

**UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF FLORIDA
WEST PALM BEACH DIVISION**

**ADT LLC and THE ADT SECURITY
CORPORATION,**

Plaintiffs,

vs.

Case No. 9:21-cv-80762

RING LLC,

Defendant.

COMPLAINT

Plaintiffs ADT LLC and The ADT Security Corporation (together “ADT”) bring this action against Defendant Ring LLC (“Ring”), and in support allege as follows:

ADT’S LONG HISTORY OF INNOVATION

1. ADT is the largest and best-known provider of home security and automation technology and services in the United States. For decades, ADT’s Famous Blue Octagon—an iconic trademark recognizable virtually anywhere in the United States—has been a symbol of ADT’s dedication to its customers. ADT’s more than 6 million customers proudly display ADT’s Famous Blue Octagon to let others know that ADT is always there to help protect and connect what matters most to them. Visible on a lawn sign or a sticker in a street-facing window, ADT’s Famous Blue Octagon makes customers feel safer, communicating to all who pass ADT’s reputation for trust, vigilance, and reliability.

2. From ADT’s creation of the first security monitoring and response service in 1874, to its pioneering of automated burglar alarm systems in the mid-twentieth century, to becoming a

leading provider of security and smart home solutions today, ADT has been a leader in innovation for over 145 years—patenting hundreds of security industry firsts during that span.

3. As part of ADT’s commitment to innovation, ADT often works with industry startups, such as Ring. Founded in 2013 as “Doorbot,” Ring was discovered through the TV show *Shark Tank*, and was later acquired by Amazon.com, Inc. (“Amazon”). Ring manufactures various smart home products, such as the Ring Video Doorbell. The startup is known less for security services than for smart home convenience and connectivity features that its parent company Amazon helped to popularize.

4. Unfortunately, while ADT has had a storied history of partnering to innovate on behalf of its customers, Ring has had a history of misappropriating ADT’s intellectual property.

RING’S PRIOR MISAPPROPRIATION OF ADT’S TECHNOLOGY

5. In early 2017, only a few years into its existence, Ring sought to accelerate its nascent security capabilities by misappropriating a software platform that ADT had spent several years developing.

6. ADT first began working with Ring in 2015—showcasing use of the Ring Video Doorbell with ADT’s home security and automation platform at the 2016 Consumer Electronics Show, along with other new smart home products. In July of 2016, ADT began to offer the Ring Video Doorbell to ADT customers for use with their ADT system.

7. By early 2017, however, Ring had decided to launch its own home security and automation platform in competition with ADT. Without ADT’s knowledge, Ring misappropriated an unauthorized copy of the source code and documentation for a new home security and automation platform that ADT was developing with another young company, Zonoff, so that Ring could significantly shorten the time and cost for bringing its own competing security system to

market.

8. ADT discovered the misappropriation and immediately reached out to Ring to resolve the matter. However, Ring refused to cease use of ADT's intellectual property, and ADT was forced to file suit for misappropriation of ADT trade secrets in the Court of Chancery of the State of Delaware. ADT successfully obtained a preliminary injunction that enjoined Ring from using all of the software, source code, specifications, and related trade secrets for the platform that it had taken, and Ring settled with ADT. *ADT Holdings, Inc. and ADT LLC v. Michael Harris and Bot Home Automation, Inc., d/b/a Ring.com*, Case No. 2017-0328 (Del. Ch.).

9. In April of 2018, Ring was sold to Amazon.

ADT'S RELATIONSHIP WITH AMAZON

10. As part of ADT's commitment to innovate on behalf of its customers, ADT also has a separate relationship with Amazon.

11. ADT had spent substantial time and resources developing the technology that would allow functional pairing of devices to its home security platforms, to further enhance the customer experience in using its products.

12. In January of 2017, ADT first showcased the integration of its home security and automation system with Amazon's Echo and Echo Dot products to its ecosystem at the 2017 Consumer Electronics Show.

13. In September of 2018, Amazon announced ADT as its Professional Installation and Monitoring Solution for Alexa Guard.

14. Not surprisingly, ADT no longer actively promotes the Ring Video Doorbell. However, ADT still purchases the Ring Video Doorbell to support ADT's customers who desire to use them with their ADT systems.

RING’S MISAPPROPRIATION OF ADT’S FAMOUS BLUE OCTAGON

15. Even before its rebuke for misappropriating ADT’s software, Ring was attempting another open theft—the theft of ADT’s Famous Blue Octagon—seeking to tout a reputation for trust to potential customers that it has not earned.

16. Because of potential for confusion between ADT and Ring’s respective offerings, the Master Sales Agreement dated February 1, 2016 for the Ring Video Doorbell (“ADT-Ring MSA”) provides that Ring shall “(i) not use or acquiesce in the use of any trademarks or trade names which are likely to be confusingly similar to the trademarks or trade names encompassed by ADT Intellectual Property; (ii) not knowingly unite, join or combine ADT Intellectual Property with any other symbols, names, or trademarks, except for marketing activities as contemplated by this Agreement”

17. Notwithstanding this express obligation, only a few months later Ring began offering a lighted yard sign that was confusingly similar to ADT’s Famous Blue Octagon:



18. ADT is not aware of Ring using any octagon logo, much less a blue octagon, prior to the launch of its lighted yard sign.

19. Concerned by Ring’s actions, ADT reached out to Ring in August 2016 for Ring to take appropriate steps to avoid infringing ADT’s Famous Blue Octagon and minimize the risk of confusion by the public.

20. Ring changed the coloring of its yard sign to remove the majority of the color blue:



21. With the understanding that Ring would also take affirmative steps to avoid confusion as part of the relationship between the parties, ADT took no further action at that time. ADT did not waive any of its rights to take subsequent action against Ring.

22. In November of 2020, Amazon notified ADT of its intent to terminate the ADT-Ring MSA, and ADT agreed to add purchases of the Ring Video Doorbell to the Authorized Amazon Reseller Sales Agreement between ADT and Amazon dated April 11, 2017 (“ADT-Amazon RSA”).

23. In February of 2021, the ADT-Ring MSA was terminated, with ADT now purchasing the Ring Video Doorbell under the ADT-Amazon RSA, under which Amazon, for itself and its designated Affiliate, Ring, also agreed not to misappropriate ADT’s trademarks, including ADT’s Famous Blue Octagon, and not to use language or pictures which could reasonably imply any endorsement by or agency relationship with ADT.

24. In late March 2021, ADT was surprised to learn that Ring had adopted a blue octagon mark (“the Infringing Mark”) that is virtually indistinguishable from ADT’s Famous Blue

Octagon for use in connection with Ring’s own security offerings, including the Ring Alarm Outdoor Siren. While Ring changed the color of its yard sign in 2016 to remove a majority of the blue color to minimize the risk of confusing the public, Ring now outright copies ADT’s Famous Blue Octagon as the Ring Alarm Outdoor Siren is solid blue:



25. Upon information and belief, Ring adopted the Infringing Mark because Ring believes that when the public sees a solid blue octagon on a home, they will think of ADT. Indeed, even though the blue octagon mark that Ring is using includes the Ring name, it also appears that Ring had deployed the Infringing Mark under the assumption that people will believe that Ring is providing a security service on par with ADT—or, worse, that Ring is providing its security service in partnership with ADT.

26. The striking similarity of Ring’s Infringing Mark to ADT’s Famous Blue Octagon strongly indicates Ring’s intentions to associate its security offerings with ADT to reap the benefit of the goodwill associated with ADT’s brand and reputation.

27. Ring’s unauthorized use of ADT’s Famous Blue Octagon will cause confusion with ADT’s customers, potential customers and the public at large, and will cause them to mistakenly believe that there is an affiliation or association between Ring and ADT.

28. Ring's use of ADT's Famous Blue Octagon will mislead consumers to believe that Ring is endorsed by and/or partnering with ADT, or will cause consumers to believe that Ring's products are genuine ADT products when, in fact, they are not. This type of confusion seriously undermines the goodwill that ADT has cultivated in its Famous Blue Octagon and irreparably harms ADT.

29. As a result, ADT has brought this action at law and equity against Ring for willful trademark infringement, unfair competition, and false designation of origin under the Lanham Act, 15 U.S.C. §§ 1114 and 1125(a); common law trademark infringement; unfair competition under Florida law; and Trademark Dilution under the Lanham Act, 15 U.S.C. § 1125(c) and under Fla. Stat. § 495.151. Among other relief, ADT asks this Court to: (a) preliminarily enjoin Ring from using ADT's Famous Blue Octagon and all colorably similar marks; (b) permanently enjoin Ring from using ADT's Famous Blue Octagon and all colorably similar marks; (c) award ADT monetary damages and to treble that award; (d) require Ring to disgorge all profits from sales of the Ring Alarm Outdoor Siren or as otherwise associated with Ring's use of the Infringing Mark for its security products and services; and (e) award ADT punitive damages, attorneys' fees, and costs.

THE PARTIES

30. Plaintiff, The ADT Security Corporation, is a Delaware corporation with its principal place of business at 1501 Yamato Road, Boca Raton, Florida 33431. The ADT Security Corporation is a holding company that owns, inter alia, all ADT trademarks, including without limitation twelve (12) federal trademark registrations on ADT's octagon design marks, including ADT's Famous Blue Octagon, and bearing U.S. federal trademark Registration Nos. 2,399,377; 2,857,796; 2,927,154; 3,324,938; 3,329,547; 3,335,240; 3,421,798; 3,511,262; 3,511,264; 3,902,451; 3,906,116; and 5,672,406. ADT's federally registered and common law Blue Octagon

Marks are referred to collectively throughout this Complaint as “ADT’s Famous Blue Octagon” or “ADT’s Blue Octagon Mark.” The ADT Security Corporation is ultimately wholly owned by ADT Inc., a Delaware corporation whose common stock is traded on the New York Stock Exchange.

31. Plaintiff ADT LLC is a Delaware limited liability company with its principal place of business at 1501 Yamato Road, Boca Raton, Florida 33431. ADT LLC is an operating company that runs the ADT alarm services business in the United States. ADT LLC uses the ADT trademarks, including ADT’s Famous Blue Octagon, under license from The ADT Security Corporation. ADT LLC is owned by The ADT Security Corporation.

32. On information and belief, Defendant Ring LLC is a Delaware limited liability company with its principal place of business at 410 Terry Avenue North, Seattle, Washington 98109.

JURISDICTION AND VENUE

33. This Court has subject matter jurisdiction over this action under at least 15 U.S.C. § 1121, 28 U.S.C. §§ 1331, 1338 and supplemental jurisdiction over ADT’s related state and common law claims under 28 U.S.C. § 1367.

34. This Court has personal jurisdiction over Ring at least pursuant to §§ 48.193(1)(a)(2) and 48.193(1)(a)(6) of the Florida long-arm statute because Ring has committed violations of the Lanham Act in Florida by virtue of the accessibility of Ring’s website in Florida, which has been viewed by persons located in Florida, and which prominently displays the Infringing Mark, and because ADT, a Florida resident, has suffered injury in Florida as a result of Ring’s violations of the Lanham Act.

35. Venue is proper in this District pursuant to 28 U.S.C. § 1391 because events giving rise to this action occurred, and are continuing to occur, in this District and because Ring is subject

to the Court's personal jurisdiction in this District for committing tortious conduct in this District and because ADT has suffered harm in this District as described in this Complaint.

ADT AND ITS FAMOUS BLUE OCTAGON MARK

36. ADT has a long-standing record of providing high quality and reliable monitored security and automation services, expertise in system sales and installation, superior customer care, and industry-leading experience and knowledge.

37. ADT is the owner of twelve (12) federal trademark registrations listed on the Principal Register for octagon marks, including the Blue Octagon Mark, for a variety of security offerings, true and correct copies of which are attached to this Complaint:

- a. **U.S. Reg. No. 5,672,406**, for the mark:



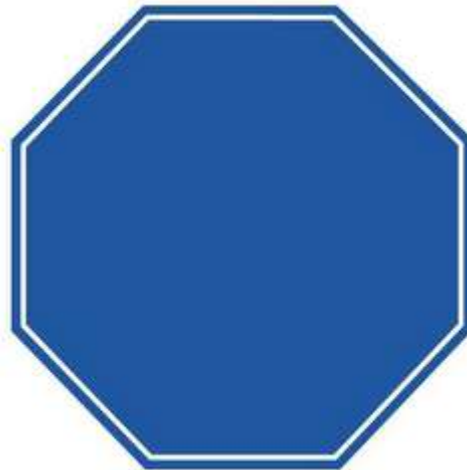
(Exhibit A) (filed November 9, 2017, registered February 12, 2019, with a first use in commerce date of May 29, 2017) for certain goods and/or services, including fire and burglar alarm systems, installation, maintenance and repair services for building management, telecommunication services, technical supervision and inspection in the field of security, home health monitoring;

- b. **US. Reg. No. 3,906,116**, for the mark:



(**Exhibit B**) (filed January 4, 2008, registered January 18, 2011, on the basis of a European Community trademark registration) for certain goods and/or services, including fire and burglar alarm systems, telecommunication services, technical consultation services, alarm response and verification services, supervision and inspection in the field of security;

c. Incontestable **U.S. Reg. No. 3,902,451**, for the mark:



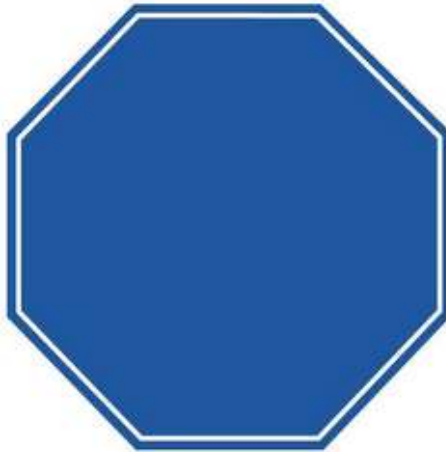
(**Exhibit C**) (filed January 4, 2008, registered January 11, 2011, on the basis of a European Community trademark registration) for certain goods and/or services, including fire and burglar alarm systems, telecommunication services, technical supervision, alarm response and verification services;

d. Incontestable **U.S. Reg. No. 3,511,264**, for the mark:



(Exhibit D) (filed December 11, 2007, registered October 7, 2008, with a first use in commerce date of May 15, 2006) for certain goods and/or services, including emergency roadside assistance services, telecommunication services, electronic monitoring for security purposes;

e. Incontestable **U.S. Reg. No. 3,511,262**, for the mark:



(Exhibit E) (filed December 11, 2007, registered October 7, 2008, with a first use in commerce date of May 15, 2006) for certain goods and/or services, including emergency roadside assistance services, telecommunication services, electronic monitoring for security purposes;

f. Incontestable **U.S. Reg. No. 3,421,798**, for the mark:



(**Exhibit F**) (filed January 22, 2007, registered May 06, 2008, with a first use in commerce date of April 17, 2007) for certain goods and/or services, including computer consultation services;

g. Incontestable **U.S. Reg. No. 3,335,240**, for the mark:



(**Exhibit G**) (filed August 24, 2006, registered November 13, 2007, with a first use in commerce date of December 12, 2005) for certain goods and/or services, including home health monitoring;

h. Incontestable **U.S. Reg. No. 3,329,547**, for the mark:



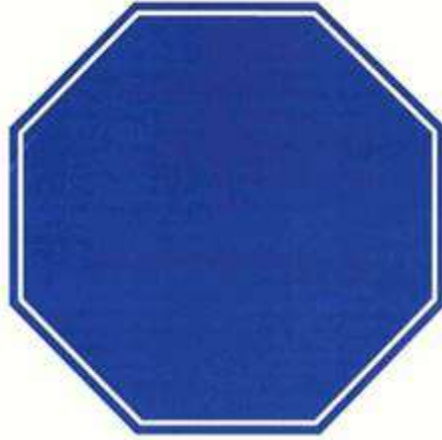
(**Exhibit H**) (filed August 24, 2006, registered November 6, 2007, with a first use in commerce date of December 12, 2005) for certain goods and/or services, including home health monitoring;

- i. Incontestable **U.S. Reg. No. 3,324,938**, for the mark:



(**Exhibit I**) (filed October 10, 2006, registered October 30, 2007, on the basis of an International Registration) for certain goods and/or services, including computerized tracking and tracing of packages in transit, advertising and business management consultancy;

- j. Incontestable **U.S. Reg. No. 2,927,154**, for the mark:



(**Exhibit J**) (filed May 10, 2002, registered February 22, 2005, with a first use in commerce date of June 1997) for certain goods and/or services, including installation and maintenance of security systems, fire and burglar alarms, technical supervision and inspection, central station electric protection services;

k. Incontestable **U.S. Reg. No. 2,857,796**, for the mark:



(**Exhibit K**) (filed June 25, 2002, registered June 29, 2004, with a first use in commerce date of 1991) for certain goods and/or services, including installation and maintenance services for building management and electric signaling, fire and burglar alarms, central station electric protection services; and

l. Incontestable **U.S. Reg. No. 2,399,377**, for the mark:



(Exhibit L) (filed April 19, 1999, registered October 31, 2000, with a first use in commerce date of June 1997) (the horizontal lines in the mark drawing above were the prescribed manner at the time of filing the application to indicate the color blue) for certain goods and/or services, including security system monitoring services, fire and burglar alarms.

38. ADT has invested substantial resources in advertising and promoting its security offerings under the Blue Octagon Mark.

39. ADT has received substantial revenues from the sale of security offerings under the Blue Octagon Mark. As of December 31, 2020, ADT served approximately 6.5 million recurring revenue customers through more than 300 locations, nine monitoring centers, and the largest network of security and home automation professionals in the U.S.

40. Through ADT's use of the Blue Octagon Mark, this mark has become widely recognized by the general consuming public as a designation indicating a single source of high quality goods and services, namely ADT. Purchasers rely upon ADT's Blue Octagon Mark for an assurance of high-quality, reliable products and services and trust their safety and personal property to security products and services provided under that mark.

**RING AND ITS UNAUTHORIZED USE OF
ADT'S FAMOUS BLUE OCTAGON MARK**

41. Ring is a direct competitor of ADT in the home security services and equipment market. ADT and Ring market and sell substantially similar goods and services to the same consuming public.

42. Ring manufactures numerous security products that are offered for sale and sold at physical retail outlets, such as Home Depot and Lowe's, in the State of Florida, including in this District, and are used within the State of Florida, including in this District, in the ordinary course of commerce, trade, or use.

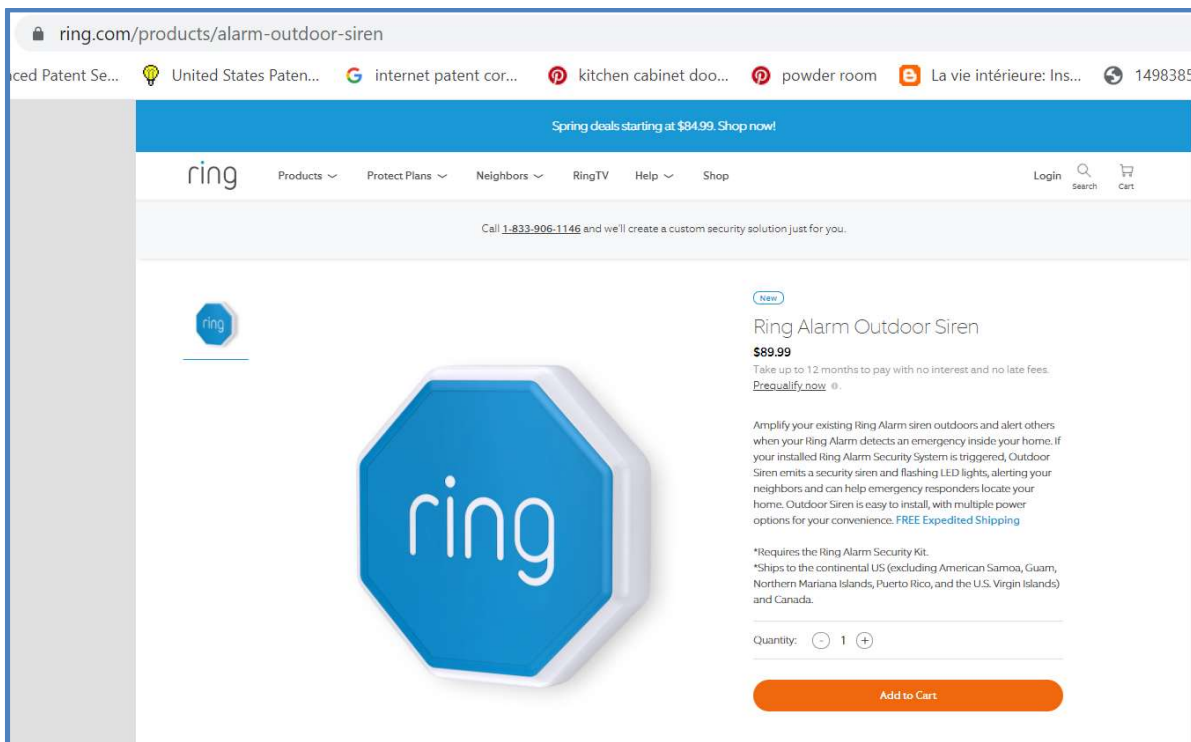
43. In a brazen move, Ring recently adopted a mark virtually indistinguishable from ADT's Blue Octagon Mark to advertise, promote, and sell its security offerings, including the Ring Alarm Outdoor Siren, which is illustrated in the following side-by-side comparison between an image displayed in a recent Ring commercial for the Ring Alarm Outdoor Siren on the left and an image of ADT's Blue Octagon Mark on the right:



44. The Ring Alarm Outdoor Siren, illustrated below, clearly incorporates ADT's Blue Octagon Mark, and is currently available for purchase on the Ring website and at retail outlets, such as Amazon and Home Depot:



45. Ring’s website, which is accessible in Florida, prominently displays Ring’s infringing and unauthorized use of ADT’s Blue Octagon Mark, which has been viewed by residents in this district:



46. ADT sent a letter to Ring on April 21, 2021, demanding that Ring stop all use of ADT’s Blue Octagon Mark and all confusingly similar marks thereto. ADT’s demand letter is attached hereto as **Exhibit M**.

47. Ring, nevertheless, has continued to use ADT's Blue Octagon Mark to advertise and sell its security offerings.

48. Ring's adoption and use of ADT's inherently distinctive and well-known Blue Octagon Mark is an attempt to trade off of ADT's goodwill and reputation and to deceive the public into believing that Ring's goods and services are connected with ADT and/or that Ring is providing goods and services in partnership with ADT.

COUNT I
TRADEMARK INFRINGEMENT OF U.S. FEDERAL REGISTRATION NO. 2,399,377
UNDER THE LANHAM ACT, 15 U.S.C. § 1114 ET SEQ.

49. ADT incorporates paragraphs 1-48 of the Complaint as if set forth fully herein.

50. ADT owns the entire right, title, and interest in and to U.S. federal trademark Registration No. 2,399,377 ("the '377 Mark").

51. Ring has reproduced, copied, and imitated the '377 Mark in connection with advertising, promoting, and selling security offerings, including the Ring Alarm Outdoor Siren, in competition with ADT and without ADT's consent.

52. Ring's unauthorized use of the '377 Mark is likely to cause confusion, mistake, or to deceive consumers because the public is likely to believe that Ring's security offerings, including the Ring Alarm Outdoor Siren, are approved by, associated with, sponsored by, or connected with ADT.

53. Ring's acts are willful, intentional, and deliberate. For example, and without limitation, Ring was well aware of how famous the '377 Mark is and selected a virtually indistinguishable mark due to its similarity to the '377 Mark in an effort to exploit ADT's goodwill.

54. As a direct and proximate result of Ring's unlawful acts, ADT has suffered and will continue to suffer monetary damages and irreparable harm.

COUNT II
TRADEMARK INFRINGEMENT OF U.S. FEDERAL REGISTRATION NO. 2,857,796
UNDER THE LANHAM ACT, 15 U.S.C. § 1114 ET SEQ.

55. ADT incorporates paragraphs 1-48 of the Complaint as if set forth fully herein.

56. ADT owns the entire right, title, and interest in and to U.S. federal trademark Registration No. 2,857,796 (“the ’796 Mark”).

57. Ring has reproduced, copied, and imitated the ’796 Mark in connection with advertising, promoting, and selling security offerings, including the Ring Alarm Outdoor Siren, in competition with ADT and without ADT’s consent.

58. Ring’s unauthorized use of the ’796 Mark is likely to cause confusion, mistake, or to deceive consumers because the public is likely to believe that Ring’s security offerings, including the Ring Alarm Outdoor Siren, are approved by, associated with, sponsored by, or connected with ADT.

59. Ring’s acts are willful, intentional, and deliberate. For example, and without limitation, Ring was well aware of how famous the ’796 Mark is and selected a virtually indistinguishable mark due to its similarity to the ’796 Mark in an effort to exploit ADT’s goodwill.

60. As a direct and proximate result of Ring’s unlawful acts, ADT has suffered and will continue to suffer monetary damages and irreparable harm.

COUNT III
TRADEMARK INFRINGEMENT OF U.S. FEDERAL REGISTRATION NO. 2,927,154
UNDER THE LANHAM ACT, 15 U.S.C. § 1114 ET SEQ.

61. ADT incorporates paragraphs 1-48 of the Complaint as if set forth fully herein.

62. ADT owns the entire right, title, and interest in and to U.S. federal trademark Registration No. 2,927,154 (“the ’154 Mark”).

63. Ring has reproduced, copied and imitated the '154 Mark in connection with advertising, promoting, and selling security offerings, including the Ring Alarm Outdoor Siren, in competition with ADT and without ADT's consent.

64. Ring's unauthorized use of the '154 Mark is likely to cause confusion, mistake, or to deceive consumers because the public is likely to believe that Ring's security offerings, including the Ring Alarm Outdoor Siren, are approved by, associated with, sponsored by, or connected with ADT.

65. Ring's acts are willful, intentional, and deliberate. For example, and without limitation, Ring was well aware of how famous the '154 Mark is and selected a virtually indistinguishable mark due to its similarity to the '154 Mark in an effort to exploit ADT's goodwill.

66. As a direct and proximate result of Ring's unlawful acts, ADT has suffered and will continue to suffer monetary damages and irreparable harm.

COUNT IV
TRADEMARK INFRINGEMENT OF U.S. FEDERAL REGISTRATION NO. 3,324,938
UNDER THE LANHAM ACT, 15 U.S.C. § 1114 ET SEQ.

67. ADT incorporates paragraphs 1-48 of the Complaint as if set forth fully herein.

68. ADT owns the entire right, title, and interest in and to U.S. federal trademark Registration No. 3,324,938 ("the '938 Mark").

69. Ring has reproduced, copied, and imitated the '938 Mark in connection with advertising, promoting, and selling security offerings, including the Ring Alarm Outdoor Siren, in competition with ADT and without ADT's consent.

70. Ring's unauthorized use of the '938 Mark is likely to cause confusion, mistake, or to deceive consumers because the public is likely to believe that Ring's security offerings,

including the Ring Alarm Outdoor Siren, are approved by, associated with, sponsored by, or connected with ADT.

71. Ring's acts are willful, intentional, and deliberate. For example, and without limitation, Ring was well aware of how famous the '938 Mark is and selected a virtually indistinguishable mark due to its similarity to the '938 Mark in an effort to exploit ADT's goodwill.

72. As a direct and proximate result of Ring's unlawful acts, ADT has suffered and will continue to suffer monetary damages and irreparable harm.

COUNT V
TRADEMARK INFRINGEMENT OF U.S. FEDERAL REGISTRATION NO. 3,329,547
UNDER THE LANHAM ACT, 15 U.S.C. § 1114 *ET SEQ.*

73. ADT incorporates paragraphs 1-48 of the Complaint as if set forth fully herein.

74. ADT owns the entire right, title, and interest in and to U.S. federal trademark Registration No. 3,329,547 ("the '547 Mark").

75. Ring has reproduced, copied and imitated the '547 Mark in connection with advertising, promoting, and selling security offerings, including the Ring Alarm Outdoor Siren, in competition with ADT and without ADT's consent.

76. Ring's unauthorized use of the '547 Mark is likely to cause confusion, mistake, or to deceive consumers because the public is likely to believe that Ring's security offerings, including the Ring Alarm Outdoor Siren, are approved by, associated with, sponsored by, or connected with ADT.

77. Ring's acts are willful, intentional, and deliberate. For example, and without limitation, Ring was well aware of how famous the '547 Mark is and selected a virtually indistinguishable mark due to its similarity to the '547 Mark in an effort to exploit ADT's goodwill.

78. As a direct and proximate result of Ring's unlawful acts, ADT has suffered and will continue to suffer monetary damages and irreparable harm.

COUNT VI
TRADEMARK INFRINGEMENT OF U.S. FEDERAL REGISTRATION NO. 3,335,240
UNDER THE LANHAM ACT, 15 U.S.C. § 1114 ET SEQ.

79. ADT incorporates paragraphs 1-48 of the Complaint as if set forth fully herein.

80. ADT owns the entire right, title, and interest in and to U.S. federal trademark Registration No. 3,335,240 ("the '240 Registration").

81. Ring has reproduced, copied, and imitated the '240 Registration in connection with advertising, promoting, and selling security offerings, including the Ring Alarm Outdoor Siren, in competition with ADT and without ADT's consent.

82. Ring's unauthorized use of the '240 Registration is likely to cause confusion, mistake, or to deceive consumers because the public is likely to believe that Ring's security offerings, including the Ring Alarm Outdoor Siren, are approved by, associated with, sponsored by, or connected with ADT.

83. Ring's acts are willful, intentional, and deliberate. For example, and without limitation, Ring was well aware of how famous the '240 Registration is and selected a virtually indistinguishable mark due to its similarity to the '240 Registration in an effort to exploit ADT's goodwill.

84. As a direct and proximate result of Ring's unlawful acts, ADT has suffered and will continue to suffer monetary damages and irreparable harm.

COUNT VII
TRADEMARK INFRINGEMENT OF U.S. FEDERAL REGISTRATION NO. 3,421,798
UNDER THE LANHAM ACT, 15 U.S.C. § 1114 ET SEQ.

85. ADT incorporates paragraphs 1-48 of the Complaint as if set forth fully herein.

86. ADT owns the entire right, title, and interest in and to U.S. federal trademark Registration No. 3,421,798 (“the ’798 Mark”).

87. Ring has reproduced, copied, and imitated the ’798 Mark in connection with advertising, promoting, and selling security offerings, including the Ring Alarm Outdoor Siren, in competition with ADT and without ADT’s consent.

88. Ring’s unauthorized use of the ’798 Mark is likely to cause confusion, mistake, or to deceive consumers because the public is likely to believe that Ring’s security offerings, including the Ring Alarm Outdoor Siren, are approved by, associated with, sponsored by, or connected with ADT.

89. Ring’s acts are willful, intentional, and deliberate. For example, and without limitation, Ring was well aware of how famous the ’798 Mark is and selected a virtually indistinguishable mark due to its similarity to the ’798 Mark in an effort to exploit ADT’s goodwill.

90. As a direct and proximate result of Ring’s unlawful acts, ADT has suffered and will continue to suffer monetary damages and irreparable harm.

COUNT VIII
TRADEMARK INFRINGEMENT OF U.S. FEDERAL REGISTRATION NO. 3,511,262
UNDER THE LANHAM ACT, 15 U.S.C. § 1114 ET SEQ.

91. ADT incorporates paragraphs 1-48 of the Complaint as if set forth fully herein.

92. ADT owns the entire right, title, and interest in and to U.S. federal trademark Registration No. 3,511,262 (“the ’262 Mark”).

93. Ring has reproduced, copied, and imitated the ’262 Mark in connection with advertising, promoting, and selling security offerings, including the Ring Alarm Outdoor Siren, in competition with ADT and without ADT’s consent.

94. Ring's unauthorized use of the '262 Mark is likely to cause confusion, mistake, or to deceive consumers because the public is likely to believe that Ring's security offerings, including the Ring Alarm Outdoor Siren, are approved by, associated with, sponsored by, or connected with ADT.

95. Ring's acts are willful, intentional, and deliberate. For example, and without limitation, Ring was well aware of how famous the '262 Mark is and selected a virtually indistinguishable mark due to its similarity to the '262 Mark in an effort to exploit ADT's goodwill.

96. As a direct and proximate result of Ring's unlawful acts, ADT has suffered and will continue to suffer monetary damages and irreparable harm.

COUNT IX
TRADEMARK INFRINGEMENT OF U.S. FEDERAL REGISTRATION NO. 3,511,264
UNDER THE LANHAM ACT, 15 U.S.C. § 1114 ET SEQ.

97. ADT incorporates paragraphs 1-48 of the Complaint as if set forth fully herein.

98. ADT owns the entire right, title, and interest in and to U.S. federal trademark Registration No. 3,511,264 ("the '264 Mark").

99. Ring has reproduced, copied, and imitated the '264 Mark in connection with advertising, promoting, and selling security offerings, including the Ring Alarm Outdoor Siren, in competition with ADT and without ADT's consent.

100. Ring's unauthorized use of the '264 Mark is likely to cause confusion, mistake, or to deceive consumers because the public is likely to believe that Ring's security offerings, including the Ring Alarm Outdoor Siren, are approved by, associated with, sponsored by, or connected with ADT.

101. Ring's acts are willful, intentional, and deliberate. For example, and without limitation, Ring was well aware of how famous the '264 Mark is and selected a virtually

indistinguishable mark due to its similarity to the '264 Mark in an effort to exploit ADT's goodwill.

102. As a direct and proximate result of Ring's unlawful acts, ADT has suffered and will continue to suffer monetary damages and irreparable harm.

COUNT X
TRADEMARK INFRINGEMENT OF U.S. FEDERAL REGISTRATION NO. 3,902,451
UNDER THE LANHAM ACT, 15 U.S.C. § 1114 ET SEQ.

103. ADT incorporates paragraphs 1-48 of the Complaint as if set forth fully herein.

104. ADT owns the entire right, title, and interest in and to U.S. federal trademark Registration No. 3,902,451 ("the '451 Mark").

105. Ring has reproduced, copied and imitated the '451 Mark in connection with advertising, promoting, and selling security offerings, including the Ring Alarm Outdoor Siren, in competition with ADT and without ADT's consent.

106. Ring's unauthorized use of the '451 Mark is likely to cause confusion, mistake, or to deceive consumers because the public is likely to believe that Ring's security offerings, including the Ring Alarm Outdoor Siren, are approved by, associated with, sponsored by, or connected with ADT.

107. Ring's acts are willful, intentional, and deliberate. For example, and without limitation, Ring was well aware of how famous the '451 Mark is and selected a virtually indistinguishable mark due to its similarity to the '451 Mark in an effort to exploit ADT's goodwill.

108. As a direct and proximate result of Ring's unlawful acts, ADT has suffered and will continue to suffer monetary damages and irreparable harm.

COUNT XI
TRADEMARK INFRINGEMENT OF U.S. FEDERAL REGISTRATION NO. 3,906,116
UNDER THE LANHAM ACT, 15 U.S.C. § 1114 ET SEQ.

109. ADT incorporates paragraphs 1-48 of the Complaint as if set forth fully herein.

110. ADT owns the entire right, title, and interest in and to U.S. federal trademark Registration No. 3,906,116 (“the ’116 Mark”).

111. Ring has reproduced, copied, and imitated the ’116 Mark in connection with advertising, promoting, and selling security offerings, including the Ring Alarm Outdoor Siren, in competition with ADT and without ADT’s consent.

112. Ring’s unauthorized use of the ’116 Mark is likely to cause confusion, mistake, or to deceive consumers because the public is likely to believe that Ring’s security offerings, including the Ring Alarm Outdoor Siren, are approved by, associated with, sponsored by, or connected with ADT.

113. Ring’s acts are willful, intentional, and deliberate. For example, and without limitation, Ring was well aware of how famous the ’116 Mark is and selected a virtually indistinguishable mark due to its similarity to the ’116 Mark in an effort to exploit ADT’s goodwill.

114. As a direct and proximate result of Ring’s unlawful acts, ADT has suffered and will continue to suffer monetary damages and irreparable harm.

COUNT XII
TRADEMARK INFRINGEMENT OF U.S. FEDERAL REGISTRATION NO. 5,672,406
UNDER THE LANHAM ACT, 15 U.S.C. § 1114 *ET SEQ.*

115. ADT incorporates paragraphs 1-48 of the Complaint as if set forth fully herein.

116. ADT owns the entire right, title, and interest in and to U.S. federal trademark Registration No. 5,672,406 (“the ’406 Mark”).

117. Ring has reproduced, copied, and imitated the ’406 Mark in connection with advertising, promoting, and selling security offerings, including the Ring Alarm Outdoor Siren, in competition with ADT and without ADT’s consent.

118. Ring's unauthorized use of the '406 Mark is likely to cause confusion, mistake, or to deceive consumers because the public is likely to believe that Ring's security offerings, including the Ring Alarm Outdoor Siren, are approved by, associated with, sponsored by, or connected with ADT.

119. Ring's acts are willful, intentional, and deliberate. For example, and without limitation, Ring was well aware of how famous the '406 Mark is and selected a virtually indistinguishable mark due to its similarity to the '406 Mark in an effort to exploit ADT's goodwill.

120. As a direct and proximate result of Ring's unlawful acts, ADT has suffered and will continue to suffer monetary damages and irreparable harm.

COUNT XIII
UNFAIR COMPETITION AND FALSE DESIGNATION OF ORIGIN
IN VIOLATION OF THE LANHAM ACT, 15 U.S.C. § 1125(A) ET SEQ.

121. ADT incorporates paragraphs 1-48 of the Complaint as if set forth fully herein.

122. Ring is using ADT's Famous Blue Octagon Mark for security offerings, including the Ring Alarm Outdoor Siren, which compete with ADT's security offerings.

123. Ring's acts are likely to cause confusion, mistake, or deception as to the origin, connection, association, sponsorship, or approval of Ring's security offerings by or with ADT's security offerings.

124. As a direct and proximate result of Ring's unlawful acts, ADT has suffered and will continue to suffer monetary damages and irreparable harm.

COUNT XIV
COMMON LAW TRADEMARK INFRINGEMENT

125. ADT incorporates paragraphs 1-48 of the Complaint as if set forth fully herein.

126. Over the course of many years, ADT has used the Famous Blue Octagon Mark in the State of Florida in connection with the advertising and sale of its security offerings, and as such, possesses common law trademark rights in the Blue Octagon Mark.

127. Ring has reproduced, copied, and imitated the Famous Blue Octagon Mark in connection with advertising, promoting, and selling security offerings, including the Ring Alarm Outdoor Siren, in competition with ADT and without ADT's consent.

128. Ring's unauthorized use of the Famous Blue Octagon Mark is likely to cause confusion, mistake, or to deceive consumers because the public is likely to believe that Ring's security offerings, including the Ring Alarm Outdoor Siren, are approved by, associated with, sponsored by, or connected with ADT.

129. Ring's acts are willful, intentional, and deliberate. For example and without limitation, Ring was well aware of how famous the Blue Octagon Mark is and selected a virtually indistinguishable mark due to its similarity to the Blue Octagon Mark in an effort to exploit ADT's goodwill.

130. As a direct and proximate result of Ring's unlawful acts, ADT has suffered and will continue to suffer monetary damages and irreparable harm.

COUNT XV
COMMON LAW UNFAIR COMPETITION

131. ADT incorporates paragraphs 1-48 of the Complaint as if set forth fully herein.

132. ADT has used ADT's Famous Blue Octagon Mark in the State of Florida in connection with the advertising and sale of security offerings.

133. ADT's Famous Blue Octagon Mark had become famous and distinctive in the State of Florida long before Ring's unlawful use of that mark.

134. Ring has violated Florida common law by using ADT's Famous Blue Octagon Mark in connection with its security offerings, including the Ring Alarm Outdoor Siren, in order to mislead the public into believing that Ring's security offerings are authorized or sponsored by ADT.

135. Ring's willful and intentional acts are likely to cause confusion, mistake, or deception as to the origin, connection, association, sponsorship, or approval of Ring and Ring's security offerings by or with ADT and ADT's security offerings.

136. As a direct and proximate result of Ring's unlawful acts, ADT has suffered and will continue to suffer monetary damages and irreparable harm.

COUNT XVI
TRADEMARK DILUTION
UNDER THE LANHAM ACT, 15 U.S.C. § 1125(c) ET SEQ.

137. ADT incorporates paragraphs 1-48 of the Complaint as if set forth fully herein.

138. ADT's Blue Octagon Mark is famous.

139. ADT's Blue Octagon Mark was famous long prior to Ring's adoption of the Infringing Mark.

140. Ring's unlawful use of ADT's Famous Blue Octagon Mark is commercial and in commerce at least because Ring offers for sale and sells the Ring Outdoor Alarm Siren, which consists of the Infringing Mark.

141. Through Ring's improper use of ADT's Blue Octagon Mark, Ring has diluted the Blue Octagon Mark, including but not limited to lessening the capacity of the Blue Octagon Mark to identify and distinguish ADT's goods and/or services.

COUNT XVII
TRADEMARK DILUTION
UNDER FLORIDA LAW, FLA. STAT. § 495.151 ET SEQ.

142. ADT incorporates paragraphs 1-48 of the Complaint as if set forth fully herein.

143. ADT has adopted and used its Famous Blue Octagon Mark in Florida in conjunction with sales of its goods and/or services.

144. Subsequent to ADT's adoption and use of its Famous Blue Octagon Mark and after it became famous in Florida, Ring adopted a similar mark, namely the Infringing Mark.

145. As a result of Ring's adoption of the Infringing Mark, ADT is likely to suffer injury to its business reputation and/or dilution of the Famous Blue Octagon Mark's distinctive quality.

PRAYER FOR RELIEF

WHEREFORE, ADT prays that this Court enter judgment in ADT's favor on the claims set forth above and award ADT the following relief:

- a. enter a judgment in favor of ADT against Ring on all Counts alleged herein;
- b. preliminarily enjoin Ring's ongoing wrongful conduct, including preliminarily enjoining Ring from using ADT's Famous Blue Octagon Mark and all colorably similar marks;
- c. permanently enjoin Ring's ongoing wrongful conduct, including permanently enjoining Ring from using ADT's Famous Blue Octagon Mark and all colorably similar marks;
- d. order Ring to remove all materials bearing on ADT's Famous Blue Octagon Mark and all colorably similar marks from commerce, including without limitation, the Ring Alarm Outdoor Siren;
- e. deem Ring's infringement willful;
- f. deem this case exceptional pursuant to 15 U.S.C. § 1117;

g. award monetary relief to ADT in an amount to be determined, including all profits received by Ring from sales and revenues of any kind made as a result of its infringing actions; all damages sustained by ADT as a result of Ring's acts of infringement, unfair competition, and dilution; punitive damages; treble damages; attorneys' fees and costs, and prejudgment interest; and

h. such other and further relief as this Court may deem just and proper.

JURY DEMAND

ADT hereby requests a trial by jury of issues so triable.

DATED: April 26, 2021

Respectfully submitted,

SHOOK, HARDY & BACON L.L.P.

By: /s/ Eric S. Boos

Jennifer A. McLoone

Florida Bar No. 029234

jmclloone@shb.com

Eric S. Boos

Florida Bar No. 0107673

eboos@shb.com

201 S. Biscayne Blvd., Ste.3200

Miami, Florida 33131

Tel: (305) 358-5171

Fax: (305) 358-7470

-and-

B. Trent Webb (*pro hac vice* forthcoming)

Clinton G. Newton (*pro hac vice* forthcoming)

Patrick A. Lujin (*pro hac vice* forthcoming)

Chrissie A. Guastello (*pro hac vice* forthcoming)

Beth A. Larigan (*pro hac vice* forthcoming)

2555 Grand Boulevard

Kansas City, MO 64108

Tel: (816) 474-6550

Fax: (816)421-5547

***Attorneys for Plaintiffs ADT LLC and
The ADT Security Corporation***

CIVIL COVER SHEET

The JS 44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. (SEE INSTRUCTIONS ON NEXT PAGE OF THIS FORM.) NOTICE: Attorneys MUST Indicate All Re-filed Cases Below.

I. (a) PLAINTIFFS ADT LLC and THE ADT SECURITY CORPORATION

DEFENDANTS RING LLC

(b) County of Residence of First Listed Plaintiff (EXCEPT IN U.S. PLAINTIFF CASES)

County of Residence of First Listed Defendant (IN U.S. PLAINTIFF CASES ONLY)

NOTE: IN LAND CONDEMNATION CASES, USE THE LOCATION OF THE TRACT OF LAND INVOLVED.

(c) Attorneys (Firm Name, Address, and Telephone Number) Jennifer A. McLoone and Eric S. Boos; Shook, Hardy & Bacon LLP 201 S. Biscayne Blvd., Suite 3200, Miami, FL 305.358.5171

Attorneys (If Known)

(d) Check County Where Action Arose: [X] MIAMI-DADE [] MONROE [] BROWARD [] PALM BEACH [] MARTIN [] ST. LUCIE [] INDIAN RIVER [] OKEECHOBEE [] HIGHLANDS

II. BASIS OF JURISDICTION (Place an "X" in One Box Only)

III. CITIZENSHIP OF PRINCIPAL PARTIES (Place an "X" in One Box for Plaintiff and One Box for Defendant)

- 1 U.S. Government Plaintiff [X] 3 Federal Question (U.S. Government Not a Party)
2 U.S. Government Defendant [] 4 Diversity (Indicate Citizenship of Parties in Item III)

- Citizen of This State [] 1 PTF [] 1 DEF
Citizen of Another State [] 2 PTF [] 2 DEF
Citizen or Subject of a Foreign Country [] 3 PTF [] 3 DEF
Incorporated or Principal Place of Business In This State [] 4 PTF [] 4 DEF
Incorporated and Principal Place of Business In Another State [] 5 PTF [] 5 DEF
Foreign Nation [] 6 PTF [] 6 DEF

IV. NATURE OF SUIT (Place an "X" in One Box Only)

Click here for: Nature of Suit Code Descriptions

Grid of categories for nature of suit: CONTRACT, REAL PROPERTY, TORTS, CIVIL RIGHTS, PRISONER PETITIONS, LABOR, IMMIGRATION, FORFEITURE/PENALTY, SOCIAL SECURITY, FEDERAL TAX SUITS, BANKRUPTCY, OTHER STATUTES.

V. ORIGIN (Place an "X" in One Box Only)

- 1 Original Proceeding [X] 2 Removed from State Court [] 3 Re-filed (See VI below) [] 4 Reinstated or Reopened [] 5 Transferred from another district (specify) [] 6 Multidistrict Litigation Transfer [] 7 Appeal to District Judge or Magistrate Judgment [] 8 Multidistrict Litigation - Direct File [] 9 Remanded from Appellate Court []

VI. RELATED/ RE-FILED CASE(S)

(See instructions): a) Re-filed Case [] YES [X] NO b) Related Cases [] YES [X] NO

JUDGE:

DOCKET NUMBER:

VII. CAUSE OF ACTION

Cite the U.S. Civil Statute under which you are filing and Write a Brief Statement of Cause (Do not cite jurisdictional statutes unless diversity): 15 U.S.C. § 1114 and 1125(a). Defendants have used ADT's marks. LENGTH OF TRIAL via 10 days estimated (for both sides to try entire case)

VIII. REQUESTED IN COMPLAINT:

CHECK IF THIS IS A CLASS ACTION UNDER F.R.C.P. 23 [] DEMAND \$ TBD CHECK YES only if demanded in complaint: JURY DEMAND: [X] Yes [] No

ABOVE INFORMATION IS TRUE & CORRECT TO THE BEST OF MY KNOWLEDGE

DATE: April 27, 2021 SIGNATURE OF ATTORNEY OF RECORD: /s/ Eric S. Boos

EXHIBIT A

United States of America

United States Patent and Trademark Office



Reg. No. 5,672,406

Registered Feb. 12, 2019

Int. Cl.: 9, 37, 38, 42, 44, 45

Service Mark

Trademark

Principal Register

ADT HOLDINGS, INC. (DELAWARE CORPORATION)
1501 Yamato Road
Ip Law Department
Boca Raton, FLORIDA 33431

CLASS 9: Fire alarms, alarm central units, anti-intrusion alarms, burglar alarms, personal health and security alarms, smoke alarms, and gas alarms; radio, video and digital signal transmitters, receivers and switches, antennas, intercoms, lasers not for medical use, electronic locks, telephone communication base stations, telephones, and voice and video communication hubs; computer hardware and computer peripherals; environmental sensors and detectors for detecting heat, temperature, water, smoke, gas, pressure and movement; remote control units, keypads and control panels for security systems, fire alarms, alarm central units, anti-intrusion alarms, burglar alarms, personal health and security alarms, smoke and gas alarms, home surveillance systems, lighting controls, home automation devices, and devices for fire protection; computer software used to operate, manage and monitor security systems, fire alarms, alarm central units, anti-intrusion alarms, burglar alarms, personal health and security alarms, smoke and gas alarms, home surveillance systems, lighting controls and home automation devices; computer software used to monitor and track movement activity, health conditions and environmental conditions, and used to transmit electronic messages and data via communications networks; home and office automation systems comprising wireless and wired controllers, controlled devices, and software for lighting, HVAC, security, safety and other home and office monitoring and control applications; electrical controllers and switches for use with water flow, home automation and lighting; lighting control panels; motion sensitive security lights; electric and electronic video surveillance installations; cameras, including video, television and surveillance cameras; video and television monitors; mounting devices for cameras and monitors; locator systems, namely, satellite and radio transmitters and receivers, transponders, and antennas; vehicle and personnel locator and recovery device programmed to use global positioning systems (GPS) and cellular telecommunications

FIRST USE 5-29-2017; IN COMMERCE 5-29-2017

CLASS 37: Installation, maintenance, and repair services for building management and electric signaling, checking and lifesaving apparatus and instruments and systems for fire protection; Installation, maintenance, and repair services for security systems, fire alarms, alarm central units, anti-intrusion alarms, burglar alarms, personal health and security alarms, smoke and gas alarms, home surveillance systems, lighting controls, home automation devices and systems for fire protection



Andrei Iancu

Director of the United States
Patent and Trademark Office

FIRST USE 5-29-2017; IN COMMERCE 5-29-2017

CLASS 38: Telecommunication services, namely, providing access to pictures, video, alarm status, building plans and other building and security information at a remote station; telecommunication services, namely, electronic transmission of voice, messages and data; telecommunication services, namely, information transmission via electronic communications networks; transmission of sound, video and information via computer networks, text messages and voice; transmission, reception and processing of coded and emergency signals; transmission of sound, video and information in the fields of emergencies, security, alarms, security systems, fire alarms, alarm central units, anti-intrusion alarms, burglar alarms, personal health and security alarms, smoke and gas alarms, home surveillance systems, lighting controls, home automation devices, vehicle, personnel location, automobile safety, vehicle theft, traffic, road navigation and weather; electronic mail services; instant messaging services; electronic voice messaging, namely, the recording and subsequent transmission of voice messages by telephone; and providing a website featuring transmission of emergency messaging via computer and telecommunications networks

FIRST USE 5-29-2017; IN COMMERCE 5-29-2017

CLASS 42: Technology supervision and inspection in the field of security, fire and burglar alarm systems and alarm detection and monitoring services; Computer consultation services in the field of design, selection, implementation and use of computer hardware and software systems to assist the management of businesses; Technical consultation services in the field of computer hardware, computer peripherals, and computer software used for network security and for security systems, fire alarms, alarm central units, anti-intrusion alarms, burglar alarms, personal health and security alarms, smoke and gas alarms, home surveillance systems, lighting controls, home automation devices, systems for fire protection, vehicle, personnel location, automobile safety, vehicle theft, traffic, and road navigation; Technical support services, namely, troubleshooting in the nature of diagnosing computer hardware, computer peripheral and computer software problems; Technical consultation in the field of integration of home automation systems with computer networks and monitoring systems; Remote monitoring of technological functions of computer systems for security systems, fire alarms, alarm central units, anti-intrusion alarms, burglar alarms, personal health and security alarms, smoke and gas alarms, home surveillance systems, lighting controls, home automation devices, sprinkler systems for fire protection, vehicle, pet and personnel location, automobile safety, vehicle theft, traffic, and road navigation; Providing temporary use of non-downloadable computer software used to operate, manage and monitor security systems, fire alarms, alarm central units, anti-intrusion alarms, burglar alarms, personal health and security alarms, smoke and gas alarms, home surveillance systems, lighting controls and home automation devices; Providing temporary use of non-downloadable computer software used to monitor and track movement activity, health conditions and environmental conditions, and used to transmit electronic messages and data via communications networks; Weather information services; Inspection services for building management and electric signaling, checking and lifesaving apparatus and instruments and systems for fire protection to ensure proper functioning; Inspection services for security systems, fire alarms, alarm central units, anti-intrusion alarms, burglar alarms, personal health and security alarms, smoke and gas alarms, home surveillance systems, lighting controls, home automation devices and systems for fire protection to ensure proper functioning; Industrial process supervisory services, namely, gas, pressure, temperature, power, operation and environmental electronic detection and monitoring associated with industrial machines to ensure proper functioning; Monitoring of computer systems for security purposes, namely, remote monitoring of computer systems for purposes of restricting unauthorized access to computer networks

FIRST USE 5-29-2017; IN COMMERCE 5-29-2017

CLASS 44: Consultation services in the field of health monitoring; Home health monitoring services, namely, remote monitoring of data indicative of the health or condition of an individual, and interactive medical monitoring and alert service for reminding clients of medical information, namely, medicinal dosage, medication compliance, vital signs and healthy behavior

FIRST USE 5-29-2017; IN COMMERCE 5-29-2017

CLASS 45: Central station electric protection services, namely, intruder and burglar alarm monitoring service, fire detecting and alarm monitoring service, and water flow monitoring service for protection of persons and personal property; Trouble call services, namely, monitoring telephone calls from subscribers and notifying emergency facilities; Security system monitoring services, namely, monitoring of intruder, hold-up, and burglar alarm systems and fire detecting and alarm systems for protection of persons and personal property; Alarm response and verification services; Security monitoring services, namely, monitoring of alarms, home and business security systems, and home automation systems for protection of persons and personal property; Security monitoring services, namely, remote monitoring of alarms, home and business security systems, and home automation systems for protection of persons and personal property; Monitoring of computer systems for security purposes, namely, remote monitoring of computer systems for personal security systems, fire alarms, alarm central units, anti-intrusion alarms, burglar alarms, personal health and security alarms, smoke and gas alarms, home surveillance systems, lighting controls, home automation devices, traffic and road navigation, all of the foregoing for protection of persons and personal property; Water flow monitoring services for fire alarm security purposes; Security services for buildings, namely, controlling physical access to properties and monitoring of home and business surveillance and security alarm systems for protection of persons and personal property; Monitoring telephone calls and communications from subscribers and notifying emergency facilities; Theft recovery services, namely, tracking, locating and monitoring of stolen vehicles via a computer network; Electronic monitoring services by means of security surveillance, home and business alarm systems, for the physical protection of pets and people and for the protection of personal property in homes, people, businesses, and buildings; Providing personal, physical, and home security consulting services; Providing personal, physical, and home security consulting services via telephone hotline; Monitoring telephone calls and messages from subscribers and notifying emergency facilities from call centers in the fields of security systems, fire alarms, alarm central units, anti-intrusion alarms, burglar alarms, personal health and security alarms, smoke and gas alarms, home surveillance systems, lighting controls, home automation devices for fire protection; Providing personal and physical security consulting services via telephone hotline, and monitoring telephone calls from subscribers and notifying emergency facilities from call centers in the fields of vehicle security and navigation; Concierge services for others comprising making requested personal arrangements and reservations and providing customer-specific information to meet individual needs

FIRST USE 5-29-2017; IN COMMERCE 5-29-2017

The mark consists of a shaded octagon containing the letters "ADT" in stylized overlapping font.

SER. NO. 87-678,129, FILED 11-09-2017

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years*

What and When to File:

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

EXHIBIT B

United States of America

United States Patent and Trademark Office



Reg. No. 3,906,116
Registered Jan. 18, 2011
Int. Cls.: 9, 38, 42 and 45

ADT SERVICES AG (SWITZERLAND CORPORATION)
IP LAW DEPARTMENT
FREIER PLATZ 10
SCHAFFHAUSEN, SWITZERLAND 8200

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

FOR: FIRE ALARMS, ALARM CENTRAL UNITS, ANTI-INTRUSION ALARMS, BURGLAR ALARMS, PERSONAL SECURITY ALARMS, SMOKE ALARMS, AND GAS ALARMS; SPRINKLER SYSTEMS FOR FIRE PROTECTION; RADIO, VIDEO AND DIGITAL SIGNAL TRANSMITTERS, RECEIVERS AND SWITCHES, ANTENNAS, INTERCOMS, LASERS NOT FOR MEDICAL USE, ELECTRONIC LOCKS, TELEPHONE COMMUNICATION BASE STATIONS, TELEPHONES, AND VOICE AND VIDEO COMMUNICATION HUBS; COMPUTER HARDWARE AND COMPUTER PERIPHERALS; ENVIRONMENTAL SENSORS AND DETECTORS FOR DETECTING HEAT, TEMPERATURE, WATER, SMOKE, GAS, PRESSURE AND MOVEMENT; REMOTE CONTROL UNITS, KEYPADS AND CONTROL PANELS FOR SECURITY SYSTEMS, FIRE ALARMS, ALARM CENTRAL UNITS, ANTI-INTRUSION ALARMS, BURGLAR ALARMS, PERSONAL HEALTH AND SECURITY ALARMS, SMOKE AND GAS ALARMS, HOME SURVEILLANCE SYSTEMS, LIGHTING CONTROLS, HOME AUTOMATION DEVICES AND SPRINKLER SYSTEMS FOR FIRE PROTECTION; COMPUTER SOFTWARE USED TO OPERATE, MANAGE AND MONITOR SECURITY SYSTEMS, FIRE ALARMS, ALARM CENTRAL UNITS, ANTI-INTRUSION ALARMS, BURGLAR ALARMS, PERSONAL HEALTH AND SECURITY ALARMS, SMOKE AND GAS ALARMS, HOME SURVEILLANCE SYSTEMS, LIGHTING CONTROLS AND HOME AUTOMATION DEVICES; COMPUTER SOFTWARE USED TO MONITOR AND TRACK MOVEMENT ACTIVITY, HEALTH CONDITIONS AND ENVIRONMENTAL CONDITIONS, AND USED TO TRANSMIT ELECTRONIC MESSAGES AND DATA VIA COMMUNICATIONS NETWORKS; HOME AND OFFICE AUTOMATION SYSTEMS COMPRISING WIRELESS AND WIRED CONTROLLERS, CONTROLLED DEVICES, AND SOFTWARE FOR LIGHTING, HVAC, SECURITY, SAFETY AND OTHER HOME AND OFFICE MONITORING AND CONTROL APPLICATIONS; ELECTRICAL CONTROLLERS AND SWITCHES FOR USE WITH WATER FLOW AND SPRINKLER SYSTEMS, HOME AUTOMATION AND LIGHTING; LIGHTING CONTROL PANELS; MOTION SENSITIVE SECURITY LIGHTS; ELECTRIC AND ELECTRONIC VIDEO SURVEILLANCE INSTALLATIONS; CAMERAS, INCLUDING VIDEO, TELEVISION AND SURVEILLANCE CAMERAS; VIDEO AND TELEVISION MONITORS; MOUNTING DEVICES FOR CAMERAS AND MONITORS; LOCATOR SYSTEMS, NAMELY, SATELLITE AND RADIO TRANSMITTERS AND RECEIVERS, TRANSPONDERS, AND ANTENNAS; VEHICLE, PET AND PERSONNEL LOCATOR AND RECOVERY DEVICE PROGRAMMED TO USE GLOBAL POSITIONING SYSTEMS



David J. Kyffers

Director of the United States Patent and Trademark Office

Reg. No. 3,906,116 (GPS) AND CELLULAR TELECOMMUNICATIONS; AND USER MANUALS SOLD AS A UNIT THEREWITH, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FOR: TELECOMMUNICATION SERVICES, NAMELY, PROVIDING ACCESS TO PICTURES, VIDEO, ALARM STATUS, BUILDING PLANS AND OTHER BUILDING AND SECURITY INFORMATION AT A REMOTE STATION; TELECOMMUNICATION SERVICES, NAMELY, ELECTRONIC TRANSMISSION OF VOICE, MESSAGES AND DATA; TELECOMMUNICATION SERVICES, NAMELY, INFORMATION TRANSMISSION VIA ELECTRONIC COMMUNICATIONS NETWORKS; TRANSMISSION OF SOUND, VIDEO AND INFORMATION VIA COMPUTER NETWORKS, TEXT MESSAGES AND VOICE; TRANSMISSION, RECEPTION AND PROCESSING OF CODED AND EMERGENCY SIGNALS; TRANSMISSION OF SOUND, VIDEO AND INFORMATION IN THE FIELDS OF EMERGENCIES, SECURITY, ALARMS, SECURITY SYSTEMS, FIRE ALARMS, ALARM CENTRAL UNITS, ANTI-INTRUSION ALARMS, BURGLAR ALARMS, PERSONAL HEALTH AND SECURITY ALARMS, SMOKE AND GAS ALARMS, HOME SURVEILLANCE SYSTEMS, LIGHTING CONTROLS, HOME AUTOMATION DEVICES, SPRINKLER SYSTEMS FOR FIRE PROTECTION, VEHICLE, PET AND PERSONNEL LOCATION, AUTOMOBILE SAFETY, VEHICLE THEFT, TRAFFIC, ROAD NAVIGATION AND WEATHER; ELECTRONIC MAIL SERVICES; INSTANT MESSAGING SERVICES; ELECTRONIC VOICE MESSAGING, NAMELY, THE RECORDING AND SUBSEQUENT TRANSMISSION OF VOICE MESSAGES BY TELEPHONE; AND ELECTRONIC MESSAGE TRANSMISSION, NAMELY, PROVIDING A WEBSITE FEATURING TRANSMISSION OF EMERGENCY MESSAGING VIA COMPUTER AND TELECOMMUNICATIONS NETWORKS, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FOR: TECHNICAL CONSULTATION SERVICES IN THE FIELD OF COMPUTER HARDWARE, COMPUTER PERIPHERALS AND COMPUTER SOFTWARE USED FOR SECURITY SYSTEMS, FIRE ALARMS, ALARM CENTRAL UNITS, ANTI-INTRUSION ALARMS, BURGLAR ALARMS, PERSONAL HEALTH AND SECURITY ALARMS, SMOKE AND GAS ALARMS, HOME SURVEILLANCE SYSTEMS, LIGHTING CONTROLS, HOME AUTOMATION DEVICES, SPRINKLER SYSTEMS FOR FIRE PROTECTION, VEHICLE, PET AND PERSONNEL LOCATION, AUTOMOBILE SAFETY, VEHICLE THEFT, TRAFFIC, AND ROAD NAVIGATION; TECHNICAL SUPPORT SERVICES, NAMELY, TROUBLESHOOTING OF COMPUTER HARDWARE, COMPUTER PERIPHERAL AND COMPUTER SOFTWARE PROBLEMS; TECHNICAL CONSULTATION IN THE FIELD OF INTEGRATION OF HOME AUTOMATION SYSTEMS WITH COMPUTER NETWORKS AND MONITORING SYSTEMS; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE USED TO OPERATE, MANAGE AND MONITOR SECURITY SYSTEMS, FIRE ALARMS, ALARM CENTRAL UNITS, ANTI-INTRUSION ALARMS, BURGLAR ALARMS, PERSONAL HEALTH AND SECURITY ALARMS, SMOKE AND GAS ALARMS, HOME SURVEILLANCE SYSTEMS, LIGHTING CONTROLS AND HOME AUTOMATION DEVICES; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE USED TO MONITOR AND TRACK MOVEMENT ACTIVITY, HEALTH CONDITIONS AND ENVIRONMENTAL CONDITIONS, AND USED TO TRANSMIT ELECTRONIC MESSAGES AND DATA VIA COMMUNICATIONS NETWORKS; AND WEATHER INFORMATION SERVICES, IN CLASS 42 (U.S. CLS. 100 AND 101).

FOR: ALARM RESPONSE AND VERIFICATION SERVICES; MONITORING OF ALARMS, SECURITY SYSTEMS AND HOME AUTOMATION SYSTEMS FOR SECURITY PURPOSES; REMOTE MONITORING OF ALARMS, SECURITY SYSTEMS AND HOME AUTOMATION SYSTEMS FOR SECURITY PURPOSES; MONITORING OF COMPUTER SYSTEMS FOR SECURITY PURPOSES, NAMELY, REMOTE MONITORING OF COMPUTER SYSTEMS IN THE FIELDS OF SECURITY SYSTEMS, FIRE ALARMS, ALARM CENTRAL UNITS, ANTI-INTRUSION ALARMS, BURGLAR ALARMS, PERSONAL HEALTH AND SECURITY ALARMS, SMOKE AND GAS ALARMS, HOME SURVEILLANCE SYSTEMS, LIGHTING CONTROLS, HOME AUTOMATION DEVICES, SPRINKLER SYSTEMS FOR FIRE PROTECTION, VEHICLE, PET AND PERSONNEL LOCATION, AUTOMOBILE SAFETY, VEHICLE THEFT, TRAFFIC, AND ROAD NAVIGATION, ALL OF THE FOREGOING FOR SECURITY PURPOSES; FIRE ALARM SPRINKLER AND WATER FLOW MONITORING SERVICES

Reg. No. 3,906,116 FOR FIRE ALARM SECURITY PURPOSES; CONTROL OF BUILDING ENVIRONMENTAL ACCESS AND SECURITY SYSTEMS; MONITORING TELEPHONE CALLS FROM SUBSCRIBERS AND NOTIFYING EMERGENCY FACILITIES; THEFT RECOVERY SERVICES, NAMELY, TRACKING, LOCATING AND MONITORING OF VEHICLES VIA A COMPUTER NETWORK; ELECTRONIC MONITORING SERVICES FOR SECURITY PURPOSES IN THE FIELD OF PETS, HOMES, PEOPLE AND BUSINESS BUILDINGS; PROVIDING SECURITY CONSULTING AND SECURITY CONSULTING VIA TELEPHONE HOTLINE; MONITORING TELEPHONE CALLS AND MESSAGES FROM SUBSCRIBERS AND NOTIFYING EMERGENCY FACILITIES FROM CALL CENTERS IN THE FIELDS OF SECURITY SYSTEMS, FIRE ALARMS, ALARM CENTRAL UNITS, ANTI-INTRUSION ALARMS, BURGLAR ALARMS, PERSONAL HEALTH AND SECURITY ALARMS, SMOKE AND GAS ALARMS, HOME SURVEILLANCE SYSTEMS, LIGHTING CONTROLS, HOME AUTOMATION DEVICES AND SPRINKLER SYSTEMS FOR FIRE PROTECTION; PROVIDING SECURITY CONSULTING VIA TELEPHONE HOTLINE AND MONITORING TELEPHONE CALLS FROM SUBSCRIBERS AND NOTIFYING EMERGENCY FACILITIES FROM CALL CENTERS IN THE FIELDS OF VEHICLE SECURITY AND NAVIGATION; AND CONCIERGE SERVICES FOR OTHERS COMPRISING MAKING REQUESTED PERSONAL ARRANGEMENTS AND RESERVATIONS AND PROVIDING CUSTOMER-SPECIFIC INFORMATION TO MEET INDIVIDUAL NEEDS RENDERED TOGETHER IN VEHICLES, IN CLASS 45 (U.S. CLS. 100 AND 101).

OWNER OF ERPN CMNTY TM OFC REG. NO. 007227135, DATED 2-10-2010, EXPIRES 9-11-2018.

OWNER OF U.S. REG. NOS. 838,956, 2,857,796 AND OTHERS.

THE MARK CONSISTS OF A DOUBLE BORDERED OCTAGON WITH A RECTANGLE INSIDE CONTAINING THE LITERAL ELEMENT "ADT".

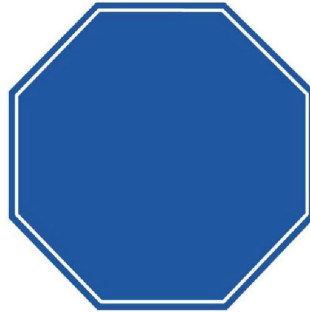
SER. NO. 77-363,962, FILED 1-4-2008.

ELLEN B. AWRICH, EXAMINING ATTORNEY

EXHIBIT C

United States of America

United States Patent and Trademark Office



Reg. No. 3,902,451
Registered Jan. 11, 2011
Int. Cls.: 9, 38, 42 and 45

ADT SERVICES AG (SWITZERLAND CORPORATION)
IP LAW DEPARTMENT
FREIER PLATZ 10
SCHAFFHAUSEN, SWITZERLAND 8200

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

FOR: FIRE ALARMS, ALARM CENTRAL UNITS, ANTI-INTRUSION ALARMS, BURGLAR ALARMS, PERSONAL SECURITY ALARMS, SMOKE ALARMS, AND GAS ALARMS; SPRINKLER SYSTEMS FOR FIRE PROTECTION; RADIO, VIDEO AND DIGITAL SIGNAL TRANSMITTERS, RECEIVERS AND SWITCHES, ANTENNAS, INTERCOMS, LASERS NOT FOR MEDICAL USE, ELECTRONIC LOCKS, TELEPHONE COMMUNICATION BASE STATIONS, TELEPHONES, AND VOICE AND VIDEO COMMUNICATION HUBS; COMPUTER HARDWARE AND COMPUTER PERIPHERALS; ENVIRONMENTAL SENSORS AND DETECTORS FOR DETECTING HEAT, TEMPERATURE, WATER, SMOKE, GAS, PRESSURE AND MOVEMENT; REMOTE CONTROL UNITS, KEYPADS AND CONTROL PANELS FOR SECURITY SYSTEMS, FIRE ALARMS, ALARM CENTRAL UNITS, ANTI-INTRUSION ALARMS, BURGLAR ALARMS, PERSONAL HEALTH AND SECURITY ALARMS, SMOKE AND GAS ALARMS, HOME SURVEILLANCE SYSTEMS, LIGHTING CONTROLS, HOME AUTOMATION DEVICES AND SPRINKLER SYSTEMS FOR FIRE PROTECTION; COMPUTER SOFTWARE USED TO OPERATE, MANAGE AND MONITOR SECURITY SYSTEMS, FIRE ALARMS, ALARM CENTRAL UNITS, ANTI-INTRUSION ALARMS, BURGLAR ALARMS, PERSONAL HEALTH AND SECURITY ALARMS, SMOKE AND GAS ALARMS, HOME SURVEILLANCE SYSTEMS, LIGHTING CONTROLS AND HOME AUTOMATION DEVICES; COMPUTER SOFTWARE USED TO MONITOR AND TRACK MOVEMENT ACTIVITY, HEALTH CONDITIONS AND ENVIRONMENTAL CONDITIONS, AND USED TO TRANSMIT ELECTRONIC MESSAGES AND DATA VIA COMMUNICATIONS NETWORKS; HOME AND OFFICE AUTOMATION SYSTEMS COMPRISING WIRELESS AND WIRED CONTROLLERS, CONTROLLED DEVICES, AND SOFTWARE FOR LIGHTING, HVAC, SECURITY, SAFETY AND OTHER HOME AND OFFICE MONITORING AND CONTROL APPLICATIONS; ELECTRICAL CONTROLLERS AND SWITCHES FOR USE WITH WATER FLOW AND SPRINKLER SYSTEMS, HOME AUTOMATION AND LIGHTING; LIGHTING CONTROL PANELS; MOTION SENSITIVE SECURITY LIGHTS; ELECTRIC AND ELECTRONIC VIDEO SURVEILLANCE INSTALLATIONS; CAMERAS, INCLUDING VIDEO, TELEVISION AND SURVEILLANCE CAMERAS; VIDEO AND TELEVISION MONITORS; MOUNTING DEVICES FOR CAMERAS AND MONITORS; LOCATOR SYSTEMS, NAMELY, SATELLITE AND RADIO TRANSMITTERS AND RECEIVERS, TRANSPONDERS, AND ANTENNAS; VEHICLE, PET AND PERSONNEL LOCATOR AND RECOVERY DEVICE PROGRAMMED TO USE GLOBAL POSITIONING SYSTEMS



David J. Kyjars

Director of the United States Patent and Trademark Office

Reg. No. 3,902,451 (GPS) AND CELLULAR TELECOMMUNICATIONS; AND USER MANUALS SOLD AS A UNIT THEREWITH, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FOR: TELECOMMUNICATION SERVICES, NAMELY, PROVIDING ACCESS TO PICTURES, VIDEO, ALARM STATUS, BUILDING PLANS AND OTHER BUILDING AND SECURITY INFORMATION AT A REMOTE STATION; TELECOMMUNICATION SERVICES, NAMELY, ELECTRONIC TRANSMISSION OF VOICE, MESSAGES AND DATA; TELECOMMUNICATION SERVICES, NAMELY, INFORMATION TRANSMISSION VIA ELECTRONIC COMMUNICATIONS NETWORKS; TRANSMISSION OF SOUND, VIDEO AND INFORMATION VIA COMPUTER NETWORKS, TEXT MESSAGES AND VOICE; TRANSMISSION, RECEPTION AND PROCESSING OF CODED AND EMERGENCY SIGNALS; TRANSMISSION OF SOUND, VIDEO AND INFORMATION IN THE FIELDS OF EMERGENCIES, SECURITY, ALARMS, SECURITY SYSTEMS, FIRE ALARMS, ALARM CENTRAL UNITS, ANTI-INTRUSION ALARMS, BURGLAR ALARMS, PERSONAL HEALTH AND SECURITY ALARMS, SMOKE AND GAS ALARMS, HOME SURVEILLANCE SYSTEMS, LIGHTING CONTROLS, HOME AUTOMATION DEVICES, SPRINKLER SYSTEMS FOR FIRE PROTECTION, VEHICLE, PET AND PERSONNEL LOCATION, AUTOMOBILE SAFETY, VEHICLE THEFT, TRAFFIC, ROAD NAVIGATION AND WEATHER; ELECTRONIC MAIL SERVICES; INSTANT MESSAGING SERVICES; ELECTRONIC VOICE MESSAGING, NAMELY, THE RECORDING AND SUBSEQUENT TRANSMISSION OF VOICE MESSAGES BY TELEPHONE; AND ELECTRONIC MESSAGE TRANSMISSION, NAMELY, PROVIDING A WEBSITE FEATURING TRANSMISSION OF EMERGENCY MESSAGING VIA COMPUTER AND TELECOMMUNICATIONS NETWORKS, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FOR: TECHNICAL CONSULTATION SERVICES IN THE FIELD OF COMPUTER HARDWARE, COMPUTER PERIPHERALS AND COMPUTER SOFTWARE USED FOR SECURITY SYSTEMS, FIRE ALARMS, ALARM CENTRAL UNITS, ANTI-INTRUSION ALARMS, BURGLAR ALARMS, PERSONAL HEALTH AND SECURITY ALARMS, SMOKE AND GAS ALARMS, HOME SURVEILLANCE SYSTEMS, LIGHTING CONTROLS, HOME AUTOMATION DEVICES, SPRINKLER SYSTEMS FOR FIRE PROTECTION, VEHICLE, PET AND PERSONNEL LOCATION, AUTOMOBILE SAFETY, VEHICLE THEFT, TRAFFIC, AND ROAD NAVIGATION; TECHNICAL SUPPORT SERVICES, NAMELY, TROUBLESHOOTING OF COMPUTER HARDWARE, COMPUTER PERIPHERAL AND COMPUTER SOFTWARE PROBLEMS; TECHNICAL CONSULTATION IN THE FIELD OF INTEGRATION OF HOME AUTOMATION SYSTEMS WITH COMPUTER NETWORKS AND MONITORING SYSTEMS; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE USED TO OPERATE, MANAGE AND MONITOR SECURITY SYSTEMS, FIRE ALARMS, ALARM CENTRAL UNITS, ANTI-INTRUSION ALARMS, BURGLAR ALARMS, PERSONAL HEALTH AND SECURITY ALARMS, SMOKE AND GAS ALARMS, HOME SURVEILLANCE SYSTEMS, LIGHTING CONTROLS AND HOME AUTOMATION DEVICES; PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE COMPUTER SOFTWARE USED TO MONITOR AND TRACK MOVEMENT ACTIVITY, HEALTH CONDITIONS AND ENVIRONMENTAL CONDITIONS, AND USED TO TRANSMIT ELECTRONIC MESSAGES AND DATA VIA COMMUNICATIONS NETWORKS; AND WEATHER INFORMATION SERVICES, IN CLASS 42 (U.S. CLS. 100 AND 101).

FOR: ALARM RESPONSE AND VERIFICATION SERVICES; MONITORING OF ALARMS, SECURITY SYSTEMS AND HOME AUTOMATION SYSTEMS FOR SECURITY PURPOSES; REMOTE MONITORING OF ALARMS, SECURITY SYSTEMS AND HOME AUTOMATION SYSTEMS FOR SECURITY PURPOSES; MONITORING OF COMPUTER SYSTEMS FOR SECURITY PURPOSES, NAMELY, REMOTE MONITORING OF COMPUTER SYSTEMS IN THE FIELDS OF SECURITY SYSTEMS, FIRE ALARMS, ALARM CENTRAL UNITS, ANTI-INTRUSION ALARMS, BURGLAR ALARMS, PERSONAL HEALTH AND SECURITY ALARMS, SMOKE AND GAS ALARMS, HOME SURVEILLANCE SYSTEMS, LIGHTING CONTROLS, HOME AUTOMATION DEVICES, SPRINKLER SYSTEMS FOR FIRE PROTECTION, VEHICLE, PET AND PERSONNEL LOCATION, AUTOMOBILE SAFETY, VEHICLE THEFT, TRAFFIC, AND ROAD NAVIGATION, ALL OF THE FOREGOING FOR SECURITY PURPOSES; FIRE ALARM SPRINKLER AND WATER FLOW MONITORING SERVICES

Reg. No. 3,902,451 FOR FIRE ALARM SECURITY PURPOSES; CONTROL OF BUILDING ENVIRONMENTAL ACCESS AND SECURITY SYSTEMS; MONITORING TELEPHONE CALLS FROM SUBSCRIBERS AND NOTIFYING EMERGENCY FACILITIES; THEFT RECOVERY SERVICES, NAMELY, TRACKING, LOCATING AND MONITORING OF VEHICLES VIA A COMPUTER NETWORK; ELECTRONIC MONITORING SERVICES FOR SECURITY PURPOSES IN THE FIELD OF PETS, HOMES, PEOPLE AND BUSINESS BUILDINGS; PROVIDING SECURITY CONSULTING AND SECURITY CONSULTING VIA TELEPHONE HOTLINE; MONITORING TELEPHONE CALLS AND MESSAGES FROM SUBSCRIBERS AND NOTIFYING EMERGENCY FACILITIES FROM CALL CENTERS IN THE FIELDS OF SECURITY SYSTEMS, FIRE ALARMS, ALARM CENTRAL UNITS, ANTI-INTRUSION ALARMS, BURGLAR ALARMS, PERSONAL HEALTH AND SECURITY ALARMS, SMOKE AND GAS ALARMS, HOME SURVEILLANCE SYSTEMS, LIGHTING CONTROLS, HOME AUTOMATION DEVICES AND SPRINKLER SYSTEMS FOR FIRE PROTECTION; PROVIDING SECURITY CONSULTING VIA TELEPHONE HOTLINE AND MONITORING TELEPHONE CALLS FROM SUBSCRIBERS AND NOTIFYING EMERGENCY FACILITIES FROM CALL CENTERS IN THE FIELDS OF VEHICLE SECURITY AND NAVIGATION; AND CONCIERGE SERVICES FOR OTHERS COMPRISING MAKING REQUESTED PERSONAL ARRANGEMENTS AND RESERVATIONS AND PROVIDING CUSTOMER-SPECIFIC INFORMATION TO MEET INDIVIDUAL NEEDS RENDERED TOGETHER IN VEHICLES, IN CLASS 45 (U.S. CLS. 100 AND 101).

OWNER OF ERPN CMNTY TM OFC REG. NO. 007227234, DATED 2-10-2010, EXPIRES 9-11-2018.

THE COLOR(S) BLUE AND WHITE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

OWNER OF U.S. REG. NOS. 2,927,154, 3,335,240 AND OTHERS.

THE MARK CONSISTS OF AN OCTAGON. THE COLOR BLUE APPEARS IN THE CENTER OF THE DESIGN AND IN THE OUTERMOST BORDER. THE COLOR WHITE APPEARS IN THE INTERIOR BORDER.

SER. NO. 77-363,961, FILED 1-4-2008.

ELLEN B. AWRICH, EXAMINING ATTORNEY

EXHIBIT D

Int. Cls.: 37, 38 and 45

Prior U.S. Cls.: 100, 101, 103, 104 and 106

Reg. No. 3,511,264

Registered Oct. 7, 2008

United States Patent and Trademark Office

**SERVICE MARK
PRINCIPAL REGISTER**



ADT SERVICES AG (SWITZERLAND CORPORATION)
FREIER PLATZ 10
IP LAW DEPARTMENT
SCHAFFHAUSEN, SWITZERLAND 8200

FOR: EMERGENCY ROADSIDE ASSISTANCE SERVICES, IN CLASS 37 (U.S. CLS. 100, 103 AND 106).

FIRST USE 5-15-2006; IN COMMERCE 5-15-2006.

FOR: TELECOMMUNICATION SERVICES, NAMELY, ELECTRONIC TRANSMISSION OF VOICE MESSAGES AND DATA; TELECOMMUNICATION SERVICES, NAMELY, INFORMATION TRANSMISSION VIA ELECTRONIC COMMUNICATIONS NETWORKS; TRANSMISSION OF SOUND, VIDEO AND INFORMATION OVER COMPUTER NETWORKS; AND TELECOMMUNICATION SERVICES, NAMELY, TRANSMISSION OF VOICE AND DATA IN THE FIELDS OF AUTOMOBILE SAFETY, VEHICLE THEFT, ROADSIDE SAFETY, TRAFFIC, NAVIGATION AND HOME SECURITY, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 5-15-2006; IN COMMERCE 5-15-2006.

FOR: THEFT RECOVERY SERVICES, NAMELY, TRACKING, LOCATING AND MONITORING OF VEHICLES VIA A COMPUTER NETWORK; ELECTRONIC MONITORING FOR SECURITY PURPOSES IN THE FIELDS OF INTRUDER AND BURGLAR ALARMS, VEHICLE THEFT AND EMERGENCY ALARM SERVICES, FIRE PROTECT-

ING ALARMS, SECURITY SYSTEMS, VEHICLE FIRE ALARMS AND REMOTE VEHICLE TRACKING AND MONITORING SYSTEMS; MONITORING TELEPHONE CALLS AND MESSAGES FROM SUBSCRIBERS AND NOTIFYING EMERGENCY FACILITIES FROM A CALL CENTER IN THE FIELDS OF VEHICLE FIRE AND VEHICLE SECURITY; CONCIERGE SERVICES FOR OTHERS COMPRISING MAKING REQUESTED PERSONAL ARRANGEMENTS AND RESERVATIONS AND PROVIDING CUSTOMER-SPECIFIC INFORMATION TO MEET INDIVIDUAL NEEDS RENDERED TOGETHER IN VEHICLES; VEHICLE SECURITY SERVICES, NAMELY, REMOTE DOOR UNLOCK, THEFT DETECTION AND NOTIFICATION, STOLEN VEHICLE TRACKING, AND AUTOMATIC NOTIFICATION OF AIRBAG DEPLOYMENT; AND SECURITY CONSULTATION IN THE FIELDS OF VEHICLE SAFETY, VEHICLE FIRES AND VEHICLE SECURITY, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 5-15-2006; IN COMMERCE 5-15-2006.

OWNER OF U.S. REG. NOS. 838,956, 2,857,796 AND OTHERS.

THE MARK CONSISTS OF A DOUBLE BORDERED OCTAGON WITH A RECTANGLE INSIDE CONTAINING THE LITERAL ELEMENT "ADT".

SER. NO. 77-348,669, FILED 12-11-2007.

ELLEN B. AWRICH, EXAMINING ATTORNEY

EXHIBIT E

Int. Cls.: 37, 38 and 45

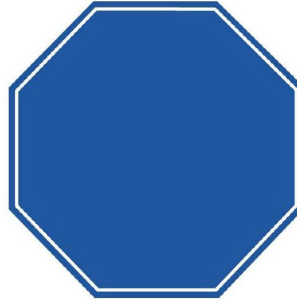
Prior U.S. Cls.: 100, 101, 103, 104 and 106

Reg. No. 3,511,262

Registered Oct. 7, 2008

United States Patent and Trademark Office

**SERVICE MARK
PRINCIPAL REGISTER**



ADT SERVICES AG (SWITZERLAND CORPORATION)
FREIER PLATZ 10
IP LAW DEPARTMENT
SCHAFFHAUSEN, SWITZERLAND 8200

FOR: EMERGENCY ROADSIDE ASSISTANCE SERVICES, IN CLASS 37 (U.S. CLS. 100, 103 AND 106).

FIRST USE 5-15-2006; IN COMMERCE 5-15-2006.

FOR: TELECOMMUNICATION SERVICES, NAMELY, ELECTRONIC TRANSMISSION OF VOICE MESSAGES AND DATA; TELECOMMUNICATION SERVICES, NAMELY, INFORMATION TRANSMISSION VIA ELECTRONIC COMMUNICATIONS NETWORKS; TRANSMISSION OF SOUND, VIDEO AND INFORMATION OVER COMPUTER NETWORKS; AND TELECOMMUNICATION SERVICES, NAMELY, TRANSMISSION OF VOICE AND DATA IN THE FIELDS OF AUTOMOBILE SAFETY, VEHICLE THEFT, ROADSIDE SAFETY, TRAFFIC, NAVIGATION AND HOME SECURITY, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 5-15-2006; IN COMMERCE 5-15-2006.

FOR: THEFT RECOVERY SERVICES, NAMELY, TRACKING, LOCATING AND MONITORING OF VEHICLES VIA A COMPUTER NETWORK; ELECTRONIC MONITORING FOR SECURITY PURPOSES IN THE FIELDS OF INTRUDER AND BURGLAR ALARMS, VEHICLE THEFT AND EMERGENCY ALARM SERVICES, FIRE PROTECTING ALARMS, SECURITY SYSTEMS, VEHICLE FIRE ALARMS AND REMOTE VEHICLE TRACKING AND MONITORING SYSTEMS; MONITORING

TELEPHONE CALLS AND MESSAGES FROM SUBSCRIBERS AND NOTIFYING EMERGENCY FACILITIES FROM A CALL CENTER IN THE FIELDS OF VEHICLE FIRE AND VEHICLE SECURITY; CONCIERGE SERVICES FOR OTHERS COMPRISING MAKING REQUESTED PERSONAL ARRANGEMENTS AND RESERVATIONS AND PROVIDING CUSTOMER-SPECIFIC INFORMATION TO MEET INDIVIDUAL NEEDS RENDERED TOGETHER IN VEHICLES; VEHICLE SECURITY SERVICES, NAMELY, REMOTE DOOR UNLOCK, THEFT DETECTION AND NOTIFICATION, STOLEN VEHICLE TRACKING, AND AUTOMATIC NOTIFICATION OF AIRBAG DEPLOYMENT; AND SECURITY CONSULTATION IN THE FIELDS OF VEHICLE SAFETY, VEHICLE FIRES AND VEHICLE SECURITY, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 5-15-2006; IN COMMERCE 5-15-2006.

OWNER OF U.S. REG. NOS. 2,927,154, 3,335,240 AND OTHERS.

THE COLOR(S) BLUE AND WHITE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

THE MARK CONSISTS OF OCTAGON. THE COLOR BLUE APPEARS IN THE CENTER OF THE DESIGN AND IN THE OUTERMOST BORDER. THE COLOR WHITE APPEARS IN THE INTERIOR BORDER.

SER. NO. 77-348,587, FILED 12-11-2007.

ELLEN B. AWRICH, EXAMINING ATTORNEY

SER. NO. 77-348,587, FILED 12-11-2007.

ELLEN B. AWRICH, EXAMINING ATTORNEY

EXHIBIT F

Int. Cl.: 42

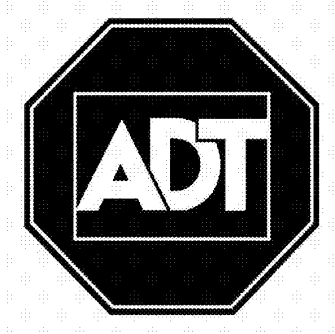
Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 3,421,798

Registered May 6, 2008

**SERVICE MARK
PRINCIPAL REGISTER**



ADT SERVICES AG (SWITZERLAND CORPORATION)
BAHNHOFSTRASSE 29
SCHAFFHAUSEN, SWITZERLAND 8200

FOR: COMPUTER CONSULTATION SERVICES IN THE FIELD OF DESIGN, SELECTION, IMPLEMENTATION AND USE OF COMPUTER HARDWARE AND SOFTWARE SYSTEMS TO ASSIST THE MANAGEMENT OF BUSINESSES , IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 4-17-2007; IN COMMERCE 4-17-2007.

OWNER OF U.S. REG. NOS. 2,857,796, 3,253,803 AND OTHERS.

THE MARK CONSISTS OF AN EIGHT-SIDED SHADED POLYGON WITH A PLAIN LINE SQUARE INSIDE THE POLYGON. THE LETTERS "ADT" ARE DISPLAYED INSIDE THE SQUARE.

SER. NO. 77-212,882, FILED 6-22-2007.

RENEE SERVANCE, EXAMINING ATTORNEY

EXHIBIT G

Int. Cl.: 44

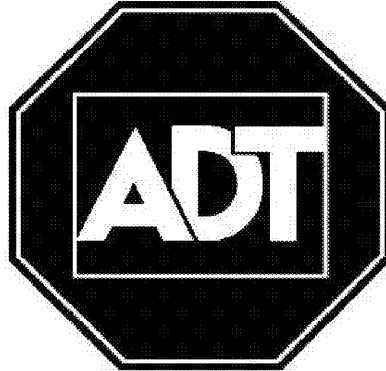
Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 3,335,240

Registered Nov. 13, 2007

**SERVICE MARK
PRINCIPAL REGISTER**



ADT SERVICES AG (SWITZERLAND CORPORATION)
BAHNHOFSTRASSE 29
8200 SCHAFFHAUSEN, SWITZERLAND

FOR: HOME HEALTH MONITORING, NAMELY, REMOTE MONITORING OF DATA INDICATIVE OF THE HEALTH OR CONDITION OF AN INDIVIDUAL; CONSULTATION SERVICES IN THE FIELD OF HEALTH MONITORING, IN CLASS 44 (U.S. CLS. 100 AND 101).

FIRST USE 12-12-2005; IN COMMERCE 12-12-2005.

OWNER OF U.S. REG. NOS. 710,708, 2,927,154 AND OTHERS.

SER. NO. 78-959,565, FILED 8-24-2006.

DORITT L. CARROLL, EXAMINING ATTORNEY

EXHIBIT H

Int. Cl.: 44

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 3,329,547

Registered Nov. 6, 2007

**SERVICE MARK
PRINCIPAL REGISTER**



ADT SERVICES AG (SWITZERLAND CORPORATION)
BAHNHOFSTRASSE 29
8200 SCHAFFHAUSEN, SWITZERLAND

FOR: HOME HEALTH MONITORING, NAMELY, REMOTE MONITORING OF DATA INDICATIVE OF THE HEALTH OR CONDITION OF AN INDIVIDUAL; CONSULTATION SERVICES IN THE FIELD OF HEALTH MONITORING, IN CLASS 44 (U.S. CLS. 100 AND 101).

FIRST USE 12-12-2005; IN COMMERCE 12-12-2005.

OWNER OF U.S. REG. NOS. 2,857,796 AND 2,927,154.

"THE COLOR(S) BLUE AND WHITE IS/ARE CLAIMED AS A FEATURE OF THE MARK."

THE COLOR BLUE APPEARS IN THE CENTER OF THE DESIGN AND IN THE OUTERMOST BORDER. THE COLOR WHITE APPEARS IN THE INTERIOR BORDER. THE MARK CONSISTS OF AN OCTAGON.

SER. NO. 78-959,543, FILED 8-24-2006.

DORITT L. CARROLL, EXAMINING ATTORNEY

EXHIBIT I

Int. Cl.: 35

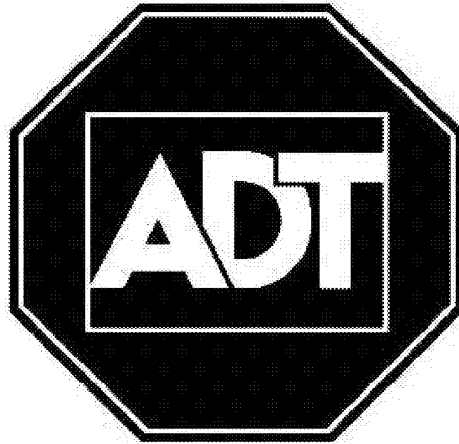
Prior U.S. Cls.: 100, 101 and 102

Reg. No. 3,324,938

United States Patent and Trademark Office

Registered Oct. 30, 2007

**SERVICE MARK
PRINCIPAL REGISTER**



ADT SERVICES AG (SWITZERLAND SOCIÉTÉ
ANONYME)
BAHNHOFSTRASSE 29
CH-8200 SCHAFFHAUSEN
SWITZERLAND

FOR: COMPUTERIZED TRACKING AND TRAC-
ING OF PACKAGES IN TRANSIT; DISSEMINA-
TION OF ADVERTISING MATERIAL;
ADVERTISING AND COMMERCIAL INFORMA-
TION SERVICES; ADVERTISING, INCLUDING
PROMOTION OF PRODUCTS AND SERVICES OF
THIRD PARTIES THROUGH SPONSORING AR-
RANGEMENTS AND LICENSE AGREEMENTS RE-
LATING TO INTERNATIONAL SPORTS EVENTS;
ADVERTISING AND BUSINESS MANAGEMENT
CONSULTANCY PUBLICITY AND SALES PROMO-

TION SERVICES, IN CLASS 35 (U.S. CLS. 100, 101
AND 102).

PRIORITY DATE OF 4-27-2006 IS CLAIMED.

OWNER OF INTERNATIONAL REGISTRATION
0903754 DATED 10-10-2006, EXPIRES 10-10-2016.

OWNER OF U.S. REG. NOS. 2,399,377, 2,857,796
AND OTHERS.

SER. NO. 79-031,007, FILED 10-10-2006.

CURTIS FRENCH, EXAMINING ATTORNEY

EXHIBIT J

Int. Cls.: 37, 42 and 45

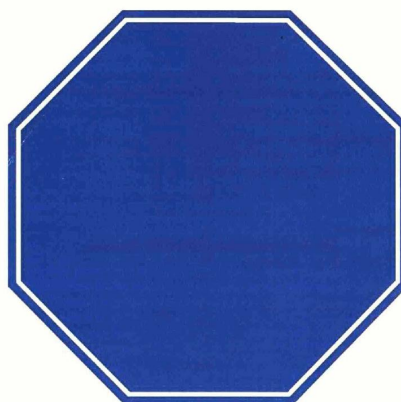
Prior U.S. Cls.: 100, 101, 103 and 106

Reg. No. 2,927,154

United States Patent and Trademark Office

Registered Feb. 22, 2005

**SERVICE MARK
PRINCIPAL REGISTER**



ADT SERVICES AG (SWITZERLAND CORPORATION)
SCHWERTSTRASSE 9
SCHAFFHAUSEN, SWITZERLAND

FOR: INSTALLATION AND MAINTENANCE OF SECURITY SYSTEMS, FIRE ALARMS AND BURGLAR ALARMS FOR BUILDING MANAGEMENT; INSTALLATION AND MAINTENANCE OF SPRINKLER SYSTEMS FOR FIRE PROTECTION, IN CLASS 37 (U.S. CLS. 100, 103 AND 106).

FIRST USE 6-0-1997; IN COMMERCE 6-0-1997.

FOR: TECHNICAL SUPERVISION AND INSPECTION IN THE FIELD OF SECURITY, FIRE AND BURGLAR ALARM SYSTEMS AND ALARM DETECTION AND MONITORING SERVICES, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 6-0-1997; IN COMMERCE 6-0-1997.

FOR: CENTRAL STATION ELECTRIC PROTECTION SERVICES, NAMELY, INTRUDER AND BURGLAR ALARM MONITORING SERVICE, FIRE DETECTING AND ALARM MONITORING SERVICE, SPRINKLER AND WATER FLOW MONITORING SERVICE; TROUBLE CALL SERVICES, NAMELY, MONITORING TELEPHONE CALLS FROM SUBSCRIBERS AND NOTIFYING EMERGENCY FACILITIES; INDUSTRIAL PROCESS SUPERVISORY SERVICES, NAMELY, GAS, PRESSURE, TEMPERATURE, POWER, OPERA-

TION AND ENVIRONMENTAL ELECTRONIC DETECTION AND MONITORING ASSOCIATED WITH INDUSTRIAL MACHINES, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 6-0-1997; IN COMMERCE 6-0-1997.

PRIORITY CLAIMED UNDER SEC. 44(D) ON PERU APPLICATION NO. 141479, FILED 12-26-2001.

PRIORITY CLAIMED UNDER SEC. 44(D) ON PERU APPLICATION NO. 141468, FILED 12-26-2001.

OWNER OF U.S. REG. NO. 2,399,377.

THE COLOR BLUE IS CLAIMED AS A FEATURE OF THE MARK.

THE COLOR(S) BLUE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

THE MARK IS AN OCTAGONAL SHAPED DESIGN IN THE COLOR PANTONE 286 BLUE AND IS SURROUNDED BY AN OUTLINE IN WHITE AND THE SAME COLOR BLUE.

THE MARK IS AN OCTAGONAL SHAPED DESIGN IN THE COLOR PANTONE 286 BLUE AND IS SURROUNDED BY AN OUTLINE IN WHITE AND

THE SAME COLOR BLUE. A COLOR PHOTOCOPY
OF THE MARK IS SUBMITTED FOR THE RECORD.

SER. NO. 76-405,666, FILED 5-10-2002.

SEC. 2(F).

GINA FINK, EXAMINING ATTORNEY

EXHIBIT K

Int. Cls.: 37 and 45

Prior U.S. Cls.: 100, 101, 103 and 106

Reg. No. 2,857,796

United States Patent and Trademark Office

Registered June 29, 2004

**SERVICE MARK
PRINCIPAL REGISTER**



ADT SERVICES AG (SWITZERLAND CORPORATION)
SCHWERTSTRASSE 9
SCHAFFHAUSEN, SWITZERLAND

FOR: INSTALLATION AND MAINTENANCE SERVICES FOR BUILDING MANAGEMENT AND ELECTRIC SIGNALING, CHECKING AND LIFE-SAVING APPARATUS AND INSTRUMENTS AND SPRINKLER SYSTEMS FOR FIRE PROTECTION, IN CLASS 37 (U.S. CLS. 100, 103 AND 106).

FIRST USE 0-0-1991; IN COMMERCE 0-0-1991.

FOR: CENTRAL STATION ELECTRIC PROTECTION SERVICES, NAMELY, MONITORING INTRUDER AND BURGLAR ALARMS, FIRE ALARMS, SPRINKLERS AND WATER FLOW SYSTEMS AND INDUSTRIAL PROCESS MACHINE SYSTEMS;

MONITORING TELEPHONE CALLS FROM SUBSCRIBERS OF FIRE PROTECTION SYSTEMS AND NOTIFYING EMERGENCY FACILITIES, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 0-0-1991; IN COMMERCE 0-0-1991.

PRIORITY CLAIMED UNDER SEC. 44(D) ON PERU APPLICATION NO. 141400, FILED 12-26-2001.

PRIORITY CLAIMED UNDER SEC. 44(D) ON PERU APPLICATION NO. 141401, FILED 12-26-2001.

OWNER OF U.S. REG. NO. 2,399,377.

SER. NO. 78-138,611, FILED 6-25-2002.

CAROLINE WOOD, EXAMINING ATTORNEY

EXHIBIT L

Int. Cl.: 42

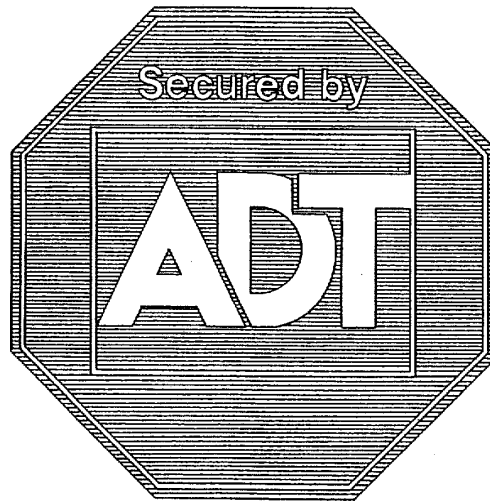
Prior U.S. Cls.: 100 and 101

Reg. No. 2,399,377

United States Patent and Trademark Office

Registered Oct. 31, 2000

**SERVICE MARK
PRINCIPAL REGISTER**



ADT SERVICES AG (SWITZERLAND CORPORATION)
SCHWERTSTRASSE 9
CH-8200 SCHAFFHAUSEN, SWITZERLAND

FOR: SECURITY SYSTEM MONITORING SERVICES, NAMELY, INTRUDER, HOLD-UP AND BURGLAR ALARM SERVICES AND FIRE DETECTING AND ALARM SERVICES, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 6-0-1997; IN COMMERCE 6-0-1997.

OWNER OF U.S. REG. NOS. 700,677, 1,686,934 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SECURED", APART FROM THE MARK AS SHOWN.

THE DRAWING IS LINED FOR THE COLOR BLUE AND COLOR IS CLAIMED AS A FEATURE OF THE MARK.

SER. NO. 75-684,890, FILED 4-19-1999.

CORA MOORHEAD, EXAMINING ATTORNEY

EXHIBIT M

SHOOK
HARDY & BACON

Trent Webb

2555 Grand Blvd.
Kansas City, Missouri 64108
t 816.474.6550
d 816.559.2320
f 816.421.5547
bwebb@shb.com

April 21, 2021

VIA FEDERAL EXPRESS AND ELECTRONIC MAIL
j@ring.com

Jamie Siminoff
CEO
Ring LLC
1523 26th Street
Santa Monica, CA 90404

Re: **Ring's Infringement of ADT's Registered Blue Octagon Mark (U.S. Reg. Nos.: 5672406, 3906116, 3902451, 3511264, 3511262, 3421798, 3335240, 3329547, 3324938, 2927154, 2857796, and 2399377)**

Dear Mr. Siminoff:

Our firm represents ADT Inc. and its affiliated companies ("ADT"). As you are aware, ADT is the longest-established, largest and best-known provider of home security services and equipment in the United States. For over thirty years, ADT has used the Blue Octagon mark in connection with its home security services and products. ADT has invested heavily in creating value in its Blue Octagon, in the association between the Blue Octagon and the high quality products and services that ADT offers its customers, and in the widespread commercial success of its products and services under that brand. Through this investment, ADT has amassed a tremendous amount of goodwill in connection with the Blue Octagon, along with the exclusive right to use it for security offerings. As a result, the public strongly associates the Blue Octagon with ADT.

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Given this, and your longstanding familiarity with the ADT brand, ADT was surprised to learn that Ring very recently decided to adopt ADT's iconic Blue Octagon to let "everyone know you have a Ring alarm system inside" – as noted in your recent commercial.¹ Below is an image from that Ring commercial, next to an image of ADT's iconic mark:



(Image from the cited Ring commercial, next to an image of ADT's iconic logo)

The Ring Alarm Outdoor Siren (shown below) clearly incorporates ADT's Blue Octagon, and appears to be currently available for purchase on the Ring website and retail outlets, such as Amazon and Home Depot:²



¹ <https://www.youtube.com/watch?v=AQjtZlwD6tI>

² <https://ring.com/products/alarm-outdoor-siren>; <https://www.amazon.com/Ring-Alarm-Outdoor-Siren/dp/B08LYCYZFY>; and <https://www.homedepot.com/p/Ring-Alarm-Outdoor-Siren-B08LYCYZFY/316383706>

SHOOK
HARDY & BACON

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The copying of ADT's Blue Octagon and the striking similarity of Ring's infringing designations to ADT's mark make clear that it is Ring's intent to associate its products with ADT in order to misappropriate and benefit from the goodwill associated with ADT's brand and reputation.

Ring's unauthorized use of the infringing designations will cause confusion with ADT's customers and the public at large. It will cause them to mistakenly believe that there is an affiliation or association between Ring and ADT. The infringing designations mislead consumers to believe that Ring is connected with or endorsed by ADT, or that Ring's products are genuine ADT products when, in fact, they are not. This type of confusion seriously undermines the goodwill that ADT has cultivated in the Blue Octagon Marks and irreparably harms ADT.

Ring's actions are in violation of federal trademark law, as well as other laws. ADT hereby demands that Ring immediately cease all use of the infringing designations and all use of ADT's Blue Octagon for security related products and services. ADT also demands that Ring immediately require all of its retail partners, including, but not limited to, Amazon and Home Depot, to cease all use of the infringing designations, and to remove all reference to the infringing designations on their websites and in any of their retail stores. In addition, ADT hereby demands destruction of all existing materials/products that use the infringing designations and demands an accounting of all sales of all products/services that used the infringing designations.

You must verify in writing within five (5) days that Ring will comply with all of these demands. ADT is currently assessing the extent of harm and losses incurred as a result of your actions. If we do not receive your written confirmation of compliance with all of our demands in the allotted time, ADT reserves its right to take action against Ring. This may include seeking immediate injunctive relief, as well as any damages sustained by ADT including, but not limited to, its lost profits, its attorney's fees, and treble damages based on the wilful and blatant nature of Ring's infringement.

Thank you for your prompt attention to this matter.



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Sincerely,

A handwritten signature in black ink, appearing to read "B. Webb", is positioned below the word "Sincerely,". The signature is stylized and somewhat cursive.

B. Trent Webb