



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#)

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Fri Feb 11 03:17:22 EST 2022

[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [BOTTOM](#) | [HELP](#)

Logout Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

[TSDR](#) | [ASSIGN Status](#) | [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)



Word Mark HGS HINDUJA **GLOBAL SOLUTIONS** "CONSUMER STRATEGY" TOTAL HOUSEHOLD STRATEGY DEVICE AGNOSTIC STRATEGY VOICE IVR WHITEMAIL WWW WEBSITE AS A CHANNEL CHAT@ EMAIL VIDEO CHAT **SOCIAL** MEDIA MOBILE APPS SMS IN-PERSON KIOSK UNIFIED CHANNEL STRATEGY UNIFIED CUSTOMER EXPERIENCE STRATEGY

Goods and Services IC 035. US 100 101 102. G & S: Social media strategy and marketing consultancy focusing on helping clients create and extend their product and brand strategies by building virally engaging marketing solutions; Advertising and marketing services provided by means of indirect methods of marketing communications, namely, social media, search engine marketing, inquiry marketing, internet marketing, mobile marketing, blogging and other forms of passive, sharable or viral communications channels; Branding services, namely, consulting, development, management and marketing of brands for businesses and/or individuals; Business consulting and business information for enterprises; telephone call centers and Internet-based consumer interaction and support services for others by way of telephone, Internet-based chat, email and providing Internet-based self-service, namely, consumer product and service information via the Internet. FIRST USE: 20150600. FIRST USE IN COMMERCE: 20150600

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

- 01.07.02 - Globes with meridians and parallels only
- 01.15.17 - Balloons, thought or speech ; Clouds, thought or speech ; Thought or speech clouds
- 02.01.33 - Grotesque men formed by letters, numbers, punctuation or geometric shapes ; Stick figures
- 02.03.26 - Grotesque women formed by letters, numbers, punctuation or geometric shapes
- 02.05.04 - Children, girl(s) ; Girls
- 02.05.05 - Boys ; Children, boy(s)
- 02.05.26 - Children - grotesque children formed by letters, numbers, punctuation or geometric shapes
- 02.07.04 - Families (adults and children) ; Groups, adults and children, including family groups
- 02.07.26 - Groups, grotesque (having human features or attributes)
- 02.09.04 - Humans, including men, women and children, depicted sitting or kneeling ; Kneeling, humans ; Sitting, humans
- 04.07.03 - Geometric figures or combinations of geometric figures representing a person ; Geometric figures representing a person ; Geometric shapes forming a person ; Person formed by geometric shapes
- 12.01.04 - Arm chairs ; Bar stools ; Bean bag chairs ; Booster chairs, baby ; Chairs, (bean bag, desk, dining, folding, high, rocking, chaise lounge) ; High chairs ; Ottomans ; Rocking chairs ; Step stools ; Stools
- 12.01.09 - Desks
- 15.05.03 - Computer terminal ; Desktop computer ; Laptop computer ; Computer monitor ; Monitors, computer
- 15.05.04 - PDA (personal digital assistant) ; Tablet computers, handheld ; MP3 Players ; Digital music players ; Handheld video game players ; Video game players with screens, handheld
- 15.05.25 - Remote controls ; Controllers for video and computer games ; Game controllers ; Joysticks ; Control pads for games
- 16.01.08 - Telephones ; Cellular phones ; Mobile phones ; Walkie-talkies

16.03.01 - Cameras ; Cameras, motion picture ; Cameras, video ; Lenses, photographic
 20.03.03 - Envelopes
 20.03.08 - Blueprints ; Charts ; Diagrams ; Graph paper ; Paper, graph ; Periodic chart of the elements and similar graphics
 26.01.18 - Circles, three or more concentric ; Concentric circles, three or more ; Three or more concentric circles
 26.01.21 - Circles that are totally or partially shaded.
 26.01.31 - Circles - five or more ; Five or more circles
 26.17.01 - Bands, straight ; Bars, straight ; Lines, straight ; Straight line(s), band(s) or bar(s)
 26.17.04 - Bands, vertical ; Bars, vertical ; Lines, vertical ; Vertical line(s), band(s) or bar(s)
 26.17.05 - Bands, horizontal ; Bars, horizontal ; Horizontal line(s), band(s) or bar(s) ; Lines, horizontal
 26.17.06 - Bands, diagonal ; Bars, diagonal ; Diagonal line(s), band(s) or bar(s) ; Lines, diagonal
 26.17.09 - Bands, curved ; Bars, curved ; Curved line(s), band(s) or bar(s) ; Lines, curved

Serial Number 86777874

Filing Date October 5, 2015

Current Basis 1A

Original Filing Basis 1A

Published for Opposition April 12, 2016

Registration Number 4987030

Registration Date June 28, 2016

Owner (REGISTRANT) Hinduja Global Solutions Ltd. public limited company (plc) INDIA Hinduja House 171 Dr. A.B. Road Worli Mumbai INDIA 400018

(LAST LISTED OWNER) HGS ST. LUCIA LTD. LIMITED COMPANY ST.LUCIA 46 MICOUD STREET P.O. BOX 1209 CASTRIES LC ST.LUCIA

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Christina M. Licursi

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE EXCLUSIVE RIGHT TO USE "CUSTOMER EXPERIENCE STRATEGY" AND "CHANNEL STRATEGY" AND "VOICE" AND "IVR" AND "WHITEMAIL" AND "WWW" AND "WEBSITE AS A CHANNEL" AND "CHAT" AND "EMAIL" AND "VIDEO CHAT" AND "SOCIAL MEDIA" AND "MOBILE APPS" AND "SMS" AND "IN-PERSON" AND "KIOSK" AND "DEVICE AGNOSTIC STRATEGY" AND "GLOBAL SOLUTIONS" AND "CONSUMER STRATEGY" AND THE DESIGNS AND ICONS REPRESENTING AN ENVELOPE, E-MAIL, CELL PHONE, VIDEO CAMERA AND COMPUTER MONITOR APART FROM THE MARK AS SHOWN

Description of Mark The color(s) blue, orange, gray, green, black, white is/are claimed as a feature of the mark. The mark consists of eight concentric rings forming an overall circular mark. The literal element "UNIFIED CUSTOMER EXPERIENCE STRATEGY" appears curved overtop of the mark in blue. The outer ring is grey. Working inward, the next partitioned ring is white with grey borders and the literal element "UNIFIED CHANNEL STRATEGY" appearing in blue. The outer boundary of the next ring consists of a thin grey line, with the inner boundary line being divided into 4 unequal sized sections. The three segments on the upper portion from left to right are light blue, grey and blue and the bottom and larger border segment is green. Within the previously described ring are 12 equally divided off segments consisting of all black text and images. Moving clockwise, the first section contains a telephone icon to the right on the literal element "VOICE"; the next section contains another telephone icon up and to the left of the literal element "IVR"; the next section contains an envelope icon, below which appears the literal element "WHITEMAIL"; the next segment contains a globe icon containing the literal element "WWW" below which appears the literal element "WEBSITE AS A CHANNEL"; the next segment contains a speech bubble icon and the literal element "CHAT"; the next segment contains an e-mail icon and the literal element "E-MAIL"; the next segment contains the literal element "VIDEO CHAT" and a speech icon containing a camera icon; the next segment contains the literal element "SOCIAL MEDIA" to the right of a bubble design; the next segment contains the literal element "MOBILE APPS" appearing below the a cell phone design icon; the next segment contains a cell phone design with a speech bubble appearing overtop of the cell phone, below which appears the literal element "SMS"; the next segment contains the literal element "in-person" appearing below a design of two stylized persons facing each other with a table in between and speech bubbles coming out of their mouths; the last segment contains a stylized kiosk icon, to the right of which appears the literal element "KIOSK". The next ring following the outer border color rings is white with an inner border in black. The next ring is in orange with a black outer border and grey inner border with the curved literal element "DEVICE AGNOSTIC STRATEGY" appearing across the top. Moving clockwise the first icon is of a

stylized tablet computer, the second icon is of a stylized laptop computer, the third icon is of a stylized cell phone, and the last icon is of a stylized computer monitor. The next ring is white, with a grey outer border, and orange inner border within which at the top appears four orange humanoid characters two larger and two smaller, moving clockwise appears a seven dot design connected with lines within which appears a design, next appears the literal element "TOTAL HOUSEHOLD STRATEGY" and next appears a globe and audio/video devices icon in black with four different sized black dots appearing overtop of that. Following the orange border is a thin grey crescent line in the bottom left of the circle. The center of the circle contains a stylized arc shapes design to the left of the literal element "HGS" in blue, which appears overtop of "HINDUJA GLOBAL SOLUTIONS" in black. Below this appears an orange stylized human figure sitting in a black chair in front of a black desk and computer. Below this appears the literal element "CONSUMER STRATEGY" in black.

Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[BROWSE DICT](#)[SEARCH OG](#)[TOP](#)[HELP](#)

[| HOME |](#) [SITE INDEX |](#) [SEARCH |](#) [eBUSINESS |](#) [HELP |](#) [PRIVACY POLICY](#)