

Generated on: This page was generated by TSDR on 2025-07-19 18:37:31 EDT

Mark: REDBOX NOW

REDBOX NOW

US Serial Number: 85503483

Application Filing Date: Dec. 23, 2011

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



DEAD/APPLICATION/Refused/Dismissed or Invalidated

This trademark application was refused, dismissed, or invalidated by the Office and this application is no longer active.

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

Status Date: Oct. 29, 2012

Date Abandoned: Oct. 02, 2012

Mark Information

Mark Literal REDBOX NOW
Elements:

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

Mark Drawing 4 - STANDARD CHARACTER MARK
Type:

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (...) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks * * identify additional (new) wording in the goods/services.

For: Vending services; vending machine services; retail services; online retail store services; distributorship services; distributorship services in the field of entertainment content, media content, digital content, and prerecorded media; vending services in the field of DVD rentals; vending services featuring movies, entertainment content, media content, digital content, and prerecorded media; retail services provided through automated vending machines kiosks featuring movies, entertainment content, media content, digital content, and prerecorded media; automated retail services, namely vending machines featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely, online retail store services featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; distributorship services in the field of DVD's featuring movies, online retail store services featuring pre-recorded videos featuring entertainment in the nature of movies, motion picture films, television programs; automated retail services, namely, automated retail vending machines featuring entertainment content, media, DVDs, movies, digital content, and prerecorded media

International Class(es): 035 - Primary Class

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

Class Status: ACTIVE

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Filed ITU: Yes

Currently ITU: Yes

Filed 44D: No

Currently 44D: No

Filed 44E: No

Currently 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Redbox Automated Retail, LLC

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

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: The data cannot be loaded

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Heidi L. Sachs

Docket Number: 21382.0228.0

Attorney Primary Email Address: pctrademarks@perkinscoie.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name: HEIDI L. SACHS

Name/Address: PERKINS COIE LLP
1201 3RD AVE STE 4800
SEATTLE, WASHINGTON UNITED STATES 98101-3099

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. 30, 2012	ABANDONMENT NOTICE MAILED - FAILURE TO RESPOND	
Oct. 29, 2012	ABANDONMENT - FAILURE TO RESPOND OR LATE RESPONSE	
Mar. 29, 2012	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Mar. 29, 2012	NON-FINAL ACTION E-MAILED	
Mar. 29, 2012	NON-FINAL ACTION WRITTEN	
Mar. 28, 2012	ASSIGNED TO EXAMINER	
Jan. 06, 2012	NOTICE OF PSEUDO MARK MAILED	
Jan. 05, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	
Dec. 27, 2011	NEW APPLICATION ENTERED	

TM Staff and Location Information

TM Staff Information

TM Attorney: KEAN, AMY

Law Office: LAW OFFICE 113
Assigned:

File Location

Current Location: TMO LAW OFFICE 113 - EXAMINING
ATTORNEY ASSIGNED

Date in Location: Oct. 29, 2012



NOTICE OF ABANDONMENT
MAILING DATE: Oct 30, 2012

The trademark application identified below was abandoned in full because a response to the Office Action mailed on Mar 29, 2012 was not received within the 6-month response period.

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

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

SERIAL NUMBER: 85503483

MARK: REDBOX NOW

OWNER: Redbox Automated Retail, LLC

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

FIRST-CLASS MAIL
U.S POSTAGE
PAID

HEIDI L. SACHS
PERKINS COIE LLP
1201 3RD AVE STE 4800
SEATTLE , WA 98101-3099

To:	Redbox Automated Retail, LLC (pctrademarks@perkinscoie.com)
Subject:	U.S. TRADEMARK APPLICATION NO. 85503483 - REDBOX NOW - 21382.0228.0
Sent:	3/29/2012 3:30:15 PM
Sent As:	ECOM113@USPTO.GOV
Attachments:	Attachment - 1 Attachment - 2 Attachment - 3 Attachment - 4 Attachment - 5

**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

APPLICATION SERIAL NO. 85503483

MARK: REDBOX NOW

85503483

CORRESPONDENT ADDRESS:

HEIDI L. SACHS
PERKINS COIE LLP
1201 3RD AVE STE 4800
SEATTLE, WA 98101-3099

CLICK HERE TO RESPOND TO THIS LETTER:
http://www.uspto.gov/trademarks/teas/response_forms.jsp

APPLICANT: Redbox Automated Retail, LLC

CORRESPONDENT'S REFERENCE/DOCKET NO :
21382.0228.0

CORRESPONDENT E-MAIL ADDRESS:
pctrademarks@perkinscoie.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE: **3/29/2012**

OPEN APPLICATION ISSUES THAT MUST BE ADDRESSED IN RESPONSE TO OFFICE ACTION:

The following are the open application issues that the applicant must address in order to have a complete response to this Office action:

-Requirement for Submission of Statement Claiming Ownership of Prior Registrations

-Requirement for Clarification of Indefinite Identification of Services

The assigned trademark examining attorney has reviewed the referenced application and has determined the following:

Search

The Office records have been searched and no similar registered or pending mark has been found that would bar registration under Trademark Act Section 2(d), 15 U.S.C. §1052(d). TMEP §704.02. In order to pursue registration, however, the applicant must respond to the following requirements.

Requirement for Submission of Statement Claiming Ownership of Prior Registrations

If applicant owns U.S. Registration Nos. 2919854, 2988869, 3082012 and others then applicant must submit for the application record a claim of ownership of these registrations. *See* 37 C.F.R. §2.36; TMEP §812. See the attached copies of the registrations. *See* TMEP §812.

Applicant may use the following format to claim ownership of these registrations:

Applicant is the owner of U.S. Registration Nos. 2919854, 2988869, 3082012 and others.

Requirement for Clarification of Indefinite Identification of Services

The identification of services is unacceptable as indefinite. The applicant must clarify the identification as follows. TMEP §1402.01.

The wording “vending services,” “retail services; online retail services; distributorship services” in the identification of services is indefinite and must be clarified because it does not specify the type of goods that the services feature or the field of use for the services. *See* TMEP §1402.01.

The applicant may clarify by amending to one or all of the following in ***International Class 035***, if accurate:

“Vending services, namely providing vending machines featuring {specify goods, e.g., DVDs, movies and prerecorded electronic media},” “Retail services, on-line retail services and distributorship services in the field of {specify field of use, e.g., DVDs, movies and prerecorded electronic media}.”

Please also note that parentheses are not acceptable in the identification. TMEP §1402.12. Where indicated “{specify ... },” the examining attorney has merely suggested ways to cure the indefiniteness of the identification. The applicant must list the goods without parentheses.

The following is a sufficiently definite identification of the services recited in ***International Class 035*** of this application that the applicant may choose to adopt, if accurate:

Vending services, namely providing vending machines featuring DVDs, movies and prerecorded electronic media; Retail services, on-line retail services and distributorship services in the field of DVDs, movies and prerecorded electronic media; Distributorship services in the field of entertainment content, media content, digital content, and prerecorded media; Vending services in the field of DVD rentals; Vending services featuring movies, entertainment content, media content, digital content, and prerecorded media; retail services provided through automated vending machines kiosks featuring movies, entertainment content, media content, digital content, and prerecorded media; Automated retail services, namely vending machines featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; Automated retail services, namely, online retail store services featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; distributorship services in the field of DVD's featuring movies, online retail store services featuring pre-recorded videos featuring entertainment in the nature of movies, motion picture films, television programs; Automated retail services, namely, automated retail vending machines featuring entertainment content, media, DVDs, movies, digital content, and prerecorded media.

For assistance with identifying and classifying goods 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.

An applicant may amend an identification of goods only to clarify or limit the goods; adding to or broadening the scope of the goods is not

permitted. 37 C.F.R. §2.71(a); *see* TMEP §§1402.06 *et seq.*, 1402.07 *et seq.*

Advisory -Response Guidelines for TEAS-Plus Applications

TEAS PLUS APPLICANTS MUST SUBMIT DOCUMENTS ELECTRONICALLY OR SUBMIT FEE: Applicants who filed their application online using the reduced-fee TEAS Plus application must continue to submit certain documents online using TEAS, including responses to Office actions. *See* 37 C.F.R. §2.23(a)(1). For a complete list of these documents, see TMEP §819.02(b). In addition, such applicants must accept correspondence from the Office via e-mail throughout the examination process and must maintain a valid e-mail address. 37 C.F.R. §2.23(a)(2); TMEP §§819, 819.02(a). TEAS Plus applicants who do not meet these requirements must submit an additional fee of \$50 per international class of goods. 37 C.F.R. §2.6(a)(1)(iv); TMEP §819.04. In appropriate situations and where all issues can be resolved by amendment, responding by telephone to authorize an examiner's amendment will not incur this additional fee.

If applicant has any questions about its application or needs assistance in responding to this Office Action please telephone the assigned trademark examining attorney directly at the number listed below.

/Amy C. Kean/
Trademark Attorney, Law Office 113
U.S. Patent & Trademark Office
P.O. Box 1451
Alexandria, VA 2231
Amy.Kean@USPTO.gov
Phone: 571-272-8854

TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response_forms.jsp. Please wait 48-72 hours from the issue/mailing date before using TEAS, to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. **E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.**

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using Trademark Applications and Registrations Retrieval (TARR) at <http://tarr.uspto.gov/>. Please keep a copy of the complete TARR screen. If TARR shows no change for more than six months, call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at <http://www.uspto.gov/teas/eTEASpageE.htm>.

TYPED DRAWING

Serial Number
78201199

Status
SECTION 8 & 15-ACCEPTED AND ACKNOWLEDGED

Word Mark
REDBOX

Standard Character Mark
No

Registration Number
2988869

Date Registered
2005/08/30

Type of Mark
SERVICE MARK

Register
PRINCIPAL

Mark Drawing Code
(1) TYPED DRAWING

Owner
REDBOX AUTOMATED RETAIL, LLC CORPORATION DELAWARE ONE MCDONALD'S PLAZA
OAK BROOK ILLINOIS 60523

Goods/Services
Class Status -- ACTIVE. IC 041. US 100 101 107. G & S: Automated
DVD rental services. First Use: 2003/03/31. First Use In Commerce:
2003/03/31.

Filing Date
2003/01/08

Examining Attorney
GAYNOR, BARBARA

Attorney of Record
James P. Muraff

TYPED DRAWING

Serial Number
78201219

Status
SECTION 8 & 15-ACCEPTED AND ACKNOWLEDGED

Word Mark
REDBOX

Standard Character Mark
No

Registration Number
2919854

Date Registered
2005/01/18

Type of Mark
TRADEMARK

Register
PRINCIPAL

Mark Drawing Code
(1) TYPED DRAWING

Owner
REDBOX AUTOMATED RETAIL, LLC LIMITED LIABILITY COMPANY DELAWARE One Tower Lane, Suite 1200 Oakbrook Terrace ILLINOIS 60181

Goods/Services
Class Status -- ACTIVE. IC 009. US 021 023 026 036 038. G & S:
VENDING MACHINES. First Use: 2003/03/31. First Use In Commerce:
2003/03/31.

Filing Date
2003/01/08

Examining Attorney
CHICOSKI, JENNIFER

Attorney of Record
James P. Muraff

DESIGN MARK

Serial Number
78514282

Status
REGISTERED

Word Mark
REDBOX

Standard Character Mark
Yes

Registration Number
3082012

Date Registered
2006/04/18

Type of Mark
SERVICE MARK

Register
PRINCIPAL

Mark Drawing Code
(4) STANDARD CHARACTER MARK

Owner
REDBOX AUTOMATED RETAIL, LLC CORPORATION DELAWARE ONE MCDONALD'S PLAZA
OAK BROOK ILLINOIS 60523

Goods/Services
Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: VENDING
SERVICES, NAMELY, PROVIDING RETAIL FACILITIES FEATURING AUTOMATED DVD
RENTAL. First Use: 2003/03/31. First Use In Commerce: 2003/03/31.

Prior Registration(s)
2919854

Filing Date
2004/11/10

Examining Attorney
WOOD, CAROLINE

Attorney of Record
James P. Muraff, Joseph T. Bernstein, Daniel N. Christus, Jeffrey R.
Gargano, Matthew J. Gryzlo, Brent A Hawkins, Richard C. Himelhoch,
Peter M. Klobuchar, Linda A. Kuczma, Kathleen A. Lyons, Monique A.

Morneault, Paul J. Nykaza, Avani C. Patel, Bradley F. Rademaker, Keith V. Rockey, Gregory G. Schlenz, Peter M. Siavelis, Roger H. Stein, Maurice E. Teixeira

REDBOX

To: Redbox Automated Retail, LLC (pctrademarks@perkinscoie.com)
Subject: U.S. TRADEMARK APPLICATION NO. 85503483 - REDBOX NOW - 21382.0228.0
Sent: 3/29/2012 3:30:17 PM
Sent As: ECOM113@USPTO.GOV
Attachments:

IMPORTANT NOTICE REGARDING YOUR U.S. TRADEMARK APPLICATION

USPTO OFFICE ACTION HAS ISSUED ON 3/29/2012 FOR SERIAL NO. 85503483

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

TO READ OFFICE ACTION: Click on this [link](#) or go to <http://portal.uspto.gov/external/portal/tow> and enter the application serial number to [access](#) the Office action.

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

RESPONSE IS REQUIRED: You should carefully review the Office action to determine (1) how to respond; and (2) the applicable [response time period](#). Your response deadline will be calculated from 3/29/2012 (or sooner if specified in the office action).

Do NOT hit “Reply” to this e-mail notification, or otherwise attempt to e-mail your response, as the USPTO does NOT accept e-mailed responses. Instead, the USPTO recommends that you respond online using the Trademark Electronic Application System [Response Form](#).

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

WARNING

Failure to file the required response by the applicable deadline will result in the [ABANDONMENT](#) of your application.

*** User:amcmenamin ***

#	Total	Dead	Live	Live	Status/	Search
	Marks	Marks	Viewed	Viewed	Search	Duration
			Docs	Images		
01	47	0	47	39	0:04	*r{"iye"}db{v}{"ckqx"}*[bi,ti] not dead [ld]
02	72	0	72	54	0:06	*r{"iye"}d\$b{v}{"ckqx"}*[bi,ti] not dead [ld]
03	36813	N/A	0	0	0:07	*r{"iye"}d*[bi,ti] not dead [ld]
04	5979	N/A	0	0	0:02	*bo{"ckqx"}*[bi,ti] not dead [ld]
05	88	0	88	79	0:01	3 and 4
06	8410	N/A	0	0	0:05	*now*[bi,ti] not dead [ld]
07	1479	N/A	0	0	0:02	*n{"sz"}t{v}nt*[bi,ti] not dead [ld]
08	4	0	4	4	0:01	5 and 6
09	4	0	4	4	0:01	5 and 7
10	98	0	1	1	0:04	now[gs] not dead [ld]
11	2688	N/A	0	0	0:04	now[bi,ti] not dead [ld]
12	2688	N/A	0	0	0:01	11 and"007"[cc]
13	18	0	18	14	0:03	11 and ("007"[ic] 200[ic] or a[ic] or b[ic])
14	307	0	307	259	0:02	11 and ("009"[ic] 200[ic] or a[ic] or b[ic])
15	618	0	618	549	0:02	11 and ("035"[ic] 200[ic] or a[ic] or b[ic])
16	131	0	131	116	0:03	11 and ("038"[ic] 200[ic] or a[ic] or b[ic])
17	430	0	430	396	0:02	11 and ("041"[ic] 200[ic] or a[ic] or b[ic])
18	301	0	301	248	0:03	11 and ("042"[ic] 200[ic] or a[ic] or b[ic])
19	1479	N/A	0	0	0:02	*n{"sz"}t{v}nt*[bi,ti] not dead [ld]
20	379	N/A	0	0	0:02	19 and "007"[cc]
21	31	0	31	17	0:02	19 and ("007"[ic] 200[ic] or a[ic] or b[ic])
22	245	0	245	189	0:02	19 and ("009"[ic] 200[ic] or a[ic] or b[ic])
23	163	0	163	141	0:01	19 and ("035"[ic] 200[ic] or a[ic] or b[ic])
24	96	0	96	81	0:02	19 and ("041"[ic] 200[ic] or a[ic] or b[ic])
25	121	0	121	100	0:03	19 and ("042"[ic] 200[ic] or a[ic] or b[ic])

Session started 3/29/2012 1:15:52 PM

Session finished 3/29/2012 1:48:52 PM

Total search duration 1 minutes 7 seconds

Session duration 33 minutes 0 seconds

Default NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 85503483

From: TMDesignCodeComments
Sent: Friday, January 6, 2012 00:16 AM
To: XXXX
Subject: Notice of Pseudo Mark for Serial Number: 85503483
ATTORNEY REFERENCE NUMBER: 21382.0228.0

The USPTO may assign pseudo marks, as appropriate, to new applications to assist in searching the USPTO database for conflicting marks. They have no legal significance and will not appear on the registration certificate.

A PSEUDO MARK may be assigned to marks that include words, numbers, compound words, symbols, or acronyms that can have alternative spellings or meanings. For example, if the mark comprises the words 'YOU ARE' surrounded by a design of a box, the pseudo mark field in the USPTO database would display the mark as 'YOU ARE SQUARE'. A mark filed as 'URGR8' would receive a pseudo mark of 'YOU ARE GREAT'.

Response to this notice is not required; however, to suggest additions or changes to the pseudo mark assigned to your mark, please e-mail TMDesignCodeComments@USPTO.GOV. You **must** reference your application serial number within your request. The USPTO will review the proposal and update the record, if appropriate. For questions, please call 1-800-786-9199 to speak to a Customer Service representative.

The USPTO will not send any further response to your e-mail. Check TESS in approximately two weeks to see if the requested changes have been entered. Requests deemed unnecessary or inappropriate will not be entered.

Pseudo marks assigned to the referenced serial number are listed below.

PSEUDO MARK:

RED BOX NOW

Trademark/Service Mark Application, Principal Register

Serial Number: 85503483
Filing Date: 12/23/2011

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	85503483
MARK INFORMATION	
*MARK	REDBOX NOW
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	REDBOX NOW
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	Redbox Automated Retail, LLC
*STREET	One Tower Lane, Suite 1200
*CITY	Oakbrook Terrace
*STATE (Required for U.S. applicants)	Illinois
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	60181
LEGAL ENTITY INFORMATION	
TYPE	limited liability company
STATE/COUNTRY WHERE LEGALLY ORGANIZED	Delaware
GOODS AND/OR SERVICES AND BASIS INFORMATION	
INTERNATIONAL CLASS	035
*IDENTIFICATION	Vending services; vending machine services; retail services; online retail store services; distributorship services; distributorship services in the field of entertainment content, media content, digital content, and prerecorded media; vending services in the field of DVD rentals; vending services featuring movies, entertainment content, media content, digital content, and prerecorded media; retail services provided through automated vending machines kiosks featuring movies, entertainment content, media content, digital content, and prerecorded media; automated retail services, namely vending machines featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely, online retail store services featuring DVDs, movies, and prerecorded electronic media featuring

	entertainment content; distributorship services in the field of DVD's featuring movies, online retail store services featuring pre-recorded videos featuring entertainment in the nature of movies, motion picture films, television programs; automated retail services, namely, automated retail vending machines featuring entertainment content, media, DVDs, movies, digital content, and prerecorded media;
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FILING BASIS	SECTION 1(b)
---------------------	--------------

ATTORNEY INFORMATION	
NAME	Heidi L. Sachs
ATTORNEY DOCKET NUMBER	21382.0228.0000.GX70
FIRM NAME	Perkins Coie LLP
STREET	1201 Third Avenue, Suite 4800
CITY	Seattle
STATE	Washington
COUNTRY	United States
ZIP/POSTAL CODE	98101-3099
PHONE	(206) 359-8000
FAX	(206) 359-9000
EMAIL ADDRESS	pctrademarks@perkinscoie.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
OTHER APPOINTED ATTORNEY	Kathleen J. Buckley, Lynne E. Graybeal, Julianne A. Henley, Jason S. Howell, Elizabeth A. Kristoferson, Makalika D. Naholowaa, Jeffrey A. Nelson, Lisa T. Oratz, Andrea M. Sander, Grace Han Stanton, Sarah J. Taylor, James L. Vana and Robert G. Woolston

CORRESPONDENCE INFORMATION	
NAME	Heidi L. Sachs
FIRM NAME	Perkins Coie LLP
STREET	1201 Third Avenue, Suite 4800
CITY	Seattle
STATE	Washington
COUNTRY	United States
ZIP/POSTAL CODE	98101-3099
PHONE	(206) 359-8000
FAX	(206) 359-9000
EMAIL ADDRESS	pctrademarks@perkinscoie.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes

FEES INFORMATION	
NUMBER OF CLASSES	1
FEES PER CLASS	325
*TOTAL FEE DUE	325

*TOTAL FEE PAID	325
SIGNATURE INFORMATION	
SIGNATURE	/Heidi L. Sachs/
SIGNATORY'S NAME	Heidi L. Sachs
SIGNATORY'S POSITION	Attorney of record, WA bar member
DATE SIGNED	12/23/2011

Trademark/Service Mark Application, Principal Register

Serial Number: 85503483
Filing Date: 12/23/2011

To the Commissioner for Trademarks:

MARK: REDBOX NOW (Standard Characters, see [mark](#))

The literal element of the mark consists of REDBOX NOW.

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, for the following:

International Class 035: Vending services; vending machine services; retail services; online retail store services; distributorship services; distributorship services in the field of entertainment content, media content, digital content, and prerecorded media; vending services in the field of DVD rentals; vending services featuring movies, entertainment content, media content, digital content, and prerecorded media; retail services provided through automated vending machines kiosks featuring movies, entertainment content, media content, digital content, and prerecorded media; automated retail services, namely vending machines featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely, online retail store services featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; distributorship services in the field of DVD's featuring movies, online retail store services featuring pre-recorded videos featuring entertainment in the nature of movies, motion picture films, television programs; automated retail services, namely, automated retail vending machines featuring entertainment content, media, DVDs, movies, digital content, and prerecorded media;

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

The applicant's current Attorney Information:

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

1201 Third Avenue, Suite 4800
Seattle, Washington 98101-3099
United States

The attorney docket/reference number is 21382.0228.0000.GX70.

The applicant's current Correspondence Information:

Heidi L. Sachs
Perkins Coie LLP
1201 Third Avenue, Suite 4800
Seattle, Washington 98101-3099
(206) 359-8000(phone)
(206) 359-9000(fax)
pctrademarks@perkinscoie.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.

Declaration Signature

Signature: /Heidi L. Sachs/ Date: 12/23/2011

Signatory's Name: Heidi L. Sachs

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

RAM Sale Number: 4472

RAM Accounting Date: 12/27/2011

Serial Number: 85503483

Internet Transmission Date: Fri Dec 23 19:32:57 EST 2011

TEAS Stamp: USPTO/BAS-XXX.XX.XXX.X-20111223193257824

719-85503483-490ee62edab65b2da9f5b829596

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