

# United States of America

## United States Patent and Trademark Office

# Cost Per Human

**Reg. No. 4,377,922**

**Registered July 30, 2013**

**Int. Cl.: 35**

**SERVICE MARK**

**SUPPLEMENTAL REGISTER**

BOT OR NOT, LLC (NEW YORK LIMITED LIABILITY COMPANY)  
18 BRIDGE ST. 1G  
LEGAL DEPARTMENT  
BROOKLYN, NY 11201

FOR: ADVERTISING AND MARKETING; BUSINESS MONITORING AND CONSULTING SERVICES, NAMELY, TRACKING WEB SITES AND APPLICATIONS OF OTHERS TO PROVIDE STRATEGY, INSIGHT, MARKETING, SALES, OPERATION, PRODUCT DESIGN, PARTICULARLY SPECIALIZING IN THE USE OF ANALYTIC AND STATISTIC MODELS FOR THE UNDERSTANDING AND PREDICTING OF CONSUMERS, BUSINESSES, AND MARKET TRENDS AND ACTIONS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 10-8-2012; IN COMMERCE 10-8-2012.

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

SER. NO. 85-752,048, FILED P.R. 10-11-2012; AM. S.R. 6-25-2013.

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