

**Generated on:** This page was generated by TSDR on 2025-07-19 18:16:35 EDT

**Mark:** REDBOX NOW

REDBOX NOW

**US Serial Number:** 85503493

**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This trademark application was refused, dismissed, or invalidated by the Office and this application is no longer active.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 Elements:** REDBOX NOW

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

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

## Goods and Services

### Note:

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

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

**For:** Entertainment services; rental services; retail services; automated DVD rental services; rental of pre-recorded DVDs on a variety of subjects through automated vending machines; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, entertainment content, media content, digital content, prerecorded media, and prerecorded electronic media featuring entertainment content; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely providing automated retail vending machines featuring entertainment content, media, DVDs, movies, digital content, and prerecorded media; automated retail services, namely rental and distribution of entertainment content, media, DVDs, movies, digital content, and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, digital content, and prerecorded media

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

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

**Class Status:** ACTIVE

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** No

**Filed ITU:** Yes

**Currently ITU:** Yes

**Filed 44D:** No

**Currently 44D:** No

**Filed 44E:** No

**Currently 44E:** No

**Filed 66A:** No

**Currently 66A:** No

**Filed No Basis:** No

**Currently No Basis:** No

## Current Owner(s) Information

**Owner Name:** Redbox Automated Retail, LLC

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

**Legal Entity Type:** LIMITED LIABILITY COMPANY

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

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Heidi L. Sachs

**Docket Number:** 21382.0228.0

**Attorney Primary** [pctrademarks@perkinscoie.com](mailto:pctrademarks@perkinscoie.com)  
**Email Address:**

**Attorney Email** Yes  
**Authorized:**

### Correspondent

**Correspondent** 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](mailto:pctrademarks@perkinscoie.com)

**Correspondent e-mail** Yes  
**Authorized:**

### 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

Side - 1



**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:** 85503493  
**MARK:** REDBOX NOW  
**OWNER:** Redbox Automated Retail, LLC

Side - 2

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](mailto:pctrademarks@perkinscoie.com))  
**Subject:** U.S. TRADEMARK APPLICATION NO. 85503493 - REDBOX NOW - 21382.0228.0  
**Sent:** 3/29/2012 3:31:40 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.** 85503493

**MARK:** REDBOX NOW

**\*85503493\***

**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](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](mailto: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 -Clarification of Indefinite Identification and Proper Classification of Services**
  - Requirement for Submission of Additional Fees or Restriction of Identification Language**
-

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 -Clarification of Indefinite Identification and Proper Classification of Services

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

The wording “Entertainment services; rental services; retail services” in the identification of services is indefinite and must be clarified because it does not specify the form of the services or the featured content of the services. *See* TMEP §1402.01.

The wording “Entertainment rental services provided through automated vending machines, namely, rental of ..**entertainment content, media content, digital content, prerecorded media**” in the identification of services is indefinite and must be clarified because it is indefinite as to the form of the featured goods. *See* TMEP §1402.01.

The applicant may clarify by amending to one or all of the following, if accurate:

**“Retail services featuring {specify featured items, e.g., DVDs, pre-recorded videos, video-on-demand transmission services and video broadcasting by means of communications networks}” in International Class 035.**

**“Entertainment services, namely, nature of {specify nature of performance, e.g., live dance, musical} performances” and “Rental services featuring {specify goods, e.g., DVDs and pre-recorded electronic media featuring movies}” and “Entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, pre-recorded digital media content, prerecorded electronic media and prerecorded electronic media featuring entertainment content” in International Class 041.**

The following services are classified incorrectly in International Class 041: “automated retail services, namely providing automated retail vending machines featuring entertainment content, media, DVDs, movies, digital content, and prerecorded media.”

The applicant must amend the application to classify the services in International Class 035. *See* 37 C.F.R. §§2.32(a)(7), 2.85; TMEP §§1401.02(a), 1401.03(b).

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 this application that the applicant may choose to adopt, if accurate:

### ***International Class 035***

Retail services featuring DVDs, pre-recorded videos, video-on-demand transmission services and video broadcasting by means of communications networks; Automated retail services, namely providing automated retail vending machines featuring entertainment content,

media, DVDs, movies, digital content, and prerecorded media;

### ***International Class 041***

Entertainment services, namely, nature of live dance and musical performances; Rental services featuring DVDs and pre-recorded electronic media featuring movies; Entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, pre-recorded digital media content, prerecorded electronic media and prerecorded electronic media featuring entertainment content; automated retail services, namely rental and distribution of entertainment content, media, DVDs, movies, digital content, and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, 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/netathtml/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.*

### **Requirement for Submission of Additional Fees or Restriction of Identification Language**

The application identifies services that are classified in at least two (2) classes; however, the fees submitted are sufficient for only one (1) class. In a multiple-class application, a fee for each class is required. 37 C.F.R. §2.86(a)(2); TMEP §§810.01, 1403.01.

Therefore, applicant must either (1) Restrict the application to the class covered by the fee already paid, or (2) Submit the fees for the additional classes.

For an application with more than one international class, called a “multiple-class application,” an applicant must meet all the requirements below for those international classes based on an intent to use the mark in commerce under Trademark Act Section 1(b):

- (1) LIST SERVICES BY INTERNATIONAL CLASS: Applicant must list the goods and/or services by international class.
- (2) PROVIDE FEES FOR ALL INTERNATIONAL CLASSES: Applicant must submit an application filing fee for each international class of services not covered by the fee(s) already paid (confirm current fee information at [http://www.uspto.gov/trademarks/tm\\_fee\\_info.jsp](http://www.uspto.gov/trademarks/tm_fee_info.jsp)).

See 15 U.S.C. §§1051(b), 1112, 1126(e); 37 C.F.R. §§2.34(a)(2)-(3), 2.86(a); TMEP §§1403.01, 1403.02(c).

### **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](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](mailto: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.

**Print: Mar 29, 2012**

**78514282**

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](mailto:pctrademarks@perkinscoie.com))  
**Subject:** U.S. TRADEMARK APPLICATION NO. 85503493 - REDBOX NOW - 21382.0228.0  
**Sent:** 3/29/2012 3:31:42 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. 85503493**

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](mailto: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 Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/ Search Duration	Search
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 1:49:47 PM  
Total search duration 1 minutes 7 seconds  
Session duration 33 minutes 55 seconds  
Defaut NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 85503493

**From:** TMDesignCodeComments  
**Sent:** Friday, January 6, 2012 00:16 AM  
**To:** XXXX  
**Subject:** Notice of Pseudo Mark for Serial Number: 85503493  
**ATTORNEY REFERENCE NUMBER:** 21382.0228.0

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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](mailto: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: 85503493

Filing Date: 12/23/2011

The table below presents the data as entered.

Input Field	Entered
<b>SERIAL NUMBER</b>	85503493
<b>MARK INFORMATION</b>	
<b>*MARK</b>	<a href="#">REDBOX NOW</a>
<b>STANDARD CHARACTERS</b>	YES
<b>USPTO-GENERATED IMAGE</b>	YES
<b>LITERAL ELEMENT</b>	REDBOX NOW
<b>MARK STATEMENT</b>	The mark consists of standard characters, without claim to any particular font, style, size, or color.
<b>REGISTER</b>	Principal
<b>APPLICANT INFORMATION</b>	
<b>*OWNER OF MARK</b>	Redbox Automated Retail, LLC
<b>*STREET</b>	One Tower Lane, Suite 1200
<b>*CITY</b>	Oakbrook Terrace
<b>*STATE</b> (Required for U.S. applicants)	Illinois
<b>*COUNTRY</b>	United States
<b>*ZIP/POSTAL CODE</b> (Required for U.S. applicants only)	60181
<b>LEGAL ENTITY INFORMATION</b>	
<b>TYPE</b>	limited liability company
<b>STATE/COUNTRY WHERE LEGALLY ORGANIZED</b>	Delaware
<b>GOODS AND/OR SERVICES AND BASIS INFORMATION</b>	
<b>INTERNATIONAL CLASS</b>	041
<b>*IDENTIFICATION</b>	Entertainment services; rental services; retail services; automated DVD rental services; rental of pre-recorded DVDs on a variety of subjects through automated vending machines; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, entertainment content, media content, digital content, prerecorded media, and prerecorded electronic media featuring entertainment content; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely providing automated retail vending machines featuring entertainment content, media, DVDs, movies, digital content, and prerecorded media; automated retail services, namely rental and distribution of entertainment content, media, DVDs, movies, digital content,



	and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, digital content, and prerecorded media;
<b>FILING BASIS</b>	SECTION 1(b)
<b>ATTORNEY INFORMATION</b>	
<b>NAME</b>	Heidi L. Sachs
<b>ATTORNEY DOCKET NUMBER</b>	21382.0228.0000.GX70
<b>FIRM NAME</b>	Perkins Coie LLP
<b>STREET</b>	1201 Third Avenue, Suite 4800
<b>CITY</b>	Seattle
<b>STATE</b>	Washington
<b>COUNTRY</b>	United States
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<b>FAX</b>	(206) 359-9000
<b>EMAIL ADDRESS</b>	pctrademarks@perkinscoie.com
<b>AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>OTHER APPOINTED ATTORNEY</b>	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
<b>CORRESPONDENCE INFORMATION</b>	
<b>NAME</b>	Heidi L. Sachs
<b>FIRM NAME</b>	Perkins Coie LLP
<b>STREET</b>	1201 Third Avenue, Suite 4800
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<b>STATE</b>	Washington
<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	98101-3099
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<b>EMAIL ADDRESS</b>	pctrademarks@perkinscoie.com
<b>AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>FEE INFORMATION</b>	
<b>NUMBER OF CLASSES</b>	1
<b>FEE PER CLASS</b>	325
<b>*TOTAL FEE DUE</b>	325
<b>*TOTAL FEE PAID</b>	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

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## Trademark/Service Mark Application, Principal Register

**Serial Number: 85503493**

**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 041: Entertainment services; rental services; retail services; automated DVD rental services; rental of pre-recorded DVDs on a variety of subjects through automated vending machines; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, entertainment content, media content, digital content, prerecorded media, and prerecorded electronic media featuring entertainment content; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely providing automated retail vending machines featuring entertainment content, media, DVDs, movies, digital content, and prerecorded media; automated retail services, namely rental and distribution of entertainment content, media, DVDs, movies, digital content, and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, 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:

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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: 4507

RAM Accounting Date: 12/27/2011

Serial Number: 85503493

Internet Transmission Date: Fri Dec 23 19:47:07 EST 2011

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