ACCEPTED	69471
Sep. 20, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	69471
Aug. 22, 2012	TEAS SECTION 8 RECEIVED	
Aug. 22, 2012	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 29, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jul. 29, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 29, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jun. 29, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	

Aug. 23, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 05, 2006	REGISTERED-PRINCIPAL REGISTER	
Jun. 13, 2006	PUBLISHED FOR OPPOSITION	
May 24, 2006	NOTICE OF PUBLICATION	
May 01, 2006	FAX RECEIVED	
Apr. 19, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	70824
Apr. 14, 2006	ASSIGNED TO LIE	70824
Apr. 13, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 12, 2006	TEAS/EMAIL CORRESPONDENCE ENTERED	73797
Apr. 07, 2006	CORRESPONDENCE RECEIVED IN LAW OFFICE	73797
Apr. 07, 2006	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 17, 2006	NON-FINAL ACTION MAILED	
Jan. 13, 2006	NON-FINAL ACTION WRITTEN	76927
Jan. 06, 2006	ASSIGNED TO EXAMINER	76927
Sep. 22, 2005	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. 17, 2016

Generated on: This page was generated by TSDR on 2019-09-13 16:47:52 EDT

Mark: SALESFORCE

SALESFORCE

US Serial Number: 86639846

Application Filing Date: May 22, 2015

US Registration Number: 4976455

Registration Date: Jun. 14, 2016

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. 14, 2016

Publication Date: Mar. 29, 2016

Mark Information

Mark Literal Elements: SALESFORCE

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

Acquired Distinctiveness Claim: In whole

Related Properties Information

Claimed Ownership of US Registrations: 2964712, 3138749, 3141697, 3164978, 4126473, 4126474, 4270533, 4409327, 4645417

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 13497813

Foreign Application Filing Date: Nov. 26, 2014

Foreign Registration Number: 13497813

Foreign Registration Date: Sep. 04, 2015

Foreign Application/Registration Country: EUROPEAN (EU) OFFICE FOR HARMONIZATION IN THE INTERNAL MARKET (OHIM)

Foreign Expiration Date: Nov. 26, 2024

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

International Class(es): 038 - Primary Class

U.S Class(es): 100, 101, 104

Class Status: ACTIVE

Basis: 1(a) 44(e)

First Use: Dec. 01, 2007

Use in Commerce: Dec. 01, 2007

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: Yes

Currently 44E: Yes

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: salesforce.com, inc.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Beth M. Goldman

Docket Number: 27263-6061

Attorney Primary Email Address: ipprosecutionsf@orrick.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: BETH M. GOLDMAN

Orrick Herrington & Sutcliffe Llp
2050 Main St Ste 1100
Irvine, CALIFORNIA UNITED STATES 92614-8280

Phone: 415-773-5700

Fax: 415-773-5759

Correspondent e-mail: ipprosecutionsf@orrick.com
eaghnami@orrick.com beth.goldman@orrick.com
blee@orrick.com achen@orrick.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jun. 14, 2016	REGISTERED-PRINCIPAL REGISTER	
Mar. 29, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 29, 2016	PUBLISHED FOR OPPOSITION	
Mar. 09, 2016	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Feb. 24, 2016	LAW OFFICE PUBLICATION REVIEW COMPLETED	70468
Feb. 17, 2016	ASSIGNED TO LIE	70468
Feb. 16, 2016	NOTICE OF ACCEPTANCE OF AMENDMENT TO ALLEGE USE E-MAILED	
Feb. 14, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 14, 2016	USE AMENDMENT ACCEPTED	86336
Jan. 30, 2016	TEAS/EMAIL CORRESPONDENCE ENTERED	77312
Jan. 30, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	77312
Jan. 29, 2016	ASSIGNED TO LIE	77312
Jan. 20, 2016	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 21, 2016	AMENDMENT TO USE PROCESSING COMPLETE	88889
Jan. 21, 2016	USE AMENDMENT FILED	88889
Jan. 20, 2016	TEAS AMENDMENT OF USE RECEIVED	
Jul. 20, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jul. 20, 2015	NON-FINAL ACTION E-MAILED	6325
Jul. 20, 2015	NON-FINAL ACTION WRITTEN	86336
Jul. 13, 2015	ASSIGNED TO EXAMINER	86336
Jun. 02, 2015	NOTICE OF PSEUDO MARK E-MAILED	
May 30, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 26, 2015	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: Jun. 14, 2016

Generated on: This page was generated by TSDR on 2019-09-13 16:49:16 EDT

Mark: SALESFORCE

SALESFORCE

US Serial Number: 86639849

Application Filing Date: May 22, 2015

US Registration Number: 4976456

Registration Date: Jun. 14, 2016

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. 14, 2016

Publication Date: Mar. 29, 2016

Mark Information

Mark Literal Elements: SALESFORCE

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

Acquired Distinctiveness Claim: In whole

Related Properties Information

Claimed Ownership of US Registrations: 2964712, 3141697, 3164978, 4126473, 4126474, 4270533, 4409327, 4645417

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 13497813

Foreign Application Filing Date: Nov. 26, 2014

Foreign Registration Number: 13497813

Foreign Registration Date: Sep. 04, 2015

Foreign Application/Registration Country: EUROPEAN (EU) OFFICE FOR HARMONIZATION IN THE INTERNAL MARKET (OHIM)

Foreign Expiration Date: Nov. 26, 2024

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: Online social networking services for businesses and individuals via a global communications network; Internet-based social networking services; online social networking services in the field of business analytics, sales and service; licensing of computer systems and software; online communications investigations, namely, computer security services in the nature of providing authentication, issuance, validation and revocation of digital certificates; online social networking services for others; security consultancy

International Class(es): 045 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a) 44(e)

First Use: Nov. 18, 2009

Use in Commerce: Nov. 18, 2009

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: Yes

Currently 44E: Yes

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: salesforce.com, inc.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Beth M. Goldman

Docket Number: 27263-6061

Attorney Primary Email Address: ipprosecutionsf@orrick.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: BETH M. GOLDMAN
ORRICK HERRINGTON & SUTCLIFFE LLP
2050 MAIN ST STE 1100
IRVINE, CALIFORNIA UNITED STATES 92614-8255

Phone: 415-773-5700

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Correspondent e-mail: ipprosecutionsf@orrick.com
eaghnam@orrick.com beth.goldman@orrick.com
blee@orrick.com achen@orrick.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jun. 14, 2016	REGISTERED-PRINCIPAL REGISTER	
Mar. 29, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 29, 2016	PUBLISHED FOR OPPOSITION	
Mar. 09, 2016	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Feb. 24, 2016	LAW OFFICE PUBLICATION REVIEW COMPLETED	70468
Feb. 17, 2016	ASSIGNED TO LIE	70468
Feb. 16, 2016	NOTICE OF ACCEPTANCE OF AMENDMENT TO ALLEGE USE E-MAILED	
Feb. 14, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	

Feb. 14, 2016	USE AMENDMENT ACCEPTED	86336
Jan. 30, 2016	DATA MODIFICATION COMPLETED	77312
Jan. 30, 2016	TEAS/EMAIL CORRESPONDENCE ENTERED	77312
Jan. 20, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	77312
Jan. 29, 2016	ASSIGNED TO LIE	77312
Jan. 20, 2016	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 21, 2016	AMENDMENT TO USE PROCESSING COMPLETE	88889
Jan. 21, 2016	USE AMENDMENT FILED	88889
Jan. 20, 2016	TEAS AMENDMENT OF USE RECEIVED	
Jul. 20, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jul. 20, 2015	NON-FINAL ACTION E-MAILED	6325
Jul. 20, 2015	NON-FINAL ACTION WRITTEN	86336
Jul. 13, 2015	ASSIGNED TO EXAMINER	86336
Jun. 02, 2015	NOTICE OF PSEUDO MARK E-MAILED	
May 30, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 26, 2015	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: Jun. 14, 2016

Generated on: This page was generated by TSDR on 2019-09-13 16:49:58 EDT

Mark: SALESFORCE

SALESFORCE

US Serial Number: 86639847

Application Filing Date: May 22, 2015

US Registration Number: 5080328

Registration Date: Nov. 15, 2016

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: Nov. 15, 2016

Publication Date: Mar. 29, 2016

Mark Information

Mark Literal Elements: SALESFORCE

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

Acquired Distinctiveness Claim: In whole

Related Properties Information

Claimed Ownership of US Registrations: 2964712, 3141697, 3164978, 4270533, 4409327, 4645417

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 13497813

Foreign Application Filing Date: Nov. 26, 2014

Foreign Registration Number: 13497813

Foreign Registration Date: Sep. 04, 2015

Foreign Application/Registration Country: EUROPEAN (EU) OFFICE FOR HARMONIZATION IN THE INTERNAL MARKET (OHIM)

Foreign Expiration Date: Nov. 26, 2024

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: Business education services, namely, conducting classes, seminars, workshops and training in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, employee efficiency, and software development; publication of printed matter, books, newspapers and periodicals, other than for advertising purposes; publication of newspapers, periodicals and books, and of instructional and information materials in the nature of pamphlets, brochures, manuals, informational flyers, informational sheets and newsletters in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, employee efficiency, and software development, other than for advertising purposes, all in electronic form and on the Internet; electronic desktop publishing; publication of texts, other than publicity texts; rental of printed publications; publication of online blogs, magazines, books, newspapers, periodicals, pamphlets, brochures, manuals, informational flyers, informational sheets and newsletters, other than for advertising purposes; editing of mobile websites for others, namely, editing of sounds, images, and written text on websites for others; production of television, mobile phone television and radio programs; film production, other than advertising films; conducting entertainment, cultural events, and live cultural events, namely, presentation of live dance and musical performances, live show performances and concerts, organizing arts events, planning and conducting parties and award shows for people and organizations, arranging and conducting nightclub entertainment events, arranging of contests, organizing and hosting social entertainment events, organizing cultural and arts festivals and fairs not for commercial purposes; educational services, namely, organizing and conducting training events in the nature of expositions, retreats, classes, lectures, seminars, conferences, tutorial sessions and symposia in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, employee efficiency, and software development; night club services; professional coaching services in the fields of automated business processes and business development tools, business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, and employee efficiency; education in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, employee efficiency, and software development rendered through correspondence courses; providing information about education; educational examination services; providing practical training in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, employee efficiency, and software development; providing vocational retraining in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, employee efficiency, and software development; arranging and conducting of conferences, congresses, concerts and symposiums, seminars, training courses, instructional and lecture events, all for cultural or educational purposes in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, employee efficiency, and software development; arranging of entertainment shows; providing online computer and electronic games; entertainment services, namely, conducting computer and electronic games on the Internet and on the mobile Internet; providing information on the entertainment services of others via online computer networks

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a) 44(e)

First Use: Feb. 01, 2003

Use in Commerce: Feb. 01, 2003

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: Yes

Currently 44E: Yes

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: salesforce.com, inc.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Beth M. Goldman

Docket Number: 27263-6061

Attorney Primary Email Address: ipprosecutionsf@orrick.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: BETH M. GOLDMAN
ORRICK HERRINGTON & SUTCLIFFE LLP
2050 MAIN ST STE 1100
IRVINE, CALIFORNIA UNITED STATES 92614-8255

Phone: 415-773-5700

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Correspondent e-mail: ipprosecutionsf@orrick.com
eaghnami@orrick.com beth.goldman@orrick.com
blee@orrick.com achen@orrick.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Nov. 15, 2016	REGISTERED-PRINCIPAL REGISTER	
Oct. 11, 2016	EXTENSION OF TIME TO OPPOSE PROCESS - TERMINATED	
Apr. 26, 2016	EXTENSION OF TIME TO OPPOSE RECEIVED	
Mar. 29, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 29, 2016	PUBLISHED FOR OPPOSITION	
Mar. 09, 2016	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Feb. 24, 2016	LAW OFFICE PUBLICATION REVIEW COMPLETED	70468
Feb. 17, 2016	ASSIGNED TO LIE	70468
Feb. 16, 2016	NOTICE OF ACCEPTANCE OF AMENDMENT TO ALLEGE USE E-MAILED	
Feb. 14, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 14, 2016	USE AMENDMENT ACCEPTED	86336
Jan. 30, 2016	TEAS/EMAIL CORRESPONDENCE ENTERED	77312
Jan. 30, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	77312
Jan. 29, 2016	ASSIGNED TO LIE	77312
Jan. 20, 2016	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 21, 2016	AMENDMENT TO USE PROCESSING COMPLETE	88889
Jan. 21, 2016	USE AMENDMENT FILED	88889
Jan. 20, 2016	TEAS AMENDMENT OF USE RECEIVED	
Jul. 20, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jul. 20, 2015	NON-FINAL ACTION E-MAILED	6325
Jul. 20, 2015	NON-FINAL ACTION WRITTEN	86336
Jul. 13, 2015	ASSIGNED TO EXAMINER	86336
Jun. 02, 2015	NOTICE OF PSEUDO MARK E-MAILED	
May 30, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 26, 2015	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: Nov. 15, 2016

Generated on: This page was generated by TSDR on 2019-09-13 16:50:26 EDT

Mark: SALESFORCE

SALESFORCE

US Serial Number: 86639838

Application Filing Date: May 22, 2015

US Registration Number: 5001209

Registration Date: Jul. 19, 2016

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: Jul. 19, 2016

Publication Date: May 03, 2016

Mark Information

Mark Literal Elements: SALESFORCE

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

Acquired Distinctiveness Claim: In whole

Related Properties Information

Claimed Ownership of US Registrations: 2964712, 3138749, 3141697, 3164978, 4270533, 4409327, 4645417

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 13497813

Foreign Application Filing Date: Nov. 26, 2014

Foreign Registration Number: 13497813

Foreign Registration Date: Sep. 04, 2015

Foreign Application/Registration Country: EUROPEAN (EU) OFFICE FOR HARMONIZATION IN THE INTERNAL MARKET (OHIM)

Foreign Expiration Date: Nov. 26, 2024

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: Downloadable software in the nature of a mobile application for obtaining, storing, organizing, managing, tracking, monitoring, analyzing, securing, authenticating and reporting business analytics information and data in the fields of business, marketing, promotion, sales, customer service, customer information, customer relationship management, sales support, social media management and publication, employee efficiency, and security and authentication; computer application software for mobile phones and devices for use in database management, for use in information security, and for use in electronic storage of data in the fields of business, business analytics, marketing, promotion, sales, customer service, customer information, customer relationship management, sales support, social media management and publication, and employee efficiency; computer software, namely, downloadable software development tools for the creation of mobile internet applications, web applications, websites, and client interfaces; web site development software; computer software for use in customer relationship management (CRM); computer software for creating searchable databases of information and data; computer software, namely, an application allowing sales and field service employees to update and receive data stored in an enterprise's computer databases in real time, using a mobile device, with full telephony integration with the telephone and/or software features of the mobile device; computer software for providing an on-line database in the field of transaction processing to upload transactional data, provide statistical analysis, and produce notifications and reports; computer software that provides real-time, integrated business management intelligence by combining information from various databases and presenting it in an easy-to-understand user interface; downloadable software, mobile applications, and cloud computer software for providing data analytics, business analytics, business intelligence and for collecting and analyzing data; computer software for web and mobile applications for providing data analytics, business analytics, business intelligence and for collecting and analyzing data; enterprise software in the nature of a database for compiling data, customer data and customer interactions for enabling marketers to plan, personalize, optimize and customize communications with customers throughout the marketing, sales, and service lifecycle; downloadable computer programs and computer software for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions; downloadable computer programs and computer software for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions in the field of marketing, sales and service; downloadable computer programs and computer software recorded on data media for retrieving, tracking, analyzing, testing, measuring and managing data from computer networks and from the Internet in the field of marketing, sales and service; computer application software for mobile phones, portable media players, handheld computers, namely, software for providing data analytics, business analytics, business intelligence and for collecting and analyzing data; downloadable computer software and computer software recorded on data media for the scanning, displaying, processing, measuring and output of data on computer networks, on the Internet, and on mobile terminals and devices in the field of marketing, sales, services, business analytics, data analytics, and business intelligence; downloadable software for generating embeddable code for websites, for the purpose of creating, customizing, deploying, scheduling, tracking, analyzing, testing, measuring and managing online content on users' websites, on social media websites, and other online forums; computer software for computer system and application development, deployment and management; computer operating programs, recorded; games programs for computers; downloadable computer software for the scanning, displaying, processing and output of multimedia data on computer networks, namely, the Internet, and on mobile terminals; machine-readable data carriers of all kinds containing information; downloadable electronic publications in the nature of newspapers, newsletters, periodicals, books, magazines, pamphlets, brochures, manuals, informational flyers, and informational sheets in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, and employee efficiency; interfaces for computers and mobile devices; downloadable music; downloadable software for generating embeddable code for websites, for the purpose of creating, customizing, deploying, scheduling, tracking, analyzing and managing online content on users' websites, on social media websites and other online forums, and for analyzing, monitoring and managing the performance of brand engagement of others; downloadable software for creating and deploying customized interactive content on social profiles

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a) 44(e)

First Use: Feb. 01, 2003

Use in Commerce: Feb. 01, 2003

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: Yes

Currently 44E: Yes

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: salesforce.com, inc.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Docket Number: 27263-6058

Correspondent

Correspondent BETH M. GOLDMAN
Name/Address: ORRICK HERRINGTON & SUTCLIFFE LLP
 2050 MAIN ST STE 1100
 IRVINE, CALIFORNIA UNITED STATES 92614-8255

Phone: 415-773-5700

Fax: 415-773-5759

Domestic Representative - Not Found**Prosecution History**

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 19, 2016	REGISTERED-PRINCIPAL REGISTER	
May 03, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 03, 2016	PUBLISHED FOR OPPOSITION	
Apr. 13, 2016	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 31, 2016	LAW OFFICE PUBLICATION REVIEW COMPLETED	70468
Mar. 24, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 21, 2016	EXAMINER'S AMENDMENT ENTERED	88888
Mar. 21, 2016	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Mar. 21, 2016	EXAMINERS AMENDMENT E-MAILED	6328
Mar. 21, 2016	EXAMINERS AMENDMENT -WRITTEN	86336
Mar. 14, 2016	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Mar. 08, 2016	WITHDRAWN FROM PUB - OG REVIEW QUERY	99910
Feb. 24, 2016	LAW OFFICE PUBLICATION REVIEW COMPLETED	70468
Feb. 17, 2016	ASSIGNED TO LIE	70468
Feb. 16, 2016	NOTICE OF ACCEPTANCE OF AMENDMENT TO ALLEGE USE E-MAILED	
Feb. 14, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 14, 2016	USE AMENDMENT ACCEPTED	86336
Jan. 30, 2016	TEAS/EMAIL CORRESPONDENCE ENTERED	77312
Jan. 30, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	77312
Jan. 29, 2016	ASSIGNED TO LIE	77312
Jan. 20, 2016	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 21, 2016	AMENDMENT TO USE PROCESSING COMPLETE	88889
Jan. 21, 2016	USE AMENDMENT FILED	88889
Jan. 20, 2016	TEAS AMENDMENT OF USE RECEIVED	
Jul. 20, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jul. 20, 2015	NON-FINAL ACTION E-MAILED	6325
Jul. 20, 2015	NON-FINAL ACTION WRITTEN	86336
Jul. 13, 2015	ASSIGNED TO EXAMINER	86336
Jun. 02, 2015	NOTICE OF PSEUDO MARK E-MAILED	
May 30, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 26, 2015	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. 19, 2016

Generated on: This page was generated by TSDR on 2019-09-13 16:50:52 EDT

Mark: SALESFORCE

SALESFORCE

US Serial Number: 86641780

Application Filing Date: May 26, 2015

US Registration Number: 5001221

Registration Date: Jul. 19, 2016

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: Jul. 19, 2016

Publication Date: May 03, 2016

Mark Information

Mark Literal Elements: SALESFORCE

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

Acquired Distinctiveness Claim: In whole

Related Properties Information

Claimed Ownership of US Registrations: 3138749, 3141697, 3164978 and others

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 13497813

Foreign Application Filing Date: Nov. 26, 2014

Foreign Registration Number: 13497813

Foreign Registration Date: Sep. 04, 2015

Foreign Application/Registration Country: EUROPEAN (EU) OFFICE FOR HARMONIZATION IN THE INTERNAL MARKET (OHIM)

Foreign Expiration Date: Nov. 26, 2024

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: Providing non-downloadable software development tools for the creation of mobile internet applications, web applications, websites, and client interfaces; Computer software development in the field of mobile applications; providing temporary use of on-line non-downloadable software development tools; technical consulting services in the field of computer data management and computer data analytics; technical data analytics services, namely, data automation and collection service using proprietary software to evaluate, analyze and collect data in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, employee efficiency, and security and authentication; software as a service (SAAS) services featuring software for providing data analytics, business analytics, business intelligence and for collecting and analyzing data in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, customer information, customer relationship management, and employee efficiency; platform as a service (PaaS) software in the nature of a database for compiling data, customer data and customer interactions for enabling marketers to plan, personalize, optimize and customize communications with customers throughout the marketing, sales, and service lifecycle; platform as a service (PaaS) featuring computer software platforms for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, customer information, customer relationship management, employee efficiency, and security and authentication; platform as a service (PaaS) featuring computer software platforms for enabling marketers to plan, personalize, optimize, monitor, analyze and measure customer interactions across channels and devices; platform as a service (PaaS) featuring computer software platforms for enabling marketers to plan, personalize, optimize, monitor, analyze and measure customer interactions across social media, customer relationship management (CRM) systems, point-of-sale systems, web analytics, web posts, email and mobile devices; rental of computer software and web servers; Scientific and technological services, namely, research and design in the field of computer hardware and software design and development, computer services, namely, cloud hosting provider services and application service provider (ASP), namely, hosting computer software applications and websites of others; industry analysis and research services in the field of computer and mobile application software development; design and development of computer hardware and software; computer software consultancy; computer system design and analysis including for posting images, links, videos, text and other brand content, for retrieving, sorting, filtering and moderating user generated content and online communications, for managing brand content on social media websites and social networks, and for analyzing, retrieving and managing the performance of brand engagement; creating and maintaining web sites for others; data conversion of computer programs and data; maintenance of computer software; monitoring of computer systems by remote access to ensure proper functioning; providing search engines for the internet; styling services, namely, website and mobile application design services; technical research in the field of designing and developing computers and computer software systems for use in connection with automated business processes, business development tools, and business and data analytics; web site design consultancy; consultancy in the design and development of computer hardware; digitization of documents; duplication of computer programs; information technology consulting services; installation of computer software; providing temporary use of online non-downloadable software for generating embeddable code for websites, for the purpose of creating, customizing, deploying, scheduling, tracking, analyzing and managing online content on users' websites, on social media websites and other online forums, and for analyzing, monitoring and managing the performance of brand engagement of others; providing temporary use of online non-downloadable software for creating and deploying customized interactive content on social profiles; conducting technical project feasibility studies in the field of software design and development; quality control, namely, computer monitoring service which tracks application software performance, performs periodic software maintenance and provides reports and alerts concerning such performance; recovery of computer data; research and development of new products for others; server hosting; providing non-downloadable software for monitoring of social network sites and online content for others for the purpose of monitoring, analyzing, testing, and reporting about brand content on social media websites and social networks, and about the performance of online brand engagement

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a) 44(e)

First Use: Sep. 27, 1999

Use in Commerce: Sep. 27, 1999

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: Yes

Currently 44E: Yes

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: salesforce.com, inc.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Beth M. Goldman

Docket Number: 27263-6061

Attorney Primary ipprosecutionsf@orrick.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent Name/Address: BETH M. GOLDMAN
Orrick Herrington & Sutcliffe Llp
2050 Main St Ste 1100
Irvine, CALIFORNIA UNITED STATES 92614-8280

Phone: 415-773-5700

Fax: 415-773-5759

Correspondent e-mail: ipprosecutionsf@orrick.com
eaghnam@orrick.com beth.goldman@orrick.com
blee@orrick.com achen@orrick.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 19, 2016	REGISTERED-PRINCIPAL REGISTER	
May 03, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 03, 2016	PUBLISHED FOR OPPOSITION	
Apr. 13, 2016	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 31, 2016	LAW OFFICE PUBLICATION REVIEW COMPLETED	68552
Mar. 24, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 21, 2016	EXAMINER'S AMENDMENT ENTERED	88888
Mar. 21, 2016	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Mar. 21, 2016	EXAMINERS AMENDMENT E-MAILED	6328
Mar. 21, 2016	EXAMINERS AMENDMENT -WRITTEN	86336
Mar. 21, 2016	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Mar. 01, 2016	WITHDRAWN FROM PUB - OG REVIEW QUERY	99910
Feb. 16, 2016	LAW OFFICE PUBLICATION REVIEW COMPLETED	68552
Feb. 16, 2016	NOTICE OF ACCEPTANCE OF AMENDMENT TO ALLEGE USE E-MAILED	
Feb. 14, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 14, 2016	USE AMENDMENT ACCEPTED	86336
Feb. 04, 2016	TEAS/EMAIL CORRESPONDENCE ENTERED	68552
Feb. 04, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	68552
Jan. 29, 2016	ASSIGNED TO LIE	68552
Jan. 20, 2016	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 21, 2016	AMENDMENT TO USE PROCESSING COMPLETE	88889
Jan. 21, 2016	USE AMENDMENT FILED	88889
Jan. 20, 2016	TEAS AMENDMENT OF USE RECEIVED	
Jul. 20, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jul. 20, 2015	NON-FINAL ACTION E-MAILED	6325
Jul. 20, 2015	NON-FINAL ACTION WRITTEN	86336
Jul. 13, 2015	ASSIGNED TO EXAMINER	86336
Jun. 03, 2015	NOTICE OF PSEUDO MARK E-MAILED	
Jun. 02, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 29, 2015	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. 19, 2016

Generated on: This page was generated by TSDR on 2019-09-13 16:51:19 EDT

Mark: SALESFORCE



US Serial Number: 86454075

Application Filing Date: Nov. 13, 2014

US Registration Number: 5115047

Registration Date: Jan. 03, 2017

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: Jan. 03, 2017

Publication Date: Dec. 29, 2015

Notice of Allowance Date: Feb. 23, 2016

Mark Information

Mark Literal Elements: SALESFORCE

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 word, "SALESFORCE" in stylized lettering, contained within a cloud shape.

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

Acquired Distinctiveness Claim: In part

Distinctiveness Limitation Statement: As to "SALESFORCE"

Design Search Code(s): 01.15.06 - Fog; Clouds; Advertising, skywriting

Related Properties Information

Claimed Ownership of US Registrations: 3138749, 3141697, 3164978 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: Online social networking services for businesses and individuals via a global communications network; Internet-based social networking services; online social networking services in the field of business analytics, sales and service; licensing of computer systems and software; online social networking services for others; registration of domain names; security consultancy

International Class(es): 045 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 25, 2014

Use in Commerce: Nov. 25, 2014

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: salesforce.com, inc.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Beth M. Goldman

Docket Number: 27263-6058

Attorney Primary Email Address: ipprosecutionsf@orrick.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: BETH M. GOLDMAN
ORRICK, HERRINGTON & SUTCLIFFE LLP
2050 MAIN ST STE 1100
IRVINE, CALIFORNIA UNITED STATES 92614-8280

Phone: 415-773-5700

Fax: 415-773-5759

Correspondent e-mail: ipprosecutionsf@orrick.com beth.goldman@orrick.com
com_blee@orrick.com achen@orrick.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jan. 03, 2017	REGISTERED-PRINCIPAL REGISTER	
Dec. 01, 2016	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Nov. 30, 2016	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Sep. 15, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Sep. 14, 2016	STATEMENT OF USE PROCESSING COMPLETE	30002
Aug. 23, 2016	USE AMENDMENT FILED	30002
Sep. 14, 2016	EXTENSION 1 GRANTED	30002
Aug. 23, 2016	EXTENSION 1 FILED	30002
Sep. 13, 2016	CASE ASSIGNED TO INTENT TO USE PARALEGAL	30002
Aug. 23, 2016	TEAS EXTENSION RECEIVED	
Aug. 23, 2016	TEAS STATEMENT OF USE RECEIVED	
Feb. 23, 2016	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Dec. 29, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Dec. 29, 2015	PUBLISHED FOR OPPOSITION	
Dec. 09, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	

Nov. 20, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	77976
Nov. 13, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 19, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	77976
Oct. 19, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	77976
Oct. 14, 2015	ASSIGNED TO LIE	77976
Sep. 23, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Mar. 23, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Mar. 23, 2015	NON-FINAL ACTION E-MAILED	6325
Mar. 23, 2015	NON-FINAL ACTION WRITTEN	69192
Mar. 04, 2015	ASSIGNED TO EXAMINER	69192
Nov. 25, 2014	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Nov. 24, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 17, 2014	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: Nov. 30, 2016

Generated on: This page was generated by TSDR on 2019-09-13 16:51:53 EDT

Mark: SALESFORCE.COM

SALESFORCE.COM

US Serial Number: 75836332

Application Filing Date: Oct. 29, 1999

US Registration Number: 2684824

Registration Date: Feb. 04, 2003

Register: Supplemental

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Amended to Principal Register: No

Date Amended to Current Register: Oct. 30, 2002

Status: The registration has been renewed.

Status Date: Feb. 21, 2013

Mark Information

Mark Literal Elements: SALESFORCE.COM

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

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: Providing temporary use of on-line non-downloadable software for storing, managing, tracking and analyzing data in the field of marketing, promotion, sales, customer information management, customer support services and employee efficiency; providing temporary use of on-line non-downloadable software to create statistical and management reports on marketing, promotion, sales, customer information management, customer support services and employee efficiency; providing temporary use of on-line non-downloadable multimedia computer program for communicating with peer professionals; computer services, namely, designing, implementing, and maintaining computer software for others; providing internal company computer networks; providing search engines for obtaining a wide variety of data on a global computer network

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 27, 1999

Use in Commerce: Sep. 27, 1999

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: salesforce.com, inc.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kiran Belur

Attorney Primary Email Address: tmocket@salesforce.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Kiran Belur
salesforce.com, inc.
The Landmark, One Market Street
San Francisco, CALIFORNIA UNITED STATES 94105

Phone: 415-589-3120

Correspondent e-mail: tmocket@salesforce.com
kbelur@salesforce.com vpnahallinan@salesforce.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Apr. 08, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 08, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 21, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Feb. 21, 2013	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	70131
Feb. 21, 2013	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	70131
Feb. 21, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70131
Feb. 04, 2013	TEAS SECTION 8 & 9 RECEIVED	
Feb. 04, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 29, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jul. 29, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 31, 2008	CASE FILE IN TICRS	
Mar. 21, 2008	TTAB RELEASE CASE TO TRADEMARKS	48140
Mar. 21, 2008	CANCELLATION TERMINATED NO. 999999	48140
Mar. 21, 2008	CANCELLATION DENIED NO. 999999	48140
Sep. 20, 2007	CANCELLATION INSTITUTED NO. 999999	48140
Nov. 21, 2003	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 10, 2003	EXPARTE APPEAL TERMINATED	836332
Feb. 04, 2003	REGISTERED-SUPPLEMENTAL REGISTER	
Nov. 25, 2002	APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER	
Oct. 30, 2002	JURISDICTION RESTORED TO EXAMINING ATTORNEY	
Oct. 30, 2002	EX PARTE APPEAL-INSTITUTED	836332
Aug. 09, 2002	NON-FINAL ACTION MAILED	
Jun. 17, 2002	LETTER OF SUSPENSION MAILED	
Nov. 13, 2001	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Sep. 10, 2001	FINAL REFUSAL MAILED	
Aug. 24, 2001	PETITION TO REVIVE-GRANTED	

Dec. 18, 2000	PETITION TO REVIVE-RECEIVED	
Sep. 07, 2001	PREVIOUS ACTION COUNT WITHDRAWN	
Apr. 07, 2000	NON-FINAL ACTION MAILED	
Mar. 29, 2000	ASSIGNED TO EXAMINER	76629
Mar. 24, 2000	ASSIGNED TO EXAMINER	76741

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Feb. 21, 2013

Generated on: This page was generated by TSDR on 2019-09-13 16:52:18 EDT

Mark: SALESFORCE

SALESFORCE

US Serial Number: 76575119

Application Filing Date: Feb. 10, 2004

US Registration Number: 2964712

Registration Date: Jul. 05, 2005

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: The registration has been renewed.

Status Date: Jul. 25, 2015

Publication Date: Apr. 12, 2005

Mark Information

Mark Literal Elements: SALESFORCE

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

Acquired Distinctiveness Claim: In whole

Related Properties Information

International Registration Number: 0831947

International Application(s) /Registration(s) Based on this Property: Z1230497/0831947

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: BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENT SERVICES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING A WEBSITE WITH GENERAL INFORMATION OF INTEREST TO THE FIELDS OF ADVERTISING, MARKETING AND BUSINESS SERVICES

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 27, 1999

Use in Commerce: Sep. 27, 1999

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

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 27, 1999

Use in Commerce: Sep. 27, 1999

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: Salesforce.com, Inc.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kiran Belur

Attorney Primary Email Address: tmocket@salesforce.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Kiran Belur
salesforce.com, inc.
The Landmark, One Market St., Suite 300
San Francisco, CALIFORNIA UNITED STATES 94105

Phone: 415-589-3120

Correspondent e-mail: tmocket@salesforce.com
kbelur@salesforce.com ypenahallinan@salesforce.com
ipprosecutionsf@orrick.com beth.goldman@orrick.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jun. 10, 2016	AMENDMENT UNDER SECTION 7 - ISSUED	68973
Jun. 06, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68973
Jul. 25, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jul. 25, 2015	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	68973
Jul. 25, 2015	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	68973
Jul. 25, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68973
Jul. 02, 2015	TEAS SECTION 8 & 9 RECEIVED	

Jul. 02, 2015	TEAS SECTION 7 REQUEST RECEIVED	
Apr. 08, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 08, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 15, 2011	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Aug. 15, 2011	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	64591
Aug. 15, 2011	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	64591
Jul. 29, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jul. 29, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 05, 2011	TEAS SECTION 8 & 15 RECEIVED	
Feb. 13, 2008	CANCELLATION TERMINATED NO. 999999	48146
Feb. 13, 2008	CANCELLATION DENIED NO. 999999	48146
Sep. 20, 2007	CANCELLATION INSTITUTED NO. 999999	48146
Jul. 05, 2005	REGISTERED-PRINCIPAL REGISTER	
Apr. 12, 2005	PUBLISHED FOR OPPOSITION	
Mar. 23, 2005	NOTICE OF PUBLICATION	
Jan. 11, 2005	LAW OFFICE PUBLICATION REVIEW COMPLETED	68123
Sep. 15, 2004	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 07, 2004	EXAMINER'S AMENDMENT ENTERED	68123
Sep. 08, 2004	ASSIGNED TO LIE	68123
Sep. 07, 2004	EXAMINER'S AMENDMENT MAILED	
Sep. 07, 2004	EXAMINERS AMENDMENT -WRITTEN	73362
Sep. 01, 2004	ASSIGNED TO EXAMINER	73362
Feb. 25, 2004	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: POST REGISTRATION

Date in Location: Jun. 10, 2016

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Mark: SALESFORCE.COM

SALESFORCE.COM

US Serial Number: 85208296

Application Filing Date: Dec. 30, 2010

US Registration Number: 4126474

Registration Date: Apr. 10, 2012

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: Apr. 18, 2018

Publication Date: May 24, 2011

Notice of Allowance Date: Jul. 19, 2011

Mark Information

Mark Literal Elements: SALESFORCE.COM

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

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: On-line social networking services

International Class(es): 045 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 18, 2009

Use in Commerce: Nov. 18, 2009

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: salesforce.com, inc.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kiran Belur

Docket Number: 1089

Attorney Primary Email Address: tmocket@salesforce.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Kiran Belur
salesforce.com, inc.
The Landmark @ One Market St., Suite 300
San Francisco, CALIFORNIA UNITED STATES 94105

Phone: 415-589-3120

Correspondent e-mail: tmocket@salesforce.com
kbelur@salesforce.com vpnahallinan@salesforce.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Apr. 18, 2018	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Apr. 18, 2018	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	74704
Apr. 18, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	74704
Apr. 09, 2018	TEAS SECTION 8 & 15 RECEIVED	
Apr. 10, 2017	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Apr. 08, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 08, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Apr. 10, 2012	REGISTERED-PRINCIPAL REGISTER	
Mar. 06, 2012	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Mar. 05, 2012	LAW OFFICE REGISTRATION REVIEW COMPLETED	66213
Mar. 02, 2012	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Feb. 09, 2012	STATEMENT OF USE PROCESSING COMPLETE	76874
Jan. 16, 2012	USE AMENDMENT FILED	76874
Feb. 09, 2012	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76874
Jan. 16, 2012	TEAS STATEMENT OF USE RECEIVED	
Aug. 22, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Aug. 22, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 19, 2011	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
May 24, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 24, 2011	PUBLISHED FOR OPPOSITION	
Apr. 18, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	66213
Apr. 18, 2011	ASSIGNED TO LIE	66213
Apr. 01, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 17, 2011	ASSIGNED TO EXAMINER	86338
Jan. 07, 2011	NOTICE OF PSEUDO MARK MAILED	
Jan. 06, 2011	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jan. 03, 2011	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 113

Date in Location: Apr. 18, 2018

Generated on: This page was generated by TSDR on 2019-09-13 16:53:54 EDT

Mark: SALESFORCE.COM



US Serial Number: 85273844

Application Filing Date: Mar. 22, 2011

US Registration Number: 4270533

Registration Date: Jan. 08, 2013

Register: Principal

Mark Type: Trademark, 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: Feb. 08, 2019

Publication Date: Oct. 23, 2012

Mark Information

Mark Literal Elements: SALESFORCE.COM

Standard Character Claim: No

Mark Drawing Type: 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

Description of Mark: The mark consists of the stylized word "SALESFORCE.COM".

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

Acquired Distinctiveness Claim: In whole

Related Properties Information

Claimed Ownership of US Registrations: 2964712, 3164978, 4126474 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: DOWNLOADABLE COMPUTER SOFTWARE FOR USE IN DEVELOPING AND CUSTOMIZING COMPUTER SOFTWARE APPLICATIONS AND COMPUTER SOFTWARE APPLICATION USER INTERFACES; COMPUTER SOFTWARE FOR STORING, MANAGING, TRACKING, ANALYZING, AND REPORTING DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT, AND EMPLOYEE EFFICIENCY; COMPUTER SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING, AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 01, 2003

Use in Commerce: Feb. 01, 2003

For: BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING business INFORMATION management SERVICES; COMPILATION AND MANAGEMENT OF COMPUTERIZED DATABASES AND CONSULTING SERVICES RELATED THERETO; BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENT SERVICES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING A WEBSITE featuring BUSINESS MANAGEMENT CONSULTING information; OPERATING ONLINE MARKETPLACES for third parties to buy, sell, share, and offer FOR FREE COMPUTER SOFTWARE AND ON-DEMAND APPLICATIONS to others

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 01, 2003

Use in Commerce: Feb. 01, 2003

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

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 01, 2003

Use in Commerce: Feb. 01, 2003

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

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 01, 2003

Use in Commerce: Feb. 01, 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: salesforce.com, inc.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kiran Belur

Docket Number: 1151

Attorney Primary tmdocket@salesforce.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent Name/Address: Kiran Belur
salesforce.com, inc.
415 Mission Street, 3rd Floor
Salesforce Tower
San Francisco, CALIFORNIA UNITED STATES 94105

Phone: 415-589-3120

Fax: 415-901-7040

Correspondent e-mail: tmdocket@salesforce.com
kbelur@salesforce.com
kdelavega@salesforce.com
vpenahallinan@salesforce.com
ipprosecutionsf@orrick.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Feb. 08, 2019	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Feb. 08, 2019	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76874
Feb. 08, 2019	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76874
Jan. 10, 2019	TEAS SECTION 8 & 15 RECEIVED	
Jan. 08, 2018	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Apr. 08, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 08, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jan. 08, 2013	REGISTERED-PRINCIPAL REGISTER	
Nov. 09, 2012	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Nov. 09, 2012	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 23, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Oct. 23, 2012	PUBLISHED FOR OPPOSITION	
Oct. 03, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Sep. 17, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	74221
Sep. 17, 2012	EXPARTE APPEAL TERMINATED	273844
Sep. 17, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 13, 2012	EXAMINER'S AMENDMENT ENTERED	74221
Sep. 13, 2012	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Sep. 13, 2012	EXAMINERS AMENDMENT E-MAILED	6328
Sep. 13, 2012	EXAMINERS AMENDMENT -WRITTEN	77966
Sep. 12, 2012	JURISDICTION RESTORED TO EXAMINING ATTORNEY	273844
Sep. 04, 2012	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Sep. 04, 2012	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 03, 2012	NOTIFICATION OF ACTION DENYING REQ FOR RECON E-MAILED	
Jul. 03, 2012	ACTION DENYING REQ FOR RECON E-MAILED	
Jul. 03, 2012	ACTION CONTINUING FINAL - COMPLETED	77966
Jun. 28, 2012	ASSIGNED TO LIE	74221
Jun. 13, 2012	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Jun. 14, 2012	EX PARTE APPEAL-INSTITUTED	273844
Jun. 14, 2012	JURISDICTION RESTORED TO EXAMINING ATTORNEY	273844
Jun. 14, 2012	EXPARTE APPEAL RECEIVED AT TTAB	
Dec. 13, 2011	NOTIFICATION OF FINAL REFUSAL EMAILED	
Dec. 13, 2011	FINAL REFUSAL E-MAILED	
Dec. 13, 2011	FINAL REFUSAL WRITTEN	77966
Nov. 23, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Nov. 23, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889

Nov. 23, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jul. 29, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jul. 29, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
May 23, 2011	NOTIFICATION OF PRIORITY ACTION E-MAILED	6326
May 23, 2011	PRIORITY ACTION E-MAILED	6326
May 23, 2011	PRIORITY ACTION WRITTEN	77966
May 16, 2011	ASSIGNED TO EXAMINER	77966
Mar. 29, 2011	NOTICE OF PSEUDO MARK MAILED	
Mar. 28, 2011	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Mar. 25, 2011	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 101

Date in Location: Feb. 08, 2019

Generated on: This page was generated by TSDR on 2019-09-13 16:54:32 EDT

Mark: SALESFORCE FOUNDATION

salesforce foundation

US Serial Number: 85217946

Application Filing Date: Jan. 14, 2011

US Registration Number: 4095516

Registration Date: Feb. 07, 2012

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 partial Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Feb. 28, 2018

Publication Date: Nov. 22, 2011

Mark Information

Mark Literal Elements: SALESFORCE FOUNDATION

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: "FOUNDATION"

Related Properties Information

Claimed Ownership of US Registrations: 2964712, 3594599 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: Promoting charitable giving that reflects the core values of the donor by providing a method to identify the donor's core values and to select charities that foster those values; Promoting the charitable services of others, namely, providing individuals with information for the purpose of making donations to charities; Promotional services, namely, promoting the charities of others

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 09, 2005

Use in Commerce: Mar. 09, 2005

For: [Charitable fundraising services, namely, by providing individuals with the information and opportunity to make monetary donations to their favorite charity]

International Class(es): 036 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: SECTION 8 - CANCELLED

Basis: 1(a)

First Use: Mar. 09, 2005

Use in Commerce: Mar. 09, 2005

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: SALESFORCE.COM, INC.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kiran Belur

Docket Number: 1098

Attorney Primary Email Address: tmocket@salesforce.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Kiran Belur
salesforce.com, inc.
The Landmark @ One Market St., Suite 300
San Francisco, CALIFORNIA UNITED STATES 94105

Phone: 415-589-3120

Correspondent e-mail: tmocket@salesforce.com
kbelur@salesforce.com
kdelavega@salesforce.com vpenahallinan@salesforce.com ipprosecutionsf@orrick.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Feb. 28, 2018	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Feb. 28, 2018	REGISTERED - PARTIAL SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
Feb. 07, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Jan. 23, 2018	TEAS SECTION 8 & 15 RECEIVED	
Feb. 07, 2017	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Apr. 08, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 08, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 07, 2012	REGISTERED-PRINCIPAL REGISTER	
Nov. 22, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Nov. 22, 2011	PUBLISHED FOR OPPOSITION	
Nov. 02, 2011	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Oct. 20, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	69712
Oct. 12, 2011	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Oct. 12, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 12, 2011	EXAMINER'S AMENDMENT ENTERED	88888
Oct. 12, 2011	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328

Oct. 12, 2011	EXAMINERS AMENDMENT E-MAILED	6328
Oct. 12, 2011	EXAMINERS AMENDMENT -WRITTEN	62520
Oct. 12, 2011	DATA MODIFICATION COMPLETED	69712
Oct. 06, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Oct. 06, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Oct. 06, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 16, 2011	NOTICE OF ACCEPTANCE OF AMENDMENT TO ALLEGE USE E-MAILED	
Sep. 15, 2011	NOTIFICATION OF NOTICE OF UNRESPONSIVE AMENDMENT - E-MAILED	
Sep. 15, 2011	NOTICE OF UNRESPONSIVE AMENDMENT - E-MAILED	
Sep. 15, 2011	USE AMENDMENT ACCEPTED	62520
Sep. 15, 2011	REPORT UNRESPONSIVE AMENDMENT - COMPLETED	62520
Sep. 15, 2011	AMENDMENT TO USE PROCESSING COMPLETE	69712
Aug. 18, 2011	USE AMENDMENT FILED	69712
Sep. 15, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	69712
Aug. 18, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	69712
Sep. 15, 2011	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	69712
Aug. 26, 2011	ASSIGNED TO LIE	69712
Aug. 18, 2011	TEAS AMENDMENT OF USE RECEIVED	
Aug. 18, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Aug. 18, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Apr. 08, 2011	NOTIFICATION OF EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	6326
Apr. 08, 2011	EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	6326
Apr. 08, 2011	EXAMINERS AMENDMENT AND/OR PRIORITY ACTION - COMPLETED	62520
Apr. 06, 2011	ASSIGNED TO EXAMINER	62520
Jan. 21, 2011	NOTICE OF PSEUDO MARK MAILED	
Jan. 20, 2011	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jan. 18, 2011	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: Not Found

Date in Location: Feb. 28, 2018

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: SALESFORCE.COM, INC.

Assignment 1 of 1

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [4635/0242](#)

Pages: 4

Date Recorded: Oct. 04, 2011

Supporting Documents: [assignment-tm-4635-0242.pdf](#)

Assignor

Name: [SALESFORCE.ORG, INC.](#)

Execution Date: Oct. 04, 2011

Legal Entity Type: CORPORATION

State or Country: CALIFORNIA

Where Organized:

Assignee

Name: [SALESFORCE.COM, INC.](#)

State or Country: DELAWARE

Where Organized:

Address: THE LANDMARK @ ONE MARKET STREET
SUITE 300
SAN FRANCISCO, CALIFORNIA 94105

Correspondent

Correspondent Name: ALICA DEL VALLE

Correspondent Address: THE LANDMARK @ ONE MARKET STREET
THE LANDMARK @ ONE MARKET STREET
SAN FRANCISCO, CA 94105

Domestic Representative - Not Found

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Mark: SALESFORCE FOUNDATION



US Serial Number: 85217989

Application Filing Date: Jan. 14, 2011

US Registration Number: 4095517

Registration Date: Feb. 07, 2012

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 partial Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Feb. 20, 2018

Publication Date: Nov. 22, 2011

Mark Information

Mark Literal Elements: SALESFORCE FOUNDATION

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 terms, "salesforce foundation", superimposed on a cloud shape.

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

Disclaimer: "FOUNDATION"

Design Search Code(s): 01.15.06 - Fog; Clouds; Advertising, skywriting

Related Properties Information

Claimed Ownership of US Registrations: 2964712, 3594599 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: Promoting charitable giving that reflects the core values of the donor by providing a method to identify the donor's core values and to select charities that foster those values; Promoting the charitable services of others, namely, providing individuals with information for the purpose of making donations to charities; Promotional services, namely, promoting the charities of others

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 03, 2008

Use in Commerce: Nov. 03, 2008

For: [Charitable fundraising services, namely, by providing individuals with the information and opportunity to make monetary donations to

their favorite charity]

International Class(es): 036 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: SECTION 8 - CANCELLED

Basis: 1(a)

First Use: Nov. 03, 2008

Use in Commerce: Nov. 03, 2008

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: SALESFORCE.COM, INC.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kiran Belur

Docket Number: 1097

Attorney Primary Email Address: tmocket@salesforce.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Kiran Belur
salesforce.com, inc.
The Landmark @ One Market St., Suite 300
San Francisco, CALIFORNIA UNITED STATES 94105

Phone: 415-589-3120

Correspondent e-mail: tmocket@salesforce.com
kbelur@salesforce.com
kdelavega@salesforce.com vpenahallinan@salesforce.com ipprosecutionsf@orrick.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Feb. 20, 2018	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Feb. 20, 2018	REGISTERED - PARTIAL SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
Feb. 07, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Jan. 23, 2018	TEAS SECTION 8 & 15 RECEIVED	
Feb. 07, 2017	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Apr. 08, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 08, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 07, 2012	REGISTERED-PRINCIPAL REGISTER	
Nov. 22, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Nov. 22, 2011	PUBLISHED FOR OPPOSITION	

Nov. 02, 2011	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Oct. 20, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	69712
Oct. 12, 2011	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Oct. 12, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 12, 2011	EXAMINER'S AMENDMENT ENTERED	88888
Oct. 12, 2011	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Oct. 12, 2011	EXAMINERS AMENDMENT E-MAILED	6328
Oct. 12, 2011	EXAMINERS AMENDMENT -WRITTEN	62520
Oct. 12, 2011	DATA MODIFICATION COMPLETED	69712
Oct. 06, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Oct. 06, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Oct. 06, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 16, 2011	NOTICE OF ACCEPTANCE OF AMENDMENT TO ALLEGE USE E-MAILED	
Sep. 15, 2011	NOTIFICATION OF NOTICE OF UNRESPONSIVE AMENDMENT - E-MAILED	
Sep. 15, 2011	NOTICE OF UNRESPONSIVE AMENDMENT - E-MAILED	
Sep. 15, 2011	USE AMENDMENT ACCEPTED	62520
Sep. 15, 2011	REPORT UNRESPONSIVE AMENDMENT - COMPLETED	62520
Sep. 15, 2011	AMENDMENT TO USE PROCESSING COMPLETE	69712
Aug. 18, 2011	USE AMENDMENT FILED	69712
Sep. 15, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	69712
Sep. 15, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	69712
Sep. 15, 2011	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	69712
Aug. 26, 2011	ASSIGNED TO LIE	69712
Aug. 18, 2011	TEAS AMENDMENT OF USE RECEIVED	
Aug. 18, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Aug. 18, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Apr. 08, 2011	NOTIFICATION OF EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	6326
Apr. 08, 2011	EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	6326
Apr. 08, 2011	EXAMINERS AMENDMENT AND/OR PRIORITY ACTION - COMPLETED	62520
Apr. 06, 2011	ASSIGNED TO EXAMINER	62520
Jan. 21, 2011	NOTICE OF DESIGN SEARCH CODE MAILED	
Jan. 20, 2011	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jan. 18, 2011	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: Not Found

Date in Location: Feb. 20, 2018

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: SALESFORCE.COM, INC.

Assignment 1 of 1

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [4635/0242](#)

Pages: 4

Date Recorded: Oct. 04, 2011

Supporting Documents: [assignment-tm-4635-0242.pdf](#)

Assignor

Name: [SALESFORCE.ORG, INC.](#)

Execution Date: Oct. 04, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [SALESFORCE.COM, INC.](https://www.salesforce.com)

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Address: THE LANDMARK @ ONE MARKET STREET
SUITE 300
SAN FRANCISCO, CALIFORNIA 94105

Correspondent

Correspondent Name: ALICA DEL VALLE

Correspondent Address: THE LANDMARK @ ONE MARKET STREET
THE LANDMARK @ ONE MARKET STREET
SAN FRANCISCO, CA 94105

Domestic Representative - Not Found

Generated on: This page was generated by TSDR on 2019-09-13 16:55:30 EDT

Mark: SALESFORCE.COM FOUNDATION

salesforce.com foundation

US Serial Number: 85236914

Application Filing Date: Feb. 08, 2011

US Registration Number: 4095557

Registration Date: Feb. 07, 2012

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 partial Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Feb. 07, 2018

Publication Date: Nov. 22, 2011

Mark Information

Mark Literal Elements: SALESFORCE.COM FOUNDATION

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: "FOUNDATION"

Related Properties Information

International Registration Number: 1090530

International Application(s) /Registration(s) Based on this Property: A0025730/1090530

Claimed Ownership of US Registrations: 2964712, 3594599 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: Promoting charitable giving that reflects the core values of the donor by providing a method to identify the donor's core values and to select charities that foster those values; Promoting the charitable services of others, namely, providing individuals with information for the purpose of making donations to charities; Promotional services, namely, promoting the charities of others

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 27, 1999

Use in Commerce: Sep. 27, 1999

For: [Charitable fundraising services, namely, by providing individuals with the information and opportunity to make monetary donations to their favorite charity]

International Class(es): 036 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: SECTION 8 - CANCELLED

Basis: 1(a)

First Use: Sep. 27, 1999

Use in Commerce: Sep. 27, 1999

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: SALESFORCE.COM, INC.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kiran Belur

Docket Number: 1096

Attorney Primary Email Address: tmocket@salesforce.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Kiran Belur

salesforce.com, inc.
The Landmark @ One Market St., Suite 300
San Francisco, CALIFORNIA UNITED STATES 94105

Phone: 415-589-3120

Correspondent e-mail: tmocket@salesforce.com
kbelur@salesforce.com
kdelavega@salesforce.com vpenahallinan@salesforce.com ipprosecutionsf@orrick.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Feb. 07, 2018	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Feb. 07, 2018	REGISTERED - PARTIAL SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76873
Feb. 07, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76873
Jan. 23, 2018	TEAS SECTION 8 & 15 RECEIVED	
Feb. 07, 2017	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Apr. 08, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 08, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 07, 2012	REGISTERED-PRINCIPAL REGISTER	
Nov. 22, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	

Nov. 22, 2011	PUBLISHED FOR OPPOSITION	
Nov. 02, 2011	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Oct. 18, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	70997
Oct. 13, 2011	NOTICE OF ACCEPTANCE OF AMENDMENT TO ALLEGE USE E-MAILED	
Oct. 12, 2011	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Oct. 12, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 12, 2011	EXAMINER'S AMENDMENT ENTERED	88888
Oct. 12, 2011	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Oct. 12, 2011	EXAMINERS AMENDMENT E-MAILED	6328
Oct. 12, 2011	EXAMINERS AMENDMENT -WRITTEN	62520
Oct. 12, 2011	USE AMENDMENT ACCEPTED	62520
Oct. 12, 2011	DATA MODIFICATION COMPLETED	70997
Oct. 06, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Oct. 06, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Oct. 06, 2011	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Oct. 04, 2011	NOTIFICATION OF FINAL REFUSAL EMAILED	
Oct. 04, 2011	FINAL REFUSAL E-MAILED	
Oct. 04, 2011	FINAL REFUSAL WRITTEN	62520
Sep. 27, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	70997
Sep. 27, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	70997
Sep. 16, 2011	ASSIGNED TO LIE	70997
Sep. 15, 2011	TEAS AMENDMENT OF USE RECEIVED	
Aug. 22, 2011	NOTIFICATION OF DISAPPROVAL - AMENDMENT TO USE E-MAILED	6325
Aug. 22, 2011	DISAPPROVAL - AMENDMENT TO USE E-MAILED	6325
Aug. 22, 2011	AMENDMENT OF ALLEGED USE DISAPPROVED	
Aug. 22, 2011	NON-FINAL ACTION WRITTEN	62520
Aug. 20, 2011	AMENDMENT TO USE PROCESSING COMPLETE	88889
Aug. 20, 2011	USE AMENDMENT FILED	88889
Aug. 18, 2011	TEAS AMENDMENT OF USE RECEIVED	
Aug. 18, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Aug. 18, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Apr. 08, 2011	NOTIFICATION OF EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	6326
Apr. 08, 2011	EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	6326
Apr. 08, 2011	EXAMINERS AMENDMENT AND/OR PRIORITY ACTION - COMPLETED	62520
Apr. 06, 2011	ASSIGNED TO EXAMINER	62520
Feb. 12, 2011	NOTICE OF PSEUDO MARK MAILED	
Feb. 11, 2011	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Feb. 11, 2011	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None
File Location

Current Location: Not Found

Date in Location: Feb. 07, 2018

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: SALESFORCE.COM, INC.

Assignment 1 of 1

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [4635/0242](#)

Pages: 4

Date Recorded: Oct. 04, 2011

Supporting Documents: [assignment-tm-4635-0242.pdf](#)

Assignor**Name:** [SALESFORCE.ORG, INC.](https://www.salesforce.org)**Execution Date:** Oct. 04, 2011**Legal Entity Type:** CORPORATION**State or Country Where Organized:** CALIFORNIA**Assignee****Name:** [SALESFORCE.COM, INC.](https://www.salesforce.com)**Legal Entity Type:** CORPORATION**State or Country Where Organized:** DELAWARE**Address:** THE LANDMARK @ ONE MARKET STREET
SUITE 300
SAN FRANCISCO, CALIFORNIA 94105**Correspondent****Correspondent Name:** ALICA DEL VALLE**Correspondent Address:** THE LANDMARK @ ONE MARKET STREET
THE LANDMARK @ ONE MARKET STREET
SAN FRANCISCO, CA 94105**Domestic Representative - Not Found**

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Mark: SALESFORCE IDENTITY

SALESFORCE IDENTITY

US Serial Number: 86132707

Application Filing Date: Dec. 02, 2013

US Registration Number: 5350801

Registration Date: Dec. 05, 2017

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: Dec. 05, 2017

Publication Date: Feb. 16, 2016

Notice of Allowance Date: Apr. 12, 2016

Mark Information

Mark Literal Elements: SALESFORCE IDENTITY

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: 2964712, 3164978, 4270533 and others

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 256069

Foreign Application Filing Date: May 30, 2013

Foreign Registration Number: 256069

Foreign Registration Date: Jun. 01, 2015

Application/Registration Country: ISRAEL

Foreign Expiration Date: May 30, 2023

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 consultancy; rental of computer software; providing temporary use of non-downloadable software for improving usability and security with standards-based single sign on, mobile identity services, social collaboration services, external identity management, brandable identity services, social sign on services, user and access management services, cloud directory services, directory integration services, multi-factor authentication services, reporting and dashboard services; information technology consulting

services; software as a service (SAAS) services, featuring software for improving usability and security with standards-based single sign on, mobile identity services, social collaboration services, external identity management, brandable identity services, social sign on services, user and access management services, cloud directory services, directory integration services, multi-factor authentication services, reporting and dashboard services

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a) 44(e)

First Use: Oct. 2013

Use in Commerce: Oct. 2013

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: Yes

Currently 44E: Yes

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: salesforce.com, inc.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kiran Belur

Attorney Primary Email Address: tmocket@salesforce.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Kiran Belur
salesforce.com, inc.
The Landmark, One Market Street
San Francisco, CALIFORNIA UNITED STATES 94105

Phone: 415-589-3120

Correspondent e-mail: tmocket@salesforce.com
kbelur@salesforce.com vpedahallinan@salesforce.com
e.com

Correspondent e-mail Authorized: Yes

Domestic Representative

Domestic Representative Name: Kiran Belur

Phone: 415-589-3120

Domestic Representative e-mail: tmocket@salesforce.com

Domestic Representative e-mail Authorized: Yes

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Dec. 05, 2017	REGISTERED-PRINCIPAL REGISTER	
Nov. 02, 2017	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Nov. 01, 2017	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Oct. 13, 2017	STATEMENT OF USE PROCESSING COMPLETE	66230

Oct. 05, 2017	USE AMENDMENT FILED	66230
Oct. 12, 2017	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66230
Oct. 05, 2017	TEAS STATEMENT OF USE RECEIVED	
Apr. 15, 2017	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Apr. 12, 2017	EXTENSION 2 GRANTED	98765
Apr. 12, 2017	EXTENSION 2 FILED	98765
Apr. 12, 2017	TEAS EXTENSION RECEIVED	
Oct. 12, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Oct. 10, 2016	EXTENSION 1 GRANTED	98765
Oct. 10, 2016	EXTENSION 1 FILED	98765
Oct. 10, 2016	TEAS EXTENSION RECEIVED	
Apr. 12, 2016	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Feb. 16, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Feb. 16, 2016	PUBLISHED FOR OPPOSITION	
Jan. 27, 2016	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jan. 13, 2016	LAW OFFICE PUBLICATION REVIEW COMPLETED	70997
Dec. 30, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 23, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	70997
Nov. 23, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	70997
Nov. 16, 2015	TEAS RESPONSE TO SUSPENSION INQUIRY RECEIVED	
May 15, 2015	NOTIFICATION OF INQUIRY AS TO SUSPENSION E-MAILED	
May 15, 2015	INQUIRY TO SUSPENSION E-MAILED	
May 15, 2015	SUSPENSION INQUIRY WRITTEN	82085
Apr. 20, 2015	LIE CHECKED SUSP - TO ATTY FOR ACTION	70997
Apr. 06, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 06, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 17, 2014	NOTIFICATION OF LETTER OF SUSPENSION E-MAILED	6332
Oct. 17, 2014	LETTER OF SUSPENSION E-MAILED	6332
Oct. 17, 2014	SUSPENSION LETTER WRITTEN	82085
Sep. 25, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	70997
Sep. 25, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	70997
Sep. 22, 2014	ASSIGNED TO LIE	70997
Sep. 19, 2014	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Mar. 19, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Mar. 19, 2014	NON-FINAL ACTION E-MAILED	6325
Mar. 19, 2014	NON-FINAL ACTION WRITTEN	82085
Mar. 11, 2014	ASSIGNED TO EXAMINER	82085
Dec. 14, 2013	NOTICE OF PSEUDO MARK E-MAILED	
Dec. 13, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 05, 2013	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: Nov. 01, 2017

Generated on: This page was generated by TSDR on 2019-09-13 16:56:21 EDT

Mark: SALESFORCE MVP

Salesforce MVP

US Serial Number: 85261223

Application Filing Date: Mar. 08, 2011

US Registration Number: 4645417

Registration Date: Nov. 25, 2014

Register: Principal

Mark Type: Trademark, 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: Nov. 25, 2014

Publication Date: Aug. 07, 2012

Notice of Allowance Date: Oct. 02, 2012

Mark Information

Mark Literal Elements: SALESFORCE MVP

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

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

Acquired Distinctiveness Claim: In part

Distinctiveness Limitation Statement: as to "SALESFORCE"

Related Properties Information

Claimed Ownership of US Registrations: 3138749, 3141697, 3164978, 3594599, 4126473 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: Downloadable computer software for use in developing and customizing computer software applications and computer software application user interfaces; computer software for storing, managing, tracking, analyzing, and reporting data in the field of marketing, promotion, sales, customer information, customer relationship management, sales support, and employee efficiency; computer software to facilitate communicating among peer professionals in the advertising, marketing, and business services fields, and for customizing computer application user interfaces

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 04, 2010

Use in Commerce: Nov. 04, 2010

For: BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING business INFORMATION management SERVICES; COMPILATION AND MANAGEMENT OF COMPUTERIZED DATABASES AND CONSULTING SERVICES RELATED THERETO; BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENT SERVICES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING A WEBSITE featuring BUSINESS MANAGEMENT CONSULTING information; OPERATING ONLINE MARKETPLACES for third parties to buy, sell, share, and offer FOR FREE COMPUTER SOFTWARE AND ON-DEMAND APPLICATIONS to others

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 04, 2010

Use in Commerce: Nov. 04, 2010

For: Educational services, namely, conducting seminars, conferences, workshops, and computer application training in the fields of marketing, promotion, sales, customer information, customer relationship management, sales support and employee efficiency, and distributing course materials in connection therewith; providing recognition and incentives by the way of awards and contests to demonstrate excellence in the field of software development

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 04, 2010

Use in Commerce: Nov. 04, 2010

For: Providing temporary use of on-line non-downloadable software to store, manage, track, analyze, and report data in the field of marketing, promotion, sales, customer information, customer relationship management, sales support and employee efficiency; providing temporary use of on-line non-downloadable software to facilitate communicating among peer professionals in the advertising, marketing and business services fields, and for customizing computer application user interfaces; computer services, namely, designing, developing, and maintaining computer software applications for others and consulting services related thereto; Providing temporary use of online non-downloadable computer software application development tools and programming language for use in developing, analyzing, coding, checking, and controlling other computer software; providing temporary use of online non-downloadable computer software that implements a procedural and object-oriented programming language; online hosted computer services, namely, designing, developing, customizing, and maintaining computer software applications for others; and consulting services related to all of the foregoing

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 04, 2010

Use in Commerce: Nov. 04, 2010

For: On-line social networking services

International Class(es): 045 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 04, 2010

Use in Commerce: Nov. 04, 2010

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: salesforce.com, inc.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country DELAWARE
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kiran Belur

Attorney Primary Email Address: tmockett@salesforce.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Kiran Belur
salesforce.com, inc.
The Landmark, One Market Street
San Francisco, CALIFORNIA UNITED STATES 94105

Phone: 415-589-3120

Correspondent e-mail: tmockett@salesforce.com
kbelur@salesforce.com vpenahallinan@salesforce.com
e.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Apr. 08, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 08, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Nov. 25, 2014	REGISTERED-PRINCIPAL REGISTER	
Oct. 21, 2014	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Oct. 19, 2014	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Sep. 26, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	73787
Sep. 26, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	73787
Sep. 19, 2014	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Mar. 21, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Mar. 21, 2014	NON-FINAL ACTION E-MAILED	
Mar. 21, 2014	SU - NON-FINAL ACTION - WRITTEN	77966
Mar. 21, 2014	STATEMENT OF USE PROCESSING COMPLETE	66530
Mar. 05, 2014	USE AMENDMENT FILED	66530
Mar. 05, 2014	TEAS STATEMENT OF USE RECEIVED	
Feb. 19, 2014	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Feb. 18, 2014	EXTENSION 2 GRANTED	66530
Oct. 02, 2013	EXTENSION 2 FILED	66530
Feb. 09, 2014	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66530
Dec. 31, 2013	NOTICE OF REVIVAL - E-MAILED	
Dec. 30, 2013	EXTENSION RECEIVED WITH TEAS PETITION	
Dec. 30, 2013	PETITION TO REVIVE-GRANTED	88889
Dec. 30, 2013	TEAS PETITION TO REVIVE RECEIVED	
Nov. 04, 2013	ABANDONMENT NOTICE MAILED - NO USE STATEMENT FILED	
Nov. 04, 2013	ABANDONMENT - NO USE STATEMENT FILED	99999
Apr. 04, 2013	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Apr. 02, 2013	EXTENSION 1 GRANTED	98765
Apr. 02, 2013	EXTENSION 1 FILED	98765
Apr. 02, 2013	TEAS EXTENSION RECEIVED	
Nov. 15, 2012	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Oct. 02, 2012	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 07, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Aug. 07, 2012	PUBLISHED FOR OPPOSITION	

Jul. 18, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jul. 03, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	73787
Jul. 03, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 28, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	73787
Jun. 28, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	73787
Jun. 22, 2012	ASSIGNED TO LIE	73787
Jun. 12, 2012	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Jun. 13, 2012	EX PARTE APPEAL-INSTITUTED	261223
Jun. 13, 2012	JURISDICTION RESTORED TO EXAMINING ATTORNEY	261223
Jun. 13, 2012	EXPARTE APPEAL RECEIVED AT TTAB	
Dec. 12, 2011	NOTIFICATION OF FINAL REFUSAL EMAILED	
Dec. 12, 2011	FINAL REFUSAL E-MAILED	
Dec. 12, 2011	FINAL REFUSAL WRITTEN	77966
Nov. 21, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Nov. 21, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Nov. 21, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jul. 29, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jul. 29, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
May 23, 2011	NOTIFICATION OF PRIORITY ACTION E-MAILED	6326
May 23, 2011	PRIORITY ACTION E-MAILED	6326
May 23, 2011	PRIORITY ACTION WRITTEN	77966
May 16, 2011	ASSIGNED TO EXAMINER	77966
Mar. 15, 2011	NOTICE OF PSEUDO MARK MAILED	
Mar. 12, 2011	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Mar. 11, 2011	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: Oct. 19, 2014

Generated on: This page was generated by TSDR on 2019-09-13 16:56:43 EDT

Mark: SALESFORCE SOFTWARE



US Serial Number: 85273837

Application Filing Date: Mar. 22, 2011

US Registration Number: 4409327

Registration Date: Oct. 01, 2013

Register: Principal

Mark Type: Trademark, 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: Oct. 01, 2013

Publication Date: Jul. 16, 2013

Mark Information

Mark Literal Elements: SALESFORCE SOFTWARE

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 image of a cloud outlined in blue containing the word "salesforce" in black and gray lettering, and a white circle located on the lower right-hand side of the cloud, containing the word "software" in black lettering within a red prohibition symbol, meaning no software.

Color Drawing: Yes

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

Disclaimer: "SOFTWARE"

Acquired Distinctiveness Claim: In part

Distinctiveness Limitation Statement: as to no software symbol

Design Search Code(s): 01.15.06 - Fog; Advertising, skywriting; Clouds
24.17.16 - Prohibition symbol; Universal prohibition symbol

Related Properties Information

International Registration Number: 1116614

International Application(s) /Registration(s) Based on this Property: A0026378/1116614

Claimed Ownership of US Registrations: 2624014, 3138749, 3141697, 3164978 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: DOWNLOADABLE COMPUTER SOFTWARE FOR USE IN DEVELOPING AND CUSTOMIZING COMPUTER SOFTWARE APPLICATIONS AND COMPUTER SOFTWARE APPLICATION USER INTERFACES; COMPUTER SOFTWARE FOR STORING, MANAGING, TRACKING, ANALYZING, AND REPORTING DATA IN THE FIELD OF MARKETING, PROMOTION, SALES, CUSTOMER INFORMATION, CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT, AND EMPLOYEE EFFICIENCY; COMPUTER SOFTWARE TO FACILITATE COMMUNICATING AMONG PEER PROFESSIONALS IN THE ADVERTISING, MARKETING, AND BUSINESS SERVICES FIELDS, AND FOR CUSTOMIZING COMPUTER APPLICATION USER INTERFACES

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 03, 2008

Use in Commerce: Nov. 03, 2008

For: BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING business INFORMATION management SERVICES; COMPILATION AND MANAGEMENT OF COMPUTERIZED DATABASES AND CONSULTING SERVICES RELATED THERETO; BUSINESS MANAGEMENT SERVICES, NAMELY, PROVIDING CUSTOMER RELATIONSHIP MANAGEMENT SERVICES AND SALES SUPPORT MANAGEMENT SERVICES; BUSINESS MANAGEMENT CONSULTING SERVICES RELATING TO CUSTOMER RELATIONSHIP MANAGEMENT, SALES SUPPORT MANAGEMENT, AND MARKETING AUTOMATION; PROVIDING A WEBSITE featuring BUSINESS MANAGEMENT CONSULTING information; OPERATING ONLINE MARKETPLACES for third parties to buy, sell, share, and offer FOR FREE COMPUTER SOFTWARE AND ON-DEMAND APPLICATIONS to others

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 03, 2008

Use in Commerce: Nov. 03, 2008

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

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 03, 2008

Use in Commerce: Nov. 03, 2008

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

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 03, 2008

Use in Commerce: Nov. 03, 2008

For: ON-LINE SOCIAL NETWORKING SERVICES

International Class(es): 045 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 03, 2008

Use in Commerce: Nov. 03, 2008

Basis Information (Case Level)

Filed Use: Yes
Filed ITU: No
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: salesforce.com, inc.
Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105
Legal Entity Type: CORPORATION
State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kiran Belur
Attorney Primary Email Address: tmocket@salesforce.com
Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Kiran Belur
salesforce.com, inc.
The Landmark, One Market Street
San Francisco, CALIFORNIA UNITED STATES 94105
Phone: 415-589-3120
Correspondent e-mail: tmocket@salesforce.com
kbelur@salesforce.com ypenahallinan@salesforce.com
Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Oct. 01, 2018	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Apr. 08, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 08, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 01, 2013	REGISTERED-PRINCIPAL REGISTER	
Jul. 16, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jul. 16, 2013	PUBLISHED FOR OPPOSITION	
Jun. 26, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jun. 10, 2013	APPLICANT AMENDMENT PRIOR TO EXAMINATION - ENTERED	70633
Jun. 07, 2013	ASSIGNED TO EXAMINER	90295
Jun. 05, 2013	TEAS VOLUNTARY AMENDMENT RECEIVED	
Mar. 31, 2013	WITHDRAWN FROM PUB - OG REVIEW QUERY	76621
Mar. 19, 2013	LAW OFFICE PUBLICATION REVIEW COMPLETED	77312
Mar. 13, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 09, 2013	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Mar. 08, 2013	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Mar. 08, 2013	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 13, 2012	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325

Sep. 13, 2012	NON-FINAL ACTION E-MAILED	6325
Sep. 13, 2012	NON-FINAL ACTION WRITTEN	77966
Sep. 10, 2012	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Aug. 26, 2012	WITHDRAWN FROM PUB - OG REVIEW QUERY	76621
Aug. 06, 2012	WITHDRAWN FROM PUB - OG REVIEW QUERY	76621
Jul. 25, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	77312
Jul. 23, 2012	ASSIGNED TO LIE	77312
Jul. 02, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 14, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 13, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 13, 2012	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 13, 2011	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 13, 2011	NON-FINAL ACTION E-MAILED	6325
Dec. 13, 2011	NON-FINAL ACTION WRITTEN	77966
Dec. 12, 2011	NOTIFICATION OF FINAL REFUSAL EMAILED	
Dec. 12, 2011	FINAL REFUSAL E-MAILED	
Dec. 12, 2011	FINAL REFUSAL WRITTEN	77966
Nov. 21, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Nov. 21, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Nov. 21, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jul. 29, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jul. 29, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
May 19, 2011	NOTIFICATION OF PRIORITY ACTION E-MAILED	6326
May 19, 2011	PRIORITY ACTION E-MAILED	6326
May 19, 2011	PRIORITY ACTION WRITTEN	77966
May 16, 2011	ASSIGNED TO EXAMINER	77966
Mar. 29, 2011	NOTICE OF DESIGN SEARCH CODE MAILED	
Mar. 28, 2011	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Mar. 25, 2011	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: Oct. 01, 2013

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Mark: SCHOOLFORCE

SCHOOLFORCE

US Serial Number: 85183487

Application Filing Date: Nov. 23, 2010

US Registration Number: 4084951

Registration Date: Jan. 10, 2012

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: Jul. 03, 2018

Publication Date: Apr. 26, 2011

Notice of Allowance Date: Oct. 25, 2011

Mark Information

Mark Literal Elements: SCHOOLFORCE

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

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: business management consultation in the fields of education and school performance

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 05, 2011

Use in Commerce: Jan. 05, 2011

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: SALESFORCE.COM, INC.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country DELAWARE
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kiran Belur

Attorney Primary tmocket@salesforce.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent Kiran Belur
Name/Address: salesforce.com, inc.
The Landmark, One Market Street
San Francisco, CALIFORNIA UNITED STATES 94105

Phone: 415-589-3120

Correspondent e- tmocket@salesforce.com
mail: kbelur@salesforce.com vpedahallinan@salesforce.com
vpedahallinan@salesforce.com

Correspondent e- Yes
mail Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 03, 2018	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jul. 03, 2018	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76533
Jun. 19, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76533
Jun. 06, 2018	TEAS SECTION 8 & 15 RECEIVED	
Jan. 10, 2017	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Apr. 08, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 08, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Sep. 25, 2013	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Sep. 25, 2013	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 08, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jan. 10, 2012	REGISTERED-PRINCIPAL REGISTER	
Dec. 03, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Dec. 02, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	59554
Dec. 01, 2011	ASSIGNED TO LIE	59554
Nov. 30, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 03, 2011	STATEMENT OF USE PROCESSING COMPLETE	76874
Nov. 01, 2011	USE AMENDMENT FILED	76874
Nov. 03, 2011	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76874
Nov. 01, 2011	TEAS STATEMENT OF USE RECEIVED	
Oct. 25, 2011	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Sep. 09, 2011	EXTENSION OF TIME TO OPPOSE PROCESS - TERMINATED	
Apr. 29, 2011	EXTENSION OF TIME TO OPPOSE RECEIVED	
Apr. 26, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 26, 2011	PUBLISHED FOR OPPOSITION	
Mar. 24, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	65581
Mar. 22, 2011	ASSIGNED TO LIE	65581
Mar. 03, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 03, 2011	EXAMINER'S AMENDMENT ENTERED	88888
Mar. 03, 2011	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Mar. 03, 2011	EXAMINERS AMENDMENT E-MAILED	6328

Mar. 03, 2011	EXAMINERS AMENDMENT -WRITTEN	81853
Mar. 03, 2011	ASSIGNED TO EXAMINER	81853
Nov. 30, 2010	NOTICE OF PSEUDO MARK MAILED	
Nov. 29, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 26, 2010	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 116

Date in Location: Jul. 03, 2018

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Acumen Solutions, Inc.

Assignment 1 of 1

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [4711/0091](#)

Pages: 3

Date Recorded: Feb. 06, 2012

Supporting Documents: [assignment-tm-4711-0091.pdf](#)

Assignor

Name: [ACUMEN SOLUTIONS, INC.](#)

Execution Date: Feb. 01, 2012

Legal Entity Type: CORPORATION

State or Country VIRGINIA
Where Organized:

Assignee

Name: [SALESFORCE.COM, INC.](#)

Legal Entity Type: CORPORATION

State or Country DELAWARE
Where Organized:

Address: THE LANDMARK @ ONE MARKET STREET
SAN FRANCISCO, CALIFORNIA 94105

Correspondent

Correspondent Name: CAHN & SAMUELS, LLP

Correspondent Address: 1100 17TH ST., NW, STE. 401
WASHINGTON, DC 20036

Domestic Representative - Not Found

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Mark: SCHOOLFORCE

SCHOOLFORCE

US Serial Number: 85183493

Application Filing Date: Nov. 23, 2010

US Registration Number: 4092123

Registration Date: Jan. 24, 2012

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. 22, 2018

Publication Date: Apr. 12, 2011

Notice of Allowance Date: Oct. 11, 2011

Mark Information

Mark Literal Elements: SCHOOLFORCE

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

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: Technology consultation in the fields of education and school performance, design, implementation, hosting and management of websites for others; and integration of computer systems and networks

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 05, 2011

Use in Commerce: Jan. 05, 2011

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: SALESFORCE.COM, INC.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country DELAWARE
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kiran Belur

Docket Number: 1092

Attorney Primary tmocket@salesforce.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent Kiran Belur
Name/Address: salesforce.com, inc.
The Landmark, One Market Street
San Francisco, CALIFORNIA UNITED STATES 94105

Phone: 415-589-3120

Correspondent e- tmocket@salesforce.com
mail: kbelur@salesforce.com vpnahallinan@salesforce.com
kdavega@salesforce.com ipprosecutionsf@orrick.com

Correspondent e- Yes
mail Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jan. 22, 2018	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jan. 22, 2018	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	74704
Jan. 22, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	74704
Dec. 29, 2017	TEAS SECTION 8 & 15 RECEIVED	
Jan. 24, 2017	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Apr. 08, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 08, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Sep. 25, 2013	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Sep. 25, 2013	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 08, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jan. 24, 2012	REGISTERED-PRINCIPAL REGISTER	
Dec. 21, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Dec. 20, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	77312
Dec. 19, 2011	ASSIGNED TO LIE	77312
Nov. 30, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 03, 2011	STATEMENT OF USE PROCESSING COMPLETE	76874
Nov. 01, 2011	USE AMENDMENT FILED	76874
Nov. 03, 2011	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76874
Nov. 01, 2011	TEAS STATEMENT OF USE RECEIVED	
Oct. 11, 2011	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 26, 2011	EXTENSION OF TIME TO OPPOSE PROCESS - TERMINATED	
Apr. 18, 2011	EXTENSION OF TIME TO OPPOSE RECEIVED	
Apr. 12, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 12, 2011	PUBLISHED FOR OPPOSITION	
Mar. 03, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 03, 2011	ASSIGNED TO EXAMINER	81853
Nov. 30, 2010	NOTICE OF PSEUDO MARK MAILED	
Nov. 29, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 26, 2010	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 116

Date in Location: Jan. 22, 2018

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Acumen Solutions, Inc.

Assignment 1 of 1

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [4711/0091](#)

Pages: 3

Date Recorded: Feb. 06, 2012

Supporting Documents: [assignment-tm-4711-0091.pdf](#)

Assignor

Name: [ACUMEN SOLUTIONS, INC.](#)

Execution Date: Feb. 01, 2012

Legal Entity Type: CORPORATION

State or Country Where Organized: VIRGINIA

Assignee

Name: [SALESFORCE.COM, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Address: THE LANDMARK @ ONE MARKET STREET
SAN FRANCISCO, CALIFORNIA 94105

Correspondent

Correspondent Name: CAHN & SAMUELS, LLP

Correspondent Address: 1100 17TH ST., NW, STE. 401
WASHINGTON, DC 20036

Domestic Representative - Not Found

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Mark: SURVEY FORCE

SURVEY FORCE

US Serial Number: 85140341

Application Filing Date: Sep. 28, 2010

US Registration Number: 4396535

Registration Date: Sep. 03, 2013

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: Sep. 03, 2013

Publication Date: Sep. 06, 2011

Notice of Allowance Date: Nov. 01, 2011

Mark Information

Mark Literal Elements: SURVEY FORCE

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: "SURVEY"

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: Providing temporary use of a web-based software application for users to create, send and capture customer feedback

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 30, 2010

Use in Commerce: Aug. 30, 2010

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: salesforce.com, inc.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Beth M. Goldman

Docket Number: 27263-6066

Attorney Primary Email Address: ipprosecutionsf@orrick.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Beth M. Goldman

Orrick, Herrington & Sutcliffe LLP
2050 Main Street, Suite 1100
IP Prosecution Department
Irvine, CALIFORNIA UNITED STATES 92614-8255

Phone: 415-773-5700

Fax: 415-773-5759

Correspondent e-mail: ipprosecutionsf@orrick.com beth.goldman@orrick.com blee@orrick.com eaghnami@orrick.com ccivil@orrick.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 03, 2019	TEAS SECTION 8 & 15 RECEIVED	
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Sep. 03, 2018	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Apr. 08, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 08, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Sep. 03, 2013	REGISTERED-PRINCIPAL REGISTER	
Jul. 31, 2013	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jul. 30, 2013	LAW OFFICE REGISTRATION REVIEW COMPLETED	68123
Jul. 29, 2013	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
May 08, 2013	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
May 08, 2013	NON-FINAL ACTION E-MAILED	
May 08, 2013	SU - NON-FINAL ACTION - WRITTEN	66508
Apr. 25, 2013	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Apr. 24, 2013	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Apr. 24, 2013	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Oct. 26, 2012	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Oct. 26, 2012	NON-FINAL ACTION E-MAILED	
Oct. 26, 2012	SU - NON-FINAL ACTION - WRITTEN	66508
Oct. 16, 2012	STATEMENT OF USE PROCESSING COMPLETE	66530
Oct. 11, 2012	USE AMENDMENT FILED	66530
Oct. 11, 2012	TEAS STATEMENT OF USE RECEIVED	
May 23, 2012	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
May 22, 2012	EXTENSION 1 GRANTED	66530
May 01, 2012	EXTENSION 1 FILED	66530
May 22, 2012	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66530
May 01, 2012	TEAS EXTENSION RECEIVED	
Nov. 01, 2011	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Sep. 06, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Sep. 06, 2011	PUBLISHED FOR OPPOSITION	

Aug. 22, 2011	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Aug. 22, 2011	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 02, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	68123
Aug. 01, 2011	ASSIGNED TO LIE	68123
Jul. 27, 2011	ASSIGNED TO LIE	70124
Jul. 08, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 08, 2011	EXAMINER'S AMENDMENT ENTERED	88888
Jul. 08, 2011	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jul. 08, 2011	EXAMINERS AMENDMENT E-MAILED	6328
Jul. 08, 2011	EXAMINERS AMENDMENT -WRITTEN	66508
Jan. 12, 2011	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jan. 12, 2011	NON-FINAL ACTION E-MAILED	6325
Jan. 12, 2011	NON-FINAL ACTION WRITTEN	66508
Jan. 06, 2011	ASSIGNED TO EXAMINER	66508
Oct. 05, 2010	NOTICE OF PSEUDO MARK MAILED	
Oct. 04, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 01, 2010	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. 30, 2013

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Mark: TRIALFORCE

TRIALFORCE

US Serial Number: 85563020

Application Filing Date: Mar. 07, 2012

US Registration Number: 4430830

Registration Date: Nov. 12, 2013

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: Nov. 12, 2013

Publication Date: Aug. 27, 2013

Mark Information

Mark Literal Elements: TRIALFORCE

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

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: Business management services, namely, providing business information management services; compilation and management of computerized databases, and consulting services related thereto; Business management services, namely, providing customer relationship management services and sales support management services; business management consulting services relating to customer relationship management, sales support management, and marketing automation; providing a website featuring business management consulting information; operating online marketplaces for third parties to buy, sell, share, and offer for free computer software and on-demand applications to others

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 17, 2009

Use in Commerce: Feb. 17, 2009

For: Providing temporary use of on-line non-downloadable software to store, manage, track, analyze, and report data in the field of marketing, promotion, sales, customer information, customer relationship management, sales support and employee efficiency; providing temporary use of on-line non-downloadable software to facilitate communicating among peer professionals in the advertising, marketing and business services fields, and for customizing computer application user interfaces; computer services, namely, designing, developing, and maintaining computer software applications for others and consulting services related thereto; Providing temporary use of online non-downloadable computer software application development tools and programming language for use in developing, analyzing, coding, checking, and controlling other computer software; providing temporary use of online non-downloadable computer software that implements a procedural and object-oriented programming language; online hosted computer services, namely, designing, developing, customizing, and maintaining computer software applications for others; and consulting services related to all the foregoing

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 17, 2009

Use in Commerce: Feb. 17, 2009

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: salesforce.com, inc.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kiran Belur

Attorney Primary Email Address: tmocket@salesforce.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Kiran Belur
salesforce.com, inc.
The Landmark, One Market Street
San Francisco, CALIFORNIA UNITED STATES 94105

Phone: 415-589-3120

Correspondent e-mail: tmocket@salesforce.com
kbelur@salesforce.com vpnahallinan@salesforce.com
tmocket@salesforce.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Nov. 12, 2018	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Apr. 08, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 08, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Nov. 12, 2013	REGISTERED-PRINCIPAL REGISTER	
Aug. 27, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Aug. 27, 2013	PUBLISHED FOR OPPOSITION	
Aug. 07, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jul. 23, 2013	LAW OFFICE PUBLICATION REVIEW COMPLETED	74221
Jul. 18, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 20, 2013	LIE CHECKED SUSP - TO ATTY FOR ACTION	74221
Dec. 19, 2012	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	74221
Dec. 18, 2012	ASSIGNED TO LIE	74221
Jun. 18, 2012	NOTIFICATION OF LETTER OF SUSPENSION E-MAILED	6332
Jun. 18, 2012	LETTER OF SUSPENSION E-MAILED	6332
Jun. 18, 2012	SUSPENSION LETTER WRITTEN	88574

Jun. 15, 2012 ASSIGNED TO EXAMINER
Mar. 14, 2012 NOTICE OF PSEUDO MARK MAILED
Mar. 13, 2012 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM
Mar. 10, 2012 NEW APPLICATION ENTERED IN TRAM

88574

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Nov. 12, 2013

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Mark: VISUALFORCE

VISUALFORCE

US Serial Number: 85166166

Application Filing Date: Nov. 01, 2010

US Registration Number: 3966372

Registration Date: May 24, 2011

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: Jul. 08, 2017

Publication Date: Mar. 08, 2011

Mark Information

Mark Literal Elements: VISUALFORCE

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

International Registration Number: 1078241

International Application(s) /Registration(s) Based on this Property: A0024426/1078241

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: providing temporary use of online non-downloadable computer software application development tools for use in developing, analyzing, coding, checking and controlling computer application user interfaces; online hosted computer services, namely, designing, developing, customizing and maintaining computer application user interfaces for others and consulting services related thereto

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 17, 2007

Use in Commerce: Sep. 17, 2007

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: salesforce.com, inc.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country DELAWARE
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Kiran Belur

Attorney Primary tmockett@salesforce.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent Kiran Belur
Name/Address: salesforce.com, inc.
The Landmark, One Market Street
San Francisco, CALIFORNIA UNITED STATES 94105

Phone: 415-589-3120

Correspondent e- tmockett@salesforce.com
mail: kbelur@salesforce.com vpnahallinan@salesforce.com kdavevega@salesforce.com ijprosecutions@orrick.com

Correspondent e- Yes
mail Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 08, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jul. 08, 2017	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	68335
Jul. 08, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68335
May 11, 2017	TEAS SECTION 8 & 15 RECEIVED	
May 11, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
May 24, 2016	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Apr. 08, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 08, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
May 24, 2011	REGISTERED-PRINCIPAL REGISTER	
Mar. 08, 2011	PUBLISHED FOR OPPOSITION	
Feb. 16, 2011	NOTICE OF PUBLICATION	
Jan. 31, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	76869
Jan. 31, 2011	ASSIGNED TO LIE	76869
Jan. 11, 2011	EXAMINER'S AMENDMENT MAILED	
Jan. 11, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 11, 2011	EXAMINER'S AMENDMENT ENTERED	88888
Jan. 11, 2011	EXAMINERS AMENDMENT -WRITTEN	66508
Jan. 06, 2011	ASSIGNED TO EXAMINER	66508
Nov. 05, 2010	NOTICE OF PSEUDO MARK MAILED	
Nov. 04, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None
File Location

Current Location: TMO LAW OFFICE 112

Date in Location: Jul. 08, 2017

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Mark: SALESFORCE

SALESFORCE

US Serial Number: 86639842

Application Filing Date: May 22, 2015

US Registration Number: 5527231

Registration Date: Jul. 31, 2018

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: Jul. 31, 2018

Publication Date: Mar. 29, 2016

Mark Information

Mark Literal Elements: SALESFORCE

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

Acquired Distinctiveness Claim: In whole

Related Properties Information

Claimed Ownership of US Registrations: 2964712, 3141697, 3164978, 4270533, 4409327, 4645417

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 13497813

Foreign Application Filing Date: Nov. 26, 2014

Foreign Registration Number: 13497813

Foreign Registration Date: Sep. 04, 2015

Foreign Application/Registration Country: EUROPEAN (EU) OFFICE FOR HARMONIZATION IN THE INTERNAL MARKET (OHIM)

Foreign Expiration Date: Nov. 26, 2024

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: Business services, namely, strategic planning services, and marketing data analytics services for businesses including for web and mobile sites; customer loyalty services for commercial, promotional and advertising purposes; marketing services for others, namely, marketing content development, media placement, strategy and management, social media strategy consultation, and social media community management; business consultancy services for others in connection with customer engagement and customer interactions on the Internet and other media; assistance, advisory services and consultancy relating to business management, business planning, business analysis, business organization, business operations, advertising, marketing, sales and service; compilation and systemization of data, statistics, and information into computer databases; compilation and systemization of data and information into computer databases in the field of marketing, sales and services; office functions, namely, administration and indexing of information, websites and other information sources for business purposes; compilation of data, in particular, image, audio and/or video data in computer databases for business purposes; providing an on-line searchable database featuring information regarding sales, customer service and marketing; monitoring of social sites, internet postings, web content, and online content for others for business and marketing services; advertising, in particular television advertising, online advertising on computer networks, radio advertising, print and Internet advertising; dissemination of advertising matter; direct mail advertising; advertising via mobile radio networks; advertising on mobile phone television; advertising on the Internet for others; advertising agency services; planning and design of advertising activities; presentation of companies on the Internet and other media for promotional purposes; distribution of samples; sales promotion (for others), public relations; market research, including in particular for others, on digital networks (webvertising); telemarketing services; market research and analysis services; PR agency services, namely, public relations; commercial information agencies; writing of publicity texts; updating of advertising material; rental of advertising time on communication media; publication of publicity texts; publicity columns preparation; publicity material rental; production of advertising films; opinion polling; news clipping services; marketing services; marketing studies; marketing research; rental of advertising space on the Internet; layout services for advertising purposes; arranging advertising events; multimedia agency services (advertising); merchandising agency services, namely, advertising, sales research and market studies and analysis; arranging and conducting of exhibitions and trade fairs for industrial (business), commercial and advertising purposes; business management and organization consultancy, in particular development of business concepts; personnel management consultancy; outsourcing services, excluding the provision of temporary sales teams to manage the process of taking third parties' products or series to market; business efficiency expert services; arranging of trading and economical contacts, also over the Internet; arranging of contracts, for others, for the providing of services, excluding contracts related to the provision of temporary sales teams to manage the process of taking third parties' products or services to market; arranging of contracts, for others, for the buying and selling of goods, excluding contracts related to the provisions of temporary sales teams to manage the process of taking third parties' products or services to market; consumer consultancy with regard to products and claims management (office functions) via service hotlines for consumers, in particular for Internet users (call center services); conducting research in computer files, in databases, on the Internet and on computer networks, for others, with regard to business matters and into offers for goods and services; maintenance and compilation of data and information in computer databases; systematic ordering of data in computer databases; computerized file management; compilation of statistics; office functions for the administration and indexing of data and information; office functions for the creating of indexes with regard to information, websites and other information sources; compilation of data, in particular image, audio and/or video data in computer databases; optimization of online websites for third parties for marketing purposes; brand engagement and online communications investigations, namely, brand evaluation services in the nature of managing, analyzing, reviewing and reporting about brand content on social media websites and social networks, and about the performance of online brand engagement; organizing and conducting tradeshow in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, and employee efficiency; technical consulting services in the field of business intelligence analytics

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a) 44(e)

First Use: Sep. 27, 1999

Use in Commerce: Sep. 27, 1999

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: Yes

Currently 44E: Yes

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: salesforce.com, inc.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Christine K. Au-Yeung

Docket Number: 31183-TM1036

Attorney Primary trademarks@wsgr.com

Attorney Email Yes

Email Address: _____

Authorized:

Correspondent

Correspondent Name/Address: JOHN L SLAFSKY
WILSON SONSINI GOODRICH & ROSATI
650 PAGE MILL ROAD
PALO ALTO, CALIFORNIA UNITED STATES 94304-1050

Phone: 650-493-9300

Fax: 650-493-6811

Correspondent e-mail: trademarks@wsgr.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 31, 2018	REGISTERED-PRINCIPAL REGISTER	
Jun. 25, 2018	TTAB RELEASE CASE TO TRADEMARKS	230283
Jun. 25, 2018	OPPOSITION TERMINATED NO. 999999	230283
Jun. 25, 2018	OPPOSITION DISMISSED NO. 999999	230283
Nov. 03, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Nov. 03, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Sep. 27, 2016	OPPOSITION INSTITUTED NO. 999999	230283
Apr. 26, 2016	EXTENSION OF TIME TO OPPOSE RECEIVED	
Mar. 29, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 29, 2016	PUBLISHED FOR OPPOSITION	
Mar. 09, 2016	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Feb. 24, 2016	LAW OFFICE PUBLICATION REVIEW COMPLETED	70468
Feb. 17, 2016	ASSIGNED TO LIE	70468
Feb. 16, 2016	NOTICE OF ACCEPTANCE OF AMENDMENT TO ALLEGE USE E-MAILED	
Feb. 14, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 14, 2016	USE AMENDMENT ACCEPTED	86336
Jan. 30, 2016	TEAS/EMAIL CORRESPONDENCE ENTERED	77312
Jan. 30, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	77312
Jan. 29, 2016	ASSIGNED TO LIE	77312
Jan. 20, 2016	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 21, 2016	AMENDMENT TO USE PROCESSING COMPLETE	88889
Jan. 21, 2016	USE AMENDMENT FILED	88889
Jan. 20, 2016	TEAS AMENDMENT OF USE RECEIVED	
Jul. 20, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jul. 20, 2015	NON-FINAL ACTION E-MAILED	6325
Jul. 20, 2015	NON-FINAL ACTION WRITTEN	86336
Jul. 13, 2015	ASSIGNED TO EXAMINER	86336
Jun. 02, 2015	NOTICE OF PSEUDO MARK E-MAILED	
May 30, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 26, 2015	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. 31, 2018

Generated on: This page was generated by TSDR on 2019-09-13 16:59:32 EDT

Mark: SALESFORCE



US Serial Number: 86454069

Application Filing Date: Nov. 13, 2014

US Registration Number: 5570865

Registration Date: Sep. 25, 2018

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: Sep. 25, 2018

Publication Date: Oct. 18, 2016

Notice of Allowance Date: Dec. 13, 2016

Mark Information

Mark Literal Elements: SALESFORCE

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 word, "SALESFORCE", in stylized lettering, contained within a cloud shape.

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

Acquired Distinctiveness Claim: In part

Distinctiveness Limitation Statement: as to "SALESFORCE"

Design Search Code(s): 01.15.06 - Fog; Clouds; Advertising, skywriting

Related Properties Information

International Registration Number: 1391413

International Application(s) /Registration(s) Based on this Property: A0071079/1391413

Claimed Ownership of US Registrations: 3138749, 3141697, 3164978 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: Business strategic planning services; business and marketing data analytics services for web and mobile sites; customer loyalty services for commercial, promotional and advertising purposes; marketing services for others, namely, marketing content development, media placement, strategy and management, social media strategy consultation, and social media community management; business consultancy services for others in connection with customer engagement and customer interactions on the Internet and other media; advisory services relating to advertising, marketing, sales and customer service; business organization and management advisory and consultancy services; compilation and systemization of data and information into computer databases; compilation and systemization of data and information into computer databases in the field of marketing, sales and customer service; compilation of statistics; office functions, namely, administration and indexing of data and information for business purposes; office functions, namely, creating indexes of information, websites and other information sources for business purposes; monitoring of social websites, internet postings, web content, and online content of others for customer-specified topics and to capture relevant content on those topics, and providing documentation and analysis of that online content to others for business purposes; Advertising services, namely, online advertising on computer networks, Internet advertising; dissemination of advertising matter; advertising on the Internet for others; planning and design of advertising activities; Placing advertisements for companies on the Internet and other media for promotional purposes; distribution of samples for publicity purposes; sales promotion; public relations; computerized market research services conducted on digital networks; market research and analysis services; production of advertising films; public opinion polling; marketing services; market research studies; marketing research services; rental of advertising space on the Internet; layout services for advertising purposes; arranging advertising events, namely, arranging and conducting special events for commercial, promotional or advertising purposes; merchandising agency services, namely, advertising, sales research and market studies and analysis; arranging and conducting of exhibitions and trade fairs for business, commercial and advertising purposes; business organization and management consultancy, namely, development of business concepts; business efficiency expert services; arranging of trading and economical contacts for third parties, also over the Internet; arranging of contracts, for others, for the providing of services; arranging of contracts, for others, for the buying and selling of goods; business consultancy with regard to consumer products and consumer claims management via service hotlines, in particular for Internet users; conducting business research in computer files, in databases, on the Internet and on computer networks, for others, with regard to business matters and offers for goods and services; Compilation and systemization of information into computer databases; computerized file management; compilation of statistics; Office functions in the field of business data, namely, information and data compiling and indexing relating to business management; compilation of data, namely, image, audio and/or video data in computer databases for business purposes; organizing and conducting tradeshow in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, employee efficiency, and software development

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 2014

Use in Commerce: Oct. 2014

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: salesforce.com, inc.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Beth M. Goldman

Docket Number: 27263-6058

Attorney Primary Email Address: ipprosecutionsf@orrick.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Beth M. Goldman
Orrick, Herrington & Sutcliffe LLP
2050 Main Street, Suite 1100
IP Prosecution Department

IRVINE, CALIFORNIA UNITED STATES 92614-8255

Phone: 415-773-5700

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Correspondent e-mail: ipprosecutionsf@orrick.com beth.goldman@orrick.com
.com_blee@orrick.com eaghnami@orrick.com tmdocket@salesforce.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Sep. 25, 2018	REGISTERED-PRINCIPAL REGISTER	
Aug. 21, 2018	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Aug. 20, 2018	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jul. 18, 2018	STATEMENT OF USE PROCESSING COMPLETE	66230
Jun. 26, 2018	USE AMENDMENT FILED	66230
Jul. 18, 2018	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66230
Jun. 26, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 26, 2018	TEAS STATEMENT OF USE RECEIVED	
Jun. 15, 2018	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jun. 13, 2018	EXTENSION 3 GRANTED	98765
Jun. 13, 2018	EXTENSION 3 FILED	98765
Jun. 13, 2018	TEAS EXTENSION RECEIVED	
Jun. 13, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 14, 2017	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Dec. 12, 2017	EXTENSION 2 GRANTED	98765
Dec. 12, 2017	EXTENSION 2 FILED	98765
Dec. 12, 2017	TEAS EXTENSION RECEIVED	
Jun. 14, 2017	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jun. 12, 2017	EXTENSION 1 GRANTED	98765
Jun. 12, 2017	EXTENSION 1 FILED	98765
Jun. 12, 2017	TEAS EXTENSION RECEIVED	
Dec. 13, 2016	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Oct. 18, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Oct. 18, 2016	PUBLISHED FOR OPPOSITION	
Sep. 28, 2016	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Sep. 12, 2016	LAW OFFICE PUBLICATION REVIEW COMPLETED	70468
Sep. 02, 2016	EXPARTE APPEAL TERMINATED	454069
Sep. 02, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 30, 2016	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Aug. 29, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Aug. 29, 2016	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Mar. 04, 2016	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Mar. 04, 2016	NON-FINAL ACTION E-MAILED	6325
Mar. 04, 2016	NON-FINAL ACTION WRITTEN	77301
Feb. 12, 2016	EX PARTE APPEAL-INSTITUTED	454069
Feb. 12, 2016	JURISDICTION RESTORED TO EXAMINING ATTORNEY	454069
Feb. 12, 2016	EXPARTE APPEAL RECEIVED AT TTAB	
Feb. 04, 2016	TEAS/EMAIL CORRESPONDENCE ENTERED	70468
Feb. 04, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	70468
Jan. 29, 2016	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Aug. 14, 2015	NOTIFICATION OF FINAL REFUSAL EMAILED	
Aug. 14, 2015	FINAL REFUSAL E-MAILED	
Aug. 14, 2015	FINAL REFUSAL WRITTEN	77301

Jul. 21, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	70468
Jul. 21, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	70468
Jul. 14, 2015	ASSIGNED TO LIE	70468
Jul. 02, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 03, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jan. 03, 2015	NON-FINAL ACTION E-MAILED	6325
Jan. 03, 2015	NON-FINAL ACTION WRITTEN	77301
Dec. 20, 2014	ASSIGNED TO EXAMINER	77301
Nov. 22, 2014	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Nov. 21, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 17, 2014	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: Aug. 20, 2018

Generated on: This page was generated by TSDR on 2019-09-13 16:59:49 EDT

Mark: SALESFORCE



US Serial Number: 86454074

Application Filing Date: Nov. 13, 2014

US Registration Number: 5551061

Registration Date: Aug. 28, 2018

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. 28, 2018

Publication Date: May 03, 2016

Notice of Allowance Date: Jun. 28, 2016

Mark Information

Mark Literal Elements: SALESFORCE

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 word "SALESFORCE" in stylized lettering, contained within a cloud shape.

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

Acquired Distinctiveness Claim: In part

Distinctiveness Limitation Statement: As to "SALESFORCE "

Design Search Code(s): 01.15.06 - Fog; Clouds; Advertising, skywriting

Related Properties Information

International Registration Number: 1391413

International Application(s) /Registration(s) Based on this Property: A0071079/1391413

Claimed Ownership of US Registrations: 3138749, 3141697, 3164978 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: Computer software development in the field of mobile applications; providing temporary use of on-line non-downloadable software development tools; technical consulting services in the field of computer data management and computer data analytics; technical data analytics services, namely, data automation and collection service using proprietary software to evaluate, analyze and collect data in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, data analytics, customer information, customer relationship management, and employee efficiency; software as a service (SAAS) services featuring software for providing data analytics, business analytics, business intelligence and for collecting and analyzing data in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, customer information, customer relationship management, employee efficiency, and security and authentication; platform as a service (PaaS) software in the nature of a database for compiling data, customer data and customer interactions for enabling marketers to plan, personalize, optimize and customize communications with customers throughout the marketing, sales, and service lifecycle; platform as a service (PaaS) featuring computer software platforms for retrieving, tracking, analyzing, testing, measuring and managing data, customer data and customer interactions in the fields of business, marketing, advertising, brand development, sales, customer service, cloud computing, customer information, customer relationship management, employee efficiency, and security and authentication; platform as a service (PaaS) featuring computer software platforms for enabling marketers to plan, personalize, optimize, monitor, analyze and measure customer interactions across channels and devices; platform as a service (PaaS) featuring computer software platforms for enabling marketers to plan, personalize, optimize, monitor, analyze and measure customer interactions across social media, customer relationship management (CRM) systems, point-of-sale systems, web analytics, web posts, email and mobile devices; providing temporary use of online non-downloadable software for the optimization of online websites for third parties for marketing purposes; consulting services in the field of providing online, non-downloadable software and applications; providing temporary use of on-line non-downloadable software for creating and customizing computer and mobile application software functionality, integrating data, and automating business processes; online hosted computer services, namely, designing, developing, customizing, and maintaining computer software applications for others, and consulting services related thereto; technical research in the field of designing and developing computers and computer software systems for use in connection with automated business processes, business development tools, and business and data analytics; information technology consulting services; installation of computer software; computer system design and analysis; data conversion of computer programs and data; maintenance of computer software; monitoring of computer systems by remote access to ensure proper functioning; rental of computer software and web servers; scientific and technological services, namely, research and design in the field of computer software design and development; industry analysis and research services in the field of computer and mobile application software development; design and development of computer software; computer software consultancy; computer system design and analysis, namely, designing of computer systems for posting images, links, videos, text and other brand content, for retrieving, sorting, filtering and moderating user generated content and online communications, for managing brand content on social media websites and social networks, and for analyzing, retrieving and managing the performance of brand engagement; creating and maintaining web sites for others; providing search engines for the internet; styling services, namely, website and mobile application design services; web site design consultancy; providing temporary use of online non-downloadable software for generating embeddable code for websites, for the purpose of creating, customizing, deploying, scheduling, tracking, analyzing and managing online content on users' websites, on social media websites and other online forums, and for analyzing, monitoring and managing the performance of brand engagement of others; providing temporary use of online non-downloadable software for creating and deploying customized interactive content on social profiles; conducting technical project feasibility studies in the field of computer software design and development; quality control, namely, computer monitoring service which tracks application software performance, performs periodic software maintenance and provides reports and alerts concerning such performance; recovery of computer data; research and development of new products for others; server hosting; providing non-downloadable software for monitoring of social network sites and online content for others for the purpose of monitoring, analyzing, testing, and reporting about brand content on social media websites and social networks, and about the performance of online brand engagement; providing temporary use of on-line non-downloadable software development tools for the creation of mobile internet applications and client interfaces; providing temporary use of on-line non-downloadable cloud computing software for providing business data analytics, business analytics, business intelligence and for collecting and analyzing business data

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 2014

Use in Commerce: Oct. 2014

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: salesforce.com, inc.

Owner Address: SALESFORCE TOWER, 415 MISSION ST, 3RD FL
SAN FRANCISCO, CALIFORNIA UNITED STATES 94105

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Beth M. Goldman

Docket Number: 27263-6058

Attorney Primary Email Address: ipprosecutionsf@orrick.com

Attorney Email Authorized: Yes

Correspondent

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Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 25, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Mar. 25, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Aug. 28, 2018	REGISTERED-PRINCIPAL REGISTER	
Jul. 24, 2018	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jul. 23, 2018	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jul. 03, 2018	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jul. 02, 2018	STATEMENT OF USE PROCESSING COMPLETE	74055
Jun. 26, 2018	USE AMENDMENT FILED	74055
Jul. 02, 2018	EXTENSION 4 GRANTED	74055
Jun. 26, 2018	EXTENSION 4 FILED	74055
Jun. 29, 2018	CASE ASSIGNED TO INTENT TO USE PARALEGAL	74055
Jun. 26, 2018	TEAS EXTENSION RECEIVED	
Jun. 26, 2018	TEAS STATEMENT OF USE RECEIVED	
Jun. 26, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 29, 2017	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Dec. 27, 2017	EXTENSION 3 GRANTED	98765
Dec. 27, 2017	EXTENSION 3 FILED	98765
Dec. 27, 2017	TEAS EXTENSION RECEIVED	
Jun. 27, 2017	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jun. 23, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 23, 2017	EXTENSION 2 GRANTED	98765
Jun. 23, 2017	EXTENSION 2 FILED	98765
Jun. 23, 2017	TEAS EXTENSION RECEIVED	
Dec. 16, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Dec. 14, 2016	EXTENSION 1 GRANTED	98765
Dec. 14, 2016	EXTENSION 1 FILED	98765
Dec. 14, 2016	TEAS EXTENSION RECEIVED	
Jun. 28, 2016	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
May 03, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 03, 2016	PUBLISHED FOR OPPOSITION	
Apr. 13, 2016	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 31, 2016	LAW OFFICE PUBLICATION REVIEW COMPLETED	77976
Mar. 24, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 24, 2016	EXAMINER'S AMENDMENT ENTERED	88888
Mar. 24, 2016	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328

Mar. 24, 2016	EXAMINERS AMENDMENT E-MAILED	6328
Mar. 24, 2016	EXAMINERS AMENDMENT -WRITTEN	69192
Mar. 14, 2016	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Mar. 14, 2016	NON-FINAL ACTION E-MAILED	6325
Mar. 14, 2016	NON-FINAL ACTION WRITTEN	69192
Mar. 02, 2016	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Mar. 01, 2016	WITHDRAWN FROM PUB - OG REVIEW QUERY	99910
Feb. 12, 2016	LAW OFFICE PUBLICATION REVIEW COMPLETED	77976
Feb. 08, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 03, 2016	TEAS/EMAIL CORRESPONDENCE ENTERED	77976
Feb. 03, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	77976
Jan. 29, 2016	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Nov. 13, 2015	NOTIFICATION OF FINAL REFUSAL EMAILED	
Nov. 13, 2015	FINAL REFUSAL E-MAILED	
Nov. 13, 2015	FINAL REFUSAL WRITTEN	69192
Oct. 22, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	77976
Oct. 22, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	77976
Oct. 14, 2015	ASSIGNED TO LIE	77976
Sep. 23, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Mar. 23, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Mar. 23, 2015	NON-FINAL ACTION E-MAILED	6325
Mar. 23, 2015	NON-FINAL ACTION WRITTEN	69192
Mar. 04, 2015	ASSIGNED TO EXAMINER	69192
Nov. 22, 2014	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Nov. 21, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 17, 2014	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. 23, 2018