

Generated on: This page was generated by TSDR on 2025-07-19 18:43:35 EDT

Mark: DVD PLAY



US Serial Number: 78352221

Application Filing Date: Jan. 15, 2004

US Registration Number: 2985154

Registration Date: Aug. 16, 2005

Register: Principal

Mark Type: Trademark, Service Mark

TM5 Common Status Descriptor:



DEAD/REGISTRATION/Cancelled/Invalidated

The trademark application was registered, but subsequently it was cancelled or invalidated and removed from the registry.

Status: Registration cancelled because registrant did not file an acceptable declaration under Section 8. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

Status Date: Oct. 05, 2012

Publication Date: May 24, 2005

Date Cancelled: Oct. 05, 2012

Mark Information

Mark Literal Elements: DVD PLAY

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S) /NUMBER(S)

Color Drawing: Yes

Color(s) Claimed: The color(s) white, gray, red and black is/are claimed as a feature of the mark.

Color Location: The mark consists of a white oval outlined in gray; a red circle with a white triangle in the center is in the left one-third of the oval; to the right of the red circle are the words DVD and PLAY in black block letter with DVD blocked above PLAY.

Disclaimer: DVD

Design Search 24.15.04 - Arrowheads

Code(s): 26.01.11 - Circles comprised of animals; Circles comprised of geometric figures; Circles comprised of humans; Circles comprised of letters or numerals; Circles comprised of plants; Circles comprised of punctuation; Letters, numerals, punctuation, geometric figures, objects, humans, plants or animals comprising a circle
26.01.21 - Circles that are totally or partially shaded.
26.05.02 - Plain single line triangles; Triangles, plain single line
26.11.21 - Rectangles that are completely or partially shaded
26.11.25 - Rectangles with one or more curved sides
26.11.28 - Miscellaneous designs with overall rectangular shape; Rectangular shapes (miscellaneous overall shape)

Related Properties Information

Claimed Ownership of US Registrations: 2463432, 2573752

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: Automated vending machine that dispenses prerecorded media for sale or rental

International 009 - Primary Class
Class(es):

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

Class Status: SECTION 8 - CANCELLED

First Use: Feb. 2001

Use in Commerce: Feb. 2001

For: Vending services of prerecorded media, namely vending of music, games, videos and other recorded materials via a stand-alone kiosk vending machine

International 035 - Primary Class
Class(es):

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

Class Status: SECTION 8 - CANCELLED

First Use: Feb. 2001

Use in Commerce: Feb. 2001

For: on-line rental of music, games, videos and other recorded materials; rental of music, games, videos and other recorded materials via a stand-alone kiosk vending machine

International 041 - Primary Class
Class(es):

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

Class Status: SECTION 8 - CANCELLED

First Use: Feb. 2001

Use in Commerce: Feb. 2001

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 1200
OAKBROOK TERRACE, ILLINOIS UNITED STATES 60181

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jason S. Howell

Docket Number: 72292.4000.0

Attorney Primary Email Address: pctrademarks@perkinscoie.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Jason S. Howell

Perkins Coie LLP
1201 Third Avenue, Suite 4900
Seattle, WASHINGTON UNITED STATES 98101

Phone: (206) 359-8000

Fax: (206) 359-9000

Correspondent e-mail: pctrademarks@perkinscoie.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Oct. 05, 2012	CANCELLED SEC. 8 (6-YR)	
Jul. 18, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 09, 2012	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jul. 09, 2012	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	

Jun. 30, 2010 AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP
Apr. 29, 2008 APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED
Apr. 29, 2008 TEAS CHANGE OF OWNER ADDRESS RECEIVED
Apr. 29, 2008 APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED
Apr. 29, 2008 TEAS CHANGE OF OWNER ADDRESS RECEIVED
Aug. 16, 2005 REGISTERED-PRINCIPAL REGISTER
May 24, 2005 PUBLISHED FOR OPPOSITION
May 04, 2005 NOTICE OF PUBLICATION
Mar. 25, 2005 ASSIGNED TO EXAMINER
Feb. 01, 2005 LAW OFFICE PUBLICATION REVIEW COMPLETED
Jan. 28, 2005 ASSIGNED TO LIE
Jan. 24, 2005 APPROVED FOR PUB - PRINCIPAL REGISTER
Jan. 24, 2005 EXAMINERS AMENDMENT E-MAILED
Jan. 24, 2005 EXAMINERS AMENDMENT -WRITTEN
Jan. 12, 2005 PREVIOUS ALLOWANCE COUNT WITHDRAWN
Nov. 26, 2004 LAW OFFICE PUBLICATION REVIEW COMPLETED
Nov. 19, 2004 ASSIGNED TO LIE
Nov. 12, 2004 APPROVED FOR PUB - PRINCIPAL REGISTER
Nov. 12, 2004 EXAMINER'S AMENDMENT ENTERED
Nov. 08, 2004 EXAMINERS AMENDMENT E-MAILED
Nov. 08, 2004 EXAMINERS AMENDMENT -WRITTEN
Oct. 25, 2004 PREVIOUS ALLOWANCE COUNT WITHDRAWN
Aug. 25, 2004 LAW OFFICE PUBLICATION REVIEW COMPLETED
Aug. 18, 2004 ASSIGNED TO LIE
Aug. 09, 2004 APPROVED FOR PUB - PRINCIPAL REGISTER
Aug. 09, 2004 EXAMINERS AMENDMENT E-MAILED
Aug. 06, 2004 EXAMINER'S AMENDMENT AND/OR PRIORITY ACTION MAILED
Aug. 06, 2004 ASSIGNED TO EXAMINER
Jan. 21, 2004 NEW APPLICATION ENTERED

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Aug. 16, 2005

Assignment Abstract Of Title Information

Summary

Total Assignments: 2

Registrant: DVDPlay, Inc.

Assignment 1 of 2

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [4232/0966](#)

Pages: 7

Date Recorded: Jun. 28, 2010

Supporting [assignment-tm-4232-0966.pdf](#)
Documents:

Assignor

Name: [DVDPLAY, INC.](#)

Execution Date: Nov. 23, 2009

Legal Entity Type: CORPORATION

State or Country: DELAWARE
Where Organized:

Assignee

Name: [NCR CORPORATION](#)

State or Country: MARYLAND
Where Organized:

Legal Entity Type: CORPORATION

Address: 1700 S. PATTERSON BLVD.

DAYTON, OHIO 45479

Composed Of: COMPOSED OF ASSET PURCHASE
AGREEMENT

Correspondent

Correspondent SHIRLEY A. BYRD
Name:

Correspondent 1700 S. PATTERSON BLVD.
Address: WHQ-3E
DAYTON, OH 45479

Domestic Representative - Not Found

Assignment 2 of 2

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [4819/0987](#)

Pages: 4

Date Recorded: Jul. 12, 2012

Supporting Documents: [assignment-tm-4819-0987.pdf](#)

Assignor

Name: [NCR CORPORATION](#)

Execution Date: Jun. 22, 2012

Legal Entity Type: CORPORATION

State or Country MARYLAND
Where Organized:

Assignee

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

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country DELAWARE
Where Organized:

Address: ONE TOWER LANE, SUITE 1200
OAKBROOK TERRACE, ILLINOIS 60181

Correspondent JASON S. HOWELL, C/O PERKINS COIE LLP
Name:

Correspondent 1201 THIRD AVENUE, SUITE 4900
Address: SEATTLE, WA 98101

Correspondent

Domestic Representative - Not Found

Revocation of Attorney/Domestic Representative and/or Appointment of Attorney/Domestic Representative

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	78352221
REGISTRATION NUMBER	2985154
LAW OFFICE ASSIGNED	LAW OFFICE 103
ATTORNEY DOCKET NUMBER	72292.4000.0004.US001
MARK SECTION	
MARK	DVD PLAY (stylized and/or with design)
ATTORNEY SECTION	
ORIGINAL ADDRESS	CURTIS VOCK 4845 PEARL EAST CIR STE 302 BOULDER Colorado (CO) 80301-6113 US ipdocketing@lathropgage.com
NEW ATTORNEY ADDRESS	
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	Jason S. Howell
FIRM NAME	Perkins Coie LLP
STREET	1201 Third Avenue, Suite 4900
CITY	Seattle
STATE	Washington
COUNTRY	United States
POSTAL/ZIP CODE	98101
PHONE	(206) 359-8000
FAX	(206) 359-9000
EMAIL	pctrademarks@perkinscoie.com
ATTORNEY AUTHORIZED TO COMMUNICATE VIA E-MAIL	YES
ATTORNEY DOCKET NUMBER	72292.4000.0004.US001
NEW OTHER APPOINTED ATTORNEYS	Lynne E. Graybeal, Heidi L. Sachs, Grace Han Stanton, James L. Vana, Kathleen J. Buckley, Julianne A. Henley, Elizabeth A. Kristoferson, Makalika D. Naholowaa, Jeffrey A. Nelson, Lisa T. Oratz, Andrea M. Sander, Sarah J. Taylor, and Robert G. Woolston
NEW CORRESPONDENCE ADDRESS	
NAME	

NAME	Jason S. Howell
FIRM NAME	Perkins Coie LLP
STREET	1201 Third Avenue, Suite 4900
CITY	Seattle
STATE	Washington
COUNTRY	United States
POSTAL/ZIP CODE	98101
PHONE	(206) 359-8000
FAX	(206) 359-9000
EMAIL	pctrademarks@perkinscoie.com
AUTHORIZED TO COMMUNICATE VIA E-MAIL	YES

SIGNATURE SECTION

SIGNATORY FILE	
ORIGINAL PDF FILE	hw_198221004-180803531_.NCR_to_Redbox_POA.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\\EXPORT16\\IMAGEOUT16\\783\\522\\78352221\\xml1\\RAA0002.JPG
SIGNATORY NAME	Donald R. Rench
SIGNATORY POSITION	Vice President
SIGNATORY PHONE NUMBER	N/A

FILING INFORMATION SECTION

SUBMIT DATE	Mon Jul 09 20:03:24 EDT 2012
TEAS STAMP	USPTO/RAA-XXX.XX.XXX.X-20 120709200324800927-780278 62-4908d1a90913cf014fba4e a2d383883f40-N/A-N/A-2012 0709194742603144

Revocation of Attorney/Domestic Representative and/or Appointment of Attorney/Domestic Representative

To the Commissioner for Trademarks:

MARK: DVD PLAY (stylized and/or with design)

SERIAL NUMBER: 78352221

REGISTRATION NUMBER: 2985154

ATTORNEY DOCKET NUMBER 72292.4000.0004.US001

The original attorney

CURTIS VOCK

4845 PEARL EAST CIR STE 302

BOULDER Colorado 80301-6113

US

ipdocketing@lathropgage.com

Original Correspondence Address :

CURTIS VOCK

4845 PEARL EAST CIR STE 302

BOULDER Colorado 80301-6113

US

ipdocketing@lathropgage.com

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: In addition, any additional previously-appointed attorneys that are currently listed in the application are replaced with the new "Other Appointed Attorneys" listed below.

Newly Appointed Attorney:

Jason S. Howell

Perkins Coie LLP

1201 Third Avenue, Suite 4900

Seattle, Washington 98101

United States

(206) 359-8000

(206) 359-9000

pctrademarks@perkinscoie.com

72292.4000.0004.US001

Other Appointed Attorneys:

Lynne E. Graybeal, Heidi L. Sachs, Grace Han Stanton, James L. Vana, Kathleen J. Buckley, Julianne A. Henley, Elizabeth A. Kristoferson, Makalika D. Naholowaa, Jeffrey A. Nelson, Lisa T. Oratz, Andrea M. Sander, Sarah J. Taylor, and Robert G. Woolston

The following is to be used as the correspondence address:

Jason S. Howell

Perkins Coie LLP

1201 Third Avenue, Suite 4900

Seattle, Washington 98101

United States

(206) 359-8000

(206) 359-9000

pctrademarks@perkinscoie.com

Original PDF file:

[hw_198221004-180803531 . NCR_to_Redbox_POA.pdf](#)

Converted PDF file(s) (1 page)

[Signature File1](#)

Signatory's Name: Donald R. Rench

Signatory's Position: Vice President

Signatory's Phone Number: N/A

Serial Number: 78352221

Internet Transmission Date: Mon Jul 09 20:03:24 EDT 2012

TEAS Stamp: USPTO/RAA-XXX.XX.XXX.X-20120709200324800

927-78027862-4908d1a90913cf014fba4ea2d38

3883f40-N/A-N/A-20120709194742603144

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT: Redbox Automated Retail, LLC

REGISTRATION NUMBERS: 2573752,
2967191, 2985154, 2959630, 3432333, 3432228,
3432307, 3432306, and 3186792

REVOCATION OF POWER OF
ATTORNEY AND APPOINTMENT
OF NEW ATTORNEY

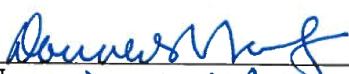
Applicant hereby revokes all previous powers of attorney and appoints the law firm Perkins Coie LLP, 1201 Third Avenue, Suite 4800, Seattle, Washington 98101-3099, (206) 359-8000, including Kathleen J. Buckley, Lynne E. Graybeal, Julianne A. Henley, Jason S. Howell, Elizabeth A. Kristoferson, Makalika D. Naholowaa, Jeffrey A. Nelson, Lisa T. Oratz, Heidi L. Sachs, Andrea M. Sander, Grace Han Stanton, Sarah J. Taylor, James L. Vana and Robert G. Woolston, each of whom is admitted to practice law in the State of Washington and/or another state of the United States, with full power of substitution and revocation, to make alterations and amendments and to transact all business in the U.S. Patent and Trademark Office in connection with this matter.

Please direct all correspondence to Jason S. Howell at said firm.

DATED: July 9, 2012

REDBOX AUTOMATED RETAIL, LLC

By:


Name: Donald R. Rench
Title: Vice President

Change Of Owner's Address

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	78352221
REGISTRATION NUMBER	2985154
LAW OFFICE ASSIGNED	LAW OFFICE 103
MARK SECTION	
MARK	DVD PLAY (stylized and/or with design)
OWNER SECTION (current)	
NAME	DVDPlay, Inc.
STREET	750 University Avenue, Suite 280
CITY	Los Gatos
STATE	California
ZIP/POSTAL CODE	95032
COUNTRY	United States
PHONE	408-395-1727
FAX	408-395-1997
CORRESPONDENCE SECTION (current)	
ORIGINAL ADDRESS	Curtis A. Vock LATHROP & GAGE L.C. 4845 Pearl East Circle, Suite 300 Boulder Colorado 80301 United States 720-931-3001 720-931-3000 ipdocketing@lathropgage.com
NEW OWNER ADDRESS	
INTERNAL ADDRESS	Suite 200
STREET	695 Campbell Technology Parkway
CITY	Campbell
STATE	California
ZIP/POSTAL CODE	95008
COUNTRY	United States
PHONE	408-583-1300
FAX	408-796-5560
CURRENT CORRESPONDENCE ADDRESS	
NAME	CURTIS VOCK

FIRM NAME	LATHROP & GAGE L.C.
STREET	4845 PEARL EAST CIR STE 302
CITY	BOULDER
STATE	Colorado
COUNTRY	United States
POSTAL/ZIP CODE	80301-6113

SIGNATURE SECTION

SIGNATURE	/Allison Amadia/
SIGNATORY NAME	Allison Amadia
SIGNATORY DATE	04/29/2008
SIGNATORY POSITION	Counsel

FILING INFORMATION SECTION

SUBMIT DATE	Tue Apr 29 17:14:44 EDT 2008
TEAS STAMP	USPTO/COA-XX.XX.XXX.XXX-2 0080429171444663007-78027 862-400598bfaeeba2d11b9fc 4c3796545eec1e-N/A-N/A-20 080429170010942260

Change Of Owner's Address

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	78352221
REGISTRATION NUMBER	2985154
LAW OFFICE ASSIGNED	LAW OFFICE 103
MARK SECTION	
MARK	DVD PLAY (stylized and/or with design)
OWNER SECTION (current)	
NAME	DVDPlay, Inc.
STREET	750 University Avenue, Suite 280
CITY	Los Gatos
STATE	California
ZIP/POSTAL CODE	95032
COUNTRY	United States
PHONE	408-395-1727
FAX	408-395-1997
CORRESPONDENCE SECTION (current)	
ORIGINAL ADDRESS	Curtis A. Vock LATHROP & GAGE L.C. 4845 Pearl East Circle, Suite 300 Boulder Colorado 80301 United States 720-931-3001 720-931-3000 ipdocketing@lathropgage.com
NEW OWNER ADDRESS	
INTERNAL ADDRESS	Suite 200
STREET	695 Campbell Technology Parkway
CITY	Campbell
STATE	California
ZIP/POSTAL CODE	95008
COUNTRY	United States
PHONE	408-583-1300
FAX	408-796-5560
CURRENT CORRESPONDENCE ADDRESS	
NAME	CURTIS VOCK

FIRM NAME	LATHROP & GAGE L.C.
STREET	4845 PEARL EAST CIR STE 302
CITY	BOULDER
STATE	Colorado
COUNTRY	United States
POSTAL/ZIP CODE	80301-6113

SIGNATURE SECTION

SIGNATURE	/Allison Amadia/
SIGNATORY NAME	Allison Amadia
SIGNATORY DATE	04/29/2008
SIGNATORY POSITION	Counsel

FILING INFORMATION SECTION

SUBMIT DATE	Tue Apr 29 17:14:44 EDT 2008
TEAS STAMP	USPTO/COA-XX.XX.XXX.XXX-2 0080429171444663007-78027 862-400598bfaeeba2d11b9fc 4c3796545eec1e-N/A-N/A-20 080429170010942260

Int. Cls.: 9, 35 and 41

Prior U.S. Cls.: 21, 23, 26, 36, 38, 100, 101, 102 and 107

United States Patent and Trademark Office

Reg. No. 2,985,154

Registered Aug. 16, 2005

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**



DVDPLAY, INC. (DELAWARE CORPORATION)
750 UNIVERSITY AVENUE, SUITE 280
LOS GATOS, CA 95032

OWNER OF U.S. REG. NOS. 2,463,432 AND
2,573,752.

FOR: AUTOMATED VENDING MACHINE THAT
DISPENSES PRERECORDED MEDIA FOR SALE OR
RENTAL, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND
38).

FIRST USE 2-0-2001; IN COMMERCE 2-0-2001.

FOR: VENDING SERVICES OF PRERECORDED
MEDIA, NAMELY VENDING OF MUSIC, GAMES,
VIDEOS AND OTHER RECORDED MATERIALS
VIA A STAND-ALONE KIOSK VENDING MA-
CHINE, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 2-0-2001; IN COMMERCE 2-0-2001.

FOR: ON-LINE RENTAL OF MUSIC, GAMES,
VIDEOS AND OTHER RECORDED MATERIALS;
RENTAL OF MUSIC, GAMES, VIDEOS AND OTHER
RECORDED MATERIALS VIA A STAND-ALONE
KIOSK VENDING MACHINE , IN CLASS 41 (U.S.
CLS. 100, 101 AND 107).

FIRST USE 2-0-2001; IN COMMERCE 2-0-2001.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE DVD, APART FROM THE MARK
AS SHOWN.

THE COLOR(S) WHITE, GRAY, RED AND
BLACK IS/ARE CLAIMED AS A FEATURE OF
THE MARK.

THE MARK CONSISTS OF A WHITE OVAL OUT-
LINED IN GRAY; A RED CIRCLE WITH A WHITE
TRIANGLE IN THE CENTER IS IN THE LEFT ONE-
THIRD OF THE OVAL; TO THE RIGHT OF THE
RED CIRCLE ARE THE WORDS DVD AND PLAY
IN BLACK BLOCK LETTER WITH DVD BLOCKED
ABOVE PLAY.

SER. NO. 78-352,221, FILED 1-15-2004.

MARK SPARACINO, EXAMINING ATTORNEY



UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451
www.uspto.gov

May 4, 2005

NOTICE OF PUBLICATION UNDER 12(a)

- | | |
|-----------------------------|------------------------|
| 1. Serial No.: | 2. Mark: |
| 78/352,221 | DVD PLAY
and design |
| 3. International Class(es): | 5. Applicant: |
| 9, 35, 41 | DVDPlay, Inc. |
| 4. Publication Date: | |
| May 24, 2005 | |

The mark of the application identified appears to be entitled to registration. The mark will, in accordance with Section 12(a) of the Trademark Act of 1946, as amended, be published in the Official Gazette on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark. If no opposition is filed within the time specified by Section 13(a) of the Statute or by rules 2.101 or 2.102 of the Trademark Rules, the Commissioner of Patents and Trademarks may issue a certificate of registration.

Copies of the trademark portion of the Official Gazette containing the publication of the mark may be obtained from:

The Superintendent of Documents
U.S. Government Printing Office
PO Box 371954
Pittsburgh, PA 15250-7954
Phone: 202-512-1800

By direction of the Commissioner.

Correspondence Address:

Curtis A. Vock
LATHROP & GAGE L.C.
4845 Pearl East Circle, Suite 300
Boulder, CO 80301

TMP&I

To: DVDPlay, Inc. (ipdocketing@lathropgage.com)
Subject: TRADEMARK APPLICATION NO. 78352221 - DVD PLAY - 414833
Sent: 1/24/05 2:35:58 PM
Sent As: ECOM103@USPTO.GOV
Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 78/352221

APPLICANT: DVDPlay, Inc.

78352221

CORRESPONDENT ADDRESS:

Curtis A. Vock
LATHROP & GAGE L.C.
4845 Pearl East Circle, Suite 300
Boulder, CO 80301

RETURN ADDRESS:

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

MARK: DVD PLAY

If no fees are enclosed, the address should include the words "Box Responses - No Fee."

CORRESPONDENT'S REFERENCE/DOCKET NO : 414833

Please provide in all correspondence:

1. Filing date, serial number, mark and applicant's name.
2. Date of this Office Action.
3. Examining Attorney's name and Law Office number.
4. Your telephone number and email address.

Serial Number 78/352221

EXAMINER'S AMENDMENT

In accordance with the authorization granted by Curtis Vock on January 24, 2005, the application has been AMENDED as indicated below. Please note that if the identification of goods or services has been amended below, any future amendments must be in accordance with 37 C.F.R. 2.71(a); TMEP section 1402.07(e). No response is necessary unless there is an objection to the amendment. If there is an objection to the amendment, the applicant should notify the examining attorney immediately.

The examining attorney has searched the Office records and has found no similar registered or pending mark which would bar registration under Trademark Act Section 2(d), 15 U.S.C. §1052(d). TMEP §704.02.

Identification of Goods and Services:

The identification of goods and services has been amended to: "Automated vending machine that dispenses prerecorded media for sale or rental, " in International Class 009; "Vending services of prerecorded media, namely vending of music, games, videos and other recorded materials via a stand-alone kiosk vending machine," in International Class 035; and "on-line rental of music, games, videos and other recorded materials; rental of music, games, videos and other recorded materials via a stand-alone kiosk vending machine," in International Class 041.

NOTICE: FEE CHANGE

Effective January 31, 2005 and pursuant to the Consolidated Appropriations Act, 2005, Pub. L. 108-447, the following are the fees that will be charged for filing a trademark application:

- (1) \$325 per international class if filed electronically using the Trademark Electronic Application System (TEAS); or
- (2) \$375 per international class if filed on paper.

These fees will be charged not only when a new application is filed, but also when payments are made to add classes to an existing application. If such payments are submitted with a TEAS response, the fee will be \$325 per class, and if such payments are made with a paper response, the fee will be \$375 per class.

The new fee requirements will apply to any fees filed on or after January 31, 2005.

NOTICE: TRADEMARK OPERATION RELOCATION

The Trademark Operation has relocated to Alexandria, Virginia. Effective October 4, 2004, all Trademark-related paper mail (except documents sent to the Assignment Services Division for recordation, certain documents filed under the Madrid Protocol, and requests for copies of trademark documents) must be sent to:

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

Applicants, attorneys and other Trademark customers are strongly encouraged to correspond with the USPTO online via the Trademark Electronic Application System (TEAS), at <http://www.uspto.gov/teas/index.html>.

Jeffrey Molinoff
/Jeff Molinoff/
Law Office 103
571-272-9282
571-273-9103 fax

To: DVDPlay, Inc. (ipdocketing@lathropgpage.com)
Subject: TRADEMARK APPLICATION NO. 78352221 - DVD PLAY - 414833
Sent: 11/8/04 3:30:25 PM
Sent As: ECOM103@USPTO.GOV
Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 78/352221

APPLICANT: DVDPlay, Inc.

78352221

CORRESPONDENT ADDRESS:

Curtis A. Vock
LATHROP & GAGE L.C.
4845 Pearl East Circle, Suite 300
Boulder, CO 80301

RETURN ADDRESS:

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

MARK: DVD PLAY

If no fees are enclosed, the address should include the words "Box Responses - No Fee."

CORRESPONDENT'S REFERENCE/DOCKET NO : 414833

Please provide in all correspondence:

CORRESPONDENT EMAIL ADDRESS:

ipdocketing@lathropgpage.com

1. Filing date, serial number, mark and applicant's name.
2. Date of this Office Action.
3. Examining Attorney's name and Law Office number.
4. Your telephone number and email address.

Serial Number 78/352221

EXAMINER'S AMENDMENT

In accordance with the authorization granted by Curtis Vock on November 8, 2004, the application has been AMENDED as indicated below. Please note that if the identification of goods or services has been amended below, any future amendments must be in accordance with 37 C.F.R. 2.71(a); TMEP section 1402.07(e). No response is necessary unless there is an objection to the amendment. If there is an objection to the amendment, the applicant should notify the examining attorney immediately.

The examining attorney has searched the Office records and has found no similar registered or pending mark which would bar registration under Trademark Act Section 2(d), 15 U.S.C. §1052(d). TMEP §704.02.

Identification of Goods and Services:

The identification of goods and services has been amended to: "Automated vending machine that dispenses prerecorded media for sale or rental, " in International Class 009; "Distribution services of prerecorded media, namely distribution of music, games, videos and other recorded materials via a stand-alone kiosk vending machine," in International Class 035; and "on-line rental of music, games, videos and other recorded materials," in International Class 041.

Deposit account No. 120600 has been charged the filing fee for the additional Class.

NOTICE: TRADEMARK OPERATION RELOCATING OCTOBER AND NOVEMBER 2004

The Trademark Operation is relocating to Alexandria, Virginia, in October and November 2004. Effective October 4, 2004, all Trademark-related paper mail (except documents sent to the Assignment Services Division for recordation, certain documents filed under the Madrid Protocol, and requests for copies of trademark documents) must be sent to:

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

Applicants, registration owners, attorneys and other Trademark customers are strongly encouraged to correspond with the USPTO online via the Trademark Electronic Application System (TEAS), at www.uspto.gov.

Jeffrey S. Molinoff
/Jeff Molinoff/
Law Office 103
571-272-9282
571-273-9103 fax

To: DVDPlay, Inc. (ipdocketing@lathropgage.com)
Subject: TRADEMARK APPLICATION NO. 78352221 - DVD PLAY - 414833
Sent: 8/9/04 10:44:24 AM
Sent As: ECOM103@USPTO.GOV
Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 78/352221

APPLICANT: DVDPlay, Inc.

78352221

CORRESPONDENT ADDRESS:

Curtis A. Vock
LATHROP & GAGE L.C.
4845 Pearl East Circle, Suite 300
Boulder, CO 80301

RETURN ADDRESS:

Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3514

MARK: DVD PLAY

If no fees are enclosed, the address should include the words "Box Responses - No Fee."

CORRESPONDENT'S REFERENCE/DOCKET NO : 414833

Please provide in all correspondence:

1. Filing date, serial number, mark and applicant's name.
2. Date of this Office Action.
3. Examining Attorney's name and Law Office number.
4. Your telephone number and email address.

Serial Number 78/352221

EXAMINER'S AMENDMENT

In accordance with the authorization granted by Curtis Vock on August 9, 2004, the application has been AMENDED as indicated below. Please note that if the identification of goods or services has been amended below, any future amendments must be in accordance with 37 C.F.R. 2.71(a); TMEP section 1402.07(e). No response is necessary unless there is an objection to the amendment. If there is an objection to the amendment, the applicant should notify the examining attorney immediately.

The examining attorney has searched the Office records and has found no similar registered or pending mark which would bar registration under Trademark Act Section 2(d), 15 U.S.C. §1052(d). TMEP §704.02.

Disclaimer

No claim is made to the exclusive right to use **DVD** apart from the mark as shown.

NOTICE: TRADEMARK OPERATION RELOCATING OCTOBER AND NOVEMBER 2004

The Trademark Operation is relocating to Alexandria, Virginia, in October and November 2004. Effective October 4, 2004, all Trademark-related paper mail (except documents sent to the Assignment Services Division for recordation, certain documents filed under the Madrid Protocol, and requests for copies of trademark documents) must be sent to:

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

Applicants, registration owners, attorneys and other Trademark customers are strongly encouraged to correspond with the USPTO online via the Trademark Electronic Application System (TEAS), at www.uspto.gov.

My Law Office is scheduled to move on October 19, 2004. To reach me by telephone after that date, please call **(571) 272-9282**. To submit a fax response to this Office action after that date, please send your response to the Law Office fax number - (571) 273-9103.

Jeffrey S. Molinoff
/Jeff Molinoff/
Law Office 103
jeffrey.molinoff@uspto.gov
703-308-9103 ext. 247
703-746-8103 fax
After October 19, 2004,

*** User:jmolinoff ***

#	Total	Dead	Live	Live	Status/	Search
	Marks	Marks	Viewed	Viewed	Search	
			Docs	Images	Duration	
01	1	0	1	1	0:02	78352221[SN]
02	668	N/A	0	0	0:01	*dvd*[bi,ti]
03	9662	N/A	0	0	0:05	*play*[bi,ti]
04	16	2	14	9	0:01	2 & 3
05	1614	N/A	0	0	0:02	"241504"[dc]
06	69108	N/A	0	0	0:02	"260121"[dc]
07	10587	N/A	0	0	0:01	"260502"[dc]
08	15207	N/A	0	0	0:02	"261125"[dc]
09	6267	N/A	0	0	0:01	"261128"[dc]
10	29	8	21	21	0:01	2 & (6 7 8 9)
11	281	N/A	0	0	0:01	3 & (6 7 8 9)
12	131	0	3	131	0:01	11 not (10 4 dead[ld])

Session started 8/6/04 5:19:56 PM

Session finished 8/6/04 6:07:43 PM

Total search duration 0 minutes 20 seconds

Session duration 47 minutes 47 seconds

Default NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 78352221

To: DVDPlay, Inc. (ipdocketing@lathropgage.com)
Subject: TRADEMARK APPLICATION NO. 78352221 - DVD PLAY - 414833
Sent: 8/6/04 5:57:54 PM
Sent As: ECOM103@USPTO.GOV
Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 78/352221

APPLICANT: DVDPlay, Inc.

78352221

CORRESPONDENT ADDRESS:

Curtis A. Vock
LATHROP & GAGE L.C.
4845 Pearl East Circle, Suite 300
Boulder, CO 80301

RETURN ADDRESS:

Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3514

MARK: DVD PLAY

CORRESPONDENT'S REFERENCE/DOCKET NO : 414833

Please provide in all correspondence:

1. Filing date, serial number, mark and applicant's name.
2. Date of this Office Action.
3. Examining Attorney's name and Law Office number.
4. Your telephone number and e-mail address.

PRIORITY ACTION

OFFICE SEARCH: The examining attorney has searched the Office records and has found no similar registered or pending mark which would bar registration under Trademark Act Section 2(d), 15 U.S.C. Section 1052(d). TMEP section 704.02.

TO AVOID ABANDONMENT, WE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF OUR MAILING OR E-MAILING DATE. This case will be given priority as an amended case if you respond to the requirements stated below within two months.

FOR INQUIRIES OR QUESTIONS ABOUT THIS OFFICE ACTION, PLEASE CONTACT THE ASSIGNED EXAMINING ATTORNEY.

Serial Number 78/352221

The following issues were discussed in communication with Curtis Vock on August 6, 2004.

Disclaimers

Applicant must disclaim the descriptive wording "DVD" apart from the mark as shown because it merely describes the applicant's goods and services. Trademark Act Section 6, 15 U.S.C. §1056; TMEP §§1213 and 1213.03(a).

The computerized printing format for the Office's *Trademark Official Gazette* requires a standardized format for a disclaimer. TMEP §1213.08(a)(i). The following is the standard format used by the Office:

No claim is made to the exclusive right to use "DVD" apart from the mark as shown.

See In re Owatonna Tool Co., 231 USPQ 493 (Comm'r Pats. 1983).

NOTICE: TRADEMARK OPERATION RELOCATING OCTOBER AND NOVEMBER 2004

The Trademark Operation is relocating to Alexandria, Virginia, in October and November 2004. Effective October 4, 2004, all Trademark-related paper mail (except documents sent to the Assignment Services Division for recordation, certain documents filed under the Madrid Protocol, and requests for copies of trademark documents) must be sent to:

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

Applicants, registration owners, attorneys and other Trademark customers are strongly encouraged to correspond with the USPTO online via the Trademark Electronic Application System (TEAS), at www.uspto.gov.

My Law Office is scheduled to move on October 19, 2004. To reach me by telephone after that date, please call **(571) 272-9282**. To submit a fax response to this Office action after that date, please send your response to the Law Office fax number - (571) 273-9103.

Response

If the applicant has any questions or needs assistance in responding to this Office action, please telephone the assigned examining attorney. If the applicant fails to respond within six months of the mailing date of this refusal, this Office will declare the application abandoned. 37 C.F.R. Section 2.65(a).

Jeffrey S. Molinoff
/Jeff Molinoff/
Law Office 103
jeffrey.molinoff@uspto.gov
703-308-9103 ext. 247
703-746-8103 fax
After October 19, 2004,

How to respond to this Office Action:

To respond formally using the Office's Trademark Electronic Application System (TEAS), visit <http://www.uspto.gov/teas/index.html> and follow the instructions.

To respond formally via regular mail, your response should be sent to the mailing Return Address listed above and include the serial number, law office and examining attorney's name on the upper right corner of each page of your response.

To check the status of your application at any time, visit the Office's Trademark Applications and Registrations Retrieval (TARR) system at <http://tarr.uspto.gov/>

For general and other useful information about trademarks, you are encouraged to visit the Office's web site at <http://www.uspto.gov/main/trademarks.htm>

Trademark/Service Mark Application, Principal Register

Serial Number: 78352221
Filing Date: 01/15/2004

The table below presents the data as entered.

Input Field	Entered
MARK SECTION	
MARK FILE NAME	\\ticrs\EXPORT9\IMAGEOUT9\783\522\78352221\xml1\AP_P0002.JPG
STANDARD CHARACTERS	NO
USPTO-GENERATED IMAGE	NO
LITERAL ELEMENT	DVD PLAY
COLOR MARK	YES
COLOR(S) CLAIMED	The color(s) white, gray, red and black is/are claimed as a distinctive feature of the mark.
DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of a white oval outlined in gray; a red circle with a white triangle in the center is in the left one-third of the oval; to the right of the red circle are the words DVD and PLAY in black block letter with DVD blocked above PLAY.
PIXEL COUNT ACCEPTABLE	YES
PIXEL COUNT	750 x 318
OWNER SECTION	
NAME	DVDPlay, Inc.
STREET	750 University Avenue, Suite 280
CITY	Los Gatos
STATE	CA
ZIP/POSTAL CODE	95032
COUNTRY	USA
PHONE	408-395-1727
FAX	408-395-1997
AUTHORIZED EMAIL COMMUNICATION	No
LEGAL ENTITY SECTION	
TYPE	CORPORATION
STATE/COUNTRY OF INCORPORATION	Delaware
GOODS AND/OR SERVICES SECTION	
INTERNATIONAL CLASS	009
DESCRIPTION	Automated vending machine that dispenses prerecorded media for sale or rental.

FILING BASIS	Section 1(a)
FIRST USE ANYWHERE DATE	At least as early as 02/00/2001
FIRST USE IN COMMERCE DATE	At least as early as 02/00/2001
SPECIMEN FILE NAME(S)	\\ticrs\EXPORT9\IMAGEOUT9\783\522\78352221\xml1\AP_P0003.JPG
SPECIMEN DESCRIPTION	A digital photograph of the applicant's automated entertainment machine where one can buy or rent prerecorded media

GOODS AND/OR SERVICES SECTION

INTERNATIONAL CLASS	041
DESCRIPTION	Distribution services of prerecorded media, namely distribution of music, games, videos and other recorded materials via a stand-alone kiosk vending machine; on-line rental of music, games, videos and other recorded materials.
FILING BASIS	Section 1(a)
FIRST USE ANYWHERE DATE	At least as early as 02/00/2001
FIRST USE IN COMMERCE DATE	At least as early as 02/00/2001
SPECIMEN FILE NAME(S)	\\ticrs\EXPORT9\IMAGEOUT9\783\522\78352221\xml1\AP_P0004.JPG
	\\ticrs\EXPORT9\IMAGEOUT9\783\522\78352221\xml1\AP_P0005.JPG
	\\ticrs\EXPORT9\IMAGEOUT9\783\522\78352221\xml1\AP_P0006.JPG
	\\ticrs\EXPORT9\IMAGEOUT9\783\522\78352221\xml1\AP_P0007.JPG
SPECIMEN DESCRIPTION	Scanned images from applicant's web site at www.dvdplay.net offering distribution of automated entertainment machines for the sale or rent of prerecorded media
PRIOR REGISTRATION(S)	Applicant claims ownership of U.S. Registration Number(s) 2463432 2573752.

SIGNATURE SECTION

SIGNATURE	/william barber/
SIGNATORY NAME	William H. Barber
SIGNATORY DATE	01/13/2004
SIGNATORY POSITION	Founder and Director

PAYMENT SECTION

NUMBER OF CLASSES	2
NUMBER OF CLASSES PAID	2
SUBTOTAL AMOUNT	670
TOTAL AMOUNT	670

ATTORNEY

NAME	Curtis A. Vock
------	----------------

FIRM NAME	LATHROP & GAGE L.C.
STREET	4845 Pearl East Circle, Suite 300
CITY	Boulder
STATE	CO
ZIP/POSTAL CODE	80301
COUNTRY	USA
PHONE	720-931-3000
FAX	720-931-3001
EMAIL	ipdocketing@lathropgage.com
AUTHORIZED EMAIL COMMUNICATION	Yes
ATTORNEY DOCKET NUMBER	414833
OTHER APPOINTED ATTORNEY(S)	David R. Barnard; David V. Clark; Stephen J. Horace; Alfred R. Hupp, Jr.; Ronald E. Manka; Xinsheng Wang; Michael Byorick, Registration No. 34,131; Janelle Strode, Registration No. 34,738; Gerald M. Kraai, Registration No. 34,854; William A. Rudy, Registration No. 34,916; Dan Cleveland, Jr., Registration No. 36,106; Peter Knops, Registration No. 37,659; Curtis A. Vock, Registration No. 38,356; James M. Stipek, Registration No. 39,388; Joseph L. Johnson, Registration No. 39,718; Neil L. Arney, Registration No. 41,589; David J. Lee, Registration No. 41,935; Kimberly A. Wingate, Registration No. 43,776; and Robert J. Lambrechts, Registration No. 46,854

CORRESPONDENCE SECTION

NAME	Curtis A. Vock
FIRM NAME	LATHROP & GAGE L.C.
STREET	4845 Pearl East Circle, Suite 300
CITY	Boulder
STATE	CO
ZIP/POSTAL CODE	80301
COUNTRY	USA
PHONE	720-931-3000
FAX	720-931-3001
EMAIL	ipdocketing@lathropgage.com
AUTHORIZED EMAIL COMMUNICATION	Yes

FILING INFORMATION

SUBMIT DATE	Thu Jan 15 10:24:28 EST 2004
TEAS STAMP	USPTO/BAS-XXXXXXXXXXXX-20 040115102428551040-783522 21-2002d494c4f85ed1af47b6 966d6e244462c-DA-663-2004 0113173355590232

Trademark/Service Mark Application, Principal Register

Serial Number: 78352221
Filing Date: 01/15/2004

To the Commissioner for Trademarks:

MARK: DVD PLAY (stylized and/or with design, see [mark](#))

The literal element of the mark consists of DVD PLAY.

The color(s) white, gray, red and black is/are claimed as a distinctive feature of the mark.

The mark consists of a white oval outlined in gray; a red circle with a white triangle in the center is in the left one-third of the oval; to the right of the red circle are the words DVD and PLAY in black block letter with DVD blocked above PLAY.

The applicant, DVDPlay, Inc., a corporation of Delaware, residing at 750 University Avenue, Suite 280, Los Gatos, CA, USA, 95032, 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.

The applicant, or the applicant's related company or licensee, is using the mark in commerce, and lists below the dates of use by the applicant, or the applicant's related company, licensee, or predecessor in interest, of the mark on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended.

International Class 009: Automated vending machine that dispenses prerecorded media for sale or rental.

International Class 041: Distribution services of prerecorded media, namely distribution of music, games, videos and other recorded materials via a stand-alone kiosk vending machine; on-line rental of music, games, videos and other recorded materials.

In International Class 009, the mark was first used at least as early as 02/00/2001, and first used in commerce at least as early as 02/00/2001, and is now in use in such commerce. The applicant is submitting or will submit one specimen for *each class* 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) A digital photograph of the applicant's automated entertainment machine where one can buy or rent prerecorded media.

Specimen - 1

In International Class 041, the mark was first used at least as early as 02/00/2001, and first used in commerce at least as early as 02/00/2001, and is now in use in such commerce. The applicant is submitting or will submit one specimen for *each class* 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) Scanned images from applicant's web site at www.dvdplay.net offering distribution of automated entertainment machines for the sale or rent of prerecorded media.

Specimen - 1

Specimen - 2

Specimen - 3

Specimen - 4

Applicant claims ownership of U.S. Registration Number(s) 2463432 2573752.

The applicant hereby appoints Curtis A. Vock and David R. Barnard; David V. Clark; Stephen J. Horace; Alfred R. Hupp, Jr.; Ronald E. Manka; Xinsheng Wang; Michael Byorick, Registration No. 34,131; Janelle Strode, Registration No. 34,738; Gerald M. Kraai, Registration No. 34,854; William A. Rudy, Registration No. 34,916; Dan Cleveland, Jr., Registration No. 36,106; Peter Knops, Registration No. 37,659; Curtis A. Vock, Registration No. 38,356; James M. Stipek, Registration No. 39,388; Joseph L. Johnson, Registration No. 39,718; Neil L. Arney, Registration No. 41,589; David J. Lee, Registration No. 41,935; Kimberly A. Wingate, Registration No. 43,776; and Robert J. Lambrechts, Registration No. 46,854 of LATHROP & GAGE L.C., 4845 Pearl East Circle, Suite 300, Boulder, CO, USA, 80301 to submit this application on behalf of the applicant. The attorney docket/reference number is 414833.

The USPTO is authorized to communicate with the applicant or its representative at the following email address: ipdocketing@lathropgpage.com.

A fee payment in the amount of \$670 will be submitted with the application, representing payment for 2 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: /william barber/ Date: 01/13/2004

Signatory's Name: William H. Barber

Signatory's Position: Founder and Director

Mailing Address:

Curtis A. Vock
4845 Pearl East Circle, Suite 300
Boulder, CO 80301

RAM Sale Number: 663

RAM Accounting Date: 01/15/2004

Serial Number: 78352221

Internet Transmission Date: Thu Jan 15 10:24:28 EST 2004

TEAS Stamp: USPTO/BAS-XXXXXXXXXXXX-20040115102428551

040-78352221-2002d494c4f85ed1af47b6966d6

e244462c-DA-663-20040113173355590232



**DVD
PLAY**

New Playing
Latest Hit Movies

**RENT DVDs
right HERE
right NOW!**

On screen instructions

easy • quick • healthy • fun •

**RENT DVDs
RIGHT HERE
RIGHT NOW!**



DVDPLAY > Products > The AEM - Microsoft Internet Explorer provided by Lathrop & Gage L.C.

File Edit View Favorites Tools Help

Back Favorites Address http://www.dvdplay.net/Main-model=corporate_website&view=html&style=tC&sl=2.htm Go

HOME | SITEMAP | CONTACT

DVD PLAY

► Products ► Franchising ► Company ► Our Story

PRODUCTS

► The AEM
► Generating revenue

The AEM, The Big Red DVD Machine

These simple, friendly machines have created a completely new franchise category whose opportunities are wide open. All we ask consumers to do are two things they're already comfortable doing today: Operate an ATM and rent or buy DVDs. It's as easy as that.

What is an AEM?

It is a bright red machine (about the same size as an ATM) that rents or sells the latest hit DVDs in less than a minute, and accepts returned DVDs back into its inventory in less than 20 seconds, so they can be rented again and again. What more could you ask for than a machine that is designed to work 24/7, earn money, and automatically report on all its business activities.

It will require some attention from time to time, but nothing on the scale of managing a big video store, with employees to take care of, and long-term leases to pay.

How do AEMs work?

Our AEM machines operate exclusively by credit card, so there are no application forms to fill out, no video store clerks to pay, and no cash that needs to be collected daily. Regardless of how many a franchisee operates (10 - 1,000), the entire system is simple, secure and friendly. AEMs are Internet connected and can be managed almost 100% remotely from the office, at home, or even from the beach. This is about as close to management independence as any business can be. The AEM's small footprint is ideal for placing AEMs inside locations where consumers come and go every day, such as restaurants, colleges, convenience stores, and business lobbies. They fit just about anywhere your imagination wants them to, but of course, the best choices are income-producing locations.



AEM Operations

From our centralized server operation, we provide franchisees with a personal, secure and protected web-based administration site that allows owners to view up-to-the-minute reports of: current sales, promotions, advertising and a host of other items to help franchisees succeed. Not only is our system highly scalable, it's extremely flexible, allowing owners to make changes on the fly, including such important items as pricing, movie listings, and promotions.

All Content © 2000-2003 DVDPlay | [Privacy Policy](#)

Start Internet

3:02 PM

DVDPLAY > Products > Generating Revenue - Microsoft Internet Explorer provided by Lathrop & Gage L.L.C.

File Edit View Favorites Tools Help

Back Favorites Address http://www.dvdplay.net/Main-model=corporate_website&view=html&style=tC&silo=2&pg=2.htm

DVD PLAY

► Products ► Franchising ► Company ► Our Story

PRODUCTS

► The AEM
► Generating revenue

Generating Revenue

Six ways to make money from an AEM

From day one, DVDPlay generates revenue for the franchisee in three important ways: Rental fees, DVD sales, and late fees. Additionally, three other powerful revenue opportunities exist: on-screen 10 - 60 second TV spots, on machine and jewel case display advertising, email promotions that enable each AEM location to send timely email promotions 24/7 to its local customer base. What makes advertising particularly rewarding is that a sales commission is always paid. And paid every time the commercial runs.

Flat screen Advertising

Touch Screen Advertising

Pedestal Advertising

All Content © 2000-2003 DVDPlay Privacy Policy

Start Internet 3:12 PM

DVDPLAY > Company > Overview - Microsoft Internet Explorer provided by Lathrop & Gage L.L.C.

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Back Favorites Address http://www.dvdplay.net/Main-model=corporate_website&view=html&style=tC&slid=4.htm Go

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DVD PLAY

RENT DVDS HERE

COMPANY

► Company overview
► Management
► News

Company Overview

Creators of the Worlds First Internet Connected Automated Entertainment Machine: The AEM

Founded in 1999, DVDPlay is the creator, manufacturer and franchisor of the worlds first Automated Entertainment Machines (AEMs). These patent pending AEMs are an effortless new way to rent and sell the latest hit DVD movies and games. All AEMs are Internet connected, screen navigable, cashless and require minimum personnel. And when consumers return their DVDs the movies are automatically accepted into the machine inventory pool to be rented again and again. Franchisees can remotely manage all of their machines from their home, their office, or even from a beach in Hawaii. Daily reports keep owner/operators informed 24/7 on all rentals, sales and other revenue streams, including advertising and email promotions.

Think of DVDPlay franchise as a Blockbuster in an ATM-sized box, conveniently located throughout your community, instead of the single giant video store located across town or miles away! Our business model is to make AEMs as ubiquitous and convenient to consumers as ATMs are today. To meet this goal, we provide entrepreneurial franchisees with the machines and technical support they need to economically and profitably install multiple AEMs into today's \$20 billion DVD market stream. We also plan to help you successfully ride the DVD revenue wave that is predicted to reach \$40 billion by 2007.

DVDPlay is a perfect merger of Hollywood, machines, deep technology, retail and the Internet. When Captain Kirk of the Starship Enterprise announced; "We will boldly go where no man has gone before", he must have had DVDPlay in mind, because our mission, like the Captain's, is to "take consumers to places where they have never gone to rent movies before"...

Okay, you're right, that's kind of corny, and not as thrilling as traveling to the far ends of the universe, but what the heck, at least we make it easy for your customers to rent Star Trek at work, in their apartment complex, or at the local coffee shop.

DVDPlay has built a centralized operations and technology management center that is world-class. Our system is fully scalable, and our client-based AEMs abound with features and revenue drivers that will blow the doors off any traditional video store... so to speak. To have fun, and learn more about franchising please peruse the rest of our site, view our own DVD movie, or give us a call. Our phones may be a little antiquated, but our Internet connection is world class and we are always here to help.

Oh, one more thing, remember that line uttered by Tom Cruise in the movie Jerry McGuire; "Show me the MONEY". Well that pretty much explains what owning a DVDPlay franchise is about, because our AEMs are designed to "show you the money" every day from every AEM you own.



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Start Internet 3:13 PM



► Products

► Franchising

► Company

► Our Story



FRANCHISING

- Overview
- Franchise opportunity

Franchising Overview

Successful entrepreneurs look to the future to determine the correct business opportunity to pursue. A part of that future is the Automated Entertainment Machine (AEM) from DVDPlay. We've developed a system that enables the consumer to rent and buy their favorite new release DVDs and video games in their community where they work, live, shop and play. The full parking lots and long lines at video stores will become nothing but a memory. Imagine picking up videos at the drug store, convenience store, gas station, health club, office building, etc, while continuing your daily routine. A rental can take less than a minute and a return less than 20 seconds. What could be more in tune with the fast-paced society of today?



Drawing Page

Date/Time Stamp: 01/13/2004 17:33:5



Serial Number:78352221



Mark (Applicant-generated image):

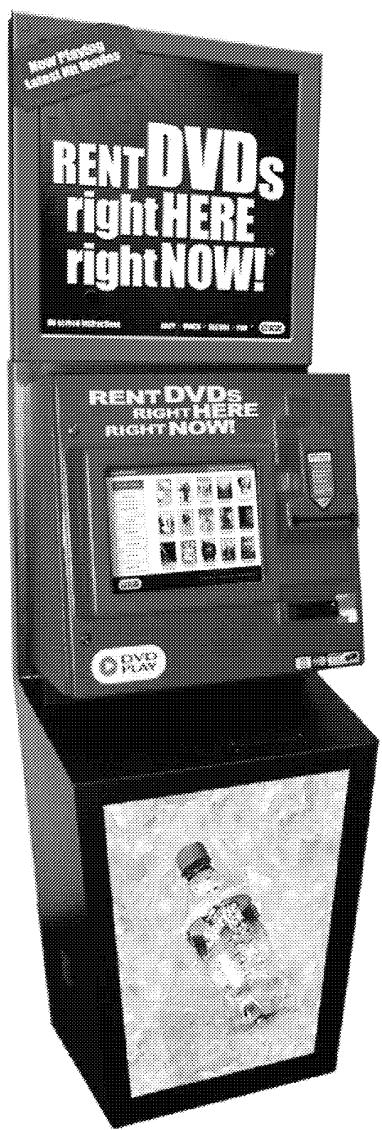




**DVD
PLAY**

SPECIMEN

78352221



SPECIMEN

78352221

DISPLAY > Products > The AEM - Microsoft® Entertain™ Machine provided by iMovieCentral.com

File Edit View Favorites Tools Help

Back Forward Stop Refresh Favorites Help

Address: http://www.display.com/247franchiseinfo/the_aem/the_aem.html

HOME SITE MAP CONTACT

DVD PLAY

Products Franchise Company Our Story

PROBLEMS

• The AEM
• Generating revenue

The AEM, The Big Red DVD Machine

These sleek, friendly machines have created a completely new franchise category where opportunities are wide open. All we ask customers to do are two things they're already comfortable doing today: Update an ATM and rent or buy DVDs. It's as easy as that.

What is an AEM?

It's a bright red machine (about the size of an ATM) that rents or sells the latest in DVDs in less than a minute, and keeps returned DVDs back into its inventory in less than 2.5 seconds, so they can be rented again and again. What more could you ask for than a machine that is designed to work 24/7, earn revenue, and franchisees report on all its business activities.

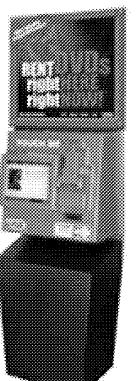
It will require some attention from time to time, but nothing on the scale of managing a big video store, with employees to take care of, and long-term leases to pay.

How do AEMs work?

Our AEM machines operate exclusively by credit card, so there are no registration forms to fill out, no video store clerks to pay, and no cash that needs to be collected daily. Regardless of how many a franchisee operates (30+ 3,000+), the entire system is simple, secure and friendly. AEMs are Internet connected and can be managed almost 100% remotely from the office, at home, or even from the beach. This is about as close to management independence as any business can be. The AEM's unique feature is ideal for placing AEMs inside locations where consumers congregate, such as restaurants, colleges, convenience stores, and business locations. They fit just about anywhere your imagination wants them to, but of course, the best places are high-traffic locations.

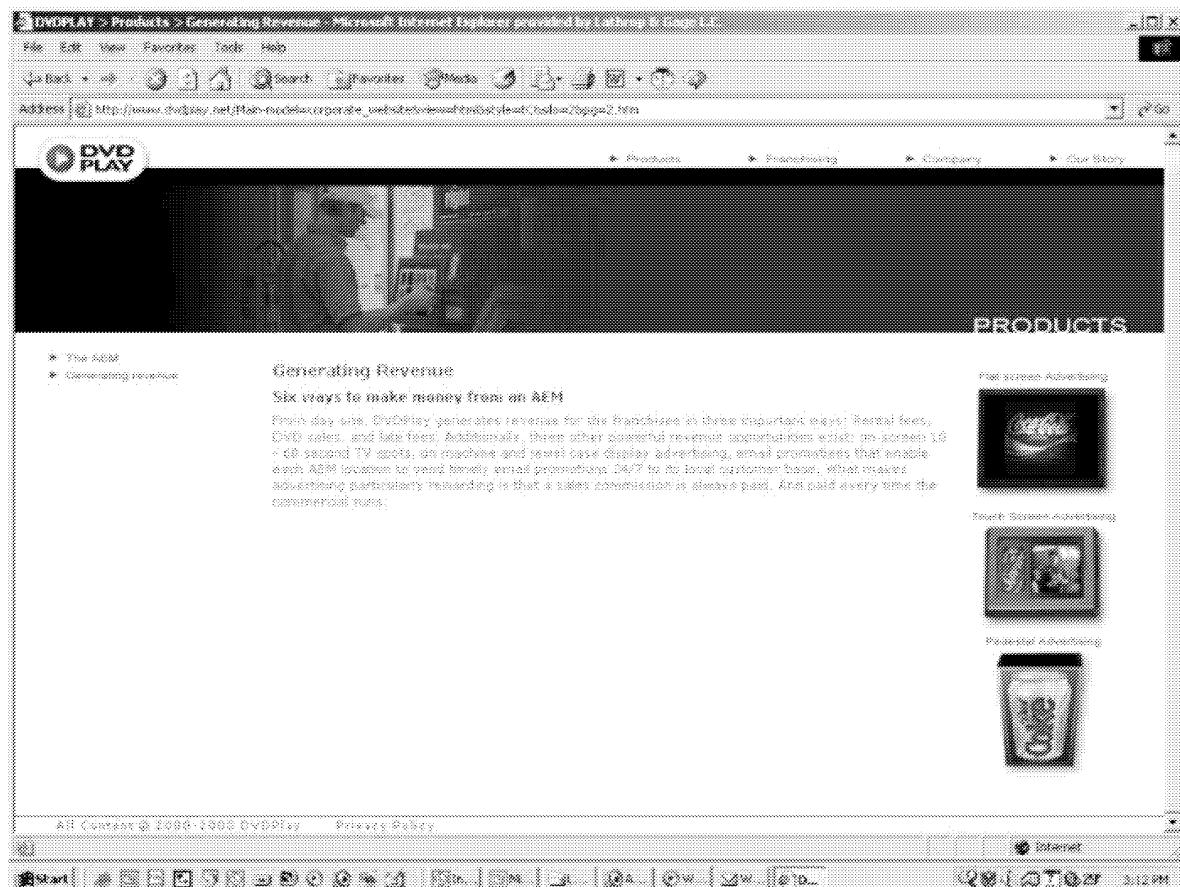
AEM Operations

From our centralized server operation, we provide franchisees with a personal, secure and protected web-based administration site that allows owners to view up-to-the-minute reports of current sales, promotions, advertising and a host of other items to help franchises succeed. Not only is our system highly reliable, it's extremely flexible, allowing owners to make changes on the fly, including such important items as pricing, movie library, and promotions.



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DVD PLAY

WE ARE DVDS

COMPANY

Company Overview

Creators of the World's First Internet Connected Automated Entertainment Machines: The ATM

Founded in 1999, DVDPlay is the creator, manufacturer and franchiser of the world's first Automated Entertainment Machines (AEMs). These patent pending AEMs are an offshoot from our way to rent and sell the latest in DVD movies and games. All AEMs are Internet connected, screen re-usable, costless and require minimum personnel. And when consumers return their DVDs the movies are automatically encrypted into the machine inventory pool to be rented again and again. Franchisers can remotely manage all of their machines from their home, their office, or even from a beach or resort. They report over 100,000 unique visitors a month and 700,000+ rentals. Sales and profit revenue increase, including advertising and email promotions.

Think of DVDPlay's franchise as a kiosk/booth in an ATM-sized box, conveniently located throughout your community. Instead of the single giant video store located miles from or called away! Our business model is to make video as ubiquitous and convenient to consumers as ATMs are today. To meet this goal, we provide entrepreneurial franchisees with the machines and technical support they need to economically and profitably install multiple AEMs into today's \$20 billion DVD market stream. We also plan to help you successfully ride the DVD revenue wave that is predicted to reach \$40 billion by 2007.

DVDPlay is a perfect merger of Hollywood, machines, deep technology, retail and the Internet. When Captain Kirk of the Starship Enterprise announced, "we will boldly go where no man has gone before", he must have had DVDPlay in mind, because our mission, like Captain's, is to "Take consumers to places where they have never gone to rent movies before"...

Okay, you're right, that's kind of corny, and not as thrilling as traveling to the far ends of the universe, but what the heck, at least we make it easy for your customers to rent Star Trek at work, in their apartment complex, or at the local coffee shop.

DVDPlay has built a centralized operations and technology management center that is worldwide. Our system is fully scalable, and our direct-billed AEMs account for 80% and revenue drivers that will blow the doors off all traditional video stores... so to speak. To have fun, and learn more about franchising please peruse the rest of our site, view our own DVD movies, or give us a call. Our phones may be a little antiquated, but our Internet connection is world class and we are always here to help.

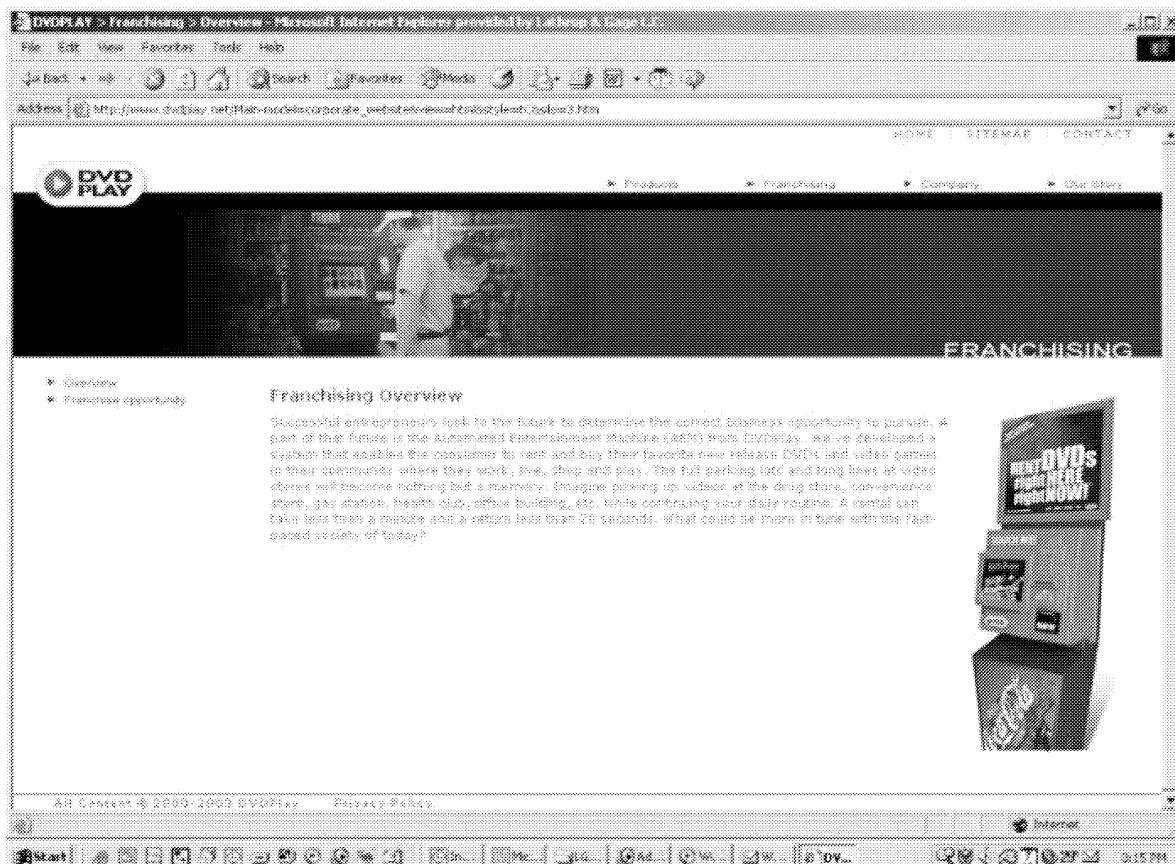
Oh, one more thing, remember that line uttered by Tom Cruise in the movie Jerry Maguire, "Show me the money", well that pretty much explains what running a DVDPlay franchise is about. Because our AEMs are designed to "show you the money" every day from every AEM you own.

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Internet

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On screen Instructions

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PRODUCTS

► The AEM
► Generating revenue

The AEM, The Big Red DVD Machine

These simple, friendly machines have created a completely new franchise category whose opportunities are wide open. All we ask consumers to do are two things they're already comfortable doing today: Operate an ATM and rent or buy DVDs. It's as easy as that.

What is an AEM?

It is a bright red machine (about the same size as an ATM) that rents or sells the latest hit DVDs in less than a minute, and accepts returned DVDs back into its inventory in less than 20 seconds, so they can be rented again and again. What more could you ask for than a machine that is designed to work 24/7, earn money, and automatically report on all its business activities.

It will require some attention from time to time, but nothing on the scale of managing a big video store, with employees to take care of, and long-term leases to pay.

How do AEMs work?

Our AEM machines operate exclusively by credit card, so there are no application forms to fill out, no video store clerks to pay, and no cash that needs to be collected daily. Regardless of how many a franchisee operates (10 - 1,000), the entire system is simple, secure and friendly. AEMs are Internet connected and can be managed almost 100% remotely from the office, at home, or even from the beach. This is about as close to management independence as any business can be. The AEM's small footprint is ideal for placing AEMs inside locations where consumers come and go every day, such as restaurants, colleges, convenience stores, and business lobbies. They fit just about anywhere your imagination wants them to, but of course, the best choices are income-producing locations.



AEM Operations

From our centralized server operation, we provide franchisees with a personal, secure and protected web-based administration site that allows owners to view up-to-the-minute reports of: current sales, promotions, advertising and a host of other items to help franchisees succeed. Not only is our system highly scalable, it's extremely flexible, allowing owners to make changes on the fly, including such important items as pricing, movie listings, and promotions.

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PRODUCTS

- ▶ The AEM
 - ▶ Generating revenue

Generating Revenue

Six ways to make money from an AEM

From day one, DVDPlay generates revenue for the franchisees in three important ways: Rental fees, DVD sales, and late fees. Additionally, three other powerful revenue opportunities exist: on-screen 10 - 60 second TV spots, on machine and jewel case display advertising, email promotions that enable each AEM location to send timely email promotions 24/7 to its local customer base. What makes advertising particularly rewarding is that a sales commission is always paid. And paid every time the commercial runs.



Flat screen Advertising



Touch Screen Advertising



Pediatric Advertising

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RENT DVDS HERE

COMPANY

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Company Overview

Creators of the Worlds First Internet Connected Automated Entertainment Machine: The AEM

Founded in 1999, DVDPlay is the creator, manufacturer and franchisor of the worlds first Automated Entertainment Machines (AEMs). These patent pending AEMs are an effortless new way to rent and sell the latest hit DVD movies and games. All AEMs are Internet connected, screen navigable, cashless and require minimum personnel. And when consumers return their DVDs the movies are automatically accepted into the machine inventory pool to be rented again and again. Franchisees can remotely manage all of their machines from their home, their office, or even from a beach in Hawaii. Daily reports keep owner/operators informed 24/7 on all rentals, sales and other revenue streams, including advertising and email promotions.

Think of DVDPlay franchise as a Blockbuster in an ATM-sized box, conveniently located throughout your community, instead of the single giant video store located across town or miles away! Our business model is to make AEMs as ubiquitous and convenient to consumers as ATMs are today. To meet this goal, we provide entrepreneurial franchisees with the machines and technical support they need to economically and profitably install multiple AEMs into today's \$20 billion DVD market stream. We also plan to help you successfully ride the DVD revenue wave that is predicted to reach \$40 billion by 2007.

DVDPlay is a perfect merger of Hollywood, machines, deep technology, retail and the Internet. When Captain Kirk of the Starship Enterprise announced; "We will boldly go where no man has gone before", he must have had DVDPlay in mind, because our mission, like the Captain's, is to "take consumers to places where they have never gone to rent movies before"...

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DVDPlay has built a centralized operations and technology management center that is world-class. Our system is fully scalable, and our client-based AEMs abound with features and revenue drivers that will blow the doors off any traditional video store... so to speak. To have fun, and learn more about franchising please peruse the rest of our site, view our own DVD movie, or give us a call. Our phones may be a little antiquated, but our Internet connection is world class and we are always here to help.

Oh, one more thing, remember that line uttered by Tom Cruise in the movie Jerry McGuire; "Show me the MONEY". Well that pretty much explains what owning a DVDPlay franchise is about, because our AEMs are designed to "show you the money" every day from every AEM you own.



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FRANCHISING

- Overview
- Franchise opportunity

Franchising Overview

Successful entrepreneurs look to the future to determine the correct business opportunity to pursue. A part of that future is the Automated Entertainment Machine (AEM) from DVDPlay. We've developed a system that enables the consumer to rent and buy their favorite new release DVDs and video games in their community where they work, live, shop and play. The full parking lots and long lines at video stores will become nothing but a memory. Imagine picking up videos at the drug store, convenience store, gas station, health club, office building, etc, while continuing your daily routine. A rental can take less than a minute and a return less than 20 seconds. What could be more in tune with the fast-paced society of today?

