

**Generated on:** This page was generated by TSDR on 2025-07-19 18:36:40 EDT

**Mark:** RENT AND RETURN ANYWHERE

RENT AND RETURN ANYWHERE

**US Serial Number:** 77465304

**Application Filing Date:** May 04, 2008

**US Registration Number:** 3604656

**Registration Date:** Apr. 07, 2009

**Register:** Supplemental

**Mark Type:** Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Amended to Principal Register:** No

**Date Amended to Current Register:** Feb. 23, 2009

**Status:** The registration has been renewed.

**Status Date:** Nov. 08, 2019

## Mark Information

**Mark Literal Elements:** RENT AND RETURN ANYWHERE

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

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

## 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, namely, DVDs featuring entertainment content through automated vending machines

**International Class(es):** 041 - Primary Class

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

**Class Status:** ACTIVE

**First Use:** Feb. 19, 2009

**Use in Commerce:** Feb. 19, 2009

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Filed ITU:** No

**Currently ITU:** No

**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:** One Tower Lane, Suite 900

Oakbrook Terrace 60181

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country The data cannot be loaded  
Where Organized:

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Annmary Ittan

Docket Number: 5407-675

Attorney Primary [mail@ipcounselors.com](mailto:mail@ipcounselors.com)  
Email Address:

Attorney Email Yes  
Authorized:

### Correspondent

Correspondent Annmary Ittan

Name/Address: Epstein Drangel LLP  
60 East 42nd Street, Suite 1250  
New York, NEW YORK UNITED STATES 10165

Phone: 212.292.5390

Fax: 212.292.5391

Correspondent e- [mail@ipcounselors.com](mailto:mail@ipcounselors.com)  
mail:

Correspondent e- Yes  
mail Authorized:

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
May 03, 2023	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	
May 03, 2023	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
May 03, 2023	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
May 03, 2023	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
May 03, 2023	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 02, 2020	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	
Jul. 02, 2020	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 02, 2020	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jul. 02, 2020	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 02, 2020	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Nov. 08, 2019	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Nov. 08, 2019	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Nov. 08, 2019	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Nov. 08, 2019	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	
Oct. 03, 2019	TEAS SECTION 8 & 9 RECEIVED	
Apr. 07, 2018	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Oct. 05, 2016	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Mar. 27, 2015	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 29, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 - E-MAILED	
Mar. 29, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED	
Mar. 29, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	
Mar. 27, 2015	TEAS SECTION 8 RECEIVED	
Aug. 03, 2011	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Apr. 07, 2009	REGISTERED-SUPPLEMENTAL REGISTER	
Feb. 27, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	
Feb. 26, 2009	APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER	
Feb. 26, 2009	USE AMENDMENT ACCEPTED	
Feb. 26, 2009	AMENDMENT TO USE PROCESSING COMPLETE	
Feb. 23, 2009	USE AMENDMENT FILED	
Feb. 23, 2009	PAPER RECEIVED	
Feb. 24, 2009	AMENDMENT FROM APPLICANT ENTERED	
Feb. 24, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Feb. 24, 2009	ASSIGNED TO LIE	
Feb. 23, 2009	PAPER RECEIVED	

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 07, 2008 NEW APPLICATION ENTERED

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Nov. 08, 2019

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 8

Registrant: Redbox Automated Retail, LLC

### Assignment 1 of 8

Conveyance: SECURITY INTEREST

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

Pages: 8

Date Recorded: Mar. 13, 2009

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

#### 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.](#)

Legal Entity Type: NATIONAL BANKING ASSOCIATION

State or Country: No Place of Organization Found  
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 8

Conveyance: AMENDED AND RESTATED SECURITY AGREEMENT

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

Pages: 8

Date Recorded: Jul. 26, 2011

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

#### Assignor

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

Execution Date: Jul. 15, 2011

Legal Entity Type: LIMITED LIABILITY COMPANY

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 8**

**Conveyance:** SECURITY INTEREST

Reel/Frame: [5310/0031](#)

Pages: 7

Date Recorded: Jun. 26, 2014

Supporting [assignment-tm-5310-0031.pdf](#)  
Documents:

**Assignor**

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

Execution Date: Jun. 24, 2014

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country: DELAWARE  
Where Organized:

**Assignee**

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

Legal Entity Type: NATIONAL ASSOCIATION

State or Country: UNITED STATES  
Where Organized:

Address: 901 MAIN STREET  
DALLAS, TEXAS 75202

**Correspondent**

**Correspondent** HAYNES AND BOONE, LLP  
Name:

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

**Domestic Representative - Not Found**

**Assignment 4 of 8**

**Conveyance:** SECURITY INTEREST

Reel/Frame: [5885/0027](#)

Pages: 8

Date Recorded: Sep. 27, 2016

Supporting [assignment-tm-5885-0027.pdf](#)  
Documents:

**Assignor**

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

Execution Date: Sep. 27, 2016

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country: DELAWARE  
Where Organized:

**Assignee**

Name: [JEFFERIES FINANCE LLC, AS COLLATERAL AGENT](#)

Legal Entity Type: BANK

State or Country: UNITED STATES  
Where Organized:

Address: 520 MADISON AVENUE  
NEW YORK, NEW YORK 10022

**Correspondent**

**Correspondent** CORPORATION SERVICE COMPANY  
Name:

**Correspondent** 1090 VERNONT AVENUE, NW  
Address: WASHINGTON, DC 20005

**Domestic Representative - Not Found**

**Assignment 5 of 8**

**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  
Address: ONE TOWER LANE, SUITE 900  
OAKBROOK TERRACE, ILLINOIS 60181  
State or Country: DELAWARE  
Where Organized:

#### Correspondent

Correspondent: VENISA DARK, HAYNES AND BOONE LLP  
Name:

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

#### Domestic Representative - Not Found

### Assignment 6 of 8

**Conveyance:** SECURITY INTEREST

**Reel/Frame:** [6187/0046](#)

**Pages:** 7

**Date Recorded:** Oct. 20, 2017

**Supporting Documents:** [assignment-tm-6187-0046.pdf](#)

**Assignor**  
Name: [REDBOX AUTOMATED RETAIL LLC](#)  
Legal Entity Type: LIMITED LIABILITY COMPANY  
State or Country: DELAWARE  
Where Organized:

**Assignee**  
Name: [HPS INVESTMENT PARTNERS, LLC, AS COLLATERAL AGENT](#)  
Legal Entity Type: LIMITED LIABILITY COMPANY  
Address: 40 WEST 57TH STREET  
NEW YORK, NEW YORK 10019  
State or Country: DELAWARE  
Where Organized:

#### Correspondent

Correspondent: KRISTIN YOHANNAN, ESQ.  
Name:

Correspondent: 1850 K STREET, NW, SUITE 1100  
Address: MILBANK, TWEED, HADLEY & MCCLOY, LLP  
WASHINGTON, DC 20006

#### Domestic Representative - Not Found

### Assignment 7 of 8

**Conveyance:** RELEASE BY SECURED PARTY

**Reel/Frame:** [7819/0650](#)

**Pages:** 7

**Date Recorded:** Aug. 11, 2022

**Supporting Documents:** [assignment-tm-7819-0650.pdf](#)

**Assignor**  
Name: [JEFFERIES FINANCE LLC, AS COLLATERAL AGENT](#)  
Legal Entity Type: BANK  
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  
OAKBROOK TERRACE, ILLINOIS 60181

**Correspondent**

Correspondent EPSTEIN DRANGEL LLP  
Name:

Correspondent 60 EAST 42ND STREET  
Address: SUITE 1250  
NEW YORK, NY 10165

**Domestic Representative - Not Found****Assignment 8 of 8**

Conveyance: SECURITY INTEREST

Reel/Frame: [7846/0182](#)

Pages: 19

Date Recorded: Sep. 13, 2022

Supporting [assignment-tm-7846-0182.pdf](#)  
Documents:

**Assignor**

Name: [CHICKEN SOUP FOR THE SOUL  
ENTERTAINMENT INC.](#)

Execution Date: Aug. 11, 2022

Legal Entity Type: CORPORATION

State or Country DELAWARE  
Where Organized:

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

Execution Date: Aug. 11, 2022

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country DELAWARE  
Where Organized:

Name: [A SHARP INC.](#)

Execution Date: Aug. 11, 2022

Legal Entity Type: CORPORATION

State or Country DELAWARE  
Where Organized:

Name: [CRACKLE PLUS, LLC](#)

Execution Date: Aug. 11, 2022

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country DELAWARE  
Where Organized:

Name: [HALCYON TELEVISION, LLC](#)

Execution Date: Aug. 11, 2022

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country DELAWARE  
Where Organized:

Name: [LANDMARK STUDIO GROUP LLC](#)

Execution Date: Aug. 11, 2022

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country DELAWARE  
Where Organized:

Name: [POWERSLAM, LLC](#)

Execution Date: Aug. 11, 2022

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country DELAWARE  
Where Organized:

Name: [RB SECOND MERGER SUB LLC](#)

Execution Date: Aug. 11, 2022

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country DELAWARE  
Where Organized:

Name: [SCREEN MEDIA VENTURES, LLC](#)

Execution Date: Aug. 11, 2022

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country DELAWARE  
Where Organized:

Name: [TOFG LLC](#)

Execution Date: Aug. 11, 2022

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country DELAWARE  
Where Organized:

**Assignee**

Name: [HPS INVESTMENT PARTNERS, LLC, AS COLLATERAL AGENT](#)

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country** DELAWARE  
**Where Organized:**

**Address:** 40 WEST 57TH STREET, 33RD FLOOR  
NEW YORK, UNITED STATES 10019

**Correspondent**

**Correspondent** JAVIER J. RAMOS  
**Name:**

**Correspondent** 1850 K STREET, NW, SUITE 1100

**Address:** MILBANK, LLP  
WASHINGTON, DC 20006

**Domestic Representative - Not Found**

## Change Address or Representation Form

**The table below presents the data as entered.**

Input Field	Entered
<b>SERIAL NUMBER</b>	77465304
<b>REGISTRATION NUMBER</b>	3604656
<b>LAW OFFICE ASSIGNED</b>	LAW OFFICE 114
<b>MARK SECTION</b>	
<b>MARK</b>	RENT AND RETURN ANYWHERE (standard characters, see <a href="https://tmng-al.uspto.gov/resting2/api/img/77465304/large">https://tmng-al.uspto.gov/resting2/api/img/77465304/large</a> )
<b>OWNER SECTION(current)</b>	
<b>NAME</b>	Redbox Automated Retail, LLC
<b>MAILING ADDRESS</b>	One Tower Lane, Suite 900
<b>CITY</b>	Oakbrook Terrace
<b>STATE</b>	Illinois
<b>STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY</b>	United States
<b>ZIP/POSTAL CODE</b>	60181
<b>EMAIL</b>	XXXX
<b>OWNER SECTION(proposed)</b>	
<b>STATEMENT TEXT</b>	By submission of this request, the undersigned requests that the following be made of record for the owner/holder:
<b>NAME</b>	Redbox Automated Retail, LLC
<b>MAILING ADDRESS</b>	One Tower Lane, Suite 900
<b>CITY</b>	Oakbrook Terrace
<b>STATE</b>	Illinois
<b>STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY</b>	United States
<b>ZIP/POSTAL CODE</b>	60181
<b>EMAIL</b>	XXXX
<b>ATTORNEY SECTION (current)</b>	
<b>NAME</b>	James P. Muraff
<b>ATTORNEY BAR MEMBERSHIP NUMBER</b>	XXX
<b>YEAR OF ADMISSION</b>	XXXX
<b>U.S. STATE/ COMMONWEALTH/ TERRITORY</b>	XX
<b>FIRM NAME</b>	McDonald Hopkins LLC
<b>STREET</b>	300 North LaSalle Street Suite 1400

CITY	CHICAGO
STATE	Illinois
STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
POSTAL/ZIP CODE	60654
PHONE	3126421480
FAX	216-348-5474
EMAIL	ipmailbox@mcdonaldhopkins.com
DOCKET/REFERENCE NUMBER(S)	49021-00042

#### ATTORNEY SECTION (proposed)

STATEMENT TEXT	By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney:
NAME	Annmary Ittan
ATTORNEY BAR MEMBERSHIP NUMBER	XXX
YEAR OF ADMISSION	XXXX
U.S. STATE/ COMMONWEALTH/ TERRITORY	XX
FIRM NAME	Epstein Drangel LLP
OTHER APPOINTED ATTORNEY(S)	William C. Wright; Jesse R. Bader; Hannah Rosenson; Alexandra L. Scoville; Kimberly A. Klibert
STREET	60 East 42nd Street, Suite 1250
CITY	New York
STATE	New York
STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
POSTAL/ZIP CODE	10165
PHONE	212.292.5390
FAX	212.292.5391
EMAIL	mail@ipcounselors.com
DOCKET/REFERENCE NUMBER(S)	5407-675

#### CORRESPONDENCE SECTION (current)

NAME	James P. Muraff
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	ipmailbox@mcdonaldhopkins.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	NOT PROVIDED
DOCKET/REFERENCE NUMBER(S)	49021-00042

#### CORRESPONDENCE SECTION (proposed)

NAME	Annmary Ittan
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	mail@ipcounselors.com

SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	NOT PROVIDED
<b>SIGNATURE SECTION</b>	
SIGNATURE	/Frederick W Stein/
SIGNATORY NAME	Frederick W Stein
SIGNATORY DATE	05/03/2023
SIGNATORY POSITION	Chief Legal Officer
ROLE OF AUTHORIZED SIGNATORY	Owner/Holder not represented by an attorney
SIGNATURE METHOD	Sent to third party for signature
<b>FILING INFORMATION SECTION</b>	
SUBMIT DATE	Wed May 03 17:07:33 ET 2023
TEAS STAMP	USPTO/CAR-XXXX:XXX:XXX:XX XX:XXXX:XXXX:XXXX:XXXX-20 230503170733652096-770749 24-850b5b58ef5c7569e4bf5a dbbf565ab4ab47ddd61e519f1 a8e45964c53a0cb934-N/A-N/ A-20230419153239573293

## Change Address or Representation Form

To the Commissioner for Trademarks:

**MARK:** RENT AND RETURN ANYWHERE (standard characters, see <https://tmng-al.uspto.gov/resting2/api/img/77465304/large>)

**SERIAL NUMBER:** 77465304

**REGISTRATION NUMBER:** 3604656

**Owner Section (Current):**

Redbox Automated Retail, LLC

One Tower Lane, Suite 900

Oakbrook Terrace, Illinois 60181

United States

XXXX

By submission of this request, the undersigned requests that the following be made of record for the owner/holder:

**Owner Section (proposed):**

Redbox Automated Retail, LLC

One Tower Lane, Suite 900

Oakbrook Terrace, Illinois 60181

United States

XXXX

**Attorney Section (Current):**

James P. Muraff of McDonald Hopkins LLC

XX bar, admitted in XXXX, bar membership no. XXX, is located at

300 North LaSalle Street Suite 1400

CHICAGO, Illinois 60654

United States

3126421480

216-348-5474

Email Address: [ipmailbox@mcdonaldhopkins.com](mailto:ipmailbox@mcdonaldhopkins.com)

Docket Reference Number(s):49021-00042.

By submission of this request, the undersigned REVOKEs the power of attorney currently of record, as listed above, and hereby APPOINTs the following new attorney:

**Attorney Section (proposed):**

Annmary Ittan of Epstein Drangel LLP

XX bar, admitted in XXXX, bar membership no. XXX, is located at

60 East 42nd Street, Suite 1250

New York, New York 10165

United States

212.292.5390

212.292.5391

[mail@ipcounselors.com](mailto:mail@ipcounselors.com)

Other Appointed Attorney(s): William C. Wright; Jesse R. Bader; Hannah Rosenson; Alexandra L. Scoville; Kimberly A. Klibert

Docket Reference Number(s): 5407-675

Annmary Ittan submitted the following statement: The attorney of record is an active member in good standing of the bar of the highest court of a

U.S. state, the District of Columbia, or any U.S. Commonwealth or territory.

**Correspondence Section (Current):**

James P. Muraff

PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE: ipmailbox@mcdonaldhopkins.com

SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): NOT PROVIDED

Docket Reference Number(s): 49021-00042

**Correspondence Section (proposed):**

Anmmary Ittan

PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE: mail@ipcounselors.com

SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): NOT PROVIDED

Docket Reference Number(s): 5407-675

**Requirement for Email and Electronic Filing:** I understand that a valid email address must be maintained by the owner/holder and the owner's/holder's attorney, if appointed, and that all official trademark correspondence must be submitted via the Trademark Electronic Application System (TEAS).

Signature: /Frederick W Stein/ Date: 05/03/2023

Signatory's Name: Frederick W Stein

Signatory's Position: Chief Legal Officer

Signature method: Sent to third party for signature

The signatory has confirmed that he/she is either: (1) the owner/holder; or (2) a person or persons with legal authority to bind the owner/holder.

Serial Number: 77465304

Internet Transmission Date: Wed May 03 17:07:33 ET 2023

TEAS Stamp: USPTO/CAR-XXXX:XXX:XXX:XXXX:XXXX:XXXX:XX

XX:XXXX-20230503170733652096-77074924-85

0b5b58ef5c7569e4bf5adbbf565ab4ab47ddd61e

519f1a8e45964c53a0cb934-N/A-N/A-20230419

153239573293

## Change Address or Representation Form

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77465304
REGISTRATION NUMBER	3604656
LAW OFFICE ASSIGNED	LAW OFFICE 114
<strong>MARK SECTION</strong>	
MARK	RENT AND RETURN ANYWHERE (standard characters, see <a href="https://tmng-al.uspto.gov/resting2/api/img/77465304/large">https://tmng-al.uspto.gov/resting2/api/img/77465304/large</a> )
<strong>OWNER SECTION(current)</strong>	
NAME	Redbox Automated Retail, LLC
MAILING ADDRESS	One Tower Lane, Suite 1200
CITY	Oakbrook Terrace
STATE	Illinois
STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
ZIP/POSTAL CODE	60181
EMAIL	XXXX
<strong>ATTORNEY SECTION(current)</strong>	
NAME	James P. Muraff
ATTORNEY BAR MEMBERSHIP NUMBER	XXX
YEAR OF ADMISSION	XXXX
U.S. STATE/ COMMONWEALTH/ TERRITORY	XX
FIRM NAME	NEAL, GERBER & EISENBERG LLP
STREET	Two North LaSalle Street, Suite 1700
CITY	CHICAGO
STATE	Illinois
STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
POSTAL/ZIP CODE	60602
PHONE	312-269-8000
FAX	312-269-1747
EMAIL	ipdocket@ngelaw.com
DOCKET/REFERENCE NUMBER(S)	19638.06T1
<strong>CORRESPONDENCE SECTION(current)</strong>	

NAME	JAMES P. MURAFF
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	trademarks@nge.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	NOT PROVIDED
DOCKET/REFERENCE NUMBER(S)	19638.06T1
<b>OWNER SECTION(proposed)</b>	
STATEMENT TEXT	By submission of this request, the undersigned requests that the following be made of record for the owner/holder:
NAME	Redbox Automated Retail, LLC
MAILING ADDRESS	One Tower Lane, Suite 900
CITY	Oakbrook Terrace
STATE	Illinois
STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
ZIP/POSTAL CODE	60181
EMAIL	XXXX
<b>ATTORNEY SECTION (proposed)</b>	
STATEMENT TEXT	By submission of this request, the undersigned appoints the following new attorney, is newly appearing as the attorney, or updates the information of an existing attorney of record:
NAME	James P. Muraff
ATTORNEY BAR MEMBERSHIP NUMBER	XXX
YEAR OF ADMISSION	XXXX
U.S. STATE/ COMMONWEALTH/ TERRITORY	XX
FIRM NAME	McDonald Hopkins LLC
OTHER APPOINTED ATTORNEY(S)	David B. Cupar, Scott Slaby, David T. Movius, Todd A. Benni, Matthew J. Cavanagh, Joseph J. Crimaldi, Mark J. Masterson, Mark C. Guinto, Robert C. Baraona, Julie Micalizzi and Lindsie A. Everett
STREET	300 North LaSalle Street Suite 1400
CITY	CHICAGO
STATE	Illinois
STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
POSTAL/ZIP CODE	60654
PHONE	3126421480
FAX	216-348-5474
EMAIL	ipmailbox@mcdonaldhopkins.com
DOCKET/REFERENCE NUMBER(S)	49021-00042
<b>CORRESPONDENCE SECTION (proposed)</b>	
NAME	James P. Muraff
PRIMARY EMAIL ADDRESS FOR	ipmailbox@mcdonaldhopkins.com

<b>CORRESPONDENCE</b>	
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	NOT PROVIDED
DOCKET/REFERENCE NUMBER(S)	49021-00042
<b>SIGNATURE SECTION</b>	
SIGNATURE	/James P. Muraff/
SIGNATORY NAME	James P. Muraff
SIGNATORY DATE	07/02/2020
SIGNATORY POSITION	Attorney of record, Illinois bar member
AUTHORIZED SIGNATORY	YES
<b>FILING INFORMATION SECTION</b>	
SUBMIT DATE	Thu Jul 02 15:00:54 ET 2020
TEAS STAMP	USPTO/CAR-XXX.XX.XX.XXX-2 0200702150054105723-85551 440-710f0b79cd5724aec4ca0 a17155552a9248e198d0a7889 f63ce060e6ec26dc8fa1-N/A- N/A-20200702145939867774

---

## Change Address or Representation Form

To the Commissioner for Trademarks:

**MARK:** RENT AND RETURN ANYWHERE (standard characters, see [https://tmng-al.uspto.gov/resting2/api/img/7746530\\_4/large](https://tmng-al.uspto.gov/resting2/api/img/7746530_4/large))

**SERIAL NUMBER:** 77465304

**REGISTRATION NUMBER:** 3604656

**Owner Section (Current) :**

Redbox Automated Retail, LLC

One Tower Lane, Suite 1200

Oakbrook Terrace, Illinois 60181

United States

XXXX

**Attorney Section (Current):**

James P. Muraff of NEAL, GERBER & EISENBERG LLP

XX bar, admitted in XXXX, bar membership no. XXX, is located at

Two North LaSalle Street, Suite 1700

CHICAGO, Illinois 60602

United States

312-269-8000

312-269-1747

Email Address: [ipdocket@ngelaw.com](mailto:ipdocket@ngelaw.com)

Docket Reference Number(s):19638.06T1.

**Correspondence Section (Current):**

JAMES P. MURAFF

PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE: [trademarks@nge.com](mailto:trademarks@nge.com)

SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): NOT PROVIDED

Docket Reference Number(s): 19638.06T1

By submission of this request, the undersigned requests that the following be made of record for the owner/holder:

**Owner Section (proposed):**

Redbox Automated Retail, LLC

One Tower Lane, Suite 900

Oakbrook Terrace, Illinois 60181

United States

XXXX

By submission of this request, the undersigned appoints the following new attorney, is newly appearing as the attorney, or updates the information of an existing attorney of record:

**Attorney Section (proposed):**

James P. Muraff of McDonald Hopkins LLC

XX bar, admitted in XXXX, bar membership no. XXX, is located at

300 North LaSalle Street Suite 1400

CHICAGO, Illinois 60654

United States

3126421480

216-348-5474

[ipmailbox@mcdonaldhopkins.com](mailto:ipmailbox@mcdonaldhopkins.com)

Other Appointed Attorney(s): David B. Cupar, Scott Slaby, David T. Movius, Todd A. Benni, Matthew J. Cavanagh, Joseph J. Crimaldi, Mark J. Masterson, Mark C. Guinto, Robert C. Baraona, Julie Micalizzi and Lindsie A. Everett  
Docket Reference Number(s): 49021-00042

James P. Muraff submitted the following statement: The attorney of record is an active member in good standing of the bar of the highest court of a U.S. state, the District of Columbia, or any U.S. Commonwealth or territory.

**Correspondence Section (proposed):**

James P. Muraff

PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE: ipmailbox@mcdonaldhopkins.com

SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): NOT PROVIDED

Docket Reference Number(s): 49021-00042

Signature: /James P. Muraff/ Date: 07/02/2020

Signatory's Name: James P. Muraff

Signatory's Position: Attorney of record, Illinois bar member

Serial Number: 77465304

Internet Transmission Date: Thu Jul 02 15:00:54 ET 2020

TEAS Stamp: USPTO/CAR-XXX.XX.XX.XXX-2020070215005410

5723-85551440-710f0b79cd5724aec4ca0a1715

5552a9248e198d0a7889f63ce060e6ec26dc8fa1

-N/A-N/A-20200702145939867774

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**From:** TMOfficialNotices@USPTO.GOV  
**Sent:** Friday, November 8, 2019 11:02 PM  
**To:** XXXX  
**Subject:** Official USPTO Notice of Acceptance and Renewal Sections 8 and 9: U.S. Trademark RN 3604656: RENT AND RETURN ANYWHERE: Docket/Reference No. 19638.06T1

---

**U.S. Serial Number:** 77465304  
**U.S. Registration Number:** 3604656  
**U.S. Registration Date:** Apr 7, 2009  
**Mark:** RENT AND RETURN ANYWHERE  
**Owner:** Redbox Automated Retail, LLC

Nov 8, 2019

## NOTICE OF ACCEPTANCE UNDER SECTION 8

The declaration of use or excusable nonuse filed for the above-identified registration meets the requirements of Section 8 of the Trademark Act, 15 U.S.C. §1058. **The Section 8 declaration is accepted.**

## NOTICE OF REGISTRATION RENEWAL UNDER SECTION 9

The renewal application filed for the above-identified registration meets the requirements of Section 9 of the Trademark Act, 15 U.S.C. §1059. **The registration is renewed.**

**The registration will remain in force for the class(es) listed below, unless canceled by an order of the Commissioner for Trademarks or a Federal Court, as long as the requirements for maintaining the registration are fulfilled as they become due.**

**Class(es):**  
041

TRADEMARK SPECIALIST  
POST-REGISTRATION DIVISION  
571-272-9500

---

## REQUIREMENTS FOR MAINTAINING REGISTRATION IN SUCCESSIVE TEN-YEAR PERIODS

**WARNING: Your registration will be canceled if you do not file the documents below during the specified statutory time periods.**

**What and When to File:** You must file a declaration of use (or excusable nonuse) **and** an application for renewal between every 9th and 10th-year period, calculated from the registration date. See 15 U.S.C. §§1058, 1059.

**Grace Period Filings**

The above documents will be considered as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**\*\*\*THE USPTO IS NOT REQUIRED TO SEND ANY FURTHER NOTICE OR REMINDER OF THESE REQUIREMENTS. THE OWNER SHOULD CONTACT THE USPTO ONE YEAR BEFORE THE EXPIRATION OF THE TIME PERIODS SHOWN ABOVE TO DETERMINE APPROPRIATE REQUIREMENTS AND FEES.\*\*\***

To check the status of this registration, go to [https://tsdr.uspto.gov/#caseNumber=77465304&caseSearchType=US\\_APPLICATION&caseType=SERIAL\\_NO&searchType=statusSearch](https://tsdr.uspto.gov/#caseNumber=77465304&caseSearchType=US_APPLICATION&caseType=SERIAL_NO&searchType=statusSearch) or contact the Trademark Assistance Center at 1-800-786-9199.

To view this notice and other documents for this registration on-line, go to [https://tsdr.uspto.gov/#caseNumber=77465304&caseSearchType=US\\_APPLICATION&caseType=SERIAL\\_NO&searchType=documentSearch](https://tsdr.uspto.gov/#caseNumber=77465304&caseSearchType=US_APPLICATION&caseType=SERIAL_NO&searchType=documentSearch) NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.

\* For further information, including information on filing and maintenance requirements for U.S. trademark applications and registrations and required fees, please consult the USPTO website at <https://www.uspto.gov/trademark> or contact the Trademark Assistance Center at 1-800-786-9199.

## Combined Declaration of Use and/or Excusable Nonuse/Application for Renewal of Registration of a Mark under Sections 8 & 9

The table below presents the data as entered.

Input Field	Entered
<b>REGISTRATION NUMBER</b>	3604656
<b>REGISTRATION DATE</b>	04/07/2009
<b>SERIAL NUMBER</b>	77465304
<b>MARK SECTION</b>	
<b>MARK</b>	RENT AND RETURN ANYWHERE (see, <a href="https://tmng-al.uspto.gov/resting2/api/img/77465304/large">https://tmng-al.uspto.gov/resting2/api/img/77465304/large</a> )
<b>ATTORNEY SECTION (current)</b>	
<b>NAME</b>	James P. Muraff
<b>ATTORNEY BAR MEMBERSHIP NUMBER</b>	NOT SPECIFIED
<b>YEAR OF ADMISSION</b>	NOT SPECIFIED
<b>U.S. STATE/ COMMONWEALTH/ TERRITORY</b>	NOT SPECIFIED
<b>FIRM NAME</b>	NEAL, GERBER & EISENBERG LLP
<b>STREET</b>	Two North LaSalle Street, Suite 1700
<b>CITY</b>	CHICAGO
<b>STATE</b>	Illinois
<b>POSTAL CODE</b>	60602
<b>COUNTRY</b>	United States
<b>PHONE</b>	312-269-8000
<b>FAX</b>	312-269-1747
<b>EMAIL</b>	ipdocket@ngelaw.com
<b>DOCKET/REFERENCE NUMBER</b>	19638.06T1
<b>ATTORNEY SECTION (proposed)</b>	
<b>NAME</b>	James P. Muraff
<b>ATTORNEY BAR MEMBERSHIP NUMBER</b>	XXX
<b>YEAR OF ADMISSION</b>	XXXX
<b>U.S. STATE/ COMMONWEALTH/ TERRITORY</b>	XX
<b>FIRM NAME</b>	NEAL, GERBER & EISENBERG LLP
<b>STREET</b>	Two North LaSalle Street, Suite 1700
<b>CITY</b>	CHICAGO

STATE	Illinois
POSTAL CODE	60602
COUNTRY	United States
PHONE	312-269-8000
FAX	312-269-1747
EMAIL	ipdocket@ngelaw.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
DOCKET/REFERENCE NUMBER	19638.06T1

**CORRESPONDENCE SECTION (current)**

NAME	JAMES P. MURAFF
FIRM NAME	NEAL, GERBER & EISENBERG LLP
STREET	Two North LaSalle Street, Suite 1700
CITY	CHICAGO
STATE	Illinois
POSTAL CODE	60602
COUNTRY	United States
PHONE	312.269.8000
FAX	312.269.1747
EMAIL	trademarks@ngelaw.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
DOCKET/REFERENCE NUMBER	19638.06T1

**CORRESPONDENCE SECTION (proposed)**

NAME	JAMES P. MURAFF
FIRM NAME	NEAL, GERBER & EISENBERG LLP
STREET	Two North LaSalle Street, Suite 1700
CITY	CHICAGO
STATE	Illinois
POSTAL CODE	60602
COUNTRY	United States
PHONE	312-269-8000
FAX	312-269-1747
EMAIL	trademarks@ngelaw.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
DOCKET/REFERENCE NUMBER	19638.06T1

**GOODS AND/OR SERVICES SECTION**

INTERNATIONAL CLASS	041

GOODS OR SERVICES	rental of entertainment media, namely, DVDs featuring entertainment content through automated vending machines
<b>SPECIMEN FILE NAME(S)</b>	
ORIGINAL PDF FILE	<a href="SPN0-6385229130-20191003153146958677_.aboutredboxcom_2019-10-03T19-28-49.pdf">SPN0-6385229130-20191003153146958677_.aboutredboxcom_2019-10-03T19-28-49.pdf</a>
CONVERTED PDF FILE(S) (1 page)	<a href="\\TICRS\\EXPORT17\\IMAGEOUT17\\774\\653\\77465304\\xml2\\S890002.JPG">\\TICRS\\EXPORT17\\IMAGEOUT17\\774\\653\\77465304\\xml2\\S890002.JPG</a>
SPECIMEN DESCRIPTION	Screenshot of website
<b>OWNER SECTION (current)</b>	
NAME	Redbox Automated Retail, LLC
STREET	One Tower Lane, Suite 1200
CITY	Oakbrook Terrace
STATE	Illinois
ZIP/POSTAL CODE	60181
COUNTRY	United States
<b>OWNER SECTION (proposed)</b>	
NAME	Redbox Automated Retail, LLC
STREET	One Tower Lane, Suite 1200
CITY	Oakbrook Terrace
STATE	Illinois
ZIP/POSTAL CODE	60181
COUNTRY	United States
EMAIL	XXXX
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
<b>LEGAL ENTITY SECTION (current)</b>	
TYPE	limited liability company
STATE/COUNTRY WHERE LEGALLY ORGANIZED	Delaware
<b>PAYMENT SECTION</b>	
NUMBER OF CLASSES	1
NUMBER OF CLASSES PAID	1
COMBINED §§ 8 & 9 DECLARATION/APPLICATION FILING FEE	425
GRACE PERIOD FEE FOR §8 AND §9	200
TOTAL FEE PAID	625
<b>SIGNATURE SECTION</b>	
SIGNATURE	/Sam Banayan/
SIGNATORY'S NAME	Sam Banayan
SIGNATORY'S POSITION	Director, Legal
DATE SIGNED	10/03/2019

<b>PAYMENT METHOD</b>	DA
<b>FILING INFORMATION</b>	
<b>SUBMIT DATE</b>	Thu Oct 03 17:08:16 EDT 2019
<b>TEAS STAMP</b>	USPTO/S08N09-XX.XX.XXX.XX X-20191003170816195211-36 04656-610eca14adef468136c 9a3a6373bc7ff849bdf82eee9 7b20f1cd99e222c3548777-DA -08154878-201910031531469 58677

---

## Combined Declaration of Use and/or Excusable Nonuse/Application for Renewal of Registration of a Mark under Sections 8 & 9

**To the Commissioner for Trademarks:**

**REGISTRATION NUMBER:** 3604656

**REGISTRATION DATE:** 04/07/2009

**MARK:** RENT AND RETURN ANYWHERE

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

is filing a Combined Declaration of Use and/or Excusable Nonuse/Application for Renewal of Registration of a Mark under Sections 8 & 9.

For International Class 041, the mark is in use in commerce on or in connection with **all** goods/services, or to indicate membership in the collective membership organization, listed in the existing registration for this specific class: rental of entertainment media, namely, DVDs featuring entertainment content through automated vending machines ; or, the owner is making the listed excusable nonuse claim.

The owner is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in this class, consisting of a(n) screenshot of website.

**Original PDF file:**

[SPN0-6385229130-20191003153146958677 . aboutredboxcom 2019-10-03T19-28-49.pdf](#)

**Converted PDF file(s) (1 page)**

[Specimen File1](#)

The applicant's current attorney information: James P. Muraff. James P. Muraff of NEAL, GERBER & EISENBERG LLP, is located at

Two North LaSalle Street, Suite 1700  
CHICAGO, Illinois 60602  
United States

The docket/reference number is 19638.06T1.

The phone number is 312-269-8000.

The fax number is 312-269-1747.

The email address is ipdocket@ngelaw.com

The applicants proposed attorney information: James P. Muraff. James P. Muraff of NEAL, GERBER & EISENBERG LLP, is a member of the XX bar, admitted to the bar in XXXX, bar membership no. XXX, is located at

Two North LaSalle Street, Suite 1700  
CHICAGO, Illinois 60602  
United States

The docket/reference number is 19638.06T1.

The phone number is 312-269-8000.

The fax number is 312-269-1747.

The email address is ipdocket@ngelaw.com

James P. Muraff submitted the following statement: The attorney of record is an active member in good standing of the bar of the highest court of a U.S. state, the District of Columbia, or any U.S. Commonwealth or territory.

The applicant's current correspondence information: JAMES P. MURAFF. JAMES P. MURAFF of NEAL, GERBER & EISENBERG LLP, is located at

Two North LaSalle Street, Suite 1700  
CHICAGO, Illinois 60602  
United States

The docket/reference number is 19638.06T1.

The phone number is 312.269.8000.

The fax number is 312.269.1747.

The email address is trademarks@ngelaw.com

The applicants proposed correspondence information: JAMES P. MURAFF. JAMES P. MURAFF of NEAL, GERBER & EISENBERG LLP, is located at

Two North LaSalle Street, Suite 1700  
CHICAGO, Illinois 60602  
United States

The docket/reference number is 19638.06T1.

The phone number is 312-269-8000.

The fax number is 312-269-1747.

The email address is trademarks@nge.com

A fee payment in the amount of \$625 will be submitted with the form, representing payment for 1 class(es), plus any additional grace period fee, if necessary.

#### Declaration

- Unless the owner has specifically claimed excusable nonuse, the mark is in use in commerce on or in connection with the goods/services or to indicate membership in the collective membership organization identified above, as evidenced by the attached specimen(s).
- Unless the owner has specifically claimed excusable nonuse, the specimen(s) shows the mark as currently used in commerce on or in connection with the goods/services/collective membership organization.
- The registrant requests that the registration be renewed for the goods/services/collective organization identified above.
- To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.
- The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of this submission and the registration, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Signature: /Sam Banayan/ Date: 10/03/2019

Signatory's Name: Sam Banayan

Signatory's Position: Director, Legal

**Mailing Address (current):**

NEAL, GERBER & EISENBERG LLP  
Two North LaSalle Street, Suite 1700  
CHICAGO, Illinois 60602

**Mailing Address (proposed):**

NEAL, GERBER & EISENBERG LLP

Two North LaSalle Street, Suite 1700  
CHICAGO, Illinois 60602

Serial Number: 77465304

Internet Transmission Date: Thu Oct 03 17:08:16 EDT 2019

TEAS Stamp: USPTO/S08N09-XX.XX.XXX.XXX-2019100317081

6195211-3604656-610eca14adef468136c9a3a6

373bc7ff849bdf82eee97b20f1cd99e222c35487

77-DA-08154878-20191003153146958677



With more than 6 billion rentals to date, Redbox is America's leading source for affordable new release movie and video game rentals. Redbox offers DVD, Blu-ray™ Discs and video game rentals through the nation's largest network of more than 41,500 conveniently located, self-service entertainment kiosks, and On Demand movies and TV shows, without a subscription.

#### What's New?

- Stream Movies & TV Shows On-the-Go: Redbox On Demand delivers a broad selection of movies and TV shows via transactional video-on-demand (VOD) and electronic sell-through (EST).
- Buy Movies & Games at the Box: Consumers can now buy **pre-rented movies** and **video games** for amazingly low prices. Simply browse and reserve the titles you want to buy and then pick up the discs at the box you selected.
- Switch Rentals Are Rolling Out: **Nintendo Switch rentals** are available in **select cities** nationwide.
- 4K UHD Rentals: Watch movies in even better quality – 4K Ultra HD rentals are available in **select cities** for just \$2.50 per night.

#### Redbox Fast Facts

- Starting at \$1.75 a day for DVDs, \$2 a day Blu-ray™ Discs and \$3 a day for video games
- Earn free movie and game nights via **Redbox Perks**
- Rent a new-release cheaper than cable
- No monthly subscription required
- RENT AND RETURN ANYWHERE ® – rent any disk at any of our more than **41,500 kiosks** and counting
- Reserve online or on the **Redbox app**

#### Brief History

Redbox revolutionized the way Americans rent movies when it was founded in 2002 on the belief that consumers deserved a convenient way to rent new-release movies at a low nightly price.

Soon after testing began within McDonald's Ventures LLC, Redbox started counting its locations and rentals by the hundreds instead of the handfuls. During the peak period of installations, new kiosks appeared every hour, every day, 365 days a year to keep up with retailer interest and customer demand.

In 2010, Redbox rented its 1 billionth disc and also started renting Blu-ray™ Discs. Video games made their debut nationally in 2011.

Today, Redbox is located at some of the largest retailers nationwide, where Americans have rented more than 6 billion discs.

The Redbox team works hard every day – in your local communities to uphold our promise to bring you a constantly updated selection of the newest hit movies and video games.

#### Facebook



#### Twitter

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Find  
[New Movies](#)  
[Video Games](#)  
[Redbox Locations](#)  
[Redbox Gifts](#)  
[Redbox Play Pass](#)  
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**ROUTING SHEET TO POST REGISTRATION (PRU)****Registration Number:** 3604656**Serial Number:** 77465304**RAM Sale Number:** 3604656**RAM Accounting Date:** 20191003**Total Fees:** \$625

Note: Process in accordance with Post Registration Standard Operating Procedure (SOP)

<b><u>Transaction</u></b>	<b><u>Fee Code</u></b>	<b><u>Transaction Date</u></b>	<b><u>Fee per Class</u></b>	<b><u>Number of Classes</u></b>	<b><u>Number of Classes Paid</u></b>	<b><u>Total Fee</u></b>
§8 affidavit	7205	20191003	\$125	1	1	\$125
Application for Renewal (§9)	7201	20191003	\$300	1	1	\$300
Grace period for §8	7206	20191003	\$100	1	1	\$100
Grace period for renewal	7203	20191003	\$100	1	1	\$100

Physical Location: MADCD- NO PHYSICAL FILE

Lost Case Flag: False

In TICRS (AM-FLG-IN-TICRS): True

**Transaction Date:** 20191003



With more than 6 billion rentals to date, Redbox is America's leading source for affordable new release movie and video game rentals. Redbox offers DVD, Blu-ray™ Discs and video game rentals through the nation's largest network of more than 41,500 conveniently located, self-service entertainment kiosks, and On Demand movies and TV shows, without a subscription.

#### What's New?

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- Buy Movies & Games at the Box: Consumers can now buy **pre-rented movies** and **video games** for amazingly low prices. Simply browse and reserve the titles you want to buy and then pick up the discs at the box you selected.
- Switch Rentals Are Rolling Out: **Nintendo Switch rentals** are available in **select cities** nationwide.
- 4K UHD Rentals: Watch movies in even better quality – 4K Ultra HD rentals are available in **select cities** for just \$2.50 per night.

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- Earn free movie and game nights via **Redbox Perks**
- Rent a new-release cheaper than cable
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- RENT AND RETURN ANYWHERE ® – rent any disk at any of our more than **41,500 kiosks** and counting
- Reserve online or on the **Redbox app**

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The Redbox team works hard every day – in your local communities to uphold our promise to bring you a constantly updated selection of the newest hit movies and video games.

#### Facebook



#### Twitter

[My Tweets](#)

Find  
[New Movies](#)  
[Video Games](#)  
[Redbox Locations](#)  
[Redbox Gifts](#)  
[Redbox Play Pass](#)  
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---

**From:** TMOfficialNotices@USPTO.GOV  
**Sent:** Saturday, April 7, 2018 01:08 AM  
**To:** XXXX  
**Subject:** Official USPTO Courtesy Reminder of Required Trademark Registration Maintenance Filings Under Section 8 and 9: U.S. Trademark RN 3604656: RENT AND RETURN ANYWHERE: Docket/Reference No. 19638.06T1

---

**U.S. Serial Number:** 77465304  
**U.S. Registration Number:** 3604656  
**U.S. Registration Date:** Apr 7, 2009  
**Mark:** RENT AND RETURN ANYWHERE  
**Owner:** Redbox Automated Retail, LLC

Apr 7, 2018

**U.S. PATENT AND TRADEMARK OFFICE ("USPTO") COURTESY REMINDER  
OF REQUIRED TRADEMARK REGISTRATION MAINTENANCE FILINGS UNDER SECTIONS 8 AND 9**

**WARNING:** Your trademark registration will be CANCELLED and will EXPIRE if you do not file the required documents below during the specified statutory time periods.

The above-identified registration registered on Apr 7, 2009. Therefore, the owner of the registration must file a Declaration of Use and/or Excusable Nonuse and an Application for Renewal under §§8 and 9 of the Trademark Act anytime between now and Apr 8, 2019. For an additional fee, the owner may file the documents within the six-month grace period that ends on Oct 7, 2019. See 15 U.S.C. §§1058, 1059. The current fee for a combined filing under §§8 and 9 is \$425 per class if the filing is made via the Trademark Electronic Application System ("TEAS") and \$725 per class if the filing is made on paper, and the additional fee for filing during the six-month grace period is \$200 per class if the filing is made via TEAS and \$400 per class if the filing is made on paper. 37 C.F.R. §2.6.

To expedite processing, the owner is encouraged to file through the USPTO's official website using TEAS. Official forms for filing a Combined Declaration of Use and/or Excusable Nonuse and Application for Renewal under §§8 and 9 are available through TEAS at <https://www.uspto.gov/trademarks-application-process/filing-online/registration-maintenancerenewalcorrection-forms>.

For information regarding how to record ownership documents such as assignments, name changes and mergers, please see TMEP §503. To expedite recordation, the owner is encouraged to file requests for recordation through the Electronic Trademark Assignment System ("ETAS") at <https://etas.uspto.gov>.

For further information regarding the maintenance of a trademark registration, including future maintenance filings, please consult the USPTO website at <https://www.uspto.gov/learning-and-resources/trademark-faqs>.

This reminder notice is being sent only as a courtesy to those trademark owners who have authorized e-mail communication and maintain a current e-mail address with the USPTO. Failure by the USPTO to send a reminder or non-receipt of a reminder does not excuse a trademark owner from meeting the statutory obligations for maintaining a trademark registration. If a registration is cancelled and/or expired due to the failure to timely file required maintenance documents, it cannot be reinstated or revived.

Correspondence transmitted through TEAS is considered to have been filed on the date the USPTO receives the transmission, in Eastern Time, regardless of whether that date is a Saturday, Sunday, or Federal holiday within the District of Columbia. 37 C.F.R. §2.195(a)(2).

To check the status of this registration, go to [https://tsdr.uspto.gov/#caseNumber=77465304&caseType=SERIAL\\_NO&searchType=statusSearch](https://tsdr.uspto.gov/#caseNumber=77465304&caseType=SERIAL_NO&searchType=statusSearch) or contact the Trademark Assistance Center at 1-800-786-9199.

In order to be eligible for future e-mail reminders of maintenance filings, please remember to authorize e-mail communication when filing your maintenance documents through TEAS.

---

**From:** TMOfficialNotices@USPTO.GOV  
**Sent:** Sunday, March 29, 2015 11:35 PM  
**To:** XXXX  
**Subject:** Official USPTO Notice of Acceptance Section 8: U.S. Trademark RN 3604656: RENT AND RETURN ANYWHERE: Docket/Reference No. 19638.06T1

---

**Serial Number:** 77465304  
**Registration Number:** 3604656  
**Registration Date:** Apr 7, 2009  
**Mark:** RENT AND RETURN ANYWHERE  
**Owner:** Redbox Automated Retail, LLC

Mar 29, 2015

## NOTICE OF ACCEPTANCE UNDER SECTION 8

The declaration of use or excusable nonuse filed for the above-identified registration meets the requirements of Section 8 of the Trademark Act, 15 U.S.C. §1058. **The Section 8 declaration is accepted.**

**The registration will remain in force for the class(es) listed below for the remainder of the ten-year period, calculated from the registration date, unless canceled by an order of the Commissioner for Trademarks or a Federal Court.**

**Class(es):**  
041

TRADEMARK SPECIALIST  
POST-REGISTRATION DIVISION  
571-272-9500

---

## REQUIREMENTS FOR MAINTAINING REGISTRATION

**WARNING:** Your registration will be canceled if you do not file the documents below during the specified time periods.

### Requirements in the First Ten Years

**What and When to File:** You must file a declaration of use (or excusable nonuse) **and** an application for renewal between the 9th and 10th years after the registration date. See 15 U.S.C. §§1058, 1059.

### Requirements in Successive Ten-Year Periods

**What and When to File:** You must file a declaration of use (or excusable nonuse) **and** an application for renewal between every 9th and 10th-year period, calculated from the registration date. See 15 U.S.C. §§1058, 1059.

### Grace Period Filings

The above documents will be considered as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**\*\*\*The USPTO WILL NOT SEND ANY FURTHER NOTICE OR REMINDER OF THESE REQUIREMENTS. THE REGISTRANT SHOULD CONTACT THE USPTO ONE YEAR BEFORE THE EXPIRATION OF THE TIME PERIODS SHOWN ABOVE TO DETERMINE APPROPRIATE REQUIREMENTS AND FEES.\*\*\***

To view this notice and other documents for this application on-line, go to <http://tdr.uspto.gov/search.action?sn=77465304>. NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.

## Change Of Correspondence Address

---

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77465304
<b>MARK SECTION</b>	
MARK	RENT AND RETURN ANYWHERE
<b>NEW CORRESPONDENCE ADDRESS</b>	
NEW ADDRESS	
AUTHORIZED TO COMMUNICATE VIA E-MAIL	YES
<b>SIGNATURE SECTION</b>	
SIGNATURE	/Frederick W. Stein/
SIGNATORY NAME	Frederick W. Stein
SIGNATORY DATE	03/26/2015
SIGNATORY POSITION	Vice President and General Counsel
<b>FILING INFORMATION SECTION</b>	
SUBMIT DATE	Fri Mar 27 07:15:39 EDT 2015
TEAS STAMP	USPTO/SECT08-XX.XX.XXX.XX X-20150327071539801274-36 04656-5309f768e313540aa32 eb9742fecccc71dad9c74f5985 789266b62b2ac24ed87d6a-DA -7360-2015032618123337598 7

## Declaration of Use and/or Excusable Nonuse of Mark in Commerce under Section 8

The table below presents the data as entered.

Input Field	Entered
REGISTRATION NUMBER	3604656
REGISTRATION DATE	04/07/2009
SERIAL NUMBER	77465304
<b>MARK SECTION</b>	
MARK	RENT AND RETURN ANYWHERE
<b>CORRESPONDENCE SECTION (current)</b>	
NAME	JAMES P. MURAFF
FIRM NAME	NEAL, GERBER & EISENBERG LLP
STREET	TWO NORTH LASALLE STREET
CITY	CHICAGO
STATE	Illinois
POSTAL CODE	60602-3963
COUNTRY	United States
PHONE	312-269-8000
FAX	312-269-1747
EMAIL	jmuraff@ngelaw.com
DOCKET/REFERENCE NUMBER	19638.06T1
<b>CORRESPONDENCE SECTION (proposed)</b>	
NAME	JAMES P. MURAFF
FIRM NAME	NEAL, GERBER & EISENBERG LLP
STREET	Two North LaSalle Street, Suite 1700
CITY	CHICAGO
STATE	Illinois
POSTAL CODE	60602
COUNTRY	United States
PHONE	312.269.8000
FAX	312.269.1747
EMAIL	trademarks@ngelaw.com
AUTHORIZED TO COMMUNICATE VIA E-MAIL	Yes
DOCKET/REFERENCE NUMBER	19638.7026
<b>GOODS AND/OR SERVICES SECTION</b>	

INTERNATIONAL CLASS	041
GOODS OR SERVICES	rental of entertainment media, namely, DVDs featuring entertainment content through automated vending machines
SPECIMEN FILE NAME(S)	
ORIGINAL PDF FILE	<a href="#">SPN0-3811514866-20150326181233375987_.RENT_AND_RETURN_ANYWHERE-SPECIMEN.pdf</a>
CONVERTED PDF FILE(S) (4 pages)	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\774\653\77465304\xml1\S080002.JPG</a> <a href="#">\\TICRS\EXPORT16\IMAGEOUT16\774\653\77465304\xml1\S080003.JPG</a> <a href="#">\\TICRS\EXPORT16\IMAGEOUT16\774\653\77465304\xml1\S080004.JPG</a> <a href="#">\\TICRS\EXPORT16\IMAGEOUT16\774\653\77465304\xml1\S080005.JPG</a>
SPECIMEN DESCRIPTION	printout of newsletter emailing
OWNER SECTION (current)	
NAME	Redbox Automated Retail, LLC
STREET	One Tower Lane, Suite 1200
CITY	Oakbrook Terrace
STATE	Illinois
ZIP/POSTAL CODE	60181
COUNTRY	United States
OWNER SECTION (proposed)	
NAME	Redbox Automated Retail, LLC
STREET	One Tower Lane, Suite 1200
CITY	Oakbrook Terrace
STATE	Illinois
ZIP/POSTAL CODE	60181
COUNTRY	United States
EMAIL	XXXX
AUTHORIZED TO COMMUNICATE VIA E-MAIL	Yes
LEGAL ENTITY SECTION (current)	
TYPE	limited liability company
STATE/COUNTRY WHERE LEGALLY ORGANIZED	Delaware
LEGAL ENTITY SECTION (proposed)	
TYPE	limited liability company
STATE/COUNTRY WHERE LEGALLY ORGANIZED	Delaware
PAYMENT SECTION	
NUMBER OF CLASSES	1
NUMBER OF CLASSES PAID	1
SUBTOTAL AMOUNT	100

<b>TOTAL FEE PAID</b>	100
<b>SIGNATURE SECTION</b>	
<b>SIGNATURE</b>	/Frederick W. Stein/
<b>SIGNATORY'S NAME</b>	Frederick W. Stein
<b>SIGNATORY'S POSITION</b>	Vice President and General Counsel
<b>DATE SIGNED</b>	03/26/2015
<b>PAYMENT METHOD</b>	DA
<b>FILING INFORMATION</b>	
<b>SUBMIT DATE</b>	Fri Mar 27 07:15:39 EDT 2015
<b>TEAS STAMP</b>	USPTO/SECT08-XX.XX.XXX.XX X-20150327071539801274-36 04656-5309f768e313540aa32 eb9742feccc71dad9c74f5985 789266b62b2ac24ed87d6a-DA -7360-2015032618123337598 7

**Declaration of Use and/or Excusable Nonuse of Mark in Commerce under Section 8**  
**To the Commissioner for Trademarks:**

**REGISTRATION NUMBER:** 3604656

**REGISTRATION DATE:** 04/07/2009

**MARK:** RENT AND RETURN ANYWHERE

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

is filing a Declaration of Use and/or Excusable Nonuse of Mark in Commerce under Section 8.

For International Class 041, the mark is in use in commerce on or in connection with **all** goods/services, or to indicate membership in the collective membership organization, listed in the existing registration for this specific class: rental of entertainment media, namely, DVDs featuring entertainment content through automated vending machines ; or, the owner is making the listed excusable nonuse claim.

The owner is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in this class, consisting of a(n) printout of newsletter emailing.

**Original PDF file:**

[SPN0-3811514866-20150326181233375987 . RENT\\_AND\\_RETURN\\_ANYWHERE-SPECIMEN.pdf](#)

**Converted PDF file(s)** (4 pages)

[Specimen File1](#)

[Specimen File2](#)

[Specimen File3](#)

[Specimen File4](#)

The registrant's current Correspondence Information: JAMES P. MURAFF of NEAL, GERBER & EISENBERG LLP  
TWO NORTH LASALLE STREET  
CHICAGO, Illinois (IL) 60602-3963  
United States

The docket/reference number is 19638.06T1.

The registrant's proposed Correspondence Information: JAMES P. MURAFF of NEAL, GERBER & EISENBERG LLP  
Two North LaSalle Street, Suite 1700  
CHICAGO, Illinois (IL) 60602  
United States

The docket/reference number is 19638.7026.

The phone number is 312.269.8000.

The fax number is 312.269.1747.

The email address is trademarks@ngelaw.com.

A fee payment in the amount of \$100 will be submitted with the form, representing payment for 1 class(es), plus any additional grace period fee, if necessary.

**Declaration**

*Unless the owner has specifically claimed excusable nonuse, the mark is in use in commerce on or in connection with the goods/services identified above, as evidenced by the attached specimen(s) showing the mark as used in commerce.*

The signatory being warned that willful false statements and the like 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 this submission, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Signature: /Frederick W. Stein/ Date: 03/26/2015

Signatory's Name: Frederick W. Stein

Signatory's Position: Vice President and General Counsel

Serial Number: 77465304

Internet Transmission Date: Fri Mar 27 07:15:39 EDT 2015

TEAS Stamp: USPTO/SECT08-XX.XX.XXX.XXX-2015032707153

9801274-3604656-5309f768e313540aa32eb974

2feccc71dad9c74f5985789266b62b2ac24ed87d

6a-DA-7360-20150326181233375987

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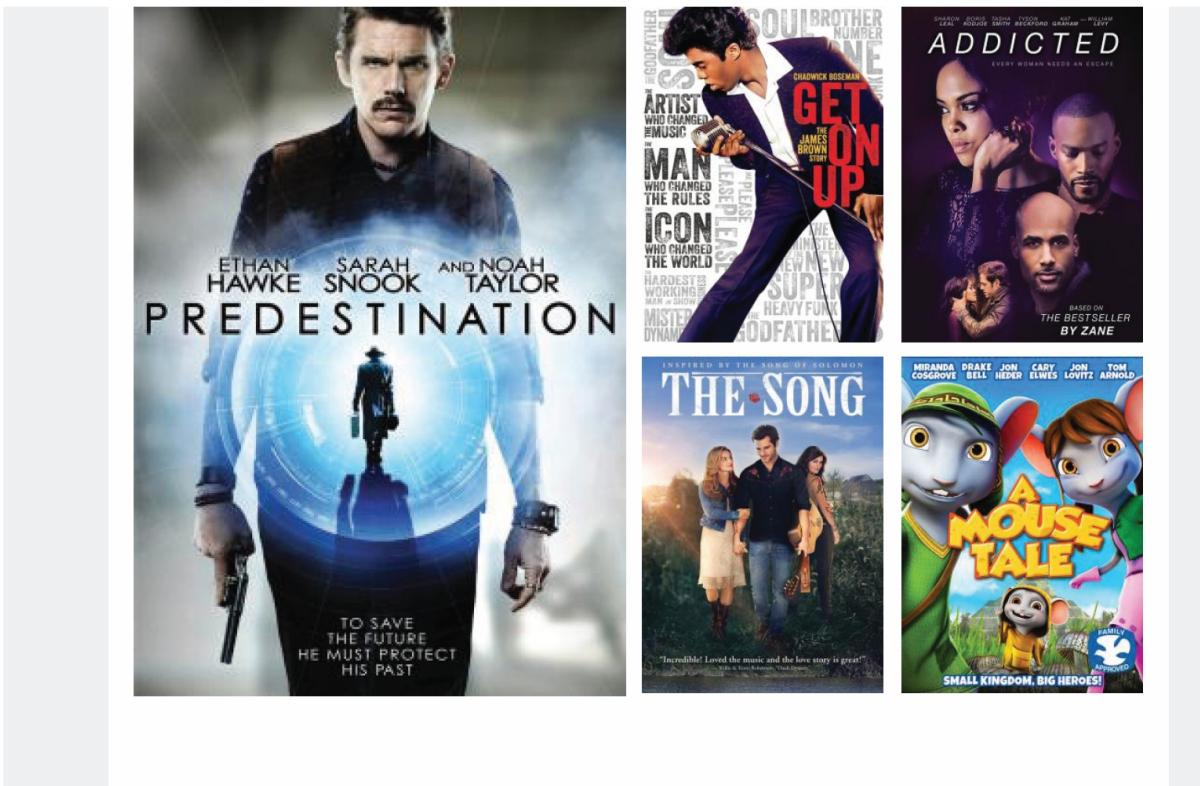
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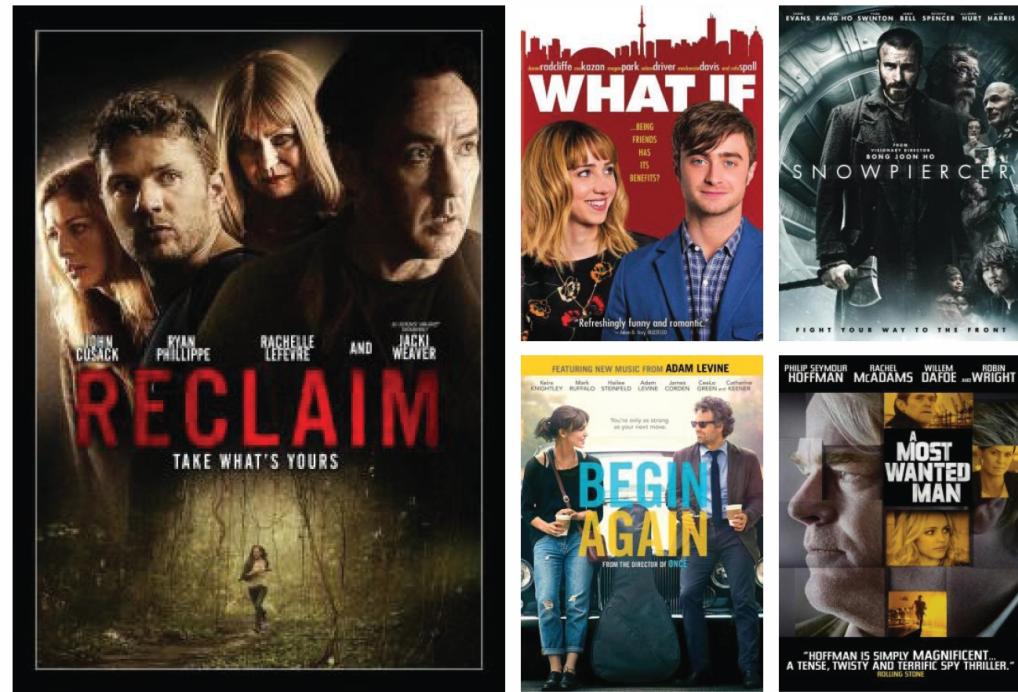
### RENTER'S PICKS >



## TOP GAMES IN THE BOX >



## SMILEY FACE STAFF PICKS >





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\*One promo code per customer.

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**ROUTING SHEET TO POST REGISTRATION (PRU)****Registration Number:** 3604656**Serial Number:** 77465304**RAM Sale Number:** 3604656**RAM Accounting Date:** 20150327**Total Fees:** \$100

Note: Process in accordance with Post Registration Standard Operating Procedure (SOP)

<b><u>Transaction</u></b>	<b><u>Fee Code</u></b>	<b><u>Transaction Date</u></b>	<b><u>Fee per Class</u></b>	<b><u>Number of Classes</u></b>	<b><u>Number of Classes Paid</u></b>	<b><u>Total Fee</u></b>
§8 affidavit	7205	20150327	\$100	1	1	\$100

Physical Location: MADCD- ALEX. CENTRAL DOCKET

Lost Case Flag: False

In TICRS (AM-FLG-IN-TICRS): True

**Transaction Date:** 20150327

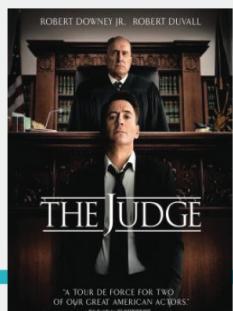
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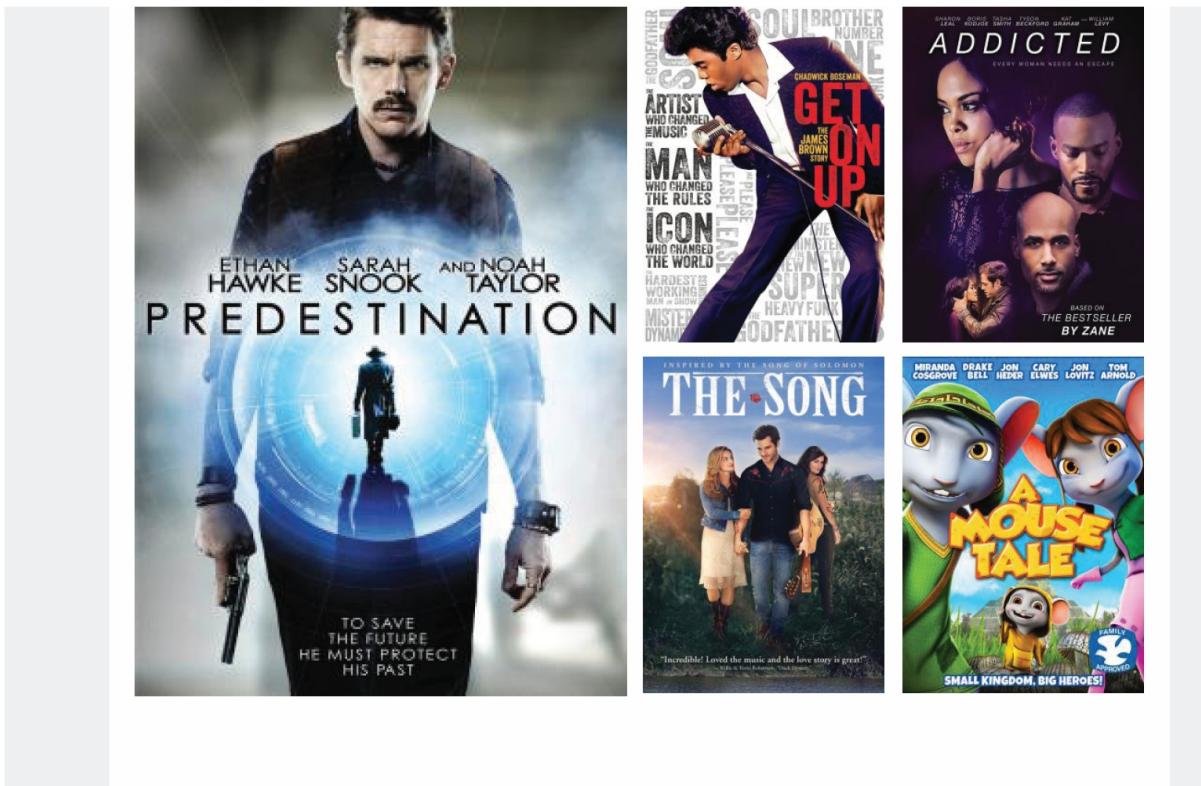
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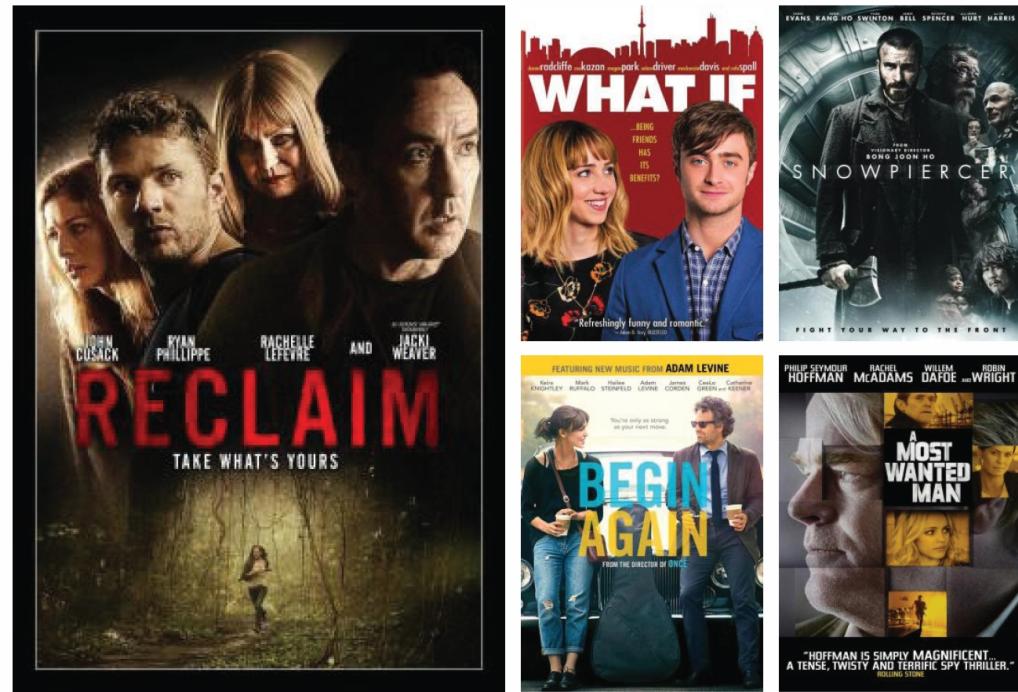
### RENTER'S PICKS >



## TOP GAMES IN THE BOX >



## SMILEY FACE STAFF PICKS >





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†When you text ALERTS to 727272, you'll get up to 2 messages. Up to 2 messages/week. Message and data rates may apply. Text STOP to cancel, HELP for help. By signing up you agree to receive marketing text messages, which may be sent through an automatic telephone dialing system, from Redbox at the mobile number provided. Consent is not required to purchase goods or services. See mobile terms here: <http://www.redbox.com/textclub/faq>. Movie Night : Promo code for free 1-day DVD rental will be sent via text after joining the Text Club. Subject to additional terms. Void where prohibited.

\*One promo code per customer.

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**redbox**  
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Int. Cl.: 41

Prior U.S. Cls.: 100, 101, and 107

**United States Patent and Trademark Office**

Reg. No. 3,604,656

Registered Apr. 7, 2009

**SERVICE MARK  
SUPPLEMENTAL REGISTER**

RENT AND RETURN ANYWHERE

REDBOX AUTOMATED RETAIL, LLC (DELAWARE LIMITED LIABILITY COMPANY)  
ONE TOWER LANE, SUITE 1200  
OAKBROOK TERRACE, IL 60181

FOR: RENTAL OF ENTERTAINMENT MEDIA,  
NAMELY, DVDS FEATURING ENTERTAINMENT  
CONTENT THROUGH AUTOMATED VENDING  
MACHINES, IN CLASS 41 (U.S. CLS. 100, 101 AND  
107).

FIRST USE 2-19-2009; IN COMMERCE 2-19-2009.

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

SER. NO. 77-465,304, FILED P.R. 5-4-2008; AM. S.R. 2-23-2009.

BRENDAN MCCAULEY, EXAMINING ATTORNEY

## Trademark Snap Shot Publication & Issue Review Stylesheet

(Table presents the data on Publication & Issue Review Complete)

### OVERVIEW

SERIAL NUMBER	77465304	FILING DATE	05/04/2008
REG NUMBER	0000000	REG DATE	N/A
REGISTER	SUPPLEMENTAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	MCCAULEY, BRENDAN D	L.O. ASSIGNED	114

### PUB INFORMATION

RUN DATE	02/28/2009
PUB DATE	N/A
STATUS	681-PUBLICATION/ISSUE REVIEW COMPLETE
STATUS DATE	02/27/2009
LITERAL MARK ELEMENT	RENT AND RETURN ANYWHERE

DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	02/23/2009		

### FILING BASIS

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	YES	1 (a)	YES	1 (a)	NO
1 (b)	NO	1 (b)	NO	1 (b)	YES
44D	NO	44D	NO	44D	NO
44E	NO	44E	NO	44E	NO
66A	NO	66A	NO		
NO BASIS	NO	NO BASIS	NO		

### MARK DATA

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	RENT AND RETURN ANYWHERE
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

### CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
------------	-----------------------

NAME	Redbox Automated Retail, LLC
ADDRESS	One Tower Lane, Suite 1200 Oakbrook Terrace, IL 60181
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

### GOODS AND SERVICES

INTERNATIONAL CLASS	041
DESCRIPTION TEXT	rental of entertainment media, namely, DVDs featuring entertainment content through automated vending machines

### GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	041	FIRST USE DATE	02/19/2009	FIRST USE IN COMMERCE DATE	02/19/2009	CLASS STATUS	6-ACTIVE
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### MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
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### PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
02/27/2009	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	015
02/26/2009	CNTA	O	APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER	014
02/26/2009	IUAA	P	USE AMENDMENT ACCEPTED	013
02/26/2009	AUPC	I	AMENDMENT TO USE PROCESSING COMPLETE	012
02/23/2009	IUAF	S	USE AMENDMENT FILED	011
02/23/2009	MAIL	I	PAPER RECEIVED	010
02/24/2009	ACEC	I	AMENDMENT FROM APPLICANT ENTERED	009
02/24/2009	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	008
02/24/2009	ALIE	A	ASSIGNED TO LIE	007
02/23/2009	MAIL	I	PAPER RECEIVED	006
08/21/2008	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	005
08/21/2008	GNRT	F	NON-FINAL ACTION E-MAILED	004
08/21/2008	CNRT	R	NON-FINAL ACTION WRITTEN	003
08/18/2008	DOCK	D	ASSIGNED TO EXAMINER	002
05/07/2008	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

### CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	James P. Muraff
CORRESPONDENCE ADDRESS	JAMES P. MURAFF NEAL, GERBER & EISENBERG LLP TWO NORTH LASALLE STREET CHICAGO, IL 60602-3963
DOMESTIC REPRESENTATIVE	NONE

RENT AND RETURN ANYWHERE



**NOTICE OF ACCEPTANCE OF AAU**  
**MAILING DATE: Feb 27, 2009**

The amendment to allege use (AAU) filed for the trademark application identified below has been accepted as meeting the minimum requirements of 37 C.F.R. §2.76(e). The amendment to allege use will be forwarded to the Examining Attorney for a substantive review.

Filing an amendment to allege use does not relieve the applicant of the duty to file a response to any outstanding Office action or to take any other action required in the case, including filing a notice of appeal.

For further information, visit our website at: <http://www.uspto.gov> or call the Trademark Assistance Center at 1-800-786-9199.

**SERIAL NUMBER:** 77465304

**MARK:** RENT AND RETURN ANYWHERE

**OWNER:** Redbox Automated Retail, LLC

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

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NEAL, GERBER & EISENBERG LLP  
TWO NORTH LASALLE STREET  
CHICAGO, IL 60602-3963

**Trademark Snap Shot Publication Stylesheet**  
(Table presents the data on Publication Approval)

**OVERVIEW**

SERIAL NUMBER	77465304	FILING DATE	05/04/2008
REG NUMBER	0000000	REG DATE	N/A
REGISTER	SUPPLEMENTAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	MCCAULEY, BRENDAN D	L.O. ASSIGNED	114

**PUB INFORMATION**

RUN DATE	02/27/2009
PUB DATE	N/A
STATUS	680-APPROVED FOR PUBLICATION
STATUS DATE	02/26/2009
LITERAL MARK ELEMENT	RENT AND RETURN ANYWHERE

DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	02/23/2009		

**FILING BASIS**

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	YES	1 (a)	YES	1 (a)	NO
1 (b)	NO	1 (b)	NO	1 (b)	YES
44D	NO	44D	NO	44D	NO
44E	NO	44E	NO	44E	NO
66A	NO	66A	NO		
NO BASIS	NO	NO BASIS	NO		

**MARK DATA**

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	RENT AND RETURN ANYWHERE
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

**CURRENT OWNER INFORMATION**

PARTY TYPE	10-ORIGINAL APPLICANT
------------	-----------------------

NAME	Redbox Automated Retail, LLC
ADDRESS	One Tower Lane, Suite 1200 Oakbrook Terrace, IL 60181
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

### GOODS AND SERVICES

INTERNATIONAL CLASS	041
DESCRIPTION TEXT	rental of entertainment media, namely, DVDs featuring entertainment content through automated vending machines

### GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	041	FIRST USE DATE	02/19/2009	FIRST USE IN COMMERCE DATE	02/19/2009	CLASS STATUS	6-ACTIVE
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### MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
------------------------	----

### PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
02/26/2009	CNTA	O	APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER	014
02/26/2009	IUAA	P	USE AMENDMENT ACCEPTED	013
02/26/2009	AUPC	I	AMENDMENT TO USE PROCESSING COMPLETE	012
02/23/2009	IUAF	S	USE AMENDMENT FILED	011
02/23/2009	MAIL	I	PAPER RECEIVED	010
02/24/2009	ACEC	I	AMENDMENT FROM APPLICANT ENTERED	009
02/24/2009	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	008
02/24/2009	ALIE	A	ASSIGNED TO LIE	007
02/23/2009	MAIL	I	PAPER RECEIVED	006
08/21/2008	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	005
08/21/2008	GNRT	F	NON-FINAL ACTION E-MAILED	004
08/21/2008	CNRT	R	NON-FINAL ACTION WRITTEN	003
08/18/2008	DOCK	D	ASSIGNED TO EXAMINER	002
05/07/2008	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

### CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	James P. Muraff
CORRESPONDENCE ADDRESS	JAMES P. MURAFF NEAL, GERBER & EISENBERG LLP TWO NORTH LASALLE STREET CHICAGO, IL 60602-3963
DOMESTIC REPRESENTATIVE	NONE

RENT AND RETURN ANYWHERE

## Trademark Snap Shot AAU Processing Stylesheet

(Table presents the data on AAU Processing Complete)

### OVERVIEW

SERIAL NUMBER	77465304	FILING DATE	05/04/2008
REG NUMBER	0000000	REG DATE	N/A
REGISTER	SUPPLEMENTAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	MCCAULEY, BRENDAN D	L.O. ASSIGNED	114

### PUB INFORMATION

RUN DATE	02/27/2009
PUB DATE	N/A
STATUS	680-APPROVED FOR PUBLICATION
STATUS DATE	02/26/2009
LITERAL MARK ELEMENT	RENT AND RETURN ANYWHERE

DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	02/23/2009		

### FILING BASIS

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	YES	1 (a)	YES	1 (a)	NO
1 (b)	NO	1 (b)	NO	1 (b)	YES
44D	NO	44D	NO	44D	NO
44E	NO	44E	NO	44E	NO
66A	NO	66A	NO		
NO BASIS	NO	NO BASIS	NO		

### MARK DATA

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	RENT AND RETURN ANYWHERE
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

### CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
------------	-----------------------

NAME	Redbox Automated Retail, LLC
ADDRESS	One Tower Lane, Suite 1200 Oakbrook Terrace, IL 60181
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

### GOODS AND SERVICES

INTERNATIONAL CLASS	041
DESCRIPTION TEXT	rental of entertainment media, namely, DVDs featuring entertainment content through automated vending machines

### GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	041	FIRST USE DATE	02/19/2009	FIRST USE IN COMMERCE DATE	02/19/2009	CLASS STATUS	6-ACTIVE
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### MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
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### PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
02/26/2009	CNTA	O	APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER	014
02/26/2009	IUAA	P	USE AMENDMENT ACCEPTED	013
02/26/2009	AUPC	I	AMENDMENT TO USE PROCESSING COMPLETE	012
02/23/2009	IUAF	S	USE AMENDMENT FILED	011
02/23/2009	MAIL	I	PAPER RECEIVED	010
02/24/2009	ACEC	I	AMENDMENT FROM APPLICANT ENTERED	009
02/24/2009	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	008
02/24/2009	ALIE	A	ASSIGNED TO LIE	007
02/23/2009	MAIL	I	PAPER RECEIVED	006
08/21/2008	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	005
08/21/2008	GNRT	F	NON-FINAL ACTION E-MAILED	004
08/21/2008	CNRT	R	NON-FINAL ACTION WRITTEN	003
08/18/2008	DOCK	D	ASSIGNED TO EXAMINER	002
05/07/2008	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

### CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	James P. Muraff
CORRESPONDENCE ADDRESS	JAMES P. MURAFF NEAL, GERBER & EISENBERG LLP TWO NORTH LASALLE STREET CHICAGO, IL 60602-3963
DOMESTIC REPRESENTATIVE	NONE

RENT AND RETURN ANYWHERE

## Trademark Snap Shot Amendment & Mail Processing Stylesheet

(Table presents the data on Amendment & Mail Processing Complete)

### OVERVIEW

SERIAL NUMBER	77465304	FILING DATE	05/04/2008
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	MCCAULEY, BRENDAN D	L.O. ASSIGNED	114

### PUB INFORMATION

RUN DATE	02/25/2009
PUB DATE	N/A
STATUS	661-RESPONSE AFTER NON-FINAL-ACTION-ENTERED
STATUS DATE	02/24/2009
LITERAL MARK ELEMENT	RENT AND RETURN ANYWHERE

DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

### FILING BASIS

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	YES	1 (a)	NO	1 (a)	NO
1 (b)	NO	1 (b)	YES	1 (b)	YES
44D	NO	44D	NO	44D	NO
44E	NO	44E	NO	44E	NO
66A	NO	66A	NO		
NO BASIS	NO	NO BASIS	NO		

### MARK DATA

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	RENT AND RETURN ANYWHERE
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

### CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
------------	-----------------------

NAME	Redbox Automated Retail, LLC
ADDRESS	One Tower Lane, Suite 1200 Oakbrook Terrace, IL 60181
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

### GOODS AND SERVICES

INTERNATIONAL CLASS	041
DESCRIPTION TEXT	rental of entertainment media, namely, DVDs featuring entertainment content through automated vending machines

### GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	041	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
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### MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
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### PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
02/24/2009	ACEC	I	AMENDMENT FROM APPLICANT ENTERED	009
02/24/2009	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	008
02/24/2009	ALIE	A	ASSIGNED TO LIE	007
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### CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	James P. Muraff
CORRESPONDENCE ADDRESS	JAMES P. MURAFF NEAL, GERBER & EISENBERG LLP TWO NORTH LASALLE STREET CHICAGO, IL 60602-3963
DOMESTIC REPRESENTATIVE	NONE

RENT AND RETURN ANYWHERE

## Trademark Snap Shot Amendment to Delete or Correct Basis

(Table presents the data on Amendment to Delete or Correct Basis)

### OVERVIEW

SERIAL NUMBER	77465304	FILING DATE	05/04/2008
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	MCCAULEY, BRENDAN D	L.O. ASSIGNED	114

### PUB INFORMATION

RUN DATE	02/25/2009
PUB DATE	N/A
STATUS	661-RESPONSE AFTER NON-FINAL-ACTION-ENTERED
STATUS DATE	02/24/2009
LITERAL MARK ELEMENT	RENT AND RETURN ANYWHERE

DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

### FILING BASIS

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	YES	1 (a)	NO	1 (a)	NO
1 (b)	NO	1 (b)	YES	1 (b)	YES
44D	NO	44D	NO	44D	NO
44E	NO	44E	NO	44E	NO
66A	NO	66A	NO		
NO BASIS	NO	NO BASIS	NO		

### MARK DATA

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	RENT AND RETURN ANYWHERE
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

### CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
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NAME	Redbox Automated Retail, LLC
ADDRESS	One Tower Lane, Suite 1200 Oakbrook Terrace, IL 60181
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### GOODS AND SERVICES CLASSIFICATION

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### MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
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### PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
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02/24/2009	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	008
02/24/2009	ALIE	A	ASSIGNED TO LIE	007
02/23/2009	MAIL	I	PAPER RECEIVED	006
08/21/2008	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	005
08/21/2008	GNRT	F	NON-FINAL ACTION E-MAILED	004
08/21/2008	CNRT	R	NON-FINAL ACTION WRITTEN	003
08/18/2008	DOCK	D	ASSIGNED TO EXAMINER	002
05/07/2008	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

### CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	James P. Muraff
CORRESPONDENCE ADDRESS	JAMES P. MURAFF NEAL, GERBER & EISENBERG LLP TWO NORTH LASALLE STREET CHICAGO, IL 60602-3963
DOMESTIC REPRESENTATIVE	NONE

RENT AND RETURN ANYWHERE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of )  
REDBOX AUTOMATED RETAIL, LLC ) Examining Attorney:  
Filing Date: May 4, 2008 ) Brendan D. McCauley  
Mark: RENT AND RETURN ANYWHERE ) Law Office 114  
Serial No.: 77/465,304 )

**STATEMENT OF USE  
UNDER 37 CFR 2.88, WITH DECLARATION**

Applicant, Redbox Automated Retail, LLC, requests registration of the above-identified mark in the United States Patent and Trademark Office on the Supplemental register established by the Act of July 5, 1946 (15 U.S.C. 1051 et. seq., as amended). A specimen showing the mark as used in commerce in International Class 41 is submitted with this statement. Applicant is using the mark in interstate commerce on or in connection with: "Rental of entertainment media, namely, DVDs featuring entertainment content through automated vending machines."

The mark was first used by Applicant on or before February 19, 2009 and was first used in interstate commerce on or before February 19, 2009, in connection with "Rental of entertainment media, namely, DVDs featuring movies and films, CDs featuring entertainment content through automated vending machines" in International Class 41.

This Statement of Use is being filed concurrently with a Response to Office Action to amend this application from a Use-based application to an Intent-to-Use application.

Payment in the amount of \$100 to cover the requisite fee involved may be deducted from the Neal, Gerber & Eisenberg deposit account, No. 502261.



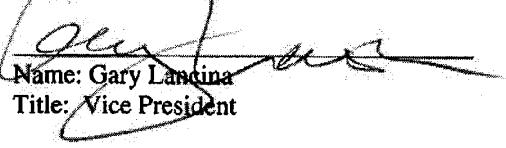
02-23-2009

**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. 1001, and that such willful false statements may jeopardize the validity of the application or any resulting registration, declares that [s]he is properly authorized to execute this Statement of Use on behalf of the Applicant; [s]he believes the Applicant to be the owner of the trademark sought to be registered; and all statements made of his/her own knowledge are true and all statements made upon information and belief are believed to be true.

Redbox Automated Retail, LLC

Date: 20. Feb. 09

By: 

Name: Gary Lancina

Title: Vice President

James P. Muraff  
Attorney of Record  
Neal, Gerber & Eisenberg LLP  
Two North LaSalle Street  
Chicago, IL 60602  
Tel: 312.269.8000  
Fax: 312.269.1747  
jmuraff@ngelaw.com

**Certificate of Mailing**

I hereby certify that this correspondence is being deposited with the United States Postal Service as Express Mail EV 894 197 164 US in an envelope addressed to: Commissioner for Trademarks, P.O. Box 1451, Alexandria, Virginia 22313 on the 20 day of February, 2009.

Marianne A. Hall /  
Marianne A. Hall

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of	)	
	)	
REDBOX AUTOMATED RETAIL, LLC	)	Examining Attorney:
	)	
Filing Date: May 4, 2008	)	Brendan D. McCauley
	)	
Mark: RENT AND RETURN ANYWHERE	)	Law Office 114
	)	
Serial No.: 77/465,304	)	

**RESPONSE TO OFFICE ACTION**

To: Assistant Commissioner for Patents  
and Trademarks  
2900 Crystal Drive  
Arlington, Virginia 22202-3513

Dear Sir:

In response to the Office Action mailed August 21, 2008, Applicant respectfully requests that the Examining Attorney reconsider the outstanding rejections of the subject application.

**AMENDMENTS**

Please amend the subject application from a Use-based application to an Intent-to-Use application.

Please amend the subject application from the Principle Register to the Supplemental Register.

Please amend the identification of services to: "rental of entertainment media, namely, DVDs featuring entertainment content through automated vending machines" in International Class 41.

**REMARKS**

**I. Refusal Based on Section 2(e) (1)**

The Examining Attorney has refused registration of the subject application on the Principal Register on the belief that the subject mark is merely descriptive of Applicant's goods under 15 U.S.C. §1052(e) (1). Applicant submits that the subject mark is not merely descriptive, but rather that it is suggestive of the goods. Despite Applicant's belief that the subject mark is suggestive, however, Applicant has amended the subject application to the Supplemental Register.

**II. Amendment of Identification of Services**

In the Office Action, the Examining Attorney indicates that Applicant must clarify the identification of its services and suggested a proposed clarification. However, the proposed clarification does not accurately reflect Applicant's services. Therefore, Applicant respectfully requests that its application be amended to reflect the following identification of services: "rental of entertainment media, namely, DVDs featuring entertainment content through automated vending machines" in International Class 41. This amendment is permissible in that it narrows and does not broaden the claimed goods and services. TMEP § 1402.06(a).

**III. Amendment of Basis for Subject Application to §1(b)**

Applicant filed the subject application under §1(a), but did not use the mark in commerce before the filing date. As a result, Applicant herein amends the basis for its application to §1(b).

*See TMEP §§ 806.03, 903.05.*

**IV. Amendment to Allege Use**

An application under §1(b) is eligible for registration on the Supplemental Register upon Applicant's filing of an acceptable amendment alleging use or an acceptable Statement of Use.

Therefore, Applicant hereby submits the required Statement of Use, along with the required specimen.

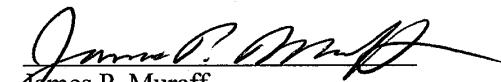
**CONCLUSION**

In light of the foregoing Amendments and Remarks, Applicant submits that it has traversed all outstanding rejections. Therefore, Applicant also requests that the subject application be passed to publication.

Respectfully submitted,

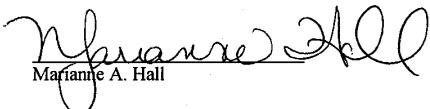
REDBOX AUTOMATED RETAIL, LLC

By:

  
James P. Muraff  
Neal, Gerber & Eisenberg LLP  
Two North La Salle Street  
Suite 1700  
Chicago, Illinois 60602  
(312)269-8000

**Certificate of Mailing**

I hereby certify that this correspondence is being deposited with the United States Postal Service as Express Mail EV 894 197 164 US in an envelope addressed to: Commissioner for Trademarks, P.O. Box 1451, Alexandria, Virginia 22313 on the 20 day of February, 2009.

  
Marianne A. Hall

## Redblog

Blogging outside the 'box.'



February 20, 2009

### Redblog Oscar® Polls: Best Picture, Director and Screenplays

All week, we've been giving you a chance to get your two-cents worth in on all the major Oscar categories--and sharpen your picks for the office pool.

Each of the five major categories will have two separate polls: one for who you WANT to win, and one for who you think WILL win. And if you have a theory to back up your preferences and picks, by all means share them with us in the comments.

Best Supporting Actress was Monday; Best Supporting Actor was Tuesday, Best Actress was yesterday, and Best Actor was yesterday.

And be sure to stop by redblog Sunday night for our special LIVE-BLOGGING of the Oscars!

Online Surveys & Market Research

What do you WANT to win this year's Best Picture Oscar?

Please select 1 answer.

"The Curious Case of Benjamin Button", Kathleen Kennedy, Frank Marshall and Céan Chaffin

"Frost/Nixon", Brian Grazer, Ron Howard and Eric Fellner

"Milk", Dan Jinks and Bruce Cohen

"The Reader", Anthony Minghella, Sydney Pollack, Donna Gigliotti and Redmond Morris

"Slumdog Millionaire", Christian Colson

**Cast Your Vote**

Online Surveys & Market Research

**What do you think WILL win this year's Best Picture Oscar?**

Please select 1 answer.

"The Curious Case of Benjamin Button", Kathleen Kennedy, Frank Marshall and Ceán Chaffin

"Frost/Nixon", Brian Grazer, Ron Howard and Eric Fellner

"Milk", Dan Jinks and Bruce Cohen

"The Reader", Anthony Minghella, Sydney Pollack, Donna Gigliotti and Redmond Morris

"Slumdog Millionaire", Christian Colson

**Cast Your Vote**

Continue over the jump to see polls for Best Director and Best Original and Adapted Screenplays.

[Continue reading "Redblog Oscar® Polls: Best Picture, Director and Screenplays" »](#)

Posted by Locke Peterseim on February 20, 2009 at 08:00 AM in [Award Shows](#) | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

**February 19, 2009**

**Help redbox get a new trademark!**

## RENT AND RETURN ANYWHERE™

**DVD Rental Service**

[Click Here to Reserve Now](#)

Posted by Redbox on February 19, 2009 at 11:13 PM | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

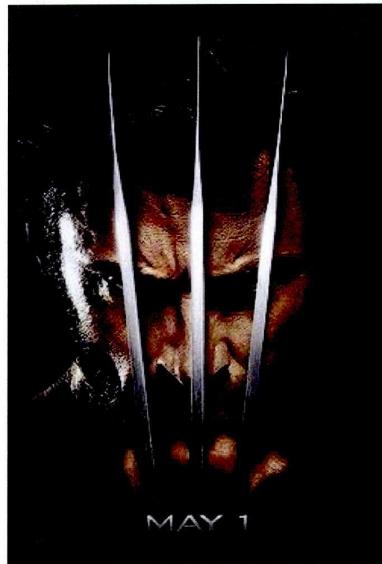
### **A Wolverine Extravaganza**

I received my undergraduate degree from the University of Michigan, and have consequently cheered for the Michigan Wolverines countless times over the years. But there is one Wolverine I know absolutely nothing about, and he can be found in the *X-Men* films.

Actually, I was aware that he is played by Hugh Jackman (this Sunday's *Oscars®* host), but that's the extent of my knowledge. Something about the previous *X-Men* flicks never appealed to me; perhaps I was too put off by the looks of Halle Berry and Rebecca Romijn's characters to be inspired to delve into the franchise. I guess I can no longer claim to be a true nerd, huh?

But maybe I can redeem myself over the next few months. I am **so** fascinated by the *X-Men Origins: Wolverine* trailers that I might just have to catch up on all of the past *X-Men* installments before May 1. If you're way ahead of me and love the comic book series but missed Locke's in-depth analysis of the first *Wolverine* trailer that debuted in mid-December, then you must check it out

here. What follows will be my newbie take (hear that fanboys and fangirls? Don't hate!) on the three-part *Wolverine* promotion that aired on Fox this week.



Wow. If that one didn't grab your attention from the get-go, you might want to check your pulse. I loved every second of it. From the ol' father switcheroo to the mom calling her son a freak-show to the young brothers making a pact to stick together... this was the definition of intense. Give me more!

[Continue reading "A Wolverine Extravaganza" »](#)

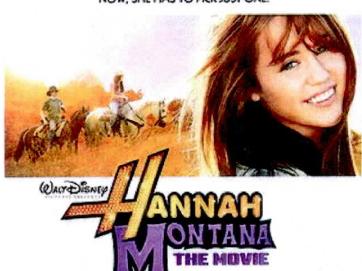
Posted by Erika Olson on February 19, 2009 at 07:23 PM in [Tease Me](#) | [Permalink](#) | [Comments \(1\)](#) | [TrackBack \(0\)](#)

### **Into the Wasteland: The Second Weekend of April**

Finally, someone to blame for the arrival of another Hannah Montana movie: the Easter Bunny. Yes, we've reached Easter and Passover, and things are looking pretty grim in the Wasteland -- with one possible bright spot brought to us by Seth Rogen and Anna Faris. If you'd like to review all of our previous Wasteland coverage before hopping (get it? The Easter Bunny... hopping...) into the second weekend of April, you can do so [here](#). If not, then let us move forward to:

**April 10**

**Hannah Montana: The Movie** --The intrepid heroine with the double identity takes a break from the rock life, as Miley Stewart (Miley Cyrus) leaves her alter ego Hannah Montana behind and heads to her Tennessee hometown in order to get back down to earth. Directed by Peter Chelsom (*Funny Bones, Serendipity*).



*Erika says:* If someone is looking to torture me, they could bring me to this movie. I think Miley Cyrus is an obnoxious brat (and those who don't agree really need to watch her whine about her hand-me-down Porsche at The Golden Globes last month) and am thankful that I don't have any daughters or nieces or young cousins that I have to take to this. The good news is that it's only a matter of time before she's involved in a scandal that finally does some serious damage to her career and sends her and her equally revolting parents back into obscurity. I anxiously await that day.

*Locke says:* It's Miley!!! Yep, that's all I got--swiping *The Soup*'s shtick. Fact is, I don't care enough about Miss Ray Cyrus to be annoyed by her, let alone hate on her. And I do have a niece who is right at that age where she's not sure if she should still be into Hannah or, like, *so over her*. But I will say this: Peter Chelsom once made a terrific movie, *Funny Bones*. It always hurts to see someone (usually a British director) with talent and vision reduced to

peddling gum drops to tweeners. Even if, from the trailer, they appear to be very charming, likable gum drops. (I love that the central question raised by the film is one at the core of every young girl's being: Do I want to be famous or have my very own *horse*?)

*More April 10 Wasteland after the jump...*

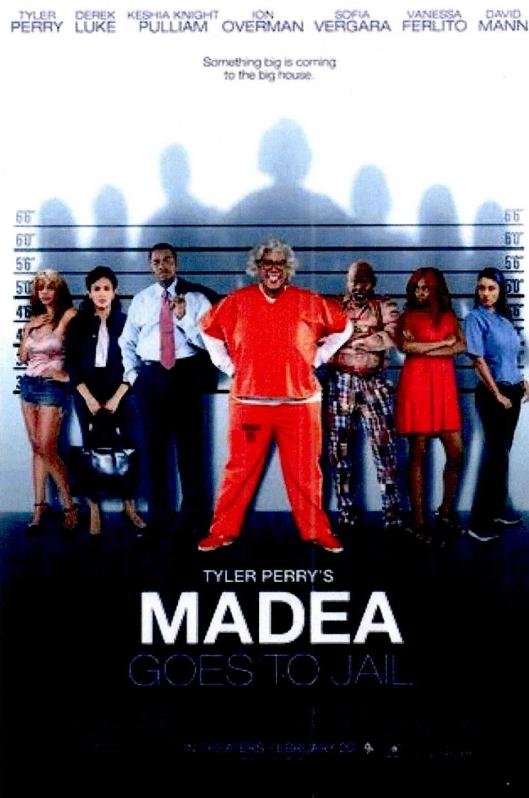
[Continue reading "Into the Wasteland: The Second Weekend of April" »](#)

Posted by Locke Peterseim on February 19, 2009 at 03:30 PM in [Tease Me](#) | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

## Tyler Perry's Confusing Marketing Campaign

Every time I write about a Tyler Perry movie, I feel the need to reiterate how much I *hate* that the titles of all of his projects start off with "*Tyler Perry's*." We get it already! You are Tyler Perry and you are darn proud of your accomplishments! Seriously though, buddy, *enough*. If truly great directors/producers/screenwriters don't feel the need to get all possessive about their work, it's kind of embarrassing that you do.

Now that that's off my chest... what I really want to focus on is the incredibly strange and somewhat inconsistent promotional campaign for Perry's latest movie (out tomorrow): *Tyler Perry's Madea Goes to Jail*. While I thought *The Family That Preys* was decent, I have no intention of seeing any of his films that star his "Madea" character. Especially when they have posters like this...



... and trailers like this:



[Continue reading "Tyler Perry's Confusing Marketing Campaign" »](#)

Posted by Erika Olson on February 19, 2009 at 02:31 PM in [Tease Me](#) | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

### Your Thursday Threes

Here's how it goes down on Thursdays: I give you three movies, all you have to do is tell me what actor was in all three.

Be the first to post the correct answer in the comments, and you win the right to make yourself a delightful construction-paper medal!

Who was in:

***Heaven's Gate***

**1941**

***The Rainmaker***

Posted by Locke Peterseim on February 19, 2009 at 01:00 PM in [Threes](#) | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

**Redblog Oscar® Polls: Best Actor and More**

All week, we're giving you a chance to get your two-cents worth in on all the major Oscar categories--and sharpen your picks for the office pool.

Each of the five major categories will have two separate polls: one for who you WANT to win, and one for who you think WILL win. And if you have a theory to back up your preferences and picks, by all means share them with us in the comments.

Best Supporting Actress was Monday; Best Supporting Actor was Tuesday, Best Actress was yesterday, and the Best Picture poll will be tomorrow.

[Online Surveys & Market Research](#)

**Who do you WANT to win this year's Best Actor Oscar?**

Please select 1 answer.

**Richard Jenkins in "The Visitor"**

**Frank Langella in "Frost/Nixon"**

**Sean Penn in "Milk"**

**Brad Pitt in "The Curious Case of Benjamin Button"**

**Mickey Rourke in "The Wrestler"**

**Cast Your Vote**

[Online Surveys & Market Research](#)

**Who do you think WILL win this year's Best Actor Oscar?**

Please select 1 answer.

**Richard Jenkins in "The Visitor"**

**Frank Langella in "Frost/Nixon"**

**Sean Penn in "Milk"**

**Brad Pitt in "The Curious Case of Benjamin Button"**

**Mickey Rourke in "The Wrestler"**

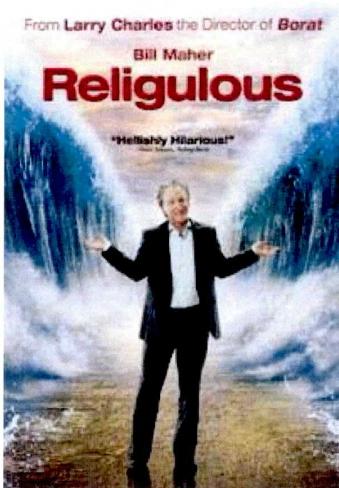
**Cast Your Vote**

Continue over the jump to see polls for Best Documentary, Best Foreign Film, and Best Animated Feature.

[Continue reading "Redblog Oscar® Polls: Best Actor and More" »](#)

Posted by Locke Peterseim on February 19, 2009 at 11:30 AM in [Award Shows](#) | [Permalink](#) | [Comments \(2\)](#) | [TrackBack \(0\)](#)

## Religulous



It's unfortunate there was another film called *Doubt* scheduled for release last year; the Meryl Streep-Phillip Seymour Hoffman acting fest's title might actually have better fit Bill Maher's not-quite-documentary *Religulous*. That shorter title wouldn't have been as eye-catching, and it wouldn't have been as funny, but it would have been a lot more considered and contemplated ... and yet, Maher's film is a little more interested in being eye-catching and funny than it is in being considered and contemplated, and that's both its greatest strength and its greatest weakness. *Religulous* is raucous and funny and clear-eyed and weirdly hopeful about human nature and intriguingly mean; the question is if it wants to make you laugh or make you think. ...

Directed by Larry Charles -- whose previous directorial effort *Borat* gave him plenty of experience in capturing awkward interviews with people who didn't quite know what they were getting into being interrogated by a questioner on the outside edge of politeness -- *Religulous* is Maher's travelling trek to talk to people of faith -- at the solid center and the freaky fringes -- to ask them why they believe what they do about God and faith and eternity. Maher's position is a simple one: "We don't know." Or, as he explains at greater length later

on, "The only appropriate attitude for man to have about the big questions is not the arrogant certitude that is the hallmark of religion, but doubt. Doubt is humble and that is what man needs to be, considering that human history is just a litany of getting s\*\*t dead wrong."

[Continue reading "Religulous" »](#)

Posted by James Rocchi on February 19, 2009 at 10:00 AM in [DVD Reviews](#), [From the Critic](#) | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

**February 18, 2009**

**Lucky Reese!**

<http://blog.redbox.com/>

2/20/2009



While some may consider the group of funnymen Adam Sandler's rounded up for [his next project](#) to be the Comedic Dream Team, I'm far more psyched about James L. Brooks' [recently announced](#) rom-com (its working title is *How Do You Know?*). That's because two of my favorite actors -- who can make me laugh more than anyone else out there -- are in talks to co-star: Paul Rudd (*Role Models, Forgetting Sarah Marshall*) and Owen Wilson (*Marley & Me, Wedding Crashers*). Rudd's uptight businessman will be pit against Wilson's pro baseball player in a battle for Reese Witherspoon's affections. Forget Sandler and his tired, recycled jokes -- *this* trio has the ability to crank out an epic feat of hilarity.

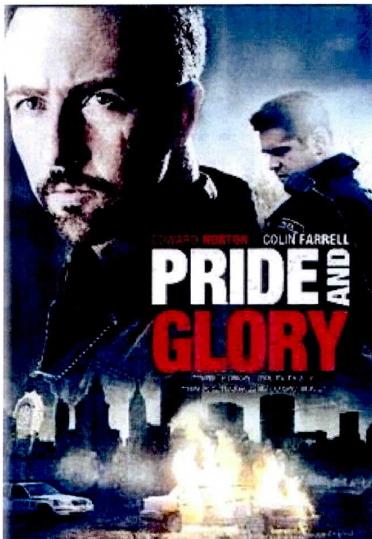
The only thing worrying me is that Reese already worked with Rudd eleven years ago in *Overnight Delivery* -- and,

uh, well, there's probably a reason you've never heard of it. If you want a good chuckle, watch [its trailer](#). Let's hope we can chalk that mess up to early career missteps by both parties and not a lack of compatibility between the two stars.

On that note, I'm hoping there's more interaction between Rudd and Wilson than there are scenes with either one of them alone with Reese anyway. Can you fathom the insult-laden verbal duels these two could improvise? Imagine the possibilities! Needless to say, I'll be a very happy camper when this one comes out.

Posted by Erika Olson on February 18, 2009 at 04:30 PM in [News](#) | [Permalink](#) | [Comments \(1\)](#) | [TrackBack \(0\)](#)

## Pride and Glory



There was all sorts of hoo-hah last fall when DeNiro and Pacino starred in *Righteous Kill*. The grand summit of once-great blustering actors, coming together for the first time at length in what turned out to be a fairly pedestrian, nonsensical film. As for the acting clinic, it amounted to little more than watching two old show horses prance out the same tired routines and bits they've been coasting on for a decade now.

There's no arguing that Bob and Al were both once great, titans of their craft. But their much-ballyhooed team up turned out to be like seeing the Stones and Zeppelin share a stage—in 2009, not 1969. Sure, it's nice to remember how fantastic they once were, but any magic sparks that might have flown were snuffed out long ago by mannered, deadly repetition and irrelevance.

On the other hand, last fall's teaming of Edward Norton and Colin Farrell in *Pride and Glory* got much less attention. Still, for those of us who are often mesmerized by these two younger actors, the team-up held promise akin to, say, Radiohead and the Arcade Fire performing together.

Alas, as a film *Pride and Glory* isn't all that, either. Still, it's better than *Righteous Kill*, and I enjoyed watching Norton and Farrell do their thing more than I did Pacino and DeNiro.

(Though to be fair, both Norton and Farrell are guilty of sometimes slipping into their own lazy acting habits when playing roles they've done a few times.)

*Pride and Glory* was a shelf-duster—a film that had been sitting around for a year, and that always hints of some sort of, well, dustiness. And you can perhaps see why—the story is a pretty run-of-the-mill cop corruption tale, pitting Good Cop (Norton) against Bad Cop (Farrell). It's also easy to see why it was greenlit in the first place—in addition to its two very watchable leads, *Pride and Glory* went into production around the same time *The Shield* was heating up the cable nets. Unfortunately, it's also telling that *Pride and Glory* didn't actually hit the screen until *The Shield* was almost (brilliantly) over.

As a result, *Pride and Glory* has a very distinctive "been there, done that" feel. Cops running drug rings, roughing up rival dealers, and then trying to cover their butts with more murder and mayhem when things go oh-so wrong. In addition to being brothers in arms, Norton and Farrell are also brothers-in-laws, Farrell being married to Norton's sister. (Lake Bell is Farrell's long-suffering wife, and of course Norton is divorced and living on a boat.) Jon Voight does a fine job of heading this family in blue, and the always-excellent "That Guy" Noah Emmerich plays the older brother, the half-crooked, half-straight bridge between the two sides.

[Continue reading "Pride and Glory" »](#)

Posted by Locke Peterseim on February 18, 2009 at 02:12 PM in [DVD Reviews](#) | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

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**To:** Redbox Automated Retail, LLC ([ipdocket@ngelaw.com](mailto:ipdocket@ngelaw.com))  
**Subject:** TRADEMARK APPLICATION NO. 77465304 - RENT AND RETURN ANYW - 19638.06T1  
**Sent:** 8/21/2008 10:12:47 AM  
**Sent As:** ECOM114@USPTO.GOV  
**Attachments:** [Attachment - 1](#)  
[Attachment - 2](#)  
[Attachment - 3](#)  
[Attachment - 4](#)  
[Attachment - 5](#)  
[Attachment - 6](#)  
[Attachment - 7](#)  
[Attachment - 8](#)  
[Attachment - 9](#)  
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[Attachment - 14](#)  
[Attachment - 15](#)  
[Attachment - 16](#)  
[Attachment - 17](#)  
[Attachment - 18](#)

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## UNITED STATES PATENT AND TRADEMARK OFFICE

**SERIAL NO:** 77/465304

**MARK:** RENT AND RETURN ANYW

**\*77465304\***

**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 :**

19638.06T1

**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 or 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 AND RETURN ANYWHERE for rental of entertainment media through automated vending machines. The wording RENT in the mark indicates the nature of the services as rental services. The wording RETURN ANYWHERE in the mark indicates the nature of applicant's return policy to anywhere, namely, anywhere there is a vending kiosk. The examining attorney attaches web pages regarding applicant's policy of rent and return anywhere in connection with the services which further supports the descriptive nature of the wording in the mark in relation to the services. See attached web pages.

In addition, the examining attorney attaches excerpted articles from the examining attorney's search in a computerized database with respect to the wording in the mark. See attached articles below. The articles are additional evidence of the descriptive nature of the wording in the mark in relation to applicant's services, namely, a rent and return the DVDs rented anywhere. Furthermore, the nature of the mark as used on the specimen provides information regarding the services, namely, that consumers can rent and return the DVDs to anywhere, namely, anywhere there is a vending kiosk. Thus, the use of the mark on the specimen of record also supports the descriptive nature of the mark in relation to the services.

Thus, for these reasons, registration is refused because the applied-for mark merely describes the nature 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.

Applicant should note the following additional ground for refusal.

#### DOES NOT FUNCTION AS SERVICE MARK

Registration is refused because the applied-for mark, as used on the specimen of record, is merely a merchandising slogan that conveys information about applicant's services; it does not function as a service mark to identify and distinguish applicant's services from those of others 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 The 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 an informational slogan 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).

The applied-for mark, as shown on the specimen, is merely an informational slogan because the mark conveys information regarding the services. In addition, the applied-for mark appears in connection with other informational matter in the mark, namely, \$1 A NIGHT. NO LATE FEES. 5000 LOCATIONS. Applicant's mark used in among this wording enforces the informational nature of the wording in the mark, namely, rent the DVDS and return the DVDs anywhere at any of the nationwide kiosks/vending machines. Thus, as used on the specimen the mark would be perceived only as an informational phrase and not as a service mark for rental of DVDs.

#### 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/netahtml/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](mailto: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.

**Time of Request:** Wednesday, August 20, 2008 14:51:34 EST

**Client ID/Project Name:**

**Number of Lines:** 260

**Job Number:** 1862:109357022

Research Information

**Service:** Terms and Connectors Search

**Print Request:** All Documents 1-5

**Source:** US Newspapers

**Search Terms:** rent return anywhere

**Send to:** MC CAULEY, BRENDAN  
TRADEMARK LAW LIBRARY  
600 DULANY ST  
ALEXANDRIA, VA 22314-5790

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Nashville Business Journal (Tennessee)

August 15, 2008 Friday

**LENGTH:** 213 words

**HEADLINE:** Airport first in country to get redbox DVD kiosks

**BODY:**

Nashville International Airport is the first airport to get a redbox, a fully automated DVD rental system with new release rentals for \$1 per night.

The system is being installed this week.

Wright Travel Agency's agreement with the airport includes two rental kiosks.

"Being the first airport to offer redbox is a natural fit for Nashville International Airport because our vision is to deliver the Nashville Airports' experience by providing exemplary customer service and premier airport services and facilities," says Raul Regalado, president and CEO of the Metropolitan Nashville Airport Authority, which maintains and operates Nashville International Airport.

One kiosk is located on the public side before check-in for guests waiting on passengers. The other is past the security screening.

"Redbox DVD rentals offer a perfect solution for busy air travelers, and we are thrilled to offer this convenience to our 12,000 daily airport guests," says Pam Wright, chief executive officer, Wright Travel Agency in a release.

Redbox kiosks are available at more than 9,000 locations nationwide in grocery stores, select McDonald's, Walgreens and Wal-Mart locations. The rent-and-return anywhere technology lets travelers rent DVDs in one location and return them to any kiosk nationwide.

**LOAD-DATE:** August 15, 2008

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Argus Leader (Sioux Falls, South Dakota)

March 19, 2008 Wednesday

**SECTION:** BUSINESS JOURNAL; Pg. 7A

**LENGTH:** 619 words

**HEADLINE:** Automated DVD rentals enter local market

**BYLINE:** Jamie Ziemer

**BODY:**

Sioux Falls Business Journal

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A new automated DVD rental kiosk company is testing local brick-and-mortar competitors such as Blockbuster and Hollywood Video.

Redbox Automated Retail LLC set up its video-rental kiosks in all of the Sioux Falls Hy-Vee stores except the Minnesota Avenue location in February.

Redbox has more than 7,000 kiosks around the country and features a **rent-and-return anywhere** policy. It also offers prepaid online reservations for customers to pick up a movie at any location and features new-release rentals for \$1 per night.

The company started three years ago and has grown by contracting with national chains such as Wal-Mart, Walgreens and McDonald's.

Spokeswoman Kristin Zanini said the company plans to locate in 2,000 Walgreens and most Wal-Marts nationwide, including in Sioux Falls.

"The overall expansion will be in the next year and into 2009," she said.

Redbox is owned by Coinstar Inc. and McDonald's Ventures LLC, a wholly owned subsidiary of McDonald's Corp.

The company was developed by a small team within the McDonald's corporation that had been challenged to make its restaurants more relevant, Zanini said.

"It's one more reason for people to come in the restaurants," she said. "As more locations are added, it becomes even more convenient."

Redbox's low-cost business model competes with brick-and-mortar businesses that have to keep up with the industry's fast pace to survive.

Blockbuster Video is looking into a series of changes to restore its core movie-rental business and keep its stores relevant.

"Our mission is to provide convenient media access, whenever, however. That's our focus," said Randy Hargrove, company spokesman. "Today, consumers have more options on how they enjoy their home entertainment. We see these as opportunities."

Blockbuster will look at developing retail sales and embracing technology.

The company also is exploring the automated video-rental market. Blockbuster recently added its own rental kiosks in Family Dollar and Papa John's locations in Kentucky.

Plans include developing more convenient ways for customers to have access to movies and games. Kiosks could be located outside of its stores or have downloading capabilities with a flash drive.

Blockbuster's new store prototypes will include developing interactive gaming and electronic testing areas to attract customers.

Hargrove said Blockbuster's stores will remain an important part of the business because stores can offer a wide selection of movies and generate impulse buys that online movie rental companies such as Netflix can't.

Lewis Drugs Inc. is in the process of reviewing new video-rental programs for its retail stores.

"Our rental business continues to be strong, but you always try and get better," said Bob Meyer, general merchandise manager at Lewis Drugs.

In the next few weeks, Lewis will be launching an unlimited monthly video-rental card for a flat fee.

The company also is in discussions with Redbox about adding the video-rental kiosks in its Lewis Family Drug locations and smaller community stores.

Meyer said the industry probably will convert to offering electronic video-rental downloads on various devices such as a flash drive or DVR disk.

"There are programs that are being tested where you're going to be able to do that at a retail location," he said.

Many of these rental concepts are in the early testing stages, but for the next five years, consumers still will want to rent movies on DVD, Meyer said.

Other video-rental stores aren't faring so well.

Movie Gallery Inc., which also operates Hollywood Video, filed for bankruptcy last fall.

The company recently announced it would close 400 more stores in addition to the 520 it said would be closing last fall.

**LOAD-DATE:** March 20, 2008

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hollywoodreporter.com

January 17, 2008 Thursday

**SECTION: BUSINESS INDEX; MAIN PICTURE**

**LENGTH:** 703 words

**HEADLINE:** Dialogue: Inside the Redbox

**BYLINE:** null

**BODY:**

DVD rental kiosks grows despite hurdles in storefront business

Redbox is determined to become a household name. Judging from its growth, it could well succeed. Redbox is the biggest of several companies that rents DVDs for \$1 a day from kiosks in stores and restaurants nationwide. Redbox, owned by McDonald's Ventures, Coinstar and smaller investors, launched six years ago in just 12 locations. Today, the company employs 300 people, and in November it installed its 6,000th kiosk, which gives Redbox more U.S. locations than Blockbuster. Redbox CEO Gregg Kaplan recently spoke with The Hollywood Reporter West Coast business editor Paul Bond.

The Hollywood Reporter: How many movies does a single kiosk hold and how often do you change the titles offered?

Gregg Kaplan: Each kiosk holds more than 500 DVDs, representing 100-150 new release titles. New titles are available every Tuesday. We have an extensive network of local employees that service each machine weekly.

THR: Are all your kiosks owned and operated by Redbox, or are some of them franchises?

Kaplan: All kiosks are operated and maintained by Redbox directly.

THR: Does Redbox share revenue with the stores and restaurants that house the kiosks?

Kaplan: I can't disclose exact agreement details, but the majority of the agreements are based on revenue-sharing arrangements.

THR: Is there any brand loyalty out there? Do customers care whether they rent from Redbox or your competitors, like DVDPlay, TNR or Blockbuster Express?

Kaplan: Our combination of features -- \$1 per night price point, new release titles, rent and return anywhere policy, prepaid online reservations -- is unmatched in the industry.

THR: Is this a business with substantial barriers to entry, or can anybody stick a kiosk anywhere and become a Redbox competitor?

Kaplan: Redbox has over four years of planning, consumer testing, refinement and actual operations, and executes extraordinarily well. (Our job includes) designing and deploying a user-friendly kiosk and related software, distributing millions of new-release DVDs to these kiosks each week, and maintaining the kiosks so that they are always up and running.

THR: How often does a kiosk run out of movies to rent?

Kaplan: Our online reservation feature ensures customers that the title they'd like to see is in stock and waiting for them. Our customers can visit [www.redbox.com](http://www.redbox.com) and check the inventory of DVD titles in specific locations nationwide. We have found that the biggest frustration in the DVD rental business is showing up at the rental location only to find that the title you want is out of stock.

THR: How much money does the average kiosk take in each day?

Kaplan: I can't disclose any sales figures, but I can tell you that Redbox has rented DVDs to millions of customers nationwide, and thousands more try the service every day.

THR: Do you have plans to get into the DVD burning business, so customers can burn just about any title at one of your kiosks?

Kaplan: Our focus is new release DVD rentals. Customers can rent a DVD in less than 60 seconds using the touchscreen and return the DVD to any Redbox nationwide.

THR: There are about 10,000 kiosks out there now, including your 6,000. How big can this industry get?

Kaplan: The home video market is expected to reach \$42 billion by 2014, and the DVD self-service kiosk market segment shows growth

potential in excess of \$3 billion by 2009.

THR: Is the store model, where Blockbuster dominates, in trouble from your business model?

Kaplan: While other home entertainment providers are closing doors and even filing for bankruptcy, we continue to expand.

THR: Does VOD threaten your industry?

Kaplan: VOD pricing is not competitive with our dollar-per-night price point.

THR: Isn't the movie rental business quite a departure for a restaurant chain like McDonald's?

Kaplan: The quick, self-service transaction and **rent-and-return anywhere** policy make it a perfect compliment to McDonald's restaurants as well as grocery locations. We're available in locations that consumers are visiting anyway, saving them a stop in their day.

THR: Who builds the kiosks?

Kaplan: In April 2005, we named Solectron Corp. the exclusive worldwide manufacturer of Redbox DVD rental kiosks.

**LOAD-DATE:** January 22, 2008

4 of 5 DOCUMENTS

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The Hollywood Reporter

January 17, 2008 Thursday

**LENGTH:** 693 words

**HEADLINE:** Redbox thinks all about the box

**BYLINE:** null

**BODY:**

Redbox is determined to become a household name. Judging from its growth, it could well succeed. Redbox is the biggest of several companies that rents DVDs for \$1 a day from kiosks in stores and restaurants nationwide. Redbox, owned by McDonald's Ventures, Coinstar and smaller investors, launched six years ago in just 12 locations. Today, the company employs 300 people, and in November it installed its 6,000th kiosk, which gives Redbox more U.S. locations than Blockbuster. Redbox CEO Gregg Kaplan recently spoke with The Hollywood Reporter West Coast business editor Paul Bond.

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Kaplan: The quick, self-service transaction and **rent-and-return-anywhere** policy make it a perfect compliment to McDonald's restaurants as well as grocery locations. We're available in locations that consumers are visiting anyway, saving them a stop in their day.

THR: Who builds the kiosks?

Kaplan: In April 2005, we named Solectron Corp. the exclusive worldwide manufacturer of Redbox DVD rental kiosks.

**LOAD-DATE:** January 22, 2008

5 of 5 DOCUMENTS

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The Tennessean (Nashville, Tennessee)

July 11, 2007 Wednesday  
ONLINE Edition

**SECTION:** MICRO

**LENGTH:** 346 words

**HEADLINE:** McDonald's adds DVDs to the menu

**BYLINE:** NANCY DEVILLE | ndeville@tennessean.com | 259-8304 NANCY DEVILLE | ndeville@tennessean.com | 259-8304

**BODY:**

Want to grab a burger and rent a movie all at the same location? Select McDonald's restaurants are now allowing you to do just that, with the premiere of Redbox, a fully automated DVD rental kiosk.

The signature red kiosks invite customers to rent their favorite new release in one location and return them to any Redbox location nationwide. Cost is \$1 per night.

"We are thrilled to feature Redbox in our McDonald's and to provide our customers with more entertainment options in our restaurants," said Ted Bertuca, owner-operator of several Nashville area McDonald's restaurants. "Fun, quick, convenient and easy, Redbox fits our guests' busy lifestyles."

Featuring more than 70 new releases, consumers 18 years and older can rent new releases in less than 60 seconds by selecting their favorite movies using a touch screen and swiping a valid credit or debit card for payment.

Customers can opt to visit [www.redbox.com](http://www.redbox.com) to choose their favorite title online and pick it up immediately at the any Redbox location.

"The quick, self-service transaction of Redbox makes it a perfect complement to McDonald's restaurants," said Gregg Kaplan, chief executive officer, Redbox. "Redbox's **rent and return anywhere** policy and locations in McDonald's restaurants will offer busy consumers throughout Nashville one more level of convenience."

For details or a list of locations, visit [www.redbox.com](http://www.redbox.com).

{ }Here is a list of area McDonald's with kiosks

2612 Franklin Road

4041 Nolensville Road

[Click Here](#)

524 Murfreesboro Road

3470 Lebanon Pike, Hermitage

906 Rivergate Parkway, Goodlettsville

4114 Hillsboro Road

7010 Highway 70 S.

1181 Murfreesboro Road

154 McGavock Pike

6600 Charlotte Pike

2806 Gallatin Road

1006 Gallatin Road S., Madison

5301 Hickory Hollow Lane

2311 Brick Church Pike

4700 Charlotte Ave.

3300 Dickerson Road

1201 Broadway

331 Harding Place

545 Donelson Pike

304 Long Hollow Pike

2212 Nolensville Road

5744 Nolensville Road

4734 Lebanon Pike, Hermitage

201 Rudy Circle

2499 Murfreesboro Pike

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801 Vantage Way Court

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**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

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Comments: 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.



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## Business Services Industry

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

Business Wire, Nov 30, 2006

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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.

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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

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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](http://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](http://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](http://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](http://www.mcdonalds.com).

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# 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,

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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.

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## Airport first in country to get redbox DVD kiosks

Nashville Business Journal

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Nashville International Airport is the first airport to get a redbox, a fully automated DVD rental system with new release rentals for \$1 per night.

The system is being installed this week.

**Wright Travel Agency's** agreement with the airport includes two rental kiosks.

"Being the first airport to offer redbox is a natural fit for Nashville."

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"Being the first airport to offer redbox is a natural fit for Nashville International Airport because our vision is to deliver the Nashville Airports' experience by providing exemplary customer service and premier airport services and facilities," says Raul Regalado, president and CEO of the Metropolitan Nashville Airport Authority, which maintains and operates Nashville International Airport.

One kiosk is located on the public side before check-in for guests waiting on passengers. The other is past the security screening.

"Redbox DVD rentals offer a perfect solution for busy air travelers, and we are thrilled to offer this convenience to our 12,000 daily airport guests," says Pam Wright, chief executive officer, Wright Travel Agency in a release.

Redbox kiosks are available at more than 9,000 locations nationwide in grocery stores, select McDonald's, Walgreens and Wal-Mart locations. The **rent-and-return anywhere** technology lets travelers rent DVDs in one location and return them to any kiosk nationwide.

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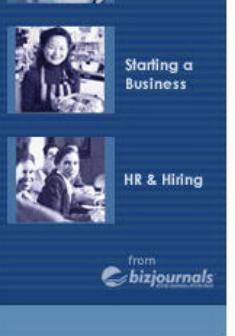
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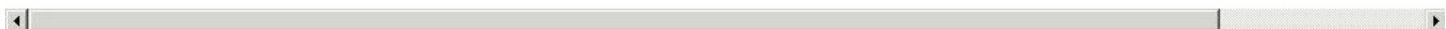
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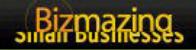
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## Redbox(TM) Surpasses Blockbuster in Number of U.S. Locations.

Publication: [Business Wire](#)

Date: Monday, November 26 2007

OAKBROOK TERRACE, Ill. -- Redbox, the fully automated [DVD rental](#) system featuring new release rentals for \$1 per night, now features more U.S. retail locations than Blockbuster. Launching only 12 prototype locations in 2002, redbox recently installed its 6,000th fully automated kiosk - surpassing

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Blockbuster in number of rental locations nationwide to become the industry leader. Featuring the industry's only **rent-and-return anywhere** policy, an unbeatable \$1 per night price point and convenient locations, redbox offers consumers a more convenient home entertainment solution.

"Redbox offers a level of service and convenience that our competitors simply can't provide," said Gregg Kaplan, chief executive officer, redbox. "Customers continue to embrace the redbox service, and our proven [technology](#) and production timeline have allowed us to expand rapidly in the competitive home entertainment industry. We expect this growth to continue at a rapid pace through 2007 and beyond as redbox expands its leadership position and becomes a household name in communities nationwide."

Redbox is now available in 46 states and expects to be operational in every state in the continental U.S. by the end of 2007. The streamlined, efficient installation of redbox kiosks allows the brand to penetrate new markets in under a month and provides consumers ready access to the latest movie titles.

Each fully automated redbox kiosk holds more than 500 DVDs, representing 100-150 of the [newest movie releases](#), with new titles available every Tuesday. Consumers simply use a touch screen to select their favorite movies, swipe a valid credit or debit card and go. The complete transaction takes less than 60 seconds. Customers can keep the DVD for as long as they'd like for \$1 per night plus tax. After 25 nights, rental charges cease and the DVD is the customer's to keep.

In addition, make sure to read these articles:

**DVDPlay Introduces World's Fastest, Smallest and Highest Capacity Automated DVD Movie...**

LOS GATOS, Calif. -- DVDPlay, Inc., North America's market share leader and innovator of fully automated, Internet connected and remotely managed movie rental kiosks .....

**DVDPlay Hits 5 Millionth Movie Rental Mark in Record Time.**

LOS GATOS, Calif. -- DVDPlay, Inc., the leading U.S. manufacturer and operator of DVD rental kiosks, announced today that it rented its 5 millionth .....

► **DVDPlay(R) Announces 200% Growth in DVD Movie Rentals for 2005!**

LOS GATOS, Calif. -- DVDPlay, Inc., one of the leading North American DVD rental kiosk companies, is quickly changing the method, the place, the .....

► **ClairVista Launches Live Expert(TM) for Retail: The New Face of Customer Interaction.**

CHICAGO -- ClairVista LLC announces the launch of Live Expert, a retail solution that uses advanced videoconferencing to provide in-store shoppers live consultation services .....

► **Rocket Jewelry Box Inc. Acquires Redbox**

Rocket Jewelry Box, a fourth-generation jewelry packaging company, has announced its acquisition of Redbox Corp., a Los Angeles-based company that produces packaging, stock and custom-designed .....

► **Rocket Redbox Has New Catalog**

A new catalog is available from Rocket Redbox featuring paper, metal, and wood boxes; paper goods; gift items; and displays. For a copy of the .....

► **Fast facts**

•Each multicapacity Redbox kiosk features 50 to 60 of the latest DVD titles.

► **Redbox Unveils 2002 Catalog**

Los Angeles—The display options presented in the 2002 Redbox catalog include wood-and-leather ensembles, window sets, showcase systems, large displays and risers, chain and pearl displays, .....

► **McDonald's Redbox Pilots D.C. Subway Program**

"Automated convenience stores" could add to commuter convenience, pick up fill-in shopping dollars for fast food giant.

► **McDonald's Automated C-Store Catching On**

"Redbox" offers DVDs and other convenience items

► **McDonald's Shuts Automated C-Stores**

Company will focus on bringing more customers into its restaurants, but DVD-dispensing machines will remain open.

► **Relationships Bolster Rocket redBox**

As the president of family-owned Rocket Redbox, the new company formed when Rocket Jewelry Box acquired Redbox, and one of the most successful packaging companies .....

► **Redbox Debuts at Baltimore-Washington Airport**

Automated convenience store in high-volume location "breaks vending mold." .....

► **Redner's Promotes Two Fresh Execs, Boosts Front End Services**

READING, Pa. - Redner's Warehouse Markets here named Gary O'Brien as its new v.p. of perishable operations while Richard Stiles was promoted to director of produce .....

► **More Video To Go**

Forget fries-do you want a DVD with that burger?

Subject: Video stores

Product: Record & prerecorded tape stores, Home Video Stores, Prerecorded Tape, Compact Disc, and Record Stores



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### Related Articles

#### [Five More Grocers to Install redbox Automated DVD Rental Kiosks](#)

OAKBROOK TERRACE, Ill. - Automated DVD vending kiosk provider redbox yesterday inked deals to install its units in stores operated by Albertsons LLC, Chewy Chase, ....

#### [A&P to Put DVD Rental Kiosks in 30 Stores](#)

MONTVALE, N.J. -- The Great Atlantic & Pacific Tea Company, Inc. here has contracted TNR Entertainment Corp. (The New Release) to provide The New Release .....

#### Fast facts

•Each multicapacity Redbox kiosk features 50 to 60 of the latest DVD titles.

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#### TODAY'S TOP STORY

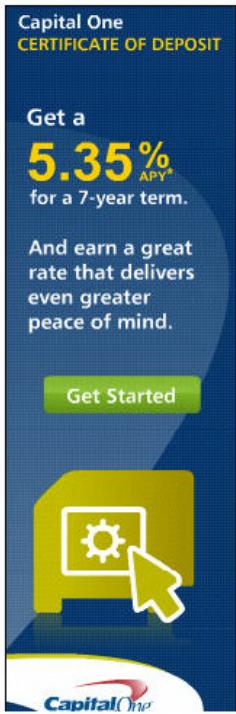
## **Buffett Buys \$500 Million of This Stock**

A few weeks ago, Warren Buffett loaded up on this promising retailer, purchasing a stake valued at nearly \$500 million. This little-known retail stock has already gained +2,469%, but we expect its market share to grow ten-fold in the coming years, leading to market-crushing gains.

[Click here](#) to continue this article and learn the name and ticker symbol of Warren Buffett's most recent stock purchase.

[www.TopStockAnalysts.com](http://www.TopStockAnalysts.com)

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**Subject:** TRADEMARK APPLICATION NO. 77465304 - RENT AND RETURN ANYW - 19638.06T1  
**Sent:** 8/21/2008 10:12:49 AM  
**Sent As:** ECOM114@USPTO.GOV  
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#	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 3:14:38 PM

Total search duration 0 minutes 21 seconds

Session duration 5 minutes 14 seconds

Default NEAR limit=1ADJ limit=1

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# Trademark/Service Mark Application, Principal Register

Serial Number: 77465304  
Filing Date: 05/04/2008

The table below presents the data as entered.

Input Field	Entered
<b>SERIAL NUMBER</b>	77465304
<b>MARK INFORMATION</b>	
* <b>MARK</b>	<a href="#">RENT AND RETURN ANYWHERE</a>
<b>STANDARD CHARACTERS</b>	YES
<b>USPTO-GENERATED IMAGE</b>	YES
<b>LITERAL ELEMENT</b>	RENT AND RETURN ANYWHERE
<b>MARK STATEMENT</b>	The mark consists of standard characters, without claim to any particular font, style, size, or color.
<b>REGISTER</b>	Principal
<b>APPLICANT INFORMATION</b>	
* <b>OWNER OF MARK</b>	Redbox Automated Retail, LLC
* <b>STREET</b>	One Tower Lane, Suite 1200
* <b>CITY</b>	Oakbrook Terrace
* <b>STATE (Required for U.S. applicants)</b>	Illinois
* <b>COUNTRY</b>	United States
* <b>ZIP/POSTAL CODE (Required for U.S. applicants only)</b>	60181
<b>LEGAL ENTITY INFORMATION</b>	
<b>TYPE</b>	limited liability company
STATE/COUNTRY WHERE LEGALLY ORGANIZED	Delaware
<b>GOODS AND/OR SERVICES AND BASIS INFORMATION</b>	
* <b>INTERNATIONAL CLASS</b>	041
* <b>IDENTIFICATION</b>	Rental of entertainment media through automated vending machines
<b>FILING BASIS</b>	SECTION 1(a)
<b>FIRST USE ANYWHERE DATE</b>	At least as early as 10/24/2007
<b>FIRST USE IN COMMERCE DATE</b>	At least as early as 10/24/2007
<b>SPECIMEN FILE NAME(S)</b>	
<b>ORIGINAL PDF FILE</b>	<a href="#">spec-3811514866-170454161_.world_series_2007_rbox_ad_v2c.pdf</a>
<b>CONVERTED PDF FILE(S) (1 page)</b>	<a href="#">\\TICRS\\EXPORT\\IMAGEOUT\\774\\653\\77465304\\xml1\\APP0003.JPG</a>
<b>SPECIMEN DESCRIPTION</b>	World Series program advertising

**ATTORNEY INFORMATION**

NAME	James P. Muraff
ATTORNEY DOCKET NUMBER	19638.06T1
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
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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
FEES 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	05/04/2008



## Trademark/Service Mark Application, Principal Register

**Serial Number: 77465304**  
**Filing Date: 05/04/2008**

### To the Commissioner for Trademarks:

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

The literal element of the mark consists of RENT AND 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  
One Tower Lane, Suite 1200  
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

Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, or the applicant's predecessor in interest used the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended.

In International Class 041, the mark was first used at least as early as 10/24/2007, and first used in commerce at least as early as 10/24/2007, and is now in use in such commerce. The applicant is submitting one specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) World Series program advertising.

#### Original PDF file:

[spec-3811514866-170454161\\_.world\\_series\\_2007\\_rbox\\_ad\\_v2c.pdf](#)

Converted PDF file(s) (1 page)

[Specimen File1](#)

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 19638.06T1.

Correspondence Information: James P. Muraff

Two North LaSalle Street, Suite 2200  
Chicago, Illinois 60602  
312-269-8000(phone)  
312-269-1747(fax)  
ipdocket@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: 05/04/2008  
Signatory's Name: Frederick W. Stein  
Signatory's Position: Vice President, General Counsel & Secretary

RAM Sale Number: 4723  
RAM Accounting Date: 05/05/2008

Serial Number: 77465304  
Internet Transmission Date: Sun May 04 23:20:45 EDT 2008  
TEAS Stamp: USPTO/BAS-XX.XXX.XXX.XX-2008050423204552  
2577-77465304-400323769b8997c8f898be4688  
658d4b20-DA-4723-20080502170454161457

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redbox

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5000 LOCATIONS.**

**THAT'S WHAT REDBOX CALLS  
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