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TRADEMARKS ACT 2019

[Section 10; Regulation 6]

**NOTICE OF APPLICATION FOR REGISTRATION OF TRADEMARK –
AWS – Sign – Class 42**

The Registrar of Trademarks has received an application for registration of trademark as follows:

- (a) **Applicant's full name:** Amazon Technologies, Inc.
- (b) **Address of the applicant:** 410 Terry Ave N, Seattle WA 98109, United States of America
- (c) **Date application lodged:** 11th July 2024
- (d) **Time application received:** 17:39pm
- (e) **Reference number for the application:** 14/07NRUTM/2024
- (f) **Representation, drawing or design of mark: Sign**

AWS

- (g) **Goods or services for which the trademark is associated with:**

Class 42: Information technology consulting services; computer services, namely, cloud hosting provider services; hosting of digital content on the Internet; cloud hosting of electronic databases and virtual computing environments; server hosting; computer time sharing services; providing virtual computer systems and virtual computer environments through cloud computing; computer services, namely, providing virtual application, web, file, database and storage servers of variable capacity to others; scaling services, namely, providing variable computing and electronic data storage capacity to others; administering and maintaining virtual computing environments for others; electronic data storage;

Application service provider (ASP), namely, hosting computer software applications and databases of others; computer services, namely, hosting, managing, provisioning, scaling, administering, maintaining, monitoring, securing, encrypting, decrypting, replicating and backing up cloud computing environments for others; computer software rental; consulting and providing information relating to information technology, cloud computing, web services, software, software as a service (SaaS), artificial intelligence, software development, game development, database design and development and analytics, data storage, data warehousing, data archiving, data and information security, computer networking, mobile computing, and the Internet of Things (IoT); planning, design and implementation of computer technologies for others; software configuration management services; data and application migration services; data mining services; data backup and data restoration services; remote online backup of computer data; data encryption and decryption services; data warehousing; technical support services, namely, troubleshooting of computer software problems; computer services, namely, monitoring the web sites of others to improve their scalability and performance; computer services, namely, enforcing, restricting and controlling access privileges of users of computing and network resources based on assigned credentials; providing search engines for obtaining data via communications networks; creating indexes of computer network based information, sites, and other resources available on global computer networks for others; computer services, namely, unauthorized user and unauthorized software intrusion detection and protection; computer services, namely, web traffic filtering; computer services, namely, providing virtual data storage and caching to others; cross platform conversion of digital content into other forms of digital content; digital compression of computer data; hosting an online community website featuring shared communications between community members interested in technology, cloud computing, web services, software, software as a service (SaaS), artificial intelligence, software development, game development, databases, data processing and analytics, data storage, data warehousing, data archiving, data and information security, networking, mobile computing, and the Internet of Things (IoT); software as a service (SaaS) featuring software for data processing; software as a service (SaaS) featuring software for virtualization; software as a service (SaaS) featuring software for managing and deploying virtual machines to a cloud computing platform; software as a service (SaaS) featuring software for use in cloud infrastructure management and automation; software as a service (SaaS) featuring software for running cloud computing based applications; software as a service (SaaS) featuring software that provides access to cloud based scalable computing resources and data storage; software as a service (SaaS) featuring software for monitoring cloud and application performance; software as a service (SaaS) featuring software for event logging, reporting, analysis and alert generation; software as a service (SaaS) featuring software for collecting, editing, modifying, organizing, synchronizing, integrating, monitoring, transmitting, storage and sharing of data and information; software as a service (SaaS) featuring software for data, desktop and application streaming; software as a service (SaaS) featuring software for data backup, recovery and archiving; software as a service (SaaS) featuring software for data transfer and migration; software as a service (SaaS) featuring software for data protection

and data security; software as a service (SaaS) featuring software for data warehousing; software as a service (SaaS) featuring database management software; software as a service (SaaS) featuring software for creating, configuring, provisioning and scaling databases; software as a service (SaaS) featuring software for storing, retrieving, caching, extracting, formatting, structuring, systematizing, organizing, indexing, processing, querying, analyzing, replicating and controlling access to data; software as a service (SaaS) featuring software for logging changes within a database; software as a service (SaaS) featuring software for improving database performance; software as a service (SaaS) featuring software for configuring, provisioning and scaling data cache storage for databases; software as a service (SaaS) featuring software for computer network management and automation; software as a service (SaaS) featuring software for monitoring computer network access and activity; software as a service (SaaS) featuring user authentication software; software as a service (SaaS) featuring cryptography software; software as a service (SaaS) featuring software for monitoring, tracking, logging, analyzing, auditing and reporting in the field of regulatory and information security compliance; software as a service (SaaS) featuring software for monitoring, tracking, logging and analyzing computer network events, user activity, changes to resource activity and security statistics; software as a service (SaaS) featuring network security software; software as a service (SaaS) featuring network threat detection software; software as a service (SaaS) featuring network access management and monitoring software; software as a service (SaaS) featuring search engine software; software as a service (SaaS) featuring software for searching databases; software as a service (SaaS) featuring software for creating searchable databases of information and data; software as a service (SaaS) featuring software that provides real time, integrated business management intelligence by combining information from various databases; software as a service (SaaS) featuring business analytics software for collecting and analyzing data to facilitate business decision making; software as a service (SaaS) featuring software for use in big data analysis; software as a service (SaaS) featuring software that automates the processing of unstructured, semi structured and structured information and data stored on computer networks and the Internet; software as a service (SaaS) featuring e commerce software to allow users to perform electronic business transactions via a global computer network; software as a service (SaaS) featuring software for operating and managing call centers and contact centers; software as a service (SaaS) featuring software platforms for providing customer service and customer support; software as a service (SaaS) featuring software for speech, facial and optical character recognition; software as a service (SaaS) featuring software for converting text to speech; software as a service (SaaS) featuring software for image analysis, identification, processing, conversion, cropping, resizing and enhancement; software as a service (SaaS) featuring software for video streaming and for high speed formatting and processing of audio and video streams; software as a service (SaaS) featuring software for deploying live and on demand video content; software as a service (SaaS) featuring software for provisioning and dynamically scaling video processing, delivery, and storage services; software as a service (SaaS) featuring software used to process, convert, transcode, encode, decode, encrypt, decrypt, distribute and manipulate digital video, image and audio files;

software as a service (SaaS) featuring software for inserting and removing advertising and other content into video streams; software as a service (SaaS) featuring software for digital rights management; software as a service (SaaS) featuring software for time shifted television viewing; software as a service (SaaS) featuring game software; software as a service (SaaS) featuring game engine software; software as a service (SaaS) featuring software to manage, connect, and operate internet of things (IOT) electronic devices; software as a service (SaaS) featuring software for enabling electronic devices to operate and communicate locally while retaining the benefits of analytics and high level services in the cloud; software as a service (SaaS) featuring software development tools; software as a service (SaaS) featuring software for application development, testing, deployment and management; software as a service (SaaS) featuring software for managing software development projects and teams; monitoring of computer systems and databases for security purposes in the nature of protecting data and information from unauthorized access; computerized security services, namely, electronically monitoring, detecting and reporting on suspicious and abnormal patterns of computer network access or activity in the nature of protecting data and information from unauthorized access; providing user authentication services using single sign on and multi factor technology for accessing a secure virtual computing environment; providing authentication services via online non downloadable software for establishing and transmitting security credentials for domain name services. Application service provider, namely, providing, hosting, managing, developing and maintaining applications, software, websites and databases in the fields of ecommerce, online payments, order queuing, website design, data storage and shared computing capacity scaling services.

A person may lodge a notice of opposition to the Registrar within 21 days of gazettal of this Notice.

Loretta Teueli

Acting Registrar of Trademarks

Date: 14 / 10 / 2024