
To: Zoe Bernstein(zoe@zoebernsteinlaw.com)
Subject: U.S. Trademark Application Serial No. 97119672 - ORRO
Sent: August 24, 2022 07:15:29 AM EDT
Sent As: tmng.notices@uspto.gov

Attachments

Exhibit A

[5778809](#)

Exhibit B

[screencapture-www-beachbodyondemand-com-16612802599531](#)

[BeachBody2.JPG](#)

[screencapture-www-uscreen-tv-blog-live-stream-fitness-classes-16612804905621](#)

[screencapture-www-uscreen-tv-live-streaming-platform-16612805734141](#)

[screencapture-help-uscreen-tv-en-articles-4316142-push-notifications-16612806115041](#)

[screencapture-www-facebook-com-formedia-tools-facebook-live-16612806254271](#)

[screencapture-www-facebook-com-help-1071984682876123-16612808415941](#)

[screencapture-www-facebook-com-help-1540345696275090-16612808570961](#)

[screencapture-azure-microsoft-com-en-us-services-media-services-live-on-demand-16612808985501](#)

[screencapture-azure-microsoft-com-en-us-solutions-messaging-services-16612809188441](#)

Exhibit C

[90873106](#)

United States Patent and Trademark Office (USPTO) Office Action (Official Letter) About Applicant's Trademark Application

U.S. Application Serial No. 97119672

Mark: ORRO

Correspondence Address:

ZOE BERNSTEIN

ZOE BERNSTEIN LAW PLLC

2255 GLADES ROAD, SUITE 324A

BOCA RATON FL 33431 UNITED STATES

Applicant: Sweats and The City, Inc.

Reference/Docket No. N/A

Correspondence Email Address: zoe@zoebernsteinlaw.com

NONFINAL OFFICE ACTION

The USPTO must receive applicant's response to this letter within six months of the issue date below or the application will be abandoned. Respond using the Trademark Electronic Application System (TEAS). A link to the appropriate TEAS response form appears at the end of this Office action.

Issue date: August 24, 2022

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issues below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

SUMMARY OF ISSUES:

- Section 2(d) - Likelihood of Confusion
- Prior-Filed Application
- Identification of Services

Registration Refused - Section 2(d) Likelihood of Confusion

This refusal applies only to International Class 38.

Registration of the applied-for mark is refused because of a likelihood of confusion with the mark in U.S. Registration No. 5778809. Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.* See the attached registration ("Exhibit A").

The applied-for mark is "**ORRO**" in standard characters for "**Audio, video, and audiovisual broadcasting services over the Internet or other communications network, namely, transmission of live and video-on-demand fitness classes and meditation classes to mobile phones, tablets, computers, Internet-capable televisions, and digital media streaming devices; streaming of health, exercise, fitness, physical training and personal development classes and interactive classes**" in International Class 38.

The registered mark is "**OROS**" in standard characters for "**Electronic transmission of messages**" in International Class 38 and "**On-line social networking services**" in International Class 45.

In this case, the following factors are the most relevant: similarity of the marks, similarity and nature of the goods and services, and similarity of the trade channels of the goods and services. *See In re Viterra Inc.*, 671 F.3d 1358, 1361-62, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012); TMEP §§1207.01 *et seq.*

Comparison of Marks

Marks are compared in their entireties for similarities in appearance, sound, connotation, and commercial impression. *Stone Lion Capital Partners, LP v. Lion Capital LLP*, 746 F.3d 1317, 1321, 110 USPQ2d 1157, 1160 (Fed. Cir. 2014); TMEP §1207.01(b)-(b)(v). "Similarity in any one of these elements may be sufficient to find the marks confusingly similar." *In re Inn at St. John's, LLC*, 126 USPQ2d 1742, 1746 (TTAB 2018) (citing *In re Davia*, 110 USPQ2d 1810, 1812 (TTAB 2014)), *aff'd per curiam*, 777 F. App'x 516, 2019 BL 343921 (Fed. Cir. 2019); TMEP §1207.01(b).

In this instance, the applied-for mark "ORRO" and the registered mark "OROS" are similar in sound and appearance. Although the applied-for mark contains two R's, the root term "ORRO" and "ORO" could clearly be pronounced the same. Thus, a consumer audibly encountering the marks are likely to perceive and pronounce the marks as the singular and plural version of the term "ORO". An applied-for mark that is the phonetic equivalent of the singular form of a registered mark is essentially identical in sound and appearance, and thus the marks are confusingly similar. *Swiss Grill Ltd., v. Wolf Steel Ltd.*, 115 USPQ2d 2001, 2011 n.17 (TTAB 2015) (holding "it is obvious that the virtually identical marks [the singular and plural of SWISS GRILL] are confusingly similar").

Based on the foregoing, the applied-for mark and registered mark are sufficiently similar to find a likelihood of confusion.

Comparison of Services

The compared services need not be identical or even competitive to find a likelihood of confusion. See *On-line Careline Inc. v. Am. Online Inc.*, 229 F.3d 1080, 1086, 56 USPQ2d 1471, 1475 (Fed. Cir. 2000); TMEP §1207.01(a)(i). They need only be "related in some manner and/or if the circumstances surrounding their marketing are such that they could give rise to the mistaken belief that [the services] emanate from the same source." *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1369, 101 USPQ2d 1713, 1722 (Fed. Cir. 2012) (quoting *7-Eleven Inc. v. Wechsler*, 83 USPQ2d 1715, 1724 (TTAB 2007)); TMEP §1207.01(a)(i).

Here, the services at issue are related because the services commonly emanate from the same commercial entity. In support thereof, the examining attorney has attached Internet evidence from providers of audio and video streaming services ("Exhibit B"). This evidence establishes that the same entity, such as UScreen, commonly provides online platforms for the streaming and transmission of audio and video content, messaging, and social networking under the same mark, which are marketed and provided through the same trade channels and used by the same classes of consumers.

Thus, the services of the applicant and registrant are considered related for likelihood of confusion purposes. See, e.g., *In re Davey Prods. Pty Ltd.*, 92 USPQ2d 1198, 1202-04 (TTAB 2009).

Conclusion

Because the applied-for mark and the registered mark are similar and the services are related, registration is refused for a likelihood of confusion under Section 2(d).

Advisory: Applicant's Response Options

Applicant may respond to the stated refusal by submitting evidence and arguments against the refusal. In addition, applicant may respond by doing one of the following:

- (1) Deleting the class to which the refusal pertains;
- (2) Filing a [Request to Divide Application form](#) (form #3) to divide out the services that have not been refused registration, so that the mark may proceed toward publication for opposition in the class to which the refusal does not pertain. See 37 C.F.R. §2.87. See generally TMEP §§1110 *et seq.* (regarding the requirements for filing a request to divide). If applicant files a request to divide, then to avoid abandonment, applicant must also file a timely response to all outstanding issues in this Office action, including the refusal. 37 C.F.R. §2.87(e).

If applicant responds to the refusal, applicant must also respond to the requirement set forth below.

Prior-Filed Application

The filing date of pending U.S. Application Serial No. 90873106 precedes applicant's filing date. See attached referenced application ("Exhibit C"). If the mark in the referenced application registers, applicant's mark may be refused registration under Trademark Act Section 2(d) because of a likelihood of confusion between the two marks. *See 15 U.S.C. §1052(d); 37 C.F.R. §2.83; TMEP §§1208 et seq.* Therefore, upon receipt of applicant's response to this Office action, action on this application may be suspended pending final disposition of the earlier-filed referenced application.

In response to this Office action, applicant may present arguments in support of registration by addressing the issue of the potential conflict between applicant's mark and the mark in the referenced application. Applicant's election not to submit arguments at this time in no way limits applicant's right to address this issue later if a refusal under Section 2(d) issues. **However, the applicant must address the other issues raised in this Office action.**

Identification of Services

The wording "streaming of health, exercise, fitness, physical training and personal development classes and interactive classes" in the identification of services in International Class 38 is indefinite and must be clarified because the applicant does not sufficiently specify the nature and/or where the content is being streamed. *See 37 C.F.R. §2.32(a)(6); TMEP §1402.01.* For example, an acceptable amendment to this entry would clarify that the applicant is providing the streaming of audio and video content on the Internet or that the streaming is of audio and video tethered downloads. Thus, where indicated, the applicant must revise its identification to clarify the nature of its streaming services.

Applicant may adopt the following identification of services, if accurate. The examining attorney has bolded and underlined additions to the applicant's original identification of services.

Class 038: Audio, video, and audiovisual broadcasting services over the Internet or other communications network, namely, transmission of live and video-on-demand fitness classes and meditation classes to mobile phones, tablets, computers, Internet-capable televisions, and digital media streaming devices; streaming of **audio and video material on the internet, namely,** health, exercise, fitness, physical training and personal development classes and interactive classes

Class 041: Conducting fitness classes; Physical fitness consultation; Physical fitness instruction; Providing on-line interactive health, exercise, fitness, physical training and personal development classes on an interactive website via mobile phones and Internet

Applicant may amend the identification to clarify or limit the services, but not to broaden or expand the services beyond those in the original application or as acceptably amended. *See 37 C.F.R. §2.71(a); TMEP §1402.06.* Generally, any deleted services may not later be reinserted. *See TMEP §1402.07(e).*

For assistance with identifying and classifying goods and services in trademark applications, please see the USPTO's online searchable *[U.S. Acceptable Identification of Goods and Services Manual](#)*. *See TMEP §1402.04.*

Response Guidelines

Please call or email the assigned trademark examining attorney with questions about this Office action. Although an examining attorney cannot provide legal advice, the examining attorney can provide additional explanation about the refusal and requirement in this Office action. *See TMEP §§705.02, 709.06.*

The USPTO does not accept emails as responses to Office actions; however, emails can be used for informal communications and are included in the application record. *See 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05.*

If the applicant has any questions or requires assistance in responding to this Office action, please telephone the assigned examining attorney.

How to respond. [**Click to file a response to this nonfinal Office action.**](#)

/Thomas Young/
(571) 272-5152
thomas.young@uspto.gov

RESPONSE GUIDANCE

- **Missing the response deadline to this letter will cause the application to abandon.** The response must be received by the USPTO before midnight **Eastern Time** of the last day of the response period. TEAS maintenance or [unforeseen circumstances](#) could affect an applicant's ability to timely respond.
- **Responses signed by an unauthorized party** are not accepted and can **cause the application to abandon**. If applicant does not have an attorney, the response must be signed by the individual applicant, all joint applicants, or someone with [legal authority to bind a juristic applicant](#). If applicant has an attorney, the response must be signed by the attorney.
- If needed, **find [contact information for the supervisor](#)** of the office or unit listed in the signature block.

(4) STANDARD CHARACTER MARK

OROS

Mark Punctuated

OROS

Translation

The English translation of "OROS" in the mark is "GOLDS".

Goods/Services

- IC 038. US 100 101 104.G & S: Electronic transmission of messages. FIRST USE: 20160101. FIRST USE IN COMMERCE: 20171101
- IC 045. US 100 101.G & S: On-line social networking services. FIRST USE: 20160101. FIRST USE IN COMMERCE: 20171101

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number

87855843

Filing Date

20180329

Current Filing Basis

1A

Original Filing Basis

1A

Publication for Opposition Date

20190402

Registration Number

5778809

Date Registered

20190618

Owner

(REGISTRANT) Oros, Inc. CORPORATION TEXAS 683 Creekway Drive Irving TEXAS 75039

Priority Date

Disclaimer Statement

Description of Mark

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Live Dead Indicator

LIVE

Attorney of Record

Keith Strahan

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Reach your goals anywhere

75+ fitness & meditation programs, nutrition plans, recipes, and community support

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Programs for every body & schedule

A membership gives you instant access to over 75+ programs





BODI
BOD INTERACTIVE

Elevate your experience

Live and on-demand classes, nutrition content, and cycling workouts with the MYX Bike.

[SIGN UP](#)



There's a class for you

Choose from live and on-demand classes



Cycling



Barre / Pilates



Cardio



Core



Strength



Bootcamp



Yoga



Meditation



2B Mindset



Portion Fix

BODcast™

Join the BODcast

Immerse yourself in a live workout experience and see your class on screen. Get shoutouts and personalized form corrections, cues, and motivation from your trainer LIVE.





FEED.FM

Top Hits

BODI™ Streams popular music from original artists
for an incredible class experience!



Ready to get started?

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We make healthy eating easy

- Simple and customizable meal plans
- Two cooking shows full of healthy and delicious recipes
- Nutrition programs with proven strategies to help with sustainable weight loss (separate purchase)



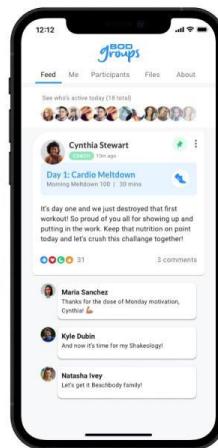
SIGN UP

Support to help you succeed

A personal support system makes you more likely to stick with a program and get better results

- Get 1:1 support and guidance from a free personal Coach
- Join a group to connect with others looking to get fit
- Track and share your activity and progress

SIGN UP



Results start here

Beachbody On Demand has helped millions achieve a healthier lifestyle through proven fitness and nutrition programs complete with daily instruction, eating plans, and one-of-a-kind support.



SIGN UP

Plans Comparison



	Beachbody On Demand	BODi
Beachbody On Demand Results-Proven Programs	✓	✓
Mindful meditations	✓	✓
FIXATE and Mindset menu 2 healthy cooking shows	✓	✓
Free Coach For 1:1 support	✓	✓
BODGroups For support, motivation, and accountability	✓	✓
Tracking Daily activity and program tracking	✓	✓
Multiple Device Streaming Stream from computer, mobile device, tablet, TV	✓	✓
Live and on-demand classes Updated Daily		✓
BODcast Workout alongside your trainer on-screen		✓
Hit Music		✓

BODI Workout Collections



MYX Bike Integration



2BMindset and Portion Fix Nutrition Programs



Ongoing Nutrition Support

With new monthly meal plans and recipes



You must have a Beachbody On Demand Membership to purchase BODI

Ready to Upgrade?

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Proof our programs work



Cassandra K. lost 107 lbs in 23 months

Results vary depending on starting point and effort and following Beachbody's exercise and healthy eating plan. Cassandra K. is an independent Team Beachbody Coach.



Moe B. lost 21 lbs in 2 years and 6 months

Results vary based on starting point and effort. Moe B. is an independent Team Beachbody Coach.



Available on all your favorite devices



Most popular questions

Is there a Beachbody On Demand app?

+

Can I download workouts and watch them offline?

+

How will I figure out what program is right for me?

+

Can I track my progress on Beachbody On Demand?

+

How do I join a group?

+

[See all FAQs](#)

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*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

†Compared to buying each item separately.

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‡Results vary depending on starting point and effort. Exercise and proper diet are necessary to achieve and maintain weight loss and muscle definition. The testimonials featured may have used more than one Beachbody product or extended the program to achieve their maximum results.

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[Coaching](#)

Consult your physician and follow all safety instructions before beginning any exercise program or nutrition plan, or using any supplement or meal replacement product, especially if you are pregnant, breastfeeding, have any medical condition, or are taking any

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Nutrition

Blog

BODgroups

Beachbody Challenge

medication. The contents on our website are for informational purposes only and are not intended to diagnose any medical condition, replace the advice of a healthcare professional, or provide any medical advice, diagnosis, or treatment.

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Enter a question or FAQ#



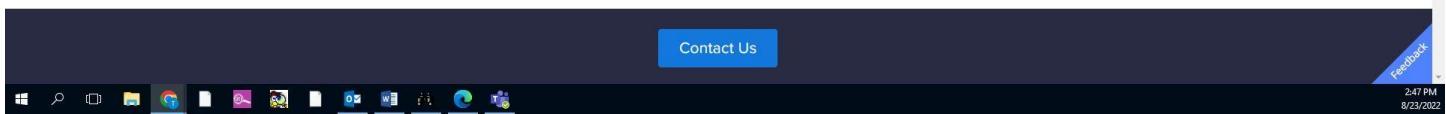
Can Coaches send direct messages to individual participants?

FAQ:12759

Coach admins can send messages to any or all participants in their group right within the BODgroups platform. Participants will receive a push notification prompting them to view the message. They can respond via the Coach-provided contact info.

Coaches can access the messaging feature from within their group's Coach portal on the web. From the Participants tab or the Admins tab of the group, click on "Send Message", select any or all participants or Admins on that page, create the message and send it. You can also click on any individual participant's name and send messages to that participant from the participant detail page. The participant detail page will also house a history of all messages sent to that participant. For a complete view of all messages sent, you can access the message center by clicking on the message icon at the top of the group page.

This feature will be enhanced in the future to allow participants to respond to their Coach from within the BODgroups platform.



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How to Offer Live Stream Fitness Classes in 2022

By James Johnson
April 28, 2022 | 10 Min Read



TABLE OF CONTENT

[Live Streamed Fitness Classes](#)

[Live Streaming Platform](#)

[Customize Your Site](#)

[Start Cashing In](#)

[Lights, Camera, Stream](#)

[Schedule And Promote](#)

[Love Going Live](#)

[Post-Stream Checklist](#)

[Case Study](#)

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As a fitness trainer, there's a good chance you've considered streaming virtual fitness classes, especially since the start of the coronavirus pandemic.

One of the best things about online fitness classes is that they can be accessed anywhere in the world. This makes it possible for you to reach a much wider audience than you would if you were teaching in person.

Online fitness classes allow people to prioritize their wellness and well-being from the comfort of their own living rooms.

But where do you start?

In this article, we're going to show you:

- How to start live streaming fitness classes (by starting your own streaming platform).
- Why live streaming fitness classes are the future of the industry.
- How a Pilates instructor from New York transitioned to full-time virtual teaching.

Let's get into it!



James Johnson

Content Marketing Lead at Uscreen, writes about all things marketing and video monetization.

FITNESS & YOGA

LIVE STREAMING



PDF.

No time to read this article now?

Download a free PDF version of this blog post (all tips and links included).

Let's go over the basics of live streaming fitness classes, including which type of classes you should focus on, where to stream, and how much to charge.

1. Decide On The Fitness Classes You'll Live Stream

The first step is to identify what type of fitness classes you want to live stream. This will influence your approach and the equipment you need.

We've seen successful online fitness businesses built around lots of different types of workout videos, including...

- Cardio
- Aerobics
- Barre
- HIIT
- Pilates
- Strength training

... and more! If you're a brick-and-mortar fitness studio you might want to live stream all of the above, like iChuzeFitness does here:

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Short & Sweet



Stitch 'em Together - Combos that Work



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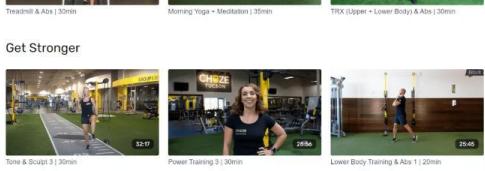
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Get Stronger



Or, if you're a specialized personal trainer or facility, you might want to focus on different variations of the same type of training, like Love Cycling Studio does:

SPIN: MUSIC VIDEO CLASSES



SPIN: EXTRA LOVE



If you're wondering where to start, we recommend choosing one style of class, the one you feel most comfortable broadcasting, and expanding your video library as you gain more experience.

The initial goal is to start live streaming workouts and see how the process works for you.

2. Choose A Live Streaming Platform

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We recommend you choose a video monetization platform like Ustream.

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If you want to build a successful online fitness business, you need an all-in-one platform that will help you reach a larger audience and turn them into customers.

With Uscreen, you can:

- Start and launch quickly.
- Charge monthly, quarterly, yearly, or one-time payments.
- Build an evergreen content catalog (More on that next!).
- Grow and connect with your community.
- Access a complete suite of marketing tools.

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3. Customize Your Site So It's Uniquely You

The next step is to customize and design your platform. You need to give it a look and feel that reflects your style of training and brand.

The goal is to design a place your customers *want* to train.

Uscreen has an intuitive plug-and-play web builder that lets you design your website, your way. You can start with one of our many [templates](#), or use our state-of-the-art [landing page builder](#).

These provide the building blocks for your [video membership site](#), allowing you to easily customize and apply your own...

- logo
- color schemes
- header images
- video thumbnails
- buttons

...to build a platform that's consistent with your branding. This is especially important if you already have an audience on Facebook or Instagram that knows your aesthetic as a fitness instructor.

If you're just starting out and need some inspiration on what your own site could look like, check out these [successful examples of fitness streaming platforms](#) that went online in 2022!

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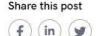
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4. Start Cashing In On Your Streams

Now, we're getting to the best part of this process: picking a business model. Having a clear business model that works for you and your subscribers is key to growing and scaling your fitness business.

There are 2 types of business models that work especially well for live-stream fitness classes:

1. **Pay-Per-Class:** where people pay a flat fee to attend individual sessions.
2. **Membership:** where people pay a monthly fee to access all of your sessions.

We've seen the best results from online fitness businesses that use the [membership business model](#). Memberships create a reliable monthly income. A recurring income from a growing audience gives you stability and allows you to focus on delivering a great service.

Our research shows that 2% of your followers convert to paying subscribers. On average, people pay between \$15 to \$30 for online fitness classes. So, if you have 100 monthly paying members who pay \$15 per month, that's \$1500 of recurring revenue per month.

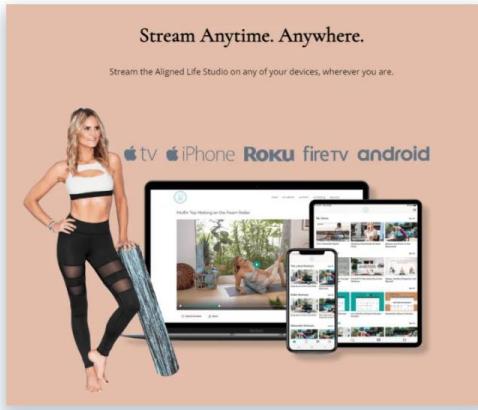
You can use this [handy calculator](#) to estimate your potential earnings based on your current audience size and revenue goal.

[Facebook](#) [Twitter](#) [Instagram](#) [YouTube](#) [LinkedIn](#) [Pinterest](#) [Tumblr](#) [Reddit](#) [Email](#)

The best part of the monthly membership business model is that your video library continues to grow as you continue to stream. Uscreen automatically saves all of your online classes into what's called a **content library**.

This has 2 benefits:

1. Your live stream can be viewed more than once.
2. Your customers can enjoy your platform while you're offline.



This means your paying monthly subscribers can access a growing database of new classes, which you can use to create goal-orientated playlists and categories!

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[Lights, Camera, Stream](#)

[Schedule And Promote](#)

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5. Lights, Camera, Stream!

The next step is to get your live streaming equipment ready. Remember to start with what you already have, and make sure you're following the basics of video and audio setup.

The core equipment you'll need is similar for all types of live-streamed fitness classes. What works for kickboxing can also work for a dance-cardio class!

Regardless of your class type, the quality of your live stream (and the future



regardless of your class type, the quality of your live stream (and the future recording) will be based on:

1. **Video clarity:** how good the live stream looks on their device.
2. **Audio quality:** how well they can hear your instruction.

That's why it's critical to invest in a good camera and mic. Let's break it down even further...

Video Clarity

The *clarity* of your stream refers to how well your customers can see your stream on their chosen device. Is it a blurry mess, or can they vividly see what you're doing?

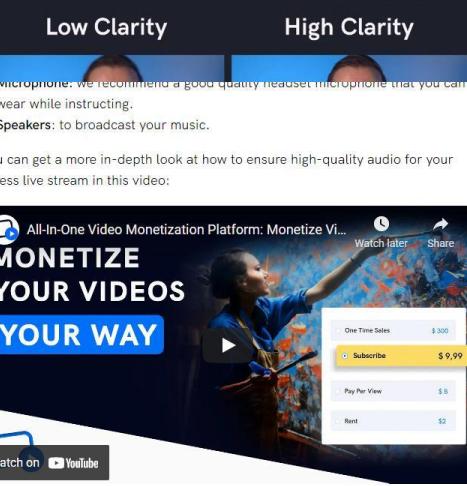
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6. Schedule And Promote Your Live

Stream

Okay, now we're getting to the *really* fun stuff! In this step, you're going to schedule and promote your first live-streamed fitness class.

You should schedule your first live stream at a time that's reasonable for your subscribers to attend. It should be accessible, and easy to fit into their schedule!

- **Microphone:** we recommend a good quality headset microphone that you can wear while instructing.

- **Speakers:** to broadcast your music.

You can get a more in-depth look at how to ensure high-quality audio for your fitness live stream in this video:



6. Schedule And Promote Your Live Stream

Okay, now we're getting to the *really* fun stuff! In this step, you're going to schedule and promote your first live-streamed fitness class.

You should schedule your first live stream at a time that's reasonable for your subscribers to attend. It should be accessible, and easy to fit into their schedule! Read our article on the best times to go live to see recommendations based on research.

Here are 3 tips to maximize the number of people that attend your stream:

1. **Be Clear About the What, When, and How:** make sure all of the information is

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correct, so people can turn up on time, with the right equipment.

2. **Create a Virtual Countdown:** you can enable pre-registration on Uscreen which

will display a countdown to your live stream.

3. **Build Anticipation with Sneak Peeks and Trailers:** create short snippets or

behind-the-scenes clips you can post on your marketing channels.

You can even use a tool like [Canva](#) to create custom graphics that clearly display the time, date, and type of class you're going to be live streaming.

You should then make a list of all the possible places you could post about or share your stream, like your:

- social media
- email list
- website homepage

You can also read [How to Create a Killer Live Streaming Strategy](#), so you can focus on the efforts that will bring the best results.

7. Love Going Live!

If you've completed all of the previous steps, you're ready to go live! It's time to turn the cameras on and do what you do best: provide an excellent workout routine to your clients.

The length of your live stream should depend on what type of class you're streaming. For example, if you're streaming a Hatha Yoga class, it usually takes an hour. But if it's a quick cardio workout, streaming for 30 minutes is ideal.



The good news is that you can translate your in-person sessions' length into your live stream classes. But remember your students have more distractions when working out of their own home, and they have limited equipment.

Working out of their gym homes, and they have limited equipment.

That's why it's important to communicate what kind of equipment they need and alternative options. If they still need to buy dumbbells, what can they use instead?

You might think your to-do list ends once you finish your stream, but there's more!

8. Post-Stream Checklist

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You might have mixed feelings after your first live stream fitness class. Some things went well, but there are areas to improve. Welcome to the life of a fitness content creator!

But it's hard to know exactly what happened in real-time. So, in the hours after your live stream, we recommend you:

- Respond to any unanswered comments or questions.
- Look for useful feedback.
- Post a summary of the stream and ask for feedback in a community space.

You should then save the video to your library and publish it on your website. This will make it available to any paying customers who missed the stream or would like to see it again.

We also recommend that you go back and watch the live stream for yourself with a notepad and pen. Takes notes on what you did well, and what could have been better. This is the best way to get better at being on camera!

More Than Just Peloton: Live Streaming Is the Future of Fitness

We've entered a new era of fitness.

The COVID-19 pandemic has transformed how you need to coach, engage, and interact with your clients. It also has a massive effect on how people are staying fit.

In fact, industry research shows:

- 72% of consumers love the flexibility of virtual classes.
- The average price of a monthly subscription is \$15 to \$30 per month.
- 41% pay a monthly membership fee.

Online fitness studios and fitness streaming services are becoming the go-to way to build a predictable income.

Having a live-streaming fitness platform will allow you to:

- **Futureproof your business:** by having a reliable income stream you can rely on as long as you retain your audience, regardless of industry.
- **Profit from high demand and low supply:** lots of people want online exercise classes, but the industry is far from saturated. You have the opportunity to become the new Peloton of your fitness niche!
- **Grow your reach:** live streaming lets you connect with people all around the world. You can grow your facility far beyond your local area!

Let's take a look at a fitness business that has moved online and reaped the rewards.

Case Study: From New York Studio to Global Pilates Audience

Ashley Deleon is a Pilates instructor in New York, where she started her own private studio in 2011. In May 2020 (during the start of the pandemic), she started teaching virtually full-time and made her classes accessible globally using Uscreen.

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Love Going Live

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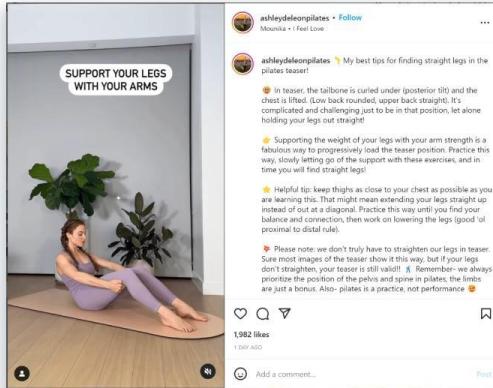
Guided Programs

Reset your exercise habit, learn a flow, begin your pilates practice, and more!

The image shows a promotional graphic for 'Guided Programs'. It features a title 'Guided Programs' at the top, followed by a subtitle 'Reset your exercise habit, learn a flow, begin your pilates practice, and more!'. Below the subtitle is a grid of six smaller images, each showing a person performing a different Pilates exercise. The first row contains three images: 'Sun and Breathe Reset', 'Find Your Flow Challenge', and 'Beginner Path'. The second row contains three more images, though their specific titles are not legible.



She currently has more than 250,000 followers on Instagram where she mainly shares short videos, focusing on helping her audience achieve their movement goals.



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Lights, Camera, Stream

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Love Going Live

Post-Stream Checklist

Case Study

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Wrapping This Up...

Live streaming fitness classes is the future of the fitness industry. By creating your own live streaming platform, you can host a live streaming fitness class that attracts new customers and keeps your current ones coming back for more.

We've covered a lot in this article, so here are the key actions that you should take right away:

1. Decide On The Fitness Classes You'll Live Stream

Identifying what type of fitness classes you want to live stream is a crucial step

for the future of your business.

2. Choose A Live Streaming Platform

Streaming your fitness classes on Instagram live or on Facebook is a good way to attract new students, but consider owning your platform.

3. Customize Your Site So It's Uniquely You

You need to give your platform a look and feel that reflects your style of training and brand.

4. Start Cashing In On Your Streams

Now, we're getting to the best part of this process: picking a business model.

5. Lights, Camera, Stream!

The next step is to get your [live streaming equipment](#) ready.

6. Schedule And Promote Your Live Stream

In this step, you're going to schedule and promote your first live-streamed fitness class.

7. Love Going Live!

It's time to turn the cameras on and do what you do best: provide an excellent workout routine to your clients.

8. Post-Stream Checklist

Takes notes on what you did well, and what could have been better.

Once you gain more experience, you can always upgrade your live streaming equipment, add more classes, and continue to update your business model.

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James Johnson

James is the Content Marketing Lead at Uscreen. He's an Englishman at heart but lives in Germany. He's a guitar-playing, book-reading, film-watching, language-learning, lo-fi-hip-hop-listening kind of guy who loves being creative.

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How to Monetize Fitness Videos Online (4 Steps)

If you're a fitness content creator, now is the best time to make some cash on your videos. To help you, we've broken down the process into 4 easy steps:

Anaïs Morgan

Mar 23 2022 • 10 Min Read



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How to Launch Your Online Fitness Business in 6 Easy Steps

Discover everything you need to know to sell workout plans online in this guide. Start growing your fitness business and scaling your income today.

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Are you looking to build a successful fitness business? Have a quick read of 6 easily avoidable mistakes you should avoid.

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Take your online presence to a whole new level with Uscreen's powerful live streaming platform.

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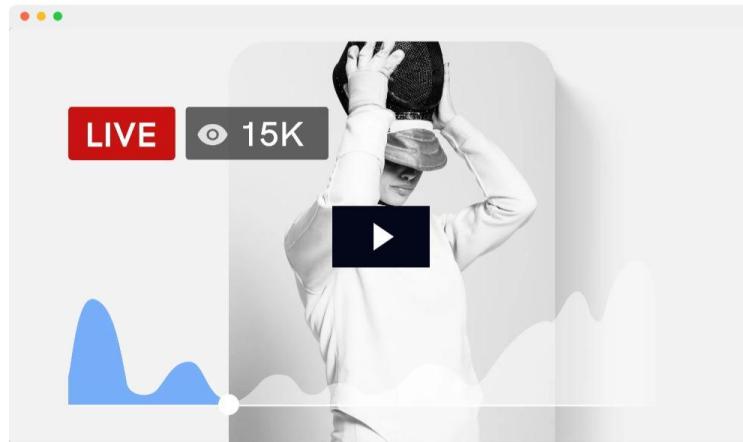


• LIVE

Go Live!

Give your audience a five-star viewing experience with Uscreen's full HD live streaming platform. Grow your community with live chat and our unparalleled streaming capabilities on web, mobile apps or TV apps.

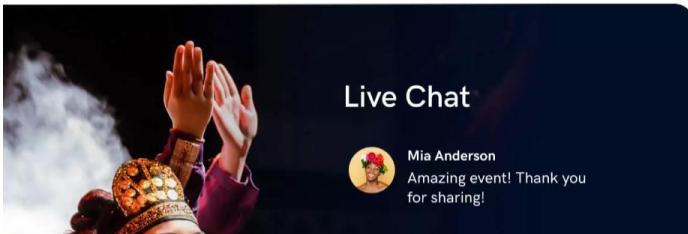
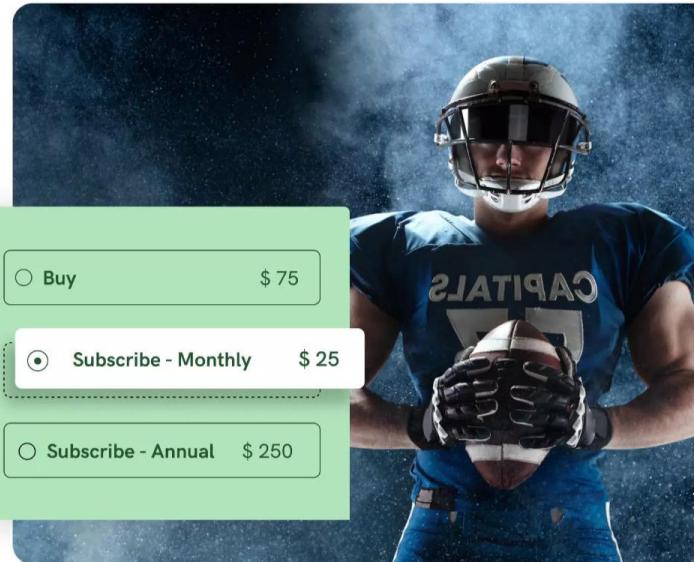
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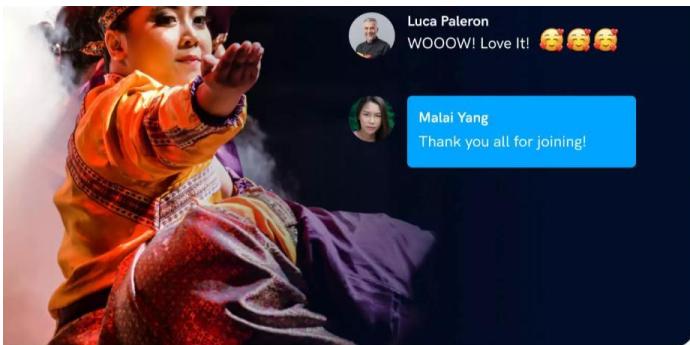
Monetize your live streams via pay-per-view paywall

Generate revenue from your live streams. Choose to include your live broadcasts in your subscription packages, offer them for free, or pay-per-view.

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Engage viewers with live chat



Luca Paleron
WOOOW! Love It! 😍😍😍

Malai Yang
Thank you all for joining!

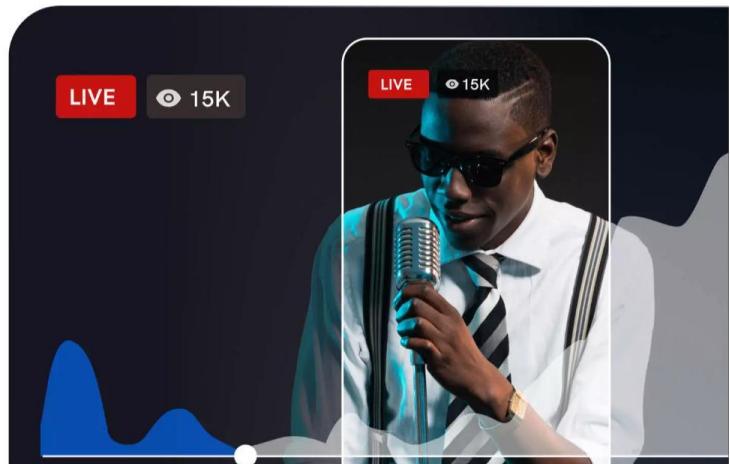
Keep your audience glued to their screens and increase engagement using live chat. With Uscreen, you can interact with your live stream audience via a real-time chatbox, right next to your live stream's video player.

[Request Demo →](#)

Live stream to any device

Broadcast your live streams to any device. Go live beyond the web, straight to native mobile iOS and Android devices, as well as OTT TV devices. Uscreen's multi-bitrate adaptive streaming ensures the best experience and consistent quality, regardless of the bandwidth or location.

[Request Demo →](#)





Go-live notifications

Set up your live events quickly and easily, whenever you're inspired to go live. Give your audience a nudge with email and in-app notifications to make sure they don't miss your live stream event.

[Request Demo →](#)

Everything you need in one live streaming platform

Built to deliver a superior live streaming experience across all devices - anytime, anywhere.



Live Event Countdown

Build anticipation and excitement with an automated countdown.



Auto-record to VOD

Your live streams are recorded and available on-demand right after the event.



Preregistration Page

Allow users to preregister to the PPV live-stream event and build engagement with a pre-sales page.



Live Chat

Live chat allows you to draw in and engage with your audience on your platform in real time.

[Request Demo](#)

Live stream alongside these brands

We are here around the clock to assist you with your questions

+1 - 877-790-9757

[Request Demo](#)



We're often asked...

Do I need a web host or video host to live stream with Uscreen?

Nope. We take care of all of that for you. All you have to worry about is uploading your content, and we will take care of the hosting, cost included in your package.

Will my live stream play on any device?

Yes. By default, your live events are optimized to play on all browsers, including, smartphones and tablets. However - they will not play on Roku or AppleTV without an OTT app. In other words, your live events will play on mobile devices with or without an app, but they can't technically play on TV without an app.

Do I own all of my content and data?

Yes! In addition to owning your audience, you also own all 100% of your assets, content, and data. Uscreen is simply a means to your end of monetizing your live streams and any other content you wish to offer.

What else do I need to go live?

Besides your Uscreen membership, you just need to connect to a camera and any RTMP-enabled encoder, which sends your live stream to Uscreen. We provide simple instructions and a professional support team if you need help.

[See all FAQs](#)

Let's talk!

We are excited to see how Uscreen can help you grow your business.

+1-877-790-9757

[Request Demo](#)



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Push Notifications

Written by Marcos S
Updated over a week ago

Push Notifications are available for Android & iOS.

- To receive notifications, users must have notifications enabled on their device.
- You'll be able to send one message to all users at the same time.
- Notifications are meant to be a visual prompt to provide information or cue the user to open the app. Focus on the most important information.

To Send Notifications:

- 1: From **Marketing** go to **Push Notifications**.
- 2: Click **Send Notification**,
- 3: **Enter Title** (60 characters including spaces; automatically uses bold print)
- 4: **Enter Message** (175 characters including spaces)
- 5: Click **Send Now**.

Native Apps Push Notifications

Notification Title
A short and sweet title that summarizes the notification message.
Notification Message
A short message with notification details.

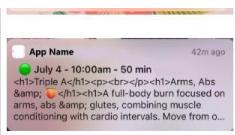
Send Now

Creating Push Notifications:

- Use plain text and emojis.
- Include the Title as part of message.

App Name 2h ago
July 6 - 7:30am - 50 Min - Kristen
Live event will start soon

- Use the free version of messages.
- Don't repeat information in the title and body.
- Do NOT use html formatting or special characters (&).
- These are not recognized and text will appear exactly as entered.

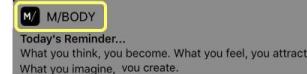


Features:

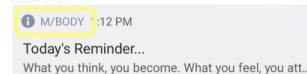
Notifications function differently, but improvements are planned for Android.

- **Notification shows App Icon:** iOS-Yes; Android-No
- **Tap notification to open app:** iOS-Yes; Android-No
- **Length (# of characters):** iOS: Title-45 & Body-175; **Android:** Title-55 & Body-55
- Try sending messages using Title (50 characters) and Body (50 characters).

iOS:



Android:



Not Receiving Notifications?

Check Notification Settings:>Device Settings >Notifications >App. If Off, Turn ON.

Do my apps have Push Notifications?

- Check Status:>User Dashboard >People Tab >Push Notifications
- If Apps are Published/Live: If not enabled, click **Contact Us** to request.
- If Apps are in Development: You DO NOT need to request. It's automatically enabled for all apps during the development process.

Did this answer your question?





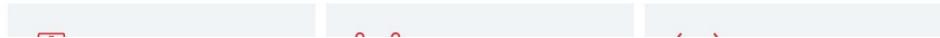
Meta for Media

Tools ▾ Journalism ▾ Blog Resources ▾

Log In



Go live on Facebook to broadcast a conversation, performance, Q&A or virtual event. Learn how to make personal connections and create shared experiences with Facebook Live.



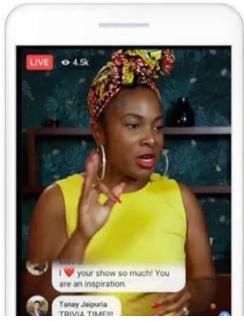


Requirements

You can live stream to your Page, group, profile, or event via the Facebook app on your mobile device or by using a camera and streaming software (also referred to as an encoder). If you wish to live stream using a camera and an encoder, you'll need to broadcast using Live Producer.

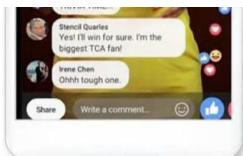
How to go live on Facebook using a phone

Broadcast to your Page, group, profile, or event from anywhere in the world using the [Facebook app](#) or the [Creator Studio app](#) (both available on iOS and Android).



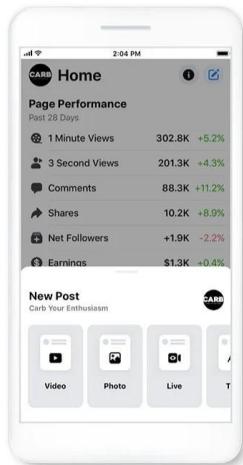
From the Facebook app:

1. Navigate to the Page, group, profile or event where you want to publish your live stream.
2. Tap the **Live** button at the bottom of the post composer.
3. Add a description to your video. You can also tag friends, check in to a location, and add a feeling or activity.
4. Tap **Start Live Video**.
5. Tap **Finish** when you want to end your broadcast.



Take advantage of live broadcasting

Find more information on Live Streaming Best Practices [here](#).



From the Creator Studio app:

1. Open the Creator Studio app
2. Click the pen and paper icon in the top right corner of the Home or Posts tab
3. Select the "Live" post option
4. Add a description to your video. You can also tag friends, check in to a location, and add a feeling or activity.
5. Tap **Start Live Video**.
6. Tap **Finish** when you want to end your broadcast.

How to go live on Facebook from a computer

When going live from a laptop or desktop computer, you'll automatically be directed to Live Producer, which is also how you can go live on Facebook using higher-end production equipment and streaming software.

1. At the top of your News Feed, click **What's on your mind, [Your Name]?**
2. Click the three dots icon then click **Live Video** and you will automatically be redirected to Live Producer.
3. Write a description for your live video.
4. Click **Go Live** in the bottom left.

Live Interactive Tools

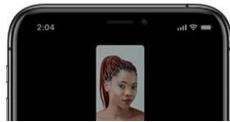
With live interactive tools, you can drive meaningful communication with your audience and have more control over how you engage with your fans. This includes live polls, featured links, live in Stories, live comment moderation, front row, badges and more.



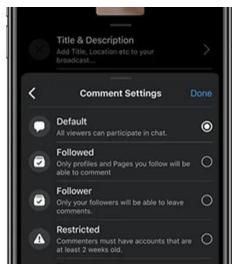
With **live polls**, effortlessly build polls before a broadcast begins and share them to fans during the broadcast. Receive real time feedback from your audience on important topics and understand what they would like to see next.

With **featured links**, share multiple third party links to sites you care about during your live broadcast.

With **Live in Stories**, you can share your live broadcasts directly to Facebook Stories as another way to maximize the reach of your content with your audience.



With **live comment moderation**, you can manage the conversation around your content. You can also designate a specific viewer to moderate comments on your



behalf. Learn more [here](#).

Front row highlights your top fans in a special section of your live broadcast. Front row gives you a chance to see who your most loyal fans are so you can give them a shout out during your live.

Badges help you understand how much your fans are engaging with your content and help your fans feel valued. Fans can earn different badges a number of ways,

Utilize a streaming software

With Live Producer, you have the option to go live using a camera and streaming software, also referred to as encoding software or an encoder. The encoder that's best for you may depend on the type of content you plan to stream. There are several programs to choose from, including free open-source software. [Learn more](#) about encoding software options and going live with streaming software.



Use Live Producer

Once you have your encoding software and camera installed, you're ready to go live using [Live Producer](#).

Learn more about going live

Learn more about how to use Live Producer [here](#). If you're planning a larger virtual event or show, we also recommend checking out [this advanced Facebook Live guide](#).

FUNDRAISING



How to raise money for a cause

Qualified Pages can add a Donate button to their live videos by using the Facebook app on mobile or Live Producer on a computer.

This allows you to raise money during a live video for a nonprofit or charitable organization, including your own. Nonprofits using Facebook's payment platform to process donations pay no fee — 100% of the donations go to the charity.

*Donations are not available in all markets; check whether fundraising is available in your country or region.

Learn how to add a [Donate button](#) to a mobile broadcast.

[Sign up for charitable giving tools](#)

How to bring guests into your broadcast



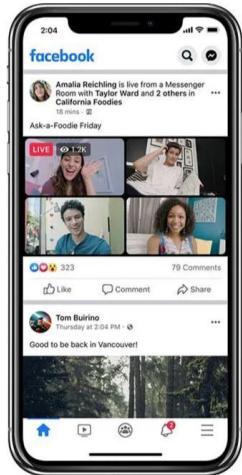
Live With

Live With is a co-broadcasting feature that lets you invite multiple guests into your mobile live broadcast. Live With provides a streamlined experience for



going live that makes it easy to invite guests and create different types of live broadcasts.

As the host, you can select multiple guests to go live with during a mobile broadcast from your Page or profile (Live With is not available on desktop or in Live Producer at this time).



Broadcasting to Facebook Live from Messenger Rooms

This Messenger Rooms feature allows you to turn your room into a co-hosted Facebook Live. You can easily go live with up to 50 people to a Facebook Profile, Page, or Group you manage.

Whether you're hosting a book club, interviewing a panel of experts, teaching a fitness class, or broadcasting with your friends for fun, going live from a room makes it easy to have more interactive broadcasts with audiences of any size.

If you're using Live Producer, you can bring guests into your broadcast by using platforms like Be.Live, Stage Ten and easylive.io.

Find the partner that is right for you. Video conferencing software providers such as Zoom and BlueJeans also

allow you to broadcast live to Facebook with multiple participants.

Learn more about broadcasting Live to Facebook using [Zoom](#) and [BlueJeans](#), or ask your video conferencing provider if they support this functionality.

Here are some things to keep in mind before, during and after your stream on Facebook Live.



Facebook Live, or other video chatting platforms.

Depending on where you decide to host your event, Online and Paid Online Events* allow you to limit content distribution to those who have registered to attend for free or purchased admission, respectively. You can learn more about Online Events [here](#), as well as explore [these lessons](#) for more information on planning and producing an Online Event on Facebook.

To make it easier to discover and Join these online events, we have also redesigned the Events bookmark. From here, your audience can quickly find events happening now, as well as discover those based on their interests, allowing them to stay connected with you and other events they care about.

*Paid Online Events are available to a select group of partners at this time. You can learn more [here](#).

Grow and monetize with Facebook Live

To better support our partners, we're improving the tools that help creators earn money and manage their presence on Facebook. We're expanding access to fan support products, such as Fan Subscriptions and Stars, as well as offering new ways to monetize video content, including ads in short-form video, ads for live video and new ad experiences. You can learn more [here](#).

Scheduling a Live Video Broadcast

If you're using a connected camera and encoder, you can schedule a live stream up to one week in advance in Live Producer. If possible, we recommend scheduling live broadcasts ahead of time to make your audience aware of upcoming broadcasts and to more easily connect when your stream begins. [Learn more about scheduling a live broadcast.](#)

Help Center

→ How to Trim Videos

Help Center

→ Schedule a Live Broadcast

Learn to use Facebook Live



Going Live & Paid Online Events on Facebook

Learn how to make connections and create shared experiences on Facebook live video.



Live Monetization

Join us to discover how to take your livestreams to the next level and the monetisation options we have available for your live content.



Related tools



Stars for Music



Stars



In-Stream Ads for Live



Paid Online Events

Let fans show you love when you take your shows online.

Take your live stream to the next level and let fans tip you virtually when you go live.

Earn money with ads that keep your content front and center.

Use Facebook Live to host events with paid admission.

Explore more content related to Facebook Live



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- [!\[\]\(b78851070e02a47337ebc8cbef8c4e8d_img.jpg\) Friending](#)
- [!\[\]\(066f5bef7f1a38488487131106acde66_img.jpg\) Facebook Dating](#)
- [!\[\]\(91c204bb00a591cb98291f77132d0aab_img.jpg\) Your Home Page](#)
- [!\[\]\(9f0d8217eea14140432974d4c110d966_img.jpg\) Messaging](#)

 Search help articles...

English (US)



Messaging

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This is about using messages on Facebook. For help with the Messenger app or messenger.com, visit the [Messenger Help Center](#). You can also [learn how to install the Messenger app](#).

Messaging on Facebook lets you instantly reach people you care about from Facebook chat or [facebook.com](#) on your computer.

Learn more about how to:

- Message, voice or video call your friends.
- Send photos, videos, stickers, GIFs and more.
- Know who's seen your message, and who hasn't.

If you're receiving messages that seem like spam or make you uncomfortable, you can [block messages from the person](#) or [report the message](#).

For help with Messenger Kids, visit the [Messenger Kids Help Center](#).

Popular Articles

- [Messaging](#)
- [Send Messages](#)
- [Turn messaging on or off for your Page](#)
- [Unable to send messages on Facebook](#)

Related Topics

Send messages

[View and Manage Messages](#)

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Facebook Mobile Apps

Learn how to install and update the Facebook app for your device.



Account Settings

Learn how to adjust your settings, change your username and choose a legacy contact.



Notifications

Change what you get notifications about on Facebook and decide how you get them.

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- [Creating an Account](#)
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- [Adding Friends](#)
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- [Control Who Can Friend and Follow You](#)
- [Upload Your Contacts to Facebook](#)
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- [Unfriending or Blocking Someone](#)



Friending

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Friending on Facebook helps you stay connected with people you care about. Adding a friend means you may see each other's activity in Feed, Stories and Photos.

When you want to add a friend on Facebook, keep in mind:

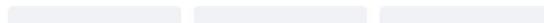
- You should send friend requests to people you know and trust. [Add a friend](#) by searching for them or directly from [People You May Know](#).
- You can [control who can friend and follow you](#) by editing your privacy settings.
- If you don't want someone to see you on Facebook, learn how to [unfriend](#) or [block them](#).
- You can have up to [5,000 friends](#) at a time.

If you'd like to see updates from people you find interesting but don't know personally, like a journalist or celebrity, [try following them instead](#). If you're getting unwanted or inappropriate friend requests, you can [report the account](#).

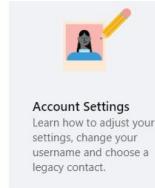
Popular Articles

- [Friend Lists](#)
- [Adding Friends](#)
- [How do I add friends to my Close Friends list on Facebook?](#)
- [Adjust who can see your Friends section on Facebook](#)

Related Topics



- Facebook Dating
- Your Home Page
- Messaging
- Stories
- Your Photos and Videos
- Videos on Watch
- Gaming
- Pages
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- Events
- Fundraisers and Donations



Account Settings

Learn how to adjust your settings, change your username and choose a legacy contact.



Your Privacy

Learn how privacy settings help you connect and share with people you know and trust.



Pages

Get help managing a Page and understand how to interact with Pages you're interested...

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https://azure.microsoft.com/en-us/services/media-services/live-on-demand/ at 02:55:02, 08/23/2022

Product overview Features Security Getting started

Create an [Azure free account](#) and get 20 minutes of total video-on-demand encoding output free with Media Services.

Learn how to use live and on-demand streaming with 5-minute quickstart tutorials and [documentation](#).

Enhance live and on-demand streaming with additional features and products, like [security](#) and [backup](#) services.

Free account

Create a media solution today

Start free

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Home / Services / Media Services / Live and on-demand streaming

Live and on-demand streaming

Deliver content to virtually any device at scale

Create a live or VOD event Already using Azure? Try live and on-demand streaming now >

- ✓ Just-in-time packaging to HLS, MPEG-DASH, and Smooth Streaming
- ✓ Just-in-time AES encryption and PlayReady DRM technology
- ✓ Direct integration with Content Delivery Network for automatic provisioning
- ✓ Scalability to handle all audience sizes
- ✓ Dynamic manifest manipulation for trimming and rendition filtering
- ✓ Full cloud DVR workflow capabilities

Get 20 minutes of total video-on-demand encoding output free with Media Services when you create an Azure free account.



Encode once, stream everywhere

Just-in-time packaging and encryption with Azure Media Services reduce the complexity and cost of cross-platform content delivery. It's also a future-proof combination, because as new encoding formats or versions emerge, you don't need to re-prepare your library.



Scalable streaming for any size audience

Media Services has webcasted some of the world's largest events, including the 2014 FIFA World Cup and the 2014 Sochi Winter Games. Whether you expect to set new global streaming records for a large event, or you need a cost-effective solution for a small local event, Media Services can scale to any size audience.



Full cloud DVR workflow capabilities

Create on-demand assets instantly from your live linear streams, trim unwanted content from the tops and tails of live archives, and create clips from live streams for instant publishing. Media Services DVR workflow capabilities speed up time to market for on-demand assets and reduce your costs.



One set of encoders for any size screen

Dynamic manifests, a Media Services feature, lets you prepare one asset with the quality levels and resolutions needed for any device, and filter based on a device profile. Filter by resolution, bit rate, or codec to dynamically create streaming assets optimized for many devices.



Flexible monetization options

Whether you have a subscription model requiring full DRM enforcement and subscriber authentication or use dynamic ad insertion and lighter-weight encryption, Media Services can meet your business requirements.

Can we help you?

Chat Now No thanks >

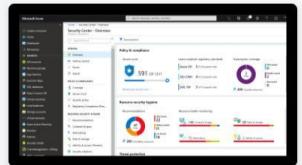
Can we help you?

Chat Now No thanks >

dynamically create streaming assets optimized for every size screen.

Why trust live and on-demand streaming?

- ✓ Microsoft invests more than **USD 1 billion annually** on cybersecurity research and development.
- ✓ We employ more than **3,500 security experts** dedicated to data security and privacy.
- ✓ Azure has **more certifications** than any other cloud provider. View the [comprehensive list](#).



CSA Cloud security alliance™

ITAR

ISO/IEC

CSA/CCM

ITAR



CSA/CMM

IRS

CJIS

HIPAA

JRS 1075

[Learn more about security on Azure](#)

Everything you need to get started

1



Create an [Azure free account](#) and get 20 minutes of total video-on-demand encoding output free with Media Services.

2



Learn how to use live and on-demand streaming with 5-minute quickstart tutorials and [documentation](#).

3



Enhance live and on-demand streaming with additional features and products, like [security](#) and [backup](#) services.

Try Service Bus for message queueing
Start building scalable and reliable cloud apps with queues and topics.

Build event-driven apps with Event Grid
Simplify your event-based applications with a scalable event publish/subscribe service using push-based subscriptions.

Ready when you are
Let's set up your Azure free account.

[Learn more](#) [Read more](#) [Start free](#)

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Home / Solutions / Messaging services on Azure

Messaging services on Azure

Connect your modern applications—written in different languages and hosted anywhere—with a comprehensive set of messaging services on Azure.

[Learn more](#)

Solution overview Products Solution architectures Resources Customer stories FAQ Get started

Reliably connect hybrid applications using messaging services

Messaging services on Azure provide the interconnectivity between components and applications that are written in different languages and hosted in the same cloud, multiple clouds, or on-premises. Use message queues or topics to send messages without concerns of consumer availability and to help balance varying workload throughput.

Lift, shift, and modernize

Take advantage of cloud scalability

Move to the cloud at your own pace

Build reactive, event-driven applications

Reliably connect hybrid applications using messaging services



Easily migrate your on-premises enterprise messaging solutions to the cloud using common industry and open-protocol support such as ISO/IEC Advanced Message Queuing Protocol (AMQP) and Message Queuing Telemetry Transport (MQTT).

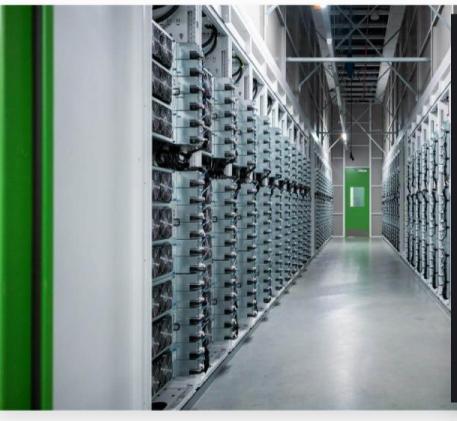
Chat with Sales

Lift, shift, and modernize

Take advantage of cloud scalability

Move to the cloud at your own pace

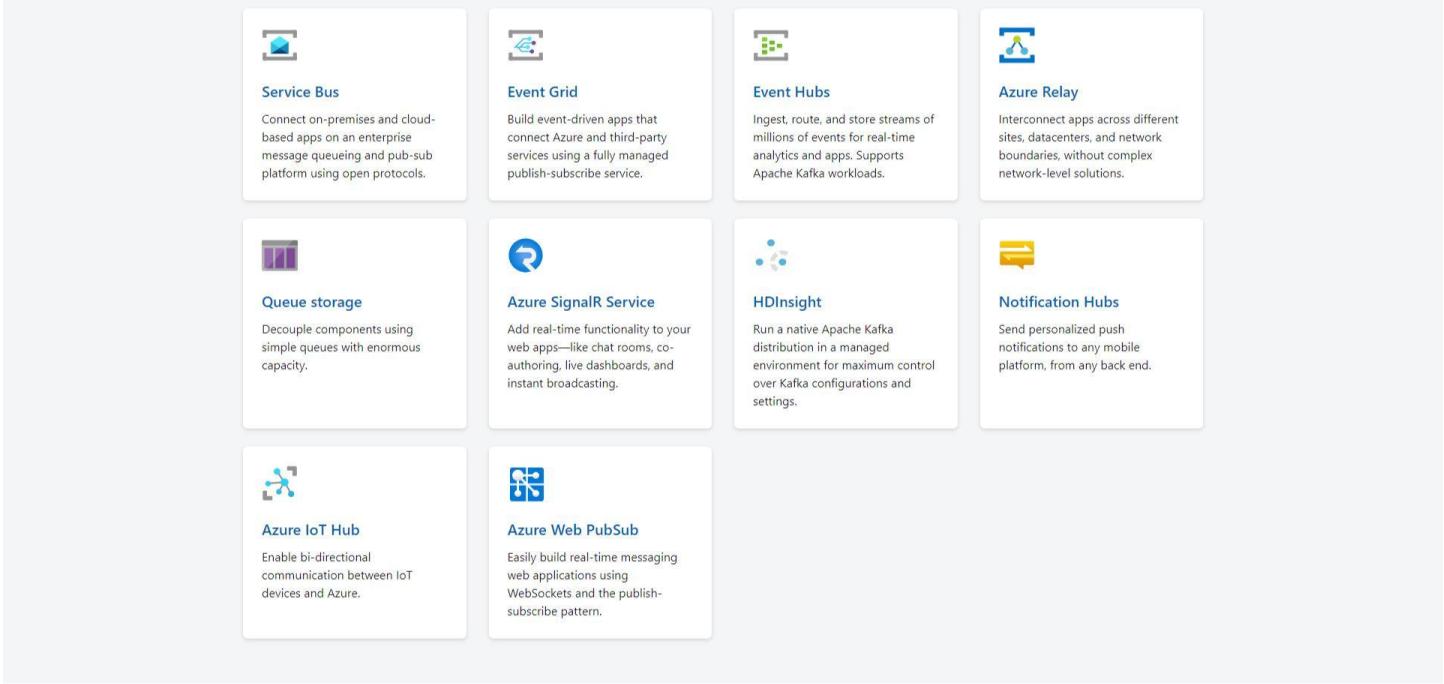
Build reactive, event-driven applications



Easily migrate your on-premises enterprise messaging solutions to the cloud using common industry and open-protocol support such as ISO/IEC Advanced Message Queuing Protocol (AMQP) and Message Queuing Telemetry Transport (MQTT).

Chat with Sales

Learn more about products for messaging services on Azure



Solution architectures for messaging services on Azure

Discover how messaging services can help you simplify and scale your infrastructure across various enterprise use cases.





Enterprise integration on Azure using message queues and events

Asynchronous communication solution using a message broker enables scalability of backend processors, load-leveling, and application decoupling.



Stream processing pipeline with Azure Stream Analytics

Apps, devices, and systems constantly emit data. Ingest millions of events per second as data streams that can be analyzed, persisted, and visualized.



Event-based cloud automation on Azure

Event-driven applications leverage the scalability of serverless computing to handle discrete events coming from disparate systems.



IoT and data analytics in the construction industry

Azure IoT Hub enables secure bidirectional communication between your Internet of Things (IoT) application and the devices it manages.

Get the latest messaging services news and resources



READ

[Read about the latest updates on the Messaging on Azure blog](#)



WATCH

[Watch these videos to learn more about Service Bus](#)



WATCH

[Learn how Azure Event Hubs runs Apache Kafka workloads](#)

Customers are doing great things with messaging services on Azure



Zeiss

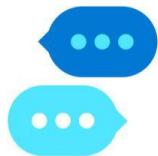
"The solution needed to be simple. The ZEISS team did not want to add to the complexity faced by the users of their highly advanced devices. Yet the small development team wanted to work quickly, so they created an Enterprise Service Bus in the cloud, capable of integrating the various devices and customer touch points via standard REST-based APIs."

Kai Walter, Lead Solution Architect, Carl Zeiss AG

[Read the story >](#)



Frequently asked questions



[What's the difference between a message and an event?](#) ▾

[What's the difference between a message queue and a topic?](#) ▾

[What's the difference between event distribution and event streaming?](#) ▾

[Try Service Bus for message queuing](#)

[Build event-driven apps with Event Grid](#)

[Ready when you are](#)

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS



Mark Punctuated

ORO MEDSPA

Translation

The English translation of "ORO" in the mark is "GOLD".

Goods/Services

- IC 044. US 100 101.G & S: Medical spa services, namely, minimally and non-invasive cosmetic and body **fitness** therapies

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Code

261102

Serial Number

90873106

Filing Date

20210809

Current Filing Basis

1B

Original Filing Basis

1B

Publication for Opposition Date

20220726

Registration Number

Date Registered

Owner

(APPLICANT) ORO MEDSPA GROUP, LLC LIMITED LIABILITY COMPANY NEW JERSEY 245 Old Hook Road Westwood NEW JERSEY 07675

Priority Date

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MEDSPA" APART FROM THE MARK AS SHOWN

Description of Mark

The mark consists of stylized words "ORO MEDSPA" appearing inside an incomplete rectangle.

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Live Dead Indicator

LIVE

Attorney of Record

Andrew T. Rissler

United States Patent and Trademark Office (USPTO)

USPTO OFFICIAL NOTICE

Office Action (Official Letter) has issued

on August 24, 2022 for

U.S. Trademark Application Serial No. 97119672

A USPTO examining attorney has reviewed your trademark application and issued an Office action. You must respond to this Office action in order to avoid your application abandoning. Follow the steps below.

(1) [**Read the Office action**](#). This email is NOT the Office action.

(2) **Respond to the Office action by the deadline** using the Trademark Electronic Application System (TEAS). Your response must be received by the USPTO on or before 11:59 p.m. **Eastern Time** of the last day of the response period. Otherwise, your application will be [abandoned](#). See the Office action itself regarding how to respond.

(3) **Direct general questions** about using USPTO electronic forms, the USPTO [website](#), the application process, the status of your application, and whether there are outstanding deadlines to the [Trademark Assistance Center \(TAC\)](#).

After reading the Office action, address any question(s) regarding the specific content to the USPTO examining attorney identified in the Office action.

GENERAL GUIDANCE

- [**Check the status of your application periodically**](#) in the [Trademark Status & Document Retrieval \(TSDR\)](#) database to avoid missing critical deadlines.
- [**Update your correspondence email address**](#) to ensure you receive important USPTO notices about your application.
- [**Beware of trademark-related scams**](#). Protect yourself from people and companies that may try to take financial advantage of you. Private companies may call you and pretend to be the USPTO or may send you communications that resemble official USPTO documents to trick you. We will never request your credit card number or social security number over the phone. And all official USPTO correspondence will only be emailed from the domain “@uspto.gov.” Verify the correspondence originated from us by using your Serial Number in our database, [TSDR](#), to confirm that it appears under the “Documents” tab, or contact the [Trademark Assistance Center](#).

- **Hiring a U.S.-licensed attorney.** If you do not have an attorney and are not required to have one under the trademark rules, we encourage you to hire a U.S.-licensed attorney specializing in trademark law to help guide you through the registration process. The USPTO examining attorney is not your attorney and cannot give you legal advice, but rather works for and represents the USPTO in trademark matters.