

United States of America

United States Patent and Trademark Office



Reg. No. 7,864,800

Registered Jul. 15, 2025

Int. Cl.: 36

Service Mark

Principal Register

Royal Route Company, LLC (KANSAS LIMITED LIABILITY COMPANY)
1600 Genessee St., Suite 814
Kansas City, MISSOURI 64102

CLASS 36: Brokerage of shares or stocks and other securities; Financial evaluation for insurance purposes; Financial investment brokerage; Financial planning and investment advisory services; Financial planning for retirement; Insurance brokerage; Insurance consultancy; Insurance information; Life insurance brokerage; Management of portfolios comprising securities; Management of securities portfolios; Securities brokerage; Securities brokerage services

FIRST USE 09-30-2024 ; IN COMMERCE 09-30-2024

The mark consists of a multi-level steamboat partially emerged in water and carrying human passengers its decks, featuring multiple flagpoles and flags and two pronounced smokestacks emitting trails of smoke, with the steamboat itself flanked by two graphs comprised of horizontal lines that are mirror images of each other, all situated above the literal elements "ROYAL ROUTE ADVISORY GROUP, LLC" in capital letters above "Navigating To Your Financial Future" on a separate line below. The wording "ROYAL ROUTE ADVISORY GROUP, LLC" appears inside a rectangular shape with curved and angled ends and horizontal lines emerging from each end and below the rectangle. The wording "Navigating To Your Financial Future" appears inside a polygon below the horizontal lines.

No claim is made to the exclusive right to use the following apart from the mark as shown: "ADVISORY GROUP, LLC"

SER. NO. 98-787,641, FILED 10-06-2024



Coke Moya Smead

Acting Director of the United States Patent and Trademark Office

