

United States of America

United States Patent and Trademark Office



Reg. No. 6,145,653

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Int. Cl.: 35, 42

Service Mark

Principal Register

CMS Max, Inc. (NEW YORK CORPORATION)
1661 Empire Blvd
Webster, NEW YORK 14580

CLASS 35: Marketing services; Search engine optimization for sales promotion

FIRST USE 7-16-2013; IN COMMERCE 7-16-2013

CLASS 42: Web site design; Website development for others

FIRST USE 7-16-2013; IN COMMERCE 7-16-2013

The color(s) black, blue, green, orange, yellow, red, and white is/are claimed as a feature of the mark.

The mark consists of a circle formed of various segments of descending height, the tallest segment in the color red forms the upper right portion of the circle, to the left in descending height is an orange segment followed by a yellow segment, followed by a green segment, followed by a blue segment which allows the circle to close. Inside the circle in white are the letters "SEO" with a gray shadow. To the right of the circle in black block letters are the letters "CMS" to the right of this in a smaller font is the word "MAX" in black, below "CMS MAX" are the words "CONTENT MANAGEMENT SYSTEM" in black. Other than the in letters "S E O" white and gray represents background, outlining, shading and/or transparent areas and are not part of the mark.

No claim is made to the exclusive right to use the following apart from the mark as shown: "SEO", "CMS" AND "CONTENT MANAGEMENT SYSTEM"

SER. NO. 88-671,828, FILED 10-29-2019



Andrew I. Han

Director of the United States
Patent and Trademark Office

