

**UNITED STATES DISTRICT COURT FOR THE
MIDDLE DISTRICT OF FLORIDA**

X SOCIAL MEDIA LLC,
Plaintiff,

v.

X CORP.
Defendant.

Civil Action No. _____

COMPLAINT

Plaintiff, X SOCIAL MEDIA LLC, by and through its attorneys, alleges as follows:

NATURE OF ACTION

1. This is an action for violation of Sections 32 and 43 (a) of the Lanham Act, 15 U.S.C. §§ 1114, 1125; for violations of the common law of the State of Florida arising from unfair competition and trademark and service mark infringement; and for violation of Florida’s Deceptive and Unfair Trade Practices Act (“FDUPTA”).

THE PARTIES

2. Plaintiff, X SOCIAL MEDIA LLC (“X Social Media”) is a Florida limited liability company organized and existing under the laws of Florida.

3. Upon information and belief, Defendant, X CORP. (“X Corp.”), is a corporation organized under the laws of Nevada with a principal place of business listed as 701 S Carson St. Suite 200, Carson City, Nevada 89701.

JURISDICTION AND VENUE

4. This Court has original jurisdiction over Plaintiff's federal claims and the subject matter of this action pursuant to 28 U.S.C. §§ 1331 and 1338(a) and (b), and 15 U.S.C. §§ 1121 and 1225. In addition, this Court has supplemental jurisdiction over Plaintiff's state law claims under 28 U.S.C. § 1367. Furthermore, upon information and belief, this Court also has diversity jurisdiction over this civil action, as diversity of citizenship exists amongst the parties and the matter in controversy exceeds the sum or value of seventy-five thousand dollars (\$75,000.00).

5. Upon information and belief, this Court has personal jurisdiction over Defendant because Defendant has transacted business, regularly does business, and supplies services in the State of Florida and in this District and should reasonably expect their acts to have legal consequences within the State of Florida and this District. Additionally, as alleged herein, this civil action arises out of Defendant's marketing, offering, and sale of Defendant's services in the State of Florida and in this District.

6. Venue is proper in this District under 28 U.S.C. § 1391 because a substantial part of the ongoing events giving rise to the claims occurred in this judicial district and Defendant is subject to personal jurisdiction within this judicial district.

BACKGROUND FACTS

7. X Social Media, LLC is a vanguard in utilizing social media and marketing technology to connect consumers with legal services in situations where those harmed would otherwise remain voiceless and without remedy. X Social Media advertises its services under the federally registered trademark X SOCIALMEDIA (the “X SocialMedia Mark”). X Social Media has continuously used the X SocialMedia Mark in commerce since at least as early as 2016, entitling its mark to a presumption of incontestability. Its significant investment in marketplace awareness has resulted in creating a distinctive “X” mark successfully associated with its social media advertising services. From the company’s inception, the “X” has signified the act of obtaining hope and help via the unprecedented power of social media for people facing a range of injustices.

8. X Corp. (“X Corp.”), formerly Twitter Inc, is an online news and social networking site acquired by billionaire Elon Musk in 2022. In a move that captured national and international attention, Twitter publicly launched a stunning rebrand campaign in July 2023 announcing that it was adopting the mark “X” (the “Infringing Mark”) as the brand for its formidable social media platform. X Corp.’s use of the “X” mark and recent attempt to register the mark in association with social media, business data, promotion and advertising, business consulting, market research services, and advertising services (collectively, the “Infringing Services”) necessitates this action because its conduct has caused and will continue to cause serious irreparable harm to X Social Media.

X Social Media’s Creation and Use of Its “X” Mark

9. X Social Media has offered its advertising and social media services connecting law firms and those in need of advocates since 2016. It was among the first to channel the power of Facebook, now Meta, as a mechanism for educating victims of torts and connecting them with advocates committed to turning the tide on societal harms.

10. X Social Media, founded in 2015 by Jacob Malherbe, began using the X SocialMedia Mark with its distinctive and dominant letter “X” to signify the beginning of a life-changing journey towards justice. The mission was to use the power of social media, advertising, and data analysis to educate consumers about dangerous goods and services and to provide consumers with access to legal advocates who could give victims a voice. **Exhibit A.**

11. In addition to the symbolic emphasis of the “X,” X Social Media frequently emphasizes the “X” portion of its mark throughout its advertising, blogs, and newsletters highlighting its work (i.e., “The X Blog” and “X Weekly”). **Exhibit B.**

12. X Social Media has honed its strategies primarily through Meta's Facebook platform, investing over \$400 million in advertising to ensure that potential victims are aware of potentially dangerous goods and services, as well as aware of potential avenues for redress if they have been harmed.

13. X Social Media advertises its services to consumers, including businesses and law firms, through its website, xsocialmedia.com; books authored

by its founder; a quarterly magazine; and extensive participation in tradeshow and conferences. X Social Media has invested over \$2 million to date in building brand awareness and reaching consumers.

14. X Social Media's consistent messaging and strategic use of social media and data analytics to assist law firms has resulted in impressive growth. INC 5000 ranked X Social Media as the 159th fastest growing private company in the United States in 2020, highlighting its staggering 2,439% 3-year revenue growth.

15. X Social Media has further protected its brand investment by registering its trademark "X SocialMedia" with the United States Patent and Trademark Office ("USPTO") for use in association with advertising services.

Exhibit C. The X SocialMedia Mark has been used exclusively and continuously for over five years and has become incontestable.

X Corp.'s Unlawful Infringing Use of the "X" Mark

16. On or about July 2023, Twitter announced its plan to rebrand its popular social media application under the mark "X". Upon information and belief, Twitter knew of X Social Media's preexisting rights prior to launching its media campaign.

17. X Corp. made international filings for "X" in March of 2023. These international filings were used as the basis for seven applications before the USPTO (Ser. Nos. 98193518, 98193522, 98193524, 98193527, 98193528,

98193530, and 98193533). These applications are granted a federal priority date of March 24, 2023. **Exhibit D.**

18. Court filings formally acknowledged the formation of the legal entity X Corp. as early as April 2023.

19. X Corp.'s rebranding of Twitter to "X" has been the subject of articles published by numerous national outlets such as The New York Times, BBC, Rolling Stone, The Washington Post, CNN, Bloomberg.com, Reuters, and The Wall Street Journal. **Exhibit E.**

20. The change to "X" correlates with Musk's plans for continued expansion in comprehensive communications, as well as enhanced advertising services connecting businesses who advertise on the "X" platform with social media users. **Exhibit F.**

21. The media presence and national attention on the "X" rebrand means X Corp. is now known to most social media users and American consumers. X Corp.'s prominent and dramatic unveiling of "X" was a harbinger of change for the renowned social network. "X" is touted by Musk as a brand for an "everything app" with expansive user communications and exploitation of consumer data to connect targeted audiences with business and financial service providers.

22. The media coverage and attention generated by the launch has quickly caused reverse confusion and led consumers to believe that X Social Media's advertising services are being offered by or are associated with X Corp.

As “X” is a social media platform, consumers naturally conflate “X SocialMedia” as an X Corp.’s social media platform. Even media outlets covering Twitter’s rebrand are using the X SocialMedia Mark in its entirety in headlines while referencing X Corp. **Exhibit G.**

23. X Social Media has already suffered loss in revenue that correlates with X Corp.’s rebrand and use of the mark “X.” It is highly probable this reverse confusion will continue to X Social Media’s financial detriment and to the detriment of the consumers who use and benefit from its services.

24. X Corp.’s adoption of the “X” mark exemplifies exceptional willful conduct, as it had a legal duty to conduct due diligence and avoid infringing the existing rights of X Social Media. X Corp. was well aware of its legal duty and chose to pursue its “X” mark agenda over avoiding consumer confusion and harm to X Social Media.

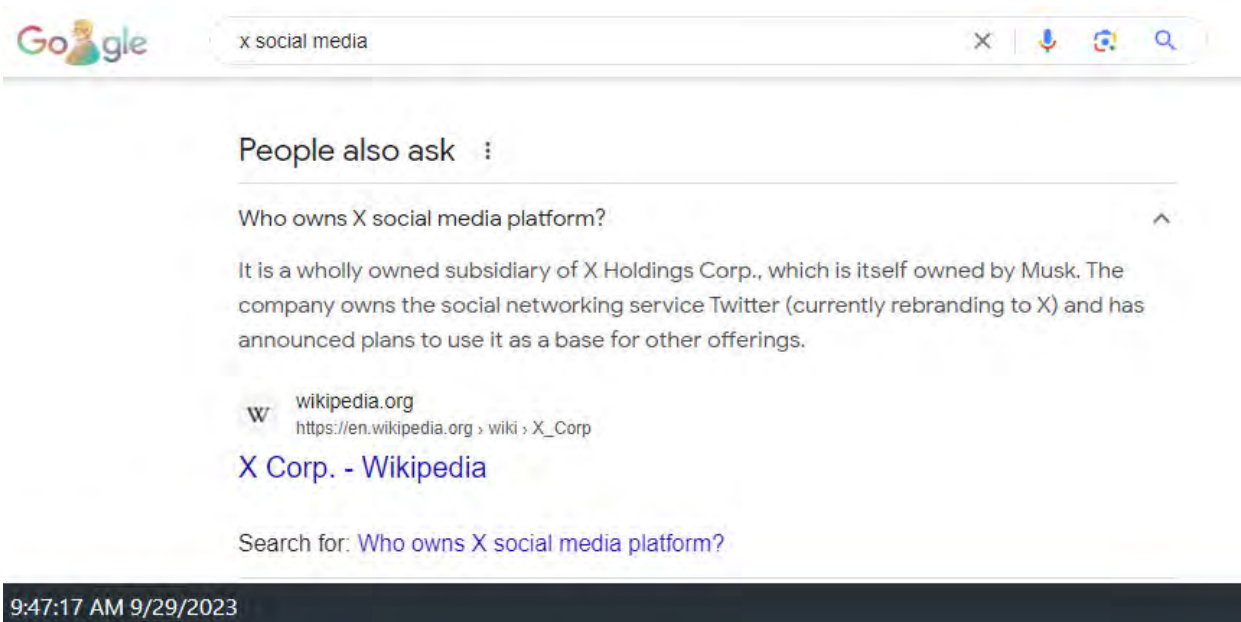
25. As a sophisticated company with a substantial intellectual property portfolio, including numerous federally registered trademarks and applications for its “X” marks, X Corp. would have conducted due diligence clearance searches and been aware of X Social Media’s preexisting rights.

26. X Social Media attempted to resolve the infringing use of its trademark prior to filing this action in federal court by sending X Corp. a cease-and-desist letter in August 2023. X Corp. declined to cease use of the mark and continued to disregard the rights of X Social Media.

27. Despite its knowledge of X Social Media's trademark rights, X Corp. filed multiple trademark applications for the use of the mark "X", including an application for the following services: Business data analysis; promotional services; business consulting and information services; business, consumer, and market research. These services are not only identical and closely related to those offered by X Social Media, but they also encompass services and market channels where X Social Media has labored for years to successfully cultivate brand awareness for its X SocialMedia Mark among consumers.

28. In a short time, X Corp. has wielded its social media clout, marketing resources, and overall national notoriety to dominate consumer perception of its "X" mark. This has resulted in the perception that X Corp. is the source for services offered under the X SocialMedia Mark, despite the fact that X Social Media has offered services under its own X mark for over eight years.

29. Even a simple Google Search with the query "x social media" will lead to the following answer.



30. X Corp.’s disparate market strength and advertising leverage is leading and will continue to lead consumers to believe that X Social Media is associated or affiliated with X Corp. Unfortunately, such a perception is financially and strategically harmful to X Social Media’s brand and consumer perception of its mission-driven goals.

**FIRST CAUSE OF ACTION
(Registered Trademark and Service Mark Infringement)**

31. Plaintiff repeats and incorporates by reference each of the averments contained in paragraphs 1 through 30 of this complaint with the same force and effect.

32. Plaintiff owns all rights, title, and interest in the X SocialMedia Mark, which it has used continuously in U.S. commerce since at least as early as 2016.

33. Plaintiff has never authorized Defendant to market and/or offer services or goods bearing the X SocialMedia Mark or confusingly similar marks.

34. Defendant began its infringing use of Plaintiff's mark at least as early as July 2023 when it engaged in a nationwide rebranding of its popular social media application Twitter, the launch of which was accompanied by wide-scale media coverage through print, television, and internet publications.

35. Upon information and belief, Defendant's actions are willful and intentional with full knowledge of Plaintiff's prior rights in the X SocialMedia Mark.

36. Defendant's prolific unauthorized use in commerce of "X" and "X Social Media" formative marks infringes on Plaintiff's rights in the X SocialMedia Mark and violates 15 U.S.C. § 1114 because it renders Defendant's services confusingly similar to Plaintiff's X SocialMedia Mark and creates the erroneous impression in consumers' minds that Plaintiff's services are approved, sponsored, endorsed, developed, or are licensed by, or are in some way affiliated with Defendant.

37. Defendant's actions have caused actual confusion and reverse confusion amongst consumers and will likely continue to lead consumers to incorrectly conclude that Plaintiff's services originate from or somehow have become connected with Defendant, damaging both Plaintiff and the public.

38. As a result of Defendant's trademark infringement, Plaintiff has suffered and will continue to suffer damages, including loss of income, profits, and goodwill.

39. All of Defendant's aforementioned acts are "exceptional", and Plaintiff is entitled to treble damages and attorney's fees under 15 U.S.C. § 1117.

40. Defendant's acts have caused irreparable damage and injury to Plaintiff and will continue to cause irreparable injury to Plaintiff unless Defendant is enjoined from further infringing upon Plaintiff's registered trademark.

41. Plaintiff has no adequate remedy at law and is suffering irreparable harm and damages as a result of the wrongful acts of Defendant in an amount to be determined at trial.

**SECOND CAUSE OF ACTION
(Florida Common Law Unfair Competition)**

42. Plaintiff repeats and incorporates herein by reference each one of the averments contained in paragraphs 1 through 41 of this complaint with the same force and effect.

43. Defendant's infringing use of "X" in connection with its services constitutes unfair competition. Defendant's conduct is deceptive and misleading and is likely to cause further consumer confusion.

44. Defendant's conduct willfully disregards Plaintiff's valuable intellectual property rights in its X SocialMedia Mark.

45. Defendant's acts have caused irreparable damage and injury to Plaintiff and will continue to cause irreparable injury to Plaintiff unless Defendant is enjoined from further infringing upon Plaintiff's trademark.

46. Plaintiff has no adequate remedy at law and is suffering irreparable harm and damages as a result of the wrongful acts of Defendant in an amount to be determined at trial.

**THIRD CAUSE OF ACTION
(Florida Deceptive and Unfair Trade Practices Act)**

47. Plaintiff repeats and incorporates herein by reference each of the averments contained in paragraphs 1 through 46 of this complaint with the same force and effect.

48. The foregoing conduct by Defendant violates § 501.204 of the Florida Deceptive and Unfair Trade Practices Act ("FDUTPA").

49. Defendant offers its social media and social media advertising services under the Infringing Mark nationwide, including throughout the state of Florida.

50. Defendant's use of the Infringing Mark constitutes an unfair method of competition under FDUTPA and is an unconscionable and unfair practice in the conduct of trade or commerce.

51. Defendant's rebranding pervaded national news media and was broadcast to consumers through all channels, including consumers in the state of Florida, resulting in present consumer confusion and the probability of ongoing

consumer confusion, as to Plaintiff's affiliation, connection, or association with Defendant and its services.

52. Defendant's acts have caused irreparable damage and injury to Plaintiff and will continue to cause irreparable injury to Plaintiff unless Defendant is enjoined from further infringing upon Plaintiff's registered trademark.

53. Plaintiff has no adequate remedy at law and is suffering irreparable harm and damages as a result of the wrongful acts of Defendant in an amount to be determined at trial.

**FOURTH CAUSE OF ACTION
(Common Law Trademark and Service Mark Infringement)**

54. Plaintiff repeats and incorporates herein by reference each of the averments contained in paragraphs 1 through 53 of this complaint with the same force and effect.

55. Plaintiff first used the X SocialMedia Mark in commerce at least as early as 2016.

56. Plaintiff has invested considerable time, effort, and money in the X SocialMedia Mark over the past eight years, resulting in established goodwill and reputation amongst consumers.

57. Plaintiff's X SocialMedia Mark contains the distinctive "X" in connection with its advertising services, and Plaintiff's X SocialMedia Mark is subject to trademark protection in Florida.

58. Defendant's use of the Infringing Mark in connection with its Infringing Services is confusingly similar to Plaintiff's X SocialMedia Mark and services.

59. Defendant was aware of Plaintiff's X SocialMedia Mark at the time it chose to rebrand Twitter, and Defendant was aware that consumer confusion was probable as a result of its rebrand.

60. Defendant's use of the Infringing Mark is without the permission, consent, or authorization of Plaintiff.

61. Defendant's national rebrand campaign has resulted in consumer confusion in the form of reverse confusion and will continue unless Defendant ceases use of the Infringing Mark.

62. Defendant's conduct violates Fla. Stat. § 495.131.

63. Defendant's acts have caused irreparable damage and injury to Plaintiff, which will likely continue unless Defendant is enjoined from further infringing upon Plaintiff's trademark.

64. Plaintiff has no adequate remedy at law and is suffering irreparable harm and damages as a result of the wrongful acts of Defendant in an amount to be determined at trial.

PRAYER FOR RELIEF

WHEREFORE, Plaintiff requests judgment in its favor against Defendant as follows:

A. An injunction permanently enjoining and restraining Defendant, its agents, servants, employees, successors, assigns, subsidiaries, related companies, parent companies, licensees, and all persons in active concert of participation with them:

1. From marketing, offering, selling or distributing services bearing the mark “X”, X SOCIALMEDIA, or any confusingly similar variation(s) thereof;
2. From engaging in deceptive trade practices or acts in the conduct of Defendant’s business by means of offering services in association with the X SocialMedia Mark.

B. Directing Defendant to remove all references to “X”, X SOCIALMEDIA, and/or any confusingly similar variation(s) thereof contained in any advertising and/or marketing materials published by Defendant, including any and all social media posts.

C. Directing Defendant to publish corrective advertising to correct the consumer confusion caused by Defendant’s infringing use of “X”.

D. Directing Defendant to account to Plaintiff all profits resulting from Defendant’s use of the “X”, X SOCIALMEDIA, and/or any confusingly similar variation(s) thereof.

E. Awarding Plaintiff its damages from Defendant’s unlawful and wrongful acts.

F. Awarding Plaintiff three (3) times the amount of Plaintiff's damages
or
Defendant's profits, whichever is greater.

G. Awarding Plaintiff the cost and expenses incurred in connection with
this action, as well as its reasonable attorneys' fees.

H. Awarding Plaintiff such other and further relief as the Court may
deem just and proper.

Date: October 2, 2023

Respectfully Submitted,

Gerben Perrott, PLLC
Attorneys for X Social Media LLC
1050 Connecticut Ave NW
Suite 500
Washington, DC 20036
Tel.: 202-579-0727

By: /s/ Kathryn Kent
Kathryn G. Kent, Esq.
Lead Counsel
VT #4455
kkent@gerbenlawfirm.com

Sophie Edbrooke, Esq.
NY #6039838
sedbrooke@gerbenlawfirm.com

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the Complaint was served via electronic mail to Defendants' attorney listed below, on this 2nd of October 2023.

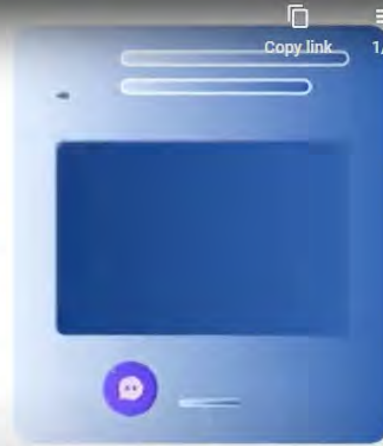
Respectfully Submitted,

/s/ Kathryn Kent
Kathryn G. Kent, Esq.

EXHIBIT A

 X Social Media®

Expert Social Media Business Management



Play (k)



At the Crisp Game Changers Summit
The birth of X SocialMedia® - Jacob's inspiring story



X SocialMedia® Customer Testimonial
Featuring Ben Crump, Anne Andrews & Mike Papantonio



NEW BOOK - A Lawyer's Guide to Mass Torts: Establish Your Legal Strategy
Written by company founder Jacob

Why advertise on Facebook?

Engage the audience on Social Media that is ready to hear your message.



Grow your business

Engage with new target audiences through new mobile platforms like Instagram and Facebook Messenger.



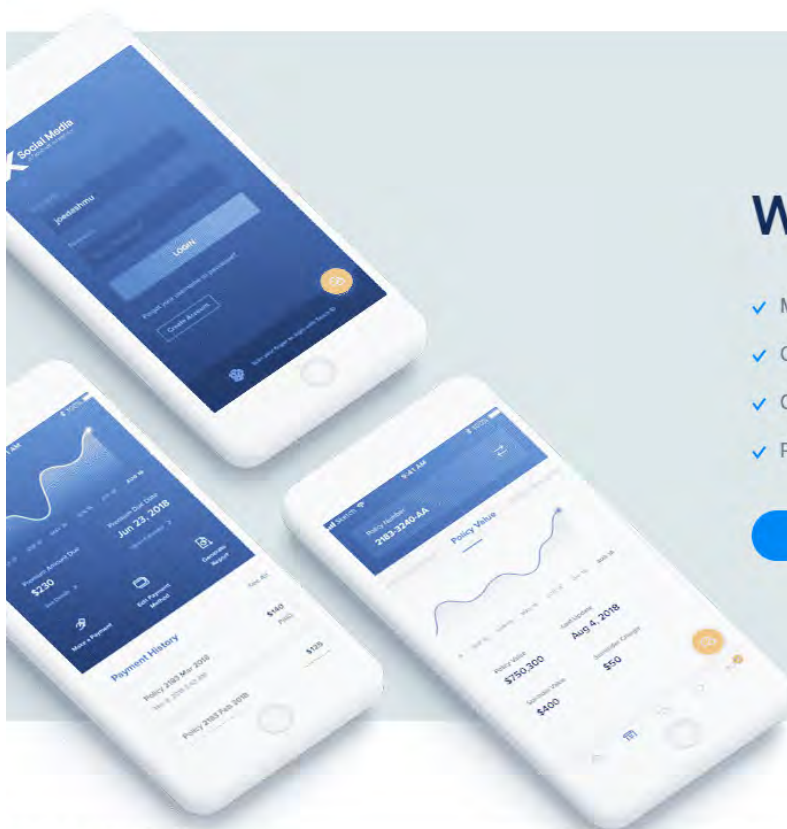
Target your audience

Choose your target audience based on demographics, interests, location, & contact information.



Expand your reach

With over 1 billion daily active users, you're able to EXPAND your reach to new customers instantly.



What you can expect

- ✓ Manage Ad Spending
- ✓ Custom Audience Creation
- ✓ Custom Landing Pages
- ✓ Pixel Implementation
- ✓ Live Reporting
- ✓ Dynamic Ad Creation
- ✓ Engaging Content

[Learn how X Social Media can help your Law Firm](#)

The X Social experience

Our goal is to provide each client with an amazing personalized experience! All clients will have a dedicated account manager to assist them and answer any questions they may have.

If you don't already have a Facebook page, we will set that up for you. We build [custom landing pages](#) to help guide traffic to your website and capture lead information.

[Get Started](#)



Social Media Business Manager Experts

Our team has comprehensive knowledge of The Facebook Marketing Tool and how to use it to get you the most conversions.



Qualified Lead Generation

We will upload your customer lists so they can be targeted or excluded from campaigns.



Results-Based Services

Our Goal is to see you succeed.

Legal Industry

Get more qualified clients via Social Media & Digital TV

Grow Your Firm by Investing in Facebook Advertising

There are about 214 million Americans on Facebook, about 81% of the population. That's a lot of people scrolling through their feeds and it presents a great opportunity for your firm to educate potential new clients on different Mass Tort drugs and devices.

[Get Started](#)



“ Jacob and his team have been helping us on various projects for several years now and the performance has always been great.

- Robert Blanchard, Attorney

EXHIBIT B

BETTER PRICE • BETTER CONVERSION • BETTER QUALITY

33,000

MONTHLY LEADS

DATA
DRIVEN

FACEBOOK AND INSTAGRAM

ADVERTISING



\$5 MILLION

MONTHLY SPEND

MTMP
AWARD
WINNER

5 - 10x CHEAPER

CONVERSION

103 MILLION

MONTHLY IMPRESSIONS

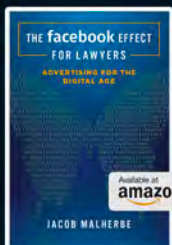
300

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CLIENTS



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The X Blog

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Published on: 09/26/2023

Unveiling: Mass Tort Insider – Vol 2 – X SocialMedia® LLC



Published on: 09/19/2023

Camp Lejeune & Latest Updates from X SocialMedia® LLC.



Published on: 07/13/2023

UPDATES on Zantac, PFAS, & FTX Settlements – X Social



Published on: 06/20/2023

Updates in Hair Relaxer, 3M bankruptcy, & Roundup Trial – X



Published on: 06/13/2023

JPML decisions are in! – X Social Media



Published on: 06/06/2023

This Week's Highlights: Settlements, CEO Involvement,



Camp Lejeune & Latest Updates from X SocialMedia® LLC.

Dear Friends,

I trust this newsletter finds you well. As those involved in personal injury and mass torts are aware, cases involving the Camp Lejeune victims have garnered significant attention in recent months. The Navy and DOJ have recently suggested an Elective Option to compensate victims that were at Camp Lejeune.

CAMP LEJEUNE

WATER CONTAMINATION CAUSING CANCER

FINANCIAL SETTLEMENT IS POSSIBLE



A new bipartisan bill helps heroes and their families exposed to the water between 1953 - 1987.



**FILING A CAMP LEJEUNE CLAIM
DOES NOT AFFECT YOUR V.A. BENEFITS**

[LEARN MORE](#)

The Elective Option categorizes claims into two distinct tiers:

- Tier 1 Injuries: Kidney Cancer, Liver Cancer, Non-Hodgkin Lymphoma, Leukemias, and Bladder Cancer. Compensation ranges from \$150,000 to \$300,000 based on the duration of the victim's stay at Camp Lejeune. An additional \$100,000 will be added for family members in case of the claimant's passing.
- Tier 2 Injuries: Multiple Myeloma, Parkinson's Disease, Kidney Disease/End Stage Renal Disease, Systemic Sclerosis/Systemic Scleroderma. The compensation for these injuries varies between \$100,000 and \$250,000, also based on the length of stay at Camp Lejeune. Like Tier 1, an additional \$100,000 is added if the claimant has passed away.

While the option is termed "Elective," its structure resembles a Quick Pay arrangement. This situation necessitates a thorough evaluation by skilled trial lawyers to determine fair compensation.

EXHIBIT C

United States of America

United States Patent and Trademark Office

X SOCIALMEDIA

Reg. No. 5,554,203

Registered Sep. 04, 2018

Int. Cl.: 35

Service Mark

Principal Register

X Social Media (FLORIDA LIMITED LIABILITY COMPANY)
350 E Crown Point Rd 1060
Winter Garden, FLORIDA 34787

CLASS 35: Advertising services

FIRST USE 2-8-2015; IN COMMERCE 3-3-2016

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

No claim is made to the exclusive right to use the following apart from the mark as shown:
"SOCIAL MEDIA"

SER. NO. 87-759,272, FILED 01-17-2018



Andrei Iancu

Director of the United States
Patent and Trademark Office

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>.

Generated on: This page was generated by TSDR on 2023-09-27 22:00:58 EDT

Mark: X SOCIALMEDIA

X SOCIALMEDIA

US Serial Number: 87759272

Application Filing Date: Jan. 17, 2018

US Registration Number: 5554203

Registration Date: Sep. 04, 2018

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Sep. 04, 2018

Publication Date: Jun. 19, 2018

Mark Information

Mark Literal Elements: X SOCIALMEDIA

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "SOCIAL MEDIA"

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Advertising services

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 08, 2015

Use in Commerce: Mar. 03, 2016

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: X Social Media

Owner Address: 4302 Rex Dr
Winter Garden, FLORIDA UNITED STATES 34787

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: FLORIDA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Joshua M. Gerben, Esq.

Docket Number: 10845-0002

Attorney Primary Email Address: jgerben@gerbenlawfirm.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Joshua M. Gerben, Esq.
Gerben Perrott, PLLC
1050 Connecticut Ave NW, Suite 500
Washington, DISTRICT OF COLUMBIA UNITED STATES 20036

Correspondent e-mail: jgerben@gerbenlawfirm.com filings@gerbenlawfirm.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 25, 2023	TEAS SECTION 8 & 15 RECEIVED	
Sep. 14, 2023	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 14, 2023	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Sep. 14, 2023	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Sep. 14, 2023	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	
Sep. 14, 2023	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Sep. 04, 2023	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Sep. 04, 2018	REGISTERED-PRINCIPAL REGISTER	
Jun. 19, 2018	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jun. 19, 2018	PUBLISHED FOR OPPOSITION	
May 30, 2018	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
May 13, 2018	ASSIGNED TO LIE	70884
May 03, 2018	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 03, 2018	EXAMINER'S AMENDMENT ENTERED	88888
May 03, 2018	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
May 03, 2018	EXAMINERS AMENDMENT E-MAILED	6328
May 03, 2018	EXAMINERS AMENDMENT -WRITTEN	91167
Apr. 26, 2018	ASSIGNED TO EXAMINER	91167
Jan. 29, 2018	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	
Jan. 20, 2018	NEW APPLICATION ENTERED	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Sep. 04, 2018

EXHIBIT D

Generated on: This page was generated by TSDR on 2023-09-27 21:46:21 EDT

Mark: X

X

US Serial Number: 98193522

Application Filing Date: Sep. 22, 2023

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/APPLICATION/Awaiting Examination

The trademark application has been accepted by the Office (has met the minimum filing requirements) and has not yet been assigned to an examiner.

Status: New application awaiting assignment to an examining attorney. [See current trademark processing wait times](#) for more information.

Status Date: Sep. 26, 2023

Mark Information

Mark Literal Elements: X

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 0089093

Foreign Application Filing Date: Mar. 24, 2023

Foreign Application/Registration Country: JAMAICA

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Business data analysis; promotional services; business consulting and information services; business, consumer, and market research

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(b) 44(d)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Filed ITU: Yes

Currently ITU: Yes

Filed 44D: Yes

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: X CORP.

Owner Address: 1355 MARKET STREET, SUITE 900
SAN FRANCISCO, CALIFORNIA UNITED STATES 94103

Legal Entity Type: CORPORATION

State or Country Where Organized: NEVADA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Adam S. Weiss

Docket Number: 086957X35

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Attorney Email Authorized: Yes

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Phone: 312-873-3644

Correspondent e-mail: uspt@polsinelli.com XC CorpTM@Polsinelli.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 26, 2023	NEW APPLICATION ENTERED	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: NEW APPLICATION PROCESSING

Date in Location: Sep. 26, 2023

Generated on: This page was generated by TSDR on 2023-09-27 21:46:38 EDT

Mark: X

US Serial Number: 98193533

Application Filing Date: Sep. 22, 2023

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/APPLICATION/Awaiting Examination

The trademark application has been accepted by the Office (has met the minimum filing requirements) and has not yet been assigned to an examiner.

Status: New application awaiting assignment to an examining attorney. [See current trademark processing wait times](#) for more information.

Status Date: Sep. 26, 2023

Mark Information

Mark Literal Elements: X

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 0089098

Foreign Application Filing Date: Mar. 24, 2023

Foreign Application/Registration Country: JAMAICA

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Hosting an online website community for registered users to share information, photos, audio and video content and to form virtual communities; Providing user authentication services in e-commerce transactions

International Class(es): 045 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(b) 44(d)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Filed ITU: Yes

Currently ITU: Yes

Filed 44D: Yes

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: X CORP.

Owner Address: 1355 MARKET STREET, SUITE 900
SAN FRANCISCO, CALIFORNIA UNITED STATES 94103

Legal Entity Type: CORPORATION

State or Country Where Organized: NEVADA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Adam S. Weiss

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Phone: 312-873-3644

Correspondent e-mail: uspt@polsinelli.com XC CorpTM@Polsinelli.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 26, 2023	NEW APPLICATION ENTERED	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: NEW APPLICATION PROCESSING

Date in Location: Sep. 26, 2023

Generated on: This page was generated by TSDR on 2023-09-27 21:46:35 EDT

Mark: X



US Serial Number: 98193530

Application Filing Date: Sep. 22, 2023

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/APPLICATION/Awaiting Examination

The trademark application has been accepted by the Office (has met the minimum filing requirements) and has not yet been assigned to an examiner.

Status: New application awaiting assignment to an examining attorney. [See current trademark processing wait times](#) for more information.

Status Date: Sep. 26, 2023

Mark Information

Mark Literal Elements: X

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 0089094

Foreign Application Filing Date: Mar. 24, 2023

Foreign Application/Registration Country: JAMAICA

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Computer services, namely, providing a platform featuring technology that enables internet users to post, upload, view, and share data, information and multimedia content

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(b) 44(d)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Filed ITU: Yes

Currently ITU: Yes

Filed 44D: Yes

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: X CORP.

Owner Address: 1355 MARKET STREET, SUITE 900
SAN FRANCISCO, CALIFORNIA UNITED STATES 94103

Legal Entity Type: CORPORATION

State or Country Where Organized: NEVADA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Adam S. Weiss

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Attorney Email Authorized: Yes

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Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 26, 2023	NEW APPLICATION ENTERED	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: NEW APPLICATION PROCESSING

Date in Location: Sep. 26, 2023

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Mark: X



US Serial Number: 98193528

Application Filing Date: Sep. 22, 2023

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/APPLICATION/Awaiting Examination

The trademark application has been accepted by the Office (has met the minimum filing requirements) and has not yet been assigned to an examiner.

Status: New application awaiting assignment to an examining attorney. [See current trademark processing wait times](#) for more information.

Status Date: Sep. 26, 2023

Mark Information

Mark Literal Elements: X

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 0089095

Foreign Application Filing Date: Mar. 24, 2023

Foreign Application/Registration Country: JAMAICA

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Organizing and conducting exhibitions, events, workshops, seminars, and panel discussions; providing a website featuring user-generated blogs; providing online journals, namely, blogs and video blogs featuring personal information and opinions in the field of general interest

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(b) 44(d)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Filed ITU: Yes

Currently ITU: Yes

Filed 44D: Yes

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: X CORP.

Owner Address: 1355 MARKET STREET, SUITE 900
SAN FRANCISCO, CALIFORNIA UNITED STATES 94103

Legal Entity Type: CORPORATION

State or Country: NEVADA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Adam S. Weiss

Docket Number: 086957X41

Attorney Primary Email Address: uspt@polsinelli.com

Attorney Email Authorized: Yes

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Phone: 312-873-3644

Correspondent e-mail: uspt@polsinelli.com XC CorpTM@Polsinelli.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 26, 2023	NEW APPLICATION ENTERED	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: NEW APPLICATION PROCESSING

Date in Location: Sep. 26, 2023

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Mark: X



US Serial Number: 98193527

Application Filing Date: Sep. 22, 2023

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/APPLICATION/Awaiting Examination

The trademark application has been accepted by the Office (has met the minimum filing requirements) and has not yet been assigned to an examiner.

Status: New application awaiting assignment to an examining attorney. [See current trademark processing wait times](#) for more information.

Status Date: Sep. 26, 2023

Mark Information

Mark Literal Elements: X

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 0089096

Foreign Application Filing Date: Mar. 24, 2023

Foreign Application/Registration Country: JAMAICA

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Telecommunication services, namely, transmission and streaming of voice, data, images, audio, video, real-time news, entertainment content, or information by means of telecommunications networks, wireless communication networks, and the internet; providing online forums for the transmission of information, audio, video, real-time news, entertainment content, or information among users of computing and mobile devices in an online community

International Class(es): 038 - Primary Class

U.S Class(es): 100, 101, 104

Class Status: ACTIVE

Basis: 1(b) 44(d)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Filed ITU: Yes

Currently ITU: Yes

Filed 44D: Yes

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: X CORP.

Owner Address: 1355 MARKET STREET, SUITE 900
SAN FRANCISCO, CALIFORNIA UNITED STATES 94103

Legal Entity Type: CORPORATION

State or Country: NEVADA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

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Phone: 312-873-3644

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Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 26, 2023	NEW APPLICATION ENTERED	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: NEW APPLICATION PROCESSING

Date in Location: Sep. 26, 2023

Generated on: This page was generated by TSDR on 2023-09-27 21:46:26 EDT

Mark: X

X

US Serial Number: 98193524

Application Filing Date: Sep. 22, 2023

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/APPLICATION/Awaiting Examination

The trademark application has been accepted by the Office (has met the minimum filing requirements) and has not yet been assigned to an examiner.

Status: New application awaiting assignment to an examining attorney. [See current trademark processing wait times](#) for more information.

Status Date: Sep. 26, 2023

Mark Information

Mark Literal Elements: X

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 0089097

Foreign Application Filing Date: Mar. 24, 2023

Foreign Application/Registration Country: JAMAICA

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Financial transaction services, namely, providing secure commercial transactions

International Class(es): 036 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(b) 44(d)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Filed ITU: Yes

Currently ITU: Yes

Filed 44D: Yes

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: X CORP.

Owner Address: 1355 MARKET STREET, SUITE 900
SAN FRANCISCO, CALIFORNIA UNITED STATES 94103

Legal Entity Type: CORPORATION

State or Country Where Organized: NEVADA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Adam S. Weiss

Docket Number: 086957X36

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Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 26, 2023	NEW APPLICATION ENTERED	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: NEW APPLICATION PROCESSING

Date in Location: Sep. 26, 2023

Generated on: This page was generated by TSDR on 2023-09-27 21:46:10 EDT

Mark: X

X

US Serial Number: 98193518

Application Filing Date: Sep. 22, 2023

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/APPLICATION/Awaiting Examination

The trademark application has been accepted by the Office (has met the minimum filing requirements) and has not yet been assigned to an examiner.

Status: New application awaiting assignment to an examining attorney. [See current trademark processing wait times](#) for more information.

Status Date: Sep. 26, 2023

Mark Information

Mark Literal Elements: X

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 0089099

Foreign Application Filing Date: Mar. 24, 2023

Foreign Application/Registration Country: JAMAICA

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Downloadable software to enable uploading, creating, posting, editing, showing, displaying, blogging, sharing, streaming, and transmitting of electronic media, video, real-time news, entertainment content, or information over the internet and other communications networks

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(b) 44(d)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Filed ITU: Yes

Currently ITU: Yes

Filed 44D: Yes

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: X CORP.

Owner Address: 1355 MARKET STREET, SUITE 900
SAN FRANCISCO, CALIFORNIA UNITED STATES 94103

Legal Entity Type: CORPORATION

State or Country: NEVADA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

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Phone: 312-873-3644

Correspondent e-mail: uspt@polsinelli.com XC CorpTM@Polsinelli.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 26, 2023	NEW APPLICATION ENTERED	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: NEW APPLICATION PROCESSING

Date in Location: Sep. 26, 2023

EXHIBIT E

Twitter is now X. Here's what that means.



BY IRINA IVANOVA
UPDATED ON: JULY 21, 2023 | 8:18 PM / MONEYWATCH



Big changes to Twitter | Biden to support UAW members on picket line | Investigating California's CARE Court | Sen. Bob Menendez rejects calls to resign

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The internet is abuzz as the app formerly known as Twitter announced a name change last week. X.com now redirects to Twitter.com; the company's headquarters now sports a flashing X where there was once was a bird logo, and the app now appears as "X" in the Apple and Google app stores.

The rebrand is another step in the ongoing transformation of Twitter, once an online watering hole for hyper-connected people that is aiming to become an app that can do "everything," according to newly installed CEO Linda Yaccarino.

"Twitter was acquired by X Corp both to ensure freedom of speech and as an accelerator for X, the everything app," the company's owner, billionaire Elon Musk, recently said.

"The Twitter name made sense when it was just 140 character messages going back and forth - like birds tweeting - but now you can post almost anything, including several hours of video. In the months to come, we will add comprehensive communications and the ability to conduct your entire financial world," he added.



Jon Erlichman @jonerlichman · Jul 24, 2023 · Follow

Companies that changed their names:

- Amazon: Cadabra
- Best Buy: Sound of Music
- eBay: Auction Web
- Facebook: Meta
- Google: BackRub
- Instagram: Burbn
- Netflix: Kibble
- Nike: Blue Ribbon Sports
- Pepsi: Brad's Drink
- Playboy: Stag Party
- 7-Eleven: Tote'm Stores
- Snapchat: Picaboo
- Starbucks...

Elon Musk @elonmusk · Follow

Twitter was acquired by X Corp both to ensure freedom of speech and as an accelerator for X, the everything app. This is not simply a company renaming itself, but doing the same thing.

The Twitter name made sense when it was just 140 character messages going back and forth - like... [Show more](#)

9:52 PM · Jul 24, 2023

15K · Reply · Share

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Here's what the shift means for X as Musk seeks to reinvent Twitter, which he bought in 2022 for \$44 billion.

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TECH + SOCIAL MEDIA

By Turning Twitter Into X, Elon Musk Risks Killing Billions in Brand Value



Chris Delmas - AFP/Getty Images

BY AISHA COUNTS AND JESSE LEVINE / BLOOMBERG JULY 24, 2023 10:59 PM EDT

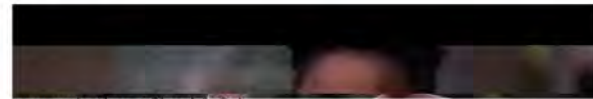
It's rare for corporate brands to become so intertwined with everyday conversation that they become verbs. It's rarer still for the owner of such a brand to announce plans to intentionally destroy it.

On Sunday, in the middle of a quiet summer weekend, Elon Musk decreed that Twitter's product name would be changed to "X," and that he is getting rid of the bird logo and all the associated words, including "tweet." Musk's move wiped out anywhere between \$4 billion and \$20 billion in value, according to analysts and brand agencies.



Read More: [Elon Musk Rebranded Twitter as 'X.' Users Immediately Rejected the Change](#)

More from TIME



communication at Siegel & Gale.

Musk, whose company has already declined significantly in value since he purchased it for \$44 billion in October, announced the change on Saturday night. By Monday morning a new black "X" logo, designed by a fan over the weekend, began to appear across the site. New Chief Executive Officer Linda Yaccarino outlined the company's vision for X to become a site for audio, video, messaging, payments and banking.

Analysts and brand agencies call the product's renaming a mistake. Twitter is one of the most recognizable social media brands, said Todd Irwin, founder of brand agency Fazer. Bird decals adorn small businesses and websites worldwide, alongside Instagram and Facebook logos.

The screenshot shows a user interface for 'Identifv' with several sections for 'Moon Inc. deal'. Each section includes a 'Deal stages' progress bar and a 'Show me how' button. The progress bars are partially filled with green, indicating the current stage of the deal.

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The Winning Time Finale Was Wrong on So Many Levels



Musk to change Twitter logo to 'X'

New York (CNN) — In a radical rebranding, Twitter owner Elon Musk has replaced Twitter's iconic bird logo with X.

Musk made the shock announcement of his plans early Sunday. By Monday morning US time, he tweeted that X.com now points to Twitter.com.

"Interim X logo goes live later today," he wrote, shortly before sharing a photo of Twitter's headquarters lit up by a giant new X.



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The Twitter website now features the same logo, while the familiar blue bird is gone. Previously, Musk said he was bidding "adieu to the twitter brand and, gradually, all the birds."

Twitter (TWTR), founded in 2006, has used its vivid, globally recognized blue bird emblem for more than a decade.



The renaming could be seen as something of a brand overhaul "Hall Mary" for the company: Musk in recent months has repeatedly warned that Twitter, facing steep losses in ad revenue, was on the edge of bankruptcy.

Increasing the pressure, earlier this month rival social media platform Threads launched from Facebook (FB) parent Meta. It surpassed 100 million user sign-ups in its first week.

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Elon Musk: Twitter rebrands as X and kills off blue bird logo

24 July Comments



By Shiona McCallum
Technology reporter

Twitter has changed its brand and logo from its famous blue bird to "X".

The new white X on a black background has replaced the blue bird on the desktop version of the social network, although is yet to appear on the mobile app.

"Tweets" will also be replaced, according to Twitter's owner Elon Musk, and posts will be called "x's".

The billionaire changed his profile picture to the new logo and added "X.com" to his Twitter bio.



Parkeer op afstand in én uit

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Mr Musk wants to create a "super app" called X - his vision for a new kind of social media platform that he has been talking about creating for months.

On Sunday, the billionaire said he was looking to change Twitter's logo, **tweeting**: "And soon we shall bid adieu to the Twitter brand and, gradually, all the birds."

He then shared a picture of the new X branding projected onto the side of Twitter headquarters in San Francisco.

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The New York Times

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From Twitter to X: Elon Musk Begins Erasing an Iconic Internet Brand

The tech billionaire started removing the bird logo that has been part of Twitter's identity since 2006.

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A worker began removing the logo of the company recently renamed X before the San Francisco police stopped him for doing "unauthorized work" on Monday. [Jim Wilson/The New York Times](#)



By **Ryan Mac** and **Tiffany Hsu**

Ryan Mac reports on Twitter, and Tiffany Hsu on misinformation.

July 24, 2023

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For more than 10 years, Twitter has been recognizable for its blue and white bird logo, which became a symbol of the social network's unique culture and lexicon. To "tweet" became a verb. A "tweet" referred to a post. "Tweeps" became the moniker for Twitter employees.

Late on Sunday, [Elon Musk](#) began getting rid of it all.

The tech billionaire, who [bought Twitter last year](#), renamed the social platform X.com on its website and started replacing the bird logo with a stylized version of the 24th letter of the Latin alphabet.

Inside Twitter's headquarters in San Francisco on Monday, X logos were projected in the cafeteria, while conference rooms were renamed to words with X in them, including "eXposure," "eXult" and "s3Xy," according to photos seen by The New York Times. Workers also began removing bird-related paraphernalia, such as a giant blue logo in the cafeteria. Outside the building, workers took off the first six letters of Twitter's name before the San Francisco Police Department stopped them for performing "unauthorized work," according to an alert sent by the department.



Parts of the Twitter sign in the street after the police intervened. [Jim Wilson/The New York Times](#)

Mr. Musk had long said he might make the name change, but he hastened the process in a [tweet](#) early Sunday when he declared that "soon we shall bid adieu to the twitter brand and, gradually, all the birds." He has said he hopes to turn Twitter into an "everything app" called X, which would encompass not only social networking banking and shopping.

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Elon Musk Directs X.com To Twitter, Plans To Ditch Twitter Bird

Brian Bushard Forbes Staff
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TOPLINE Billionaire Twitter owner Elon Musk launched a long-teased website X.com on Sunday, redirecting the domain to Twitter, and said he will relabel the social media platform's iconic blue bird logo as the letter "X," the latest step in a massive rebranding effort toward what Musk has described as an all-in-one "everything app."



Elon Musk said on Sunday he would change Twitter's logo from a bird to the letter 'X.' [Screenshot by Scott Brinkley](#)

- KEY FACTS**
- Musk tweeted Sunday afternoon the interim "X" logo for Twitter will go live on Sunday, while the site X.com now directs to Twitter.
 - When asked in an early Sunday morning tweet if Twitter would remove its branding and logo, Musk responded: "Sorry it took so long."

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- Musk tweeted the platform will change the name of "tweets" to simply the letter "X" and said Twitter will be operated using the domain X.com, which Musk purchased from PayPal in 2017, saying the name had "great sentimental value"—Musk also owns the space technology company SpaceX, named a model of Tesla the "X" and co-founded an online banking company called X.com (that company merged with Confinity and changed its name to PayPal).
- Musk also posted a cryptic video of the letter X as well as a photo of himself crossing his arms in an X formation in front of a poster of a Tesla X, writing, "Not sure what subtle clues gave it [away], but I like the letter X," adding that the platform "shall bid adieu to the twitter brand and, gradually, all the birds."
- The move comes three months after Twitter informed its corporate partners it had started conducting business under the name X Corp., telling its partners to use the new name, rather than Twitter, Inc., in all official communications—as an April 4 court filing in California definitively stated the name Twitter Inc. "no longer exists."

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ASICS, a Japanese multinational sports equipment manufacturer, partnered with Socialdatabase to build a SuperAudience for its running shoes in the UK, improving video completion rates and increasing purchase intent.

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Heineken, a Dutch multinational brewing company, partnered with Socialdatabase to identify and drive content engagement with hard core SuperAudience F1 fans during the Grand Prix.

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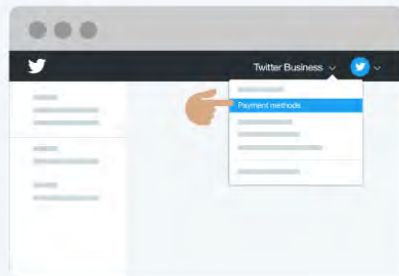
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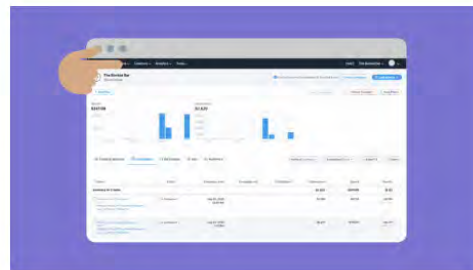
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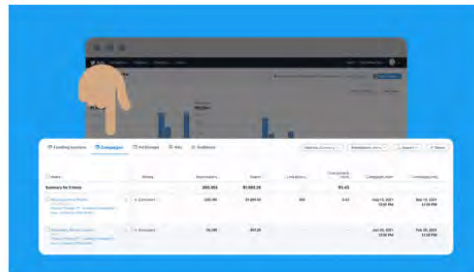
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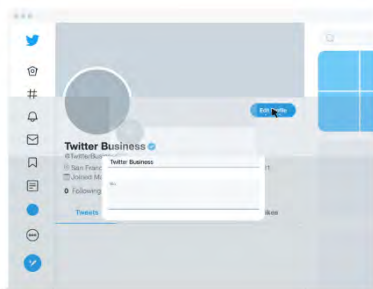
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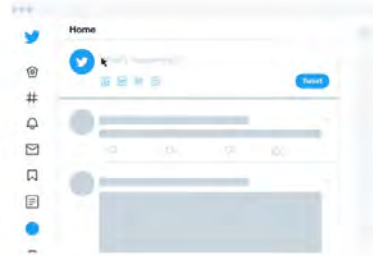
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Society & Equity | Human Rights

X social media's India, South Asia policy head Gupta resigns, sources say

By Aditya Kalra

September 23, 2023 6:05 AM EDT · Updated 3 days ago



15K Tweets



@Twitter

What's happening?!

everywhere about.twitter.com Born March 21
Joined February 2007

1/2 A screen capture of Twitter's official page with an "X" on the profile image is seen on July 23, 2023 in this screenshot obtained from a social media website. via REUTERS Acquire Licenses/ Rights

NEW DELHI, Sept 23 (Reuters) - Social media platform X's head of policy for India and South Asia, Samiran Gupta, has resigned, two sources said, a top departure that comes ahead of India elections and as the company fights a court battle with New Delhi over content removal.

Gupta was the most senior India employee for X, formerly known as Twitter, and responsible for "key content-related policy issues" and "defending Twitter's position with new policy developments and support in-country sales organization," according to his LinkedIn profile.

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Gupta, who was designated as X's Head of Global Government Affairs for India and South Asia, declined to comment to Reuters. X did not immediately respond to a request for comment.

Gupta's tenure at X ended in September, according to Gupta's LinkedIn profile, which said he "enabled transition leadership for Twitter post acquisition by Elon Musk led X-Corp."

He had joined the company in February, 2022, eight months before Musk completed his \$44 billion acquisition of Twitter Inc.

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https://www.reuters.com/technology/x-social-medias-india-south-asia-policy-head-gupta-resigns-sources-2023-09-23/

Technology

Musk's X social media platform shuts down promoted accounts ad business - Axios

Reuters

August 15, 2023 7:16 AM EDT - Updated a month ago



X
What's happening?!

everywhere [about.twitter.com](#) Born March 21
Joined February 2007

0 Following **65.7M** Followers

A screen capture of Twitter's official page with an "X" on the profile image is seen on July 23, 2023 in this screengrab obtained from a social media website via REUTERS/Photo Agency Licensing Rights

Aug 15 (Reuters) - Social media company X, formerly known as Twitter, will no longer allow advertisers to promote their accounts within the platform's timeline to attract new followers, Axios reported on Tuesday, citing an email to advertising clients.

Promoted accounts, or "Follower Objective" ads, generate more than \$100 million annually in global revenue for X, according to the [report](#).



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X social media's India, South Asia policy head resigns

TIMESOFINDIA.COM / Updated: Sep 23, 2023, 17:51 IST

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Social media platform X's head of policy for India and South Asia, Samiran Gupta on Saturday resigned, sources told Reuters. He was tasked with overseeing crucial c ... [Read More](#)



NEW DELHI: Social media platform X's head of policy for India and South Asia, Samiran Gupta on Saturday resigned, sources told Reuters.

According to his LinkedIn profile, Gupta held the highest-ranking position for X, formerly known as Twitter, in India.

He was tasked with overseeing crucial content-related policy matters and advocating for Twitter's stance in light of emerging policy changes, as well as providing support to the local sales team.

Gupta's tenure at X ended in September, according to Gupta's LinkedIn profile, which said he "enabled transition leadership for Twitter post acquisition by Elon Musk led X-Corp."

He became a part of the company in February 2022, a mere eight months before Musk finalized his \$44 billion acquisition of Twitter Inc.

According to one source, there are roughly 15 X employees in roles related to compliance and engineering in India. However, Gupta was the sole executive responsible for liaising with the government and political parties.

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X Social Media Searches for Financial Data Partner for Trading Hub: Report

Friday, 04/08/2023 | 13:27 GMT by Jared Kirui

The firm wants to develop and enhance the social media platform into a 'super app'.

The company is seeking proposals for real-time stock data and financial content.

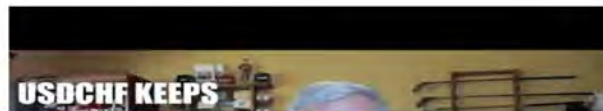
[CryptoCurrency](#) [X Social Media](#)



X platform, formerly known as Twitter, is reportedly searching for a financial data partner to create a trading hub within the social media platform. X has reportedly sent requests for bids for the proposed project. According to a report by the media publication *Semafor*, the requests were sent in recent weeks.

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Musk Eyes Financial Services



provide financial content, real-time stock data, among other services. In the proposal, the company owned by Elon Musk reportedly asked interested bidders to state how much money they could invest in the project.

Additionally, the social media giant is luring potential bidders, saying that the platform offers access to 'hundreds of millions of qualified users'.

However, it remains unclear which companies have submitted proposals to partner with the X platform. When asked for comments about the project, Musk responded that "no work is being done on this to the best of my knowledge." Musk had acquired Twitter for USD \$44 billion last year and since turned the company into a private entity.

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'Super App' Plans

Last month, Musk [rebranded the platform](#), changing the iconic blue bird logo to an 'X' symbol. The changes are part of the billionaire's vision to make the platform

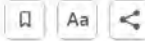


Media & Telecom

France's AFP sues Musk's X social media, cites refusal to discuss payment for news

Reuters

August 3, 2023 2:52 PM EDT - Updated 2 months ago



X logo is seen on the top of the headquarters of the messaging platform X, formerly known as Twitter, in downtown San Francisco, California, U.S., July 30, 2023. REUTERS/Carlos Barria/File Photo [Acquire Licensing Rights](#)

Aug 3 (Reuters) - Agence France-Presse (AFP) said on Wednesday it filed a lawsuit in Paris against Elon Musk's X social media platform, formerly known as Twitter, accusing it of failing to discuss potential payment for the distribution of the news agency's content.

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"Agence France-Presse has expressed its concerns over the clear refusal from Twitter (recently rebranded as 'X') to enter into discussions regarding the implementation of neighbouring rights for the press," the news agency said in a statement.

Musk criticised AFP's move in an X social media post.

"This is bizarre. They want us to pay 'them' for traffic to their site where they make advertising revenue and we don't!?" he said.

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X did not respond to a request for comment.

In 2021, France's antitrust watchdog fined Alphabet's (GOOGL) Google 500 million euros for failing to comply with orders on how to conduct talks with the country's news publishers.

Since then, Google has [committed to resolving](#) the dispute and has announced deals with AFP and several other leading French news organisations. Meta Platforms' (META) Facebook [too has signed](#) agreements with some French publishers.

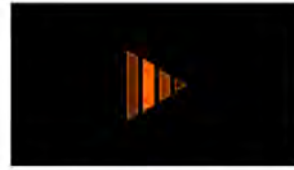
Reporting by Shubham Kaila in Bengaluru; Editing by Edwina Gibbs



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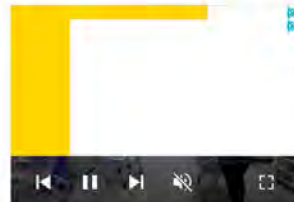
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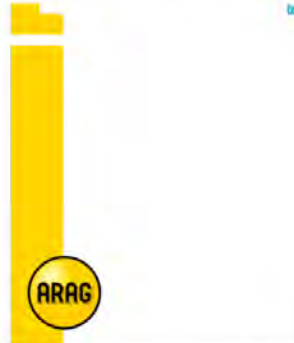
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