

Generated on: This page was generated by TSDR on 2025-07-19 18:19:08 EDT

Mark: RENT HERE, RETURN ANYWHERE

RENT HERE, RETURN ANYWHERE

US Serial Number: 77464184

Application Filing May 02, 2008

Date:

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



DEAD/APPLICATION/Refused/Dismissed or Invalidated

This trademark application was refused, dismissed, or invalidated by the Office and this application is no longer active.

Status: Abandoned because the applicant failed to respond or filed a late response to an Office action. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

Status Date: Mar. 19, 2009

Date Abandoned: Feb. 24, 2009

Mark Information

Mark Literal RENT HERE, RETURN ANYWHERE

Elements:

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

Mark Drawing 4 - STANDARD CHARACTER MARK
Type:

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: Rental of entertainment media through automated vending machines

International Class(es): 041 - Primary Class

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

Class Status: ACTIVE

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Filed ITU: Yes

Currently ITU: Yes

Filed 44D: No

Currently 44D: No

Filed 44E: No

Currently 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Redbox Automated Retail, LLC

Owner Address: Suite 1200, One Tower Lane
Oakbrook Terrace, ILLINOIS UNITED STATES 60181

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country DELAWARE
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: James P. Muraff
Docket Number: 19638.05T1
Attorney Primary Email: ipdocket@ngelaw.com
Attorney Email Yes
Email Address:

Correspondent

Correspondent JAMES P. MURAFF
Name/Address: NEAL, GERBER & EISENBERG LLP
2 N LASALLE ST STE 2200
CHICAGO, ILLINOIS UNITED STATES 60602-3963

Phone: 312.269-8000 Fax: 312.269-1747

Correspondent e-mail: ipdocket@ngelaw.com Correspondent e-mail Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Oct. 05, 2016	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Aug. 03, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Mar. 19, 2009	ABANDONMENT NOTICE MAILED - FAILURE TO RESPOND	
Mar. 19, 2009	ABANDONMENT - FAILURE TO RESPOND OR LATE RESPONSE	
Aug. 21, 2008	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Aug. 21, 2008	NON-FINAL ACTION E-MAILED	
Aug. 21, 2008	NON-FINAL ACTION WRITTEN	
Aug. 18, 2008	ASSIGNED TO EXAMINER	
May 06, 2008	NEW APPLICATION ENTERED	

TM Staff and Location Information

TM Staff Information

TM Attorney: MCCAULEY, BRENDAN Law Office: LAW OFFICE 114
Assigned:

File Location

Current Location: TMO LAW OFFICE 114 - EXAMINING Date in Location: Mar. 19, 2009
ATTORNEY ASSIGNED

Assignment Abstract Of Title Information

Summary

Total Assignments: 3 Applicant: Redbox Automated Retail, LLC

Assignment 1 of 3

Conveyance: SECURITY INTEREST

Reel/Frame: [3952/0006](#)

Pages: 8

Date Recorded: Mar. 13, 2009

Supporting Documents: [assignment-tm-3952-0006.pdf](#)

Assignor

Name: [REDBOX AUTOMATED RETAIL, LLC](#) Execution Date: Mar. 09, 2009
Legal Entity Type: LIMITED LIABILITY COMPANY State or Country: DELAWARE
Where Organized:

Assignee

Name: [BANK OF AMERICA, N.A.](#) State or Country: No Place of Organization Found
Legal Entity Type: NATIONAL BANKING ASSOCIATION Where Organized:

Address: 231 S. LASALLE STREET
CHICAGO, ILLINOIS 60697

Correspondent

Correspondent RYAN G. MOSHELL
Name:

Correspondent HAYNES AND BOONE, LLP
Address: 2323 VICTORY AVENUE, SUITE 700
DALLAS, TX 75219

Domestic Representative - Not Found

Assignment 2 of 3

Conveyance: AMENDED AND RESTATED SECURITY AGREEMENT

Reel/Frame: [4590/0957](#)

Pages: 8

Date Recorded: Jul. 26, 2011

Supporting Documents: [assignment-tm-4590-0957.pdf](#)

Assignor

Name: [REDBOX AUTOMATED RETAIL, LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

Execution Date: Jul. 15, 2011

State or Country DELAWARE
Where Organized:

Assignee

Name: [BANK OF AMERICA, N.A.](#)

Legal Entity Type: NATIONAL BANKING ASSOCIATION

State or Country UNITED STATES
Where Organized:

Address: 901 MAIN STREET
MAIL CODE: TX1-492-14-14
DALLAS, TEXAS 75202

Correspondent

Correspondent GAVIN GEORGE
Name:

Correspondent HAYNES AND BOONE, LLP
Address: 2323 VICTORY AVENUE, SUITE 700
DALLAS, TX 75219

Domestic Representative - Not Found

Assignment 3 of 3

Conveyance: RELEASE OF INTELLECTUAL PROPERTY SECURITY INTEREST

Reel/Frame: [5885/0636](#)

Pages: 16

Date Recorded: Sep. 27, 2016

Supporting Documents: [assignment-tm-5885-0636.pdf](#)

Assignor

Name: [BANK OF AMERICA, N.A.](#)

Legal Entity Type: NATIONAL BANKING ASSOCIATION

Execution Date: Sep. 27, 2016

State or Country UNITED STATES
Where Organized:

Assignee

Name: [REDBOX AUTOMATED RETAIL, LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country DELAWARE
Where Organized:

Address: ONE TOWER LANE, SUITE 900
OAKBROOK TERRACE, ILLINOIS 60181

Correspondent

Correspondent VENISA DARK, HAYNES AND BOONE LLP
Name:

Correspondent 2323 VICTORY AVENUE, SUITE 700
Address: DALLAS, TX 75219

Domestic Representative - Not Found



NOTICE OF ABANDONMENT
MAILING DATE: Mar 19, 2009

The trademark application identified below was abandoned in full because a response to the Office Action mailed on Aug 21, 2008 was not received within the 6-month response period.

If the delay in filing a response was unintentional, you may file a petition to revive the application with a fee. If the abandonment of this application was due to USPTO error, you may file a request for reinstatement. Please note that a petition to revive or request for reinstatement **must be received within two months from the mailing date of this notice**.

For additional information, go to <http://www.uspto.gov/teas/petinfo.htm>. If you are unable to get the information you need from the website, call the Trademark Assistance Center at 1-800-786-9199.

SERIAL NUMBER: 77464184

MARK: RENT HERE, RETURN ANYWHERE

OWNER: Redbox Automated Retail, LLC

UNITED STATES PATENT AND TRADEMARK OFFICE
COMMISSIONER FOR TRADEMARKS
P.O. BOX 1451
ALEXANDRIA, VA 22313-1451

FIRST-CLASS MAIL
U.S POSTAGE
PAID

JAMES P. MURAFF
NEAL, GERBER & EISENBERG LLP
2 N LASALLE ST STE 2200
CHICAGO , IL 60602-3963

To: Redbox Automated Retail, LLC (ipdocket@ngelaw.com)
Subject: TRADEMARK APPLICATION NO. 77464184 - RENT HERE, RETURN AN - 19638.05T1
Sent: 8/21/2008 10:03:32 AM
Sent As: ECOM114@USPTO.GOV
Attachments: [Attachment - 1](#)
[Attachment - 2](#)
[Attachment - 3](#)
[Attachment - 4](#)
[Attachment - 5](#)
[Attachment - 6](#)
[Attachment - 7](#)
[Attachment - 8](#)

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 77/464184

MARK: RENT HERE, RETURN AN

77464184

CORRESPONDENT ADDRESS:

JAMES P. MURAFF
NEAL, GERBER & EISENBERG LLP
2 N LASALLE ST STE 2200
CHICAGO, IL 60602-3963

RESPOND TO THIS ACTION:

<http://www.uspto.gov/teas/eTEASpageD.htm>

GENERAL TRADEMARK INFORMATION:

<http://www.uspto.gov/main/trademarks.htm>

APPLICANT: Redbox Automated Retail, LLC

CORRESPONDENT'S REFERENCE/DOCKET NO :

19638.05T1

CORRESPONDENT E-MAIL ADDRESS:

ipdocket@ngelaw.com

OFFICE ACTION

TO AVOID ABANDONMENT, THE OFFICE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE.

ISSUE/MAILING DATE: 8/21/2008

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

SECTION 2(e)(1) REFUSAL – MERELY DESCRIPTIVE

Registration is refused because the applied-for mark merely describes a characteristic of feature of applicant's goods and/or services. Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1); *see* TMEP §§1209.01(b), 1209.03 *et seq.*

A mark is merely descriptive if it describes an ingredient, quality, characteristic, function, feature, purpose or use of the specified goods and/or services. TMEP §1209.01(b); *see In re Steelbuilding.com*, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1421 (Fed. Cir. 2005); *In re Gyulay*, 820 F.2d 1216, 1217-18, 3 USPQ2d 1009, 1010 (Fed. Cir. 1987). Moreover, a mark that identifies a group of users to whom an applicant directs its

goods and/or services is also merely descriptive. TMEP §1209.03(i); *see In re Planalytics, Inc.*, 70 USPQ2d 1453, 1454 (TTAB 2004).

The determination of whether a mark is merely descriptive is considered in relation to the identified goods and/or services, not in the abstract. *In re Abcor Dev. Corp.*, 588 F.2d 811, 814, 200 USPQ 215, 218 (C.C.P.A. 1978); TMEP §1209.01(b); *see, e.g., In re Polo Int'l Inc.*, 51 USPQ2d 1061 (TTAB 1999) (finding DOC in DOC-CONTROL would be understood to refer to the “documents” managed by applicant’s software, not “doctor” as shown in dictionary definition); *In re Digital Research Inc.*, 4 USPQ2d 1242 (TTAB 1987) (finding CONCURRENT PC-DOS merely descriptive of “computer programs recorded on disk” where relevant trade used the denomination “concurrent” as a descriptor of a particular type of operating system). “Whether consumers could guess what the product is from consideration of the mark alone is not the test.” *In re Am. Greetings Corp.*, 226 USPQ 365, 366 (TTAB 1985).

Applicant’s mark is RENT HERE, RETURN ANYWHERE for rental of entertainment media through automated vending machines. In relation to the services, the wording in the mark describes a feature or characteristic of applicant’s services, i.e. rent of entertainment media here in the vending machine provided by applicant at various locations and return the rental in anywhere of the return vending machines. Thus, the wording in the mark indicates a feature or characteristic of the services.

In support of the descriptive nature of the wording in relation to the services, the examining attorney attaches web pages describing applicant’s policy regarding renting and returning. The web pages helps support the descriptive nature of the wording in the mark in relation to the services. See attached web pages. In particular, applicant services are described as follows:

Redbox is the nation’s leading fully automated DVD rental machine. Each redbox kiosk holds more than 500 DVDs, representing the latest releases at the convenience of your fingertips. In less than one minute you can take home the latest DVD for only \$1 a night plus tax. As easy to use as an ATM, redbox offers a convenient new way to rent your favorite movie(s) for only \$1 a night plus tax. Simply use the touch screen to review and select your favorite movie(s), swipe your valid credit or debit card, and go! The newest releases are available, while supplies last, at each machine every Tuesday. Consumers can return their redbox DVDs to any other redbox location nationwide.

Thus, as evidenced by the description of the services above, the nature of applicant’s services are described as basically rent here at the kiosk/vending machine and return the DVD rental to anywhere, namely, to any other redbox location nationwide. Thus, for these reasons, the mark as used in connection with the services is descriptive for a feature or characteristic of applicant’s services.

Although applicant’s mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration.

INFORMATIONAL SLOGAN/MATTER SERVICES POSSIBLE REFUSAL INTENT TO USE ADVISORY

Applicant is advised that, upon consideration of an allegation of use, registration may be refused on the ground that the applied-for mark, as used on the specimen of record, is merely informational matter or an informational slogan, and as such does not function as a service mark to identify and distinguish applicant’s services and to indicate the source of applicant’s services. Trademark Act Sections 1, 2, 3 and 45, 15 U.S.C. §§1051-1053, 1127; *see TMEP §§904.07(b), 1301.02(a); see, e.g., In re Standard Oil Co.*, 275 F.2d 945, 947, 125 USPQ 227, 229 (C.C.P.A. 1960) (holding the wording GUARANTEED STARTING not registrable because it would be perceived only as informational wording and not as a service mark for “winterizing” motor vehicles); *In re Melville Corp.*, 228 USPQ 970, 971 (TTAB 1986) (holding the wording BRAND NAMES FOR LESS not registrable because it would be perceived only as an informational phrase and not as a service mark for retail store services).

In determining whether the public would perceive the applied-for mark as a service mark or merely as informational matter or an informational slogan, the commercial impression created by the applied-for mark as shown on the specimen will be considered. *See TMEP §1301.02(a).*

REQUIREMENT(S)

Applicant must respond to the requirement(s) set forth below.

IDENTIFICATION OF SERVICES

The wording “entertainment media” in the identification of services is indefinite and must be clarified because the wording does not indicate the nature of what is being rented with enough specificity for proper identification and classification in this class. *See TMEP §1402.01.* Applicant must amend this wording to specify the common commercial or generic name for the services. If there is no common commercial or generic name for the services, then applicant must describe the nature of the services as well as their main purpose, channels of trade, and the intended consumer(s).

For assistance with identifying and classifying goods and/or services in trademark applications, please see the online searchable *Manual of Acceptable Identifications of Goods and Services* at <http://tess2.uspto.gov/etahtml/tidm.html>. See TMEP §1402.04.

Applicant may adopt the following identification of services, if accurate:

Rental of entertainment media, namely, DVDs featuring movies and films, CDs featuring music, and video games (or indicate exact nature of entertainment media), through automated vending machines, International Class 41.

Identifications of services can be amended only to clarify or limit the services; adding to or broadening the scope of the services is not permitted. 37 C.F.R. §2.71(a); *see* TMEP §§1402.06 *et seq.*, 1402.07. Therefore, applicant may not amend the identification to include services that are not within the scope of the services set forth in the present identification.

SEARCH OF OFFICE RECORDS

The Office records have been searched and there are no similar registered or pending marks that would bar registration under Trademark Act Section 2(d), 15 U.S.C. §1052(d). TMEP §704.02.

/Brendan D. McCauley/
Brendan D. McCauley
Examining Attorney
Law Office 114
571-272-9459

RESPOND TO THIS ACTION: Applicant should file a response to this Office action online using the form at <http://www.uspto.gov/teas/eTEASpageD.htm>, waiting 48-72 hours if applicant received notification of the Office action via e-mail. For technical assistance with the form, please e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned examining attorney. **Do not respond to this Office action by e-mail; the USPTO does not accept e-mailed responses.**

If responding by paper mail, please include the following information: the application serial number, the mark, the filing date and the name, title/position, telephone number and e-mail address of the person signing the response. Please use the following address: Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451.

STATUS CHECK: Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at <http://tarr.uspto.gov>. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.

This is Google's cache of <http://www.careerbuilder.com/Jobs/Company/C8H06Q79R38C2VSMS99/Redbox>. It is a snapshot of the page as it appeared on Aug 12, 2008 08:31:47 GMT. The [current page](#) could have changed in the meantime. [Learn more](#)

These search terms are highlighted: **rent and return anywhere**

[Text-only version](#)

Already Registered? Sign In >>

[Text Only \(508\)](#)

Employers:

[Search Resumes](#) | [Post Jobs](#) | [Advice](#)



careerbuilder.com

[Home](#) | [My CareerBuilder](#) | [Find Jobs](#) | [Job Recommendations](#) | [Post Resumes](#) | [Job Alerts](#) | [Advice & Resources](#)

redbox

Company Website

About redbox

redbox is the nation's leading fully automated DVD rental machine. Each redbox kiosk holds more than 500 DVDs, representing the latest releases at the convenience of your fingertips. In less than one minute you can take home the latest DVD for only \$1 a night plus tax. As easy to use as an ATM, redbox offers a convenient new way to rent your favorite movie(s) for

Jobs at Redbox:

[See All Jobs \(17\)](#)

Convenience is now just a touch away. Rent your favorite movie(s) for only \$1 a night plus tax. Simply use the touch screen to review and select your favorite movie(s), swipe your valid credit or debit card, and go! The newest releases are available, while supplies last, at each machine every Tuesday. Consumers can return their redbox DVDs to any other redbox location nationwide.



Help | Job Seeker Customer Service: (866) 438-1485

[CareerBuilder](#)
[About Us](#)
[Work at CareerBuilder](#)
[Affiliate Program](#)
[Advertising Info](#)
[Our Partners](#)
[Privacy](#)
[Fraud](#)
[Terms](#)
[CareerBuilder.forums](#)
[Text Only \(508\)](#)
[Email this page to a friend](#)
[Site Map](#)

[Job Seeker Services](#)
[Network Online](#)
[Free Career Test](#)
[Outplacement Assistance](#)
[Salary Calculator](#)
[Skills Training](#)
[Degree Programs](#)
[Freelance & Contract Job](#)
[College Scholarships](#)
[Candidate Screening](#)

[Fun Stuff](#)
[Age-o-Matic](#)
[Monk-e-Mail](#)

CareerBuilder International
United States
United Kingdom
India
Canada
Germany
Netherlands
Sweden
Spain
Italy
France
Switzerland
Greece
Belgium
Romania

Partner Sites
Shopping
Apartments
Cars
New Cars
FSBO
Real Estate
News
Local Newspapers
Rental Homes

Employers
Search Resumes
Post Jobs
Advice

This is Google's cache of http://findarticles.com/p/articles/mi_m0EIN/is_2006_Nov_30/ai_n27068939. It is a snapshot of the page as it appeared on Aug 11, 2008 08:06:53 GMT. The [current page](#) could have changed in the meantime. [Learn more](#)

These search terms are highlighted: **rent and return anywhere**

[Text-only version](#)

BNET BUSINESS NETWORK: BNENET | TECHREPUBLIC | ZDNET

ON CBS.COM: **Farting dog is expelled**

b BNENET The go-to place for management Find Articles free and premium articles Login | Newsletters | My BNENET

Today Management Strategy Work Life Insight Industries **Business Library** Video

Find Articles in: All Business Reference Technology News Sports Health Autos Arts Home & Garden

Business Services Industry

Meal and a Movie Made Easy with Redbox™ and McDonald's® USA

Business Wire, Nov 30, 2006

[E-MAIL](#) [PRINT](#) [LINK](#)

The Nation's Leading Fully Automated DVD Rental Kiosks to Expand Presence in McDonald's U.S. Restaurants

OAKBROOK TERRACE, Ill. -- Redbox, the nation's leader in automated DVD rental services, and McDonald's USA, LLC, today announced an agreement to offer fully automated DVD rental kiosks to a growing number of McDonald's restaurants nationwide. Redbox kiosks will begin appearing in McDonald's restaurants in select new U.S. markets early next year, offering McDonald's customers the latest DVD titles for only \$1 per night. The agreement follows a two-year test with McDonald's.

Most Popular

- Five Principles To Improve Your Leadership Skills
- Eight Major Job Trends For 2008
- Today's Best Part-Time Jobs
- 10 Jobs That Pay \$30 An Hour

McDonald's began testing redbox fully automated DVD rentals in 2004 in Denver. Redbox offers the latest titles, quick, self-service transactions, a \$1 per night price point and a convenient **rent-and-return anywhere** policy. Today redbox kiosks are featured in more than 800 McDonald's restaurants in the following six markets: Baltimore, Denver, Houston, Minneapolis, Salt Lake City and St. Louis.

"Redbox is excited to be named the exclusive automated

Sponsored Links

Rent 1 Bedroom Apartment
Search Over 6MM Listings W/ Photos And Floor Plans. Register Today
www.mynewplace.com

Rent To Own Homes
We Have Many Rent To Own Homes Become a Homeowner Today
www.localrenttoownhomes.com

Rent Homes
Search Thousands of Rentals Free, Fast, Free, No Login Required.
rentbits.com

Wireless Mic. Rental
Same day Delivery, DC, VA, MD Daily/Weekly. Check our inventory
aa-rental.com

Rent House
Find Studio For Rent In Houses at Great Prices.
www.pronto.com

Italian Houses Rentals.
We offer selected Italian Houses to Rent. Pool and services included.
www.tuscanynow.com

[▼ Ad Feedback](#)

Mortgage Update

Fed Holds Steady at 2.0%

Read

 **Public Speaking Fear To Public Speaking Excellence**

Redbox is excited to be named the exclusive automated DVD rental kiosk supplier for McDonald's USA, expanding our footprint and growth potential," said Gregg Kaplan, chief executive officer, redbox. "In the last 12 months, we've garnered more than 15 million rentals at McDonald's locations alone. Whether renting at kiosk or online, redbox looks forward to providing our customers with even more locations to rent and return nationwide."

"In addition to our great-tasting food and beverage choices, our guests expect fast service, convenience and value every time they visit our restaurants," said Karen Wells, Vice President of Strategy, McDonald's USA. "Redbox at McDonald's is value added for our busy customers and it gives them one less thing to worry about."

Each fully automated redbox DVD rental kiosk holds more than 500 DVDs, representing over 70 of the newest movie releases, with new titles available every Tuesday. Consumers 18 years of age or older can use a touch screen to select their favorite movies, swipe a valid credit or debit card and go. Customers can keep the DVD for as long as they'd like for \$1 per night plus tax, and return their DVD to any redbox kiosk nationwide. For added convenience, customers can visit www.redbox.com to choose their favorite title online and pick it up immediately at the redbox location of their choice.

Redbox has over three years of planning, consumer testing, refinement and actual operations, and currently features more than 1,800 locations nationwide, including select McDonald's restaurants, major supermarket chains and prestigious office buildings. An interactive redbox locator featuring an updated list of locations can be found at www.redbox.com.

About Redbox

Redbox Automated Retail, LLC is a leading renter of DVDs through automated kiosks. Featuring an unmatched price point and convenient **rent-and-return anywhere** policy, redbox continues to revolutionize the DVD rental industry. In September 2006, redbox launched online rentals - offering guaranteed and immediate access to new release titles with no membership or mailman required. McDonald's Corporation, the parent company of McDonald's USA, LLC, indirectly owns a minority interest in redbox. More information about redbox can be found at www.redbox.com.

About McDonald's USA

McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to millions of customers every day. More than 80 percent of McDonald's 13,700 U.S. restaurants are independently owned and operated by local franchisees. For more information about McDonald's visit www.mcdonalds.com.

[c] 2006 McDonald's.

COPYRIGHT 2006 Business Wire

COPYRIGHT 2008 Gale, Cengage Learning

**Fed Holds Steady at 2.0%
\$133,000 Mortgage for Under \$529/Month!**



Think you pay too much for your mortgage? The sad news is, you probably do. Find out what your lowest monthly payment could be.

[Calculate New House Payment](#)

Select Your State: LowerMyBills.com

 **Featured White Papers**

 [Enterprise PBX buyer's guide \(VoIP-News\)](#)

 [Enterprise PBX comparison guide \(VoIP-News\)](#)

 [Don't miss this enterprise mobility Webcast on August 14th! \(TechRepublic\)](#)

[▼ Ad Feedback](#)

Mortgage Update

Fed Holds Steady at 2.0%

\$133,000 Mortgage for Under \$529/Month!



Think you pay too much for your mortgage? The sad news is, you probably do. Find out what your lowest monthly payment could be.

[Calculate New House Payment](#)

Select Your State: LowerMyBills.com

Content provided in partnership with



Sponsored Links

Rental Homes Plus

Advertise to thousands of renters exclusively looking for rental home
www.rentalhomesplus.com

Tucson Rental Homes

Brand New 1, 2, 3 BR. Gourmet Kitch FP, Yard-Pool-Jacuzzi, from \$750/mo
www.tucsonrentalhomes.com

Houses for Rent

Looking for a House to Rent? Rent House Listings - Free
houses.classifiedads.com

Find Articles

Find More Articles Now
www.search.com/articles

Find Featured Titles for: Reference

[CLICK TO VIEW](#)

Find Research Guides for:

[CLICK TO VIEW](#)

Most Popular Publications in Business

[CLICK TO VIEW](#)

Most Popular Articles in Business

[CLICK TO VIEW](#)



[Site Help & Feedback](#) | [About BNEN](#)

[BNEN US](#) [BNEN AU](#) [BNEN UK](#)

Popular on CBS sites: [Fantasy Football](#) | [Miley Cyrus](#) | [MLB](#) | [Wii](#) | [GPS](#) | [Recipes](#) | [Mock Draft](#)

[About CNET Networks](#) | [Jobs](#) | [Advertise](#) | [Mobile](#) | [RSS](#)

Visit other CBS Interactive Sites [Select Site](#) [Go](#)

© 2008 CNET Networks, Inc., a CBS Company. All rights reserved. | [Privacy Policy](#) | [Terms of Use](#) | [Site Map](#)

This is Google's cache of <http://davisfreeberg.com/2006/10/25/the-subtle-advantages-of-redboxs-dvd-kiosks/>. It is a snapshot of the page as it appeared on Aug 10, 2008 23:01:36 GMT. The [current page](#) could have changed in the meantime. [Learn more](#)

These search terms are highlighted: **rent and return anywhere**

[Text-only version](#)

Davis Freeberg's Digital Connection

The Subtle Advantages of Redbox's DVD Kiosks

October 25th, 2006 Davis Posted in [DVDs](#), [Kiosks](#), [Disclosure - I own stock in co. mentioned](#), [Netflix](#), [Uncategorized](#) |

About 6 months ago, Byrus from the Daily Gadget, wrote a [brief review](#) of Redbox's DVD rental machines in Colorado. Since that time, Redbox has made two major enhancements to their DVD rental program, so he went back and wrote an excellent update on [his experience using the Redbox DVD machines](#). Over the last 9 months we've seen Redbox [upgrade their older DVD vending machines](#) from a capacity of 100 discs to 500 discs and we've seen them add support for [online reservations](#). The combination of both of these enhancements has created a subtle advantage that kiosks have over Blockbuster and Netflix.

*"Because you can **rent and return anywhere**, and you can rent online from any box this is a great service for travelers. You can rent a DVD on the way to the airport, watch it on the plane and return it when you land (if you are going somewhere that has a RedBox) just make sure you look up a location at the other end of the trip. Another option is to do the same during a road trip. You can even rent a new one at your next stop online. Try that with NetFlix or Blockbuster."*

Part of why I think Redbox has been so successful has been because they've been targeting communities one at a time, instead of trying to immediately go national with their service. As their business expands, we'll see Redbox spread to other cities, but by saturating a local market, they give their customers more rental options instead of just targeting a single location. This enables the company to offer more titles because they can put different new releases at different locations. It also makes it easier for customers to return their discs if they live or work near several different kiosks.

In reading through the review, I found it interesting to learn that Redbox has started renting television shows along with the new release movies that they are known for. While it's entirely possible that they may have been offering television shows all along, at a cost of \$1 per DVD and with most DVDs having four shows, you can go through an entire season of TV for only \$6, if you are efficient in watching your rentals. This is a considerable cost savings over traditional video stores and iTunes, in addition to offering a significant time advantage over DVD by mail. While not everyone will want to binge on massive amounts of TV at once,

Pages

- ▶ [Add Davis To Your RSS](#)
- ▶ [Bio](#)
- ▶ [Contact](#)
- ▶ [Film Blog](#)
- ▶ [Photos](#)
- ▶ [Radio Davis](#)
- ▶ [Seeking Alpha](#)
- ▶ [ZNF](#)

Find Me Online

My lifestream

- [The World's Weirdest Vending Machines](#)
from Stories dugg by davisfreeberg
- [Inside the Mind of an Investor \(PIC\)](#)
from Stories dugg by davisfreeberg
- [DavisFreeberg: I've got my camera rolling, film at 11](#)
from Twitter / DavisFreeberg
- [DavisFreeberg: I think the wamu next to my house is being robbed. It is surrounded by about 20 cops and the](#)

offering a significant time advantage over DVD by mail. While not everyone will want to binge on massive amounts of TV at once, I know that I enjoy watching a season of television from end to end vs. having to deal with cliff hangers all year long. One of my favorite things about Netflix has been my ability to go back and discover old television shows for the first time and while renting an entire season in one week sounds intense, I've always had a secret fantasy to try and relive an entire season of 24 over an actual 24 hour period.

I don't believe that Redbox is going to replace the longtail experience that Netflix offers, but I do think that there are consumers, like Byrus, who appreciate the flexibility and value that a kiosk experience provides. My dream DVD experience would be to see Redbox combine the convenience of a DVD kiosk with an online DVD by mail subscription. Such a combination would give me the ability to have an all you can watch experience, but to also still have access to the longtail content that I crave. While, to date there have not been a lot of consumer reviews on Redbox, I have a feeling that as we see more and more locations deployed nationally, that we'll see more positive experiences like the one that Byrus describes.

Leave a Reply

 Name Mail (will not be published) Website

surrounded by about 20 cops and the press are circling in helicopters.
from Twitter / DavisFreeberg
Fox Biz Slams CNBC For Olympics Coverage
from Stories dug by davisfreeberg
Gamefly Needs To Stop Acting Like A Psycho Ex-Girlfriend
from Stories dug by davisfreeberg
Netflix, Cablevision Add to Assault on Scheduled TV
from Delicious/DFreeberg
Parks Associates: Digital Media Changes Our Storage Cabinets
from Delicious/DFreeberg
See my complete lifestream

Archives

- August 2008
- July 2008
- June 2008
- May 2008
- April 2008
- March 2008
- February 2008
- January 2008
- December 2007
- November 2007
- October 2007
- September 2007
- August 2007
- July 2007
- June 2007
- May 2007
- April 2007
- March 2007
- February 2007
- January 2007
- December 2006
- November 2006
- October 2006

- ▶ October 2006
- ▶ September 2006
- ▶ August 2006
- ▶ July 2006

Categories

- ▶ Disclosure - I own stock in co. mentioned (140)
- ▶ DivX (30)
- ▶ DRM (33)
- ▶ DVDs (45)
- ▶ HDTV DVDe (21)
- ▶ Kiosks (25)
- ▶ Marketing (34)
- ▶ Media (74)
- ▶ Microchips (2)
- ▶ Microsoft (24)
- ▶ Movies (61)
- ▶ Music (35)
- ▶ Netflix (61)
- ▶ Photos (60)
- ▶ Robots (8)
- ▶ SA (4)
- ▶ Search (17)
- ▶ Site Of The Week (31)
- ▶ Slingbox (14)
- ▶ Spam (17)
- ▶ Technology (125)
- ▶ TiVo (95)
- ▶ TV (83)
- ▶ Uncategorized (23)
- ▶ Video Games (29)
- ▶ VOD (154)
- ▶ Web 2.0 (44)



To: Redbox Automated Retail, LLC (ipdocket@ngelaw.com)
Subject: TRADEMARK APPLICATION NO. 77464184 - RENT HERE, RETURN AN - 19638.05T1
Sent: 8/21/2008 10:03:35 AM
Sent As: ECOM114@USPTO.GOV
Attachments:

IMPORTANT NOTICE
USPTO OFFICE ACTION HAS ISSUED ON 8/21/2008 FOR
APPLICATION SERIAL NO. 77464184

Please follow the instructions below to continue the prosecution of your application:

VIEW OFFICE ACTION: Click on this link
http://tmportal.uspto.gov/external/portal/tow?DDA=Y&serial_number=77464184&doc_type=OOA&mail_date=20080821 (or copy and paste this URL into the address field of your browser), or visit <http://tmportal.uspto.gov/external/portal/tow> and enter the application serial number to access the Office action.

PLEASE NOTE: The Office action may not be immediately available but will be viewable within 24 hours of this notification.

RESPONSE MAY BE REQUIRED: You should carefully review the Office action to determine (1) if a response is required; (2) how to respond; and (3) the applicable response time period. Your response deadline will be calculated from **8/21/2008**.

Do NOT hit “Reply” to this e-mail notification, or otherwise attempt to e-mail your response, as the USPTO does NOT accept e-mailed responses. Instead, the USPTO recommends that you respond online using the Trademark Electronic Application System response form at <http://www.uspto.gov/teas/eTEASpageD.htm>.

HELP: For *technical* assistance in accessing the Office action, please e-mail
TDR@uspto.gov. Please contact the assigned examining attorney with questions about the Office action.

WARNING

- 1. The USPTO will NOT send a separate e-mail with the Office action attached.**

- 2. Failure to file any required response by the applicable deadline will result in the ABANDONMENT of your application.**

NOTE TO THE FILE

SERIAL NUMBER: 77464184

DATE: 08/19/2008

NAME: bmccauley

NOTE:

X Checked LEXIS/NEXIS

X Searched internet using Google.

 Checked with Law Library re surname.

 Checked geographic significance.

 Checked with translations branch.

 Checked ID with ID/Class

 Checked ID with Senior Attorney/Managing Attorney

 Telephoned attorney/applicant leaving message re: _____

 Telephoned attorney/applicant, application was signed on _____

 Personal interview conducted with attorney/applicant re _____

 Attorney/applicant called to discuss _____

 Bulky specimens with examiner.

 Acronym website searched.

 Changed Tradeups to add. _____

 Changed Tradeups to delete. _____

 Changed Tradeups to add Examiner's Amendment.

 Letter of Protest Granted

 OTHER (insert reason for Note)

*** User:bmccauley ***

#	Total	Dead	Live	Live	Status/	Search
	Marks	Marks	Viewed	Viewed	Search	Duration
			Docs	Images		
01	9	0	9	7	0:02	"Redbox Automated Retail"[on]
02	8967	N/A	0	0	0:01	*rent*[bi,ti]
03	17510	N/A	0	0	0:01	*here*[bi,ti]
04	1182	N/A	0	0	0:01	*return*[bi,ti]
05	1376	N/A	0	0	0:02	*any\$2where*[bi,ti]
06	1468	N/A	0	0	0:02	*any*[bi,ti] and *where*[bi,ti]
07	71	0	71	49	0:01	2 and 3 not dead[lid]
08	4	0	4	3	0:01	2 and 4 not dead[lid]
09	2	0	2	2	0:01	2 and 5 not dead[lid]
10	2	0	2	2	0:01	2 and 6 not dead[lid]
11	5	0	5	4	0:01	3 and 4 not dead[lid]
12	580	0	26	20	0:01	3 and 5 not dead[lid]
13	620	0	27	21	0:01	3 and 6 not dead[lid]
14	2	0	2	2	0:01	4 and 5 not dead[lid]
15	2	0	2	2	0:01	4 and 6 not dead[lid]
16	2	1	1	0	0:02	"here"[bi,ti] and "any where"[bi,ti]
17	33	15	18	14	0:01	"here"[bi,ti] and "anywhere"[bi,ti]

Session started 8/18/2008 3:09:24 PM

Session finished 8/18/2008 3:14:18 PM

Total search duration 0 minutes 21 seconds

Session duration 4 minutes 54 seconds

Default NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 77464184

Trademark/Service Mark Application, Principal Register

Serial Number: 77464184
Filing Date: 05/02/2008

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77464184
MARK INFORMATION	
*MARK	RENT HERE, RETURN ANYWHERE
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	RENT HERE, RETURN ANYWHERE
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	Redbox Automated Retail, LLC
*STREET	Suite 1200, One Tower Lane
*CITY	Oakbrook Terrace
*STATE (Required for U.S. applicants)	Illinois
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	60181
LEGAL ENTITY INFORMATION	
TYPE	limited liability company
STATE/COUNTRY WHERE LEGALLY ORGANIZED	Delaware
GOODS AND/OR SERVICES AND BASIS INFORMATION	
*INTERNATIONAL CLASS	041
*IDENTIFICATION	Rental of entertainment media through automated vending machines
FILING BASIS	SECTION 1(b)
ATTORNEY INFORMATION	
NAME	James P. Muraff
ATTORNEY DOCKET NUMBER	19638.05T1
FIRM NAME	Neal, Gerber & Eisenberg LLP
STREET	Two North LaSalle Street, Suite 2200
CITY	Chicago

STATE	Illinois
COUNTRY	United States
ZIP/POSTAL CODE	60602
PHONE	312.269-8000
FAX	312.269-1747
EMAIL ADDRESS	ipdocket@ngelaw.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
OTHER APPOINTED ATTORNEY	All other attorneys of the firm

CORRESPONDENCE INFORMATION

NAME	James P. Muraff
FIRM NAME	Neal, Gerber & Eisenberg LLP
STREET	Two North LaSalle Street, Suite 2200
CITY	Chicago
STATE	Illinois
COUNTRY	United States
ZIP/POSTAL CODE	60602
PHONE	312.269-8000
FAX	312.269-1747
EMAIL ADDRESS	ipdocket@ngelaw.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes

FEE INFORMATION

NUMBER OF CLASSES	1
FEE PER CLASS	325
*TOTAL FEE DUE	325
*TOTAL FEE PAID	325

SIGNATURE INFORMATION

SIGNATURE	/Frederick W. Stein/
SIGNATORY'S NAME	Frederick W. Stein
SIGNATORY'S POSITION	Vice President, General Counsel & Secretary
DATE SIGNED	05/02/2008

Trademark/Service Mark Application, Principal Register

Serial Number: 77464184
Filing Date: 05/02/2008

To the Commissioner for Trademarks:

MARK: RENT HERE, RETURN ANYWHERE (Standard Characters, see [mark](#))

The literal element of the mark consists of RENT HERE, RETURN ANYWHERE.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, Redbox Automated Retail, LLC, a limited liability company legally organized under the laws of Delaware, having an address of
Suite 1200, One Tower Lane
Oakbrook Terrace, Illinois 60181
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended.

International Class 041: Rental of entertainment media through automated vending machines

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

The applicant hereby appoints James P. Muraff and All other attorneys of the firm of Neal, Gerber & Eisenberg LLP

Two North LaSalle Street, Suite 2200

Chicago, Illinois 60602

United States

to submit this application on behalf of the applicant. The attorney docket/reference number is 19638.05T1.

Correspondence Information: James P. Muraff

Two North LaSalle Street, Suite 2200

Chicago, Illinois 60602

312.269-8000(phone)

312.269-1747(fax)

ipocket@ngelaw.com (authorized)

A fee payment in the amount of \$325 has been submitted with the application, representing payment for 1 class(es).

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /Frederick W. Stein/ Date Signed: 05/02/2008

Signatory's Name: Frederick W. Stein

Signatory's Position: Vice President, General Counsel & Secretary

RAM Accounting Date: 05/02/2008

Serial Number: 77464184

Internet Transmission Date: Fri May 02 12:52:08 EDT 2008

TEAS Stamp: USPTO/BAS-XX.XXX.XX.XXX-2008050212520843

0190-77464184-400592faf5613ac58ffed2e693

a6896b-DA-6305-20080502123922284493

RENT HERE, RETURN ANYWHERE

RENT HERE, RETURN ANYWHERE