

O/0313/23

TRADE MARKS ACT 1994

**IN THE MATTER OF APPLICATION NO. 3715651
IN THE NAME OF JOINT APPLICANTS JB WEBB-BENJAMIN AND KRYOTECH
LTD.
IN RESPECT OF THE TRADE MARKS**

meta / Meta

IN CLASS 9

AND

**THE OPPOSITION THERETO UNDER NO. 431139
BY META PLATFORMS, INC.**


Background and pleadings

1. Joint applicants JB Webb-Benjamin & Kryotech Limited (“the applicants”) applied to register trade mark application no. 3715651 for the series of two trade marks meta / Meta in the UK on 29 October 2021. These were accepted and published in the Trade Marks Journal on 19 November 2021 in respect of the following goods:

Class 9: Virtual reality software.

2. Meta Platforms, Inc. (“the opponent”) opposes the trade marks on the basis of section 5(2)(a) and 5(2)(b) of the Trade Marks Act 1994 (“the Act”). This is on the basis of its earlier UK applications as set out in the table below:

Ground relied upon	Trade mark relied upon	Date of protection	Goods and services relied upon
5(2)(a)	META (application no. 3735385)	Priority date: 8 July 2021 Filing date: 21 December 2021 Registration date: TBC	All goods and services in classes 9, 28, 38, 41 & 42 and select services in class 35. These are set out in full at Annex A, and include the following good and services: Class 9: Virtual reality software; Augmented reality software; Mixed reality software. Class 28: Virtual reality headsets for playing video games for connection to computers, video game consoles, handheld video game consoles, tablet computers, mobile devices, and mobile phones in order to enable virtual reality experiences.

			<p>Class 35: Online retail store services featuring virtual reality and augmented reality hardware and software.</p> <p>Class 41: Virtual reality game services provided via the internet and other communications networks.</p> <p>Class 42: Design and development of virtual reality hardware and software</p>
5(2)(b)	 <p>Meta (application no. 3737981)</p>	<p>Priority date: 5 October 2021</p> <p>Filing date: 30 December 2021</p> <p>Registration date: TBC</p>	<p>All goods and services in classes 9, 28, 38, 41 & 42 and select services in class 35. These are set out in full at Annex B, and include the following good and services:</p> <p>Class 9: Virtual reality software; Augmented reality software; Mixed reality software.</p> <p>Class 28: Virtual reality headsets for playing video games for connection to computers, video game consoles, handheld video game consoles, tablet computers, mobile devices, and mobile phones in order to enable virtual reality experiences.</p> <p>Class 35: Online retail store services featuring virtual reality and augmented reality hardware and software.</p> <p>Class 41: Virtual reality game services provided via the internet and other communications networks.</p>

			Class 42: Design and development of virtual reality hardware and software
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3. Neither of the earlier marks relied upon are currently registered, and both are subject to opposition by third parties. Whilst for the purpose of this decision they will be referred to as the earlier marks, whether these marks constitute valid earlier rights in accordance with section 6 of the Act will be dependent on whether they ultimately achieve registration for the goods and services relied upon. Should the opponent be wholly or partially successful in these proceedings, this decision will be provisional, dependent upon the successful registration of the opponent's rights relied upon, or a relevant partial registration of the same.

4. In any case, the earlier marks had not achieved registration five or more years prior to the filing date of the application, and as such they are subject to proof of use in accordance with section 6A of the Act. The opponent may therefore rely upon the full specification as pleaded, to the extent this is maintained at registration.

5. In respect of section 5(2)(a) of the Act, the opponent argues that the respective goods and services are similar and that the marks are identical. In respect of the opposition filed under section 5(2)(b), the opponent argues that the marks are similar and that the goods and services are identical and similar. The opponent argues that there is a likelihood of confusion, including a likelihood of association, between the marks.

6. The applicants filed a counterstatement stating that his trade marks are materially different to the opponents and denying that the goods and services are similar. They also requested that the opponent provides proof of the Jamaican applications from which the marks relied upon claim priority.

7. Only the opponent filed evidence during the evidence rounds in these proceedings. The applicant made an application to introduce late evidence at the hearing, which was refused. This application will be discussed in more detail below.

8. A Hearing took place on 19 January 2023. The opponent was represented by Julius Stobbs of Stobbs IP, its representative throughout the proceedings. The applicants

represented themselves throughout the proceedings and up until after the hearing, at which point they appointed Howard Kennedy LLP to represent them. At the hearing they were represented by one of the joint applicants, Mr JB Webb-Benjamin.

9. Although the UK has left the EU, section 6(3)(a) of the European Union (Withdrawal) Act 2018 requires tribunals to apply EU-derived national law in accordance with EU law as it stood at the end of the transition period. The provisions of the Act relied upon in these proceedings are derived from an EU Directive. That is why this decision continues to refer to the case law of the EU courts.

Preliminary matters

Complaints against the opponent's behaviour by the applicants

10. Within their counterstatement, the applicants argue that the opponent has a track record for misleading and mishandling information and data and filing countless trade mark applications covering hundreds of classes, and state it is behaving anti-competitively and onerously. At the hearing, Mr Webb-Benjamin made further claims regarding the opponent's aggressive, abusive, and irresponsible tactics "in the public space".

11. I note here that the earlier rights in this opposition have not been challenged by the applicant (other than to the extent that their priority dates have been questioned, which I will address below), nor does there appear to be any basis on which I may consider these claims within the context of section 5(2)(a) or section 5(2)(b) of the Act, even if there were to be any significant evidence filed on the points made. When considering an opposition based on sections 5(2)(a) and 5(2)(b), I must consider a specific set of factors as established by the case law in order to determine if there is a likelihood of confusion between the marks. This was explained to the applicant at the outset of the hearing. It is not open to me to allow the applicant's view of the opponent's general commercial behaviour to influence this finding. Further, the applicants have opted not to claim costs in these proceedings, and so even if these claims were concerning the opponent's conduct during the course of these particular proceedings (which they don't appear to be), this is not relevant in terms of costs. Whilst I therefore

acknowledge the applicant's grievances, I make no finding in respect of the same, and give no further consideration to these submissions.

The priority claims and the applicant's claim the opponent is misleading the Tribunal

12. Within the applicant's counterstatement, they claims that the opponent's claims are "spurious at best, and deliberately misleading at worse", and put the opponent to proof of its priority claim from the earlier Jamaican marks, stating that they have conducted a trade mark search and cannot find any such successful applications.

13. Within the evidence rounds, the opponent filed a witness statement in the name of Samiksha Shetty from the opponent's representative firm. The statement is dated 15 August 2022, and introduces two exhibits, namely Exhibit SS1 and Exhibit SS2. These exhibits provide certified copies of the applications filed at the Jamaican Intellectual Property Office upon which the priority dates for the UK applications is claimed. These confirm that the applications were originally filed in the name of Dawn Coral LLC, but have since been assigned to the opponent effective from 8 November 2021 and as recorded on the register as of 26 November 2021. A copy of the assignment is also included within the exhibit. I have no reason to believe that this evidence has been falsified in any way, or to consider that it might not show the full picture. The applicant filed no evidence in response to this during the evidence rounds but did attempt to assert in its skeleton arguments that Dawn Coral LLC appears to have no physical or online presence or staff listings. Again, no evidence was filed to this effect, and no application for leave to file evidence on this point was ultimately made by the applicant. However, even if the applicant had filed evidence that it could not find an online presence for this company, this would have no impact on whether the company was the rightful holder of the Jamaican marks applied for, and it does not, to my mind, cast any doubt on the validity of the priority claim.

14. The applicant also submitted at various points that the earlier Jamaican marks relied upon are not evidenced on the WIPO database. Again, even if evidence on this point had been filed by the applicant, it is irrelevant. It is whether the marks are present on the register at the Jamaican Intellectual Property Office that is relevant, and the opponent has filed evidence to this effect.

15. At the hearing, the applicant also made the following claim:

“The opposition is misleading the Tribunal as to the original ownership and the meaning of the word and term "Meta", which could be interpreted as false misrepresentation.”

16. It is clear from the evidence filed that the original owner of the Jamaican trade mark applications was Dawn Coral LLC. However, it is also clear that the marks were assigned to the opponent, and as such this fact has no bearing on the validity of the priority claims. I do not consider the Tribunal has been misled in this regard.

17. I see no reason to consider the opponent’s priority claims as invalid, and these may be relied upon within this opposition.

18. I note at this point that it may have been that the above comment from the applicant was intended to refer to the existence of third-party rights in other jurisdictions, with the applicant frequently referring to the existence of other earlier rights in the US and in Italy for example, at the hearing. As I explained to the applicant at the hearing, trade mark rights are strictly territorial, and so ongoing matters outside of the UK will have no bearing on the present proceedings. In addition, as I have noted earlier, the applicant has not sought to challenge the earlier rights relied upon in these proceedings, and whilst it is possible this decision may need to be provisional based on third party challenges filed against the earlier rights relied upon, I do not consider the Tribunal to have been misled in any way about the ownership within these proceedings.

The applicant’s application for leave to submit late evidence

19. At the outset of the hearing, I noted to the applicant that much of its skeleton argument appeared to refer to fact and that it appeared there may be an attempt to submit verbal evidence into the proceedings. For example, as I highlighted to Mr Webb-Benjamin, his skeleton arguments referred to the results of his investigations into Dawn Coral LLC, comments regarding the history of the opponent’s behaviour, and details concerning the operation of third parties and the ownership of earlier rights by the same. Before the hearing, I had the opportunity to consider the content of the skeleton arguments filed by the applicant, and the potential for any late evidence to be

submitted in line with the relevant factors set out in in *Property Renaissance Ltd (t/a Titanic Spa) v Stanley Dock Hotel Ltd (t/a Titanic Hotel Liverpool) & Ors* EWHC 3103 (Ch), in which Carr J outlined the following factors to be taken into account when determining whether late evidence should be admitted:

- i) The materiality of the evidence in question to the issues that the Registrar has to determine;
- ii) The justice and fairness of subjecting the opposite party to the burden of the evidence in question at the stage that the registry proceedings have reached, including the reasons why the evidence was not filed earlier;
- iii) Whether the admission of the further evidence would prejudice the opposite party in ways that cannot be compensated for in costs (e.g. excessive delays);
- iv) The fairness to the applicant of excluding the evidence in question, including prejudice to the applicant if it is unable to rely on such evidence

20. Having already had an opportunity to consider these factors, I did not consider the statements filed to be material to the issues I had to determine. I therefore informed Mr Webb-Benjamin that whilst it was open to him to request leave to file additional evidence at this stage, any application was likely to be rejected. Mr Webb-Benjamin stated that he would still like to make an application to submit late evidence into the proceedings, and the hearing was paused whilst he prepared his verbal application. When the hearing resumed, Mr Webb-Benjamin requested leave to submit evidence of two pre-existing and ongoing US disputes involving the opponent only. He stated that by not allowing evidence of these disputes into the proceedings I would be knowingly and actively prejudicing two pre-existing disputes that the opponent is already involved in which predate this one by quite some considerable time, one of which is already in their class, which is class 9. He stated that by not admitting this additional evidence and making a ruling today in favour of the opponent I would be empowering the opponent to take that ruling and provide precedent in two pre-existing disputes, which would alter their determination. He submitted that “really, based on

that, this should be adjourned until the outcomes of both of those prior disputes, which the opposition is already actively engaged with, are resolved”.

21. Mr Stobbs made comments for the opponent commenting on the lateness of this evidence and submitting that details of these ongoing cases in the US have no bearing on the outcome of the case in the UK.

22. Mr Webb-Benjamin responded to the comments made by Mr Stobbs, submitting that the US, the UK, and Europe are closely tied commercially and societally, and so to say that the determinations in one case would not in any shape or form affect the reasoning or thinking of people involved in other cases is short-sighted, to say the least.

23. Having listened to both parties' submissions, I explained to Mr Webb-Benjamin that admitting the details of the ongoing US cases filed against the opponent will have no material impact to the outcome of these proceedings. I confirmed that trade mark rights are territorial and the US decision will not be impacted by the decision in these proceedings, and my decision will not be impacted by the ongoing US claims. For this reason, and with consideration to the other factors above, the application to file later evidence in these proceedings was refused.

The request by the applicant to adjourn proceedings pending the outcome of decisions in the US

24. At the hearing, Mr Webb-Benjamin claimed that the opponent is attempting to get a decision on this matter, so that it may use this to persuade other courts to rule in its favour outside of the UK, particularly within the US. As mentioned above, Mr Webb-Benjamin stated that these proceedings should be adjourned until the outcome of two pre-existing disputes. When I asked Mr Webb-Benjamin if he was referring to the oppositions filed against the two UK applications relied upon in the opposition, he clarified that he was talking about the existence of two US disputes. He stated:

“These are disputes in the US but if they take the determination from here and it runs in their favour, they can easily go and submit that and point out they have already managed to obtain dominion across Europe. That does have an effect on the determination over there. I can see the opposition shaking his head, but

it would be natural for them to take that into consideration when looking at those cases.”

25. Again, as I told the applicant at the hearing and as I have mentioned already, trade mark rights and disputes are territorial, and the US courts will not be influenced by the outcome of a decision issued by the Tribunal in the UK. As such, as I confirmed to the applicant at the hearing, these proceedings will not be adjourned pending the outcome of the cases filed in the US.

Request following the hearing to suspend the proceedings in light of the oppositions filed against the earlier marks

26. Following the hearing, the applicants newly appointed professional representatives, Howard Kennedy LLP wrote to the Tribunal requesting that the proceedings be suspended pending the outcome of the oppositions filed against the earlier applications relied upon. They stated that during the hearing, the applicant’s suspension plea on these cases was lost amid the discussion to submit new evidence into the proceedings, and that the opponent’s representative was able to divert attention away from the suspension plea to the applicant’s plea for new evidence, which is a separate matter.

27. I note firstly that I do not believe there was an attempt by the opponent’s representative to divert attention away from any suspension request made by Mr Webb-Benjamin at the hearing. As far as there was any request to suspend the proceedings from Mr Webb-Benjamin, this was on the basis of the ongoing proceedings in the US, which is not a valid reason for a suspension. In addition, Mr Stobbs himself submitted that as the earlier marks were subject to third party opposition proceedings, whilst he believed a determination should be made, any application of the determination made would need to be suspended pending the outcome of those oppositions. This is a point I mostly agree with, and as I have set out earlier in this decision and as I believe has now been confirmed to the parties in response to the correspondence from the applicant’s representative. If the opponent is successful, I will be proceeding with this decision on a provisional basis. There will be no suspension of the proceedings, and I consider that any potential prejudice to

the applicant as cited by its new representatives is overcome by the possibility for me to make a provisional finding if required.

Decision

Section 5(2)(a)

28. Section 5(2)(a) of the Act is as follows:

“5(2) A trade mark shall not be registered if because-

- (a) it is identical with an earlier trade mark and is to be registered for goods or services similar to those for which the earlier trade mark is protected, [...] there exists a likelihood of confusion on the part of the public, which includes the likelihood of association with the earlier trade mark”.

Section 5(2)(b)

29. Section 5(2)(b) of the Act is as follows:

“5(2) A trade mark shall not be registered if because-

- (b) it is similar to an earlier trade mark and is to be registered for goods or services identical with or similar to those for which the earlier trade mark is protected, there exists a likelihood of confusion on the part of the public, which includes the likelihood of association with the earlier trade mark”.

Section 5A

30. Section 5A of the Act is as follows:

“5A Where grounds for refusal of an application for registration of a trade mark exist in respect of only some of the goods or services in respect of which the trade mark is applied for, the application is to be refused in relation to those goods and services only.”

31. The following principles are gleaned from the decisions of the EU courts in *Sabel BV v Puma AG*, Case C-251/95, *Canon Kabushiki Kaisha v Metro-Goldwyn-Mayer Inc*, Case C-39/97, *Lloyd Schuhfabrik Meyer & Co GmbH v Klijsen Handel B.V.* Case C-342/97, *Marca Mode CV v Adidas AG & Adidas Benelux BV*, Case C-425/98, *Matratzen Concord GmbH v OHIM*, Case C-3/03, *Medion AG v. Thomson Multimedia Sales Germany & Austria GmbH*, Case C-120/04, *Shaker di L. Laudato & C. Sas v OHIM*, Case C-334/05P and *Bimbo SA v OHIM*, Case C-591/12P.

The principles

(a) The likelihood of confusion must be appreciated globally, taking account of all relevant factors;

(b) the matter must be judged through the eyes of the average consumer of the goods or services in question, who is deemed to be reasonably well informed and reasonably circumspect and observant, but who rarely has the chance to make direct comparisons between marks and must instead rely upon the imperfect picture of them he has kept in his mind, and whose attention varies according to the category of goods or services in question;

(c) the average consumer normally perceives a mark as a whole and does not proceed to analyse its various details;

(d) the visual, aural and conceptual similarities of the marks must normally be assessed by reference to the overall impressions created by the marks bearing in mind their distinctive and dominant components, but it is only when all other components of a complex mark are negligible that it is permissible to make the comparison solely on the basis of the dominant elements;

(e) nevertheless, the overall impression conveyed to the public by a composite trade mark may be dominated by one or more of its components;

(f) however, it is also possible that in a particular case an element corresponding to an earlier trade mark may retain an independent distinctive

role in a composite mark, without necessarily constituting a dominant element of that mark;

(g) a lesser degree of similarity between the goods or services may be offset by a great degree of similarity between the marks, and vice versa;

(h) there is a greater likelihood of confusion where the earlier mark has a highly distinctive character, either per se or because of the use that has been made of it;

(i) mere association, in the strict sense that the later mark brings the earlier mark to mind, is not sufficient;

(j) the reputation of a mark does not give grounds for presuming a likelihood of confusion simply because of a likelihood of association in the strict sense;

(k) if the association between the marks creates a risk that the public might believe that the respective goods or services come from the same or economically linked undertakings, there is a likelihood of confusion.

Section 5(2)(a)

Comparison of the goods and services

32. In the judgment of the Court of Justice of the European Union (“CJEU”) in *Canon*, Case C-39/97, the court stated at paragraph 23 of its judgment that:

“In assessing the similarity of the goods or services concerned, as the French and United Kingdom Governments and the Commission have pointed out, all the relevant factors relating to those goods or services themselves should be taken into account. Those factors include, inter alia, their nature, their intended purpose and their method of use and whether they are in competition with each other or are complementary”.

33. The relevant factors identified by Jacob J. (as he then was) in the *Treat* case, [1996] R.P.C. 281, for assessing similarity were:

- (a) The respective uses of the respective goods or services;
- (b) The respective users of the respective goods or services;
- (c) The physical nature of the goods or acts of service;
- (d) The respective trade channels through which the goods or services reach the market;
- (e) In the case of self-serve consumer items, where in practice they are respectively found or likely to be, found in supermarkets and in particular whether they are, or are likely to be, found on the same or different shelves;
- (f) The extent to which the respective goods or services are competitive. This inquiry may take into account how those in trade classify goods, for instance whether market research companies, who of course act for industry, put the goods or services in the same or different sectors.

34. In *YouView TV Ltd v Total Ltd* [2012] EWHC 3158 (Ch), Floyd J. (as he then was) stated that:

"... Trade mark registrations should not be allowed such a liberal interpretation that their limits become fuzzy and imprecise: see the observations of the CJEU in Case C-307/10 *The Chartered Institute of Patent Attorneys (Trademarks) (IP TRANSLATOR)* [2012] ETMR 42 at [47]-[49]. Nevertheless the principle should not be taken too far. *Treat* was decided the way it was because the ordinary and natural, or core, meaning of 'dessert sauce' did not include jam, or because the ordinary and natural description of jam was not 'a dessert sauce'. Each involved a straining of the relevant language, which is incorrect. Where words or phrases in their ordinary and natural meaning are apt to cover the category of goods in question, there is equally no justification for straining the language

unnaturally so as to produce a narrow meaning which does not cover the goods in question."

35. In *Kurt Hesse v OHIM*, Case C-50/15 P, the CJEU stated that complementarity is an autonomous criterion capable of being the sole basis for the existence of similarity between goods. In *Boston Scientific Ltd v Office for Harmonization in the Internal Market (Trade Marks and Designs) (OHIM)*, Case T-325/06, the General Court ("GC") stated there is "complementary" where:

"...there is a close connection between them, in the sense that one is indispensable or important for the use of the other in such a way that customers may think that the responsibility for those goods lies with the same undertaking".

36. In *Gérard Meric v Office for Harmonisation in the Internal Market*, Case T- 133/05, the GC stated that:

"29. In addition, the goods can be considered as identical when the goods designated by the earlier mark are included in a more general category, designated by trade mark application (Case T-388/00 Institut für Lernsysteme v OHIM- Educational Services (ELS) [2002] ECR II-4301, paragraph 53) or where the goods designated by the trade mark application are included in a more general category designated by the earlier mark".

37. As I have set out at the outset of this decision, the opponent relies upon a large amount of goods and services under section 5(2)(a). These include some which are clearly identical to the contested services. For example, the opponent relies upon *Virtual Reality Software* in class 9. However, section 5(2)(a) of the Act requires that the earlier mark is registered in respect of goods or services *similar* to those contested. I therefore find it appropriate to consider the goods relied upon by the opponent that I do not find identical to those under the earlier mark, to determine if these may be found similar to the same.

38. At the hearing, Mr Stobbs for the opponent submitted that *augmented reality software* was either the same as virtual reality software, or if not, then these are about as similar as two products can be. On the contrary, Mr Webb-Benjamin for the applicant submitted that these are completely different things, stating:

“Trying to conflate software and virtual reality and augmented reality as exactly the same thing is not just from a technical but also from a notional point of view completely ludicrous. Also conflating virtual reality and augmented reality as being similar kind of demonstrates the technical knowledge being leveraged here. They are hugely dissimilar. Virtual reality involves encapsulating the entire sensory universe and controlling that and manipulating that ostensibly for experiences which are guided and manipulated by a third party. Augmented reality is where we transpose virtualised elements over the real world that we see before us. These are completely different things. Even the way they are executed is fundamentally different.

It is a great argument by the opposition so that they can gobble up everything, they can gobble up thousands of sub-categories and major categories by claiming they are one and the same thing, but when we do a technical review during the appeal one thing that will be highlighted is the fact these are not the same things. These are acknowledged by everybody in the industry as fundamentally very different things.

39. I see no reason to disagree with the applicant’s explanation of the differences between virtual reality and augmented reality as set out above. On this basis, I accept that there is no identity between the goods. However, in order to assess if they are similar in the context of trade mark law, I must consider the relevant factors set out in the case law that I have outlined above. I note here that the consideration is not to whether those in the industry would acknowledge these are fundamentally different things, but whether these would be perceived by consumers as similar based on the relevant factors.

40. The goods are both software products provided for the purpose of presenting the user with an alternative reality, whether that be a completely immersive experience or whether it is based largely within the real world. I therefore consider that the goods will

share a nature, and there will be a significant overlap in their intended purpose. I do not consider the goods will be complementary but considering the overlap in purpose there may be a degree of competition between the goods, with consumers choosing between these for the purpose of seeking to experience an alternative reality. It appears highly likely these goods would share trade channels due to the shared nature and purpose, although I note I have no evidence on this point. In terms of users, these will overlap to the extent that they may both be purchased by the general public. Overall, it is my view that there will be a high degree of similarity between the goods. However, if I am wrong, I find the level of similarity shared will be medium at the very least.

41. I also consider that the opponent covers the goods *virtual reality headsets for playing video games for connection to computers, video game consoles, handheld video game consoles, tablet computers, mobile devices, and mobile phones in order to enable virtual reality experiences* in class 28. I note the nature of these headsets will differ to the applicant's *virtual reality software*. However, I consider that the goods are at least important, if not essential to each other. Further, it is my view that the consumer is likely to believe that these goods will be offered by the same entities. I therefore find these goods to be complementary. Whilst the specific purpose of the goods will differ, the broad purpose of the goods, to enable the consumer to enjoy a virtual reality experience, will be shared, and I also consider it highly likely at least some trade channels will be shared. I do not consider the goods to be in competition, and the method of use will differ. Overall, I consider these goods to be similar to the applicant's goods to a medium degree.

42. The opponent also covers the services *virtual reality game services provided via the internet and other communications networks*. Whilst the nature of goods and services inevitably differs, I consider the purpose of these services, for providing the consumer with a virtual reality experience, will be shared. I consider that there may be an overlap in the method of use of the goods and services, as well as an overlap in trade channels, with downloadable software goods likely being offered by the same entities and sharing the same trade channels as the non-downloadable services provided via the internet. Further, it is my view that virtual reality software will be important to these services, and that the consumer is likely to consider they are offered

by the same undertakings, and there is therefore a level of complementarity. Overall, I consider there to be at least a medium to high degree of similarity between these goods and services.

43. Whilst there are other goods and services covered by the opponent that may also be considered similar the contested goods, it is not necessary for me to conduct an analysis based on all of the earlier goods and services. Whilst it would usually suffice to provide just one example of where the goods may be found similar, for completeness I have provided three examples in this instance. However, I note it still may be the case that the earlier mark achieves only a partial registration and in order to make any decision final, a further comparison may be required. It is impossible and unnecessary to try to pre-empt an outcome of this sort at this stage, and as such I will not go any further in my goods and services comparison under this mark at this time.

Comparison of the marks in relation to section 5(2)(a) of the Act

44. In order for the opponent to succeed under section 5(2)(a) of the Act, the marks must be considered identical. In *S.A. Société LTJ Diffusion v. Sadas Vertbaudet SA*, Case C-291/00, the Court of Justice of the European Union held that:

“54... a sign is identical with the trade mark where it reproduces, without any modification or addition, all the elements constituting the trade mark or where, viewed as a whole, it contains differences so insignificant that they may go unnoticed by an average consumer.”

45. The marks for comparison under this ground are as follows:

Earlier mark	Contested marks
META	meta and Meta

46. The protection of a word mark in standard uppercase lettering also provides for its protection in lowercase lettering, or in a normal combination of the two such as in the word 'Meta' above. As such, I do not consider the applicant's choice to present its word marks in lowercase or in the chosen combination of uppercase and lowercase lettering as shown on the register to constitute a true modification to the earlier word mark. As this is the only difference between the marks, I consider the marks to be identical. However, I note for completeness that if the varying use of case above does constitute a modification to the earlier mark, I consider this to be so insignificant that it may go unnoticed by the average consumer, and I still therefore find the marks identical if this is considered to be the case.

Average consumer and the purchasing act

47. The average consumer is deemed to be reasonably well informed and reasonably observant and circumspect. For the purpose of assessing the likelihood of confusion, it must be borne in mind that the average consumer's level of attention is likely to vary according to the category of goods or services in question: *Lloyd Schuhfabrik Meyer*, Case C-342/97.

48. In *Hearst Holdings Inc, Fleischer Studios Inc v A.V.E.L.A. Inc, Poeticgem Limited, The Partnership (Trading) Limited, U Wear Limited, J Fox Limited*, [2014] EWHC 439 (Ch), Birss J. described the average consumer in these terms:

“60. The trade mark questions have to be approached from the point of view of the presumed expectations of the average consumer who is reasonably well informed and reasonably circumspect. The parties were agreed that the relevant person is a legal construct and that the test is to be applied objectively by the court from the point of view of that constructed person. The words “average” denotes that the person is typical. The term “average” does not denote some form of numerical mean, mode or median.”

49. The average consumer of the goods and services will primarily include members of the general public. I do not consider the goods and services will be very low cost, every day purchases. However, whilst the price of the goods may vary, with some goods within the categories filed undoubtedly being more expensive than others, I do

not consider this means the consumer will pay a high degree of attention to the categories as a whole. However, it is my view that the consumer will consider factors such as the subject, content and reviews when purchasing the virtual reality software and the virtual reality services, and aspects such as the quality, aesthetics and comfort may be considered when purchasing goods such as the virtual reality headsets. Considering all of these factors, it is my view the general public will pay from a medium and to a slightly above medium degree of attention in respect of the goods and services.

50. I consider that the purchasing process will primarily be visual, with consumers viewing the goods and services either in online or physical retail stores. However, the consumer may receive verbal recommendations from peers and may seek verbal assistance from retail staff, and so I cannot completely disregard any verbal considerations.

Distinctive character of the earlier trade mark

51. In *Lloyd Schuhfabrik Meyer & Co. GmbH v Klijsen Handel BV*, Case C-342/97 the CJEU stated that:

“22. In determining the distinctive character of a mark and, accordingly, in assessing whether it is highly distinctive, the national court must make an overall assessment of the greater or lesser capacity of the mark to identify the goods or services for which it has been registered as coming from a particular undertaking, and thus to distinguish those goods or services from those of other undertakings (see, to that effect, judgment of 4 May 1999 in *Joined Cases C-108/97 and C-109/97 Windsurfing Chiemsee v Huber and Attenberger* [1999] ECR I-0000, paragraph 49).

23. In making that assessment, account should be taken, in particular, of the inherent characteristics of the mark, including the fact that it does or does not contain an element descriptive of the goods or services for which it has been registered; the market share held by the mark; how intensive, geographically widespread and long-standing use of the mark has been; the amount invested by the undertaking in promoting the mark; the proportion of the relevant section

of the public which, because of the mark, identifies the goods or services as originating from a particular undertaking; and statements from chambers of commerce and industry or other trade and professional associations (see *Windsurfing Chiemsee*, paragraph 51).”

43. The opponent has not filed any evidence of use of its earlier mark within these proceedings. As such, I only have the inherent position to consider.

44. The earlier mark is the simple four-letter word META. This is defined by Collins dictionary¹ as follows:

meta in British English

ADJECTIVE *informal, mainly US*

1. *concerned with cultural conventions rather than with reality*
2. *(of an artistic work) self-referential*

45. I am not convinced that these definitions would be commonly known by all relevant consumers in the UK, but I note in any case it is a relatively short four-letter word. Where it will be understood by the consumer in line with one of the definitions above, I do not consider it to be allusive or descriptive of the goods and services as filed. At the hearing, the opponent submitted there is at least an average degree of distinctive character in the earlier rights. Whilst I prefer to express this as ‘medium’ I agree with the opponent that the earlier mark holds a medium degree of inherent distinctiveness where the meaning of the mark is known in the context of the goods, and an above medium degree of distinctiveness where no meaning is not known.

46. I note here for completeness that whilst not filed in evidence, Mr Webb-Benjamin has made several submissions regarding third party rights for the mark META being present on various other trade mark registers. In *Zero Industry Srl v OHIM*, Case T-400/06, the GC stated that:

¹ <https://www.collinsdictionary.com/dictionary/english/meta>

“73. As regards the results of the research submitted by the applicant, according to which 93 Community trade marks are made up of or include the word ‘zero’, it should be pointed out that the Opposition Division found, in that regard, that ‘... there are no indications as to how many of such trade marks are effectively used in the market’. The applicant did not dispute that finding before the Board of Appeal but none the less reverted to the issue of that evidence in its application lodged at the Court. It must be found that the mere fact that a number of trade marks relating to the goods at issue contain the word ‘zero’ is not enough to establish that the distinctive character of that element has been weakened because of its frequent use in the field concerned (see, by analogy, Case T-135/04 GfK v OHIM – BUS(Online Bus) [2005] ECR II-4865, paragraph 68, and Case T-29/04 Castellblanch v OHIM – Champagne Roederer (CRISTAL CASTELLBLANCH) [2005] ECR II-5309, paragraph 71). “

47. Notwithstanding the fact that, as previously expressed, trade mark rights are strictly territorial and it is the position in the UK that is key, submissions regarding the existence of third-party META marks on various trade mark registers in the UK or otherwise are also irrelevant to my assessment of the earlier marks inherent distinctiveness for the reasons set out in the case law above.

Conclusion on section 5(2)(a)

48. As the necessary case law for assessing whether there will be a likelihood of confusion under section 5(2)(a) is largely shared with that I must consider in an assessment of likelihood of confusion under section 5(2)(b) of the Act, I intend to now move on to consider the opponent’s the 5(2)(b) ground. I will then make my conclusions regarding the opposition based on section 5(2)(a) and section 5(2)(b) at the end of this decision.

Section 5(2)(b)

Comparison of the goods

49. An opposition based on section 5(2)(b) of the Act may proceed on the basis that the contested goods are identical or similar to those covered by the earlier mark. The

earlier mark relied upon under this ground covers *virtual reality software* in class 9. These are self evidently identical to the goods covered by the contested mark. I also note for completeness the high and medium levels of similarity between the goods and services as compared under section 5(2)(a) above, also apply in respect of the same goods and services covered by this earlier mark.


Comparison of the marks under section 5(2)(b) of Act

50. It is clear from *Sabel BV v. Puma AG* (particularly paragraph 23) that the average consumer normally perceives a mark as a whole and does not proceed to analyse its various details. The same case also explains that the visual, aural and conceptual similarities of the marks must be assessed by reference to the overall impressions created by the marks, bearing in mind their distinctive and dominant components. The Court of Justice of the European Union stated at paragraph 34 of its judgment in Case C-591/12P, *Bimbo SA v OHIM*, that:

“.....it is necessary to ascertain, in each individual case, the overall impression made on the target public by the sign for which registration is sought, by means of, inter alia, an analysis of the components of a sign and of their relative weight in the perception of the target public, and then, in the light of that overall impression and all factors relevant to the circumstances of the case, to assess the likelihood of confusion.”

52. It would be wrong, therefore, to dissect the trade marks artificially, although it is necessary to take into account the distinctive and dominant components of the marks and to give due weight to any other features which are not negligible and therefore contribute to the overall impressions created by the marks.

53. The respective trade marks are shown below:

Earlier trade mark	Contested trade marks
	<p>meta</p> <p>and</p>

	Meta
--	------

54. The earlier mark comprises two elements, namely the device element at the beginning of the mark, and the four-letter word 'Meta'. Whilst the consumer tends to place more importance on the beginning of marks,² it is also true that where marks combine both word elements and device elements, the word element will generally be considered as more distinctive and even as more dominant than the device element.³ I find this to be the case here, with the distinctive word element which makes up the majority of the earlier mark playing the most significant role in its overall impression. Whilst I do not consider the device element to be negligible, it does appear to be largely decorative and plays a lesser role in the overall impression of the mark as a whole.

55. The contested marks are the simple words 'meta' and 'Meta'. The overall impression of each of these marks resides in the mark as a whole.

My approach

56. The two contested marks are both filed as word marks and may notionally be used in either all lowercase lettering, or with a capital 'M'. For this reason, I consider the visual, aural and conceptual comparison with the earlier mark will be identical in respect of both of the contested marks. I therefore intend to only refer to a single contested mark in the comparison below, but my findings will apply equally to both.

Visual comparison

57. The earlier mark and the contested mark coincide visually through the use of the distinctive and dominant four-letter word 'Meta'. They differ by way of the initial device element placed at the beginning of the earlier mark. Overall, considering the similarities and the differences, I find the marks to be visually similar to a relatively high degree.

² *El Corte Inglés, SA v OHIM*, Cases T-183/02 and T-184/02

³ *MigrosGenossenschafts-Bund v EUIPO*, T-68/17

Aural similarity

58. The only verbal elements of the marks are the same in each mark, and I therefore consider the marks to be aurally identical.

Conceptual comparison

59. As identified earlier on in this decision, the word 'Meta' is defined within the dictionary. It will likely be understood by at least a significant portion of consumers in the UK in accordance with its dictionary definitions. However, I also consider there will be a portion of consumers who will not know the meaning of the word 'Meta' and who will therefore attach no concept to the same. I do not consider the device element in the earlier mark will convey an immediately graspable concept to the consumer, as it is not clear what, if anything, it is intended to represent. For those consumers that understand the meaning of the word 'Meta', the marks will be conceptually identical. For those that do not know the meaning of the word, the marks will be conceptual neutral.

Average consumer and the purchasing act

60. I have already set out who I consider to be the relevant consumer of *virtual reality software* and the similar goods and services. I consider these to primarily comprise members of the general public paying a medium to slightly above medium degree of attention. As previously set out, the purchasing process will be primarily visual, but I cannot completely discount the aural considerations.

Distinctive character of the earlier mark

61. I have already set out the case law relevant to my assessment of the distinctiveness of the earlier mark. Again, the opponent has not filed any evidence of use of its earlier mark relied upon under this ground, and as such I only have the inherent position to consider. For the reasons previous set out, I find the element 'Meta' to hold a medium or above medium degree of inherent distinctiveness, depending on the consumers understanding of the mark. I do not consider that the relatively simple device element adds significantly to the distinctiveness of this mark, which I find remains medium or above medium when considered as a whole.

GLOBAL ASSESSMENT – Conclusions on Likelihood of Confusion under sections 5(2)(a) and 5(2)(b)

62. Prior to reaching a decision under Section 5(2)(a) and 5(2)(b), I must first consider all relevant factors, including those as set out within the principles A-K at paragraph 31 of this decision. I must view the likelihood of confusion through the eyes of the average consumer, who is deemed to be reasonably well informed and reasonably circumspect and observant, but who rarely has the chance to make direct comparisons between marks and must instead rely upon the imperfect picture of them they have kept in their mind. I must consider the level of attention paid by the average consumer, and consider the impact of the visual, aural and conceptual similarities of the marks by reference to the overall impressions created by the marks, bearing in mind their distinctive and dominant components. I must consider that the level of distinctive character held by the earlier mark will have an impact on the likelihood of confusion. I must remember that the distinctiveness of the common elements is key.⁴ I must keep in mind that in respect of section 5(2)(b) of the Act, a lesser degree of similarity between the goods or services may be offset by a greater degree of similarity between the marks, and vice versa. In respect of 5(2)(a), the identity of the marks may offset a lower degree of similarity between the goods or services. I must also consider that both the degree of attention paid by the average consumer and how the goods or services are obtained will have a bearing on how likely the consumer is to be confused.

63. There are two types of confusion that I may find. The first type of confusion is direct confusion. This occurs where the average consumer mistakenly confuses one trade mark for another. The second is indirect confusion. This occurs where the average consumer notices the differences between the marks, but due to the similarities between the common elements, they believe that both products derive from the same or economically linked undertakings.⁵

⁴ See *Kurt Geiger v A-List Corporate Limited*, BL O-075-13, in which Mr Iain Purvis Q.C. as the Appointed Person pointed out that the level of 'distinctive character' is only likely to increase the likelihood of confusion to the extent that it resides in the element(s) of the marks that are identical or similar.

⁵ *L.A. Sugar Limited v Back Beat Inc*, BL O/375/10

64. In *Duebros Limited v Heirler Cenovis GmbH*, BL O/547/17, Mr James Mellor Q.C. (as he then was), as the Appointed Person, stressed that a finding of indirect confusion should not be made merely because the two marks share a common element. In this connection, he pointed out that it is not sufficient that a mark merely calls to mind another mark. This is mere association not indirect confusion.

Conclusions on section 5(2)(a)

65. In respect of section 5(2)(a) of the Act, I found that the marks were identical. I found the goods to range from identical to similar to a medium degree. As section 5(2)(a) of the Act requires goods to be similar only, I will consider the outcome based on the goods I find to be similar only. I found the relevant consumers will primarily be members of the general public who will pay between a medium and a slightly above medium degree of attention to the goods, and that the purchasing process will be primarily visual, although I cannot completely discount the aural comparison. I found the earlier mark will hold a medium or above medium degree of inherent distinctive character, depending on the consumers understanding of META. Considering all of the factors and noting particularly the identity of the marks, the similarity between the goods, and the at least medium level of distinctiveness held by the earlier mark, it is my view there will be a likelihood of direct confusion in this instance, on the basis that the consumer will believe that the similar goods are offered under an identical mark used by the same undertaking. I therefore find the opposition under section 5(2)(a) of the Act succeeds.

Conclusions on section 5(2)(b)

66. I found the marks to be visually similar to a relatively high degree, aurally identical and conceptually identical or conceptually neutral depending on the consumer's understanding of the word META. I found the goods to be identical, and that there will also be earlier goods which are highly similar and similar to a medium degree to the contested goods. I found the element META to be the most distinctive and dominant element of the earlier mark, and that that this word also comprises the whole of the contested marks. I found that consumers will comprise members of the general public paying between a medium and slightly above medium degree of attention to the goods, and that the earlier mark holds a medium or above medium degree of inherent

distinctive character by virtue of the shared element META, depending on the consumers understanding of the same. Considering all of these factors, it is my view that even when paying a slightly above medium level of attention, the consumer may easily fail to recall or notice the omission or addition of the device element between the marks and may therefore mistake one mark for the other. I find this to be the case both where the marks are considered conceptually identical, and where they are considered conceptually neutral, as the conceptual neutrality will not help to distinguish the marks in the mind of the consumer. For completeness, I note it is my view that there will be a likelihood of direct confusion even where only the similar goods are considered.

67. I also consider the likelihood of indirect confusion between the marks. In *L.A. Sugar* Mr Iain Purvis Q.C. (as he then was), as the Appointed Person set out three examples of when indirect confusion may occur as below:

17. Instances where one may expect the average consumer to reach such a conclusion tend to fall into one or more of three categories:

(a) where the common element is so strikingly distinctive (either inherently or through use) that the average consumer would assume that no-one else but the brand owner would be using it in a trade mark at all. This may apply even where the other elements of the later mark are quite distinctive in their own right (“26 RED TESCO” would no doubt be such a case).

(b) where the later mark simply adds a non-distinctive element to the earlier mark, of the kind which one would expect to find in a sub-brand or brand extension (terms such as “LITE”, “EXPRESS”, “WORLDWIDE”, “MINI” etc.).

(c) where the earlier mark comprises a number of elements, and a change of one element appears entirely logical and consistent with a brand extension (“FAT FACE” to “BRAT FACE” for example).”

68. I note that the examples above were intended to be illustrative and are not exhaustive. Further, in *Whyte and Mackay Ltd v Origin Wine UK Ltd and Another*

[2015] EWHC 1271 (Ch), Arnold J. (as he then was) considered the impact of the CJEU's judgment in *Bimbo*, Case C-591/12P, on the court's earlier judgment in *Medion v Thomson*. The judge said:

“18 The judgment in *Bimbo* confirms that the principle established in *Medion v Thomson* is not confined to the situation where the composite trade mark for which registration is sought contains an element which is identical to an earlier trade mark, but extends to the situation where the composite mark contains an element which is similar to the earlier mark. More importantly for present purposes, it also confirms three other points.

19 The first is that the assessment of likelihood of confusion must be made by considering and comparing the respective marks — visually, aurally and conceptually — as a whole. In *Medion v Thomson* and subsequent case law, the Court of Justice has recognised that there are situations in which the average consumer, while perceiving a composite mark as a whole, will also perceive that it consists of two (or more) signs one (or more) of which has a distinctive significance which is independent of the significance of the whole, and thus may be confused as a result of the identity or similarity of that sign to the earlier mark.

20 The second point is that this principle can only apply in circumstances where the average consumer would perceive the relevant part of the composite mark to have distinctive significance independently of the whole. It does not apply where the average consumer would perceive the composite mark as a unit having a different meaning to the meanings of the separate components. That includes the situation where the meaning of one of the components is qualified by another component, as with a surname and a first name (e.g. BECKER and BARBARA BECKER).

21 The third point is that, even where an element of the composite mark which is identical or similar to the earlier trade mark has an independent distinctive role, it does not automatically follow that there is a likelihood of

confusion. It remains necessary for the competent authority to carry out a global assessment taking into account all relevant factors.”

69. I do not consider that the marks fall neatly into one of the categories set out in *L.A. Sugar* in this instance. However, it is my view that the word META plays an independent role in the earlier mark, and I note that the identical or near identical elements meta and Meta make up the entirety of the contested marks. Considering all of the factors previously set out, it is my view that in this instance, should the consumer notice the addition or the omission of the device element in the earlier mark, this would be put down to use of a brand variant offered by the same entity with additional decorative elements, or the use of the contested marks in conjunction with another mark also owned by the same economic entity. I therefore find that if the differences between the marks are noted, there would be a likelihood of indirect confusion between the same. For completeness, I also find this to be the case where the goods I have found to be similar only are relied upon by the opponent.

Final Remarks

70. The opposition has been successful in its entirety. However, as previously set out, the marks relied upon are not yet registered and are subject to opposition proceedings in the UK. If the pending opposition proceedings against the earlier marks are successful, the earlier marks upon which the success of this opposition relies may not achieve registration in the UK. If this happens, the earlier marks will not constitute valid earlier rights within the meaning of section 6 of the Act. As such, this is a provisional decision, which will be made final only once the earlier rights have become registered within the UK. Should no registration or partial registration only be achieved, an assessment of the impact that has on this provisional decision will be considered at that stage. In any case, a supplementary decision confirming the final outcome of this opposition will be issued once the outcome of the oppositions against the earlier marks is known. An appeal deadline will be set when the supplementary decision is issued.

COSTS

71. I consider that the opponent’s success within this opposition will, if made final, entitle them to scale costs in accordance with Tribunal Practice Notice 2/2016.

However, as this decision is yet to be made final, there will be no award of costs made at this time. Costs will be awarded along with the issuance of the supplementary decision.

Dated this 29th day of March 2023

Rosie Le Breton

For the Registrar

Annex A

Class 9: Downloadable software in the nature of a mobile application; Computer hardware; Downloadable software for social networking and creating and interacting with online communities; Downloadable software for creating, managing and accessing groups within virtual communities; Software development tools; Downloadable software to enable development, assessment, testing, and maintenance of mobile software applications for portable electronic communication devices, namely, mobile phones, smartphones, handheld computers and computer tablets; Downloadable software for use as an application programming interface (API); Downloadable software for organizing events, searching for events, calendaring and managing events; Downloadable software for creating, editing, uploading, downloading, accessing, viewing, posting, displaying, tagging, blogging, streaming, linking, annotating, indicating sentiment about, commenting on, interacting with, embedding, and sharing or otherwise providing electronic media, images, video, audio, audio-visual content, data, and information via the internet and communication networks; Downloadable computer software for finding content and content publishers, and for subscribing to content; Downloadable software for creating and managing social media profiles and user accounts; Interactive photo and video equipment, namely, kiosks for capturing, uploading, editing, printing and sharing digital images and video; Downloadable software for streaming multimedia entertainment content, audio-visual content, video content, and associated text and data; Downloadable software for enabling transmission of images, audio, audio visual and video content and data; Downloadable software for modifying photographs, images and audio, video, and audio-visual content; Downloadable software for use in taking and editing photographs and recording and editing videos; Downloadable software for processing images, graphics, audio, video, and text; Downloadable software for collecting, managing, organizing, synchronizing, and the storage of data and information; Downloadable e-commerce software to allow users to perform electronic business transactions via a global computer and communication networks; Downloadable software and mobile application software providing a virtual marketplace; Downloadable software for sending and receiving electronic messages, alerts, notifications and reminders; Downloadable software for file sharing; Downloadable messaging software; Computer search engine software; Downloadable software for use in creating, managing, measuring, and disseminating advertising of others; Advertisement server, namely, a computer server for storing advertisements and delivering advertisements to websites; Downloadable software for creating, sharing, disseminating and posting advertising; Downloadable software for geo-location based advertising and product and service promotion; Downloadable software that enables individuals, groups, companies, and brands to create and maintain an online presence and interact with online communities for marketing purposes; Downloadable virtual reality software; Downloadable augmented reality software; Downloadable mixed reality software; Virtual reality software for interactive entertainment and virtual reality gaming; Augmented reality software for interactive entertainment and augmented reality gaming; Downloadable software for integrating electronic data with real world environments for the purposes of entertainment, education, gaming, communicating, and social networking; Downloadable software for use in enabling computers, video game consoles, handheld video game consoles, tablet computers, mobile devices, and mobile telephones to provide virtual reality and augmented reality experiences; Downloadable software for operating, configuring, and managing virtual reality headsets and controllers; Downloadable software for gesture recognition, object tracking, motion control, and content visualization; Software, firmware and hardware for use in visual, voice, audio, motion, eye and gesture tracking and recognition; Downloadable software for navigating a virtual reality and augmented reality environments; Downloadable software for enabling users to experience virtual reality and augmented reality visualization, manipulation, and immersion; Downloadable software for recording, storing, transmitting, receiving, displaying and analyzing data from wearable computer hardware; Downloadable software for use in creating and designing virtual reality and augmented reality software; Application programming interface (API) for computer software for developing virtual reality and augmented reality experiences; Virtual reality game computer hardware; Augmented reality game computer hardware; Mixed reality game computer hardware; Virtual reality computer hardware; Augmented reality computer hardware; Motion tracking sensors for virtual reality and augmented reality technology; Virtual reality hardware, namely, headsets, glasses, and controllers for engaging in virtual reality experiences and playing virtual reality games; Augmented reality hardware, namely, headsets, glasses, and controllers for engaging in augmented reality experiences and playing augmented reality games; Wearable computing devices comprised primarily of software and display screens for connection to computers, tablet computers, mobile devices, and mobile phones in order to enable virtual reality and augmented reality world experiences; Hardware and software for operating sensor devices; Electronic sensor devices, cameras, projectors, and microphones for gesture, facial, and voice detection, capture and recognition; Hardware and software for detecting objects, user gestures and commands; Downloadable electronic game software in the nature of video games, computer games, interactive multimedia games, and virtual, augmented, and mixed reality games; Computer software for controlling the operation of audio and video devices; Video display software; Downloadable software for accessing and viewing text, images and electronic data relating to conferences in the field of software development; Downloadable software for converting natural language into machine-executable commands; Downloadable software for facilitating interaction and communication between humans and AI (artificial intelligence) platforms; Application programming interface (API) for use in developing AI (artificial intelligence) platforms, namely, bots, virtual agents and virtual assistants; Downloadable software, namely, an interpretive interface for facilitating interaction between humans and machines; Artificial intelligence software, namely, machine learning software, visual perception software, speech or language recognition software, decision-making software, translation software, touch recognition software, conversational query software, software for converting natural language into machine-executable commands, and digital assistant software; Downloadable virtual assistant

software that can perform tasks or services on behalf of a user that is activated by user input, location awareness, and online information; Downloadable software for providing consumer information; Downloadable software for providing electronic maps; Location-aware downloadable software for searching, determining, and sharing locations; Downloadable software for searching and identifying employment opportunities; Downloadable software for identifying and allowing users to contact government representatives; Downloadable software providing location-based weather information; Downloadable software providing, linking to, or streaming news or current events information; Parental control software; Computer software; Computer operating systems; Downloadable software for enabling electronic devices to share data and communicate with each other; Computer peripheral devices; Wearable peripherals for computers, tablet computers, mobile devices and mobile telephones; Digital media streaming devices; Headsets and headphones; Video display hardware, namely, video drivers for video eyewear; Cameras; Batteries; Battery cases; Battery packs; Rechargeable electric battery devices, namely, rechargeable batteries and portable power supplies; Battery chargers; Rechargeable external battery packs for use with mobile electronic devices; Power charging and power management devices for mobile electronic devices; Charging stands for mobile electronic devices; External chargers for use with computers, tablet computers, mobile devices and mobile telephones; Wireless charging cases for use with computers, tablet computers, mobile devices and mobile telephones; Power adapters; Electrical adapters, cable, and connectors; Bags and cases specially adapted for mobile electronic devices; Protective covers and cases for mobile electronic devices; Holders, armbands, clips and carrying cases specially adapted for mobile electronic devices; Wall mounts for mounting mobile electronic devices; Stands for mobile electronic devices; Holders for mobile electronic devices; Remote controls for mobile electronic devices; Audio speakers; Electrical audio and speaker cables and connectors; Electronic cables parts and fittings; Electronic cables; Cables for optical signal transmission; Power cables and cable connectors; Microphones; Audio receivers; Audio transmitters; Head-mounted video display; Receivers of electronic signals; Video receivers; Wireless transmitters and receivers for reproduction of sound and signals; Electric sensors; Sensors for monitoring physical movements; SIM cards; Downloadable software for use in customer relationship management (CRM); Downloadable software for facilitating and arranging for the financing and distribution of fundraising and donations; Downloadable software for online charitable fundraising services and financial donation services; Downloadable software for use in facilitating voice over internet protocol (VOIP) calls, phone calls, video calls, text messages, instant message and online social networking services; Telecommunications equipment for providing third party access to, and enabling the transmission of video, data and voice over, global communications networks, namely, mobile and access computer and mobile telephone terminals, base transceiver stations and wireless radio parts thereof, data transceivers, data repeaters, routers and switches, transmission circuits, integrated circuits, computer hardware, mobile cloud clients and servers, multiplexers, digital signal processors, radio frequency signal processors, mobile switching circuits, air traffic electrical controllers, mobility electrical controllers, access electrical controllers, remote port electrical controllers, radio ports, antennas, electronic radio components, software for telecommunications applications, and mobile core networks comprising data transceivers, wireless networks and gateways for collection, transmission and management of data, voice and video; Communication software and communication computer hardware for providing access to the Internet; Telecommunications equipment; Radio receivers and transmitters; GPS receivers; Downloadable software to allow users to perform e-commerce transactions via the internet and communications networks; Downloadable computer software that allows users to make payments and transfer funds; Downloadable computer software that enables online users to make payments and transfer funds across multiple websites and mobile applications; Downloadable computer software for processing electronic payments; Computer software in the nature of a query engine; Downloadable software for facilitating machine learning; Downloadable software for building user interfaces; Downloadable electronic publications; Downloadable software for opinion polling; Downloadable software allowing users to post questions with answer options; Interactive photo and video equipment, namely, kiosks computer hardware for capturing, uploading, editing, printing and sharing digital images and video; Downloadable software for the synchronization of data between a remote station or device and a fixed or remote station or device; Voice command and recognition software, speech to text conversion software; Voice-enabled software applications for personal information management; Home automation and home device integration software; Wireless communication software for voice, audio, video, and data transmission; Downloadable software used for controlling stand-alone voice controlled information and personal assistant devices; Downloadable software for voice recognition for use in connection with the transmission of voice and data; Downloadable software for accessing, browsing, and searching online databases, audio, video, and multimedia content, games, and software applications, and software application marketplaces; Downloadable software for use to connect and control internet of things (iot) electronic devices; Computer application software for handheld wireless devices, namely, software for controlling, integrating, operating, connecting, and managing voice controlled information devices, namely, cloud-connected and voice-controlled smart consumer electronic devices and electronic personal assistant devices; Downloadable software for processing, reproducing, synchronizing, recording, organizing, downloading, uploading, transmitting, streaming, receiving, playing and viewing text, multimedia and data files; Downloadable software, for personalized, interactive television (TV) programming and for use in displaying and manipulating visual media, graphic images, text, photographs, illustrations, digital animation, video clips, film footage and audio data; Downloadable software in the nature of a mobile application for telecommunication services for providing transmission of voice, data, video, and media content via the internet and the worldwide web for computers or other portable consumer electronic devices; Downloadable software for searching television entertainment exploration guides; Downloadable software for searching, locating, compiling, indexing, correlating, navigating, obtaining, downloading, receiving, encoding, decoding, playing, storing and organizing text, data, images, graphics, audio and video on a global computer network; Downloadable software to

enhance mobile access to the internet via computers, mobile computers, and mobile communications devices; Downloadable software for formatting and converting content, text, visual works, audio works, audiovisual works, literary works, data, files, documents and electronic works into a format compatible with portable electronic devices and computers; Electronic communication equipment and instruments, namely, mobile and wearable digital electronic devices for sending and receiving of text, data, audio, image, and video files; Telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; Electronic notepads; Electronic personal organizers; Electronic voice recording and voice recognition apparatus; Portable digital electronic devices for recording, organizing, transmitting, manipulating, reviewing, and receiving text, data, and digital files; Wearable computer hardware; Wearable digital electronic devices comprised primarily of software for alerts, messages, emails, and reminders, and for recording, organizing, transmitting, manipulating, reviewing, and receiving text, data, audio, image and digital files and display screens; Downloadable software for accessing, browsing and searching online databases; Downloadable software for accessing, monitoring, searching, displaying, reading, recommending, sharing, organizing, and annotating news, sports, weather, commentary, and other information, content from periodicals, blogs, and websites, and other text, data, graphics, images, audio, video, and multimedia content; Downloadable software for creating, authoring, distributing, downloading, transmitting, receiving, playing, editing, extracting, encoding, decoding, displaying, storing and organizing text, data, graphics, images, audio, video, and multimedia content, electronic publications, and electronic games; Apparatus for recording, transmission or reproduction of sound or images; Apparatus for transmission of communication; Apparatus for data storage, namely, mobile and wearable digital electronic devices for the storage of text, data, audio, image, and video files; Blockchain; Blockchain software; Downloadable software in the field of blockchain; Downloadable software for use with digital currency, crypto currency and virtual currency; Digital currency wallet and storage services software; Downloadable computer software for use as a cryptocurrency wallet; Cryptocurrency hardware wallet; Downloadable computer software for use as a digital wallet; Downloadable computer software for use as an electronic wallet; Computer programs and downloadable computer application software for electronic storage of data; Downloadable software for providing a digital wallet; Downloadable software for digital currency payment and exchange transactions; Downloadable software for use in managing portfolios of digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Downloadable software for electronic wallet services; Downloadable e-wallets; Distributed ledger platform software; Software for use with distributed ledger technology; Downloadable software which facilitates the ability of users to view, analyze, record, store, monitor, manage, trade and exchange digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Downloadable software for sending, receiving, accepting, buying, selling, storing, transmitting, trading and exchanging digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Downloadable software for implementing and recording financial transactions; Downloadable software for use in financial trading; Downloadable software for use in financial exchange; Downloadable software for accessing financial information and market data and trends; Downloadable software for providing authentication of parties to a financial transaction; Downloadable software for maintaining ledgers for financial transactions; Downloadable software for the management of cryptographic security of electronic transmissions across computer networks; Downloadable software for encrypting and enabling secure transmission of digital information over the Internet; Downloadable software for allowing users to calculate parameters related to financial transactions; Downloadable software for electronic funds transfer; Downloadable software for currency conversion; Downloadable software for the collection and distribution of data; Downloadable software for payment transactions; Downloadable software for connecting computers to local databases and global computer networks; Downloadable software for creating searchable databases of information and data; Downloadable software for managing and validating digital currency, virtual currency, cryptocurrency, digital asset, blockchain asset, digitized asset, digital token, crypto token and utility token transactions; Downloadable software for creating and managing smart contracts; Downloadable software for managing payment and exchange transactions; Downloadable software and hardware for use as a digital currency wallet, virtual currency wallet, digital asset wallet, crypto token wallet, and utility wallet; Downloadable software for creating a decentralized and open source digital currency, virtual currency, cryptocurrency, digitized assets, digital token for use in blockchain-based transactions; Computer application software for blockchain-based platforms, namely, software for digital exchanges for virtual items; Downloadable software for creating, selling and managing blockchain-based tokens or appcoins; Downloadable software for use in an electronic financial platform; Downloadable software for processing electronic payments and for transferring funds to and from others; Blockchain platform software; Downloadable software for use in the management and implementation of digital currency, virtual currency, cryptocurrency, digital and blockchain asset, digitized asset, digital token, crypto token and utility token transactions; Downloadable software for creating and managing a blockchain platform for use in managing digital currency, virtual currency, cryptocurrency, digital and blockchain asset, digitized asset, digital token, crypto token and utility token accounts; Downloadable software for managing crypto currency and digital currency accounts; Downloadable software for use in payments, purchases, and investments using digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Downloadable software for use in managing the conversion of digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens into hard currency; Downloadable software for developing, deploying, and managing software applications, and integrating software applications for digital currency, virtual currency, cryptocurrency, digital and blockchain asset, digitized asset, digital

token, crypto token and utility token accounts; Downloadable software and hardware for use in electronically exchanging currency for digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Downloadable software for use as an application programming interface (API) for the development, testing, and integration of blockchain software applications; Computer hardware for digital currency, virtual currency, cryptocurrency, digital and blockchain asset, and digitized asset mining; Security token hardware; Electronic currency converters; Downloadable software, namely, electronic financial platform that accommodates multiple types of payment and transactions in an integrated mobile phone, personal digital assistant (PDA), and web-based environment; Downloadable software for creating tokens to be used to pay for products and services, and that may be traded or exchanged for cash value; Downloadable software for managing digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized asset, digital token, crypto token and utility token payments, money transfers, and commodity transfers; Downloadable software for use as an application program interface (API) software for use in computer hardware device identification; Downloadable software for use in authenticating user access to computers and computer networks; Downloadable software for use in facilitating secure transactions; Downloadable software for use in accessing, reading, tracking, and using blockchain technology; Downloadable software and hardware for managing identity information, access rights to information resources and applications and authentication functionality; Downloadable software for network identification verification, authentication and management services for security purposes; Downloadable authentication software for controlling access to and communications with computers and computer networks; Magnetically encoded credit cards and payment cards; Encryption devices; Security tokens; Downloadable software for use as a security token; Downloadable software used in issuing digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Crypto tokens and utility tokens; Downloadable software used in auditing digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Ad server, namely, a computer server for storing advertisements and delivering advertisements to websites; Altimeters; Application programming interface (API) for computer software for developing and creating virtual reality, augmented reality and mixed reality experiences; Application programming interface (API) for computer software which facilitates online services for social networking and for data retrieval, upload, download, access and management; Application programming interface (API) for software which facilitates online services for social networking and for data retrieval, upload, download, access and management; Application programming interface (API) for use in building software applications; Augmented reality glasses; Augmented reality headsets; Augmented reality software; Augmented reality software for interactive entertainment; Augmented reality software for navigating an augmented reality environment; Augmented reality software for object tracking, motion control and content visualization; Augmented reality software for operating augmented reality headsets; Augmented reality software for users to experience augmented reality visualization, manipulation and immersion; Cables, namely, electronic cables and connection cables; Cases, straps, wrist and arm bands for electronic monitoring devices; Computer application software for smartphones and mobile devices in the fields of fitness and exercise featuring personal training services, coaching, workouts and fitness assessments; Computer application software for use in connection with configuring and controlling wearable computer hardware and wearable computer peripherals; Computer hardware for displaying data and video; Computer hardware for use in measuring heart rhythm; Computer hardware for use in taking electrocardiograms; Computer operating system software; Computer peripheral equipment for use with smartwatches, namely, smartwatch bands and smartwatch straps; Computer peripherals for displaying data and video; Computer peripherals for mobile devices for displaying data and video, namely, peripherals worn on the head for mobile devices for displaying data and video; Computer peripherals for mobile devices for remotely accessing and transmitting data, namely, peripherals worn on the head for mobile devices for remotely accessing and transmitting data; Computer peripherals for mobile devices, namely, electronic devices, monitors, sensors, and displays for sensing, monitoring, recording, displaying, measuring, and transmitting global positioning, direction, distance, altitude, speed, navigational information, weather information, temperature, physical activity level, heart rate, pulse rate, blood pressure, calories burned, steps taken, and biometric data; Computer peripherals for remotely accessing and transmitting data; Computer software and computer application software for mobile phones and personal digital devices that provides a fitness assessment and fitness score by comparing previous athletic performances and fitness levels with future athletic performances and fitness levels, and provides advice and customized workouts for improving in specific areas of a particular sport or fitness activity; Computer software and computer application software for mobile phones and personal digital devices that monitor, track, and compare sport activity and fitness level; Computer software and computer application software for mobile phones and personal digital devices that evaluates a user's fitness level and athleticism, and provides fitness scores; Computer software and computer application software for mobile phones and personal digital devices that provides tips, coaching, and personalized workouts, to improve the user's fitness score; Computer software and computer application software for mobile phones and personal digital devices for communicating with gaming consoles, personal computers, personal digital devices, and mobile phones, regarding time, pace, speed, steps taken, athletic skill, calories burned, agility, motion, balance, coordination, and flexibility; Computer software and computer application software for mobile phones and personal digital devices for monitoring, uploading, and downloading data regarding sport activity, fitness training, and fitness level to the internet and other computer and electronic communication networks; Computer software and computer application software that detects user's movements during physical activity, fitness sessions, workouts, to provide personalized fitness scores and assessments; Computer software and firmware, namely, operating system programs, database synchronization software, and data synchronization programs; Computer software development tools; Computer software for accessing, browsing and searching online databases; Computer software for accessing, monitoring, searching,

displaying, reading, recommending, sharing, organizing, and annotating news, sports, weather, commentary, and other information, content from periodicals, blogs, and websites, and other text, data, graphics, images, audio, video, and multimedia content; Computer software for communicating with gaming consoles regarding time, pace, speed, steps taken, athletic skill, calories burned, agility, motion, balance, coordination, and flexibility; Computer software for creating, authoring, distributing, downloading, transmitting, receiving, playing, editing, extracting, encoding, decoding, displaying, storing and organizing text, data, graphics, images, audio, video, and multimedia content, and electronic publications, and electronic games; Computer software for creating, editing, uploading, downloading, accessing, viewing, posting, displaying, tagging, blogging, streaming, linking, annotating, indicating sentiment about, commenting on, embedding, transmitting, and sharing or otherwise providing electronic media or information via computer the internet and communication networks; Computer software for creating, managing, and interacting with an online community; Computer software for fitness and weight management; Computer software for fitness, fitness assessments, and sport activities; Computer software for integrating electronic data with real world environments for the purposes of entertainment, communicating, and social networking; Computer software for managing information regarding tracking, compliance and motivation with a health and fitness program; Computer software for modifying and enabling transmission of images, audio, audio visual and video content and data; Computer software for modifying photographs, images and audio, video, and audio-visual content with photographic filters and virtual reality, mixed reality and augmented reality (AR) effects, namely, graphics, animations, text, drawings, geotags, metadata tags, hyperlinks; Computer software for monitoring, processing, displaying, storing and transmitting data relating to a user's physical activity; Computer software for processing images, graphics, audio, video, and text; Computer software for sending and receiving electronic messages, graphics, images, audio and audio visual content via computer the internet and communication networks; Computer software for sending and receiving electronic messages, alerts, notifications and reminders; Computer software for sensing, monitoring, recording, displaying, measuring, and transmitting global positioning, direction, distance, altitude, speed, navigational information, weather information, temperature, physical activity level, heart rate, pulse rate, blood pressure, calories burned, steps taken, and biometric data; Computer software for setting up, configuring, operating and controlling mobile devices, wearable devices, mobile phones, computers, and computer peripherals; Computer software for social networking and interacting with online communities; Computer software for the collection, managing, editing, organizing, modifying, transmission, sharing, and storage of data and information; Computer software for the redirection of messages, Internet e-mail, and/or other data to one or more electronic wearable wireless communication devices from a data store on or associated with a personal computer or a server; Computer software for tracking and managing information regarding health, fitness, and wellness programs; Computer software for use as an application programming interface (API); Computer software for use in creating, managing, measuring, and disseminating advertising of others; Computer software for viewing digital images and photographs provided as updates for or in combination with head-mounted display screen devices; Computer software for wireless content, data and information delivery; Computer software for wireless data communication for receiving, processing, transmitting and displaying information relating to fitness, body fat, body mass index; Computer software in the field of health, fitness, exercise, and wellness for sensing, monitoring, recording, displaying, measuring, and transmitting global positioning, direction, distance, altitude, speed, navigational information, temperature, physical activity level, heart rate, pulse rate, blood pressure, calories burned, steps taken, and biometric data and for tracking and managing information regarding health, fitness, exercise, and wellness programs; Computer software that detects user's movements during physical activity, fitness sessions, workouts, to provide personalized fitness scores and assessments; Computer software that evaluates a user's fitness level and athleticism, and provides fitness scores; Computer software that monitor, track, and compare sport activity and fitness level; Computer software that provides a fitness assessment and fitness score by comparing previous athletic performances and fitness levels with future athletic performances and fitness levels, and provides advice and customized workouts for improving in specific areas of a particular sport or fitness activity; Computer software that provides tips, coaching, and personalized workouts, to improve the user's fitness score; Computer software to enable accessing, displaying, editing, linking, sharing and otherwise providing electronic media and information via the internet and communications networks; Computer software to enable development, assessment, testing, and maintenance of mobile software applications for portable electronic communication devices, namely, mobile phones, smartphones, handheld computers and computer tablets; Computer software to enhance the audio-visual capabilities of multimedia applications, namely, for the three-dimensional rendering of graphics, still images and moving pictures provided as updates for or in combination with head-mounted display screen devices; Computer software, downloadable computer software and mobile application software for creating, managing and accessing groups within virtual communities; Computer software, namely, an application providing social networking functionalities; Computer software, namely, an interpretive interface for facilitating interaction between humans and machines; Computer software, namely, software development tools for the creation, debugging, and deployment of software applications for smart glasses, near eye displays, head mounted displays, and smartphones; Computers, namely, smartwatches; Connection cables; Digital video eyewear; Digital video eyewear, head mounted video displays, namely, micro screens and associated optics, virtual reality headsets, associated electronics, namely, connection cables and adaptors, software and firmware for displaying video games, electronic media and images; Downloadable computer application software for mobile phones, smartphones, computers, tablets, smart glasses, digital video eyewear, wearable digital electronic devices, namely, glasses, goggles, and headsets, head mounted displays, near eye display systems, communications networks, cloud computing services, and computer systems for communicating between the devices, networks and services; Downloadable computer application software for smart glasses, near eye display systems, and head mounted displays for displaying icons, determining and responding to user selection of icons, controlling connections to and

communication with other devices, networks, and systems, operating a camera to record and display images and audio visual files, organizing digital image and audio visual files, controlling microphones, controlling sound level of built-in speakers, transferring computer files between the smart glasses, near eye display systems, head mounted displays and other devices, networks, and systems, controlling user notifications, controlling a touchpad, controlling and obtaining data from sensors in the smart glasses, near eye display systems, and head mounted displays, including accelerometers, barometric, temperature, tilt, tip, and yaw sensors, head orientation sensors, and GPS receivers, controlling the speed of the CPU, and sensing and displaying the battery charge level, and displaying, capturing, recording, and streaming data, images, and audio visual content in standard reality, augmented reality, and mixed reality environments; Downloadable computer application software for smart glasses, near eye display systems, and head mounted displays for the generation and display of standard reality, augmented reality, mixed reality content; Downloadable computer application software for smart glasses, near eye display systems, and head mounted displays for communication with other smart glasses, near eye display systems, and head mounted displays; Downloadable computer software for enabling capture, storage, and transmission of photographs, videos, data, and information with a user's biometric, health, and other performance data overlaid and integrated into the recording; Downloadable computer software for viewing and interacting with a feed of images, audio, audio-visual and video content and associated text and data; Downloadable computer software, namely, downloadable mobile application for setting up, configuring, and controlling wearable computer hardware and wearable computer peripherals; Electric cables; Electrical adapters; Electronic monitoring devices incorporating indicators that light up and change color based on wearer's cumulative activity level; Electronic monitoring devices incorporating microprocessors, digital display, and accelerometers, for detecting, storing, reporting, monitoring, uploading and downloading sport, fitness training, and activity data to the internet, and communication with gaming consoles and personal computers, regarding time, pace, speed, steps taken, athletic skill, calories burned, heart and body rate, global positioning, direction, distance, altitude, navigational and weather information; Electronic navigational instruments and apparatus; Fitness and exercise sensors, monitors, and displays for sensing, monitoring, recording, displaying, measuring, and transmitting global positioning, direction, distance, altitude, speed, temperature, and navigational information, to be worn during exercise and for sports activities; Gesture recognition software; Glasses with the function of wireless communication; Global positioning system (GPS) devices; Goggles for enabling virtual reality, augmented reality and mixed reality world experiences; Hardware and software to view virtual images in creating virtual, augmented and mixed reality; Head mounted video display; Head-mounted display screen devices and their component parts, namely, video display cards; Headsets; Headsets for use with computers; interactive entertainment software; interface electronics, namely, video driver interface circuits for digital video eyewear; Location-aware computer software, downloadable computer software and mobile application software for searching, determining and sharing locations; Loudspeakers; Messaging software; Microdisplays, namely, head mounted video displays and near eye video displays; Mixed reality computer hardware; Mixed reality glasses; Mixed reality headsets; Mixed reality software; Mixed reality software for interactive entertainment; Mixed reality software for navigating a mixed reality environment; Mixed reality software for object tracking, motion control and content visualization; Mixed reality software for operating mixed reality headsets; Mixed reality software for users to experience mixed reality visualization, manipulation and immersion; Mobile application software for creating personalized fitness training programs; Motion tracking sensors for augmented reality technology; Motion tracking sensors for mixed reality technology; Motion tracking sensors for virtual reality technology; Multifunctional electronic devices for displaying, measuring, and uploading to the Internet information including time, date, body and heart rates, global positioning, direction, distance, altitude, speed, steps taken, calories burned, navigational information, weather information, the temperature, wind speed, and the declination of body and heart rates, altitude and speed; Multifunctional electronic devices for displaying, measuring, and uploading to the Internet information including time, date, heart rate, global positioning, direction, distance, altitude, speed, steps taken, calories burned, navigational information, changes in heart rate, activity level, hours slept, quality of sleep, and silent wake alarm; Near eye display optics, namely, video display screens for mounting near a user's eyes and lenses for displaying images to a user; Near eye display systems comprised of GPS sensors, accelerometers, magnetometers, directional compasses, environment temperature sensors, and electronic tip and tilt orientation sensors; Near eye display systems comprising computer hardware, electronic display interfaces, and software for the generation and display of virtual reality and mixed reality content; Near eye display systems comprising computer hardware, electronic display interfaces, and software specifically adapted for goggles; Near eye display systems comprising eyewear and software for the generation and display of standard reality, augmented reality, and mixed reality content; Near eye displays; Network communication apparatus, namely, mobile and wearable digital electronic devices for the sending and receiving of text, data, audio, image, and video files across networks; Pedometers; Peripherals for mobile devices, namely, pedometers and altimeters; Personal assistant software; Personal digital assistants; Personal electronic devices used to track fitness goals and statistics; Personal fitness trackers; Personal video display devices in the nature of wearable displays for viewing digital content including virtual reality, augmented reality and mixed reality content; Personal video display screens; Portable, handheld, and personal digital electronic devices for recording, organizing, transmitting, manipulating, reviewing, and receiving text, data, and digital files; Remote control apparatus for wearable computer hardware and smartwatches; Sensors for scientific use to be worn by a human to gather human biometric data, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; Smart glasses; Smart glasses with wired and wireless audio capability; Smartwatch bands; Smartwatch straps; Smartwatches; Social assistant software; Software and firmware for controlling, configuring and managing controllers; Software and firmware for displaying video games and electronic media on display screen devices provided as updates for or in combination with head-mounted display screen

devices; Software and firmware for operating system programs; Software and firmware for video drivers and video processing provided as updates for or in combination with head-mounted display screen devices; Software and firmware for enabling electronic devices to share data and communicate with each other; Software driver programs for electronic devices for enabling computer hardware and electronic devices to communicate with each other; Software for advertisers to communicate and interact with online communities; Software for alerts, messages, emails, and reminders, and for recording, organizing, transmitting, manipulating, reviewing, and receiving text, data, audio, image and digital files and display screens; Software for communicating by wireless local area networks, wireless technologies, and other communication protocols between near-eye display systems and network devices, namely, mobile phones, smart phones, computers, tablets, and other computer systems; Software for converting natural language into machine-executable commands; Software for creating and managing social media profiles and user accounts; Software for creating, editing, uploading, downloading, accessing, viewing, posting, displaying, tagging, blogging, streaming, linking, annotating, indicating sentiment about, commenting on, embedding, transmitting, and sharing or otherwise providing electronic media or information via computer and communication networks; Software for creating, managing and accessing groups within virtual communities; Software for creating, managing, and interacting with an online community; Software for facilitating and arranging for the financing and distribution of fundraising and donations; Software for generating images to be displayed in near-eye display system; Software for integrating electronic data with real world environments for the purposes of entertainment, education, gaming, communicating, and social networking; Software for modifying and enabling transmission of images, audio, audio visual and video content and data; Software for online charitable fundraising services and financial donation services; Software for ordering and/or purchasing goods and services; Software for organizing, searching for and managing events; Software for planning activities with other users, making recommendations; Software for processing images, graphics, audio, video, and text; Software for recording, storing, transmitting, receiving, displaying and analyzing data from wearable computer hardware; Software for smart phones and other computer systems to generate data, images, and audio for display in near-eye display systems and for transmitting such data, images, audio to near-eye display systems; Software for smart phones and other computer systems to receive data from near-eye display systems; Software for social and destination mapping; Software for social networking; Software for streaming multimedia entertainment content; Software for the collection, managing, editing, organizing, modifying, transmission, sharing, and storage of data and information; Software for tracking motion in, visualizing, manipulating, viewing, and displaying augmented, mixed and virtual reality experiences; Software for use as an application programming interface (API); Software for use in creating and designing virtual reality, augmented reality and mixed reality software; Software for wireless content, data and information delivery; Software in the nature of a mobile application; Software that enables individuals, groups, companies, and brands to create and maintain an online presence for marketing purposes; Software, namely, an interpretive interface for facilitating interaction between humans and machines; Telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; Virtual reality glasses; Virtual reality headsets; Virtual reality software; Virtual reality software for interactive entertainment; Virtual reality software for navigating a virtual reality environment; Virtual reality software for object tracking, motion control and content visualization; Virtual reality software for operating virtual reality headsets; Virtual reality software for users to experience virtual reality visualization, manipulation and immersion; Virtual, augmented, and mixed reality software for use in enabling computers, video game consoles, handheld video game consoles, tablet computers, mobile devices, and mobile telephones to provide virtual, augmented, and mixed reality experiences; Watches, bracelets, and wrist bands that communicate data to personal digital assistants, smart phones, and personal computers through Internet websites and other computer and electronic communication networks; Waterproof near eye display systems comprising computer hardware, electronic display interfaces, and software for the generation and display of virtual reality and mixed reality content; Wearable activity trackers; Wearable computer peripherals; Wearable computing devices comprised primarily of software and display screens for connection to computers, tablet computers, mobile devices, and mobile phones in order to enable virtual reality, augmented reality and mixed reality world experiences; Wearable digital electronic devices comprised primarily of software for alerts, messages, emails, and reminders, and for recording, organizing, transmitting, manipulating, reviewing, and receiving text, data, audio, image and digital files and display screens; Wearable digital electronic devices, namely, glasses, goggles, and headsets; Wearable electronic devices, namely, watches, bracelets, and wristbands that are comprised of software that communicates data to personal digital assistants, smart phones, and personal computers through Internet websites and other computer and electronic communication networks; Wearable peripherals for computers, tablet computers, mobile devices and mobile telephones, namely, configurable head-mounted displays; Wireless computer peripherals.

Class 28: Virtual reality headsets for playing video games for connection to computers, video game consoles, handheld video game consoles, tablet computers, mobile devices, and mobile phones in order to enable virtual reality experiences; Electronic and interactive multimedia game consoles; Video game interactive remote control units; Wearable peripherals for playing video games specially adapted for computers, video game consoles, handheld video game consoles, tablet computers, mobile devices, and mobile telephones; Game controllers for computer games; Audio and visual headsets for use in playing video games; Hand-held units for playing electronic, computer, interactive, and video games; Gaming devices, mobile gaming devices, namely, gaming machines with or without video output for playing computer games and video games; Computer game consoles for use with an external display screen or monitor; Apparatus for electronic games other than those adapted for use with an

external display screen or monitor; Apparatus for electronic games adapted for use with an external display screen or monitor; Bags specially adapted for handheld video games and video game consoles; Computer and video game joysticks; Computer gaming consoles for recreational game playing; Fitted plastic films known as skins for covering and protecting electronic game playing apparatus, namely, video game consoles and hand-held video game units; Game controllers in the nature of keyboards for computer games; Games adapted for use with television receivers; Gaming headsets adapted for use in playing video games; Hand held joy stick units for playing video games; Handheld game consoles; Hand-held electronic games adapted for use with television receivers only; Hand-held games with liquid crystal displays; Hand-held units for playing electronic games for use with external display screen or monitor; Home video game machines; LCD game machines; Player-operated electronic controllers for electronic video game machines; Protective carrying cases specially adapted for handheld video games and video game consoles; Standalone video game machine; Stands for electronic game playing apparatus, namely, video game consoles and hand-held video game units; Tabletop units for playing electronic games other than in conjunction with a television or computer; Video game interactive hand held remote controls for playing electronic games; Controllers for game consoles; Arcade video game machines; Video game consoles; Games and playthings; Gymnastic and sporting articles not included in other classes; Decorations for Christmas trees; Body-building apparatus; Body-training apparatus; Body-training equipment; Equipment for sports and games; Exercise machines.

Class 35: Organizing and conducting events, exhibitions, expositions and conferences for commercial purposes in the interactive entertainment, virtual reality, consumer electronics and video game entertainment industries; Online retail store services featuring virtual reality and augmented reality hardware and software; Online retail store services featuring virtual reality content and digital media namely, pre-recorded music, video, images, text, audiovisual works and virtual and augmented reality game software; Online retail store services featuring virtual reality, mixed reality and augmented reality headsets, games, content and digital media.

Class 38: Telecommunications; Telecommunications services, namely, electronic transmission of electronic media, data, messages, graphics, images, photos, videos, audio visual content and files; Telecommunication services, namely, data transmission and reception services via telecommunication networks; Telecommunications and peer-to-peer network computer services, namely, electronic transmission of images, audio-visual and video content, photographs, videos, data, text, messages, advertisements, media advertising communications and information; Photo, video, and data sharing services, namely, electronic transmission of digital photo files, videos, and audio visual content among internet users; Telecommunication services, namely, electronic exchange of voice, data, audio, video, text and graphics accessible via the internet and other communications networks; Providing access to computer, electronic and online databases; Providing access to computer databases in the fields of social networking and social introduction and dating; Providing online forums for communication on topics of general interest; Providing online chat rooms, instant messaging services, and electronic bulletin boards; Chatroom services for social networking; Providing online communications links which transfer mobile device and internet users to other webpages; Facilitating access to third party websites or to other electronic third party content via a universal login; Audio, text and video broadcasting services over the internet or other communications network; Voice over internet protocol (VOIP) service; Telephony communication services; Mobile phone communication services; Video conferencing services; Providing facilities and equipment for video conferencing; Audio and visual teleconferencing services; Streaming and live streaming of video, audiovisual, and interactive audiovisual content via the internet; Providing an online community forum for users to share and stream information, audio, video, real-time news, entertainment content, or information, to form virtual communities, and to engage in social networking; Telecommunications services, namely, electronic transmission of virtual reality content and data; Computer services, namely, providing technical support services regarding the usage of communications equipment; Web messaging services; Instant messaging services; Encrypted electronic transmission and delivery of recovered data; Provision of access to telecommunication networks and the internet; Providing internet connectivity; Providing information about telecommunication; Consulting in the field of telecommunication services, namely, transmission of voice, data, and documents via telecommunications networks; Internet service provider services; Internet broadcasting services; Telecommunications services, namely, providing internet access via broadband networks; Streaming and live streaming of audio, visual and audiovisual gaming content via a global computer network; Entertainment services, namely, providing access to interactive electronic and online databases of user-defined content, third-party content, photos, video, audio, visual, and audio-visual material in the field of general interest; Photosharing and video sharing services; Audio, text and video broadcasting services over the internet and other communications networks; Electronic exchange of voice, data, audio, video, text and graphics via the internet and telecommunications networks; Peer-to-peer photo and data sharing services, namely, electronic transmission of digital photo files, graphics and audio content among internet users; Photo sharing and video sharing services, namely, electronic transmission of digital photo files, videos and audio visual content among internet users; Providing a forum, chat rooms, and electronic bulletin boards for registered users for transmission of messages and sharing information regarding health and fitness, sport activities, and social networking via an online website and other computer and electronic communication networks; Providing a website featuring information regarding sports, fitness training, and athletic skill development; Providing an on-line forum for registered users for sharing information regarding personal activities, fitness, and social networking; Providing an online forum for registered users for sharing information regarding fitness, sport activities, fitness goals, fitness training and coaching, and social networking via an online website and other computer and electronic communication networks; Providing an

on-line forum, chat rooms, and electronic bulletin boards for registered users for transmission of messages and sharing information regarding nutrition, personal activities, health and fitness, classifieds, and social networking; Providing electronic bulletin boards for transmission of messages among users in the field of general interest; Providing online communications links which transfer mobile device and internet users to other local and global online locations; Providing online forums for communication, namely, transmission on topics of general interest; Providing technical support services regarding the usage of communications equipment; Streaming of audio and video material related to athletic activities on the internet and other computer and electronic communication networks; Telecommunication services; Telecommunications services, namely, electronic transmission of data, messages, graphics, photographs, images, audio, video, audio-visual content, and information; Telecommunications services, namely, electronic transmission of virtual, mixed and augmented reality content and data; Teleconferencing; Voice over internet protocol (VOIP) services.

Class 41: Entertainment services; Electronic publishing services for others; Publication of educational materials, namely, publishing of books, journals, newsletters, and electronic publications; Publication of non-downloadable online journals, namely, weblogs (blogs) featuring user-defined content, blogs featuring advertising, marketing and business content, and blogs about virtual reality and augmented reality; Providing online non-downloadable electronic publications resources for software developers; Entertainment and educational services, namely, providing online non-downloadable publications about virtual reality technology via a website; Entertainment and educational services, namely, providing online non-downloadable publications about augmented reality technology via a website; Entertainment services, namely, providing interactive and multiplayer and single player games played via the internet or communication networks; Entertainment services, namely, providing online video games, computer games, electronic games, and interactive games; Providing a computer game for use network-wide by network users; Providing online non-downloadable game software; Virtual reality game services provided via the internet and other communications networks; Augmented reality game services provided via the internet and other communications networks; Entertainment services, namely, providing virtual reality games, interactive entertainment and virtual reality content and experiences; Entertainment services, namely, providing augmented reality games, interactive entertainment and augmented reality content and experiences; Entertainment services, namely, providing mixed reality games, interactive entertainment and mixed reality content and experiences; Entertainment services, namely, providing online virtual reality environments; Entertainment services, namely, providing online augmented reality environments; Augmented reality video production for entertainment purposes; Virtual reality video production for entertainment purposes; Multimedia entertainment production and publishing services; Entertainment services in the nature of production and post-production services of multimedia entertainment content; Entertainment and educational services, namely, providing non-downloadable movies, television shows, webcasts, audiovisual, and multimedia works via the internet, as well as information, reviews, and recommendations regarding movies, television shows, webcasts, audiovisual, and multimedia works; Providing information about online computer games and video games via the internet and other communications networks; Arranging and conducting educational conferences; Organizing exhibitions, events, and conferences in the fields of culture, entertainment, education, and social networking for non-business and non-commercial purposes; Arranging and conducting competitions and entertainment events for players of video, computer, electronic or interactive multimedia games; Entertainment services, namely, arranging and conducting of competitions for encouraging use and development of interactive entertainment, virtual reality, augmented reality, consumer electronics, and video game entertainment software and hardware; Organizing exhibitions in the field of interactive entertainment, virtual reality, consumer electronics and video game entertainment industries for cultural or educational purposes; Offering and conducting contests designed to recognize, reward and encourage individuals and groups which engage in self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community service and humanitarian activities, and sharing of creative work product; Organizing exhibitions, conferences, and events in the field of software development for educational purposes; Offering and conducting contests for educational and entertainment purposes for software developers; Educational services, namely, organizing and conducting conferences and seminars in the fields of artificial intelligence and the internet of things; Educational services, namely, organizing and conducting conferences, courses, seminars, and online training in the fields of advertising, marketing, social networking, the internet, and social media, and distribution of course material in connection therewith; Organizing, promoting and conducting exhibitions, tradeshow and events for business purposes; Training in the field of design, advertising and communication technologies; Training in the field of strategic media planning relating to advertising, marketing and business; Providing information in the field of entertainment; Providing entertainment information including text, electronic documents, databases, graphics, photographic images and audio visual information, via the internet and other communications networks; Providing information for educational and entertainment purposes in the fields of entertainment, secondary, and collegiate life, and social and community interest groups; Rental of photography and videography kiosks for capturing, uploading, editing and sharing of pictures and videos; Education; Providing of training; Sporting and cultural activities; Entertainment services, namely, providing online videos featuring games being played by others; Gaming services in the nature of providing a web site for consumers to broadcast game play to others; Arranging and conducting educational conferences in the field of software development; Educational seminars, classes, speaker series, conferences and training in the field of open source software and software development; Entertainment services, namely, ongoing comedy, drama, documentary, docu-series, animated, mystery, and reality web and television series provided over the Internet; Online journals, namely, blogs featuring comedy, drama, documentary, docu-series, animated, mystery, and reality and entertainment content; Providing online non-downloadable video clips, videos, vlogs, images, illustrations, articles, and abstracts of articles in the field of comedy, drama,

documentary, docu-series, animated, mystery, and reality entertainment; Providing online non-downloadable videos in the field of comedy, drama, documentary, docu-series, animated, mystery, and reality entertainment; Educational services, namely, providing online publications in the field of social media content; Provision of information relating to social media content; Online electronic publishing concerning social media content; Publication of educational materials, namely, publishing of articles, manuals, journals and blogs in the fields of software development, artificial intelligence, machine learning, and building user interfaces; Arranging and conducting of training workshops; Recreation information; Augmented reality video production; Conduct and providing access to on-line live workouts, fitness instructions and sessions; Conducting fitness classes; Education services; Educational services, namely, conducting seminars, conferences, and workshops in the fields of health and wellness; Educational services, namely, organizing and conducting conferences and seminars in the fields of virtual reality, augmented reality, artificial intelligence and the internet of things; Electronic publishing services; Entertainment and educational services, namely, providing non-downloadable movies, television shows, webcasts, audiovisual, and multimedia works via the internet, as well as information, reviews, and recommendations regarding movies, television shows, webcasts, audiovisual, and multimedia works; Entertainment services, namely, arranging and conducting of competitions for encouraging use and development of interactive entertainment, virtual reality, augmented reality, mixed reality, consumer electronics, and video game entertainment software and hardware; Entertainment services, namely, contest and incentive award programs designed to reward program participants who exercise, participate in sports activities, engage in health-promoting activities, make achievements in exercise and sports activities, and reach personal goals regarding exercise, sports activities, and fitness; Entertainment services, namely, contest and incentive award programs designed to reward program participants who exercise, make healthy eating choices, and engage in other health-promoting activities; Entertainment services, namely, incentive award programs designed to reward program participants who exercise; Entertainment services, namely, providing access to interactive electronic and online databases of user-defined content, third-party content, photos, video, audio, visual, and audio-visual material in the field of general interest; Entertainment services, namely, providing an online forum for the dissemination of content, data, and information for entertainment and social and business networking purposes; Entertainment services, namely, providing online facilities for streaming entertainment content and live streaming video of entertainment events; Entertainment services, namely, providing online facilities for streaming entertainment content and live streaming video of entertainment events; Entertainment services, namely, providing online mixed reality environments; Mixed reality video production; Multimedia production services; Online journals, namely blogs featuring commentary, advice and information in the fields of health, wellness, sleep, fitness and nutrition; Online journals, namely, blogs; Online journals, namely, weblogs (blogs) featuring user-defined content; Organizing contest and incentive award programs for software developers; Organizing exhibitions and events for cultural, educational, or entertainment purposes; Organizing exhibitions and events in the field of interactive entertainment, virtual reality, mixed reality, and augmented reality, consumer electronics and video game entertainment industries for cultural or educational purposes; Organizing exhibitions and events in the field of software development for educational purposes; Organizing exhibitions in the field of interactive entertainment, virtual reality, augmented reality, mixed reality, consumer electronics and video game entertainment industries for cultural or educational purposes; Organizing live exhibitions and conferences in the fields of culture, entertainment and social networking for non-business and non-commercial purposes; Personal coaching services in the field of sports, exercise, health, and fitness; Photosharing and video sharing services; Pre-recorded athletic and fitness sessions; Providing a fitness assessment and a fitness score, and a personalized workout program based on that assessment and score; Providing a website featuring fitness coaching, instructions, and sessions; Providing a website featuring fitness instructions and sessions; Providing a website featuring information regarding fitness training, and athletic skill development; Providing a website featuring information regarding fitness training, fitness coaching, fitness goals, and athletic skill development; Providing a website featuring information regarding sports, athletic skill development, and fitness training; Providing a website featuring pre-recorded athletic and fitness sessions; Providing access to pre-recorded athletic and fitness sessions; Providing computer, electronic and online databases in the field of entertainment; Providing entertainment information from searchable indexes and databases of information, including text, electronic documents, databases, graphics, photographic images and audio visual information, via the internet and communication networks; Providing group coaching in the field of sports, exercise, health, and fitness; Providing information regarding sports, athletic skill development, and fitness training via an online website, other computer and electronic communication networks, and via computer software for gaming consoles, personal computers, personal digital devices, and smart phones; Providing online resources for software developers; Providing pre-recorded athletic challenges, training, fitness sessions and challenges, and workouts via an online website, other computer and electronic communication networks, and via computer software for gaming consoles, personal computers, personal digital devices, and smart phones; Publishing services, namely, publishing of electronic publications for others; Virtual reality video production.

Class 42: Design and development of computer hardware and software; Providing online non-downloadable software; Providing temporary use of non-downloadable software to enable development, assessment, testing, and maintenance of mobile software applications for portable electronic communication devices, namely, mobile phones, smartphones, handheld computers and computer tablets; Design, engineering, research, development and testing services in the field of mobile application software development related to the use and functionality of hyperlinks; Technical consultation in the field of mobile application software development related to the use and functionality of hyperlinks; Providing temporary use of non-downloadable software that gives users the ability to engage in social networking and manage their social networking content; Computer services, namely, creating an

online community for registered users to engage in social networking; Providing temporary use of non-downloadable software for creating, managing and accessing user-created and administered groups within virtual communities; Providing temporary use of non-downloadable software for creating and managing social media profiles and user accounts; Providing temporary use of non-downloadable software for social networking, creating a virtual community, and transmission of audio, video, images, text, content, and data; Computer services in the nature of customized electronic personal and group profiles or webpages featuring user-defined or specified information, including, audio, video, images, text, content, and data; Providing temporary use of non-downloadable software that enables users to transfer personal identity data to and share personal identity data with and among multiple websites; Application service provider (ASP) featuring software for social networking, managing social networking content, creating a virtual community, and transmission of images, audio-visual and video content, photographs, videos, data, text, messages, advertisements, media advertising communications and information; Platform as a service (PAAS) featuring software platforms for social networking, managing social networking content, creating a virtual community, and transmission of images, audio-visual and video content, photographs, videos, data, text, messages, advertisements, media advertising communications and information; Application service provider (ASP) featuring application programming interface (API) software which facilitates online services for social networking and developing software applications; Providing temporary use of non-downloadable software for viewing and interacting with a feed of electronic media, namely, images, audio-visual and video content, live streaming video, commentary, advertisements, news, and internet links; Providing temporary use of non-downloadable software for finding content and content publishers, and for subscribing to content; Providing temporary use of non-downloadable software for organizing images, video, and audio-visual content using metadata tags; Providing temporary use of non-downloadable software for creating, editing, uploading, downloading, accessing, viewing, posting, displaying, tagging, blogging, streaming, linking, annotating, indicating sentiment about, commenting on, interacting with, embedding, transmitting, and sharing or otherwise providing electronic media, images, video, audio, audio-visual content , data, and information via the internet and communication networks; Application service provider (ASP) featuring software to enable or facilitate the creating, editing, uploading, downloading, accessing, viewing, posting, displaying, tagging, blogging, streaming, linking, annotating, indicating sentiment about, commenting on, interacting with, embedding, transmitting, and sharing or otherwise providing electronic media, images, video, audio, audio-visual content , data, and information via the internet and communication networks; Providing temporary use of non-downloadable software for sending and receiving electronic messages, alerts, notifications and reminders; Providing application programming interface (API) software for use in electronic messaging and transmission of audio, video, images, text, content and data; Providing temporary use of non-downloadable software for electronic messaging; Providing temporary use of non-downloadable software to facilitate interactive discussions via communication networks; Providing temporary use of non-downloadable software for organizing events, searching for events, calendaring and managing events; Providing temporary use of non-downloadable software for modifying photographs, images and audio, video, and audio-video content; Authentication services; Providing temporary use of non-downloadable computer software for use in taking and editing photographs and recording and editing videos; Application service provider (ASP) featuring software to enable or facilitate taking and editing photographs and recording and editing videos; Providing temporary use of non-downloadable software for streaming multimedia entertainment content; Providing temporary use of non-downloadable computer software for enabling transmission of images, audio, audio visual and video content and data; Computer services, namely, providing search engines for obtaining data via the internet and communications networks; Providing search engines of online network environments to provide information from searchable indexes and databases of information, including text, electronic documents, databases, graphics, electronic media, images and audio visual content, via the internet and communications networks; Application service provider (ASP) services, namely, hosting software applications of others; Providing temporary use of non-downloadable software for providing, linking to, or streaming news or current events information; Providing temporary use of non-downloadable e-commerce software to allow users to perform electronic business transactions via the internet and communications networks; Application service provider (ASP) featuring application programming interface (API) software to allow users to perform electronic business transactions via the internet and communication networks; Software as a service (SAAS) services featuring software for sending and receiving electronic messages, notifications and alerts and for facilitating electronic business transactions via the internet and communications networks; Providing temporary use of non-downloadable software for use in designing, managing, measuring, analyzing, disseminating, and serving advertising of others; Application service provider (ASP) featuring application programming interface (API) software for creating, managing, tracking, reporting and measuring advertising of others; Providing non-downloadable software for allowing buyers and sellers of online advertising to purchase and sell advertising inventory; Providing temporary use of non-downloadable software for creating, sharing, disseminating and posting advertising; Providing temporary use of non-downloadable software for creating and maintaining an online presence for individuals, groups, companies, and brands; Providing temporary use of non-downloadable software for advertisers to communicate and interact with online communities; Providing temporary use of non-downloadable software for curating online user-defined content and advertisements and creating social media feeds; Designing and developing computer game software and video game software for use with computers, video game program systems and computer networks; Development of hardware for use in connection with electronic and interactive multimedia games; Providing temporary use of non-downloadable software that gives users the ability to upload, modify and share virtual reality content, augmented reality content, mixed reality content, information, experiences and data; Hosting of virtual reality and augmented reality content on the internet; Providing user authentication services using single sign-on and software technology for e-commerce transactions; Providing user authentication services of electronic funds transfer, credit and debit

card and electronic check transactions using single sign-on and software technology; Providing an application programming interface (API) to allow users to perform electronic business transactions via the internet; Providing temporary use of non-downloadable software for processing electronic payments; Platform as a service (PAAS) services featuring computer software to allow users to perform business and e-commerce transactions; Providing temporary access to non-downloadable computer software for providing electronic maps; Application service provider (ASP) featuring software for providing electronic maps; Providing temporary use of non-downloadable computer software for searching, determining, and sharing locations; Providing temporary use of non-downloadable software for searching and identifying local and location-based points of interest, events, landmarks, employment opportunities, entertainment, cultural events, shopping and offers; Providing temporary use of non-downloadable computer software for making reservations and bookings; Application service provider (ASP) featuring software to enable or facilitate making reservations and bookings; Providing temporary use of non-downloadable software that give users the ability to post ratings, reviews, referrals and recommendations relating to businesses, restaurants, service providers, events, public services and government agencies; Providing temporary use of non-downloadable software for providing a virtual marketplace; Providing temporary use of non-downloadable computer software for ordering and/or purchasing goods and services; Application service provider (ASP) featuring software to enable or facilitate ordering and/or purchasing goods and services; Providing temporary use of non-downloadable software for searching and identifying employment opportunities; Providing temporary use of non-downloadable software for identifying and allowing users to contact government representatives; Providing temporary use of non-downloadable software for facilitating interaction and communication between humans and AI (artificial intelligence) platforms; Application service provider (ASP) featuring software to enable or facilitate interaction and communication between humans and AI (artificial intelligence) platforms; Design of augmented reality and virtual reality effects for use in modifying photographs, images, videos and audio-visual content; Providing online non-downloadable personal assistant software; Providing non-downloadable social assistant software; Providing temporary use of non-downloadable computer software for use in facilitating voice over internet protocol (VOIP) calls, phone calls, video calls, text messages, electronic message, instant message, and online social networking services; Application service provider (ASP) services featuring software to enable or facilitate voice over internet protocol (VOIP) calls, phone calls, video calls, text messages, electronic message, instant message, and online social networking services; Providing a website featuring information in the fields of technology and software development via the internet and communication networks; Design and development of virtual reality and augmented reality and mixed reality hardware and software; Design and development of video game hardware and software; Software development; Development of interactive multimedia software; Maintenance and repair of computer software; Computer services, namely, cloud hosting provider services; Providing temporary use of online non-downloadable cloud computing software for use in electronic storage of data; Providing temporary use of online non-downloadable cloud computing software for virtual, augmented reality applications and environments; File sharing services, namely, providing temporary use of non-downloadable featuring technology enabling users to upload and download electronic files; Application service provider, namely, providing, hosting, managing, developing, and maintaining applications, software, web sites, and databases in the fields of wireless communication, mobile information access, and remote data management for wireless delivery of content to handheld computers, laptops and mobile electronic devices; Computer services, namely, providing remote management of devices via computer networks, wireless networks or the internet; Data encryption services; Encrypted electronic transmission and delivery of recovered data; Providing temporary use of online non-downloadable software and applications for customer relationship management (CRM); Application service provider (ASP) featuring software for customer relationship management (CRM); Computer services, in particular, application service provider featuring application programming interface (API) software for customer relationship management (CRM); Providing temporary use of non-downloadable software for facilitating and arranging fundraising and the distribution of fundraising donations; Providing temporary use of non-downloadable software for online charitable fundraising services and donation services; Scientific and technological services and research and design relating thereto; Industrial analysis and research services; Computer hardware and software design, development, installation and maintenance; Research services and consulting in the field of information and telecommunications technology; Design of telecommunications apparatus and equipment; Consulting services in the field of design, selection, implementation and use of computer hardware and software systems for others; Providing online software platform featuring technology that enables online users to make payments and transfer funds; Providing online software platform featuring technology that enables online users to make payments and funds transfers across multiple websites and mobile applications; Computer services, namely, application services provider featuring application programming interface (API) software to allow users to perform e-commerce transactions via the internet and communications networks; Software as a services (SAAS) services featuring software for facilitating e-commerce transactions via the internet and communications networks; Application service provider featuring an application programming interface (API) software to allow users to perform e-commerce transactions via the internet and communications networks; Providing temporary use of non-downloadable software for converting natural language into machine-executable commands; Analyzing and evaluating social media content; Developing standards for third-party social media content; Conducting proceedings relating to standards concerning third-party social media content; Content moderation and supervision; Web publishing, namely, publishing of decisions concerning third-party social media content; Providing temporary use of non-downloadable computer software in the nature of a query engine; Providing temporary use of non-downloadable computer software for use in performing queries on large amounts of data; Providing temporary use of non-downloadable computer software in the nature of a query engine functioning across business intelligence (BI) tools; Providing temporary use of online non-downloadable artificial intelligence software for facilitating machine learning software;

Application service provider (ASP) featuring software to enable or facilitate machine learning software; Providing temporary use of online non-downloadable software for machine learning; Providing temporary use of online non-downloadable software tools for software development; Providing temporary use of online non-downloadable software for building user interfaces; Application service provider (ASP) featuring software to enable or facilitate user interface building software; Electronic data storage; Electronic storage of photographs; Interactive hosting services which allow the users to publish and share their own content and images online; Providing on-line non-downloadable software for database management; Computer network services; Providing temporary use of non-downloadable software for opinion polling; Providing software allowing users to post questions with answer options; Platform as a service (PAAS) services featuring technology that allows businesses, organizations and individuals to create and manage their online presences and to communicate with online users information and messages regarding their activities, products and services and to engage in business and social networking; Providing temporary use of non-downloadable software featuring technology that allows users to manage their business networking accounts; Providing temporary use of non-downloadable software for voice command and recognition software, speech to text conversion software, voice-enabled software applications for personal information management; Platform as a service (PAAS) featuring computer software platforms for personal assistant software; Platform as a service (PAAS) featuring computer software platforms for home automation and home device integration software; Platform as a service (PAAS) featuring computer software platforms for wireless communication software for voice, audio, video, and data transmission; Software as a service (SAAS) featuring computer software for personal information management; Providing temporary use of non-downloadable software for accessing, monitoring, tracking, searching, saving, and sharing information on topics of general interest; Software as a service (SAAS) featuring computer software for use to connect and control internet of things (iot) electronic devices; Software as a service (SAAS) featuring computer software for others to use for the development of software to manage, connect, and operate internet of things (iot) electronic devices; Software as a service (SAAS) featuring computer software for use as an application programming interface (API); Design, development and maintenance of proprietary computer software for others in the field of natural language, speech, language, and voice recognition excluding post-production of picture and sound recordings; Technical support and consultation services for developing applications; Information, advisory and consultancy services relating to voice command and recognition software, speech to text conversion software, and voice-enabled software applications, home automation, and internet-of-things software; Providing information, news, and commentary in the field of science and technology, home decorating, weather, and graphic, interior, product, and fashion design; Technological services, namely, data warehousing services; Application service provider (asp), namely, hosting computer software applications through the internet of others; Consultation services relating to programming of multimedia application management, computer programming, hardware, software, and computer system design and specification; Software as a service (SAAS) services, namely, hosting software for use by others for use providing an online database featuring a wide range of general interest information via the internet; Providing temporary use of on-line non-downloadable mobile communications device software for enhancing mobile access to the internet via computers, mobile computers, and mobile communications devices; Technical support, namely, troubleshooting of computer hardware and software problems and mobile computer and mobile communications device hardware and software problems; Computer, mobile computer, and mobile communication device hardware and software consultation and design; Providing temporary use of non-downloadable computer software that enables users to access and download computer software; Providing temporary use of on-line non-downloadable software and applications for accessing streaming audio and video files, games, social networks, text files, and multimedia files; Application service provider (ASP) featuring application programming interface (API) software for the streaming, storage, and sharing of video games, content, data and information; Computer software development in the field of mobile applications; Providing technical support services, namely, troubleshooting of computer software problems regarding the usage of communications equipment; Computer services; IT services; Application service provider (ASP) services, namely, hosting computer software applications of others; Application service provider (ASP) services, featuring e-commerce software for use as a payment gateway that authorizes processing of credit cards or direct payments for merchants; Application service provider (ASP) services, namely, providing, hosting, managing, developing, and maintaining applications, software, websites and databases in the fields of information technology, blockchain, virtual currency, digital currency, cryptocurrency, and digital assets; Application service provider (ASP) services featuring software for use in virtual currency, digital currency, cryptocurrency, and digital asset exchange and transactions; Application service provider (ASP) featuring software to enable or facilitate the creating, editing, uploading, downloading, accessing, viewing, posting, displaying, commenting on, embedding, transmitting, and sharing or otherwise providing electronic media or information via the internet and communications networks; Application service provider services featuring application programming interface (API) software to allow users to perform electronic business transactions via a global computer network; Application service provider (ASP) featuring software to enable or facilitate purchasing goods and services; Software as a service (SAAS) services; Platform as a service (PAAS) services; Providing temporary use of non-downloadable cloud computing software; Providing distributed ledger technology; Providing temporary use of non-downloadable software which facilitates the ability of users to view, analyze, record, store, monitor, manage, trade and exchange digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Providing temporary use of non-downloadable software for sending, receiving, accepting, buying, selling, storing, transmitting, trading and exchanging digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Providing temporary use of non-downloadable software for implementing and recording financial transactions, for creating accounts and maintaining and managing information about financial transactions on distributed public

ledgers and peer to peer payment networks; Providing temporary use of non-downloadable software for processing electronic payments and for transferring funds to and from others; Providing electronic financial platform software; Providing software for use as an application programming interface (API) for the development, testing, and integration of blockchain software applications; Providing temporary use of non-downloadable software for transfers of digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens between parties; Providing temporary use of non-downloadable software for use in financial trading; Providing temporary use of non-downloadable software for use in financial exchange; Providing temporary use of non-downloadable software for use in accessing financial information and market data and trends; Providing temporary use of non-downloadable software for the management of cryptographic security of electronic transmissions across computer networks; Providing temporary use of non-downloadable software for use with virtual currency; Providing software for use with digital currency; Providing software for use with cryptocurrency; Providing temporary use of non-downloadable software for use with digital currency wallet and storage services; Providing software for use as a cryptocurrency wallet; Providing software for use as an electronic wallet; Providing software for use as a digital wallet; Electronic data storage services; Providing temporary use of non-downloadable software for electronic funds transfer; Providing temporary use of non-downloadable software for currency conversion; Providing temporary use of non-downloadable software for the collection and distribution of data; Providing temporary use of non-downloadable software for payment transactions; Providing temporary use of non-downloadable software for connecting computers to local databases and global computer networks; Providing temporary use of non-downloadable software for creating searchable databases of information and data; Providing temporary use of non-downloadable software for managing and validating digital currency, virtual currency, cryptocurrency, digital asset, blockchain asset, digitized asset, digital token, crypto token and utility token transactions; Providing temporary use of non-downloadable software for creating and managing smart contracts; Providing temporary use of non-downloadable software for managing payment and exchange transactions; Providing temporary use of non-downloadable software for electronically exchanging currency for digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Providing temporary use of non-downloadable software for use in enabling the electronic transfer of funds to and from others; Providing temporary use of non-downloadable software for creating a decentralized and open source digital currency for use in blockchain-based transactions; Providing temporary use of non-downloadable software for creating a decentralized and open source virtual currency for use in blockchain-based transactions; Providing temporary use of non-downloadable software for creating a decentralized and open source cryptocurrency for use in blockchain-based transactions; Providing temporary use of non-downloadable software for encrypting and enabling secure transmission of digital information over the Internet, as well as over other modes of communication between computing devices; Distributed ledger platform software for use in processing financial transactions; Providing temporary use of non-downloadable software for electronic funds transfer and currency conversion; Providing a web portal featuring blogs and non-downloadable publications in the nature of articles, columns, and informational guides in the fields of virtual currencies, digital and blockchain assets and market and trading trends; Platform as a service (PAAS) featuring computer software platforms for the selling and purchasing digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Software as a service (SAAS) featuring computer software platforms for the selling and purchasing digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Computer services, namely, creating an on-line virtual environment for the selling and purchasing of digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Platform as a service (PAAS) featuring computer software platforms for managing blockchain and token driven, distributed storage computer systems; Software as a service (SAAS) featuring computer software platforms for managing blockchain and token driven, distributed storage computer systems; Computer services, namely, providing secure, private encrypted cloud storage services; Computer services, namely, providing open source decentralized cloud storage platform; Data encryption services featuring blockchain software technology and peer-to-peer protocols to provide secure, private, and encrypted cloud storage; Providing temporary use of non-downloadable software for use as a cryptocurrency wallet; Data mining; Providing temporary use of non-downloadable software for use with blockchain technology; Software as a service (SAAS) services featuring software for clearing, allocation, compliance, recordation and settlement of trading related to digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Platform as a service (PAAS) services featuring software for clearing, allocation, compliance, recordation and settlement of trading related to digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Platform as a service (PAAS) featuring software platforms for facilitating transactions and payments using digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens that allow users to buy from, and sell products and services to others; Software as a service (SAAS) featuring software platforms for facilitating transactions and payments using digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens that allow users to buy from, and sell products and services to others; Blockchain-based software platforms and distributed computing software platforms for auditing and verifying digital information and codes; Design, development and implementation of audit and security software for blockchain-based platforms; Providing temporary use of non-downloadable software for use in facilitating secure transactions; Providing temporary use of non-downloadable software for auditing digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Design, development, and implementation of software for distributed computing platforms; Design, development, and implementation of software for

blockchain; Design, development, and implementation of software for digital currency, virtual currency, cryptocurrency, digital and blockchain asset, digitized asset, digital token, crypto token and utility token wallets; Design, development, and implementation of software for third-party verification services for digital currency transactions, including but not limited to transactions involving bitcoin currency; Providing temporary use of non-downloadable software for users to buy and sell products by using digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Providing temporary use of non-downloadable software for use in accessing, reading, tracking, and using blockchain technology; Technical consultancy services related to digital currency, virtual currency, cryptocurrency, digital and blockchain asset, digitized asset, digital token, crypto token and utility token transactions; Platform as a service (PAAS) featuring computer software platforms for computer system and application development, deployment, and management; Software as a service (SAAS) featuring computer software platforms for computer system and application development, deployment, and management; Providing temporary use of non-downloadable software enabling users to develop, build and run distributed applications through an open-source peer-to-peer smart-contract and payment network platform; Providing temporary use of non-downloadable authentication software for controlling access to and communications with computers and computer networks; Providing temporary use of non-downloadable software for use in the exchange of virtual items; Providing a digital exchange; Providing temporary use of non-downloadable software for use in issuing digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized as; Application service provider (ASP); Application service provider (ASP) featuring application programming interface (API) software which facilitates online services for social networking, developing software applications; Application service provider (ASP) featuring location-aware software for searching, determining and sharing the location of goods, services and events of interest; Application service provider (ASP) featuring software for mapping services; Application service provider (ASP) featuring software for social networking, managing social networking content, creating a virtual community, and transmission of images, audio-visual and video content, photographs, videos, data, text, messages, advertisements, media advertising communications and information; Application service provider (ASP) featuring software for use in buying, selling, designing, managing, tracking, valuing, optimizing, targeting, analyzing, delivery, and reporting of online advertising and marketing; Application service provider (ASP) featuring software to enable or facilitate the sharing and displaying a user's location, planning activities with other users and making recommendations; Application service provider (ASP) featuring software to enable or facilitate social and destination mapping; Application service provider (ASP) featuring software to enable or facilitate interaction and communication between humans and AI (artificial intelligence) platforms, namely, bots, virtual agents and virtual assistants; Application service provider (ASP) services; Application service provider (ASP) services featuring software for controlling, integrating, operating, connecting, and managing voice controlled information devices, namely, cloud-connected and voice-controlled smart consumer electronic devices and electronic personal assistant devices; Application service provider (ASP), namely, hosting, managing, developing and maintaining applications, software, and web sites, in the fields of personal productivity, wireless communication, and mobile applications; Application service provider (ASP), namely, providing, hosting, managing, developing, and maintaining applications, software, websites, and databases in the fields of calculation of website ranking based on user traffic; Application service provider (ASP), namely, remote hosting of computer applications of others; Application service provider, namely, providing, hosting, managing, developing, and maintaining applications, software, web sites, and databases in the fields of wireless communication, mobile information access, and remote data management for wireless delivery of content to handheld computers, laptops and mobile electronic devices; Application service provider, namely, providing, hosting, managing, developing, and maintaining applications, software, websites, and databases in the fields of calculation of website ranking based on user traffic; Computer consulting, computer programming; Computer hardware and software consultation and design; Computer hardware, software, application, and network consulting services; Computer online services, namely, providing information, online links and electronic resources related to sports, health, and fitness; Computer services in the nature of providing customized online pages featuring user-defined or specified information, personal profiles, virtual reality, mixed reality, and augmented reality content and data; Computer services, namely, creating virtual communities for registered users to organize groups and events, participate in discussions, get feedback from their peers, and engage in social, business and community networking; Computer services, namely, curating online user-defined content and advertisements and creating social media feeds; Computer services, namely, hosting online web facilities for others for organizing and conducting meetings, events and interactive discussions via the internet and communication networks; Computer services, namely, providing information in the fields of technology and software development via the internet; Computer software development; Creating, maintaining and hosting of a website and other computer and electronic communication networks featuring information, online links, and electronic resources in the field of sports and fitness; Creating, maintaining and hosting of an interactive web site and other computer and electronic communication networks that enables users to enter, access, track progress, monitor and generate health, fitness, personal exercise, sports, and athletic activity information and achievements; Creating, maintaining and hosting of an interactive web site and other computer and electronic communication networks that enables users to compete and compare athletic information and achievements with other users; Design and development of augmented reality hardware and software; Design and development of computer hardware and computer software; Design and development of interactive multimedia software; Design and development of mixed reality hardware and software; Design and development of virtual reality hardware and software; File sharing services, namely, providing online facilities for others featuring technology enabling users to upload and download electronic files; Hosting of digital content on the internet; Mapping services; Mobile computer and mobile communications device hardware and software consultation and design; Mobile computer and mobile communications device software design for others;

Non-downloadable computer software for displaying, aggregating, analyzing and organizing data and information in the fields of health, wellness, fitness, physical activity, weight management, sleep, and nutrition; Non-downloadable computer software for facilitating interaction and communication between humans and AI (artificial intelligence) platforms, namely, bots, virtual agents and virtual assistants; Non-downloadable computer software for sharing and displaying a user's location, planning activities with other users and making recommendations; Non-downloadable computer software for social and destination mapping; Non-downloadable computer software for tracking fitness, health and wellness goals and statistics; Non-downloadable software for creating personalized fitness training programs; Non-downloadable software for creating, managing and accessing user-created and administered private groups within virtual communities; Non-downloadable software for ordering and/or purchasing goods and services; Non-downloadable software for processing electronic payments; Non-downloadable software for providing a virtual marketplace; Non-downloadable software for providing personal training services, workouts and fitness assessments; Non-downloadable software for social networking, creating a virtual community, and transmission of audio, video, images, text and data; Non-downloadable software for streaming multimedia entertainment content; Non-downloadable software for transmitting, sharing, receiving, downloading, displaying, interacting with and transferring content, text, visual works, audio works, audiovisual works, literary works, data, files, documents and electronic works; Online ad-buying platform provider, namely, providing non-downloadable software programs for allowing buyers and sellers of online advertising to purchase and sell advertising inventory; Online non-downloadable cloud computing software for use in electronic storage of data; Online non-downloadable cloud computing software for virtual, mixed and augmented reality applications and environments; Online non-downloadable computer software for use in providing retail and ordering services for a wide variety of consumer goods; Platform as a service (PAAS) featuring computer software platforms for use in purchasing and disseminating advertising; Platform as a service (PAAS) featuring computer software platforms for social networking, managing social networking content, creating a virtual community, and transmission of images, audio-visual and video content, photographs, videos, data, text, messages, advertisements, media advertising communications and information; Platform as a service (PAAS) featuring computer software platforms for voice command and recognition software, speech to text conversion software, voice-enabled software applications for personal information management; Platform as a service (PAAS) featuring software platforms for social networking and transmission of images, audio-visual content, video content and messages; Platform as a service (PAAS) services featuring computer software to allow users to perform electronic business and e-commerce transaction; Provide an interactive web site that enables users to enter, access, track progress, monitor and generate nutrition, calories, health, fitness, personal exercise, sports, and athletic activity information and achievements; Provide use of non-downloadable software to provide information regarding sports, athletic skill development, fitness coaching, and fitness training via an online website and other computer and electronic communication networks for gaming consoles, personal computers, personal digital devices, and smart phones; Providing an interactive web site that enables users to enter, access, track progress, monitor and generate calories, fitness, personal exercise, and athletic activity information and achievements; Providing an online network service that enables users to transfer personal identity data to and share personal identity data with and among multiple online facilities; Providing customized computer searching services, namely, searching and retrieving information at the user's specific request via the internet; Providing information from searchable indexes and databases of information, including text, electronic documents, databases, graphics, electronic media, images and audio visual content via the internet and communication networks; Providing internet search engines; Providing non-downloadable software to allow users to perform electronic business transactions via the internet and communications networks; Providing online facilities featuring technology that enables online users to create personal profiles featuring social and business networking information, to transfer and share such information among multiple online facilities to engage in social networking, and to manage their social networking accounts; Providing online facilities that give users the ability to upload, modify and share audio, video, photographic images, text, graphics and data; Providing online facilities featuring technology that enables online users to create personal profiles featuring social and business networking information and to transfer and share such information among multiple online facilities; Providing online non-downloadable software for setting up, configuring, and controlling wearable computer hardware and wearable computer peripherals; Providing online sites that gives users the ability to upload, modify and share virtual reality, mixed reality and augmented reality content, information, experiences and data; Providing personal assistant software; Providing search platforms to allow users to request and receive photos, videos, text, data, images, and electronic works; Providing search platforms to allow users to request and receive content, text, visual works, audio works, audiovisual works, literary works, data, files, documents, and electronic works; Providing social assistant software; Providing software for facilitating and arranging for the financing and distribution of fundraising and donations; Providing software for online charitable fundraising services and financial donation services; Providing temporary access to non-downloadable computer software for mapping services; Providing temporary use of non-downloadable computer software and hosting online facilities to enable users to access and download computer software; Providing temporary use of non-downloadable computer software enabling development, assessment, testing, and maintenance of mobile software applications for portable computing devices, namely, mobile phones, smartphones, handheld computers and computer tablets; Providing temporary use of non-downloadable computer software for sharing and displaying a user's location, planning activities with other users and making recommendations; Providing temporary use of non-downloadable computer software for social and destination mapping; Providing temporary use of non-downloadable computer software for finding content and content publishers, and for subscribing to content; Providing temporary use of non-downloadable computer software for accessing, collecting, displaying, editing, linking, modifying, organizing, tagging, streaming, sharing, storing, transmitting, and otherwise providing electronic media, photographs, images, graphics, audio, videos, audio-visual

content, data and information via the internet and communication networks; Providing temporary use of non-downloadable e-commerce software to allow users to perform electronic business transactions via the internet; Providing temporary use of non-downloadable location-aware computer software for searching, determining and sharing the location of goods, services and events of interest; Providing temporary use of non-downloadable software applications for searching and identifying local and location-based points of interest, events, landmarks, employment opportunities, entertainment, cultural events, shopping and offers; Providing temporary use of non-downloadable software applications for providing location-based weather information; Providing temporary use of non-downloadable software applications for providing, linking to, or streaming news or current events information; Providing temporary use of non-downloadable software for modifying photographs, images and audio, video, and audio-video content with photographic filters and virtual reality, mixed reality, and augmented reality (AR) effects, namely, graphics, animations, text, drawings, geotags, metadata tags, hyperlinks; Providing temporary use of non-downloadable software for taking photographs and recording audio, audio-visual and video content; Providing temporary use of non-downloadable software for uploading, downloading, archiving, enabling transmission of, and sharing images, audio-visual and video content and associated text and data; Providing temporary use of non-downloadable software for streaming multimedia entertainment content; Providing temporary use of online non-downloadable software and applications for instant messaging, voice over internet protocol (VOIP), video conferencing, and audio conferencing; Providing temporary use of online non-downloadable software for use in designing, managing, measuring, analyzing, disseminating, and serving advertising of others; Providing temporary use of non-downloadable software for taking photographs and recording audio, audio-visual and video content; Provision of Internet search engine services; Rental of computer software that gives users the ability to upload, edit, and share images, videos and audio-visual content; Software as a service (SAAS) featuring computer software for accessing, browsing, and searching online databases, audio, video and multimedia content, games, and software applications, software application marketplaces; Software as a service (SAAS) featuring computer software for accessing, monitoring, tracking, searching, saving, and sharing information on topics of general interest; Software as a service (SAAS) featuring computer software for connecting, operating, integrating, controlling, and managing networked consumer electronic devices, home climate devices and lighting products via wireless networks; Software as a service (SAAS) featuring computer software used for controlling stand-alone voice controlled information and personal assistant devices; Software as a service (SAAS) for use in designing, creating and analyzing data, metrics and reports in the areas of health, fitness, sleep, nutrition and wellness; Software as a service (SAAS) services featuring software for sending and receiving electronic messages, notifications and alerts; Software as a service (SAAS) services featuring software for use of an algorithm for calculating and generating data for sport activity, fitness training, fitness level assessments, fitness coaching, fitness recommendations and goal setting; Software as a service (SAAS) services, namely, hosting software for use by others for use of an algorithm for calculating and generating data for sport activity, fitness training, fitness level assessments, fitness coaching, fitness recommendations and goal setting; Software as a service (SAAS) services, namely, providing a customized website and mobile portal for individuals featuring data analytics based on physiological metrics for purposes of health monitoring; Software as a service (SAAS) that enables users to manage employee accounts, schedule and track employee participation, and facilitate and manage corporate fitness and wellness programs; Software for electronic messaging; Technical support services, namely, troubleshooting in the nature of diagnosing computer hardware and software problems; Technological services, namely, data warehousing services.

Annex B

Class 9: Downloadable software in the nature of a mobile application; Computer hardware; Downloadable software for social networking and creating and interacting with online communities; Downloadable software for creating, managing and accessing groups within virtual communities; Software development tools; Downloadable software to enable development, assessment, testing, and maintenance of mobile software applications for portable electronic communication devices, namely, mobile phones, smartphones, handheld computers and computer tablets; Downloadable software for use as an application programming interface (API); Downloadable software for organizing events, searching for events, calendaring and managing events; Downloadable software for creating, editing, uploading, downloading, accessing, viewing, posting, displaying, tagging, blogging, streaming, linking, annotating, indicating sentiment about, commenting on, interacting with, embedding, and sharing or otherwise providing electronic media, images, video, audio, audio-visual content, data, and information via the internet and communication networks; Downloadable computer software for finding content and content publishers, and for subscribing to content; Downloadable software for creating and managing social media profiles and user accounts; Interactive photo and video equipment, namely, kiosks for capturing, uploading, editing, printing and sharing digital images and video; Downloadable software for streaming multimedia entertainment content, audio-visual content, video content, and associated text and data; Downloadable software for enabling transmission of images, audio, audio visual and video content and data; Downloadable software for modifying photographs, images and audio, video, and audio-visual content; Downloadable software for use in taking and editing photographs and recording and editing videos; Downloadable software for processing images, graphics, audio, video, and text; Downloadable software for collecting, managing, organizing, synchronizing, and the storage of data and information; Downloadable e-commerce software to allow users to perform electronic business transactions via a global computer and communication networks; Downloadable software and mobile application software providing a virtual marketplace; Downloadable software for sending and receiving electronic messages, alerts, notifications and reminders; Downloadable software for file sharing; Downloadable messaging software; Computer search engine software; Downloadable software for use in creating, managing, measuring, and disseminating advertising of others; Advertisement server, namely, a computer server for storing advertisements and delivering advertisements to websites; Downloadable software for creating, sharing, disseminating and posting advertising; Downloadable software for geo-location based advertising and product and service promotion; Downloadable software that enables individuals, groups, companies, and brands to create and maintain an online presence and interact with online communities for marketing purposes; Downloadable virtual reality software; Downloadable augmented reality software; Downloadable mixed reality software; Virtual reality software for interactive entertainment and virtual reality gaming; Augmented reality software for interactive entertainment and augmented reality gaming; Downloadable software for integrating electronic data with real world environments for the purposes of entertainment, education, gaming, communicating, and social networking; Downloadable software for use in enabling computers, video game consoles, handheld video game consoles, tablet computers, mobile devices, and mobile telephones to provide virtual reality and augmented reality experiences; Downloadable software for operating, configuring, and managing virtual reality headsets and controllers; Downloadable software for gesture recognition, object tracking, motion control, and content visualization; Software, firmware and hardware for use in visual, voice, audio, motion, eye and gesture tracking and recognition; Downloadable software for navigating a virtual reality and augmented reality environments; Downloadable software for enabling users to experience virtual reality and augmented reality visualization, manipulation, and immersion; Downloadable software for recording, storing, transmitting, receiving, displaying and analyzing data from wearable computer hardware; Downloadable software for use in creating and designing virtual reality and augmented reality software; Application programming interface (API) for computer software for developing virtual reality and augmented reality experiences; Virtual reality game computer hardware; Augmented reality game computer hardware; Mixed reality game computer hardware; Virtual reality computer hardware; Augmented reality computer hardware; Motion tracking sensors for virtual reality and augmented reality technology; Virtual reality hardware, namely, headsets, glasses, and controllers for engaging in virtual reality experiences and playing virtual reality games; Augmented reality hardware, namely, headsets, glasses, and controllers for engaging in augmented reality experiences and playing augmented reality games; Wearable computing devices comprised primarily of software and display screens for connection to computers, tablet computers, mobile devices, and mobile phones in order to enable virtual reality and augmented reality world experiences; Hardware and software for operating sensor devices; Electronic sensor devices, cameras, projectors, and microphones for gesture, facial, and voice detection, capture and recognition; Hardware and software for detecting objects, user gestures and commands; Downloadable electronic game software in the nature of video games, computer games, interactive multimedia games, and virtual, augmented, and mixed reality games; Computer software for controlling the operation of audio and video devices; Video display software; Downloadable software for accessing and viewing text, images and electronic data relating to conferences in the field of software development; Downloadable software for converting natural language into machine-executable commands; Downloadable software for facilitating interaction and communication between humans and AI (artificial intelligence) platforms; Application programming interface (API) for use in developing AI (artificial intelligence) platforms, namely, bots, virtual agents and virtual assistants; Downloadable software, namely, an interpretive interface for facilitating interaction between humans and machines; Artificial intelligence software, namely, machine learning software, visual perception software, speech or language recognition software, decision-making software, translation software, touch recognition software, conversational query software, software for converting natural language into machine-executable commands, and digital assistant software; Downloadable virtual assistant

software that can perform tasks or services on behalf of a user that is activated by user input, location awareness, and online information; Downloadable software for providing consumer information; Downloadable software for providing electronic maps; Location-aware downloadable software for searching, determining, and sharing locations; Downloadable software for searching and identifying employment opportunities; Downloadable software for identifying and allowing users to contact government representatives; Downloadable software providing location-based weather information; Downloadable software providing, linking to, or streaming news or current events information; Parental control software; Computer software; Computer operating systems; Downloadable software for enabling electronic devices to share data and communicate with each other; Computer peripheral devices; Wearable peripherals for computers, tablet computers, mobile devices and mobile telephones; Digital media streaming devices; Headsets and headphones; Video display hardware, namely, video drivers for video eyewear; Cameras; Batteries; Battery cases; Battery packs; Rechargeable electric battery devices, namely, rechargeable batteries and portable power supplies; Battery chargers; Rechargeable external battery packs for use with mobile electronic devices; Power charging and power management devices for mobile electronic devices; Charging stands for mobile electronic devices; External chargers for use with computers, tablet computers, mobile devices and mobile telephones; Wireless charging cases for use with computers, tablet computers, mobile devices and mobile telephones; Power adapters; Electrical adapters, cable, and connectors; Bags and cases specially adapted for mobile electronic devices; Protective covers and cases for mobile electronic devices; Holders, armbands, clips and carrying cases specially adapted for mobile electronic devices; Wall mounts for mounting mobile electronic devices; Stands for mobile electronic devices; Holders for mobile electronic devices; Remote controls for mobile electronic devices; Audio speakers; Electrical audio and speaker cables and connectors; Electronic cables parts and fittings; Electronic cables; Cables for optical signal transmission; Power cables and cable connectors; Microphones; Audio receivers; Audio transmitters; Head-mounted video display; Receivers of electronic signals; Video receivers; Wireless transmitters and receivers for reproduction of sound and signals; Electric sensors; Sensors for monitoring physical movements; SIM cards; Downloadable software for use in customer relationship management (CRM); Downloadable software for facilitating and arranging for the financing and distribution of fundraising and donations; Downloadable software for online charitable fundraising services and financial donation services; Downloadable software for use in facilitating voice over internet protocol (VOIP) calls, phone calls, video calls, text messages, instant message and online social networking services; Telecommunications equipment for providing third party access to, and enabling the transmission of video, data and voice over, global communications networks, namely, mobile and access computer and mobile telephone terminals, base transceiver stations and wireless radio parts thereof, data transceivers, data repeaters, routers and switches, transmission circuits, integrated circuits, computer hardware, mobile cloud clients and servers, multiplexers, digital signal processors, radio frequency signal processors, mobile switching circuits, air traffic electrical controllers, mobility electrical controllers, access electrical controllers, remote port electrical controllers, radio ports, antennas, electronic radio components, software for telecommunications applications, and mobile core networks comprising data transceivers, wireless networks and gateways for collection, transmission and management of data, voice and video; Communication software and communication computer hardware for providing access to the Internet; Telecommunications equipment; Radio receivers and transmitters; GPS receivers; Downloadable software to allow users to perform e-commerce transactions via the internet and communications networks; Downloadable computer software that allows users to make payments and transfer funds; Downloadable computer software that enables online users to make payments and transfer funds across multiple websites and mobile applications; Downloadable computer software for processing electronic payments; Computer software in the nature of a query engine; Downloadable software for facilitating machine learning; Downloadable software for building user interfaces; Downloadable electronic publications; Downloadable software for opinion polling; Downloadable software allowing users to post questions with answer options; Interactive photo and video equipment, namely, kiosks computer hardware for capturing, uploading, editing, printing and sharing digital images and video; Downloadable software for the synchronization of data between a remote station or device and a fixed or remote station or device; Voice command and recognition software, speech to text conversion software; Voice-enabled software applications for personal information management; Home automation and home device integration software; Wireless communication software for voice, audio, video, and data transmission; Downloadable software used for controlling stand-alone voice controlled information and personal assistant devices; Downloadable software for voice recognition for use in connection with the transmission of voice and data; Downloadable software for accessing, browsing, and searching online databases, audio, video, and multimedia content, games, and software applications, and software application marketplaces; Downloadable software for use to connect and control internet of things (iot) electronic devices; Computer application software for handheld wireless devices, namely, software for controlling, integrating, operating, connecting, and managing voice controlled information devices, namely, cloud-connected and voice-controlled smart consumer electronic devices and electronic personal assistant devices; Downloadable software for processing, reproducing, synchronizing, recording, organizing, downloading, uploading, transmitting, streaming, receiving, playing and viewing text, multimedia and data files; Downloadable software, for personalized, interactive television (TV) programming and for use in displaying and manipulating visual media, graphic images, text, photographs, illustrations, digital animation, video clips, film footage and audio data; Downloadable software in the nature of a mobile application for telecommunication services for providing transmission of voice, data, video, and media content via the internet and the worldwide web for computers or other portable consumer electronic devices; Downloadable software for searching television entertainment exploration guides; Downloadable software for searching, locating, compiling, indexing, correlating, navigating, obtaining, downloading, receiving, encoding, decoding, playing, storing and organizing text, data, images, graphics, audio and video on a global computer network; Downloadable software to

enhance mobile access to the internet via computers, mobile computers, and mobile communications devices; Downloadable software for formatting and converting content, text, visual works, audio works, audiovisual works, literary works, data, files, documents and electronic works into a format compatible with portable electronic devices and computers; Electronic communication equipment and instruments, namely, mobile and wearable digital electronic devices for sending and receiving of text, data, audio, image, and video files; Telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; Electronic notepads; Electronic personal organizers; Electronic voice recording and voice recognition apparatus; Portable digital electronic devices for recording, organizing, transmitting, manipulating, reviewing, and receiving text, data, and digital files; Wearable computer hardware; Wearable digital electronic devices comprised primarily of software for alerts, messages, emails, and reminders, and for recording, organizing, transmitting, manipulating, reviewing, and receiving text, data, audio, image and digital files and display screens; Downloadable software for accessing, browsing and searching online databases; Downloadable software for accessing, monitoring, searching, displaying, reading, recommending, sharing, organizing, and annotating news, sports, weather, commentary, and other information, content from periodicals, blogs, and websites, and other text, data, graphics, images, audio, video, and multimedia content; Downloadable software for creating, authoring, distributing, downloading, transmitting, receiving, playing, editing, extracting, encoding, decoding, displaying, storing and organizing text, data, graphics, images, audio, video, and multimedia content, electronic publications, and electronic games; Apparatus for recording, transmission or reproduction of sound or images; Apparatus for transmission of communication; Apparatus for data storage, namely, mobile and wearable digital electronic devices for the storage of text, data, audio, image, and video files; Blockchain; Blockchain software; Downloadable software in the field of blockchain; Downloadable software for use with digital currency, crypto currency and virtual currency; Digital currency wallet and storage services software; Downloadable computer software for use as a cryptocurrency wallet; Cryptocurrency hardware wallet; Downloadable computer software for use as a digital wallet; Downloadable computer software for use as an electronic wallet; Computer programs and downloadable computer application software for electronic storage of data; Downloadable software for providing a digital wallet; Downloadable software for digital currency payment and exchange transactions; Downloadable software for use in managing portfolios of digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Downloadable software for electronic wallet services; Downloadable e-wallets; Distributed ledger platform software; Software for use with distributed ledger technology; Downloadable software which facilitates the ability of users to view, analyze, record, store, monitor, manage, trade and exchange digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Downloadable software for sending, receiving, accepting, buying, selling, storing, transmitting, trading and exchanging digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Downloadable software for implementing and recording financial transactions; Downloadable software for use in financial trading; Downloadable software for use in financial exchange; Downloadable software for accessing financial information and market data and trends; Downloadable software for providing authentication of parties to a financial transaction; Downloadable software for maintaining ledgers for financial transactions; Downloadable software for the management of cryptographic security of electronic transmissions across computer networks; Downloadable software for encrypting and enabling secure transmission of digital information over the Internet; Downloadable software for allowing users to calculate parameters related to financial transactions; Downloadable software for electronic funds transfer; Downloadable software for currency conversion; Downloadable software for the collection and distribution of data; Downloadable software for payment transactions; Downloadable software for connecting computers to local databases and global computer networks; Downloadable software for creating searchable databases of information and data; Downloadable software for managing and validating digital currency, virtual currency, cryptocurrency, digital asset, blockchain asset, digitized asset, digital token, crypto token and utility token transactions; Downloadable software for creating and managing smart contracts; Downloadable software for managing payment and exchange transactions; Downloadable software and hardware for use as a digital currency wallet, virtual currency wallet, digital asset wallet, crypto token wallet, and utility wallet; Downloadable software for creating a decentralized and open source digital currency, virtual currency, cryptocurrency, digitized assets, digital token for use in blockchain-based transactions; Computer application software for blockchain-based platforms, namely, software for digital exchanges for virtual items; Downloadable software for creating, selling and managing blockchain-based tokens or appcoins; Downloadable software for use in an electronic financial platform; Downloadable software for processing electronic payments and for transferring funds to and from others; Blockchain platform software; Downloadable software for use in the management and implementation of digital currency, virtual currency, cryptocurrency, digital and blockchain asset, digitized asset, digital token, crypto token and utility token transactions; Downloadable software for creating and managing a blockchain platform for use in managing digital currency, virtual currency, cryptocurrency, digital and blockchain asset, digitized asset, digital token, crypto token and utility token accounts; Downloadable software for managing crypto currency and digital currency accounts; Downloadable software for use in payments, purchases, and investments using digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Downloadable software for use in managing the conversion of digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens into hard currency; Downloadable software for developing, deploying, and managing software applications, and integrating software applications for digital currency, virtual currency, cryptocurrency, digital and blockchain asset, digitized asset, digital

token, crypto token and utility token accounts; Downloadable software and hardware for use in electronically exchanging currency for digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Downloadable software for use as an application programming interface (API) for the development, testing, and integration of blockchain software applications; Computer hardware for digital currency, virtual currency, cryptocurrency, digital and blockchain asset, and digitized asset mining; Security token hardware; Electronic currency converters; Downloadable software, namely, electronic financial platform that accommodates multiple types of payment and transactions in an integrated mobile phone, personal digital assistant (PDA), and web-based environment; Downloadable software for creating tokens to be used to pay for products and services, and that may be traded or exchanged for cash value; Downloadable software for managing digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized asset, digital token, crypto token and utility token payments, money transfers, and commodity transfers; Downloadable software for use as an application program interface (API) software for use in computer hardware device identification; Downloadable software for use in authenticating user access to computers and computer networks; Downloadable software for use in facilitating secure transactions; Downloadable software for use in accessing, reading, tracking, and using blockchain technology; Downloadable software and hardware for managing identity information, access rights to information resources and applications and authentication functionality; Downloadable software for network identification verification, authentication and management services for security purposes; Downloadable authentication software for controlling access to and communications with computers and computer networks; Magnetically encoded credit cards and payment cards; Encryption devices; Security tokens; Downloadable software for use as a security token; Downloadable software used in issuing digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Crypto tokens and utility tokens; Downloadable software used in auditing digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Ad server, namely, a computer server for storing advertisements and delivering advertisements to websites; Altimeters; Application programming interface (API) for computer software for developing and creating virtual reality, augmented reality and mixed reality experiences; Application programming interface (API) for computer software which facilitates online services for social networking and for data retrieval, upload, download, access and management; Application programming interface (API) for software which facilitates online services for social networking and for data retrieval, upload, download, access and management; Application programming interface (API) for use in building software applications; Augmented reality glasses; Augmented reality headsets; Augmented reality software; Augmented reality software for interactive entertainment; Augmented reality software for navigating an augmented reality environment; Augmented reality software for object tracking, motion control and content visualization; Augmented reality software for operating augmented reality headsets; Augmented reality software for users to experience augmented reality visualization, manipulation and immersion; Cables, namely, electronic cables and connection cables; Cases, straps, wrist and arm bands for electronic monitoring devices; Computer application software for smartphones and mobile devices in the fields of fitness and exercise featuring personal training services, coaching, workouts and fitness assessments; Computer application software for use in connection with configuring and controlling wearable computer hardware and wearable computer peripherals; Computer hardware for displaying data and video; Computer hardware for use in measuring heart rhythm; Computer hardware for use in taking electrocardiograms; Computer operating system software; Computer peripheral equipment for use with smartwatches, namely, smartwatch bands and smartwatch straps; Computer peripherals for displaying data and video; Computer peripherals for mobile devices for displaying data and video, namely, peripherals worn on the head for mobile devices for displaying data and video; Computer peripherals for mobile devices for remotely accessing and transmitting data, namely, peripherals worn on the head for mobile devices for remotely accessing and transmitting data; Computer peripherals for mobile devices, namely, electronic devices, monitors, sensors, and displays for sensing, monitoring, recording, displaying, measuring, and transmitting global positioning, direction, distance, altitude, speed, navigational information, weather information, temperature, physical activity level, heart rate, pulse rate, blood pressure, calories burned, steps taken, and biometric data; Computer peripherals for remotely accessing and transmitting data; Computer software and computer application software for mobile phones and personal digital devices that provides a fitness assessment and fitness score by comparing previous athletic performances and fitness levels with future athletic performances and fitness levels, and provides advice and customized workouts for improving in specific areas of a particular sport or fitness activity; Computer software and computer application software for mobile phones and personal digital devices that monitor, track, and compare sport activity and fitness level; Computer software and computer application software for mobile phones and personal digital devices that evaluates a user's fitness level and athleticism, and provides fitness scores; Computer software and computer application software for mobile phones and personal digital devices that provides tips, coaching, and personalized workouts, to improve the user's fitness score; Computer software and computer application software for mobile phones and personal digital devices for communicating with gaming consoles, personal computers, personal digital devices, and mobile phones, regarding time, pace, speed, steps taken, athletic skill, calories burned, agility, motion, balance, coordination, and flexibility; Computer software and computer application software for mobile phones and personal digital devices for monitoring, uploading, and downloading data regarding sport activity, fitness training, and fitness level to the internet and other computer and electronic communication networks; Computer software and computer application software that detects user's movements during physical activity, fitness sessions, workouts, to provide personalized fitness scores and assessments; Computer software and firmware, namely, operating system programs, database synchronization software, and data synchronization programs; Computer software development tools; Computer software for accessing, browsing and searching online databases; Computer software for accessing, monitoring, searching,

displaying, reading, recommending, sharing, organizing, and annotating news, sports, weather, commentary, and other information, content from periodicals, blogs, and websites, and other text, data, graphics, images, audio, video, and multimedia content; Computer software for communicating with gaming consoles regarding time, pace, speed, steps taken, athletic skill, calories burned, agility, motion, balance, coordination, and flexibility; Computer software for creating, authoring, distributing, downloading, transmitting, receiving, playing, editing, extracting, encoding, decoding, displaying, storing and organizing text, data, graphics, images, audio, video, and multimedia content, and electronic publications, and electronic games; Computer software for creating, editing, uploading, downloading, accessing, viewing, posting, displaying, tagging, blogging, streaming, linking, annotating, indicating sentiment about, commenting on, embedding, transmitting, and sharing or otherwise providing electronic media or information via computer the internet and communication networks; Computer software for creating, managing, and interacting with an online community; Computer software for fitness and weight management; Computer software for fitness, fitness assessments, and sport activities; Computer software for integrating electronic data with real world environments for the purposes of entertainment, communicating, and social networking; Computer software for managing information regarding tracking, compliance and motivation with a health and fitness program; Computer software for modifying and enabling transmission of images, audio, audio visual and video content and data; Computer software for modifying photographs, images and audio, video, and audio-visual content with photographic filters and virtual reality, mixed reality and augmented reality (AR) effects, namely, graphics, animations, text, drawings, geotags, metadata tags, hyperlinks; Computer software for monitoring, processing, displaying, storing and transmitting data relating to a user's physical activity; Computer software for processing images, graphics, audio, video, and text; Computer software for sending and receiving electronic messages, graphics, images, audio and audio visual content via computer the internet and communication networks; Computer software for sending and receiving electronic messages, alerts, notifications and reminders; Computer software for sensing, monitoring, recording, displaying, measuring, and transmitting global positioning, direction, distance, altitude, speed, navigational information, weather information, temperature, physical activity level, heart rate, pulse rate, blood pressure, calories burned, steps taken, and biometric data; Computer software for setting up, configuring, operating and controlling mobile devices, wearable devices, mobile phones, computers, and computer peripherals; Computer software for social networking and interacting with online communities; Computer software for the collection, managing, editing, organizing, modifying, transmission, sharing, and storage of data and information; Computer software for the redirection of messages, Internet e-mail, and/or other data to one or more electronic wearable wireless communication devices from a data store on or associated with a personal computer or a server; Computer software for tracking and managing information regarding health, fitness, and wellness programs; Computer software for use as an application programming interface (API); Computer software for use in creating, managing, measuring, and disseminating advertising of others; Computer software for viewing digital images and photographs provided as updates for or in combination with head-mounted display screen devices; Computer software for wireless content, data and information delivery; Computer software for wireless data communication for receiving, processing, transmitting and displaying information relating to fitness, body fat, body mass index; Computer software in the field of health, fitness, exercise, and wellness for sensing, monitoring, recording, displaying, measuring, and transmitting global positioning, direction, distance, altitude, speed, navigational information, temperature, physical activity level, heart rate, pulse rate, blood pressure, calories burned, steps taken, and biometric data and for tracking and managing information regarding health, fitness, exercise, and wellness programs; Computer software that detects user's movements during physical activity, fitness sessions, workouts, to provide personalized fitness scores and assessments; Computer software that evaluates a user's fitness level and athleticism, and provides fitness scores; Computer software that monitor, track, and compare sport activity and fitness level; Computer software that provides a fitness assessment and fitness score by comparing previous athletic performances and fitness levels with future athletic performances and fitness levels, and provides advice and customized workouts for improving in specific areas of a particular sport or fitness activity; Computer software that provides tips, coaching, and personalized workouts, to improve the user's fitness score; Computer software to enable accessing, displaying, editing, linking, sharing and otherwise providing electronic media and information via the internet and communications networks; Computer software to enable development, assessment, testing, and maintenance of mobile software applications for portable electronic communication devices, namely, mobile phones, smartphones, handheld computers and computer tablets; Computer software to enhance the audio-visual capabilities of multimedia applications, namely, for the three-dimensional rendering of graphics, still images and moving pictures provided as updates for or in combination with head-mounted display screen devices; Computer software, downloadable computer software and mobile application software for creating, managing and accessing groups within virtual communities; Computer software, namely, an application providing social networking functionalities; Computer software, namely, an interpretive interface for facilitating interaction between humans and machines; Computer software, namely, software development tools for the creation, debugging, and deployment of software applications for smart glasses, near eye displays, head mounted displays, and smartphones; Computers, namely, smartwatches; Connection cables; Digital video eyewear; Digital video eyewear, head mounted video displays, namely, micro screens and associated optics, virtual reality headsets, associated electronics, namely, connection cables and adaptors, software and firmware for displaying video games, electronic media and images; Downloadable computer application software for mobile phones, smartphones, computers, tablets, smart glasses, digital video eyewear, wearable digital electronic devices, namely, glasses, goggles, and headsets, head mounted displays, near eye display systems, communications networks, cloud computing services, and computer systems for communicating between the devices, networks and services; Downloadable computer application software for smart glasses, near eye display systems, and head mounted displays for displaying icons, determining and responding to user selection of icons, controlling connections to and

communication with other devices, networks, and systems, operating a camera to record and display images and audio visual files, organizing digital image and audio visual files, controlling microphones, controlling sound level of built-in speakers, transferring computer files between the smart glasses, near eye display systems, head mounted displays and other devices, networks, and systems, controlling user notifications, controlling a touchpad, controlling and obtaining data from sensors in the smart glasses, near eye display systems, and head mounted displays, including accelerometers, barometric, temperature, tilt, tip, and yaw sensors, head orientation sensors, and GPS receivers, controlling the speed of the CPU, and sensing and displaying the battery charge level, and displaying, capturing, recording, and streaming data, images, and audio visual content in standard reality, augmented reality, and mixed reality environments; Downloadable computer application software for smart glasses, near eye display systems, and head mounted displays for the generation and display of standard reality, augmented reality, mixed reality content; Downloadable computer application software for smart glasses, near eye display systems, and head mounted displays for communication with other smart glasses, near eye display systems, and head mounted displays; Downloadable computer software for enabling capture, storage, and transmission of photographs, videos, data, and information with a user's biometric, health, and other performance data overlaid and integrated into the recording; Downloadable computer software for viewing and interacting with a feed of images, audio, audio-visual and video content and associated text and data; Downloadable computer software, namely, downloadable mobile application for setting up, configuring, and controlling wearable computer hardware and wearable computer peripherals; Electric cables; Electrical adapters; Electronic monitoring devices incorporating indicators that light up and change color based on wearer's cumulative activity level; Electronic monitoring devices incorporating microprocessors, digital display, and accelerometers, for detecting, storing, reporting, monitoring, uploading and downloading sport, fitness training, and activity data to the internet, and communication with gaming consoles and personal computers, regarding time, pace, speed, steps taken, athletic skill, calories burned, heart and body rate, global positioning, direction, distance, altitude, navigational and weather information; Electronic navigational instruments and apparatus; Fitness and exercise sensors, monitors, and displays for sensing, monitoring, recording, displaying, measuring, and transmitting global positioning, direction, distance, altitude, speed, temperature, and navigational information, to be worn during exercise and for sports activities; Gesture recognition software; Glasses with the function of wireless communication; Global positioning system (GPS) devices; Goggles for enabling virtual reality, augmented reality and mixed reality world experiences; Hardware and software to view virtual images in creating virtual, augmented and mixed reality; Head mounted video display; Head-mounted display screen devices and their component parts, namely, video display cards; Headsets; Headsets for use with computers; interactive entertainment software; interface electronics, namely, video driver interface circuits for digital video eyewear; Location-aware computer software, downloadable computer software and mobile application software for searching, determining and sharing locations; Loudspeakers; Messaging software; Microdisplays, namely, head mounted video displays and near eye video displays; Mixed reality computer hardware; Mixed reality glasses; Mixed reality headsets; Mixed reality software; Mixed reality software for interactive entertainment; Mixed reality software for navigating a mixed reality environment; Mixed reality software for object tracking, motion control and content visualization; Mixed reality software for operating mixed reality headsets; Mixed reality software for users to experience mixed reality visualization, manipulation and immersion; Mobile application software for creating personalized fitness training programs; Motion tracking sensors for augmented reality technology; Motion tracking sensors for mixed reality technology; Motion tracking sensors for virtual reality technology; Multifunctional electronic devices for displaying, measuring, and uploading to the Internet information including time, date, body and heart rates, global positioning, direction, distance, altitude, speed, steps taken, calories burned, navigational information, weather information, the temperature, wind speed, and the declination of body and heart rates, altitude and speed; Multifunctional electronic devices for displaying, measuring, and uploading to the Internet information including time, date, heart rate, global positioning, direction, distance, altitude, speed, steps taken, calories burned, navigational information, changes in heart rate, activity level, hours slept, quality of sleep, and silent wake alarm; Near eye display optics, namely, video display screens for mounting near a user's eyes and lenses for displaying images to a user; Near eye display systems comprised of GPS sensors, accelerometers, magnetometers, directional compasses, environment temperature sensors, and electronic tip and tilt orientation sensors; Near eye display systems comprising computer hardware, electronic display interfaces, and software for the generation and display of virtual reality and mixed reality content; Near eye display systems comprising computer hardware, electronic display interfaces, and software specifically adapted for goggles; Near eye display systems comprising eyewear and software for the generation and display of standard reality, augmented reality, and mixed reality content; Near eye displays; Network communication apparatus, namely, mobile and wearable digital electronic devices for the sending and receiving of text, data, audio, image, and video files across networks; Pedometers; Peripherals for mobile devices, namely, pedometers and altimeters; Personal assistant software; Personal digital assistants; Personal electronic devices used to track fitness goals and statistics; Personal fitness trackers; Personal video display devices in the nature of wearable displays for viewing digital content including virtual reality, augmented reality and mixed reality content; Personal video display screens; Portable, handheld, and personal digital electronic devices for recording, organizing, transmitting, manipulating, reviewing, and receiving text, data, and digital files; Remote control apparatus for wearable computer hardware and smartwatches; Sensors for scientific use to be worn by a human to gather human biometric data, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; Smart glasses; Smart glasses with wired and wireless audio capability; Smartwatch bands; Smartwatch straps; Smartwatches; Social assistant software; Software and firmware for controlling, configuring and managing controllers; Software and firmware for displaying video games and electronic media on display screen devices provided as updates for or in combination with head-mounted display screen

devices; Software and firmware for operating system programs; Software and firmware for video drivers and video processing provided as updates for or in combination with head-mounted display screen devices; Software and firmware for enabling electronic devices to share data and communicate with each other; Software driver programs for electronic devices for enabling computer hardware and electronic devices to communicate with each other; Software for advertisers to communicate and interact with online communities; Software for alerts, messages, emails, and reminders, and for recording, organizing, transmitting, manipulating, reviewing, and receiving text, data, audio, image and digital files and display screens; Software for communicating by wireless local area networks, wireless technologies, and other communication protocols between near-eye display systems and network devices, namely, mobile phones, smart phones, computers, tablets, and other computer systems; Software for converting natural language into machine-executable commands; Software for creating and managing social media profiles and user accounts; Software for creating, editing, uploading, downloading, accessing, viewing, posting, displaying, tagging, blogging, streaming, linking, annotating, indicating sentiment about, commenting on, embedding, transmitting, and sharing or otherwise providing electronic media or information via computer and communication networks; Software for creating, managing and accessing groups within virtual communities; Software for creating, managing, and interacting with an online community; Software for facilitating and arranging for the financing and distribution of fundraising and donations; Software for generating images to be displayed in near-eye display system; Software for integrating electronic data with real world environments for the purposes of entertainment, education, gaming, communicating, and social networking; Software for modifying and enabling transmission of images, audio, audio visual and video content and data; Software for online charitable fundraising services and financial donation services; Software for ordering and/or purchasing goods and services; Software for organizing, searching for and managing events; Software for planning activities with other users, making recommendations; Software for processing images, graphics, audio, video, and text; Software for recording, storing, transmitting, receiving, displaying and analyzing data from wearable computer hardware; Software for smart phones and other computer systems to generate data, images, and audio for display in near-eye display systems and for transmitting such data, images, audio to near-eye display systems; Software for smart phones and other computer systems to receive data from near-eye display systems; Software for social and destination mapping; Software for social networking; Software for streaming multimedia entertainment content; Software for the collection, managing, editing, organizing, modifying, transmission, sharing, and storage of data and information; Software for tracking motion in, visualizing, manipulating, viewing, and displaying augmented, mixed and virtual reality experiences; Software for use as an application programming interface (API); Software for use in creating and designing virtual reality, augmented reality and mixed reality software; Software for wireless content, data and information delivery; Software in the nature of a mobile application; Software that enables individuals, groups, companies, and brands to create and maintain an online presence for marketing purposes; Software, namely, an interpretive interface for facilitating interaction between humans and machines; Telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; Virtual reality glasses; Virtual reality headsets; Virtual reality software; Virtual reality software for interactive entertainment; Virtual reality software for navigating a virtual reality environment; Virtual reality software for object tracking, motion control and content visualization; Virtual reality software for operating virtual reality headsets; Virtual reality software for users to experience virtual reality visualization, manipulation and immersion; Virtual, augmented, and mixed reality software for use in enabling computers, video game consoles, handheld video game consoles, tablet computers, mobile devices, and mobile telephones to provide virtual, augmented, and mixed reality experiences; Watches, bracelets, and wrist bands that communicate data to personal digital assistants, smart phones, and personal computers through Internet websites and other computer and electronic communication networks; Waterproof near eye display systems comprising computer hardware, electronic display interfaces, and software for the generation and display of virtual reality and mixed reality content; Wearable activity trackers; Wearable computer peripherals; Wearable computing devices comprised primarily of software and display screens for connection to computers, tablet computers, mobile devices, and mobile phones in order to enable virtual reality, augmented reality and mixed reality world experiences; Wearable digital electronic devices comprised primarily of software for alerts, messages, emails, and reminders, and for recording, organizing, transmitting, manipulating, reviewing, and receiving text, data, audio, image and digital files and display screens; Wearable digital electronic devices, namely, glasses, goggles, and headsets; Wearable electronic devices, namely, watches, bracelets, and wristbands that are comprised of software that communicates data to personal digital assistants, smart phones, and personal computers through Internet websites and other computer and electronic communication networks; Wearable peripherals for computers, tablet computers, mobile devices and mobile telephones, namely, configurable head-mounted displays; Wireless computer peripherals.

Class 28: Virtual reality headsets for playing video games for connection to computers, video game consoles, handheld video game consoles, tablet computers, mobile devices, and mobile phones in order to enable virtual reality experiences; Electronic and interactive multimedia game consoles; Video game interactive remote control units; Wearable peripherals for playing video games specially adapted for computers, video game consoles, handheld video game consoles, tablet computers, mobile devices, and mobile telephones; Game controllers for computer games; Audio and visual headsets for use in playing video games; Hand-held units for playing electronic, computer, interactive, and video games; Gaming devices, mobile gaming devices, namely, gaming machines with or without video output for playing computer games and video games; Computer game consoles for use with an external display screen or monitor; Apparatus for electronic games other than those adapted for use with an

external display screen or monitor; Apparatus for electronic games adapted for use with an external display screen or monitor; Bags specially adapted for handheld video games and video game consoles; Computer and video game joysticks; Computer gaming consoles for recreational game playing; Fitted plastic films known as skins for covering and protecting electronic game playing apparatus, namely, video game consoles and hand-held video game units; Game controllers in the nature of keyboards for computer games; Games adapted for use with television receivers; Gaming headsets adapted for use in playing video games; Hand held joy stick units for playing video games; Handheld game consoles; Hand-held electronic games adapted for use with television receivers only; Hand-held games with liquid crystal displays; Hand-held units for playing electronic games for use with external display screen or monitor; Home video game machines; LCD game machines; Player-operated electronic controllers for electronic video game machines; Protective carrying cases specially adapted for handheld video games and video game consoles; Standalone video game machine; Stands for electronic game playing apparatus, namely, video game consoles and hand-held video game units; Tabletop units for playing electronic games other than in conjunction with a television or computer; Video game interactive hand held remote controls for playing electronic games; Controllers for game consoles; Arcade video game machines; Video game consoles; Games and playthings; Gymnastic and sporting articles not included in other classes; Decorations for Christmas trees; Body-building apparatus; Body-training apparatus; Body-training equipment; Equipment for sports and games; Exercise machines.

Class 35: Organizing and conducting events, exhibitions, expositions and conferences for commercial purposes in the interactive entertainment, virtual reality, consumer electronics and video game entertainment industries; Online retail store services featuring virtual reality and augmented reality hardware and software; Online retail store services featuring virtual reality content and digital media namely, pre-recorded music, video, images, text, audiovisual works and virtual and augmented reality game software; Online retail store services featuring virtual reality, mixed reality and augmented reality headsets, games, content and digital media.

Class 38: Telecommunications; Telecommunications services, namely, electronic transmission of electronic media, data, messages, graphics, images, photos, videos, audio visual content and files; Telecommunication services, namely, data transmission and reception services via telecommunication networks; Telecommunications and peer-to-peer network computer services, namely, electronic transmission of images, audio-visual and video content, photographs, videos, data, text, messages, advertisements, media advertising communications and information; electronic transmission of digital photo files, videos, and audio visual content among internet users, through the use of photo, video, and data sharing services; Telecommunication services, namely, electronic exchange of voice, data, audio, video, text and graphics accessible via the internet and other communications networks; Providing access to computer, electronic and online databases; Providing access to computer databases in the fields of social networking and social introduction and dating; Providing online forums for communication on topics of general interest; Providing online chat rooms, instant messaging services, and electronic bulletin boards; Chatroom services for social networking; Providing online communications links which transfer mobile device and internet users to other webpages; Facilitating access to third party websites or to other electronic third party content via a universal login; Audio, text and video broadcasting services over the internet or other communications network; Voice over internet protocol (VOIP) service; Telephony communication services; Mobile phone communication services; Video conferencing services; Providing facilities and equipment for video conferencing; Audio and visual teleconferencing services; Streaming and live streaming of video, audiovisual, and interactive audiovisual content via the internet; Providing an online community forum for users to share and stream information, audio, video, real-time news, entertainment content, or information, to form virtual communities, and to engage in social networking; Telecommunications services, namely, electronic transmission of virtual reality content and data; technical support services regarding the usage of communications equipment, provided by a computer service; Web messaging services; Instant messaging services; Encrypted electronic transmission and delivery of recovered data; Provision of access to telecommunication networks and the internet; Providing internet connectivity; Providing information about telecommunication; Consulting in the field of telecommunication services, namely, transmission of voice, data, and documents via telecommunications networks; Internet service provider services; Internet broadcasting services; Telecommunications services, namely, providing internet access via broadband networks; Streaming and live streaming of audio, visual and audiovisual gaming content via a global computer network; provide access to interactive electronic and online databases of user-defined content, third-party content, photos, video, audio, visual, and audio-visual material in the field of general interest; Photosharing and video sharing services; Audio, text and video broadcasting services over the internet and other communications networks; Electronic exchange of voice, data, audio, video, text and graphics via the internet and telecommunications networks; Peer-to-peer photo and data sharing services, namely, electronic transmission of digital photo files, graphics and audio content among internet users; Photo sharing and video sharing services, namely, electronic transmission of digital photo files, videos and audio visual content among internet users; Providing a forum, chat rooms, and electronic bulletin boards for registered users for transmission of messages and sharing information regarding health and fitness, sport activities, and social networking via an online website and other computer and electronic communication networks; Providing a website featuring information regarding sports, fitness training, and athletic skill development; Providing an on-line forum for registered users for sharing information regarding personal activities, fitness, and social networking; Providing an online forum for registered users for sharing information regarding fitness, sport activities, fitness goals, fitness training and coaching, and social networking via an online website and other computer and electronic communication networks; Providing an on-line forum, chat

rooms, and electronic bulletin boards for registered users for transmission of messages and sharing information regarding nutrition, personal activities, health and fitness, classifieds, and social networking; Providing electronic bulletin boards for transmission of messages among users in the field of general interest; Providing online communications links which transfer mobile device and internet users to other local and global online locations; Providing online forums for communication, namely, transmission on topics of general interest; Providing technical support services regarding the usage of communications equipment; Streaming of audio and video material related to athletic activities on the internet and other computer and electronic communication networks; Telecommunication services; Telecommunications services, namely, electronic transmission of data, messages, graphics, photographs, images, audio, video, audio-visual content, and information; Telecommunications services, namely, electronic transmission of virtual, mixed and augmented reality content and data; Teleconferencing; Voice over internet protocol (VOIP) services; providing computer, electronic and online databases in the field of entertainment.

Class 41: Entertainment services; Electronic publishing services for others; Publication of educational materials, namely, publishing of books, journals, newsletters, and electronic publications; Publication of non-downloadable online journals, namely, weblogs (blogs) featuring user-defined content, blogs featuring advertising, marketing and business content, and blogs about virtual reality and augmented reality; Providing online non-downloadable electronic publications resources for software developers; Entertainment and educational services, namely, providing online non-downloadable publications about virtual reality technology via a website; Entertainment and educational services, namely, providing online non-downloadable publications about augmented reality technology via a website; Entertainment services, namely, providing interactive and multiplayer and single player games played via the internet or communication networks; Entertainment services, namely, providing online video games, computer games, electronic games, and interactive games; Providing a computer game for use network-wide by network users; Providing online non-downloadable game software; Virtual reality game services provided via the internet and other communications networks; Augmented reality game services provided via the internet and other communications networks; Entertainment services, namely, providing virtual reality games, interactive entertainment and virtual reality content and experiences; Entertainment services, namely, providing augmented reality games, interactive entertainment and augmented reality content and experiences; Entertainment services, namely, providing mixed reality games, interactive entertainment and mixed reality content and experiences; Entertainment services, namely, providing online virtual reality environments; Entertainment services, namely, providing online augmented reality environments; Augmented reality video production for entertainment purposes; Virtual reality video production for entertainment purposes; Multimedia entertainment production and publishing services; Entertainment services in the nature of production and post-production services of multimedia entertainment content; Entertainment and educational services, namely, providing non-downloadable movies, television shows, webcasts, audiovisual, and multimedia works via the internet, as well as information, reviews, and recommendations regarding movies, television shows, webcasts, audiovisual, and multimedia works; Providing information about online computer games and video games via the internet and other communications networks; Arranging and conducting educational conferences; Organizing exhibitions, events, and conferences in the fields of culture, entertainment, education, and social networking for non-business and non-commercial purposes; Arranging and conducting competitions and entertainment events for players of video, computer, electronic or interactive multimedia games; Entertainment services, namely, arranging and conducting of competitions for encouraging use and development of interactive entertainment, virtual reality, augmented reality, consumer electronics, and video game entertainment software and hardware; Organizing exhibitions in the field of interactive entertainment, virtual reality, consumer electronics and video game entertainment industries for cultural or educational purposes; Offering and conducting contests designed to recognize, reward and encourage individuals and groups which engage in self-improvement, self-fulfillment, charitable, philanthropic, volunteer, public and community service and humanitarian activities, and sharing of creative work product; Organizing exhibitions, conferences, and events in the field of software development for educational purposes; Offering and conducting contests for educational and entertainment purposes for software developers; Educational services, namely, organizing and conducting conferences and seminars in the fields of artificial intelligence and the internet of things; Educational services, namely, organizing and conducting conferences, courses, seminars, and online training in the fields of advertising, marketing, social networking, the internet, and social media, and distribution of course material in connection therewith; Training in the field of design, advertising and communication technologies; Training in the field of strategic media planning relating to advertising, marketing and business; Providing information in the field of entertainment; Providing entertainment information including text, electronic documents, databases, graphics, photographic images and audio visual information, via the internet and other communications networks; Providing information for educational and entertainment purposes in the fields of entertainment, secondary, and collegiate life, and social and community interest groups; Rental of photography and videography kiosks for capturing, uploading, editing and sharing of pictures and videos; Education; Providing of training; Sporting and cultural activities; Entertainment services, namely, providing online videos featuring games being played by others; Gaming services in the nature of providing a web site for consumers to broadcast game play to others; Arranging and conducting educational conferences in the field of software development; Educational seminars, classes, speaker series, conferences and training in the field of open source software and software development; Entertainment services, namely, ongoing comedy, drama, documentary, docu-series, animated, mystery, and reality web and television series provided over the Internet; Online journals, namely, blogs featuring comedy, drama, documentary, docu-series, animated, mystery, and reality and entertainment content; Providing online non-downloadable video clips, videos, vlogs, images, illustrations, articles, and abstracts of articles in the field of comedy, drama, documentary, docu-series, animated, mystery, and reality entertainment; Providing online

non-downloadable videos in the field of comedy, drama, documentary, docu-series, animated, mystery, and reality entertainment; Educational services, namely, providing online publications in the field of social media content; Provision of information relating to social media content; Online electronic publishing concerning social media content; Publication of educational materials, namely, publishing of articles, manuals, journals and blogs in the fields of software development, artificial intelligence, machine learning, and building user interfaces; Arranging and conducting of training workshops; Recreation information; Augmented reality video production; Conduct and providing access to on-line live workouts, fitness instructions and sessions; Conducting fitness classes; Education services; Educational services, namely, conducting seminars, conferences, and workshops in the fields of health and wellness; Educational services, namely, organizing and conducting conferences and seminars in the fields of virtual reality, augmented reality, artificial intelligence and the internet of things; Electronic publishing services; Entertainment and educational services, namely, providing non-downloadable movies, television shows, webcasts, audiovisual, and multimedia works via the internet, as well as information, reviews, and recommendations regarding movies, television shows, webcasts, audiovisual, and multimedia works; Entertainment services, namely, arranging and conducting of competitions for encouraging use and development of interactive entertainment, virtual reality, augmented reality, mixed reality, consumer electronics, and video game entertainment software and hardware; Entertainment services, namely, contest and incentive award programs designed to reward program participants who exercise, participate in sports activities, engage in health-promoting activities, make achievements in exercise and sports activities, and reach personal goals regarding exercise, sports activities, and fitness; Entertainment services, namely, contest and incentive award programs designed to reward program participants who exercise, make healthy eating choices, and engage in other health-promoting activities; Entertainment services, namely, incentive award programs designed to reward program participants who exercise; Entertainment services, namely, providing access to interactive electronic and online databases of user-defined content, third-party content, photos, video, audio, visual, and audio-visual material in the field of general interest; Entertainment services, namely, providing an online forum for the dissemination of content, data, and information for entertainment and social and business networking purposes; Entertainment services, namely, providing online facilities for streaming entertainment content and live streaming video of entertainment events; Entertainment services, namely, providing online facilities for streaming entertainment content and live streaming video of entertainment events; Entertainment services, namely, providing online mixed reality environments; Mixed reality video production; Multimedia production services; Online journals, namely blogs featuring commentary, advice and information in the fields of health, wellness, sleep, fitness and nutrition; Online journals, namely, blogs; Online journals, namely, weblogs (blogs) featuring user-defined content; Organizing contest and incentive award programs for software developers; Organizing exhibitions and events for cultural, educational, or entertainment purposes; Organizing exhibitions and events in the field of interactive entertainment, virtual reality, mixed reality, and augmented reality, consumer electronics and video game entertainment industries for cultural or educational purposes; Organizing exhibitions and events in the field of software development for educational purposes; Organizing exhibitions in the field of interactive entertainment, virtual reality, augmented reality, mixed reality, consumer electronics and video game entertainment industries for cultural or educational purposes; Organizing live exhibitions and conferences in the fields of culture, entertainment and social networking for non-business and non-commercial purposes; Personal coaching services in the field of sports, exercise, health, and fitness; Photosharing and video sharing services; Pre-recorded athletic and fitness sessions; Providing a fitness assessment and a fitness score, and a personalized workout program based on that assessment and score; fitness coaching, instructions, and sessions via provision of a website; fitness instructions and sessions via provision of a website; fitness training, and athletic skill development via provision of a website; fitness training, fitness coaching, fitness goals, and athletic skill development via provision of a website; information regarding sports, athletic skill development, and fitness training via provision of a website; pre-recorded athletic and fitness sessions via provision of a website ; Providing access to pre-recorded athletic and fitness sessions; Providing entertainment information from searchable indexes and databases of information, including text, electronic documents, databases, graphics, photographic images and audio visual information, via the internet and communication networks; Providing group coaching in the field of sports, exercise, health, and fitness; Providing information regarding sports, athletic skill development, and fitness training via an online website, other computer and electronic communication networks, and via computer software for gaming consoles, personal computers, personal digital devices, and smart phones; Providing online resources for software developers; Providing pre-recorded athletic challenges, training, fitness sessions and challenges, and workouts via an online website, other computer and electronic communication networks, and via computer software for gaming consoles, personal computers, personal digital devices, and smart phones; Publishing services, namely, publishing of electronic publications for others; Virtual reality video production; news reporting services in the field of financial news.

Class 42: Design and development of computer hardware and software; Providing online non-downloadable software; Providing temporary use of non-downloadable software to enable development, assessment, testing, and maintenance of mobile software applications for portable electronic communication devices, namely, mobile phones, smartphones, handheld computers and computer tablets; Design, engineering, research, development and testing services in the field of mobile application software development related to the use and functionality of hyperlinks; Technical consultation in the field of mobile application software development related to the use and functionality of hyperlinks; Providing temporary use of non-downloadable software that gives users the ability to engage in social networking and manage their social networking content; Computer services, namely, creating an online community for registered users to engage in social networking; Providing temporary use of non-downloadable software for creating, managing and accessing user-created and administered groups within virtual

communities; Providing temporary use of non-downloadable software for creating and managing social media profiles and user accounts; Providing temporary use of non-downloadable software for social networking, creating a virtual community, and transmission of audio, video, images, text, content, and data; Computer services in the nature of customized electronic personal and group profiles or webpages featuring user-defined or specified information, including, audio, video, images, text, content, and data; Providing temporary use of non-downloadable software that enables users to transfer personal identity data to and share personal identity data with and among multiple websites; Application service provider (ASP) featuring software for social networking, managing social networking content, creating a virtual community, and transmission of images, audio-visual and video content, photographs, videos, data, text, messages, advertisements, media advertising communications and information; Platform as a service (PAAS) featuring software platforms for social networking, managing social networking content, creating a virtual community, and transmission of images, audio-visual and video content, photographs, videos, data, text, messages, advertisements, media advertising communications and information; Application service provider (ASP) featuring application programming interface (API) software which facilitates online services for social networking and developing software applications; Providing temporary use of non-downloadable software for viewing and interacting with a feed of electronic media, namely, images, audio-visual and video content, live streaming video, commentary, advertisements, news, and internet links; Providing temporary use of non-downloadable software for finding content and content publishers, and for subscribing to content; Providing temporary use of non-downloadable software for organizing images, video, and audio-visual content using metadata tags; Providing temporary use of non-downloadable software for creating, editing, uploading, downloading, accessing, viewing, posting, displaying, tagging, blogging, streaming, linking, annotating, indicating sentiment about, commenting on, interacting with, embedding, transmitting, and sharing or otherwise providing electronic media, images, video, audio, audio-visual content, data, and information via the internet and communication networks; Application service provider (ASP) featuring software to enable or facilitate the creating, editing, uploading, downloading, accessing, viewing, posting, displaying, tagging, blogging, streaming, linking, annotating, indicating sentiment about, commenting on, interacting with, embedding, transmitting, and sharing or otherwise providing electronic media, images, video, audio, audio-visual content, data, and information via the internet and communication networks; Providing temporary use of non-downloadable software for sending and receiving electronic messages, alerts, notifications and reminders; Providing application programming interface (API) software for use in electronic messaging and transmission of audio, video, images, text, content and data; Providing temporary use of non-downloadable software for electronic messaging; Providing temporary use of non-downloadable software to facilitate interactive discussions via communication networks; Providing temporary use of non-downloadable software for organizing events, searching for events, calendaring and managing events; Providing temporary use of non-downloadable software for modifying photographs, images and audio, video, and audio-video content; Providing temporary use of non-downloadable computer software for use in taking and editing photographs and recording and editing videos; Application service provider (ASP) featuring software to enable or facilitate taking and editing photographs and recording and editing videos; Providing temporary use of non-downloadable software for streaming multimedia entertainment content; Providing temporary use of non-downloadable computer software for enabling transmission of images, audio, audio visual and video content and data; Computer services, namely, providing search engines for obtaining data via the internet and communications networks; Providing search engines of online network environments to provide information from searchable indexes and databases of information, including text, electronic documents, databases, graphics, electronic media, images and audio visual content, via the internet and communications networks; Application service provider (ASP) services, namely, hosting software applications of others; Providing temporary use of non-downloadable software for providing, linking to, or streaming news or current events information; Providing temporary use of non-downloadable e-commerce software to allow users to perform electronic business transactions via the internet and communications networks; Application service provider (ASP) featuring application programming interface (API) software to allow users to perform electronic business transactions via the internet and communication networks; Software as a service (SAAS) services featuring software for sending and receiving electronic messages, notifications and alerts and for facilitating electronic business transactions via the internet and communications networks; Providing temporary use of non-downloadable software for use in designing, managing, measuring, analyzing, disseminating, and serving advertising of others; Application service provider (ASP) featuring application programming interface (API) software for creating, managing, tracking, reporting and measuring advertising of others; Providing non-downloadable software for allowing buyers and sellers of online advertising to purchase and sell advertising inventory; Providing temporary use of non-downloadable software for creating, sharing, disseminating and posting advertising; Providing temporary use of non-downloadable software for creating and maintaining an online presence for individuals, groups, companies, and brands; Providing temporary use of non-downloadable software for advertisers to communicate and interact with online communities; Providing temporary use of non-downloadable software for curating online user-defined content and advertisements and creating social media feeds; Designing and developing computer game software and video game software for use with computers, video game program systems and computer networks; Development of hardware for use in connection with electronic and interactive multimedia games; Providing temporary use of non-downloadable software that gives users the ability to upload, modify and share virtual reality content, augmented reality content, mixed reality content, information, experiences and data; Hosting of virtual reality and augmented reality content on the internet; Providing user authentication services using single sign-on and software technology for e-commerce transactions; Providing user authentication services of electronic funds transfer, credit and debit card and electronic check transactions using single sign-on and software technology; Providing an application programming interface (API) to allow users to perform electronic business transactions via the internet; Providing temporary use of non-downloadable software

for processing electronic payments; Platform as a service (PAAS) services featuring computer software to allow users to perform business and e-commerce transactions; Providing temporary access to non-downloadable computer software for providing electronic maps; Application service provider (ASP) featuring software for providing electronic maps; Providing temporary use of non-downloadable computer software for searching, determining, and sharing locations; Providing temporary use of non-downloadable software for searching and identifying local and location-based points of interest, events, landmarks, employment opportunities, entertainment, cultural events, shopping and offers; Providing temporary use of non-downloadable computer software for making reservations and bookings; Application service provider (ASP) featuring software to enable or facilitate making reservations and bookings; Providing temporary use of non-downloadable software that give users the ability to post ratings, reviews, referrals and recommendations relating to businesses, restaurants, service providers, events, public services and government agencies; Providing temporary use of non-downloadable software for providing a virtual marketplace; Providing temporary use of non-downloadable computer software for ordering and/or purchasing goods and services; Application service provider (ASP) featuring software to enable or facilitate ordering and/or purchasing goods and services; Providing temporary use of non-downloadable software for searching and identifying employment opportunities; Providing temporary use of non-downloadable software for identifying and allowing users to contact government representatives; Providing temporary use of non-downloadable software for facilitating interaction and communication between humans and AI (artificial intelligence) platforms; Application service provider (ASP) featuring software to enable or facilitate interaction and communication between humans and AI (artificial intelligence) platforms; Design of augmented reality and virtual reality effects for use in modifying photographs, images, videos and audio-visual content; Providing online non-downloadable personal assistant software; Providing non-downloadable social assistant software; Providing temporary use of non-downloadable computer software for use in facilitating voice over internet protocol (VOIP) calls, phone calls, video calls, text messages, electronic message, instant message, and online social networking services; Application service provider (ASP) services featuring software to enable or facilitate voice over internet protocol (VOIP) calls, phone calls, video calls, text messages, electronic message, instant message, and online social networking services; Providing a website featuring information in the fields of technology and software development via the internet and communication networks; Design and development of virtual reality and augmented reality and mixed reality hardware and software; Design and development of video game hardware and software; Software development; Development of interactive multimedia software; Maintenance and repair of computer software; Computer services, namely, cloud hosting provider services; Providing temporary use of online non-downloadable cloud computing software for use in electronic storage of data; Providing temporary use of online non-downloadable cloud computing software for virtual, augmented reality applications and environments; File sharing services, namely, providing temporary use of non-downloadable featuring technology enabling users to upload and download electronic files; Application service provider, namely, providing, hosting, managing, developing, and maintaining applications, software, web sites, and databases in the fields of wireless communication, mobile information access, and remote data management for wireless delivery of content to handheld computers, laptops and mobile electronic devices; Computer services, namely, providing remote management of devices via computer networks, wireless networks or the internet; Data encryption services; Encrypted electronic transmission and delivery of recovered data; Providing temporary use of online non-downloadable software and applications for customer relationship management (CRM); Application service provider (ASP) featuring software for customer relationship management (CRM); Computer services, in particular, application service provider featuring application programming interface (API) software for customer relationship management (CRM); Providing temporary use of non-downloadable software for facilitating and arranging fundraising and the distribution of fundraising donations; Providing temporary use of non-downloadable software for online charitable fundraising services and donation services; Scientific and technological services and research and design relating thereto; Industrial analysis and research services; Computer hardware and software design, development, installation and maintenance; Research services and consulting in the field of information and telecommunications technology; Design of telecommunications apparatus and equipment; Consulting services in the field of design, selection, implementation and use of computer hardware and software systems for others; Providing online software platform featuring technology that enables online users to make payments and transfer funds; Providing online software platform featuring technology that enables online users to make payments and funds transfers across multiple websites and mobile applications; Computer services, namely, application services provider featuring application programming interface (API) software to allow users to perform e-commerce transactions via the internet and communications networks; Software as a services (SAAS) services featuring software for facilitating e-commerce transactions via the internet and communications networks; Application service provider featuring an application programming interface (API) software to allow users to perform e-commerce transactions via the internet and communications networks; Providing temporary use of non-downloadable software for converting natural language into machine-executable commands; Analyzing and evaluating social media content; Developing standards for third-party social media content; Conducting proceedings relating to standards concerning third-party social media content; Content moderation and supervision; Web publishing, namely, publishing of decisions concerning third-party social media content; Providing temporary use of non-downloadable computer software in the nature of a query engine; Providing temporary use of non-downloadable computer software for use in performing queries on large amounts of data; Providing temporary use of non-downloadable computer software in the nature of a query engine functioning across business intelligence (BI) tools; Providing temporary use of online non-downloadable artificial intelligence software for facilitating machine learning software; Application service provider (ASP) featuring software to enable or facilitate machine learning software; Providing temporary use of online non-downloadable software for machine learning; Providing temporary use of online non-downloadable software tools for software development; Providing temporary

use of online non-downloadable software for building user interfaces; Application service provider (ASP) featuring software to enable or facilitate user interface building software; Electronic data storage; Electronic storage of photographs; Interactive hosting services which allow the users to publish and share their own content and images online; Providing on-line non-downloadable software for database management; Computer network services; Providing temporary use of non-downloadable software for opinion polling; Providing software allowing users to post questions with answer options; Platform as a service (PAAS) services featuring technology that allows businesses, organizations and individuals to create and manage their online presences and to communicate with online users information and messages regarding their activities, products and services and to engage in business and social networking; Providing temporary use of non-downloadable software featuring technology that allows users to manage their business networking accounts; Providing temporary use of non-downloadable software for voice command and recognition software, speech to text conversion software, voice-enabled software applications for personal information management; Platform as a service (PAAS) featuring computer software platforms for personal assistant software; Platform as a service (PAAS) featuring computer software platforms for home automation and home device integration software; Platform as a service (PAAS) featuring computer software platforms for wireless communication software for voice, audio, video, and data transmission; Software as a service (SAAS) featuring computer software for personal information management; Providing temporary use of non-downloadable software for accessing, monitoring, tracking, searching, saving, and sharing information on topics of general interest; Software as a service (SAAS) featuring computer software for use to connect and control internet of things (iot) electronic devices; Software as a service (SAAS) featuring computer software for others to use for the development of software to manage, connect, and operate internet of things (iot) electronic devices; Software as a service (SAAS) featuring computer software for use as an application programming interface (API); Design, development and maintenance of proprietary computer software for others in the field of natural language, speech, language, and voice recognition excluding post-production of picture and sound recordings; Technical support and consultation services for developing applications; Information, advisory and consultancy services relating to voice command and recognition software, speech to text conversion software, and voice-enabled software applications, home automation, and internet-of-things software; Providing information, news, and commentary in the field of science and technology, home decorating, weather, and graphic, interior, product, and fashion design; Technological services, namely, data warehousing services; Application service provider (asp), namely, hosting computer software applications through the internet of others; Consultation services relating to programming of multimedia application management, computer programming, hardware, software, and computer system design and specification; Software as a service (SAAS) services, namely, hosting software for use by others for use providing an online database featuring a wide range of general interest information via the internet; Providing temporary use of on-line non-downloadable mobile communications device software for enhancing mobile access to the internet via computers, mobile computers, and mobile communications devices; Technical support, namely, troubleshooting of computer hardware and software problems and mobile computer and mobile communications device hardware and software problems; Computer, mobile computer, and mobile communication device hardware and software consultation and design; Providing temporary use of non-downloadable computer software that enables users to access and download computer software; Providing temporary use of on-line non-downloadable software and applications for accessing streaming audio and video files, games, social networks, text files, and multimedia files; Application service provider (ASP) featuring application programming interface (API) software for the streaming, storage, and sharing of video games, content, data and information; Computer software development in the field of mobile applications; Providing technical support services, namely, troubleshooting of computer software problems regarding the usage of communications equipment; Computer services; IT services; Application service provider (ASP) services, namely, hosting computer software applications of others; Application service provider (ASP) services, featuring e-commerce software for use as a payment gateway that authorizes processing of credit cards or direct payments for merchants; Application service provider (ASP) services, namely, providing, hosting, managing, developing, and maintaining applications, software, websites and databases in the fields of information technology, blockchain, virtual currency, digital currency, cryptocurrency, and digital assets; Application service provider (ASP) services featuring software for use in virtual currency, digital currency, cryptocurrency, and digital asset exchange and transactions; Application service provider (ASP) featuring software to enable or facilitate the creating, editing, uploading, downloading, accessing, viewing, posting, displaying, commenting on, embedding, transmitting, and sharing or otherwise providing electronic media or information via the internet and communications networks; Application service provider services featuring application programming interface (API) software to allow users to perform electronic business transactions via a global computer network; Application service provider (ASP) featuring software to enable or facilitate purchasing goods and services; Software as a service (SAAS) services; Platform as a service (PAAS) services; Providing temporary use of non-downloadable cloud computing software; Providing distributed ledger technology; Providing temporary use of non-downloadable software which facilitates the ability of users to view, analyze, record, store, monitor, manage, trade and exchange digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Providing temporary use of non-downloadable software for sending, receiving, accepting, buying, selling, storing, transmitting, trading and exchanging digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Providing temporary use of non-downloadable software for implementing and recording financial transactions, for creating accounts and maintaining and managing information about financial transactions on distributed public ledgers and peer to peer payment networks; Providing temporary use of non-downloadable software for processing electronic payments and for transferring funds to and from others; Providing electronic financial platform software; Providing software for use as an application programming interface (API) for the development, testing, and

integration of blockchain software applications; Providing temporary use of non-downloadable software for transfers of digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens between parties; Providing temporary use of non-downloadable software for use in financial trading; Providing temporary use of non-downloadable software for use in financial exchange; Providing temporary use of non-downloadable software for use in accessing financial information and market data and trends; Providing temporary use of non-downloadable software for the management of cryptographic security of electronic transmissions across computer networks; Providing temporary use of non-downloadable software for use with virtual currency; Providing software for use with digital currency; Providing software for use with cryptocurrency; Providing temporary use of non-downloadable software for use with digital currency wallet and storage services; Providing software for use as a cryptocurrency wallet; Providing software for use as an electronic wallet; Providing software for use as a digital wallet; Electronic data storage services; Providing temporary use of non-downloadable software for electronic funds transfer; Providing temporary use of non-downloadable software for currency conversion; Providing temporary use of non-downloadable software for the collection and distribution of data; Providing temporary use of non-downloadable software for payment transactions; Providing temporary use of non-downloadable software for connecting computers to local databases and global computer networks; Providing temporary use of non-downloadable software for creating searchable databases of information and data; Providing temporary use of non-downloadable software for managing and validating digital currency, virtual currency, cryptocurrency, digital asset, blockchain asset, digitized asset, digital token, crypto token and utility token transactions; Providing temporary use of non-downloadable software for creating and managing smart contracts; Providing temporary use of non-downloadable software for managing payment and exchange transactions; Providing temporary use of non-downloadable software for electronically exchanging currency for digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Providing temporary use of non-downloadable software for use in enabling the electronic transfer of funds to and from others; Providing temporary use of non-downloadable software for creating a decentralized and open source digital currency for use in blockchain-based transactions; Providing temporary use of non-downloadable software for creating a decentralized and open source virtual currency for use in blockchain-based transactions; Providing temporary use of non-downloadable software for creating a decentralized and open source cryptocurrency for use in blockchain-based transactions; Providing temporary use of non-downloadable software for encrypting and enabling secure transmission of digital information over the Internet, as well as over other modes of communication between computing devices; Distributed ledger platform software for use in processing financial transactions; Providing temporary use of non-downloadable software for electronic funds transfer and currency conversion; Providing a web portal featuring blogs and non-downloadable publications in the nature of articles, columns, and informational guides in the fields of virtual currencies, digital and blockchain assets and market and trading trends; Platform as a service (PAAS) featuring computer software platforms for the selling and purchasing digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Software as a service (SAAS) featuring computer software platforms for the selling and purchasing digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Computer services, namely, creating an on-line virtual environment for the selling and purchasing of digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Platform as a service (PAAS) featuring computer software platforms for managing blockchain and token driven, distributed storage computer systems; Software as a service (SAAS) featuring computer software platforms for managing blockchain and token driven, distributed storage computer systems; Computer services, namely, providing secure, private encrypted cloud storage services; Computer services, namely, providing open source decentralized cloud storage platform; Data encryption services featuring blockchain software technology and peer-to-peer protocols to provide secure, private, and encrypted cloud storage; Providing temporary use of non-downloadable software for use as a cryptocurrency wallet; Data mining; Providing temporary use of non-downloadable software for use with blockchain technology; Software as a service (SAAS) services featuring software for clearing, allocation, compliance, recordation and settlement of trading related to digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Platform as a service (PAAS) services featuring software for clearing, allocation, compliance, recordation and settlement of trading related to digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Platform as a service (PAAS) featuring software platforms for facilitating transactions and payments using digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens that allow users to buy from, and sell products and services to others; Software as a service (SAAS) featuring software platforms for facilitating transactions and payments using digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens that allow users to buy from, and sell products and services to others; Blockchain-based software platforms and distributed computing software platforms for auditing and verifying digital information and codes; Design, development and implementation of audit and security software for blockchain-based platforms; Providing temporary use of non-downloadable software for use in facilitating secure transactions; Providing temporary use of non-downloadable software for auditing digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Design, development, and implementation of software for distributed computing platforms; Design, development, and implementation of software for blockchain; Design, development, and implementation of software for digital currency, virtual currency, cryptocurrency, digital and blockchain asset, digitized asset, digital token, crypto token and utility token wallets; Design, development, and implementation of software for third-party verification services for digital currency

transactions, including but not limited to transactions involving bitcoin currency; Providing temporary use of non-downloadable software for users to buy and sell products by using digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized assets, digital tokens, crypto tokens and utility tokens; Providing temporary use of non-downloadable software for use in accessing, reading, tracking, and using blockchain technology; Technical consultancy services related to digital currency, virtual currency, cryptocurrency, digital and blockchain asset, digitized asset, digital token, crypto token and utility token transactions; Platform as a service (PAAS) featuring computer software platforms for computer system and application development, deployment, and management; Software as a service (SAAS) featuring computer software platforms for computer system and application development, deployment, and management; Providing temporary use of non-downloadable software enabling users to develop, build and run distributed applications through an open-source peer-to-peer smart-contract and payment network platform; Providing temporary use of non-downloadable authentication software for controlling access to and communications with computers and computer networks; Providing temporary use of non-downloadable software for use in the exchange of virtual items; Providing a digital exchange; Providing temporary use of non-downloadable software for use in issuing digital currency, virtual currency, cryptocurrency, digital and blockchain assets, digitized as; Application service provider (ASP); Application service provider (ASP) featuring application programming interface (API) software which facilitates online services for social networking, developing software applications; Application service provider (ASP) featuring location-aware software for searching, determining and sharing the location of goods, services and events of interest; Application service provider (ASP) featuring software for mapping services; Application service provider (ASP) featuring software for social networking, managing social networking content, creating a virtual community, and transmission of images, audio-visual and video content, photographs, videos, data, text, messages, advertisements, media advertising communications and information; Application service provider (ASP) featuring software for use in buying, selling, designing, managing, tracking, valuing, optimizing, targeting, analyzing, delivery, and reporting of online advertising and marketing; Application service provider (ASP) featuring software to enable or facilitate the sharing and displaying a user's location, planning activities with other users and making recommendations; Application service provider (ASP) featuring software to enable or facilitate social and destination mapping; Application service provider (ASP) featuring software to enable or facilitate interaction and communication between humans and AI (artificial intelligence) platforms, namely, bots, virtual agents and virtual assistants; Application service provider (ASP) services; Application service provider (ASP) services featuring software for controlling, integrating, operating, connecting, and managing voice controlled information devices, namely, cloud-connected and voice-controlled smart consumer electronic devices and electronic personal assistant devices; Application service provider (ASP), namely, hosting, managing, developing and maintaining applications, software, and web sites, in the fields of personal productivity, wireless communication, and mobile applications; Application service provider (ASP), namely, providing, hosting, managing, developing, and maintaining applications, software, websites, and databases in the fields of calculation of website ranking based on user traffic; Application service provider (ASP), namely, remote hosting of computer applications of others; Application service provider, namely, providing, hosting, managing, developing, and maintaining applications, software, web sites, and databases in the fields of wireless communication, mobile information access, and remote data management for wireless delivery of content to handheld computers, laptops and mobile electronic devices; Application service provider, namely, providing, hosting, managing, developing, and maintaining applications, software, websites, and databases in the fields of calculation of website ranking based on user traffic; Computer consulting, computer programming; Computer hardware and software consultation and design; Computer hardware, software, application, and network consulting services; Computer online services, namely, providing information, online links and electronic resources related to sports, health, and fitness; Computer services in the nature of providing customized online pages featuring user-defined or specified information, personal profiles, virtual reality, mixed reality, and augmented reality content and data; Computer services, namely, creating virtual communities for registered users to organize groups and events, participate in discussions, get feedback from their peers, and engage in social, business and community networking; Computer services, namely, curating online user-defined content and advertisements and creating social media feeds; Computer services, namely, hosting online web facilities for others for organizing and conducting meetings, events and interactive discussions via the internet and communication networks; Computer services, namely, providing information in the fields of technology and software development via the internet; Computer software development; Creating, maintaining and hosting of a website and other computer and electronic communication networks featuring information, online links, and electronic resources in the field of sports and fitness; Creating, maintaining and hosting of an interactive web site and other computer and electronic communication networks that enables users to enter, access, track progress, monitor and generate health, fitness, personal exercise, sports, and athletic activity information and achievements; Creating, maintaining and hosting of an interactive web site and other computer and electronic communication networks that enables users to compete and compare athletic information and achievements with other users; Design and development of augmented reality hardware and software; Design and development of computer hardware and computer software; Design and development of interactive multimedia software; Design and development of mixed reality hardware and software; Design and development of virtual reality hardware and software; File sharing services, namely, providing online facilities for others featuring technology enabling users to upload and download electronic files; Hosting of digital content on the internet; Mapping services; Mobile computer and mobile communications device hardware and software consultation and design; Mobile computer and mobile communications device software design for others; Non-downloadable computer software for displaying, aggregating, analyzing and organizing data and information in the fields of health, wellness, fitness, physical activity, weight management, sleep, and nutrition; Non-downloadable computer software for facilitating interaction and communication between humans and AI (artificial

intelligence) platforms, namely, bots, virtual agents and virtual assistants; Non-downloadable computer software for sharing and displaying a user's location, planning activities with other users and making recommendations; Non-downloadable computer software for social and destination mapping; Non-downloadable computer software for tracking fitness, health and wellness goals and statistics; Non-downloadable software for creating personalized fitness training programs; Non-downloadable software for creating, managing and accessing user-created and administered private groups within virtual communities; Non-downloadable software for ordering and/or purchasing goods and services; Non-downloadable software for processing electronic payments; Non-downloadable software for providing a virtual marketplace; Non-downloadable software for providing personal training services, workouts and fitness assessments; Non-downloadable software for social networking, creating a virtual community, and transmission of audio, video, images, text and data; Non-downloadable software for streaming multimedia entertainment content; Non-downloadable software for transmitting, sharing, receiving, downloading, displaying, interacting with and transferring content, text, visual works, audio works, audiovisual works, literary works, data, files, documents and electronic works; Online ad-buying platform provider, namely, providing non-downloadable software programs for allowing buyers and sellers of online advertising to purchase and sell advertising inventory; Online non-downloadable cloud computing software for use in electronic storage of data; Online non-downloadable cloud computing software for virtual, mixed and augmented reality applications and environments; Online non-downloadable computer software for use in providing retail and ordering services for a wide variety of consumer goods; Platform as a service (PAAS) featuring computer software platforms for use in purchasing and disseminating advertising; Platform as a service (PAAS) featuring computer software platforms for social networking, managing social networking content, creating a virtual community, and transmission of images, audio-visual and video content, photographs, videos, data, text, messages, advertisements, media advertising communications and information; Platform as a service (PAAS) featuring computer software platforms for voice command and recognition software, speech to text conversion software, voice-enabled software applications for personal information management; Platform as a service (PAAS) featuring software platforms for social networking and transmission of images, audio-visual content, video content and messages; Platform as a service (PAAS) services featuring computer software to allow users to perform electronic business and e-commerce transaction; Provide an interactive web site that enables users to enter, access, track progress, monitor and generate nutrition, calories, health, fitness, personal exercise, sports, and athletic activity information and achievements; Provide use of non-downloadable software to provide information regarding sports, athletic skill development, fitness coaching, and fitness training via an online website and other computer and electronic communication networks for gaming consoles, personal computers, personal digital devices, and smart phones; Providing an interactive web site that enables users to enter, access, track progress, monitor and generate calories, fitness, personal exercise, and athletic activity information and achievements; Providing an online network service that enables users to transfer personal identity data to and share personal identity data with and among multiple online facilities; Providing customized computer searching services, namely, searching and retrieving information at the user's specific request via the internet; Providing information from searchable indexes and databases of information, including text, electronic documents, databases, graphics, electronic media, images and audio visual content via the internet and communication networks; Providing internet search engines; Providing non-downloadable software to allow users to perform electronic business transactions via the internet and communications networks; Providing online facilities featuring technology that enables online users to create personal profiles featuring social and business networking information, to transfer and share such information among multiple online facilities to engage in social networking, and to manage their social networking accounts; Providing online facilities that give users the ability to upload, modify and share audio, video, photographic images, text, graphics and data; Providing online facilities featuring technology that enables online users to create personal profiles featuring social and business networking information and to transfer and share such information among multiple online facilities; Providing online non-downloadable software for setting up, configuring, and controlling wearable computer hardware and wearable computer peripherals; Providing online sites that gives users the ability to upload, modify and share virtual reality, mixed reality and augmented reality content, information, experiences and data; Providing personal assistant software; Providing search platforms to allow users to request and receive photos, videos, text, data, images, and electronic works; Providing search platforms to allow users to request and receive content, text, visual works, audio works, audiovisual works, literary works, data, files, documents, and electronic works; Providing social assistant software; Providing software for facilitating and arranging for the financing and distribution of fundraising and donations; Providing software for online charitable fundraising services and financial donation services; Providing temporary access to non-downloadable computer software for mapping services; Providing temporary use of non-downloadable computer software and hosting online facilities to enable users to access and download computer software; Providing temporary use of non-downloadable computer software enabling development, assessment, testing, and maintenance of mobile software applications for portable computing devices, namely, mobile phones, smartphones, handheld computers and computer tablets; Providing temporary use of non-downloadable computer software for sharing and displaying a user's location, planning activities with other users and making recommendations; Providing temporary use of non-downloadable computer software for social and destination mapping; Providing temporary use of non-downloadable computer software for finding content and content publishers, and for subscribing to content; Providing temporary use of non-downloadable computer software for accessing, collecting, displaying, editing, linking, modifying, organizing, tagging, streaming, sharing, storing, transmitting, and otherwise providing electronic media, photographs, images, graphics, audio, videos, audio-visual content, data and information via the internet and communication networks; Providing temporary use of non-downloadable e-commerce software to allow users to perform electronic business transactions via the internet; Providing temporary use of non-downloadable location-aware computer software for searching, determining and

sharing the location of goods, services and events of interest; Providing temporary use of non-downloadable software applications for searching and identifying local and location-based points of interest, events, landmarks, employment opportunities, entertainment, cultural events, shopping and offers; Providing temporary use of non-downloadable software applications for providing location-based weather information; Providing temporary use of non-downloadable software applications for providing, linking to, or streaming news or current events information; Providing temporary use of non-downloadable software for modifying photographs, images and audio, video, and audio-video content with photographic filters and virtual reality, mixed reality, and augmented reality (AR) effects, namely, graphics, animations, text, drawings, geotags, metadata tags, hyperlinks; Providing temporary use of non-downloadable software for taking photographs and recording audio, audio-visual and video content; Providing temporary use of non-downloadable software for uploading, downloading, archiving, enabling transmission of, and sharing images, audio-visual and video content and associated text and data; Providing temporary use of non-downloadable software for streaming multimedia entertainment content; Providing temporary use of online non-downloadable software and applications for instant messaging, voice over internet protocol (VOIP), video conferencing, and audio conferencing; Providing temporary use of online non-downloadable software for use in designing, managing, measuring, analyzing, disseminating, and serving advertising of others; Providing temporary use of non-downloadable software for taking photographs and recording audio, audio-visual and video content; Provision of Internet search engine services; Rental of computer software that gives users the ability to upload, edit, and share images, videos and audio-visual content; Software as a service (SAAS) featuring computer software for accessing, browsing, and searching online databases, audio, video and multimedia content, games, and software applications, software application marketplaces; Software as a service (SAAS) featuring computer software for accessing, monitoring, tracking, searching, saving, and sharing information on topics of general interest; Software as a service (SAAS) featuring computer software for connecting, operating, integrating, controlling, and managing networked consumer electronic devices, home climate devices and lighting products via wireless networks; Software as a service (SAAS) featuring computer software used for controlling stand-alone voice controlled information and personal assistant devices; Software as a service (SAAS) for use in designing, creating and analyzing data, metrics and reports in the areas of health, fitness, sleep, nutrition and wellness; Software as a service (SAAS) services featuring software for sending and receiving electronic messages, notifications and alerts; Software as a service (SAAS) services featuring software for use of an algorithm for calculating and generating data for sport activity, fitness training, fitness level assessments, fitness coaching, fitness recommendations and goal setting; Software as a service (SAAS) services, namely, hosting software for use by others for use of an algorithm for calculating and generating data for sport activity, fitness training, fitness level assessments, fitness coaching, fitness recommendations and goal setting; Software as a service (SAAS) services, namely, providing a customized website and mobile portal for individuals featuring data analytics based on physiological metrics for purposes of health monitoring; Software as a service (SAAS) that enables users to manage employee accounts, schedule and track employee participation, and facilitate and manage corporate fitness and wellness programs; Software for electronic messaging; Technical support services, namely, troubleshooting in the nature of diagnosing computer hardware and software problems; Technological services, namely, data warehousing services; authentication services.