

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM717524

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Trupanion, Inc.		03/25/2022	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Piper Sandler Finance, LLC		
<b>Street Address:</b>	324 Park Avenue, 12th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10154		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 21</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5082462	TRUPANION	
<b>Registration Number:</b>	4400175	TRUPANION	
<b>Registration Number:</b>	4520209	TRUPANION	
<b>Registration Number:</b>	3525250	TRUPANION	
<b>Registration Number:</b>	5039042	VETERINARIAN APPRECIATION DAY	
<b>Registration Number:</b>	5039041	VETERINARIAN APPRECIATION DAY	
<b>Registration Number:</b>	5039043	EST. 2015 VETERINARIAN APPRECIATION DAY	
<b>Registration Number:</b>	6502551	MIGHTYVET	
<b>Registration Number:</b>	6493618	CPR FOR THE VETERINARY SOUL	
<b>Serial Number:</b>	90260318	ZPIC	
<b>Serial Number:</b>	90260321	ZPIC INSURANCE COMPANY	
<b>Serial Number:</b>	90330324	FURKIN	
<b>Serial Number:</b>	90330330	FLUFF-FREE PET HEALTH INSURANCE	
<b>Serial Number:</b>	90363379	PHI DIRECT	
<b>Serial Number:</b>	90615684	TRUCUDDLE	
<b>Serial Number:</b>	90615666	CURBSIDE CUDDLE	
<b>Serial Number:</b>	90749368	HEALTHY COVERAGE FUR YOUR FAMILY	
<b>Serial Number:</b>	90788159	FURKIN	
<b>Serial Number:</b>	90788240	FURKIN PET INSURANCE	

CH \$540.00 5082462

Property Type	Number	Word Mark
Serial Number:	90788244	PHI DIRECT
Serial Number:	90788249	PHI DIRECT FLUFF-FREE PET HEALTH INSURAN

**CORRESPONDENCE DATA**

**Fax Number:** 9495676710  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.*  
**Phone:** 9495676700  
**Email:** mweddington@orrick.com  
**Correspondent Name:** Orrick, Herrington & Sutcliffe LLP  
**Address Line 1:** 2050 Main St., Suite 1100  
**Address Line 4:** Irvine, CALIFORNIA 92614

<b>ATTORNEY DOCKET NUMBER:</b>	35421.62
<b>NAME OF SUBMITTER:</b>	Geraint Chen
<b>SIGNATURE:</b>	/Geraint Chen/
<b>DATE SIGNED:</b>	03/29/2022

**Total Attachments: 73**

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## TRADEMARK SECURITY AGREEMENT

This **TRADEMARK SECURITY AGREEMENT**, dated as of March 25, 2022 (as amended, restated, supplemented or otherwise modified from time to time, this “**Agreement**”), is made by Trupanion, Inc., a Delaware corporation (the “**Grantor**”) in favor of Piper Sandler Finance, LLC, as administrative agent for the Secured Parties (in such capacity and together with its successors and permitted assigns, the “**Administrative Agent**”).

**WHEREAS** the Grantor is party to a Guarantee and Collateral Agreement, dated as of the date hereof (as amended, restated, supplemented or otherwise modified from time to time, the “**Collateral Agreement**”) among the Grantor, the other grantors from time to time party thereto and the Administrative Agent, pursuant to which the Grantor granted a security interest to the Administrative Agent in the Trademark Collateral (as defined below) and is required to execute and deliver this Agreement.

**NOW, THEREFORE**, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Grantor hereby agrees with the Administrative Agent as follows:

### SECTION 1. DEFINED TERMS

Unless otherwise defined herein, terms used herein (including in the preamble of this Agreement) shall have the meanings given to them in the Collateral Agreement and the Credit Agreement (as defined in the Collateral Agreement), as applicable.

### SECTION 2. GRANT OF SECURITY INTEREST

**SECTION 2.1** Scope of Grant. The Grantor, as security for the payment and performance in full of the Obligations, hereby pledges to the Administrative Agent, its successors and permitted assigns, for the benefit of the Secured Parties, and hereby grants to the Administrative Agent, its successors and permitted assigns, for the benefit of the Secured Parties, a security interest in all right, title or interest in or to any and all of the following assets and properties now owned or at any time hereafter acquired by the Grantor or in which the Grantor now has or at any time in the future may acquire any right, title or interest (collectively, the “**Trademark Collateral**”):

- (i) all trademarks, service marks, trade names, corporate names, domain names, company names, social media hashtags and identifiers, trade styles, trade dress, logos, designs, business names, fictitious business names, other source or business identifiers, designs and general intangibles of like nature, now existing or hereafter adopted or acquired, all registrations and recordings thereof, and all registration and recording applications filed in connection therewith, including registrations and registration applications in the United States Patent and Trademark Office (“**USPTO**”) (or any successor office) and trademark offices outside the United States, including the registrations and registrations applications listed in Schedule A hereto, or any similar offices in any State of the United States or any political subdivision thereof or any similar offices outside the United States, and all extensions or renewals thereof, as well as any

unregistered trademarks and service marks used by the Grantor and all goodwill connected with the use thereof and symbolized thereby,

(ii) all income, royalties, damages and payments now or hereafter due and/or payable under any of the foregoing or with respect to any of the foregoing, including, without limitation, damages or payments for past, present and future infringements of any of the foregoing,

(iii) all rights corresponding to the foregoing throughout the world, and

(iv) to the extent not otherwise included, all proceeds and products of any and all of the foregoing, all accessions to any of the foregoing and all collateral security and Supporting Obligations (as now or hereafter defined in the UCC) given by any Person with respect to any of the foregoing.

**SECTION 2.2** Certain Limited Exclusions. Notwithstanding anything herein to the contrary, in no event shall the Trademark Collateral include or the security interest granted under Section 2.1 attach to any “intent-to-use” application for registration of a Trademark filed pursuant to Section 1(b) of the Lanham Act, 15 U.S.C. § 1051, prior to the filing, and acceptance by the USPTO, of a “Statement of Use” pursuant to Section 1(d) of the Lanham Act or an “Amendment to Allege Use” pursuant to Section 1(c) of the Lanham Act with respect thereto, solely to the extent, if any, that, and solely during the period, if any, in which, the grant of a security interest therein would impair the validity or enforceability of any registration that issues from such intent-to-use application under applicable federal law.

### **SECTION 3. COLLATERAL AGREEMENT**

The security interest granted pursuant to this Agreement is granted in conjunction with the security interest granted to the Administrative Agent for the ratable benefit of itself and the Secured Parties pursuant to the Collateral Agreement, and the Grantor hereby acknowledges and affirms that the rights and remedies of the Administrative Agent with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Collateral Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. In the event that any provision of this Agreement is deemed to conflict with the Collateral Agreement, the provisions of the Collateral Agreement shall control.

### **SECTION 4. RECORDATION**

The Grantor hereby authorizes and requests that the USPTO and other like trademark offices throughout the world record this Agreement. The Grantor agrees to cooperate as reasonably requested by the Administrative Agent, with respect to the execution of any documents, or other actions, reasonably required in order to effectuate the intent of this Agreement.

### **SECTION 5. TERMINATION**

This Agreement shall terminate and the lien on and security interest in the Trademark Collateral shall be released upon the indefeasible payment in full in cash of all the Obligations and the termination of the Commitments of the Lenders under the Credit Agreement. Upon the

termination of this Agreement, the Administrative Agent shall, at the sole expense of the Grantor, execute all documents, make all filings and take all other actions reasonably requested by the Grantor to evidence and record the release of the lien on and security interests in the Trademark Collateral granted herein.

## **SECTION 6. GOVERNING LAW**

THIS AGREEMENT SHALL BE CONSTRUED IN ACCORDANCE WITH AND GOVERNED BY THE LAWS OF THE STATE OF NEW YORK, WITHOUT REFERENCE TO ITS PRINCIPLES OF CONFLICT OF LAWS, OTHER THAN SECTIONS 5-1401 AND 5-1402 OF THE NEW YORK GENERAL OBLIGATION LAW.

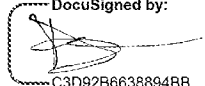
## **SECTION 7. COUNTERPARTS**

This Agreement may be executed in any number of counterparts and by different parties hereto in separate counterparts, each of which when so executed shall be deemed to be an original and shall be binding upon all parties, their successors and assigns, and all of which taken together shall constitute one and the same agreement. Delivery of an executed counterpart of a signature page to this Agreement or any document or instrument delivered in connection herewith by e-mail or other electronic transmission shall be effective as delivery of a manually executed counterpart of this Agreement or such other document or instrument, as applicable. Each of the parties hereto agrees and acknowledges that (i) the transaction consisting of this Agreement may be conducted by electronic means, (ii) it is such party's intent that, if such party signs this Agreement using an electronic signature, it is signing, adopting and accepting this Agreement and that signing this Agreement using an electronic signature is the legal equivalent of having placed its handwritten signature on this Agreement on paper and (iii) it is being provided with an electronic or paper copy of this Agreement in a usable format.

[Remainder of page intentionally left blank]

**IN WITNESS WHEREOF**, the parties hereto have duly executed this Agreement as of the day and year first above written.

**TRUPANION, INC.**, as Grantor


DocuSigned by:  
  
C3D92B6638894BB...

By: \_\_\_\_\_

Name: Darryl Rawlings  
Title: Chief Executive Officer

Acknowledged and Agreed:

**PIPER SANDLER FINANCE, LLC**, as  
Administrative Agent

By:   
\_\_\_\_\_  
Name: Amrit Agrawal  
Title: Chief Investment Officer



**SCHEDULE A**  
to  
**TRADEMARK SECURITY AGREEMENT**

JURISDICTION	MARK	APP. REG. NO.	OWNER	RENEWAL DATE	GOODS/SERVICES
Australia	TRUPANION	International Registration No. 1443046  Reg. No. 1981553	Trupanion, Inc.	22 Mar 2028  Renewal Due	<p>Int. Class 16: Pamphlets and booklets and informational flyers in the field of animal breeds, pet health and wellness, pet care, safety and welfare</p> <p>Int. Class 35: Claims administration services in the field of pet insurance</p> <p>Int. Class 36: Electronic processing of pet insurance claims and payment data; financial transaction services, namely, providing secure commercial transactions and payment options; processing, administering and managing employee benefit plans concerning pet insurance and finance</p> <p>Int. Class 41: Publication of online journals, namely, blogs featuring information in the field of pets, pet breeds, pet training, pet health and pet wellness; providing, via a website, educational and entertainment</p>

					<p>purposes in the field of pet training and pet exercise.</p> <p>Int. Class 44:  Providing, via a website, medical and veterinary information for educational and entertainment purposes in the field of pet health and pet wellness, pet selection, pet grooming, pet feeding, pet nutrition, pet health and wellness in the nature of animal welfare and the psychological and physical well-being of animals, physical characteristics and temperament of pet breeds, and grooming, feeding and nutrition requirements for specific pet breeds.</p>
Australia	FURKIN	International Reg. No. 1617928  Reg. No. 2216940	Trupanion, Inc.	18 May 2031 - Renewal Due	Int. Class 36: Underwriting health care insurance for pets; Claims administration services in the field of pet insurance; electronic processing of pet insurance claims and payment data; Financial transaction services, namely, providing secure commercial transactions and payment options in the field of veterinary care, veterinary products, and pet insurance; Processing,

					administering and managing pet benefit plans concerning insurance
Australia	PHI DIRECT	International Reg. No. 1617927  App. No. 2216929	Trupanion, Inc.	Pending	Int. Class 36: Underwriting health care insurance for pets; Claims administration services in the field of pet insurance; electronic processing of pet insurance claims and payment data; Financial transaction services, namely, providing secure commercial transactions and payment options in the field of veterinary care, veterinary products, and pet insurance; Processing, administering and managing pet benefit plans concerning insurance
Australia	FLUFF-FREE PET HEALTH INSURANCE	International Reg. No. 1618640  Reg. No. 2218573	Trupanion, Inc.	18 May 2031 - Renewal Due	Int. Class 09: Downloadable computer software for tracking pets' medical history, billing, payments, and insurance claims, and for pet health and wellness tracking  Int. Class 41: Online journals, namely, blogs featuring information in the field of pets, pet breeds, pet training, pet health and pet wellness; providing a website

					<p>with information for educational and entertainment purposes in the field of pet training and pet exercise</p> <p>Int. Class 42: Providing temporary use of online non-downloadable software application for tracking pets' medical history, billing, payments, and insurance claims, and for pet health and wellness tracking</p> <p>Int. Class 44: Providing a website featuring information in the fields of pet health and pet wellness, pet selection, pet grooming, pet feeding, pet nutrition, pet health and wellness in the nature of animal welfare and the psychological and physical well-being of animals, physical characteristics and temperament of pet breeds, and grooming, feeding and nutrition requirements for specific pet breeds</p>
Australia	HEALTHY COVERAGE FUR YOUR FAMILY	International Reg. No. 1639299	Trupanion, Inc.	Pending	Int. Class 09: Downloadable computer software for tracking pets' medical history, billing, payments, and insurance claims, and for pet health and wellness tracking

		<p>Australia No. 2243447</p>		<p>Int. Class 41: Online journals, namely, blogs featuring information in the field of pets, pet breeds, pet training, pet health and pet wellness; providing a website with information for educational and entertainment purposes in the field of pet training and pet exercise</p> <p>Int. Class 42: Providing temporary use of online non-downloadable software application for tracking pets' medical history, billing, payments, and insurance claims, and for pet health and wellness tracking</p> <p>Int. Class 44: Providing a website with information for educational and entertainment purposes in the field of pet health and pet wellness, pet selection, pet grooming, pet feeding, pet nutrition, pet health and wellness in the nature of animal welfare and the psychological and physical well-being of animals, physical characteristics and temperament of pet breeds, and grooming, feeding and nutrition requirements for specific pet breeds</p>
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Australia	TRUCUDDLE	International Reg. No. 1645577	Trupanion, Inc.	Pending	<p>Int. Class 09: Downloadable software for pet owners to view pet information, share pet photographs, access educational materials and videos, receive updates and notifications, communicate with veterinary practices, exchange text messages and images with veterinary practices, access and share pet health records and data, set and receive reminders, and request and make veterinary appointments;</p> <p>Downloadable educational media, namely, video recordings and audio files in the field of pet health and wellness</p> <p>Int. Class 25: T-shirts, sweatshirts, jackets; lab coats; scrub tops and pants not for surgical purposes</p> <p>Int. Class 41: Educational services, namely, providing online non-downloadable articles, blog posts, photos and videos, all in the field of pet health and wellness; providing webinars, seminars, training classes, workshops, educational programs, all in the field of pet</p>

				<p>health and wellness; online journals, namely, blogs featuring information in the field of pet health and wellness; Providing a website featuring non-downloadable videos in the field of pet health, wellness and animal training</p> <p>Int. Class 42: Software as a Service (SAAS) services for pet owners to view pet information, share pet photographs, access educational materials and videos, receive updates and notifications, communicate with veterinary practices, exchange text messages and images with veterinary practices, access and share pet health records and data, set and receive reminders, and request and make veterinary appointments in the field of pet health and wellness</p> <p>Int. Class 44: Providing information for pet owners relating to animal health and animal behavior via a website</p> <p>Int. Class 45: On-line social networking services</p>
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Australia	CURBSIDE CUDDLE	International Reg. No. 1645575	Trupanion, Inc.	Pending	<p>Int. Class 09: Downloadable software for pet owners to view pet information, share pet photographs, access educational materials and videos, receive updates and notifications, communicate with veterinary practices, exchange text messages and images with veterinary practices, access and share pet health records and data, set and receive reminders, and request and make veterinary appointments;</p> <p>Downloadable educational media, namely, video recordings and audio files in the field of pet health and wellness</p> <p>Int. Class 25: T-shirts, sweatshirts, jackets; lab coats; scrub tops and pants not for surgical purposes</p> <p>Int. Class 41: Educational services, namely, providing online non-downloadable articles, blog posts, photos and videos, all in the field of pet health and wellness; providing webinars, seminars, training classes, workshops, educational programs, all in the field of pet health and wellness; online journals,</p>
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				<p>namely, blogs featuring information in the field of pet health and wellness; Providing a website featuring non-downloadable videos in the field of pet health, wellness and animal training</p> <p>Int. Class 42: Software as a Service (SAAS) services for pet owners to view pet information, share pet photographs, access educational materials and videos, receive updates and notifications, communicate with veterinary practices, exchange text messages and images with veterinary practices, access and share pet health records and data, set and receive reminders, and request and make veterinary appointments in the field of pet health and wellness</p> <p>Int. Class 44: Providing information for pet owners relating to animal health and animal behavior via a website</p> <p>Int. Class 45: On-line social networking services</p>
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Australia	<p>FURKIN (Stylized)</p> 	International Reg. No. 1645699	Trupanion, Inc.	Pending	<p>Int. Class 36: Underwriting health care insurance for pets; Claims administration services in the field of pet insurance; electronic processing of pet insurance claims and payment data; Financial transaction services, namely, providing secure commercial transactions and payment options in the field of veterinary care, veterinary products, and pet insurance; Processing, administering and managing pet benefit plans concerning insurance.</p>
Australia	<p>PHI DIRECT (Stylized)</p> 	App. No. A0117233	Trupanion, Inc.	Pending	<p>Int. Class 36: Underwriting health care insurance for pets; Claims administration services in the field of pet insurance; electronic processing of pet insurance claims and payment data; Financial transaction services, namely, providing secure commercial transactions and payment options in the field of veterinary care, veterinary products, and pet insurance; Processing, administering and managing pet benefit</p>

					plans concerning insurance.
Canada	CLAIMS EXPRESS	Reg. No. TMA893135	Trupanion, Inc.	31 Dec 2029 - First Renewal	Int. Class NA: Claims adjustment in the field of pet insurance; providing pet insurance services to others; payment and reimbursement of monetary amounts on behalf of others; operating a claims reimbursement program.
Canada	TRUPANION	Reg. No. TMA1037456	Trupanion, Inc.	08 Jul 2029 - Renewal Due	Int. Class NA: Pamphlets and booklets and informational flyers in the field of animal breeds, pet health and wellness, pet care, safety and welfare; downloadable computer software for management of veterinary offices; downloadable computer software for managing and servicing veterinary accounts receivable, collections and funding, for medical billing and medical payment collection for veterinarians, and for claims processing, data analytics and reporting in the veterinary field; downloadable computer software for tracking pets' medical history, billing, payments, and insurance claims, and for pet health and wellness tracking; downloadable

					<p>computer software application for mobile phones, computers and handheld devices, namely, software for providing information in the field of animal breed guides and information about pet health and wellness and pet care.underwriting health care insurance for pets;claims administration services in the field of pet insurance; electronic processing of pet insurance claims and payment data; financial transaction services, namely, providing secure transactions and payment options; processing, administering and managing employee benefit plans concerning pet insurance and finance.online journals, namely, blogs featuring information in the field of pets, pet breeds, pet training, pet health and pet wellness; providing an online non-downloadable software application for management of veterinary offices, medical billing and medical payment collection for veterinarians, and for claims processing, data analytics and reporting in the veterinary field; providing an online</p>
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					non-downloadable software application for tracking pets' medical history, billing, payments, and insurance claims; Providing a web site featuring technology that enables veterinarians to generate, manage, and exchange medical information, documents, financial information, insurance claim and payment information; managing and servicing veterinary accounts receivable; providing an online non-downloadable software application for pet health and wellness tracking.
Canada	Veterinarian Appreciation Day	Reg. No. TMA995770	Trupanion, Inc.	02 May 2033 - First Renewal	Int. Class NA: providing information in the field of in the field of veterinarians, veterinary services, and veterinary practice; entertainment and educational services, namely, providing a website featuring messages and photos in the field of pets, veterinarians, and veterinary practice
Canada	Est. 2015 Veterinarian Appreciation Day & Heart Design	TMA995764	Trupanion, Inc.	02 May 2033 - First Renewal]	Int. Class NA: entertainment and educational services, namely, providing a website featuring messages and photos in the field of pets,

					veterinarians, and veterinary practice
Canada	MightyVet	Reg. No. TMA1099797	Trupanion, Inc.	10 May 2031 - First Renewal	<p>Int. Class 14: Rubber or silicone wristbands in the nature of bracelets, and pet collar accessories, namely, pendants, used to used promote awareness of mental health, wellness, and suicide prevention in the veterinary field;</p> <p>Int. Class 18: pet collars, leashes, and harnesses</p> <p>Int. Class 25: t-shirts, sweatshirts, jackets; lab coats; scrub tops and pants not for surgical purposes</p> <p>Int. Class 35: Advertising, marketing and promotion services for promoting public awareness of suicide and mental health issues in the veterinary field; advertising, marketing and promotion services for promoting public awareness of the importance of mental health, general health and well-being, and suicide prevention and education in the veterinary field.</p> <p>Int. Class 36: Charitable fundraising to support suicide prevention, education,</p>

				<p>mental health, and general health and well-being in the veterinary field; providing grants and financial sponsorship of events and initiatives in the field of suicide prevention, education, mental health, and general health and well-being in the veterinary field</p> <p>Int. Class 41: Educational services, namely, providing online non-downloadable articles, essays, newsletters, reports, reference guides, primary source documents, all in the field of mental health, general health and well-being, suicide prevention and education in the veterinary field; providing workshops, panels and panel discussions, in-person courses, all in the field of mental health, general health and well-being, suicide prevention and education in the veterinary field, and distributing educational and training material in connection therewith; educational services in the form of providing recognition and incentives by the way of awards to demonstrate excellence or distinction in the field of pets and in the</p>
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					<p>veterinary field;          Providing online non-downloadable photos and videos, all in the field of mental health, general health and well-being, suicide prevention and education in the veterinary field;          providing webinars, seminars, training classes, educational programs, and online courses, all in the field of mental health, general health and well-being, suicide prevention and education in the veterinary field</p>
Canada	CPR FOR THE VETERINARY SOUL	Reg. No. TMA1,121,178	Trupanion, Inc.	25 Feb 2032 - Renewal Due	<p>Int. Class 14: Rubber or silicone wristbands in the nature of bracelets, and pet collar accessories, namely, pendants, used to used promote awareness of mental health, wellness, and suicide prevention in the veterinary field.</p> <p>Int. Class 18: pet collars, leashes, and harnesses.</p> <p>Int. Class 25: t-shirts, sweatshirts, jackets; lab coats; scrub tops and pants not for surgical purposes.</p> <p>Int. Class 35: Advertising services for promoting public awareness of suicide and mental health issues in the</p>



				<p>veterinary field; Advertising services for promoting public awareness of the importance of mental health and wellness, and suicide prevention and education in the veterinary field.</p> <p>Int. Class 36: charitable fundraising to support suicide prevention, education, and mental health and wellness in the veterinary field; providing grants and financial sponsorship of events and initiatives in the field of suicide prevention, education, and mental health and wellness in the veterinary field</p> <p>Int. Class 41: Educational services, namely, providing online non-downloadable articles, essays, newsletters, reports, reference guides, primary source documents, photos and videos, all in the field of mental health and wellness, suicide prevention and education in the veterinary field; providing webinars, seminars, training classes, workshops, educational programs, panels and panel discussions, in-person and online courses, all in the field of mental health and wellness, suicide prevention and education in the</p>
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					veterinary field, and distributing educational and training material in connection therewith; providing recognition and incentives by the way of awards to demonstrate excellence or distinction in the field of pets and in the veterinary field
Canada	GPIC	App. No. 2047230	Trupanion, Inc.	Pending	Int. Class 36: Underwriting health care insurance for pets; Claims administration services in the field of pet insurance; electronic processing of pet insurance claims and payment data; financial transaction services, namely, providing secure commercial transactions and payment options; processing, administering and managing pet insurance.
Canada	GPIC INSURANCE	App. No. 2047231	Trupanion, Inc.	Pending	Int. Class 36: Underwriting health care insurance for pets; Claims administration services in the field of pet insurance; electronic processing of pet insurance claims and payment data; financial transaction services, namely, providing secure commercial

					transactions and payment options; processing, administering and managing pet insurance.
Canada	FLUFF-FREE PET HEALTH INSURANCE	App. No. 2,092,402	Trupanion, Inc.	Pending	<p>Int. Class 09: downloadable computer software for tracking pets' medical history, billing, payments, and insurance claims, and for pet health and wellness tracking</p> <p>Int. Class 41: online journals, namely, blogs featuring information in the field of pets, pet breeds, pet training, pet health and pet wellness; providing a website with information for educational and entertainment purposes in the field of pet training and pet exercise</p> <p>Int. Class 42: providing an online non-downloadable software application for tracking pets' medical history, billing, payments, and insurance claims, and for pet health and wellness tracking</p> <p>Int. Class 44: providing a website with information for educational and entertainment purposes in the field of pet health and pet</p>

					wellness, pet selection, pet grooming, pet feeding, pet nutrition, pet health and wellness in the nature of animal welfare and the psychological and physical wellbeing of animals, physical characteristics and temperament of pet breeds, and grooming, feeding and nutrition requirements for specific pet breeds
Canada	HEALTHY COVERAGE FUR YOUR FAMILY	App. No. 2129168	Trupanion, Inc.	Pending	<p>Int. Class 09: Downloadable computer software for tracking pets' medical history, billing, payments, and insurance claims, and for pet health and wellness tracking.</p> <p>Int. Class 41: Online journals, namely, blogs featuring information in the field of pets, pet breeds, pet training, pet health and pet wellness; providing a website with information for educational and entertainment purposes in the field of pet training and pet exercise</p> <p>Int. Class 42: Providing temporary use of online non-downloadable software application for tracking pets' medical history, billing, payments, and</p>

					<p>insurance claims, and for pet health and wellness tracking</p> <p>Int. Class 44:          Providing a website with information for educational and entertainment purposes in the field of pet health and pet wellness, pet selection, pet grooming, pet feeding, pet nutrition, pet health and wellness in the nature of animal welfare and the psychological and physical well-being of animals, physical characteristics and temperament of pet breeds, and grooming, feeding and nutrition requirements for specific pet breeds</p>
Canada	PHI DIRECT	2092400	Trupanion, Inc.	Pending	<p>Int. Class 36:          Underwriting health care insurance for pets; Claims administration services in the field of pet insurance; electronic processing of pet insurance claims and payment data; financial transaction services, namely, providing secure commercial transactions and payment options in the field of veterinary care, veterinary products, and pet insurance; processing, administering and</p>


					managing pet insurance
Canada	TRUCUDDLE	International Registration No. 1645577  App. No. 2167029	Trupanion, Inc.	Pending	<p>Int. Class 09: Downloadable software for pet owners to view pet information, share pet photographs, access educational materials and videos, receive updates and notifications, communicate with veterinary practices, exchange text messages and images with veterinary practices, access and share pet health records and data, set and receive reminders, and request and make veterinary appointments;</p> <p>Downloadable educational media, namely, video recordings and audio files in the field of pet health and wellness</p> <p>Int. Class 25: T-shirts, sweatshirts, jackets; lab coats; scrub tops and pants not for surgical purposes</p> <p>Int. Class 41: Educational services, namely, providing online non-downloadable articles, blog posts, photos and videos, all in the field of pet health and wellness; providing webinars, seminars, training classes,</p>


				<p>workshops, educational programs, all in the field of pet health and wellness; online journals, namely, blogs featuring information in the field of pet health and wellness; Providing a website featuring non-downloadable videos in the field of pet health, wellness and animal training</p> <p>Int. Class 42: Software as a Service (SAAS) services for pet owners to view pet information, share pet photographs, access educational materials and videos, receive updates and notifications, communicate with veterinary practices, exchange text messages and images with veterinary practices, access and share pet health records and data, set and receive reminders, and request and make veterinary appointments in the field of pet health and wellness</p> <p>Int. Class 44: Providing information for pet owners relating to animal health and animal behavior via a website</p> <p>Int. Class 45: On-line</p>
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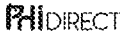

					social networking services
Canada	CURBSIDE CUDDLE	International Registration No. 1645575  App. No. 2167030	Trupanion, Inc.	Pending	<p>Int. Class 09: Downloadable software for pet owners to view pet information, share pet photographs, access educational materials and videos, receive updates and notifications, communicate with veterinary practices, exchange text messages and images with veterinary practices, access and share pet health records and data, set and receive reminders, and request and make veterinary appointments; Downloadable educational media, namely, video recordings and audio files in the field of pet health and wellness.</p> <p>Int. Class 25: T-shirts, sweatshirts, jackets; lab coats; scrub tops and pants not for surgical purposes.</p> <p>Int. Class 41: Educational services, namely, providing online non-downloadable articles, blog posts, photos and videos, all in the field of pet health and wellness; providing webinars, seminars, training classes,</p>



				<p>workshops, educational programs, all in the field of pet health and wellness; publication of on-line diaries (blogs) on the internet featuring information in the field of pet health and wellness; providing non-downloadable videos in the field of pet health, wellness and animal training via website.</p> <p>Int. Class 42: Software as a Service (SAAS) services for pet owners to view pet information, share pet photographs, access educational materials and videos, receive updates and notifications, communicate with veterinary practices, exchange text messages and images with veterinary practices, access and share pet health records and data, set and receive reminders, and request and make veterinary appointments in the field of pet health and wellness.</p> <p>Int. Class 44: Providing information for pet owners relating to animal health and animal behavior via a website.</p> <p>Int. Class 45: On-line</p>
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					social networking services
Canada	FURKIN (Stylized) 	International Registration No.  1645699  App. No.  2167179	Trupanion, Inc.	Pending	Int. Class 36: Underwriting health care insurance for pets; Claims administration services in the field of pet insurance; electronic processing of pet insurance claims and payment data; Financial transaction services, namely, providing secure commercial transactions and payment options in the field of veterinary care, veterinary products, and pet insurance; Processing, administering and managing pet benefit plans concerning insurance.
Canada	PHI DIRECT (Stylized) 	App. No. A0117233	Trupanion, Inc.	Pending	Int. Class 36: Underwriting health care insurance for pets; Claims administration services in the field of pet insurance; electronic processing of pet insurance claims and payment data; Financial transaction services, namely, providing secure commercial transactions and payment options in the field of veterinary care, veterinary products, and pet insurance;

					Processing, administering and managing pet benefit plans concerning insurance.
European Union	FURKIN	App. No. 18623585	Trupanion, Inc.	Pending	Int. Class 36: Underwriting health care insurance for pets; Claims administration services in the field of pet insurance; electronic processing of pet insurance claims and payment data; Financial transaction services, namely, providing secure commercial transactions and payment options in the field of veterinary care, veterinary products, and pet insurance; Processing, administering and managing pet benefit plans concerning insurance.
European Union	FURKIN (Stylized) 	App. No. 18627010	Trupanion, Inc.	Pending	Int. Class 36: Underwriting health care insurance for pets; Claims administration services in the field of pet insurance; electronic processing of pet insurance claims and payment data; Financial transaction services, namely, providing secure commercial transactions and payment options in the field of veterinary

					care, veterinary products, and pet insurance; Processing, administering and managing pet benefit plans concerning insurance.
European Union	<p>PHI DIRECT (Stylized)</p> 	<p>App. No. 18627015</p>	Trupanion, Inc.	Pending	<p>Int. Class 36: Underwriting health care insurance for pets; Claims administration services in the field of pet insurance; electronic processing of pet insurance claims and payment data; Financial transaction services, namely, providing secure commercial transactions and payment options in the field of veterinary care, veterinary products, and pet insurance; Processing, administering and managing pet benefit plans concerning insurance.</p>
European Union	<p>PHI DIRECT Fluff-free Pet Health Insurance (Stylized)</p> 	<p>App. No. 18627040</p>	Trupanion, Inc.	Pending	<p>Int. Class 36: Underwriting health care insurance for pets; Claims administration services in the field of pet insurance; electronic processing of pet insurance claims and payment data; Financial transaction services, namely, providing secure commercial</p>

					<p>transactions and payment options in the field of veterinary care, veterinary products, and pet insurance;</p> <p>Processing, administering and managing pet benefit plans concerning insurance.</p>
WIPO	TRUPANION	International Reg. No. 1443046	Trupanion, Inc.	22 Mar 2028 - First Renewal	<p>Int. Class 16: Pamphlets and booklets and informational flyers in the field of animal breeds, pet health and wellness, pet care, safety and welfare</p> <p>Int. Class 35: Claims administration services in the field of pet insurance</p> <p>Int. Class 36: Electronic processing of pet insurance claims and payment data; financial transaction services, namely, providing secure commercial transactions and payment options; processing, administering and managing employee benefit plans concerning pet insurance and finance</p> <p>Int. Class 41: publication of Online journals, namely, blogs featuring information in the field of pets, pet breeds, pet training, pet health</p>

					<p>and pet wellness; providing, via a website, educational and entertainment information in the field of pet training and pet exercise</p> <p>Int. Class 44: Providing, via a website, medical and veterinary information in the field of pet health and pet wellness, pet selection, pet grooming, pet feeding, pet nutrition, pet health and wellness in the nature of animal welfare and the psychological and physical well-being of animals, physical characteristics and temperament of pet breeds, and grooming, feeding and nutrition requirements for specific pet breeds</p>
WIPO	FURKIN	International Reg. No. 1617928	Trupanion, Inc.	18 May 2031 - Renewal Due	<p>Int. Class 35: Claims administration services in the field of pet insurance; processing, administering and managing pet benefit plans concerning insurance.</p> <p>Int. Class 36: Underwriting health care insurance for pets; electronic processing of pet insurance claims and payment data; Financial transaction services, namely,</p>

					providing secure commercial transactions and payment options in the field of veterinary care, veterinary products, and pet insurance.
WIPO	PHI DIRECT	International Reg. No. 1617927	Trupanion, Inc.	18 May 2031 - Renewal Due	<p>Int. Class 35: Claims administration services in the field of pet insurance; processing, administering and managing pet benefit plans concerning insurance.</p> <p>Int. Class 36: Underwriting health care insurance for pets; electronic processing of pet insurance claims and payment data; Financial transaction services, namely, providing secure commercial transactions and payment options in the field of veterinary care, veterinary products, and pet insurance.</p>
WIPO	FLUFF-FREE PET HEALTH INSURANCE	International Reg. No. 1618640	Trupanion, Inc.	18 May 2031 - Renewal Due	<p>Int. Class 09: Downloadable computer software for tracking pets' medical history, billing, payments, and insurance claims, and for pet health and wellness tracking.</p> <p>Int. Class 41: Online publication of journals,</p>

					<p>namely, blogs featuring information in the field of pets, pet breeds, pet training, pet health and pet wellness; providing information for educational and entertainment purposes in the field of pet training and pet exercise via a website.</p> <p>Int. Class 42: Providing temporary use of online non-downloadable software application for tracking pets' medical history, billing, payments, and insurance claims, and for pet health and wellness tracking.</p> <p>Int. Class 44: Providing information in the fields of pet health and pet wellness, pet selection, pet grooming, pet feeding, pet nutrition, pet health and wellness in the nature of animal welfare and the psychological and physical well-being of animals, physical characteristics and temperament of pet breeds, and grooming, feeding and nutrition requirements for specific pet breed via a website.</p>
WIPO	HEALTHY COVERAGE	International Reg. No.	Trupanion, Inc.	20 Aug 2031 -	Int. Class 09: Downloadable computer software for




	FUR YOUR FAMILY	1639299		Renewal Due	<p>tracking pets' medical history, billing, payments, and insurance claims, and for pet health and wellness tracking.</p> <p>Int. Class 41: Online journals, namely, on-line publication of journals or diaries (blog services) featuring information in the field of pets, pet breeds, pet training, pet health and pet wellness; providing information for educational and entertainment purposes in the field of pet training and pet exercise via a website; Providing educational and entertainment information via a website in the field of pet health and pet wellness, pet selection, pet grooming, pet feeding, pet nutrition, pet health and wellness in the nature of animal welfare and the psychological and physical well-being of animals, physical characteristics and temperament of pet breeds, and grooming, feeding and nutrition requirements for specific pet breeds.</p> <p>Int. Class 42: Providing temporary use of online non-downloadable software application for tracking pets' medical history, billing,</p>
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					payments, and insurance claims, and for pet health and wellness tracking.
WIPO	TRUCUDDLE	International Reg. No. 1645577	Trupanion, Inc.	28 Sep 2031 - Renewal Due	<p>Int. Class 09: Downloadable software for pet owners to view pet information, share pet photographs, access educational materials and videos, receive updates and notifications, communicate with veterinary practices, exchange text messages and images with veterinary practices, access and share pet health records and data, set and receive reminders, and request and make veterinary appointments;</p> <p>Downloadable educational media, namely, video recordings and audio files in the field of pet health and wellness.</p> <p>Int. Class 25: T-shirts, sweatshirts, jackets; lab coats; scrub tops and pants not for surgical purposes.</p> <p>Int. Class 41: Educational services, namely, providing online non-downloadable articles, blog posts, photos and videos, all in the field of pet health and wellness; providing</p>

				<p>webinars, seminars, training classes, workshops, educational programs, all in the field of pet health and wellness; publication of on-line diaries (blogs) on the internet featuring information in the field of pet health and wellness; Providing non-downloadable videos in the field of pet health, wellness and animal training via website.</p> <p>Int. Class 42: Software as a Service (SAAS) services for pet owners to view pet information, share pet photographs, access educational materials and videos, receive updates and notifications, communicate with veterinary practices, exchange text messages and images with veterinary practices, access and share pet health records and data, set and receive reminders, and request and make veterinary appointments in the field of pet health and wellness.</p> <p>Int. Class 44: Providing information for pet owners relating to animal health and animal behavior via a website.</p> <p>Int. Class 45: On-line</p>
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					social networking services.
WIPO	CURBSIDE CUDDLE	International Reg. No. 1645575	Trupanion, Inc.	28 Sep 2031 - Renewal Due	<p>Int. Class 09: Downloadable software for pet owners to view pet information, share pet photographs, access educational materials and videos, receive updates and notifications, communicate with veterinary practices, exchange text messages and images with veterinary practices, access and share pet health records and data, set and receive reminders, and request and make veterinary appointments;</p> <p>Downloadable educational media, namely, video recordings and audio files in the field of pet health and wellness</p> <p>Int. Class 25: T-shirts, sweatshirts, jackets; lab coats; scrub tops and pants not for surgical purposes</p> <p>Int. Class 41: Educational services, namely, providing online non-downloadable articles, blog posts, photos and videos, all in the field of pet health and wellness; providing webinars, seminars, training classes,</p>

				<p>workshops, educational programs, all in the field of pet health and wellness; publication of on-line diaries (blogs) on the internet featuring information in the field of pet health and wellness; Providing non-downloadable videos in the field of pet health, wellness and animal training via website.</p> <p>Int. Class 42: Software as a Service (SAAS) services for pet owners to view pet information, share pet photographs, access educational materials and videos, receive updates and notifications, communicate with veterinary practices, exchange text messages and images with veterinary practices, access and share pet health records and data, set and receive reminders, and request and make veterinary appointments in the field of pet health and wellness</p> <p>Int. Class 44: Providing information for pet owners relating to animal health and animal behavior via a website</p> <p>Int. Class 45: On-line</p>
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					social networking services
WIPO	FURKIN (Stylized) 	International Reg. No. 1645699	Trupanion, Inc.	10 Dec 2031 - Renewal Due	Int. Class 36: Underwriting health care insurance for pets; Claims administration services in the field of pet insurance; electronic processing of pet insurance claims and payment data; Financial transaction services, namely, providing secure commercial transactions and payment options in the field of veterinary care, veterinary products, and pet insurance; Processing, administering and managing pet benefit plans concerning insurance.
WIPO	PHI DIRECT (Stylized)	International App. No. A0117233	Trupanion, Inc.	Pending	Int. Class 36: Underwriting health care insurance for pets; Claims administration services in the field of pet insurance; electronic processing of pet insurance claims and payment data; Financial transaction services, namely, providing secure commercial transactions and payment options in the field of veterinary care, veterinary products, and pet insurance;

					Processing, administering and managing pet benefit plans concerning insurance.
United Kingdom	FURKIN	International Reg. No. 1617928	Trupanion, Inc.	18 May 2031 - Renewal Due	Int. Class 35: Claims administration services in the field of pet insurance; processing, administering and managing pet benefit plans concerning insurance.  Int. Class 36: Underwriting health care insurance for pets; electronic processing of pet insurance claims and payment data; financial transaction services, namely, providing secure commercial transactions and payment options in the field of veterinary care, veterinary products, and pet insurance.
United Kingdom	PHI DIRECT	International Reg. No. 1617927	Trupanion, Inc.	Pending	Int. Class 36: Underwriting health care insurance for pets; Claims administration services in the field of pet insurance; electronic processing of pet insurance claims and payment data; Financial transaction services, namely, providing secure commercial transactions and

					<p>payment options in the field of veterinary care, veterinary products, and pet insurance; Processing, administering and managing pet benefit plans concerning insurance</p>
United Kingdom	FLUFF-FREE PET HEALTH INSURANCE	International Reg. No. 1618640	Trupanion, Inc.	Pending	<p>Int. Class 09: Downloadable computer software for tracking pets' medical history, billing, payments, and insurance claims, and for pet health and wellness tracking</p> <p>Int. Class 41: Online journals, namely, blogs featuring information in the field of pets, pet breeds, pet training, pet health and pet wellness; providing a website with information for educational and entertainment purposes in the field of pet training and pet exercise</p> <p>Int. Class 42: Providing temporary use of online non-downloadable software application for tracking pets' medical history, billing, payments, and insurance claims, and for pet health and wellness tracking</p> <p>Int. Class 44: Providing a website</p>




					featuring information in the fields of pet health and pet wellness, pet selection, pet grooming, pet feeding, pet nutrition, pet health and wellness in the nature of animal welfare and the psychological and physical well-being of animals, physical characteristics and temperament of pet breeds, and grooming, feeding and nutrition requirements for specific pet breeds
United Kingdom	HEALTHY COVERAGE FUR YOUR FAMILY	International Reg. No. 1639299	Trupanion, Inc.	Pending	<p>Int. Class 09: Downloadable computer software for tracking pets' medical history, billing, payments, and insurance claims, and for pet health and wellness tracking</p> <p>Int. Class 41: Online journals, namely, blogs featuring information in the field of pets, pet breeds, pet training, pet health and pet wellness; providing a website with information for educational and entertainment purposes in the field of pet training and pet exercise</p> <p>Int. Class 42: Providing temporary use of online non-downloadable software application</p>

					<p>for tracking pets' medical history, billing, payments, and insurance claims, and for pet health and wellness tracking</p> <p>Int. Class 44:  Providing a website with information for educational and entertainment purposes in the field of pet health and pet wellness, pet selection, pet grooming, pet feeding, pet nutrition, pet health and wellness in the nature of animal welfare and the psychological and physical well-being of animals, physical characteristics and temperament of pet breeds, and grooming, feeding and nutrition requirements for specific pet breeds</p>
United Kingdom	TRUCUDDLE	International Reg. No. 1645577	Trupanion, Inc.	Pending	<p>Int. Class 09:  Downloadable software for pet owners to view pet information, share pet photographs, access educational materials and videos, receive updates and notifications, communicate with veterinary practices, exchange text messages and images with veterinary practices, access and share pet health records and data, set and receive</p>

				<p>reminders, and request and make veterinary appointments; Downloadable educational media, namely, video recordings and audio files in the field of pet health and wellness</p> <p>Int. Class 25: T-shirts, sweatshirts, jackets; lab coats; scrub tops and pants not for surgical purposes</p> <p>Int. Class 41: Educational services, namely, providing online non-downloadable articles, blog posts, photos and videos, all in the field of pet health and wellness; providing webinars, seminars, training classes, workshops, educational programs, all in the field of pet health and wellness; online journals, namely, blogs featuring information in the field of pet health and wellness; Providing a website featuring non-downloadable videos in the field of pet health, wellness and animal training</p> <p>Int. Class 42: Software as a Service (SAAS) services for pet owners to view pet information, share pet photographs, access educational materials and videos, receive</p>
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					<p>updates and notifications, communicate with veterinary practices, exchange text messages and images with veterinary practices, access and share pet health records and data, set and receive reminders, and request and make veterinary appointments in the field of pet health and wellness</p> <p>Int. Class 44: Providing information for pet owners relating to animal health and animal behavior via a website</p> <p>Int. Class 45: On-line social networking services</p>
United Kingdom	CURBSIDE CUDDLE	International Reg. No. 1645575	Trupanion, Inc.	Pending	<p>Int. Class 09: Downloadable software for pet owners to view pet information, share pet photographs, access educational materials and videos, receive updates and notifications, communicate with veterinary practices, exchange text messages and images with veterinary practices, access and share pet health records and data, set and receive reminders, and request and make</p>

				<p>veterinary appointments; Downloadable educational media, namely, video recordings and audio files in the field of pet health and wellness</p> <p>Int. Class 25: T-shirts, sweatshirts, jackets; lab coats; scrub tops and pants not for surgical purposes</p> <p>Int. Class 41: Educational services, namely, providing online non-downloadable articles, blog posts, photos and videos, all in the field of pet health and wellness; providing webinars, seminars, training classes, workshops, educational programs, all in the field of pet health and wellness; online journals, namely, blogs featuring information in the field of pet health and wellness; Providing a website featuring non-downloadable videos in the field of pet health, wellness and animal training</p> <p>Int. Class 42: Software as a Service (SAAS) services for pet owners to view pet information, share pet photographs, access educational materials and videos, receive updates and notifications,</p>
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					<p>communicate with veterinary practices, exchange text messages and images with veterinary practices, access and share pet health records and data, set and receive reminders, and request and make veterinary appointments in the field of pet health and wellness</p> <p>Int. Class 44: Providing information for pet owners relating to animal health and animal behavior via a website</p> <p>Int. Class 45: On-line social networking services</p>
United Kingdom	<p>FURKIN (Stylized)</p> 	<p>International Reg. No. 1645699</p>	Trupanion, Inc.	Pending	<p>Int. Class 36: Underwriting health care insurance for pets; Claims administration services in the field of pet insurance; electronic processing of pet insurance claims and payment data; Financial transaction services, namely, providing secure commercial transactions and payment options in the field of veterinary care, veterinary products, and pet insurance; Processing, administering and managing pet benefit</p>


					plans concerning insurance.
United Kingdom	PHI DIRECT (Stylized)	International App. No. A0117233	Trupanion, Inc.	Pending	Int. Class 36: Underwriting health care insurance for pets; Claims administration services in the field of pet insurance; electronic processing of pet insurance claims and payment data; Financial transaction services, namely, providing secure commercial transactions and payment options in the field of veterinary care, veterinary products, and pet insurance; Processing, administering and managing pet benefit plans concerning insurance.
U.S	TRUPANION	Reg. No. 5082462	Trupanion, Inc.	15 November 2022 Section 8/15 Due  15 November 2026 - Renewal Due	Int. Class 09: Downloadable computer software for management of veterinary offices; downloadable computer software for managing and servicing veterinary accounts receivable, collections and funding, for medical billing and medical payment collection for veterinarians, and for claims processing, data analytics and reporting in the veterinary field; downloadable

					<p>computer software for tracking pets' medical history, billing, payments, and insurance claims, and for pet health and wellness tracking;</p> <p>Int. Class 42:          Providing a web site featuring technology that enables veterinarians to generate, manage, and exchange medical information, documents, financial information, insurance claim and payment information; providing an online non-downloadable software application for management of veterinary offices, managing and servicing veterinary accounts receivable, medical billing and medical payment collection for veterinarians, and for claims processing, data analytics and reporting in the veterinary field; providing an online non-downloadable software application for tracking pets' medical history, billing, payments, and insurance claims, and for pet health and wellness tracking</p>
U.S	TRUPANION	Reg. No. 4400175	Trupanion, Inc.	10 Sep 2023 - Renewal Due	Int. Class 16: Pamphlets and booklets and informational flyers in



					the field of animal breeds, pet health and wellness, pet care, safety and welfare
U.S	TRUPANION	Reg. No. 4520209	Trupanion, Inc.	29 Apr 2024 - Renewal Due	<p>Int. Class 36: Claims administration services in the field of pet insurance; electronic processing of pet insurance claims and payment data; financial transaction services, namely, providing secure commercial transactions and payment options; processing, administering and managing employee benefit plans concerning pet insurance and finance</p> <p>Int. Class 41: Online journals, namely, blogs featuring information in the field of pets, pet breeds, pet training, pet health and pet wellness; providing a website with information for educational and entertainment purposes in the field of pet training and pet exercise</p> <p>Int. Class 44: Providing a website with information for educational and entertainment purposes in the field of pet health and pet wellness, pet selection, pet grooming, pet feeding,</p>

					pet nutrition, pet health and wellness in the nature of animal welfare and the psychological and physical well-being of animals, physical characteristics and temperament of pet breeds, and grooming, feeding and nutrition requirements for specific pet breeds.
U.S	TRUPANION	Reg. No. 3525250	Trupanion, Inc.	28 Oct 2028 - Renewal Due	Int. Class 36: Underwriting health care insurance for pets
U.S	Veterinarian Appreciation Day	Reg. No. 5039042	Trupanion, Inc.	13 Sep 2022 - Section 8/15 Affidavits Due  13 Sep 2026 - Renewal Due	Int. Class 44: Providing information in the field of in the field of veterinarians, veterinary services, and veterinary practice
U.S	Veterinarian Appreciation Day	Reg. No. 5039041	Trupanion, Inc.	13 Sep 2022 - Section 8/15 Affidavits Due  13 Sep 2026 -	Int. Class 41: Providing a website for educational and entertainment purposes featuring photos, pre-written and previously-published statements, and statements containing information about and links to educational websites and educational materials, all in the

				Renewal Due	fields of pets, veterinarians, and veterinary practice.
U.S	EST. 2015 Veterinarian Appreciation Day & Design  	Reg. No. 5039043	Trupanion, Inc.	13 Sep 2022 - Section 8/15 Affidavits Due  13 Sep 2026 - Renewal Due	Int. Class 41: Providing a website for educational and entertainment purposes featuring photos, pre-written and previously- published statements, and statements containing information about and links to educational websites and educational materials, all in the fields of pets, veterinarians, and veterinary practice
U.S	MightyVet	Reg. No. 6502551	Trupanion, Inc.	28 Sep 2027 - Section 8/15 Affidavits Due  28 Sep 2031 - Renewal Due	Int. Class 25: T-shirts, sweatshirts.  Int. Class 35: Promoting public awareness of suicide and mental health issues in the veterinary field; promoting public awareness of the importance of mental health, wellness, and suicide prevention and education in the veterinary field.  Int. Class 36: Charitable fundraising to support suicide prevention, education, and mental health and wellness in the veterinary field; providing grants and financial sponsorship of events and

					<p>initiatives in the field of suicide prevention, education, and mental health and wellness in the veterinary field.</p> <p>Int. Class 41: Educational services, namely, providing online non-downloadable articles, essays, newsletters, reports, reference guides, primary source documents, photos and videos, all in the field of mental health, wellness, suicide prevention and education in the veterinary field; providing webinars, seminars, training classes, workshops, educational programs, panels and panel discussions, in-person and online courses, all in the field of mental health, wellness, suicide prevention and education in the veterinary field, and distributing educational and training material in connection therewith; providing recognition and incentives by the way of awards to demonstrate excellence or distinction in the field of pets and in the veterinary field.</p>
U.S	CPR FOR THE VETERINARY SOUL	Reg. No. 6493618	Trupanion, Inc.	21 Sep 2027 - Section 8/15	<p>Int. Class 25: T-shirts.</p> <p>Int. Class 35: Promoting public</p>

				<p>Affidavits Due</p> <p>21 Sep 2031 - Renewal Due</p>	<p>awareness of suicide and mental health issues in the veterinary field; promoting public awareness of the importance of mental health, wellness, and suicide prevention and education in the veterinary field.</p> <p>Int. Class 41: Educational services, namely, providing online non-downloadable articles, photos and videos, all in the field of mental health, wellness, suicide prevention and education in the veterinary field; providing webinars, seminars, training classes, workshops, educational programs, panels and panel discussions, in-person and online courses, all in the field of mental health, wellness, suicide prevention and education in the veterinary field, and distributing educational and training material in connection therewith; providing recognition and incentives by the way of awards to demonstrate excellence or distinction in the field of pets and in the veterinary field.</p>
U.S	ZPIC	App. No. 90260318	Trupanion, Inc.	Pending	Class 36: Underwriting health care insurance

					for pets; Claims administration services in the field of pet insurance; electronic processing of pet insurance claims and payment data; Financial transaction services, namely, providing secure commercial transactions and payment options in the field of veterinary care, veterinary products, and pet insurance; Processing, administering and managing pet benefit plans concerning insurance
U.S	ZPIC INSURANCE COMPANY	App. No. 90/260321	Trupanion, Inc.	Pending	Int. Class 36: Underwriting health care insurance for pets; Claims administration services in the field of pet insurance; electronic processing of pet insurance claims and payment data; Financial transaction services, namely, providing secure commercial transactions and payment options in the field of veterinary care, veterinary products, and pet insurance; Processing, administering and managing pet benefit plans concerning insurance.

U.S	FURKIN	App. No. 90/330324	Trupanion, Inc.	Pending	Int. Class 36: Underwriting health care insurance for pets; Claims administration services in the field of pet insurance; electronic processing of pet insurance claims and payment data; Financial transaction services, namely, providing secure commercial transactions and payment options in the field of veterinary care, veterinary products, and pet insurance; Processing, administering and managing pet benefit plans concerning insurance.
U.S	FLUFF-FREE PET HEALTH INSURANCE	App. No. 90/330330	Trupanion, Inc.	Pending	Int. Class 09: Downloadable computer software for tracking pets' medical history, billing, payments, and insurance claims, and for pet health and wellness tracking.  Int. Class 41: Online journals, namely, blogs featuring information in the field of pets, pet breeds, pet training, pet health and pet wellness; providing a website with information for educational and entertainment purposes in the field of pet training and pet exercise.

					<p>Int. Class 42: Providing temporary use of online non-downloadable software application for tracking pets' medical history, billing, payments, and insurance claims, and for pet health and wellness tracking.</p> <p>Int. Class 44: Providing a website featuring information in the fields of pet health and pet wellness, pet selection, pet grooming, pet feeding, pet nutrition, pet health and wellness in the nature of animal welfare and the psychological and physical well-being of animals, physical characteristics and temperament of pet breeds, and grooming, feeding and nutrition requirements for specific pet breeds.</p>
U.S	PHI DIRECT	App. No. 90/363379	Trupanion, Inc.	Pending	Int. Class 36: Underwriting health care insurance for pets; Claims administration services in the field of pet insurance; electronic processing of pet insurance claims and payment data; Financial transaction services, namely, providing secure commercial transactions and



					<p>payment options in the field of veterinary care, veterinary products, and pet insurance;  Processing, administering and managing pet benefit plans concerning insurance.</p>
U.S	TRUCUDDLE	App. No. 90/615684	Trupanion, Inc.	Pending	<p>Int. Class 09:  Downloadable software for pet owners to view pet information, share pet photographs, access educational materials and videos, receive updates and notifications, communicate with veterinary practices, exchange text messages and images with veterinary practices, access and share pet health records and data, set and receive reminders, and request and make veterinary appointments;  Downloadable educational media, namely, video recordings and audio files in the field of pet health and wellness</p> <p>Int. Class 25: T-shirts, sweatshirts, jackets; lab coats; scrub tops and pants not for surgical purposes</p> <p>Int. Class 41:  Educational services, namely, providing</p>



				<p>online non-downloadable articles, blog posts, photos and videos, all in the field of pet health and wellness; providing webinars, seminars, training classes, workshops, educational programs, all in the field of pet health and wellness; online journals, namely, blogs featuring information in the field of pet health and wellness; Providing a website featuring non-downloadable videos in the field of pet health, wellness and animal training</p> <p>Int. Class 42: Software as a Service (SAAS) services for pet owners to view pet information, share pet photographs, access educational materials and videos, receive updates and notifications, communicate with veterinary practices, exchange text messages and images with veterinary practices, access and share pet health records and data, set and receive reminders, and request and make veterinary appointments in the field of pet health and wellness</p> <p>Int. Class 44: Providing information</p>
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					<p>for pet owners relating to animal health and animal behavior via a website</p> <p>Int. Class 45: On-line social networking services</p>
U.S	CURBSIDE CUDDLE	App. No. 90/615666	Trupanion, Inc.	Pending	<p>Int. Class 09: Downloadable software for pet owners to view pet information, share pet photographs, access educational materials and videos, receive updates and notifications, communicate with veterinary practices, exchange text messages and images with veterinary practices, access and share pet health records and data, set and receive reminders, and request and make veterinary appointments;</p> <p>Downloadable educational media, namely, video recordings and audio files in the field of pet health and wellness</p> <p>Int. Class 25: T-shirts, sweatshirts, jackets; lab coats; scrub tops and pants not for surgical purposes</p> <p>Int. Class 41: Educational services, namely, providing online non-downloadable articles,</p>

				<p>blog posts, photos and videos, all in the field of pet health and wellness; providing webinars, seminars, training classes, workshops, educational programs, all in the field of pet health and wellness; online journals, namely, blogs featuring information in the field of pet health and wellness; Providing a website featuring non-downloadable videos in the field of pet health, wellness and animal training</p> <p>Int. Class 42: Software as a Service (SAAS) services for pet owners to view pet information, share pet photographs, access educational materials and videos, receive updates and notifications, communicate with veterinary practices, exchange text messages and images with veterinary practices, access and share pet health records and data, set and receive reminders, and request and make veterinary appointments in the field of pet health and wellness</p> <p>Int. Class 44: Providing information for pet owners relating to animal health and</p>
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					<p>animal behavior via a website</p> <p>Int. Class 45: On-line social networking services</p>
U.S	HEALTHY COVERAGE FUR YOUR FAMILY	App. No. 90/749368	Trupanion, Inc.	Pending	<p>Int. Class 09: Downloadable computer software for tracking pets' medical history, billing, payments, and insurance claims, and for pet health and wellness tracking.</p> <p>Int. Class 41: Online journals, namely, blogs featuring information in the field of pets, pet breeds, pet training, pet health and pet wellness; providing a website with information for educational and entertainment purposes in the field of pet training and pet exercise.</p> <p>Int. Class 42: Providing temporary use of online non-downloadable software application for tracking pets' medical history, billing, payments, and insurance claims, and for pet health and wellness tracking.</p> <p>Int. Class 44: Providing a website with information for educational and entertainment purposes in the field of</p>

					pet health and pet wellness, pet selection, pet grooming, pet feeding, pet nutrition, pet health and wellness in the nature of animal welfare and the psychological and physical well-being of animals, physical characteristics and temperament of pet breeds, and grooming, feeding and nutrition requirements for specific pet breeds.
U.S	FURKIN (Stylized)  <b><i>furkin</i></b>	App. No. 90/788159	Trupanion, Inc.	Pending	Int. Class 36: Underwriting health care insurance for pets; Claims administration services in the field of pet insurance; electronic processing of pet insurance claims and payment data; Financial transaction services, namely, providing secure commercial transactions and payment options in the field of veterinary care, veterinary products, and pet insurance; Processing, administering and managing pet benefit plans concerning insurance.
U.S	FURKIN PET INSURANCE (Stylized)	App. No. 90/788240	Trupanion, Inc.	pending	Int. Class 36: Underwriting health care insurance for pets; Claims administration

					services in the field of pet insurance; electronic processing of pet insurance claims and payment data; Financial transaction services, namely, providing secure commercial transactions and payment options in the field of veterinary care, veterinary products, and pet insurance; Processing, administering and managing pet benefit plans concerning insurance.
U.S	PHI DIRECT (Stylized) 	App. No. 90/788244	Trupanion, Inc.	Pending	Int. Class 36: Underwriting health care insurance for pets; Claims administration services in the field of pet insurance; electronic processing of pet insurance claims and payment data; Financial transaction services, namely, providing secure commercial transactions and payment options in the field of veterinary care, veterinary products, and pet insurance; Processing, administering and managing pet benefit plans concerning insurance.

U.S	PHI DIRECT Fluff-free Pet Health Insurance (Stylized)  	App. No. 90/788249	Trupanion, Inc.	Pending	Int. Class 36: Underwriting health care insurance for pets; Claims administration services in the field of pet insurance; electronic processing of pet insurance claims and payment data; Financial transaction services, namely, providing secure commercial transactions and payment options in the field of veterinary care, veterinary products, and pet insurance; Processing, administering and managing pet benefit plans concerning insurance.
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Mark and class	Class and definition	Country	Reg No	Priority date	Status
BabelBark	<p>CLASS 9: Downloadable software and downloadable mobile applications for pet owners, medical professionals, vendors, insurance providers, and other pet service providers to view, share, and analyze information regarding pets, pet products, pet health, pet nutrition, pet wellness, and pet fitness, for tracking and monitoring pet health, nutrition, wellness, and fitness, for communications between pet owners, medical professionals, vendors, insurance providers, and other pet service providers, for viewing and purchasing pet products, for viewing news and information related to pets, for purchasing pet products, for processing payments, for integrating with medical practice management software, for allowing vendors and service providers to manage product offerings, inventories, promotions, and customer relationships, for promoting the goods and services of others, for providing a comprehensive and integrated solution for pet care, and for providing data analytics regarding all of the foregoing.</p> <p>CLASS 42: Cloud computing featuring software for pet owners, medical professionals, vendors, insurance providers, and other pet service providers to view, share, and analyze</p>	US	Reg. No. 5,183,051	7-11-2016	Registered Registration number: 5,183,051 Registered date April 11, 2017

	<p>information regarding pets, pet products, pet health, pet nutrition, pet wellness, and pet fitness, for tracking and monitoring pet health, nutrition, wellness, and fitness, for communications between pet owners, medical professionals, vendors, insurance providers, and other pet service providers, for viewing and purchasing pet products, for viewing news and information related to pets, for purchasing pet products, for processing payments, for integrating with medical practice management software, for allowing vendors and service providers to manage product offerings, inventories, promotions, and customer relationships, for promoting the goods and services of others, for providing a comprehensive and integrated solution for pet care, and for providing data analytics regarding all of the foregoing</p>				
BabelBark	Class 9 and Class 42	Canada	TMA963, 382	02-23-2016	<p>Numéro d'enregistrement Registration Number TMA963.832</p> <p>Numéro de dossier File Number 1769789 Registered date 02-23-2017</p>
BabelVet	Class 45	Canada	No. TMA1015 689	02/21/2019	<p>Numero d'enregistrement TMA1015</p>

					689 Registration Number Numéro de dossier File Number 1821927
BabelVet	Class 42	USA	Reg. No. 5,280,573	09/05/2017	Reg. No. 5,280,573
BizBark	Class 45	Canada	Numéro d'enregistrement TM 966,710 Registration on Number Numéro de dossier 1772360 File Number	03/24/2017	Numéro d'enregistrement TM 966,710 Registration Number Numéro de dossier 1772360 File Number
BizBark	Class 9 and Class 42	USA	Registered	Registered Apr. 11, 2017	Reg. No. 5,183,138
CONNECTING THE LOVES.	Class 45	Canada	Registered	12/05/2019	Numéro d'enregistrement TM 1,065,292 Registration Number Numéro de dossier 1879508 File Number
Mark: CONNECTING THE LOVES	Class 9 and Class 42	USA	Not Registered - missing notice of use	07/31/2018	U.S. Trademark Application No. 87/747931
BizBark dog logo	Class 9 and Class 42	Canada	Registered	12/05/2019	Canada - Trademark Registration No. TM 1,064,885
BabelPet dog logo	Class 9 and Class 42	Canada	Registered	12/05/2019	Numéro d'enregistrement TM 1,065,291 Registration Number Numéro de dossier 1879507 File Number

BabelBark dog logo	Class 9 and Class 42	Canada	Registered	12/05/2019	Numero d'inscription ent TM11,065 ,290 Registration Number Numero de deposer 1879506 File Number
BabelBark dog logo	Class 9	USA	Registered	09/04/2018	Reg. No. 5,553,788
BabelVet dog logo	Class 42	USA	Registered	09/04/2018	Reg. No. 5,553,789
BizBark dog logo	Class 42	USA	Registered	08/28/2018	Reg. No. 5,548,791