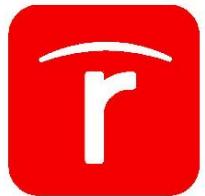


Mark: R



US Serial Number: 85658433

Application Filing Jun. 21, 2012  
Date:

Register: Principal

Mark Type: Trademark, 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This trademark application was refused, dismissed, or invalidated by the Office and this application is no longer active.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 no Statement of Use or Extension Request timely filed after Notice of Allowance was issued. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

Status Date: Nov. 07, 2016

Publication Date: Aug. 06, 2013 Notice of Allowance Date: Oct. 01, 2013

Date Abandoned: Nov. 07, 2016

## Mark Information

Mark Literal R  
Elements:

Standard Character No  
Claim:

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

Description of The mark consists of the letter "r" in white with a white arch inside a red square.  
Mark:

Color Drawing: Yes

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

Design Search 26.09.21 - Squares that are completely or partially shaded  
Code(s): 26.17.09 - Bands, curved; Bars, curved; Curved line(s), band(s) or bar(s); Lines, curved

## 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: Computer application software for mobile phones, portable media players, and handheld computers, namely software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine

International 009 - Primary Class  
Class(es):

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

Class Status: ACTIVE

For: Retail store services featuring video games and video recordings, featuring movies and television programs; vending machine services in the nature of kiosks used for the rental and sale of entertainment content in the nature of video games, movies, television programs, and tickets

International 035 - Primary Class  
Class(es):

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

**Class Status:** ACTIVE

**For:** Video-on-demand transmission services, video broadcasting; transmission services, namely internet transmission services; transmission of voice, data, images, data signals, messages and information by electronic communication networks

**International Class(es):** 038 - Primary Class

**U.S Class(es):** 100, 101, 104

**Class Status:** ACTIVE

**For:** Rental of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; entertainment services, namely, reservation of entertainment content in the nature of video game discs, and pre-recorded DVDs featuring movies and television programs from a vending machine

**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 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:** James P. Muraff

**Attorney Primary Email Address:** [trademarks@ngelaw.com](mailto:trademarks@ngelaw.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name:** JAMES P. MURAFF

**Name/Address:** NEAL, GERBER & EISENBERG LLP  
2 N LASALLE ST STE 1700  
CHICAGO, ILLINOIS UNITED STATES 60602

**Phone:** 312.269.8000

**Fax:** 312.269.1747

**Correspondent e-mail:** [mhall@ngelaw.com](mailto:mhall@ngelaw.com) [jmuraff@ngelaw.com](mailto:jmuraff@ngelaw.com) [trademarks@ngelaw.com](mailto:trademarks@ngelaw.com) [arks@ngelaw.com](mailto:arks@ngelaw.com)

**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Nov. 07, 2016	ABANDONMENT NOTICE MAILED - NO USE STATEMENT FILED	
Nov. 07, 2016	ABANDONMENT - NO USE STATEMENT FILED	
Oct. 05, 2016	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Mar. 31, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Mar. 30, 2016	SOU EXTENSION 5 GRANTED	
Mar. 25, 2016	SOU EXTENSION 5 FILED	
Mar. 25, 2016	SOU TEAS EXTENSION RECEIVED	
Oct. 07, 2015	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	

Oct. 06, 2015 SOU EXTENSION 4 GRANTED  
Oct. 01, 2015 SOU EXTENSION 4 FILED  
Oct. 01, 2015 SOU TEAS EXTENSION RECEIVED  
Mar. 20, 2015 NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED  
Mar. 19, 2015 SOU EXTENSION 3 GRANTED  
Mar. 13, 2015 SOU EXTENSION 3 FILED  
Mar. 13, 2015 SOU TEAS EXTENSION RECEIVED  
Oct. 15, 2014 NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED  
Oct. 04, 2014 NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED  
Oct. 03, 2014 SOU EXTENSION 2 GRANTED  
Sep. 30, 2014 SOU EXTENSION 2 FILED  
Sep. 30, 2014 SOU TEAS EXTENSION RECEIVED  
Apr. 25, 2014 NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED  
Apr. 24, 2014 NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED  
Apr. 23, 2014 SOU EXTENSION 1 GRANTED  
Mar. 31, 2014 SOU EXTENSION 1 FILED  
Apr. 22, 2014 CASE ASSIGNED TO INTENT TO USE PARALEGAL  
Mar. 31, 2014 SOU TEAS EXTENSION RECEIVED  
Oct. 02, 2013 NOA MAILED - SOU REQUIRED FROM APPLICANT  
Oct. 01, 2013 NOA E-MAILED - SOU REQUIRED FROM APPLICANT  
Aug. 07, 2013 NOTICE OF PUBLICATION  
Aug. 06, 2013 OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED  
Aug. 06, 2013 PUBLISHED FOR OPPOSITION  
Jul. 17, 2013 NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED  
Jul. 02, 2013 LAW OFFICE PUBLICATION REVIEW COMPLETED  
Jul. 01, 2013 APPROVED FOR PUB - PRINCIPAL REGISTER  
Jun. 21, 2013 EXAMINER'S AMENDMENT ENTERED  
Jun. 21, 2013 NOTIFICATION OF EXAMINER'S AMENDMENT E-MAILED  
Jun. 21, 2013 EXAMINER'S AMENDMENT E-MAILED  
Jun. 21, 2013 EXAMINER'S AMENDMENT -WRITTEN  
Jun. 12, 2013 PREVIOUS ALLOWANCE COUNT WITHDRAWN  
Jun. 08, 2013 WITHDRAWN FROM PUB - OG REVIEW QUERY  
May 30, 2013 LAW OFFICE PUBLICATION REVIEW COMPLETED  
May 30, 2013 ASSIGNED TO LIE  
May 15, 2013 APPROVED FOR PUB - PRINCIPAL REGISTER  
Apr. 29, 2013 EXAMINER'S AMENDMENT ENTERED  
Apr. 29, 2013 NOTIFICATION OF EXAMINER'S AMENDMENT E-MAILED  
Apr. 29, 2013 EXAMINER'S AMENDMENT E-MAILED  
Apr. 29, 2013 EXAMINER'S AMENDMENT -WRITTEN  
Apr. 13, 2013 TEAS/EMAIL CORRESPONDENCE ENTERED  
Apr. 12, 2013 CORRESPONDENCE RECEIVED IN LAW OFFICE  
Apr. 12, 2013 TEAS RESPONSE TO OFFICE ACTION RECEIVED  
Oct. 15, 2012 NOTIFICATION OF NON-FINAL ACTION E-MAILED  
Oct. 15, 2012 NON-FINAL ACTION E-MAILED  
Oct. 15, 2012 NON-FINAL ACTION WRITTEN  
Oct. 08, 2012 ASSIGNED TO EXAMINER  
Jun. 30, 2012 NOTICE OF DESIGN SEARCH CODE MAILED  
Jun. 29, 2012 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED  
Jun. 25, 2012 NEW APPLICATION ENTERED

## TM Staff and Location Information

### TM Staff Information

TM Attorney: OH,WON TEAK

Law Office LAW OFFICE 114  
Assigned:

### File Location

# Assignment Abstract Of Title Information

## Summary

Total Assignments: 4

Applicant: Redbox Automated Retail, LLC

## Assignment 1 of 4

Conveyance: SECURITY INTEREST

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

Pages: 7

Date Recorded: Jun. 26, 2014

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

### Assignor

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

Legal Entity Type: LIMITED LIABILITY COMPANY

Execution Date: Jun. 24, 2014

State or Country: DELAWARE  
Where Organized:

### Assignee

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

Legal Entity Type: NATIONAL ASSOCIATION

State or Country: UNITED STATES  
Where Organized:Address: 901 MAIN STREET  
DALLAS, TEXAS 75202

### Correspondent

Correspondent: HAYNES AND BOONE, LLP

Name:

Correspondent: 2323 VICTORY AVENUE, SUITE 700

Address: GAVIN GEORGE  
DALLAS, TX 75219

### Domestic Representative - Not Found

## Assignment 2 of 4

Conveyance: SECURITY INTEREST

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

Pages: 8

Date Recorded: Sep. 27, 2016

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

### Assignor

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

Legal Entity Type: LIMITED LIABILITY COMPANY

Execution Date: Sep. 27, 2016

State or Country: DELAWARE  
Where Organized:

### Assignee

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

Legal Entity Type: BANK

State or Country: UNITED STATES  
Where Organized:Address: 520 MADISON AVENUE  
NEW YORK, NEW YORK 10022

### Correspondent

Correspondent: CORPORATION SERVICE COMPANY

Name:

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

### Domestic Representative - Not Found

## Assignment 3 of 4

Conveyance: RELEASE OF INTELLECTUAL PROPERTY SECURITY INTEREST

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

Pages: 16

Date Recorded: Sep. 27, 2016

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

**Assignor**

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

Legal Entity Type: NATIONAL BANKING ASSOCIATION

Execution Date: Sep. 27, 2016

State or Country UNITED STATES  
Where Organized:

**Assignee**

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

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country DELAWARE  
Where Organized:

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

**Correspondent**

Correspondent VENISA DARK, HAYNES AND BOONE LLP  
Name:

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

**Domestic Representative - Not Found**

**Assignment 4 of 4**

Conveyance: RELEASE BY SECURED PARTY

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

Pages: 7

Date Recorded: Aug. 11, 2022

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

**Assignor**

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

Legal Entity Type: BANK

Execution Date: Aug. 11, 2022

State or Country UNITED STATES  
Where Organized:

**Assignee**

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

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country DELAWARE  
Where Organized:

Address: ONE TOWER LANE  
OAKBROOK TERRACE, ILLINOIS 60181

**Correspondent**

Correspondent EPSTEIN DRANGEL LLP  
Name:

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

**Domestic Representative - Not Found**

## Trademark Snap Shot ITU Unit Action

(Table presents the data on ITU Unit Action)

### OVERVIEW

SERIAL NUMBER	85658433	FILING DATE	06/21/2012
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	OH, WON TEAK	L.O. ASSIGNED	114

### PUB INFORMATION

RUN DATE	11/08/2016
PUB DATE	08/06/2013
STATUS	606-ABANDONED - NO STATEMENT OF USE FILED
STATUS DATE	11/07/2016
LITERAL MARK ELEMENT	R

DATE ABANDONED	11/07/2016	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

### FILING BASIS

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

### MARK DATA

STANDARD CHARACTER MARK	NO
LITERAL MARK ELEMENT	R
MARK DRAWING CODE	3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S)
COLOR DRAWING FLAG	YES

### CURRENT OWNER INFORMATION

PARTY TYPE	20-OWNER AT PUBLICATION
NAME	Redbox Automated Retail, LLC
ADDRESS	One Tower Lane, Suite 1200 Oakbrook Terrace, IL 60181
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

### GOODS AND SERVICES

INTERNATIONAL CLASS	009
DESCRIPTION TEXT	Computer application software for mobile phones, portable media players, and handheld computers, namely software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine
INTERNATIONAL CLASS	035
DESCRIPTION TEXT	Retail store services featuring video games and video recordings, featuring movies and television programs; vending machine services in the nature of kiosks used for the rental and sale of entertainment content in the nature of video games, movies, television programs, and tickets
INTERNATIONAL CLASS	038
DESCRIPTION TEXT	Video-on-demand transmission services, video broadcasting; transmission services, namely internet transmission services; transmission of voice, data, images, data signals, messages and information by electronic communication networks
INTERNATIONAL CLASS	041
DESCRIPTION TEXT	Rental of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; entertainment services, namely, reservation of entertainment content in the nature of video game discs, and pre-recorded DVDs featuring movies and television programs from a vending machine

### GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	009	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	035	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	038	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	041	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE

### MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
COLORS CLAIMED STATEMENT	The color(s) red and white is/are claimed as a feature of the mark.
DESCRIPTION OF MARK	The mark consists of the letter "r" in white with a white arch inside a red square.
PSEUDO MARK	REDBOX; RED BOX

## PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
11/07/2016	MAB6	O	ABANDONMENT NOTICE MAILED - NO USE STATEMENT FILED	057
11/07/2016	ABN6	S	ABANDONMENT - NO USE STATEMENT FILED	056
10/05/2016	ASCK	I	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	055
03/31/2016	EXRA	E	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	054
03/30/2016	EX5G	S	EXTENSION 5 GRANTED	053
03/25/2016	EXT5	S	EXTENSION 5 FILED	052
03/25/2016	EEXT	I	TEAS EXTENSION RECEIVED	051
10/07/2015	EXRA	E	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	050
10/06/2015	EX4G	S	EXTENSION 4 GRANTED	049
10/01/2015	EXT4	S	EXTENSION 4 FILED	048
10/01/2015	EEXT	I	TEAS EXTENSION RECEIVED	047
03/20/2015	EXRA	E	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	046
03/19/2015	EX3G	S	EXTENSION 3 GRANTED	045
03/13/2015	EXT3	S	EXTENSION 3 FILED	044
03/13/2015	EEXT	I	TEAS EXTENSION RECEIVED	043
10/15/2014	EXRA	O	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	042
10/04/2014	EXRA	E	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	041
10/03/2014	EX2G	S	EXTENSION 2 GRANTED	040
09/30/2014	EXT2	S	EXTENSION 2 FILED	039
09/30/2014	EEXT	I	TEAS EXTENSION RECEIVED	038
04/25/2014	EXRA	O	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	037
04/24/2014	EXRA	E	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	036
04/23/2014	EX1G	S	EXTENSION 1 GRANTED	035
03/31/2014	EXT1	S	EXTENSION 1 FILED	034
04/22/2014	AITU	A	CASE ASSIGNED TO INTENT TO USE PARALEGAL	033
03/31/2014	EEXT	I	TEAS EXTENSION RECEIVED	032
10/02/2013	NOAM	O	NOA MAILED - SOU REQUIRED FROM APPLICANT	031
10/01/2013	NOAM	E	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	030
08/07/2013	NPUB	O	NOTICE OF PUBLICATION	029
08/06/2013	NPUB	E	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	028
08/06/2013	PUBO	A	PUBLISHED FOR OPPOSITION	027
07/17/2013	NONP	E	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	026
07/02/2013	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	025
07/01/2013	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	024
06/21/2013	XAEC	I	EXAMINER'S AMENDMENT ENTERED	023
06/21/2013	GNEN	O	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	022
06/21/2013	GNEA	O	EXAMINERS AMENDMENT E-MAILED	021
06/21/2013	CNEA	R	EXAMINERS AMENDMENT -WRITTEN	020
06/12/2013	ZZZX	Z	PREVIOUS ALLOWANCE COUNT WITHDRAWN	019
06/08/2013	PBCR	Z	WITHDRAWN FROM PUB - OG REVIEW QUERY	018
05/30/2013	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	017
05/30/2013	ALIE	A	ASSIGNED TO LIE	016

05/15/2013	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	015
04/29/2013	XAEC	I	EXAMINER'S AMENDMENT ENTERED	014
04/29/2013	GNEN	O	NOTIFICATION OF EXAMINER'S AMENDMENT E-MAILED	013
04/29/2013	GNEA	O	EXAMINER'S AMENDMENT E-MAILED	012
04/29/2013	CNEA	R	EXAMINER'S AMENDMENT -WRITTEN	011
04/13/2013	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	010
04/12/2013	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	009
04/12/2013	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	008
10/15/2012	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	007
10/15/2012	GNRT	F	NON-FINAL ACTION E-MAILED	006
10/15/2012	CNRT	R	NON-FINAL ACTION WRITTEN	005
10/08/2012	DOCK	D	ASSIGNED TO EXAMINER	004
06/30/2012	MDSM	O	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK MAILED	003
06/29/2012	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
06/25/2012	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

#### CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	James P. Muraff
CORRESPONDENCE ADDRESS	JAMES P. MURAFF NEAL, GERBER & EISENBERG LLP 2 N LASALLE ST STE 1700 CHICAGO, IL 60602
DOMESTIC REPRESENTATIVE	NONE

#### PRIOR OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Redbox Automated Retail, LLC
ADDRESS	One Tower Lane, Suite 1200 Oakbrook Terrace, IL 60181
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware





**NOTICE OF ABANDONMENT**  
**MAILING DATE: Nov 7, 2016**

The trademark application identified below was abandoned because the applicant failed to file for a statement of use or an extension of time.

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:** 85658433

**MARK:** R

**OWNER:** Redbox Automated Retail, LLC

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

FIRST-CLASS MAIL  
U.S POSTAGE  
PAID

JAMES P. MURAFF  
NEAL, GERBER & EISENBERG LLP  
2 N LASALLE ST STE 1700  
CHICAGO , IL 60602

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**From:** TMOOfficialNotices@USPTO.GOV  
**Sent:** Thursday, March 31, 2016 00:13 AM  
**To:** XXXX  
**Cc:** XXXX; XXXX  
**Subject:** Official USPTO Notice of Approval of Extension Request: U.S. Trademark SN 85658433: R (Stylized/Design)

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NOTICE OF APPROVAL OF EXTENSION REQUEST

**U.S. Serial Number:** 85658433  
**Mark:** R (Stylized/Design)  
**Owner:** Redbox Automated Retail, LLC  
**Extension Request Number:** 5  
**Docket/Reference Number:**  
**Notice of Allowance Date:** Oct 1, 2013

The USPTO issued a Notice of Allowance on **Oct 1, 2013** for the trademark application identified above. Applicant's **FIFTH** request for Extension of Time to File a Statement of Use has been **GRANTED**. If you are currently using the mark in commerce, please visit <https://www.uspto.gov/trademarks/apply/intent-use-itu-forms> and select form number 1 ("Statement of Use/Amendment to Allege Use for Intent-to-Use Application") to file your statement of use and complete the registration process.

**PLEASE NOTE:**

1. Applicant must continue to file extension requests every six (6) months calculated from the date the Notice of Allowance was issued until a Statement of Use is filed, or the USPTO will abandon the application.
2. Applicant may only request a total of five (5) extensions of time.
3. Applicant may **NOT** file a Statement of Use more than thirty-six (36) months from the date the Notice of Allowance was issued.

To check the status of the application, go to [https://tsdr.uspto.gov/#caseNumber=85658433&caseType=SERIAL\\_NO&searchType=statusSearch](https://tsdr.uspto.gov/#caseNumber=85658433&caseType=SERIAL_NO&searchType=statusSearch) or contact the Trademark Assistance Center at 1-800-786-9199. Please check the status of the application at least every three (3) months after the application filing date.

To view this notice and other documents for this application on-line, go to [https://tsdr.uspto.gov/#caseNumber=85658433&caseType=SERIAL\\_NO&searchType=documentSearch](https://tsdr.uspto.gov/#caseNumber=85658433&caseType=SERIAL_NO&searchType=documentSearch). NOTE: This notice will only become available on-line the next business day after receipt of this e-mail.

For further information on filing a Statement of Use or an additional extension request, if applicable, please consult the USPTO website at <https://www.uspto.gov/trademarks> or contact the Trademark Assistance Center at 1-800-786-9199.

## Trademark Snap Shot ITU Unit Action

(Table presents the data on ITU Unit Action)

### OVERVIEW

SERIAL NUMBER	85658433	FILING DATE	06/21/2012
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	OH, WON TEAK	L.O. ASSIGNED	114

### PUB INFORMATION

RUN DATE	03/31/2016
PUB DATE	08/06/2013
STATUS	734-FIFTH EXTENSION - GRANTED
STATUS DATE	03/30/2016
LITERAL MARK ELEMENT	R

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

### FILING BASIS

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

### MARK DATA

STANDARD CHARACTER MARK	NO
LITERAL MARK ELEMENT	R
MARK DRAWING CODE	3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S)
COLOR DRAWING FLAG	YES

### CURRENT OWNER INFORMATION

PARTY TYPE	20-OWNER AT PUBLICATION
NAME	Redbox Automated Retail, LLC
ADDRESS	One Tower Lane, Suite 1200 Oakbrook Terrace, IL 60181
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

### GOODS AND SERVICES

INTERNATIONAL CLASS	009
DESCRIPTION TEXT	Computer application software for mobile phones, portable media players, and handheld computers, namely software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine
INTERNATIONAL CLASS	035
DESCRIPTION TEXT	Retail store services featuring video games and video recordings, featuring movies and television programs; vending machine services in the nature of kiosks used for the rental and sale of entertainment content in the nature of video games, movies, television programs, and tickets
INTERNATIONAL CLASS	038
DESCRIPTION TEXT	Video-on-demand transmission services, video broadcasting; transmission services, namely internet transmission services; transmission of voice, data, images, data signals, messages and information by electronic communication networks
INTERNATIONAL CLASS	041
DESCRIPTION TEXT	Rental of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; entertainment services, namely, reservation of entertainment content in the nature of video game discs, and pre-recorded DVDs featuring movies and television programs from a vending machine

### GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	009	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	035	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	038	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	041	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE

### MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
COLORS CLAIMED STATEMENT	The color(s) red and white is/are claimed as a feature of the mark.
DESCRIPTION OF MARK	The mark consists of the letter "r" in white with a white arch inside a red square.
PSEUDO MARK	REDBOX; RED BOX

## PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
03/31/2016	EXRA	E	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	054
03/30/2016	EX5G	S	EXTENSION 5 GRANTED	053
03/25/2016	EXT5	S	EXTENSION 5 FILED	052
03/25/2016	EEXT	I	TEAS EXTENSION RECEIVED	051
10/07/2015	EXRA	E	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	050
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10/01/2015	EXT4	S	EXTENSION 4 FILED	048
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03/19/2015	EX3G	S	EXTENSION 3 GRANTED	045
03/13/2015	EXT3	S	EXTENSION 3 FILED	044
03/13/2015	EEXT	I	TEAS EXTENSION RECEIVED	043
10/15/2014	EXRA	O	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	042
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06/30/2012	MDSM	O	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK MAILED	003
06/29/2012	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
06/25/2012	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

#### CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	James P. Muraff
CORRESPONDENCE ADDRESS	JAMES P. MURAFF NEAL, GERBER & EISENBERG LLP 2 N LASALLE ST STE 1700 CHICAGO, IL 60602
DOMESTIC REPRESENTATIVE	NONE

#### PRIOR OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Redbox Automated Retail, LLC
ADDRESS	One Tower Lane, Suite 1200 Oakbrook Terrace, IL 60181
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware



## **Request for Extension of Time to File a Statement of Use (15 U.S.C. Section 1051(d))**

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

Input Field	Entered
<b>SERIAL NUMBER</b>	85658433
<b>LAW OFFICE ASSIGNED</b>	LAW OFFICE 114
<b>MARK SECTION</b>	
<b>MARK</b>	R (stylized and/or with design)
<b>STANDARD CHARACTERS</b>	NO
<b>USPTO-GENERATED IMAGE</b>	NO
<b>OWNER SECTION</b>	
<b>NAME</b>	Redbox Automated Retail, LLC
<b>STREET</b>	One Tower Lane, Suite 1200
<b>CITY</b>	Oakbrook Terrace
<b>STATE</b>	Illinois
<b>ZIP/POSTAL CODE</b>	60181
<b>COUNTRY</b>	United States
<b>EMAIL</b>	XXXX
<b>GOODS AND/OR SERVICES SECTION</b>	
<b>INTERNATIONAL CLASS</b>	009
<b>CURRENT IDENTIFICATION</b>	Computer application software for mobile phones, portable media players, and handheld computers, namely software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine
<b>GOODS OR SERVICES</b>	KEEP ALL LISTED
<b>INTERNATIONAL CLASS</b>	035
<b>CURRENT IDENTIFICATION</b>	Retail store services featuring video games and video recordings, featuring movies and television programs; vending machine services in the nature of kiosks used for the rental and sale of entertainment content in the nature of video games, movies, television programs, and tickets
<b>GOODS OR SERVICES</b>	KEEP ALL LISTED
<b>INTERNATIONAL CLASS</b>	038
<b>CURRENT IDENTIFICATION</b>	Video-on-demand transmission services, video broadcasting; transmission services, namely internet transmission services; transmission of voice, data, images, data signals, messages and information by electronic communication networks
<b>GOODS OR SERVICES</b>	KEEP ALL LISTED

<b>INTERNATIONAL CLASS</b>	041
<b>CURRENT IDENTIFICATION</b>	Rental of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; entertainment services, namely, reservation of entertainment content in the nature of video game discs, and pre-recorded DVDs featuring movies and television programs from a vending machine
<b>GOODS OR SERVICES</b>	KEEP ALL LISTED
<b>EXTENSION SECTION</b>	
<b>EXTENSION NUMBER</b>	5
<b>ONGOING EFFORT</b>	product or service research or development
<b>ALLOWANCE MAIL DATE</b>	10/01/2013
<b>STATEMENT OF USE</b>	NO
<b>PAYMENT SECTION</b>	
<b>NUMBER OF CLASSES</b>	4
<b>SUBTOTAL AMOUNT [EXTENSION FEE]</b>	600
<b>TOTAL AMOUNT</b>	600
<b>SIGNATURE SECTION</b>	
<b>SIGNATURE</b>	/James P. Muraff/
<b>SIGNATORY'S NAME</b>	James P. Muraff
<b>SIGNATORY'S POSITION</b>	Attorney for Applicant, Illinois Bar Member
<b>DATE SIGNED</b>	03/25/2016
<b>SIGNATORY'S PHONE NUMBER</b>	312.269.8000
<b>FILING INFORMATION</b>	
<b>SUBMIT DATE</b>	Fri Mar 25 15:58:27 EDT 2016
<b>TEAS STAMP</b>	USPTO/ESU-XX.XXX.X.XX-201 60325155827915762-8565843 3-5508e7eb3f4b9de13ace87d c980bdbf7ae1b08bdd77f14bf 2ecba8f8cb83b268a71-DA-19 49-20160325154930709969

**SOU Extension Request  
(15 U.S.C. Section 1051(d))**

To the Commissioner for Trademarks:

**MARK:** R (stylized and/or with design)

**SERIAL NUMBER:** 85658433

The applicant, Redbox Automated Retail, LLC, having an address of

One Tower Lane, Suite 1200  
Oakbrook Terrace, Illinois 60181  
United States  
XXXX (not authorized)

requests a six-month extension of time to file the Statement of Use under 37 C.F.R. Section 2.89 in this application. The Notice of Allowance mailing date was 10/01/2013.

For International Class 009:

Current identification: Computer application software for mobile phones, portable media players, and handheld computers, namely software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine

For a trademark/service mark: The applicant has a continued bona fide intention, and is entitled, to use the mark in commerce on or in connection with all of the goods/services listed in the Notice of Allowance or as subsequently modified for this specific class; for a collective/certification mark: the applicant has a continued bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce on or in connection with the goods/services/collective membership organization listed in the Notice of Allowance, or as subsequently modified for this specific class.

For International Class 035:

Current identification: Retail store services featuring video games and video recordings, featuring movies and television programs; vending machine services in the nature of kiosks used for the rental and sale of entertainment content in the nature of video games, movies, television programs, and tickets

For a trademark/service mark: The applicant has a continued bona fide intention, and is entitled, to use the mark in commerce on or in connection with all of the goods/services listed in the Notice of Allowance or as subsequently modified for this specific class; for a collective/certification mark: the applicant has a continued bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce on or in connection with the goods/services/collective membership organization listed in the Notice of Allowance, or as subsequently modified for this specific class.

For International Class 038:

Current identification: Video-on-demand transmission services, video broadcasting; transmission services, namely internet transmission services; transmission of voice, data, images, data signals, messages and information by electronic communication networks

For a trademark/service mark: The applicant has a continued bona fide intention, and is entitled, to use the mark in commerce on or in connection with all of the goods/services listed in the Notice of Allowance or as subsequently modified for this specific class; for a collective/certification mark: the applicant has a continued bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce on or in connection with the goods/services/collective membership organization listed in the Notice of Allowance, or as subsequently modified for this specific class.

For International Class 041:

Current identification: Rental of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; entertainment services, namely, reservation of entertainment content in the nature of video game discs, and pre-recorded DVDs featuring movies and television programs from a vending machine

For a trademark/service mark: The applicant has a continued bona fide intention, and is entitled, to use the mark in commerce on or in connection

with all of the goods/services listed in the Notice of Allowance or as subsequently modified for this specific class; for a collective/certification mark: the applicant has a continued bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce on or in connection with the goods/services/collective membership organization listed in the Notice of Allowance, or as subsequently modified for this specific class.

This is the fifth extension request. The applicant has made the following ongoing efforts to use the mark in commerce on or in connection with each of those goods/services covered by the extension request: product or service research or development

A fee payment in the amount of \$600 will be submitted with the form, representing payment for 4 classes.

### **Declaration**

STATEMENTS: The signatory believes that: the applicant has a continued bona fide intention, and is entitled, to use the mark in commerce on or in connection with all the goods/services under Section 1(b) in the notice of allowance or as subsequently modified, or, if applicable, the applicant has a continued bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce on or in connection with all the goods/services/collective membership organization under Section 1(b) in the notice of allowance or as subsequently modified; and that to the best of the signatory's knowledge and belief, no other persons, except, if applicable, members and concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services/collective membership organization of such other persons, to cause confusion or mistake, or to deceive.

DECLARATION: The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. §1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any resulting registration, declares 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: /James P. Muraff/ Date Signed: 03/25/2016

Signatory's Name: James P. Muraff

Signatory's Position: Attorney for Applicant, Illinois Bar Member

Signatory's Phone: 312.269.8000

RAM Sale Number: 85658433

RAM Accounting Date: 03/28/2016

Serial Number: 85658433

Internet Transmission Date: Fri Mar 25 15:58:27 EDT 2016

TEAS Stamp: USPTO/ESU-XX.XXX.X.XX-201603251558279157

62-85658433-5508e7eb3f4b9de13ace87dc980b

dbf7ae1b08bdd77f14bf2ecba8f8cb83b268a71-

DA-1949-20160325154930709969

**TEAS ROUTING SHEET****To: INTENT TO USE UNIT****Work Loc: INTENT TO USE SECTION****Doc Type: Extension Request for SOU****Serial Number: 85658433****Mark: R****Mail Date: 2016/03/25****Examiner Number: 72152****Examiner Name:  
OH, WON TEAK****L.O. Assigned: LAW OFFICE 114****Special Instruction(s):**

<b><u>Transaction</u></b>	<b><u>Fee Code</u></b>	<b><u>Transaction Date</u></b>	<b><u>Fee per Class</u></b>	<b><u>Number of Classes</u></b>	<b><u>Total Fee</u></b>
Extension Request for SOU	7004	20160325	\$150	4	\$600

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**From:** TMOfficialNotices@USPTO.GOV  
**Sent:** Wednesday, October 7, 2015 00:12 AM  
**To:** XXXX  
**Cc:** XXXX; XXXX  
**Subject:** Official USPTO Notice of Approval of Extension Request: U.S. Trademark SN 85658433: R (Stylized/Design)

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NOTICE OF APPROVAL OF EXTENSION REQUEST

**U.S. Serial Number:** 85658433  
**Mark:** R (Stylized/Design)  
**Owner:** Redbox Automated Retail, LLC  
**Extension Request Number:** 4  
**Docket/Reference Number:**  
**Notice of Allowance Date:** Oct 1, 2013

The USPTO issued a Notice of Allowance on **Oct 1, 2013** for the trademark application identified above. Applicant's **FOURTH** request for Extension of Time to File a Statement of Use has been **GRANTED**. If you are currently using the mark in commerce, please visit <https://www.uspto.gov/trademarks/apply/intent-use-itu-forms> and select form number 1 ("Statement of Use/Amendment to Allege Use for Intent-to-Use Application") to file your statement of use and complete the registration process.

**PLEASE NOTE:**

1. Applicant must continue to file extension requests every six (6) months calculated from the date the Notice of Allowance was issued until a Statement of Use is filed, or the USPTO will abandon the application.
2. Applicant may only request a total of five (5) extensions of time.
3. Applicant may **NOT** file a Statement of Use more than thirty-six (36) months from the date the Notice of Allowance was issued.

To check the status of the application, go to [https://tsdr.uspto.gov/#caseNumber=85658433&caseType=SERIAL\\_NO&searchType=statusSearch](https://tsdr.uspto.gov/#caseNumber=85658433&caseType=SERIAL_NO&searchType=statusSearch) or contact the Trademark Assistance Center at 1-800-786-9199. Please check the status of the application at least every three (3) months after the application filing date.

To view this notice and other documents for this application on-line, go to [https://tsdr.uspto.gov/#caseNumber=85658433&caseType=SERIAL\\_NO&searchType=documentSearch](https://tsdr.uspto.gov/#caseNumber=85658433&caseType=SERIAL_NO&searchType=documentSearch). NOTE: This notice will only become available on-line the next business day after receipt of this e-mail.

For further information on filing a Statement of Use or an additional extension request, if applicable, please consult the USPTO website at <https://www.uspto.gov/trademarks> or contact the Trademark Assistance Center at 1-800-786-9199.

## Trademark Snap Shot ITU Unit Action

(Table presents the data on ITU Unit Action)

### OVERVIEW

SERIAL NUMBER	85658433	FILING DATE	06/21/2012
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	OH, WON TEAK	L.O. ASSIGNED	114

### PUB INFORMATION

RUN DATE	10/07/2015
PUB DATE	08/06/2013
STATUS	733-FOURTH EXTENSION - GRANTED
STATUS DATE	10/06/2015
LITERAL MARK ELEMENT	R

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

### FILING BASIS

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

### MARK DATA

STANDARD CHARACTER MARK	NO
LITERAL MARK ELEMENT	R
MARK DRAWING CODE	3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S)
COLOR DRAWING FLAG	YES

### CURRENT OWNER INFORMATION

PARTY TYPE	20-OWNER AT PUBLICATION
NAME	Redbox Automated Retail, LLC
ADDRESS	One Tower Lane, Suite 1200 Oakbrook Terrace, IL 60181
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

### GOODS AND SERVICES

INTERNATIONAL CLASS	009
DESCRIPTION TEXT	Computer application software for mobile phones, portable media players, and handheld computers, namely software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine
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06/25/2012	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

#### **CURRENT CORRESPONDENCE INFORMATION**

ATTORNEY	James P. Muraff
CORRESPONDENCE ADDRESS	JAMES P. MURAFF NEAL, GERBER & EISENBERG LLP 2 N LASALLE ST STE 1700 CHICAGO, IL 60602
DOMESTIC REPRESENTATIVE	NONE

#### **PRIOR OWNER INFORMATION**

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Redbox Automated Retail, LLC
ADDRESS	One Tower Lane, Suite 1200 Oakbrook Terrace, IL 60181
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware



## Request for Extension of Time to File a Statement of Use (15 U.S.C. Section 1051(d))

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

Input Field	Entered
<b>SERIAL NUMBER</b>	85658433
<b>LAW OFFICE ASSIGNED</b>	LAW OFFICE 114
<b>MARK SECTION</b>	
<b>MARK</b>	R (stylized and/or with design)
<b>STANDARD CHARACTERS</b>	NO
<b>USPTO-GENERATED IMAGE</b>	NO
<b>OWNER SECTION</b>	
<b>NAME</b>	Redbox Automated Retail, LLC
<b>STREET</b>	One Tower Lane, Suite 1200
<b>CITY</b>	Oakbrook Terrace
<b>STATE</b>	Illinois
<b>ZIP/POSTAL CODE</b>	60181
<b>COUNTRY</b>	United States
<b>EMAIL</b>	XXXX
<b>GOODS AND/OR SERVICES SECTION</b>	
<b>INTERNATIONAL CLASS</b>	009
<b>CURRENT IDENTIFICATION</b>	Computer application software for mobile phones, portable media players, and handheld computers, namely software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine
<b>GOODS OR SERVICES</b>	KEEP ALL LISTED
<b>INTERNATIONAL CLASS</b>	035
<b>CURRENT IDENTIFICATION</b>	Retail store services featuring video games and video recordings, featuring movies and television programs; vending machine services in the nature of kiosks used for the rental and sale of entertainment content in the nature of video games, movies, television programs, and tickets
<b>GOODS OR SERVICES</b>	KEEP ALL LISTED
<b>INTERNATIONAL CLASS</b>	038
<b>CURRENT IDENTIFICATION</b>	Video-on-demand transmission services, video broadcasting; transmission services, namely internet transmission services; transmission of voice, data, images, data signals, messages and information by electronic communication networks
<b>GOODS OR SERVICES</b>	KEEP ALL LISTED

INTERNATIONAL CLASS	041
CURRENT IDENTIFICATION	Rental of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; entertainment services, namely, reservation of entertainment content in the nature of video game discs, and pre-recorded DVDs featuring movies and television programs from a vending machine
GOODS OR SERVICES	KEEP ALL LISTED
<b>EXTENSION SECTION</b>	
EXTENSION NUMBER	4
ONGOING EFFORT	product or service research or development
ALLOWANCE MAIL DATE	10/01/2013
STATEMENT OF USE	NO
<b>PAYMENT SECTION</b>	
NUMBER OF CLASSES	4
SUBTOTAL AMOUNT	600
TOTAL AMOUNT	600
<b>SIGNATURE SECTION</b>	
SIGNATURE	/James P. Muraff/
SIGNATORY'S NAME	James P. Muraff
SIGNATORY'S POSITION	Attorney for Applicant, Illinois Bar Member
DATE SIGNED	10/01/2015
SIGNATORY'S PHONE NUMBER	312.269.8000
<b>FILING INFORMATION</b>	
SUBMIT DATE	Thu Oct 01 18:30:22 EDT 2015
TEAS STAMP	USPTO/ESU-XX.XXX.XXX.XX-2 0151001183022756923-85658 433-5406487c035db3ed27d1c 199a7626b695ac24a3d33b1a5 2b47bd41a44921abb895a-DA- 5121-20151001181343735116

**SOU Extension Request  
(15 U.S.C. Section 1051(d))**

To the Commissioner for Trademarks:

**MARK:** R (stylized and/or with design)

**SERIAL NUMBER:** 85658433

The applicant, Redbox Automated Retail, LLC, having an address of

One Tower Lane, Suite 1200  
Oakbrook Terrace, Illinois 60181  
United States

requests a six-month extension of time to file the Statement of Use under 37 C.F.R. Section 2.89 in this application. The Notice of Allowance mailing date was 10/01/2013.

For International Class 009:

Current identification: Computer application software for mobile phones, portable media players, and handheld computers, namely software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine

For a trademark/service mark: The applicant has a continued bona fide intention, and is entitled, to use the mark in commerce on or in connection with all of the goods/services listed in the Notice of Allowance or as subsequently modified for this specific class; for a collective/certification mark: the applicant has a continued bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce on or in connection with the goods/services/collective membership organization listed in the Notice of Allowance, or as subsequently modified for this specific class.

For International Class 035:

Current identification: Retail store services featuring video games and video recordings, featuring movies and television programs; vending machine services in the nature of kiosks used for the rental and sale of entertainment content in the nature of video games, movies, television programs, and tickets

For a trademark/service mark: The applicant has a continued bona fide intention, and is entitled, to use the mark in commerce on or in connection with all of the goods/services listed in the Notice of Allowance or as subsequently modified for this specific class; for a collective/certification mark: the applicant has a continued bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce on or in connection with the goods/services/collective membership organization listed in the Notice of Allowance, or as subsequently modified for this specific class.

For International Class 038:

Current identification: Video-on-demand transmission services, video broadcasting; transmission services, namely internet transmission services; transmission of voice, data, images, data signals, messages and information by electronic communication networks

For a trademark/service mark: The applicant has a continued bona fide intention, and is entitled, to use the mark in commerce on or in connection with all of the goods/services listed in the Notice of Allowance or as subsequently modified for this specific class; for a collective/certification mark: the applicant has a continued bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce on or in connection with the goods/services/collective membership organization listed in the Notice of Allowance, or as subsequently modified for this specific class.

For International Class 041:

Current identification: Rental of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; entertainment services, namely, reservation of entertainment content in the nature of video game discs, and pre-recorded DVDs featuring movies and television programs from a vending machine

For a trademark/service mark: The applicant has a continued bona fide intention, and is entitled, to use the mark in commerce on or in connection with all of the goods/services listed in the Notice of Allowance or as subsequently modified for this specific class; for a collective/certification mark: the applicant has a continued bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce on or

in connection with the goods/services/collective membership organization listed in the Notice of Allowance, or as subsequently modified for this specific class.

This is the fourth extension request. The applicant has made the following ongoing efforts to use the mark in commerce on or in connection with each of those goods/services covered by the extension request: product or service research or development

A fee payment in the amount of \$600 will be submitted with the form, representing payment for 4 classes.

### **Declaration**

STATEMENTS: The signatory believes that: the applicant has a continued bona fide intention, and is entitled, to use the mark in commerce on or in connection with all the goods/services under Section 1(b) in the notice of allowance or as subsequently modified, or, if applicable, the applicant has a continued bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce on or in connection with all the goods/services/collective membership organization under Section 1(b) in the notice of allowance or as subsequently modified; and that to the best of the signatory's knowledge and belief, no other persons, except, if applicable, members and concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services/collective membership organization of such other persons, to cause confusion or mistake, or to deceive.

DECLARATION: The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. §1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any resulting registration, declares 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: /James P. Muraff/ Date Signed: 10/01/2015

Signatory's Name: James P. Muraff

Signatory's Position: Attorney for Applicant, Illinois Bar Member

Signatory's Phone: 312.269.8000

RAM Sale Number: 85658433

RAM Accounting Date: 10/02/2015

Serial Number: 85658433

Internet Transmission Date: Thu Oct 01 18:30:22 EDT 2015

TEAS Stamp: USPTO/ESU-XX.XXX.XXX.XX-2015100118302275

6923-85658433-5406487c035db3ed27d1c199a7

626b695ac24a3d33b1a52b47bd41a44921abb895

a-DA-5121-20151001181343735116

**TEAS ROUTING SHEET****To: INTENT TO USE UNIT****Work Loc: INTENT TO USE SECTION****Doc Type: Extension Request for SOU****Serial Number: 85658433****Mark: R****Mail Date: 2015/10/01****Examiner Number: 72152****Examiner Name:  
OH, WON TEAK****LIE Number: 77312****LIE Name:  
PORTER, JUAN M****L.O. Assigned: LAW OFFICE 114****Special Instruction(s):**

<b><u>Transaction</u></b>	<b><u>Fee Code</u></b>	<b><u>Transaction Date</u></b>	<b><u>Fee per Class</u></b>	<b><u>Number of Classes</u></b>	<b><u>Total Fee</u></b>
Extension Request for SOU	7004	20151001	\$150	4	\$600

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**From:** TMOOfficialNotices@USPTO.GOV  
**Sent:** Friday, March 20, 2015 00:12 AM  
**To:** XXXX  
**Cc:** XXXX; XXXX  
**Subject:** Official USPTO Notice of Approval of Extension Request: U.S. Trademark SN 85658433: R (Stylized/Design)

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NOTICE OF APPROVAL OF EXTENSION REQUEST

**U.S. Serial Number:** 85658433  
**Mark:** R (Stylized/Design)  
**Owner:** Redbox Automated Retail, LLC  
**Extension Request Number:** 3  
**Docket/Reference Number:**  
**Notice of Allowance Date:** Oct 1, 2013

The USPTO issued a Notice of Allowance on **Oct 1, 2013** for the trademark application identified above. Applicant's **THIRD** request for Extension of Time to File a Statement of Use has been **GRANTED**. If you are currently using the mark in commerce, please visit <https://www.uspto.gov/trademarks/apply/intent-use-itu-forms> and select form number 1 ("Statement of Use/Amendment to Allege Use for Intent-to-Use Application") to file your statement of use and complete the registration process.

**PLEASE NOTE:**

1. Applicant must continue to file extension requests every six (6) months calculated from the date the Notice of Allowance was issued until a Statement of Use is filed, or the USPTO will abandon the application.
2. Applicant may only request a total of five (5) extensions of time.
3. Applicant may **NOT** file a Statement of Use more than thirty-six (36) months from the date the Notice of Allowance was issued.

To check the status of the application, go to [https://tsdr.uspto.gov/#caseNumber=85658433&caseType=SERIAL\\_NO&searchType=statusSearch](https://tsdr.uspto.gov/#caseNumber=85658433&caseType=SERIAL_NO&searchType=statusSearch) or contact the Trademark Assistance Center at 1-800-786-9199. Please check the status of the application at least every three (3) months after the application filing date.

To view this notice and other documents for this application on-line, go to [https://tsdr.uspto.gov/#caseNumber=85658433&caseType=SERIAL\\_NO&searchType=documentSearch](https://tsdr.uspto.gov/#caseNumber=85658433&caseType=SERIAL_NO&searchType=documentSearch). NOTE: This notice will only become available on-line the next business day after receipt of this e-mail.

For further information on filing a Statement of Use or an additional extension request, if applicable, please consult the USPTO website at <https://www.uspto.gov/trademarks> or contact the Trademark Assistance Center at 1-800-786-9199.

## Trademark Snap Shot ITU Unit Action

(Table presents the data on ITU Unit Action)

### OVERVIEW

SERIAL NUMBER	85658433	FILING DATE	06/21/2012
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	OH, WON TEAK	L.O. ASSIGNED	114

### PUB INFORMATION

RUN DATE	03/20/2015
PUB DATE	08/06/2013
STATUS	732-THIRD EXTENSION - GRANTED
STATUS DATE	03/19/2015
LITERAL MARK ELEMENT	R

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

### FILING BASIS

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

### MARK DATA

STANDARD CHARACTER MARK	NO
LITERAL MARK ELEMENT	R
MARK DRAWING CODE	3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S)
COLOR DRAWING FLAG	YES

### CURRENT OWNER INFORMATION

PARTY TYPE	20-OWNER AT PUBLICATION
NAME	Redbox Automated Retail, LLC
ADDRESS	One Tower Lane, Suite 1200 Oakbrook Terrace, IL 60181
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

### GOODS AND SERVICES

INTERNATIONAL CLASS	009
DESCRIPTION TEXT	Computer application software for mobile phones, portable media players, and handheld computers, namely software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine
INTERNATIONAL CLASS	035
DESCRIPTION TEXT	Retail store services featuring video games and video recordings, featuring movies and television programs; vending machine services in the nature of kiosks used for the rental and sale of entertainment content in the nature of video games, movies, television programs, and tickets
INTERNATIONAL CLASS	038
DESCRIPTION TEXT	Video-on-demand transmission services, video broadcasting; transmission services, namely internet transmission services; transmission of voice, data, images, data signals, messages and information by electronic communication networks
INTERNATIONAL CLASS	041
DESCRIPTION TEXT	Rental of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; entertainment services, namely, reservation of entertainment content in the nature of video game discs, and pre-recorded DVDs featuring movies and television programs from a vending machine

### GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	009	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	035	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	038	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	041	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE

### MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
COLORS CLAIMED STATEMENT	The color(s) red and white is/are claimed as a feature of the mark.
DESCRIPTION OF MARK	The mark consists of the letter "r" in white with a white arch inside a red square.
PSEUDO MARK	REDBOX; RED BOX

## PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
03/20/2015	EXRA	E	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	046
03/19/2015	EX3G	S	EXTENSION 3 GRANTED	045
03/13/2015	EXT3	S	EXTENSION 3 FILED	044
03/13/2015	EEXT	I	TEAS EXTENSION RECEIVED	043
10/15/2014	EXRA	O	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	042
10/04/2014	EXRA	E	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	041
10/03/2014	EX2G	S	EXTENSION 2 GRANTED	040
09/30/2014	EXT2	S	EXTENSION 2 FILED	039
09/30/2014	EEXT	I	TEAS EXTENSION RECEIVED	038
04/25/2014	EXRA	O	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	037
04/24/2014	EXRA	E	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	036
04/23/2014	EX1G	S	EXTENSION 1 GRANTED	035
03/31/2014	EXT1	S	EXTENSION 1 FILED	034
04/22/2014	AITU	A	CASE ASSIGNED TO INTENT TO USE PARALEGAL	033
03/31/2014	EEXT	I	TEAS EXTENSION RECEIVED	032
10/02/2013	NOAM	O	NOA MAILED - SOU REQUIRED FROM APPLICANT	031
10/01/2013	NOAM	E	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	030
08/07/2013	NPUB	O	NOTICE OF PUBLICATION	029
08/06/2013	NPUB	E	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	028
08/06/2013	PUBO	A	PUBLISHED FOR OPPOSITION	027
07/17/2013	NONP	E	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	026
07/02/2013	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	025
07/01/2013	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	024
06/21/2013	XAEC	I	EXAMINER'S AMENDMENT ENTERED	023
06/21/2013	GNEN	O	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	022
06/21/2013	GNEA	O	EXAMINERS AMENDMENT E-MAILED	021
06/21/2013	CNEA	R	EXAMINERS AMENDMENT -WRITTEN	020
06/12/2013	ZZZX	Z	PREVIOUS ALLOWANCE COUNT WITHDRAWN	019
06/08/2013	PBCR	Z	WITHDRAWN FROM PUB - OG REVIEW QUERY	018
05/30/2013	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	017
05/30/2013	ALIE	A	ASSIGNED TO LIE	016
05/15/2013	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	015
04/29/2013	XAEC	I	EXAMINER'S AMENDMENT ENTERED	014
04/29/2013	GNEN	O	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	013
04/29/2013	GNEA	O	EXAMINERS AMENDMENT E-MAILED	012
04/29/2013	CNEA	R	EXAMINERS AMENDMENT -WRITTEN	011
04/13/2013	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	010
04/12/2013	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	009
04/12/2013	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	008
10/15/2012	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	007
10/15/2012	GNRT	F	NON-FINAL ACTION E-MAILED	006
10/15/2012	CNRT	R	NON-FINAL ACTION WRITTEN	005

10/08/2012	DOCK	D	ASSIGNED TO EXAMINER	004
06/30/2012	MDSM	O	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK MAILED	003
06/29/2012	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
06/25/2012	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

#### CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	James P. Muraff
CORRESPONDENCE ADDRESS	JAMES P. MURAFF NEAL, GERBER & EISENBERG LLP 2 N LASALLE ST STE 1700 CHICAGO, IL 60602
DOMESTIC REPRESENTATIVE	NONE

#### PRIOR OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Redbox Automated Retail, LLC
ADDRESS	One Tower Lane, Suite 1200 Oakbrook Terrace, IL 60181
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware



## Request for Extension of Time to File a Statement of Use (15 U.S.C. Section 1051(d))

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

Input Field	Entered
<b>SERIAL NUMBER</b>	85658433
<b>LAW OFFICE ASSIGNED</b>	LAW OFFICE 114
<b>MARK SECTION</b>	
<b>MARK</b>	R (stylized and/or with design)
<b>STANDARD CHARACTERS</b>	NO
<b>USPTO-GENERATED IMAGE</b>	NO
<b>OWNER SECTION</b>	
<b>NAME</b>	Redbox Automated Retail, LLC
<b>STREET</b>	One Tower Lane, Suite 1200
<b>CITY</b>	Oakbrook Terrace
<b>STATE</b>	Illinois
<b>ZIP/POSTAL CODE</b>	60181
<b>COUNTRY</b>	United States
<b>EMAIL</b>	XXXX
<b>GOODS AND/OR SERVICES SECTION</b>	
<b>INTERNATIONAL CLASS</b>	009
<b>CURRENT IDENTIFICATION</b>	Computer application software for mobile phones, portable media players, and handheld computers, namely software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine
<b>GOODS OR SERVICES</b>	KEEP ALL LISTED
<b>INTERNATIONAL CLASS</b>	035
<b>CURRENT IDENTIFICATION</b>	Retail store services featuring video games and video recordings, featuring movies and television programs; vending machine services in the nature of kiosks used for the rental and sale of entertainment content in the nature of video games, movies, television programs, and tickets
<b>GOODS OR SERVICES</b>	KEEP ALL LISTED
<b>INTERNATIONAL CLASS</b>	038
<b>CURRENT IDENTIFICATION</b>	Video-on-demand transmission services, video broadcasting; transmission services, namely internet transmission services; transmission of voice, data, images, data signals, messages and information by electronic communication networks
<b>GOODS OR SERVICES</b>	KEEP ALL LISTED

INTERNATIONAL CLASS	041
CURRENT IDENTIFICATION	Rental of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; entertainment services, namely, reservation of entertainment content in the nature of video game discs, and pre-recorded DVDs featuring movies and television programs from a vending machine
GOODS OR SERVICES	KEEP ALL LISTED
<b>EXTENSION SECTION</b>	
EXTENSION NUMBER	3
ONGOING EFFORT	product or service research or development
ALLOWANCE MAIL DATE	10/01/2013
STATEMENT OF USE	NO
<b>PAYMENT SECTION</b>	
NUMBER OF CLASSES	4
SUBTOTAL AMOUNT	600
TOTAL AMOUNT	600
<b>SIGNATURE SECTION</b>	
SIGNATURE	/James P. Muraff/
SIGNATORY'S NAME	James P. Muraff
SIGNATORY'S POSITION	Attorney for Applicant, Illinois Bar Member
DATE SIGNED	03/13/2015
SIGNATORY'S PHONE NUMBER	312-269-8000
<b>FILING INFORMATION</b>	
SUBMIT DATE	Fri Mar 13 12:19:14 EDT 2015
TEAS STAMP	USPTO/ESU-XX.XXX.XX.X-201 50313121914906377-8565843 3-5309acc18f7d840d33a60e6 f86dd19973685ee107c4737e9 73f42bd5841798e4d3-DA-915 6-20150312202509255574

**SOU Extension Request  
(15 U.S.C. Section 1051(d))**

To the Commissioner for Trademarks:

**MARK:** R (stylized and/or with design)

**SERIAL NUMBER:** 85658433

The applicant, Redbox Automated Retail, LLC, having an address of

One Tower Lane, Suite 1200  
Oakbrook Terrace, Illinois 60181  
United States

requests a six-month extension of time to file the Statement of Use under 37 C.F.R. Section 2.89 in this application. The Notice of Allowance mailing date was 10/01/2013.

For International Class 009:

Current identification: Computer application software for mobile phones, portable media players, and handheld computers, namely software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine

For a trademark/service mark: The applicant has a continued bona fide intention, and is entitled, to use the mark in commerce on or in connection with all of the goods/services listed in the Notice of Allowance or as subsequently modified for this specific class; for a collective/certification mark: the applicant has a continued bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce on or in connection with the goods/services/collective membership organization listed in the Notice of Allowance, or as subsequently modified for this specific class.

For International Class 035:

Current identification: Retail store services featuring video games and video recordings, featuring movies and television programs; vending machine services in the nature of kiosks used for the rental and sale of entertainment content in the nature of video games, movies, television programs, and tickets

For a trademark/service mark: The applicant has a continued bona fide intention, and is entitled, to use the mark in commerce on or in connection with all of the goods/services listed in the Notice of Allowance or as subsequently modified for this specific class; for a collective/certification mark: the applicant has a continued bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce on or in connection with the goods/services/collective membership organization listed in the Notice of Allowance, or as subsequently modified for this specific class.

For International Class 038:

Current identification: Video-on-demand transmission services, video broadcasting; transmission services, namely internet transmission services; transmission of voice, data, images, data signals, messages and information by electronic communication networks

For a trademark/service mark: The applicant has a continued bona fide intention, and is entitled, to use the mark in commerce on or in connection with all of the goods/services listed in the Notice of Allowance or as subsequently modified for this specific class; for a collective/certification mark: the applicant has a continued bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce on or in connection with the goods/services/collective membership organization listed in the Notice of Allowance, or as subsequently modified for this specific class.

For International Class 041:

Current identification: Rental of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; entertainment services, namely, reservation of entertainment content in the nature of video game discs, and pre-recorded DVDs featuring movies and television programs from a vending machine

For a trademark/service mark: The applicant has a continued bona fide intention, and is entitled, to use the mark in commerce on or in connection with all of the goods/services listed in the Notice of Allowance or as subsequently modified for this specific class; for a collective/certification mark: the applicant has a continued bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce on or

in connection with the goods/services/collective membership organization listed in the Notice of Allowance, or as subsequently modified for this specific class.

This is the third extension request. The applicant has made the following ongoing efforts to use the mark in commerce on or in connection with each of those goods/services covered by the extension request: product or service research or development

A fee payment in the amount of \$600 will be submitted with the form, representing payment for 4 classes.

### **Declaration**

DECLARATION: The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares 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: /James P. Muraff/ Date Signed: 03/13/2015

Signatory's Name: James P. Muraff

Signatory's Position: Attorney for Applicant, Illinois Bar Member

Signatory's Phone: 312-269-8000

RAM Sale Number: 85658433

RAM Accounting Date: 03/13/2015

Serial Number: 85658433

Internet Transmission Date: Fri Mar 13 12:19:14 EDT 2015

TEAS Stamp: USPTO/ESU-XX.XXX.XX.X-201503131219149063

77-85658433-5309acc18f7d840d33a60e6f86dd

19973685ee107c4737e973f42bd5841798e4d3-D

A-9156-20150312202509255574

**TEAS ROUTING SHEET****To: INTENT TO USE UNIT****Work Loc: INTENT TO USE SECTION****Doc Type: Extension Request for SOU****Serial Number: 85658433****Mark: R****Mail Date: 2015/03/13****Examiner Number: 72152****Examiner Name:  
OH, WON TEAK****LIE Number: 77312****LIE Name:  
PORTER, JUAN M****L.O. Assigned: LAW OFFICE 114****Special Instruction(s):**

<b><u>Transaction</u></b>	<b><u>Fee Code</u></b>	<b><u>Transaction Date</u></b>	<b><u>Fee per Class</u></b>	<b><u>Number of Classes</u></b>	<b><u>Total Fee</u></b>
Extension Request for SOU	7004	20150313	\$150	4	\$600



**NOTICE OF APPROVAL  
OF EXTENSION REQUEST  
MAILING DATE: Oct 15, 2014**

A Notice of Allowance issued for the trademark application identified below on Oct 1, 2013 . The SECOND request for extension of time to file a Statement of Use has been approved. Applicant must continue to file extension requests every 6 months calculated from the date the Notice of Allowance was issued until a Statement of Use is filed. Please note that a Statement of Use cannot be filed more than 36 months from the issuance date of the Notice of Allowance.

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

**SERIAL NUMBER:** 85658433

**MARK:** R(STYLIZED/DESIGN)

**OWNER:** Redbox Automated Retail, LLC

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

FIRST-CLASS MAIL  
U.S POSTAGE  
PAID

JAMES P. MURAFF  
NEAL, GERBER & EISENBERG LLP  
2 N LASALLE ST STE 1700  
CHICAGO, IL 60602

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**From:** TMOOfficialNotices@USPTO.GOV  
**Sent:** Saturday, October 4, 2014 00:11 AM  
**To:** XXXX  
**Cc:** XXXX; XXXX  
**Subject:** Official USPTO Notice of Approval of Extension Request: U.S. Trademark SN 85658433: R (Stylized/Design)

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NOTICE OF APPROVAL OF EXTENSION REQUEST

**U.S. Serial Number:** 85658433  
**Mark:** R (Stylized/Design)  
**Owner:** Redbox Automated Retail, LLC  
**Extension Request Number:** 2  
**Docket/Reference Number:**  
**Notice of Allowance Date:** Oct 1, 2013

The USPTO issued a Notice of Allowance on **Oct 1, 2013** for the trademark application identified above. Applicant's **SECOND** request for Extension of Time to File a Statement of Use has been **GRANTED**. If you are currently using the mark in commerce, please visit <https://www.uspto.gov/trademarks/apply/intent-use-itu-forms> and select form number 1 ("Statement of Use/Amendment to Allege Use for Intent-to-Use Application") to file your statement of use and complete the registration process.

**PLEASE NOTE:**

1. Applicant must continue to file extension requests every six (6) months calculated from the date the Notice of Allowance was issued until a Statement of Use is filed, or the USPTO will abandon the application.
2. Applicant may only request a total of five (5) extensions of time.
3. Applicant may **NOT** file a Statement of Use more than thirty-six (36) months from the date the Notice of Allowance was issued.

To check the status of the application, go to [https://tsdr.uspto.gov/#caseNumber=85658433&caseType=SERIAL\\_NO&searchType=statusSearch](https://tsdr.uspto.gov/#caseNumber=85658433&caseType=SERIAL_NO&searchType=statusSearch) or contact the Trademark Assistance Center at 1-800-786-9199. Please check the status of the application at least every three (3) months after the application filing date.

To view this notice and other documents for this application on-line, go to [https://tsdr.uspto.gov/#caseNumber=85658433&caseType=SERIAL\\_NO&searchType=documentSearch](https://tsdr.uspto.gov/#caseNumber=85658433&caseType=SERIAL_NO&searchType=documentSearch). NOTE: This notice will only become available on-line the next business day after receipt of this e-mail.

For further information on filing a Statement of Use or an additional extension request, if applicable, please consult the USPTO website at <https://www.uspto.gov/trademarks> or contact the Trademark Assistance Center at 1-800-786-9199.

**Trademark Snap Shot ITU Unit Action**  
 (Table presents the data on ITU Unit Action)

**OVERVIEW**

SERIAL NUMBER	85658433	FILING DATE	06/21/2012
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	OH, WON TEAK	L.O. ASSIGNED	114

**PUB INFORMATION**

RUN DATE	10/04/2014
PUB DATE	08/06/2013
STATUS	731-SECOND EXTENSION - GRANTED
STATUS DATE	10/03/2014
LITERAL MARK ELEMENT	R

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

**FILING BASIS**

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

**MARK DATA**

STANDARD CHARACTER MARK	NO
LITERAL MARK ELEMENT	R
MARK DRAWING CODE	3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S)
COLOR DRAWING FLAG	YES

**CURRENT OWNER INFORMATION**

PARTY TYPE	20-OWNER AT PUBLICATION
NAME	Redbox Automated Retail, LLC
ADDRESS	One Tower Lane, Suite 1200 Oakbrook Terrace, IL 60181
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

### GOODS AND SERVICES

INTERNATIONAL CLASS	009
DESCRIPTION TEXT	Computer application software for mobile phones, portable media players, and handheld computers, namely software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine
INTERNATIONAL CLASS	035
DESCRIPTION TEXT	Retail store services featuring video games and video recordings, featuring movies and television programs; vending machine services in the nature of kiosks used for the rental and sale of entertainment content in the nature of video games, movies, television programs, and tickets
INTERNATIONAL CLASS	038
DESCRIPTION TEXT	Video-on-demand transmission services, video broadcasting; transmission services, namely internet transmission services; transmission of voice, data, images, data signals, messages and information by electronic communication networks
INTERNATIONAL CLASS	041
DESCRIPTION TEXT	Rental of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; entertainment services, namely, reservation of entertainment content in the nature of video game discs, and pre-recorded DVDs featuring movies and television programs from a vending machine

### GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	009	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	035	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	038	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	041	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE

### MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
COLORS CLAIMED STATEMENT	The color(s) red and white is/are claimed as a feature of the mark.
DESCRIPTION OF MARK	The mark consists of the letter "r" in white with a white arch inside a red square.
PSEUDO MARK	REDBOX; RED BOX

## PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
10/04/2014	EXRA	E	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	041
10/03/2014	EX2G	S	EXTENSION 2 GRANTED	040
09/30/2014	EXT2	S	EXTENSION 2 FILED	039
09/30/2014	EEXT	I	TEAS EXTENSION RECEIVED	038
04/25/2014	EXRA	O	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	037
04/24/2014	EXRA	E	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	036
04/23/2014	EX1G	S	EXTENSION 1 GRANTED	035
03/31/2014	EXT1	S	EXTENSION 1 FILED	034
04/22/2014	AITU	A	CASE ASSIGNED TO INTENT TO USE PARALEGAL	033
03/31/2014	EEXT	I	TEAS EXTENSION RECEIVED	032
10/02/2013	NOAM	O	NOA MAILED - SOU REQUIRED FROM APPLICANT	031
10/01/2013	NOAM	E	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	030
08/07/2013	NPUB	O	NOTICE OF PUBLICATION	029
08/06/2013	NPUB	E	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	028
08/06/2013	PUBO	A	PUBLISHED FOR OPPOSITION	027
07/17/2013	NONP	E	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	026
07/02/2013	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	025
07/01/2013	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	024
06/21/2013	XAEC	I	EXAMINER'S AMENDMENT ENTERED	023
06/21/2013	GNEN	O	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	022
06/21/2013	GNEA	O	EXAMINERS AMENDMENT E-MAILED	021
06/21/2013	CNEA	R	EXAMINERS AMENDMENT -WRITTEN	020
06/12/2013	ZZZX	Z	PREVIOUS ALLOWANCE COUNT WITHDRAWN	019
06/08/2013	PBCR	Z	WITHDRAWN FROM PUB - OG REVIEW QUERY	018
05/30/2013	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	017
05/30/2013	ALIE	A	ASSIGNED TO LIE	016
05/15/2013	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	015
04/29/2013	XAEC	I	EXAMINER'S AMENDMENT ENTERED	014
04/29/2013	GNEN	O	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	013
04/29/2013	GNEA	O	EXAMINERS AMENDMENT E-MAILED	012
04/29/2013	CNEA	R	EXAMINERS AMENDMENT -WRITTEN	011
04/13/2013	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	010
04/12/2013	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	009
04/12/2013	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	008
10/15/2012	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	007
10/15/2012	GNRT	F	NON-FINAL ACTION E-MAILED	006
10/15/2012	CNRT	R	NON-FINAL ACTION WRITTEN	005
10/08/2012	DOCK	D	ASSIGNED TO EXAMINER	004
06/30/2012	MDSM	O	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK MAILED	003
06/29/2012	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
06/25/2012	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

**CURRENT CORRESPONDENCE INFORMATION**

ATTORNEY	James P. Muraff
CORRESPONDENCE ADDRESS	JAMES P. MURAFF NEAL, GERBER & EISENBERG LLP 2 N LASALLE ST STE 1700 CHICAGO, IL 60602
DOMESTIC REPRESENTATIVE	NONE

**PRIOR OWNER INFORMATION**

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Redbox Automated Retail, LLC
ADDRESS	One Tower Lane, Suite 1200 Oakbrook Terrace, IL 60181
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware



## Request for Extension of Time to File a Statement of Use (15 U.S.C. Section 1051(d))

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

Input Field	Entered
<b>SERIAL NUMBER</b>	85658433
<b>LAW OFFICE ASSIGNED</b>	LAW OFFICE 114
<b>MARK SECTION</b>	
<b>MARK</b>	R (stylized and/or with design)
<b>STANDARD CHARACTERS</b>	NO
<b>USPTO-GENERATED IMAGE</b>	NO
<b>OWNER SECTION</b>	
<b>NAME</b>	Redbox Automated Retail, LLC
<b>STREET</b>	One Tower Lane, Suite 1200
<b>CITY</b>	Oakbrook Terrace
<b>STATE</b>	Illinois
<b>ZIP/POSTAL CODE</b>	60181
<b>COUNTRY</b>	United States
<b>EMAIL</b>	XXXX
<b>GOODS AND/OR SERVICES SECTION</b>	
<b>INTERNATIONAL CLASS</b>	009
<b>CURRENT IDENTIFICATION</b>	Computer application software for mobile phones, portable media players, and handheld computers, namely software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine
<b>GOODS OR SERVICES</b>	KEEP ALL LISTED
<b>INTERNATIONAL CLASS</b>	035
<b>CURRENT IDENTIFICATION</b>	Retail store services featuring video games and video recordings, featuring movies and television programs; vending machine services in the nature of kiosks used for the rental and sale of entertainment content in the nature of video games, movies, television programs, and tickets
<b>GOODS OR SERVICES</b>	KEEP ALL LISTED
<b>INTERNATIONAL CLASS</b>	038
<b>CURRENT IDENTIFICATION</b>	Video-on-demand transmission services, video broadcasting; transmission services, namely internet transmission services; transmission of voice, data, images, data signals, messages and information by electronic communication networks
<b>GOODS OR SERVICES</b>	KEEP ALL LISTED

<b>INTERNATIONAL CLASS</b>	041
<b>CURRENT IDENTIFICATION</b>	Rental of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; entertainment services, namely, reservation of entertainment content in the nature of video game discs, and pre-recorded DVDs featuring movies and television programs from a vending machine
<b>GOODS OR SERVICES</b>	KEEP ALL LISTED
<b>EXTENSION SECTION</b>	
<b>EXTENSION NUMBER</b>	2
<b>ONGOING EFFORT</b>	product or service research or development
<b>ALLOWANCE MAIL DATE</b>	10/01/2013
<b>STATEMENT OF USE</b>	NO
<b>PAYMENT SECTION</b>	
<b>NUMBER OF CLASSES</b>	4
<b>SUBTOTAL AMOUNT</b>	600
<b>TOTAL AMOUNT</b>	600
<b>SIGNATURE SECTION</b>	
<b>SIGNATURE</b>	/James P. Muraff/
<b>SIGNATORY'S NAME</b>	James P. Muraff
<b>SIGNATORY'S POSITION</b>	Attorney of Record, Illinois
<b>DATE SIGNED</b>	09/30/2014
<b>FILING INFORMATION</b>	
<b>SUBMIT DATE</b>	Tue Sep 30 17:45:37 EDT 2014
<b>TEAS STAMP</b>	USPTO/ESU-XX.XXX.XX.X-201 40930174537394153-8565843 3-500b26aefd861c994726add 9d6e8182cb1a17e051dedfb7b 755d8a075cdc81b42-DA-8185 -20140930174012326351

**SOU Extension Request  
(15 U.S.C. Section 1051(d))**

To the Commissioner for Trademarks:

**MARK:** R (stylized and/or with design)

**SERIAL NUMBER:** 85658433

The applicant, Redbox Automated Retail, LLC, having an address of

One Tower Lane, Suite 1200  
Oakbrook Terrace, Illinois 60181  
United States

requests a six-month extension of time to file the Statement of Use under 37 C.F.R. Section 2.89 in this application. The Notice of Allowance mailing date was 10/01/2013.

For International Class 009:

Current identification: Computer application software for mobile phones, portable media players, and handheld computers, namely software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine

For a trademark/service mark: The applicant has a continued bona fide intention, and is entitled, to use the mark in commerce on or in connection with all of the goods/services listed in the Notice of Allowance or as subsequently modified for this specific class; for a collective/certification mark: the applicant has a continued bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce on or in connection with the goods/services/collective membership organization listed in the Notice of Allowance, or as subsequently modified for this specific class.

For International Class 035:

Current identification: Retail store services featuring video games and video recordings, featuring movies and television programs; vending machine services in the nature of kiosks used for the rental and sale of entertainment content in the nature of video games, movies, television programs, and tickets

For a trademark/service mark: The applicant has a continued bona fide intention, and is entitled, to use the mark in commerce on or in connection with all of the goods/services listed in the Notice of Allowance or as subsequently modified for this specific class; for a collective/certification mark: the applicant has a continued bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce on or in connection with the goods/services/collective membership organization listed in the Notice of Allowance, or as subsequently modified for this specific class.

For International Class 038:

Current identification: Video-on-demand transmission services, video broadcasting; transmission services, namely internet transmission services; transmission of voice, data, images, data signals, messages and information by electronic communication networks

For a trademark/service mark: The applicant has a continued bona fide intention, and is entitled, to use the mark in commerce on or in connection with all of the goods/services listed in the Notice of Allowance or as subsequently modified for this specific class; for a collective/certification mark: the applicant has a continued bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce on or in connection with the goods/services/collective membership organization listed in the Notice of Allowance, or as subsequently modified for this specific class.

For International Class 041:

Current identification: Rental of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; entertainment services, namely, reservation of entertainment content in the nature of video game discs, and pre-recorded DVDs featuring movies and television programs from a vending machine

For a trademark/service mark: The applicant has a continued bona fide intention, and is entitled, to use the mark in commerce on or in connection with all of the goods/services listed in the Notice of Allowance or as subsequently modified for this specific class; for a collective/certification mark: the applicant has a continued bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce on or

in connection with the goods/services/collective membership organization listed in the Notice of Allowance, or as subsequently modified for this specific class.

This is the second extension request. The applicant has made the following ongoing efforts to use the mark in commerce on or in connection with each of those goods/services covered by the extension request: product or service research or development

A fee payment in the amount of \$600 will be submitted with the form, representing payment for 4 classes.

### **Declaration**

DECLARATION: The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares 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: /James P. Muraff/ Date Signed: 09/30/2014

Signatory's Name: James P. Muraff

Signatory's Position: Attorney of Record, Illinois

RAM Sale Number: 85658433

RAM Accounting Date: 10/01/2014

Serial Number: 85658433

Internet Transmission Date: Tue Sep 30 17:45:37 EDT 2014

TEAS Stamp: USPTO/ESU-XX.XXX.XX.X-201409301745373941

53-85658433-500b26aef861c994726add9d6e8

182cb1a17e051dedfb7b755d8a075cdc81b42-DA

-8185-20140930174012326351

**TEAS ROUTING SHEET****To: INTENT TO USE UNIT****Work Loc: INTENT TO USE SECTION****Doc Type: Extension Request for SOU****Serial Number: 85658433****Mark: R****Mail Date: 2014/09/30****Examiner Number: 72152****Examiner Name:  
OH, WON TEAK****LIE Number: 77312****LIE Name:  
PORTER, JUAN M****L.O. Assigned: LAW OFFICE 114****Special Instruction(s):**

<b><u>Transaction</u></b>	<b><u>Fee Code</u></b>	<b><u>Transaction Date</u></b>	<b><u>Fee per Class</u></b>	<b><u>Number of Classes</u></b>	<b><u>Total Fee</u></b>
Extension Request for SOU	7004	20140930	\$150	4	\$600



**NOTICE OF APPROVAL  
OF EXTENSION REQUEST  
MAILING DATE: Apr 25, 2014**

A Notice of Allowance issued for the trademark application identified below on Oct 1, 2013 . The FIRST request for extension of time to file a Statement of Use has been approved. Applicant must continue to file extension requests every 6 months calculated from the date the Notice of Allowance was issued until a Statement of Use is filed. Please note that a Statement of Use cannot be filed more than 36 months from the issuance date of the Notice of Allowance.

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

**SERIAL NUMBER:** 85658433

**MARK:** R(STYLIZED/DESIGN)

**OWNER:** Redbox Automated Retail, LLC

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

FIRST-CLASS MAIL  
U.S POSTAGE  
PAID

JAMES P. MURAFF  
NEAL, GERBER & EISENBERG LLP  
2 N LASALLE ST STE 1700  
CHICAGO, IL 60602

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**From:** TMOOfficialNotices@USPTO.GOV  
**Sent:** Thursday, April 24, 2014 00:14 AM  
**To:** XXXX  
**Cc:** XXXX; XXXX  
**Subject:** Official USPTO Notice of Approval of Extension Request: U.S. Trademark SN 85658433: R (Stylized/Design)

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NOTICE OF APPROVAL OF EXTENSION REQUEST

**U.S. Serial Number:** 85658433  
**Mark:** R (Stylized/Design)  
**Owner:** Redbox Automated Retail, LLC  
**Extension Request Number:** 1  
**Docket/Reference Number:**  
**Notice of Allowance Date:** Oct 1, 2013

The USPTO issued a Notice of Allowance on **Oct 1, 2013** for the trademark application identified above. Applicant's **FIRST** request for Extension of Time to File a Statement of Use has been **GRANTED**. If you are currently using the mark in commerce, please visit <https://www.uspto.gov/trademarks/apply/intent-use-itu-forms> and select form number 1 ("Statement of Use/Amendment to Allege Use for Intent-to-Use Application") to file your statement of use and complete the registration process.

**PLEASE NOTE:**

1. Applicant must continue to file extension requests every six (6) months calculated from the date the Notice of Allowance was issued until a Statement of Use is filed, or the USPTO will abandon the application.
2. Applicant may only request a total of five (5) extensions of time.
3. Applicant may **NOT** file a Statement of Use more than thirty-six (36) months from the date the Notice of Allowance was issued.

To check the status of the application, go to [https://tsdr.uspto.gov/#caseNumber=85658433&caseType=SERIAL\\_NO&searchType=statusSearch](https://tsdr.uspto.gov/#caseNumber=85658433&caseType=SERIAL_NO&searchType=statusSearch) or contact the Trademark Assistance Center at 1-800-786-9199. Please check the status of the application at least every three (3) months after the application filing date.

To view this notice and other documents for this application on-line, go to [https://tsdr.uspto.gov/#caseNumber=85658433&caseType=SERIAL\\_NO&searchType=documentSearch](https://tsdr.uspto.gov/#caseNumber=85658433&caseType=SERIAL_NO&searchType=documentSearch). NOTE: This notice will only become available on-line the next business day after receipt of this e-mail.

For further information on filing a Statement of Use or an additional extension request, if applicable, please consult the USPTO website at <https://www.uspto.gov/trademarks> or contact the Trademark Assistance Center at 1-800-786-9199.

## Trademark Snap Shot ITU Unit Action

(Table presents the data on ITU Unit Action)

### OVERVIEW

SERIAL NUMBER	85658433	FILING DATE	06/21/2012
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	OH, WON TEAK	L.O. ASSIGNED	114

### PUB INFORMATION

RUN DATE	04/24/2014
PUB DATE	08/06/2013
STATUS	730-FIRST EXTENSION - GRANTED
STATUS DATE	04/23/2014
LITERAL MARK ELEMENT	R

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

### FILING BASIS

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

### MARK DATA

STANDARD CHARACTER MARK	NO
LITERAL MARK ELEMENT	R
MARK DRAWING CODE	3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S)
COLOR DRAWING FLAG	YES

### CURRENT OWNER INFORMATION

PARTY TYPE	20-OWNER AT PUBLICATION
NAME	Redbox Automated Retail, LLC
ADDRESS	One Tower Lane, Suite 1200 Oakbrook Terrace, IL 60181
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

### GOODS AND SERVICES

INTERNATIONAL CLASS	009
DESCRIPTION TEXT	Computer application software for mobile phones, portable media players, and handheld computers, namely software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine
INTERNATIONAL CLASS	035
DESCRIPTION TEXT	Retail store services featuring video games and video recordings, featuring movies and television programs; vending machine services in the nature of kiosks used for the rental and sale of entertainment content in the nature of video games, movies, television programs, and tickets
INTERNATIONAL CLASS	038
DESCRIPTION TEXT	Video-on-demand transmission services, video broadcasting; transmission services, namely internet transmission services; transmission of voice, data, images, data signals, messages and information by electronic communication networks
INTERNATIONAL CLASS	041
DESCRIPTION TEXT	Rental of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; entertainment services, namely, reservation of entertainment content in the nature of video game discs, and pre-recorded DVDs featuring movies and television programs from a vending machine

### GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	009	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	035	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	038	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	041	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE

### MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
COLORS CLAIMED STATEMENT	The color(s) red and white is/are claimed as a feature of the mark.
DESCRIPTION OF MARK	The mark consists of the letter "r" in white with a white arch inside a red square.
PSEUDO MARK	REDBOX; RED BOX

## PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
04/24/2014	EXRA	E	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	036
04/23/2014	EX1G	S	EXTENSION 1 GRANTED	035
03/31/2014	EXT1	S	EXTENSION 1 FILED	034
04/22/2014	AITU	A	CASE ASSIGNED TO INTENT TO USE PARALEGAL	033
03/31/2014	EEXT	I	TEAS EXTENSION RECEIVED	032
10/02/2013	NOAM	O	NOA MAILED - SOU REQUIRED FROM APPLICANT	031
10/01/2013	NOAM	E	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	030
08/07/2013	NPUB	O	NOTICE OF PUBLICATION	029
08/06/2013	NPUB	E	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	028
08/06/2013	PUBO	A	PUBLISHED FOR OPPOSITION	027
07/17/2013	NONP	E	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	026
07/02/2013	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	025
07/01/2013	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	024
06/21/2013	XAEC	I	EXAMINER'S AMENDMENT ENTERED	023
06/21/2013	GNEN	O	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	022
06/21/2013	GNEA	O	EXAMINERS AMENDMENT E-MAILED	021
06/21/2013	CNEA	R	EXAMINERS AMENDMENT -WRITTEN	020
06/12/2013	ZZZX	Z	PREVIOUS ALLOWANCE COUNT WITHDRAWN	019
06/08/2013	PBCR	Z	WITHDRAWN FROM PUB - OG REVIEW QUERY	018
05/30/2013	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	017
05/30/2013	ALIE	A	ASSIGNED TO LIE	016
05/15/2013	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	015
04/29/2013	XAEC	I	EXAMINER'S AMENDMENT ENTERED	014
04/29/2013	GNEN	O	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	013
04/29/2013	GNEA	O	EXAMINERS AMENDMENT E-MAILED	012
04/29/2013	CNEA	R	EXAMINERS AMENDMENT -WRITTEN	011
04/13/2013	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	010
04/12/2013	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	009
04/12/2013	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	008
10/15/2012	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	007
10/15/2012	GNRT	F	NON-FINAL ACTION E-MAILED	006
10/15/2012	CNRT	R	NON-FINAL ACTION WRITTEN	005
10/08/2012	DOCK	D	ASSIGNED TO EXAMINER	004
06/30/2012	MDSM	O	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK MAILED	003
06/29/2012	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
06/25/2012	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

## CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	James P. Muraff
CORRESPONDENCE ADDRESS	JAMES P. MURAFF NEAL, GERBER & EISENBERG LLP 2 N LASALLE ST STE 1700 CHICAGO, IL 60602

DOMESTIC REPRESENTATIVE	NONE
<b>PRIOR OWNER INFORMATION</b>	
PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Redbox Automated Retail, LLC
ADDRESS	One Tower Lane, Suite 1200 Oakbrook Terrace, IL 60181
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware



## Request for Extension of Time to File a Statement of Use (15 U.S.C. Section 1051(d))

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

Input Field	Entered
<b>SERIAL NUMBER</b>	85658433
<b>LAW OFFICE ASSIGNED</b>	LAW OFFICE 114
<b>MARK SECTION</b>	
<b>MARK</b>	R (stylized and/or with design)
<b>STANDARD CHARACTERS</b>	NO
<b>USPTO-GENERATED IMAGE</b>	NO
<b>OWNER SECTION (current)</b>	
<b>NAME</b>	Redbox Automated Retail, LLC
<b>STREET</b>	One Tower Lane, Suite 1200
<b>CITY</b>	Oakbrook Terrace
<b>STATE</b>	Illinois
<b>ZIP/POSTAL CODE</b>	60181
<b>COUNTRY</b>	United States
<b>OWNER SECTION (proposed)</b>	
<b>NAME</b>	Redbox Automated Retail, LLC
<b>STREET</b>	One Tower Lane, Suite 1200
<b>CITY</b>	Oakbrook Terrace
<b>STATE</b>	Illinois
<b>ZIP/POSTAL CODE</b>	60181
<b>COUNTRY</b>	United States
<b>EMAIL</b>	XXXX
<b>GOODS AND/OR SERVICES SECTION</b>	
<b>INTERNATIONAL CLASS</b>	009
<b>CURRENT IDENTIFICATION</b>	Computer application software for mobile phones, portable media players, and handheld computers, namely software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine
<b>GOODS OR SERVICES</b>	KEEP ALL LISTED
<b>INTERNATIONAL CLASS</b>	035
<b>CURRENT IDENTIFICATION</b>	Retail store services featuring video games and video recordings, featuring movies and television programs; vending machine services in the nature of kiosks used for the rental and sale of entertainment content in the nature of

	video games, movies, television programs, and tickets
<b>GOODS OR SERVICES</b>	KEEP ALL LISTED
<b>INTERNATIONAL CLASS</b>	038
<b>CURRENT IDENTIFICATION</b>	Video-on-demand transmission services, video broadcasting; transmission services, namely internet transmission services; transmission of voice, data, images, data signals, messages and information by electronic communication networks
<b>GOODS OR SERVICES</b>	KEEP ALL LISTED
<b>INTERNATIONAL CLASS</b>	041
<b>CURRENT IDENTIFICATION</b>	Rental of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; entertainment services, namely, reservation of entertainment content in the nature of video game discs, and pre-recorded DVDs featuring movies and television programs from a vending machine
<b>GOODS OR SERVICES</b>	KEEP ALL LISTED
<b>EXTENSION SECTION</b>	
<b>EXTENSION NUMBER</b>	1
<b>ALLOWANCE MAIL DATE</b>	10/01/2013
<b>STATEMENT OF USE</b>	NO
<b>PAYMENT SECTION</b>	
<b>NUMBER OF CLASSES</b>	4
<b>SUBTOTAL AMOUNT</b>	600
<b>TOTAL AMOUNT</b>	600
<b>SIGNATURE SECTION</b>	
<b>SIGNATURE</b>	/James P. Muraff/
<b>SIGNATORY'S NAME</b>	James P. Muraff
<b>SIGNATORY'S POSITION</b>	Attorney for Applicant, Illinois Bar Member
<b>DATE SIGNED</b>	03/31/2014
<b>SIGNATORY'S PHONE NUMBER</b>	312.269.8000
<b>FILING INFORMATION</b>	
<b>SUBMIT DATE</b>	Mon Mar 31 16:11:30 EDT 2014
<b>TEAS STAMP</b>	USPTO/ESU-XX.XXX.XXX.XX-2 0140331161130050191-85658 433-500c9eec14b36dfedbf55 57de9ecdb8637bf7df2806888 885d9f4d7bb58e9c614f-DA-2 921-20140321103730504696

**SOU Extension Request  
(15 U.S.C. Section 1051(d))**

To the Commissioner for Trademarks:

**MARK:** R (stylized and/or with design)

**SERIAL NUMBER:** 85658433

The applicant, Redbox Automated Retail, LLC, having an address of

One Tower Lane, Suite 1200  
Oakbrook Terrace, Illinois 60181  
United States

requests a six-month extension of time to file the Statement of Use under 37 C.F.R. Section 2.89 in this application. The Notice of Allowance mailing date was 10/01/2013.

For International Class 009:

Current identification: Computer application software for mobile phones, portable media players, and handheld computers, namely software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine

For a trademark/service mark: The applicant has a continued bona fide intention, and is entitled, to use the mark in commerce on or in connection with all of the goods/services listed in the Notice of Allowance or as subsequently modified for this specific class; for a collective/certification mark: the applicant has a continued bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce on or in connection with the goods/services/collective membership organization listed in the Notice of Allowance, or as subsequently modified for this specific class.

For International Class 035:

Current identification: Retail store services featuring video games and video recordings, featuring movies and television programs; vending machine services in the nature of kiosks used for the rental and sale of entertainment content in the nature of video games, movies, television programs, and tickets

For a trademark/service mark: The applicant has a continued bona fide intention, and is entitled, to use the mark in commerce on or in connection with all of the goods/services listed in the Notice of Allowance or as subsequently modified for this specific class; for a collective/certification mark: the applicant has a continued bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce on or in connection with the goods/services/collective membership organization listed in the Notice of Allowance, or as subsequently modified for this specific class.

For International Class 038:

Current identification: Video-on-demand transmission services, video broadcasting; transmission services, namely internet transmission services; transmission of voice, data, images, data signals, messages and information by electronic communication networks

For a trademark/service mark: The applicant has a continued bona fide intention, and is entitled, to use the mark in commerce on or in connection with all of the goods/services listed in the Notice of Allowance or as subsequently modified for this specific class; for a collective/certification mark: the applicant has a continued bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce on or in connection with the goods/services/collective membership organization listed in the Notice of Allowance, or as subsequently modified for this specific class.

For International Class 041:

Current identification: Rental of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; entertainment services, namely, reservation of entertainment content in the nature of video game discs, and pre-recorded DVDs featuring movies and television programs from a vending machine

For a trademark/service mark: The applicant has a continued bona fide intention, and is entitled, to use the mark in commerce on or in connection with all of the goods/services listed in the Notice of Allowance or as subsequently modified for this specific class; for a collective/certification mark: the applicant has a continued bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce on or

in connection with the goods/services/collective membership organization listed in the Notice of Allowance, or as subsequently modified for this specific class.

This is the first extension request.

A fee payment in the amount of \$600 will be submitted with the form, representing payment for 4 classes.

### **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 may jeopardize the validity of the form or any resulting registration, declares that he/she is properly authorized to execute this form on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered; 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: /James P. Muraff/ Date Signed: 03/31/2014

Signatory's Name: James P. Muraff

Signatory's Position: Attorney for Applicant, Illinois Bar Member

Signatory's Phone: 312.269.8000

RAM Sale Number: 85658433

RAM Accounting Date: 04/01/2014

Serial Number: 85658433

Internet Transmission Date: Mon Mar 31 16:11:30 EDT 2014

TEAS Stamp: USPTO/ESU-XX.XXX.XXX.XX-2014033116113005

0191-85658433-500c9eec14b36dfedbf5557de9

ecdb8637bf7df2806888885d9f4d7bb58e9c614f

-DA-2921-20140321103730504696

**TEAS ROUTING SHEET****To: INTENT TO USE UNIT****Work Loc: INTENT TO USE SECTION****Doc Type: Extension Request for SOU****Serial Number: 85658433****Mark: R****Mail Date: 2014/03/31****Examiner Number: 72152****Examiner Name:  
OH, WON TEAK****LIE Number: 77312****LIE Name:  
PORTER, JUAN M****L.O. Assigned: LAW OFFICE 114****Special Instruction(s):**

<b><u>Transaction</u></b>	<b><u>Fee Code</u></b>	<b><u>Transaction Date</u></b>	<b><u>Fee per Class</u></b>	<b><u>Number of Classes</u></b>	<b><u>Total Fee</u></b>
Extension Request for SOU	7004	20140331	\$150	4	\$600

**U.S. Patent and Trademark Office (USPTO)**

**NOTICE OF ALLOWANCE**

NOTE: If any data on this notice is incorrect, please fax a request for correction to the Intent to Use Unit at 571-273-9550. Please include the serial number of your application on ALL correspondence with the USPTO.

**ISSUE DATE:** Oct 1, 2013

JAMES P. MURAFF  
NEAL, GERBER & EISENBERG LLP  
2 N LASALLE ST STE 1700  
CHICAGO, IL 60602

**\*\* IMPORTANT INFORMATION: 6 MONTH DEADLINE \*\***

You filed the trademark application identified below based upon a bona fide intention to use the mark in commerce. You must use the mark in commerce and file a Statement of Use (a.k.a. Allegation of Use) before the USPTO will register the mark. You have six (6) MONTHS from the ISSUE DATE of this Notice of Allowance (NOA) to file either a Statement of Use, or if you are not yet using the mark in commerce, a Request for Extension of Time to File a Statement of Use ("Extension Request"). If you file an extension request, you must continue to file a new request every six months calculated from the issue date of the NOA until the Statement of Use is filed. Applicant may file a total of five (5) extension requests. FAILURE TO FILE A REQUIRED DOCUMENT DURING THE APPROPRIATE TIME PERIOD WILL RESULT IN THE ABANDONMENT OF YOUR APPLICATION.

Please note that both the "Statement of Use" and "Extension Request" have many legal requirements including fees. Therefore, we encourage use of the USPTO forms, available online at <http://www.uspto.gov/teas/index.html> (under "INTENT-TO-USE (ITU) FORMS"), to avoid the possible omission of important information. Please note that the Trademark Electronic Application System (TEAS) provides line-by-line help instructions for completing the Extension Request or Statement of Use forms online. If you do not have access to the Internet, you may call 1-800-786-9199 to request the printed form(s).

**\*\* Registration Subject to Cancellation for Fraudulent Statements \*\***

Ensure that statements made in filings to the USPTO are accurate, as inaccuracies may result in the cancellation of your trademark registration. The lack of a bona fide intention to use the mark with all goods and/or services included in an application or the lack of use on all goods and/or services for which you claimed use could jeopardize the validity of your registration, possibly resulting in its cancellation.

**The following information should be reviewed for accuracy:**

SERIAL NUMBER: 85/658433  
MARK: R (AND DESIGN)  
OWNER: Redbox Automated Retail, LLC  
One Tower Lane, Suite 1200  
Oakbrook Terrace, ILLINOIS 60181

This application has the following bases, but not necessarily for all listed goods/services:

Section 1(a): NO      Section 1(b): YES      Section 44(e): NO  
**GOODS/SERVICES BY INTERNATIONAL CLASS**

009 - Computer application software for mobile phones, portable media players, and handheld computers, namely software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine -- FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE

035 - Retail store services featuring video games and video recordings, featuring movies and television programs; vending machine services in the nature of kiosks used for the rental and sale of entertainment content in the nature of video games, movies, television programs, and tickets -- FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE

038 - Video-on-demand transmission services, video broadcasting; transmission services, namely internet transmission services; transmission of voice, data, images, data signals, messages and information by electronic communication networks -- FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE

041 - Rental of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; entertainment services, namely, reservation of entertainment content in the nature of video game discs, and pre-recorded DVDs featuring movies and television programs from a vending machine -- FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE

ALL OF THE GOODS/SERVICES IN EACH CLASS ARE LISTED

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**From:** TMOfficialNotices@USPTO.GOV  
**Sent:** Tuesday, October 1, 2013 00:03 AM  
**To:** XXXX  
**Cc:** XXXX; XXXX  
**Subject:** Trademark Serial Number 85658433: Official USPTO Notice of Allowance

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NOTICE OF ALLOWANCE (NOA)

ISSUE DATE: Oct 1, 2013

**Serial Number:** 85658433  
**Mark:** R(STYLIZED/DESIGN)  
**Docket/Reference Number:**

No opposition was filed for this published application. The issue date of this NOA establishes the due date for the filing of a Statement of Use (SOU) or a Request for Extension of Time to file a Statement of Use (Extension Request). **WARNING:** An SOU that meets all legal requirements must be filed before a registration certificate can issue. Please read below for important information regarding the applicant's pending six (6) month deadline.

**SIX (6)-MONTH DEADLINE:** Applicant has six (6) MONTHS from the NOA issue date to file either:

- An SOU, if the applicant is using the mark in commerce (required even if the applicant was using the mark at the time of filing the application, if use basis was not specified originally); **OR**
- An Extension Request, if the applicant is not yet using the mark in commerce. If an Extension Request is filed, a new request must be filed every six (6) months until the SOU is filed. The applicant may file a total of five (5) extension requests. **WARNING:** An SOU may **not** be filed more than thirty-six (36) months from when the NOA issued. The deadline for filing is always calculated from the issue date of the NOA.

**How to file SOU and/or Extension Request:**

Use the Trademark Electronic Application System (TEAS). Do **NOT** reply to this e-mail, as e-mailed filings will **NOT** be processed. Both the SOU and Extension Request have many legal requirements, including fees and verified statements; therefore, please use the USPTO forms available online at <http://www.uspto.gov/teas/index.html> (under the "INTENT-TO-USE (ITU) FORMS" category) to avoid the possible omission of required information. If you have questions about this notice, please contact the Trademark Assistance Center at 1-800-786-9199.

For information on how to (1) divide an application; (2) delete goods/services (or entire class) with a Section 1(b) basis; or (3) change filing basis, see [http://www.uspto.gov/trademarks/basics/MoreInfo\\_SOU\\_EXT.jsp](http://www.uspto.gov/trademarks/basics/MoreInfo_SOU_EXT.jsp).

**FAILURE TO FILE A REQUIRED DOCUMENT OUTLINED ABOVE DURING THE APPROPRIATE TIME PERIOD WILL RESULT IN THE ABANDONMENT OF THIS APPLICATION.**

**REVIEW APPLICATION INFORMATION FOR ACCURACY**

If you believe this NOA should not have issued or correction of the information shown below is needed, you must submit a request to the Intent-to-Use Unit. Please use the "Post-Publication Amendment" form under the "POST-PUBLICATION/POST NOTICE OF ALLOWANCE (NOA) FORMS" category, available at <http://www.uspto.gov/teas/index.html>. Do **NOT** reply to this e-mail, as e-mailed filings will **NOT** be processed.

**Serial Number:** 85658433  
**Mark:** R(STYLIZED/DESIGN)  
**Docket/Reference Number:**  
**Owner:** Redbox Automated Retail, LLC  
One Tower Lane, Suite 1200  
Oakbrook Terrace, ILLINOIS 60181  
**Correspondence Address:** JAMES P. MURAFF  
NEAL, GERBER & EISENBERG LLP  
2 N LASALLE ST STE 1700  
CHICAGO, IL 60602

**This application has the following bases, but not necessarily for all listed goods/services:**

Section 1(a): NO      Section 1(b): YES      Section 44(e): NO

**GOODS/SERVICES BY INTERNATIONAL CLASS**

009 - Computer application software for mobile phones, portable media players, and handheld computers, namely software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine -- FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE

035 - Retail store services featuring video games and video recordings, featuring movies and television programs; vending machine services in the nature of kiosks used for the rental and sale of entertainment content in the nature of video games, movies, television programs, and tickets -- FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE

038 - Video-on-demand transmission services, video broadcasting; transmission services, namely internet transmission services; transmission of voice, data, images, data signals, messages and information by electronic communication networks -- FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE

041 - Rental of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; entertainment services, namely, reservation of entertainment content in the nature of video game discs, and pre-recorded DVDs featuring movies and television programs from a vending machine -- FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE

**ALL OF THE GOODS/SERVICES IN EACH CLASS ARE LISTED.**

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**Fraudulent statements may result in registration being cancelled:** Applicants must ensure that statements made in filings to the USPTO are accurate, as inaccuracies may result in the cancellation of any issued trademark registration. The lack of a bona fide intention to use the mark with ALL goods and/or services listed in an application or the lack of actual use on all goods and/or services for which use is claimed could jeopardize the validity of the registration, possibly resulting in its cancellation.

**Additional information:** For information on filing and maintenance requirements for U.S. trademark applications and registrations and required fees, please consult the USPTO website at [www.uspto.gov](http://www.uspto.gov) or call the Trademark Assistance Center at 1-800-786-9199.

**Checking status:** To check the status of an application, go to <http://tarr.uspto.gov>. Please check the status of any application at least every three (3) months after the application filing date.

To view this notice and other documents for this application on-line, go to <http://tdr.uspto.gov/search.action?sn=85658433>. NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.



**NOTICE OF PUBLICATION UNDER §12(a)**  
**MAILING DATE: Aug 7, 2013**  
**PUBLICATION DATE: Aug 6, 2013**

The mark identified below will be published in the Official Gazette on Aug 6, 2013. Any party who believes they will be damaged by registration of the mark may oppose its registration by filing an opposition to registration or a request to extend the time to oppose within thirty (30) days from the publication date on this notice. If no opposition is filed within the time specified by law, the USPTO may issue a Notice of Allowance.

To view the Official Gazette online or to order a paper copy, visit the USPTO website at <http://www.uspto.gov/web/trademarks/tmog/> any time within the five-week period after the date of publication. You may also order a printed version from the U.S. Government Printing Office (GPO) at <http://bookstore.gpo.gov> or 202-512-1800. To check the status of your application, go to <http://tarr.uspto.gov/>.

**SERIAL NUMBER:** 85658433  
**MARK:** R(STYLIZED/DESIGN)  
**OWNER:** Redbox Automated Retail, LLC

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

FIRST-CLASS MAIL  
U.S POSTAGE  
PAID

JAMES P. MURAFF  
NEAL, GERBER & EISENBERG LLP  
2 N LASALLE ST STE 1700  
CHICAGO, IL 60602

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**From:** TMOfficialNotices@USPTO.GOV  
**Sent:** Tuesday, August 6, 2013 00:23 AM  
**To:** XXXX  
**Cc:** XXXX; XXXX  
**Subject:** Official USPTO Notification: TMOG Publication Confirmation for Serial Number 85658433

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TRADEMARK OFFICIAL GAZETTE PUBLICATION CONFIRMATION

**U.S. Serial Number:** 85-658,433  
**Mark:** R(STYLIZED/DESIGN)  
**International Class(es):** 009, 035, 038, 041  
**Applicant:** Redbox Automated Retail, LLC  
**Docket/Reference Number:**

The mark identified above has been published in the Trademark Official Gazette (TMOG) on Aug 06, 2013.

**To View the Mark in the TMOG:**

1. Click on the following link or paste the URL into an internet browser: [http://www.uspto.gov/web/trademarks/tmog/20130806\\_OG.pdf#page=00000110](http://www.uspto.gov/web/trademarks/tmog/20130806_OG.pdf#page=00000110)
2. Locate your mark on the displayed page.

If the TMOG PDF file does not open to the page containing your mark (you must have an Adobe Reader installed on your workstation), click on the following link or paste the URL into an internet browser to review the Frequently Asked Questions about the Trademark Official Gazette: [http://www.uspto.gov/trademarks/resources/tm\\_og\\_faqs.jsp](http://www.uspto.gov/trademarks/resources/tm_og_faqs.jsp).

On the publication date or shortly thereafter, the applicant should carefully review the information that appears in the TMOG for accuracy. If any information is incorrect due to USPTO error, the applicant should immediately email the requested correction to [TMPostPubQuery@uspto.gov](mailto:TMPostPubQuery@uspto.gov). For applicant corrections or amendments after publication, please file a post publication amendment using the form available at <http://teasroa.uspto.gov/ppa/>. For general information about this notice, please contact the Trademark Assistance Center at 1-800-786-9199.

**Significance of Publication for Opposition:**

Any party who believes it will be damaged by the registration of the mark may file a notice of opposition (or extension of time therefor) with the Trademark Trial and Appeal Board. If no party files an opposition or extension request within thirty (30) days after the publication date, then eleven (11) weeks after the publication date a notice of allowance (NOA) should issue. (Note: The applicant must file a Statement of Use or Extension Request within six (6) months after the NOA issues.)

To view this notice and other documents for this application on-line, go to Trademark Status and Document Retrieval at <http://tsdr.uspto.gov/>, enter the United States application serial number and select the button labeled "Documents." NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.



UNITED STATES PATENT AND TRADEMARK OFFICE

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Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451  
[www.uspto.gov](http://www.uspto.gov)

Jul 17, 2013

## NOTICE OF PUBLICATION

1. Serial No.:	2. Mark:
85-658,433	R (STYLIZED/DESIGN)
3. International Class(es):	5. Applicant:
9, 35, 38, 41	Redbox Automated Retail, LLC
4. Publication Date:	
Aug 6, 2013	

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 notice of allowance pursuant to section 13(b) of the Statute.

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.

---

**Email Address(es):**

trademarks@ngelaw.com  
mhall@ngelaw.com  
jmuraff@ngelaw.com

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**From:** TMOOfficialNotices@USPTO.GOV  
**Sent:** Wednesday, July 17, 2013 03:18 AM  
**To:** XXXX  
**Cc:** XXXX; XXXX  
**Subject:** Official USPTO Notification: Issuance of Notice of Publication for Serial Number 85658433

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NOTIFICATION OF "NOTICE OF PUBLICATION"

Your trademark application (Serial No. 85658433) is scheduled to publish in the *Official Gazette* on Aug 6, 2013 . To preview the Notice of Publication, go to <http://tdr.uspto.gov/search.action?sn=85658433>. If you have difficulty accessing the Notice of Publication, contact [TDR@uspto.gov](mailto:TDR@uspto.gov).

**PLEASE NOTE:**

1. The Notice of Publication may not be immediately available but will be viewable within 24 hours of this e-mail notification.
2. You will receive a second e-mail on the actual "Publication Date," which will include a link to the issue of the *Official Gazette* in which the mark has published.

Do NOT hit "Reply" to this e-mail notification. If you have any questions about the content of the Notice of Publication, contact [TMPostPubQuery@uspto.gov](mailto:TMPostPubQuery@uspto.gov).

## Trademark Snap Shot Publication & Issue Review Stylesheet

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

### OVERVIEW

SERIAL NUMBER	85658433	FILING DATE	06/21/2012
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	OH, WON TEAK	L.O. ASSIGNED	114

### PUB INFORMATION

RUN DATE	07/03/2013
PUB DATE	08/06/2013
STATUS	681-PUBLICATION/ISSUE REVIEW COMPLETE
STATUS DATE	07/02/2013
LITERAL MARK ELEMENT	R

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

### FILING BASIS

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

### MARK DATA

STANDARD CHARACTER MARK	NO
LITERAL MARK ELEMENT	R
MARK DRAWING CODE	3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S)
COLOR DRAWING FLAG	YES

### CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Redbox Automated Retail, LLC
ADDRESS	One Tower Lane, Suite 1200 Oakbrook Terrace, IL 60181
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

### GOODS AND SERVICES

INTERNATIONAL CLASS	009
DESCRIPTION TEXT	Computer application software for mobile phones, portable media players, and handheld computers, namely software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine
INTERNATIONAL CLASS	035
DESCRIPTION TEXT	Retail store services featuring video games and video recordings, featuring movies and television programs; vending machine services in the nature of kiosks used for the rental and sale of entertainment content in the nature of video games, movies, television programs, and tickets
INTERNATIONAL CLASS	038
DESCRIPTION TEXT	Video-on-demand transmission services, video broadcasting; transmission services, namely internet transmission services; transmission of voice, data, images, data signals, messages and information by electronic communication networks
INTERNATIONAL CLASS	041
DESCRIPTION TEXT	Rental of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; entertainment services, namely, reservation of entertainment content in the nature of video game discs, and pre-recorded DVDs featuring movies and television programs from a vending machine

### GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	009	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	035	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	038	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	041	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE

### MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
COLORS CLAIMED STATEMENT	The color(s) red and white is/are claimed as a feature of the mark.
DESCRIPTION OF MARK	The mark consists of the letter "r" in white with a white arch inside a red square.
PSEUDO MARK	REDBOX; RED BOX

## PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
07/02/2013	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	025
07/01/2013	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	024
06/21/2013	XAEC	I	EXAMINER'S AMENDMENT ENTERED	023
06/21/2013	GNEN	O	NOTIFICATION OF EXAMINER'S AMENDMENT E-MAILED	022
06/21/2013	GNEA	O	EXAMINER'S AMENDMENT E-MAILED	021
06/21/2013	CNEA	R	EXAMINER'S AMENDMENT -WRITTEN	020
06/12/2013	ZZZX	Z	PREVIOUS ALLOWANCE COUNT WITHDRAWN	019
06/08/2013	PBCR	Z	WITHDRAWN FROM PUB - OG REVIEW QUERY	018
05/30/2013	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	017
05/30/2013	ALIE	A	ASSIGNED TO LIE	016
05/15/2013	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	015
04/29/2013	XAEC	I	EXAMINER'S AMENDMENT ENTERED	014
04/29/2013	GNEN	O	NOTIFICATION OF EXAMINER'S AMENDMENT E-MAILED	013
04/29/2013	GNEA	O	EXAMINER'S AMENDMENT E-MAILED	012
04/29/2013	CNEA	R	EXAMINER'S AMENDMENT -WRITTEN	011
04/13/2013	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	010
04/12/2013	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	009
04/12/2013	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	008
10/15/2012	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	007
10/15/2012	GNRT	F	NON-FINAL ACTION E-MAILED	006
10/15/2012	CNRT	R	NON-FINAL ACTION WRITTEN	005
10/08/2012	DOCK	D	ASSIGNED TO EXAMINER	004
06/30/2012	MDSM	O	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK MAILED	003
06/29/2012	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
06/25/2012	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

## CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	James P. Muraff
CORRESPONDENCE ADDRESS	JAMES P. MURAFF NEAL, GERBER & EISENBERG LLP 2 N LASALLE ST STE 1700 CHICAGO, IL 60602
DOMESTIC REPRESENTATIVE	NONE



## Trademark Snap Shot Publication Stylesheet

(Table presents the data on Publication Approval)

### OVERVIEW

SERIAL NUMBER	85658433	FILING DATE	06/21/2012
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	OH, WON TEAK	L.O. ASSIGNED	114

### PUB INFORMATION

RUN DATE	07/02/2013
PUB DATE	N/A
STATUS	680-APPROVED FOR PUBLICATION
STATUS DATE	07/01/2013
LITERAL MARK ELEMENT	R

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

### FILING BASIS

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

### MARK DATA

STANDARD CHARACTER MARK	NO
LITERAL MARK ELEMENT	R
MARK DRAWING CODE	3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S)
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INTERNATIONAL CLASS	038	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
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## PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
07/01/2013	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	024
06/21/2013	XAEC	I	EXAMINER'S AMENDMENT ENTERED	023
06/21/2013	GNEN	O	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	022
06/21/2013	GNEA	O	EXAMINERS AMENDMENT E-MAILED	021
06/21/2013	CNEA	R	EXAMINERS AMENDMENT -WRITTEN	020
06/12/2013	ZZZX	Z	PREVIOUS ALLOWANCE COUNT WITHDRAWN	019
06/08/2013	PBCR	Z	WITHDRAWN FROM PUB - OG REVIEW QUERY	018
05/30/2013	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	017
05/30/2013	ALIE	A	ASSIGNED TO LIE	016
05/15/2013	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	015
04/29/2013	XAEC	I	EXAMINER'S AMENDMENT ENTERED	014
04/29/2013	GNEN	O	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	013
04/29/2013	GNEA	O	EXAMINERS AMENDMENT E-MAILED	012
04/29/2013	CNEA	R	EXAMINERS AMENDMENT -WRITTEN	011
04/13/2013	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	010
04/12/2013	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	009
04/12/2013	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	008
10/15/2012	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	007
10/15/2012	GNRT	F	NON-FINAL ACTION E-MAILED	006
10/15/2012	CNRT	R	NON-FINAL ACTION WRITTEN	005
10/08/2012	DOCK	D	ASSIGNED TO EXAMINER	004
06/30/2012	MDSM	O	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK MAILED	003
06/29/2012	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
06/25/2012	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

## CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	James P. Muraff
CORRESPONDENCE ADDRESS	JAMES P. MURAFF NEAL, GERBER & EISENBERG LLP 2 N LASALLE ST STE 1700 CHICAGO, IL 60602
DOMESTIC REPRESENTATIVE	NONE



## Trademark Snap Shot Amendment & Mail Processing Stylesheet

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

### OVERVIEW

SERIAL NUMBER	85658433	FILING DATE	06/21/2012
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	OH, WON TEAK	L.O. ASSIGNED	114

### PUB INFORMATION

RUN DATE	06/22/2013		
PUB DATE	N/A		
STATUS	647-EXAMINERS AMENDMENT - MAILED		
STATUS DATE	06/21/2013		
LITERAL MARK ELEMENT	R		

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

### FILING BASIS

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

### MARK DATA

STANDARD CHARACTER MARK	NO
LITERAL MARK ELEMENT	R
MARK DRAWING CODE	3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S)
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INTERNATIONAL CLASS	035	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	038	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	041	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE

### MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
COLORS CLAIMED STATEMENT	The color(s) red and white is/are claimed as a feature of the mark.
DESCRIPTION OF MARK	The mark consists of the letter "r" in white with a white arch inside a red square.
PSEUDO MARK	REDBOX; RED BOX

## PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
06/21/2013	XAEC	I	EXAMINER'S AMENDMENT ENTERED	023
06/21/2013	GNEN	O	NOTIFICATION OF EXAMINER'S AMENDMENT E-MAILED	022
06/21/2013	GNEA	O	EXAMINER'S AMENDMENT E-MAILED	021
06/21/2013	CNEA	R	EXAMINER'S AMENDMENT -WRITTEN	020
06/12/2013	ZZZX	Z	PREVIOUS ALLOWANCE COUNT WITHDRAWN	019
06/08/2013	PBCR	Z	WITHDRAWN FROM PUB - OG REVIEW QUERY	018
05/30/2013	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	017
05/30/2013	ALIE	A	ASSIGNED TO LIE	016
05/15/2013	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	015
04/29/2013	XAEC	I	EXAMINER'S AMENDMENT ENTERED	014
04/29/2013	GNEN	O	NOTIFICATION OF EXAMINER'S AMENDMENT E-MAILED	013
04/29/2013	GNEA	O	EXAMINER'S AMENDMENT E-MAILED	012
04/29/2013	CNEA	R	EXAMINER'S AMENDMENT -WRITTEN	011
04/13/2013	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	010
04/12/2013	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	009
04/12/2013	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	008
10/15/2012	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	007
10/15/2012	GNRT	F	NON-FINAL ACTION E-MAILED	006
10/15/2012	CNRT	R	NON-FINAL ACTION WRITTEN	005
10/08/2012	DOCK	D	ASSIGNED TO EXAMINER	004
06/30/2012	MDSM	O	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK MAILED	003
06/29/2012	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
06/25/2012	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

## CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	James P. Muraff
CORRESPONDENCE ADDRESS	JAMES P. MURAFF NEAL, GERBER & EISENBERG LLP 2 N LASALLE ST STE 1700 CHICAGO, IL 60602
DOMESTIC REPRESENTATIVE	NONE



**To:** Redbox Automated Retail, LLC ([trademarks@ngelaw.com](mailto:trademarks@ngelaw.com))  
**Subject:** U.S. TRADEMARK APPLICATION NO. 85658433 - R - N/A  
**Sent:** 6/21/2013 2:52:12 PM  
**Sent As:** ECOM114@USPTO.GOV  
**Attachments:**

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

**U.S. APPLICATION SERIAL NO.** 85658433

**MARK:** R

**\*85658433\***

**CORRESPONDENT ADDRESS:**

JAMES P. MURAFF  
NEAL, GERBER & EISENBERG LLP  
2 N LASALLE ST STE 1700  
CHICAGO, IL 60602

**GENERAL TRADEMARK INFORMATION:**  
<http://www.uspto.gov/trademarks/index.jsp>

**APPLICANT:** Redbox Automated Retail, LLC

**CORRESPONDENT'S REFERENCE/DOCKET  
NO:**

N/A

**CORRESPONDENT E-MAIL ADDRESS:**  
[trademarks@ngelaw.com](mailto:trademarks@ngelaw.com)

**EXAMINER'S AMENDMENT**

**ISSUE/MAILING DATE:** **6/21/2013**

**APPLICATION HAS BEEN AMENDED:** In accordance with the authorization granted by James Muraff on June 21, 2013, the trademark examining attorney has amended the application as indicated below. Please advise the undersigned immediately of any objections. Otherwise, no response is necessary. TMEP §707. Any amendments to the identification of goods and/or services may clarify or limit the goods and/or services, but may not add to or broaden the scope of the goods and/or services. 37 C.F.R. §2.71(a); *see* TMEP §§1402.06 *et seq.*

**DESCRIPTION OF MARK:**

The following description of the mark is added to the record:

The mark consists of the letter "r" in white with a white arch inside a red square.

*See* 37 C.F.R. §2.37; TMEP §§808 *et seq.*

/Won T. Oh/  
Law Office 114  
(571)272-9204  
[won.oh@uspto.gov](mailto:won.oh@uspto.gov)

**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 the Trademark Status and Document Retrieval (TSDR) system at

<http://tsdr.uspto.gov/>. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov) or 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 Trademark Electronic Application System (TEAS) form at <http://www.uspto.gov/trademarks/teas/correspondence.jsp>.

**To:** Redbox Automated Retail, LLC ([trademarks@ngelaw.com](mailto:trademarks@ngelaw.com))  
**Subject:** U.S. TRADEMARK APPLICATION NO. 85658433 - R - N/A  
**Sent:** 6/21/2013 2:52:13 PM  
**Sent As:** ECOM114@USPTO.GOV  
**Attachments:**

---

**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)**

**IMPORTANT NOTICE REGARDING YOUR**  
**U.S. TRADEMARK APPLICATION**

USPTO OFFICE ACTION (OFFICIAL LETTER) HAS ISSUED  
ON **6/21/2013** FOR U.S. APPLICATION SERIAL NO.85658433

Please follow the instructions below:

**(1) TO READ THE LETTER:** Click on this [link](#) or go to <http://tsdr.uspto.gov/>, enter the U.S. application serial number, and click on "Documents."

The Office action may not be immediately viewable, to allow for necessary system updates of the application, but will be available within 24 hours of this e-mail notification.

**(2) QUESTIONS:** For questions about the contents of the Office action itself, please contact the assigned trademark examining attorney. For *technical* assistance in accessing or viewing the Office action in the Trademark Status and Document Retrieval (TSDR) system, please e-mail [TSDR@uspto.gov](mailto:TSDR@uspto.gov).

**WARNING**

**PRIVATE COMPANY SOLICITATIONS REGARDING YOUR APPLICATION:** Private companies **not** associated with the USPTO are using information provided in trademark applications to mail or e-mail trademark-related solicitations. These companies often use names that closely resemble the USPTO and their solicitations may look like an official government document. Many solicitations require that you pay "fees."

Please carefully review all correspondence you receive regarding this application to make sure that you are responding to an official document from the USPTO rather than a private company solicitation. All official USPTO correspondence will be mailed only from the "United States Patent and Trademark Office" in Alexandria, VA; or sent by e-mail from the domain "@uspto.gov." For more information on how to handle private company solicitations, see [http://www.uspto.gov/trademarks/solicitation\\_warnings.jsp](http://www.uspto.gov/trademarks/solicitation_warnings.jsp).

## Trademark Snap Shot Publication & Issue Review Stylesheet

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

### OVERVIEW

SERIAL NUMBER	85658433	FILING DATE	06/21/2012
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	OH, WON TEAK	L.O. ASSIGNED	114

### PUB INFORMATION

RUN DATE	05/31/2013
PUB DATE	07/02/2013
STATUS	681-PUBLICATION/ISSUE REVIEW COMPLETE
STATUS DATE	05/30/2013
LITERAL MARK ELEMENT	R

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

### FILING BASIS

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

### MARK DATA

STANDARD CHARACTER MARK	NO
LITERAL MARK ELEMENT	R
MARK DRAWING CODE	3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S)
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DESCRIPTION TEXT	Video-on-demand transmission services, video broadcasting; transmission services, namely internet transmission services; transmission of voice, data, images, data signals, messages and information by electronic communication networks
INTERNATIONAL CLASS	041
DESCRIPTION TEXT	Rental of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; entertainment services, namely reservation of entertainment content in the nature of video game discs, and pre-recorded DVD's featuring movies and television programs from a vending machine

### GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	009	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	035	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	038	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	041	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE

### MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
COLORS CLAIMED STATEMENT	The color(s) red and white is/are claimed as a feature of the mark.
DESCRIPTION OF MARK	The mark consists of "r" with an arch inside a red square.
PSEUDO MARK	REDBOX; RED BOX

## PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
05/30/2013	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	017
05/30/2013	ALIE	A	ASSIGNED TO LIE	016
05/15/2013	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	015
04/29/2013	XAEC	I	EXAMINER'S AMENDMENT ENTERED	014
04/29/2013	GNEN	O	NOTIFICATION OF EXAMINER'S AMENDMENT E-MAILED	013
04/29/2013	GNEA	O	EXAMINER'S AMENDMENT E-MAILED	012
04/29/2013	CNEA	R	EXAMINER'S AMENDMENT -WRITTEN	011
04/13/2013	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	010
04/12/2013	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	009
04/12/2013	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	008
10/15/2012	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	007
10/15/2012	GNRT	F	NON-FINAL ACTION E-MAILED	006
10/15/2012	CNRT	R	NON-FINAL ACTION WRITTEN	005
10/08/2012	DOCK	D	ASSIGNED TO EXAMINER	004
06/30/2012	MDSM	O	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK MAILED	003
06/29/2012	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
06/25/2012	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

## CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	James P. Muraff
CORRESPONDENCE ADDRESS	JAMES P. MURAFF NEAL, GERBER & EISENBERG LLP 2 N LASALLE ST STE 1700 CHICAGO, IL 60602
DOMESTIC REPRESENTATIVE	NONE



## Trademark Snap Shot Publication Stylesheet

(Table presents the data on Publication Approval)

### OVERVIEW

SERIAL NUMBER	85658433	FILING DATE	06/21/2012
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	OH, WON TEAK	L.O. ASSIGNED	114

### PUB INFORMATION

RUN DATE	05/16/2013
PUB DATE	N/A
STATUS	680-APPROVED FOR PUBLICATION
STATUS DATE	05/15/2013
LITERAL MARK ELEMENT	R

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

### FILING BASIS

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

### MARK DATA

STANDARD CHARACTER MARK	NO
LITERAL MARK ELEMENT	R
MARK DRAWING CODE	3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S)
COLOR DRAWING FLAG	YES

### CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Redbox Automated Retail, LLC
ADDRESS	One Tower Lane, Suite 1200 Oakbrook Terrace, IL 60181
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

### GOODS AND SERVICES

INTERNATIONAL CLASS	009
DESCRIPTION TEXT	Computer application software for mobile phones, portable media players, and handheld computers, namely software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine
INTERNATIONAL CLASS	035
DESCRIPTION TEXT	Retail store services featuring video games and video recordings, featuring movies and television programs; vending machine services in the nature of kiosks used for the rental and sale of entertainment content in the nature of video games, movies, television programs, and tickets
INTERNATIONAL CLASS	038
DESCRIPTION TEXT	Video-on-demand transmission services, video broadcasting; transmission services, namely internet transmission services; transmission of voice, data, images, data signals, messages and information by electronic communication networks
INTERNATIONAL CLASS	041
DESCRIPTION TEXT	Rental of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; entertainment services, namely reservation of entertainment content in the nature of video game discs, and pre-recorded DVD's featuring movies and television programs from a vending machine

### GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	009	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	035	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	038	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	041	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE

### MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
COLORS CLAIMED STATEMENT	The color(s) red and white is/are claimed as a feature of the mark.
DESCRIPTION OF MARK	The mark consists of r with an arch inside a red square.
PSEUDO MARK	REDBOX; RED BOX

## PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
05/15/2013	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	015
04/29/2013	XAEC	I	EXAMINER'S AMENDMENT ENTERED	014
04/29/2013	GNEN	O	NOTIFICATION OF EXAMINER'S AMENDMENT E-MAILED	013
04/29/2013	GNEA	O	EXAMINER'S AMENDMENT E-MAILED	012
04/29/2013	CNEA	R	EXAMINER'S AMENDMENT -WRITTEN	011
04/13/2013	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	010
04/12/2013	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	009
04/12/2013	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	008
10/15/2012	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	007
10/15/2012	GNRT	F	NON-FINAL ACTION E-MAILED	006
10/15/2012	CNRT	R	NON-FINAL ACTION WRITTEN	005
10/08/2012	DOCK	D	ASSIGNED TO EXAMINER	004
06/30/2012	MDSM	O	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK MAILED	003
06/29/2012	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
06/25/2012	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

## CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	James P. Muraff
CORRESPONDENCE ADDRESS	JAMES P. MURAFF NEAL, GERBER & EISENBERG LLP 2 N LASALLE ST STE 1700 CHICAGO, IL 60602
DOMESTIC REPRESENTATIVE	NONE



## Trademark Snap Shot Amendment & Mail Processing Stylesheet

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

### OVERVIEW

SERIAL NUMBER	85658433	FILING DATE	06/21/2012
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	OH, WON TEAK	L.O. ASSIGNED	114

### PUB INFORMATION

RUN DATE	04/30/2013		
PUB DATE	N/A		
STATUS	647-EXAMINERS AMENDMENT - MAILED		
STATUS DATE	04/29/2013		
LITERAL MARK ELEMENT	R		

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

### FILING BASIS

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

### MARK DATA

STANDARD CHARACTER MARK	NO
LITERAL MARK ELEMENT	R
MARK DRAWING CODE	3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S)
COLOR DRAWING FLAG	YES

### CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Redbox Automated Retail, LLC
ADDRESS	One Tower Lane, Suite 1200 Oakbrook Terrace, IL 60181
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

### GOODS AND SERVICES

INTERNATIONAL CLASS	009
DESCRIPTION TEXT	Computer application software for mobile phones, portable media players, and handheld computers, namely software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine
INTERNATIONAL CLASS	035
DESCRIPTION TEXT	Retail store services featuring video games and video recordings, featuring movies and television programs; vending machine services in the nature of kiosks used for the rental and sale of entertainment content in the nature of video games, movies, television programs, and tickets
INTERNATIONAL CLASS	038
DESCRIPTION TEXT	Video-on-demand transmission services, video broadcasting; transmission services, namely internet transmission services; transmission of voice, data, images, data signals, messages and information by electronic communication networks
INTERNATIONAL CLASS	041
DESCRIPTION TEXT	Rental of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; entertainment services, namely reservation of entertainment content in the nature of video game discs, and pre-recorded DVD's featuring movies and television programs from a vending machine

### GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	009	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	035	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	038	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	041	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE

### MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
COLORS CLAIMED STATEMENT	The color(s) red and white is/are claimed as a feature of the mark.
DESCRIPTION OF MARK	The mark consists of r with an arch inside a red square.
PSEUDO MARK	REDBOX; RED BOX

## PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
04/29/2013	XAEC	I	EXAMINER'S AMENDMENT ENTERED	014
04/29/2013	GNEN	O	NOTIFICATION OF EXAMINER'S AMENDMENT E-MAILED	013
04/29/2013	GNEA	O	EXAMINER'S AMENDMENT E-MAILED	012
04/29/2013	CNEA	R	EXAMINER'S AMENDMENT -WRITTEN	011
04/13/2013	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	010
04/12/2013	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	009
04/12/2013	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	008
10/15/2012	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	007
10/15/2012	GNRT	F	NON-FINAL ACTION E-MAILED	006
10/15/2012	CNRT	R	NON-FINAL ACTION WRITTEN	005
10/08/2012	DOCK	D	ASSIGNED TO EXAMINER	004
06/30/2012	MDSM	O	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK MAILED	003
06/29/2012	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
06/25/2012	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

## CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	James P. Muraff
CORRESPONDENCE ADDRESS	JAMES P. MURAFF NEAL, GERBER & EISENBERG LLP 2 N LASALLE ST STE 1700 CHICAGO, IL 60602
DOMESTIC REPRESENTATIVE	NONE



**To:** Redbox Automated Retail, LLC ([trademarks@ngelaw.com](mailto:trademarks@ngelaw.com))  
**Subject:** U.S. TRADEMARK APPLICATION NO. 85658433 - R - N/A  
**Sent:** 4/29/2013 6:18:16 PM  
**Sent As:** ECOM114@USPTO.GOV  
**Attachments:**

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

**U.S. APPLICATION SERIAL NO.** 85658433

**MARK:** R

**\*85658433\***

**CORRESPONDENT ADDRESS:**

JAMES P. MURAFF  
NEAL, GERBER & EISENBERG LLP  
2 N LASALLE ST STE 1700  
CHICAGO, IL 60602

**GENERAL TRADEMARK INFORMATION:**  
<http://www.uspto.gov/trademarks/index.jsp>

**APPLICANT:** Redbox Automated Retail, LLC

**CORRESPONDENT'S REFERENCE/DOCKET  
NO:**

N/A

**CORRESPONDENT E-MAIL ADDRESS:**  
[trademarks@ngelaw.com](mailto:trademarks@ngelaw.com)

**EXAMINER'S AMENDMENT**

**ISSUE/MAILING DATE:** **4/29/2013**

**APPLICATION HAS BEEN AMENDED:** In accordance with the authorization granted by James Muraff on April 26, 2013, the trademark examining attorney has amended the application as indicated below. Please advise the undersigned immediately of any objections. Otherwise, no response is necessary. TMEP §707. Any amendments to the identification of goods and/or services may clarify or limit the goods and/or services, but may not add to or broaden the scope of the goods and/or services. 37 C.F.R. §2.71(a); *see* TMEP §§1402.06 *et seq.*

**IDENTIFICATION OF SERVICES:**

The identification of services for classes 35 and 43 is amended to read as follows:

International Class 35: Retail store services featuring video games and video recordings, featuring movies and television programs; **vending machine services in the nature of kiosks used for the rental and sale of entertainment content in the nature of video games, movies, television programs, and tickets**

International Class 43: deleted

*See* TMEP §§1402.01, 1402.01(e).

/Won T. Oh/  
Law Office 114  
(571)272-9204  
won.oh@uspto.gov

**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 the Trademark Status and Document Retrieval (TSDR) system at <http://tsdr.uspto.gov/>. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov) or 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 Trademark Electronic Application System (TEAS) form at <http://www.uspto.gov/trademarks/teas/correspondence.jsp>.

**To:** Redbox Automated Retail, LLC ([trademarks@ngelaw.com](mailto:trademarks@ngelaw.com))  
**Subject:** U.S. TRADEMARK APPLICATION NO. 85658433 - R - N/A  
**Sent:** 4/29/2013 6:18:17 PM  
**Sent As:** ECOM114@USPTO.GOV  
**Attachments:**

**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)**

**IMPORTANT NOTICE REGARDING YOUR**  
**U.S. TRADEMARK APPLICATION**

USPTO OFFICE ACTION (OFFICIAL LETTER) HAS ISSUED  
ON **4/29/2013** FOR U.S. APPLICATION SERIAL NO.85658433

Please follow the instructions below:

**(1) TO READ THE LETTER:** Click on this [link](#) or go to <http://tsdr.uspto.gov/>, enter the U.S. application serial number, and click on "Documents."

The Office action may not be immediately viewable, to allow for necessary system updates of the application, but will be available within 24 hours of this e-mail notification.

**(2) QUESTIONS:** For questions about the contents of the Office action itself, please contact the assigned trademark examining attorney. For *technical* assistance in accessing or viewing the Office action in the Trademark Status and Document Retrieval (TSDR) system, please e-mail [TSDR@uspto.gov](mailto:TSDR@uspto.gov).

**WARNING**

**PRIVATE COMPANY SOLICITATIONS REGARDING YOUR APPLICATION:** Private companies **not** associated with the USPTO are using information provided in trademark applications to mail or e-mail trademark-related solicitations. These companies often use names that closely resemble the USPTO and their solicitations may look like an official government document. Many solicitations require that you pay "fees."

Please carefully review all correspondence you receive regarding this application to make sure that you are responding to an official document from the USPTO rather than a private company solicitation. All official USPTO correspondence will be mailed only from the "United States Patent and Trademark Office" in Alexandria, VA; or sent by e-mail from the domain "@uspto.gov." For more information on how to handle private company solicitations, see [http://www.uspto.gov/trademarks/solicitation\\_warnings.jsp](http://www.uspto.gov/trademarks/solicitation_warnings.jsp).

## Trademark Snap Shot Amendment & Mail Processing Stylesheet

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

### OVERVIEW

SERIAL NUMBER	85658433	FILING DATE	06/21/2012
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	OH, WON TEAK	L.O. ASSIGNED	114

### PUB INFORMATION

RUN DATE	04/16/2013		
PUB DATE	N/A		
STATUS	661-RESPONSE AFTER NON-FINAL-ACTION-ENTERED		
STATUS DATE	04/13/2013		
LITERAL MARK ELEMENT	R		

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

### FILING BASIS

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

### MARK DATA

STANDARD CHARACTER MARK	NO
LITERAL MARK ELEMENT	R
MARK DRAWING CODE	3-AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/LETTER(S)/NUMBER(S)
COLOR DRAWING FLAG	YES

### CURRENT OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Redbox Automated Retail, LLC
ADDRESS	One Tower Lane, Suite 1200 Oakbrook Terrace, IL 60181
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

### GOODS AND SERVICES

INTERNATIONAL CLASS	009
DESCRIPTION TEXT	Computer application software for mobile phones, portable media players, and handheld computers, namely software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine
INTERNATIONAL CLASS	035
DESCRIPTION TEXT	Retail store services featuring video games and video recordings, featuring movies and television programs
INTERNATIONAL CLASS	038
DESCRIPTION TEXT	Video-on-demand transmission services, video broadcasting; transmission services, namely internet transmission services; transmission of voice, data, images, data signals, messages and information by electronic communication networks
INTERNATIONAL CLASS	041
DESCRIPTION TEXT	Rental of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; entertainment services, namely reservation of entertainment content in the nature of video game discs, and pre-recorded DVD's featuring movies and television programs from a vending machine
INTERNATIONAL CLASS	043
DESCRIPTION TEXT	providing facilities, namely kiosks, used for the rental and sale of entertainment content in the nature of video games, movies, television programs, and tickets

### GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	009	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	035	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	038	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	041	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	043	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE

### MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
COLORS CLAIMED STATEMENT	The color(s) red and white is/are claimed as a feature of the mark.
DESCRIPTION OF MARK	The mark consists of r with an arch inside a red square.
PSEUDO MARK	REDBOX; RED BOX

### PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
04/13/2013	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	010
04/12/2013	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	009
04/12/2013	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	008
10/15/2012	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	007
10/15/2012	GNRT	F	NON-FINAL ACTION E-MAILED	006
10/15/2012	CNRT	R	NON-FINAL ACTION WRITTEN	005
10/08/2012	DOCK	D	ASSIGNED TO EXAMINER	004
06/30/2012	MDSM	O	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK MAILED	003
06/29/2012	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
06/25/2012	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

### CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	James P. Muraff
CORRESPONDENCE ADDRESS	JAMES P. MURAFF NEAL, GERBER & EISENBERG LLP 2 N LASALLE ST STE 1700 CHICAGO, IL 60602
DOMESTIC REPRESENTATIVE	NONE



## Response to Office Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	85658433
LAW OFFICE ASSIGNED	LAW OFFICE 114
MARK SECTION	
MARK FILE NAME	<a href="http://tess2.uspto.gov/ImageAgent/ImageAgentProxy?getImage=85658433">http://tess2.uspto.gov/ImageAgent/ImageAgentProxy?getImage=85658433</a>
LITERAL ELEMENT	R
STANDARD CHARACTERS	NO
USPTO-GENERATED IMAGE	NO
GOODS AND/OR SERVICES SECTION (009)(current)	
INTERNATIONAL CLASS	009
DESCRIPTION	Computer software namely, mobile applications featuring viewing access and reservation of entertainment content in the nature of video games, movies, and television programs, and featuring retail store services featuring pre-recorded videos featuring entertainment content in the nature of video games, movies, and television programs
FILING BASIS	Section 1(b)
GOODS AND/OR SERVICES SECTION (009)(proposed)	
INTERNATIONAL CLASS	009
TRACKED TEXT DESCRIPTION	<p><u>Computer software namely, mobile applications featuring viewing access and reservation of entertainment content in the nature of video games, movies, and television programs, and featuring retail store services featuring pre-recorded videos featuring entertainment content in the nature of video games, movies, and television programs; Computer application software for mobile phones, portable media players, and handheld computers, namely software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine</u></p>
FINAL DESCRIPTION	Computer application software for mobile phones, portable media players, and handheld computers, namely software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine
FILING BASIS	Section 1(b)
GOODS AND/OR SERVICES SECTION (035)(current)	
INTERNATIONAL CLASS	035
DESCRIPTION	Providing access and reservation of entertainment content in the nature of video games, movies, and television programs, and featuring retail store services featuring pre-recorded videos featuring entertainment content in the nature of video games, movies, and television programs
FILING BASIS	Section 1(b)
GOODS AND/OR SERVICES SECTION (035)(proposed)	
INTERNATIONAL CLASS	035

**TRACKED TEXT DESCRIPTION**

~~Providing access and reservation of entertainment content in the nature of video games, movies, and television programs, and featuring retail store services featuring pre-recorded videos featuring entertainment content in the nature of video games, movies, and television programs; Retail store services featuring video games and video recordings, featuring movies and television programs~~

**FINAL DESCRIPTION**

Retail store services featuring video games and video recordings, featuring movies and television programs

<b>FILING BASIS</b>	Section 1(b)
---------------------	--------------

**GOODS AND/OR SERVICES SECTION (038)(current)**

<b>INTERNATIONAL CLASS</b>	038
----------------------------	-----

**DESCRIPTION**

Video-on-demand transmission services, video broadcasting, transmission services, transmission of voice, data, images, data signals, messages and information by electronic communication networks

<b>FILING BASIS</b>	Section 1(b)
---------------------	--------------

**GOODS AND/OR SERVICES SECTION (038)(proposed)**

<b>INTERNATIONAL CLASS</b>	038
----------------------------	-----

**TRACKED TEXT DESCRIPTION**

~~Video-on-demand transmission services, video broadcasting, transmission services, transmission of voice, data, images, data signals, messages and information by electronic communication networks; Video-on-demand transmission services, video broadcasting, transmission services, namely internet transmission services; transmission of voice, data, images, data signals, messages and information by electronic communication networks~~

**FINAL DESCRIPTION**

Video-on-demand transmission services, video broadcasting; transmission services, namely internet transmission services; transmission of voice, data, images, data signals, messages and information by electronic communication networks

<b>FILING BASIS</b>	Section 1(b)
---------------------	--------------

**GOODS AND/OR SERVICES SECTION (041)(current)**

<b>INTERNATIONAL CLASS</b>	041
----------------------------	-----

**DESCRIPTION**

Rental and sale of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; providing facilities for the rental and sale of entertainment content in the nature of video games, movies, and television programs

<b>FILING BASIS</b>	Section 1(b)
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**GOODS AND/OR SERVICES SECTION (041)(proposed)**

<b>INTERNATIONAL CLASS</b>	041
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**TRACKED TEXT DESCRIPTION**

~~Rental and sale of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; Rental of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; providing facilities for the rental and sale of entertainment content in the nature of video games, movies, and television programs; entertainment services, namely reservation of entertainment content in the nature of video game discs, and pre-recorded DVD's featuring movies and television programs from a vending machine~~

**FINAL DESCRIPTION**

Rental of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; entertainment services, namely reservation of entertainment content in the nature of video game discs, and pre-recorded DVD's featuring movies and television programs from a vending machine;

<b>FILING BASIS</b>	
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<b>FILING BASIS</b>	Section 1(b)
<b>GOODS AND/OR SERVICES SECTION (043)(class added)</b>	
<b>INTERNATIONAL CLASS</b>	043
<b>DESCRIPTION</b>	
providing facilities, namely kiosks, used for the rental and sale of entertainment content in the nature of video games, movies, television programs, and tickets	
<b>FILING BASIS</b>	Section 1(b)
<b>PAYMENT SECTION</b>	
<b>NUMBER OF CLASSES</b>	1
<b>FEES PER CLASS</b>	325
<b>TOTAL FEES DUE</b>	325
<b>SIGNATURE SECTION</b>	
<b>DECLARATION SIGNATURE</b>	/James P. Muraff/
<b>SIGNATORY'S NAME</b>	James P. Muraff
<b>SIGNATORY'S POSITION</b>	Attorney for Applicant, Illinois Bar Member
<b>SIGNATORY'S PHONE NUMBER</b>	312.269.8000
<b>DATE SIGNED</b>	04/12/2013
<b>RESPONSE SIGNATURE</b>	/James P. Muraff/
<b>SIGNATORY'S NAME</b>	James P. Muraff
<b>SIGNATORY'S POSITION</b>	Attorney for Applicant, Illinois Bar Member
<b>SIGNATORY'S PHONE NUMBER</b>	312.269.8000
<b>DATE SIGNED</b>	04/12/2013
<b>AUTHORIZED SIGNATORY</b>	YES
<b>FILING INFORMATION SECTION</b>	
<b>SUBMIT DATE</b>	Fri Apr 12 17:02:24 EDT 2013
<b>TEAS STAMP</b>	USPTO/ROA-XX.XXX.XX.X-201 30412170224029199-8565843 3-500f1a9bff373fdcc0cbb16 1a26f9ab12578d39a6bcae718 dad0e1392e924a8c-DA-4249- 20130408185153477631

### Response to Office Action

#### To the Commissioner for Trademarks:

Application serial no. **85658433** R (Stylized and/or with Design, see <http://tess2.uspto.gov/ImageAgent/ImageAgentProxy?getImage=85658433>) has been amended as follows:

#### CLASSIFICATION AND LISTING OF GOODS/SERVICES

**Applicant proposes to amend the following class of goods/services in the application:**

**Current:** Class 009 for Computer software namely, mobile applications featuring viewing access and reservation of entertainment content in the nature of video games, movies, and television programs, and featuring retail store services featuring pre-recorded videos featuring entertainment content in the nature of video games, movies, and television programs

Original Filing Basis:

**Filing Basis: Section 1(b), Intent to Use:** *For a trademark or service mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to use the mark in commerce on or in connection with the identified goods/services in the application. *For a collective trademark, collective service mark, or collective membership mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by members on or in connection with the identified goods/services/collective membership organization. *For a certification mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by authorized users in connection with the identified goods/services, and the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant.

**Proposed:**

**Tracked Text Description:** ~~Computer software namely, mobile applications featuring viewing access and reservation of entertainment content in the nature of video games, movies, and television programs, and featuring retail store services featuring pre-recorded videos featuring entertainment content in the nature of video games, movies, and television programs;~~ Computer application software for mobile phones, portable media players, and handheld computers, namely software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine

Class 009 for Computer application software for mobile phones, portable media players, and handheld computers, namely software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine

**Filing Basis: Section 1(b), Intent to Use:** *For a trademark or service mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to use the mark in commerce on or in connection with the identified goods/services in the application. *For a collective trademark, collective service mark, or collective membership mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by members on or in connection with the identified goods/services/collective membership organization. *For a certification mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by authorized users in connection with the identified goods/services, and the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant.

**Applicant proposes to amend the following class of goods/services in the application:**

**Current:** Class 035 for Providing access and reservation of entertainment content in the nature of video games, movies, and television programs, and featuring retail store services featuring pre-recorded videos featuring entertainment content in the nature of video games, movies, and television programs

Original Filing Basis:

**Filing Basis: Section 1(b), Intent to Use:** *For a trademark or service mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to use the mark in commerce on or in connection with the identified goods/services in the application. *For a collective trademark, collective service mark, or collective membership mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by members on or in connection with the identified goods/services/collective membership organization. *For a certification mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by authorized users in connection with the identified goods/services, and the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant.

**Proposed:**

**Tracked Text Description:** ~~Providing access and reservation of entertainment content in the nature of video games, movies, and television programs, and featuring retail store services featuring pre-recorded videos featuring entertainment content in the nature of video games, movies, and television programs;~~ Retail store services featuring video games and video recordings, featuring movies and television programs

Class 035 for Retail store services featuring video games and video recordings, featuring movies and television programs

**Filing Basis: Section 1(b), Intent to Use:** *For a trademark or service mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to use the mark in commerce on or in connection with the identified goods/services in the application. *For a collective trademark, collective service mark, or collective membership mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by members on or in connection with the identified goods/services/collective membership organization. *For a certification mark application:* As of the application filing date, the

applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by authorized users in connection with the identified goods/services, and the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant.

**Applicant proposes to amend the following class of goods/services in the application:**

**Current:** Class 038 for Video-on-demand transmission services, video broadcasting, transmission services, transmission of voice, data, images, data signals, messages and information by electronic communication networks

Original Filing Basis:

**Filing Basis: Section 1(b), Intent to Use:** *For a trademark or service mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to use the mark in commerce on or in connection with the identified goods/services in the application. *For a collective trademark, collective service mark, or collective membership mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by members on or in connection with the identified goods/services/collective membership organization. *For a certification mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by authorized users in connection with the identified goods/services, and the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant.

**Proposed:**

**Tracked Text Description:** ~~Video-on-demand transmission services, video broadcasting, transmission services, transmission of voice, data, images, data signals, messages and information by electronic communication networks~~; Video-on-demand transmission services, video broadcasting; transmission services, namely internet transmission services; transmission of voice, data, images, data signals, messages and information by electronic communication networks

Class 038 for Video-on-demand transmission services, video broadcasting; transmission services, namely internet transmission services; transmission of voice, data, images, data signals, messages and information by electronic communication networks

**Filing Basis: Section 1(b), Intent to Use:** *For a trademark or service mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to use the mark in commerce on or in connection with the identified goods/services in the application. *For a collective trademark, collective service mark, or collective membership mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by members on or in connection with the identified goods/services/collective membership organization. *For a certification mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by authorized users in connection with the identified goods/services, and the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant.

**Applicant proposes to amend the following class of goods/services in the application:**

**Current:** Class 041 for Rental and sale of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; providing facilities for the rental and sale of entertainment content in the nature of video games, movies, and television programs

Original Filing Basis:

**Filing Basis: Section 1(b), Intent to Use:** *For a trademark or service mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to use the mark in commerce on or in connection with the identified goods/services in the application. *For a collective trademark, collective service mark, or collective membership mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by members on or in connection with the identified goods/services/collective membership organization. *For a certification mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by authorized users in connection with the identified goods/services, and the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant.

**Proposed:**

**Tracked Text Description:** ~~Rental and sale of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks~~; Rental of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; ~~providing facilities for the rental and sale of entertainment content in the nature of video games, movies, and television programs~~; entertainment services, namely reservation of entertainment content in the nature of video game discs, and pre-recorded DVD's featuring movies and television programs from a vending machine

Class 041 for Rental of video recordings and video games by means of communications networks and providing information in the field of

entertainment by means of communications networks; entertainment services, namely reservation of entertainment content in the nature of video game discs, and pre-recorded DVD's featuring movies and television programs from a vending machine;

**Filing Basis: Section 1(b), Intent to Use:** *For a trademark or service mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to use the mark in commerce on or in connection with the identified goods/services in the application. *For a collective trademark, collective service mark, or collective membership mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by members on or in connection with the identified goods/services/collective membership organization. *For a certification mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by authorized users in connection with the identified goods/services, and the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant.

**Applicant hereby adds the following class of goods/services to the application:**

**New:** Class 043 for providing facilities, namely kiosks, used for the rental and sale of entertainment content in the nature of video games, movies, television programs, and tickets

**Filing Basis: Section 1(b), Intent to Use:** *For a trademark or service mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to use the mark in commerce on or in connection with the identified goods/services in the application. *For a collective trademark, collective service mark, or collective membership mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by members on or in connection with the identified goods/services/collective membership organization. *For a certification mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by authorized users in connection with the identified goods/services, and the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant.

**FEE(S)**

Fee(s) in the amount of \$325 is being submitted.

**SIGNATURE(S)**

**Declaration Signature**

If the applicant is seeking registration under Section 1(b) and/or Section 44 of the Trademark Act, the applicant has had 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 as of the filing date of the application. 37 C.F.R. Secs. 2.34(a)(2)(i); 2.34 (a)(3)(i); and 2.34(a)(4)(ii); and/or the applicant has had a bona fide intention to exercise legitimate control over the use of the mark in commerce by its members. 37 C.F.R. Sec. 2.44. If the applicant is seeking registration under Section 1(a) of the Trademark Act, the mark was in use in commerce on or in connection with the goods and/or services listed in the application as of the application filing date or as of the date of any submitted allegation of use. 37 C.F.R. Secs. 2.34(a)(1)(i); and/or the applicant has exercised legitimate control over the use of the mark in commerce by its members. 37 C.F.R. Sec. 2.44. 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 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; that if the original application was submitted unsigned, that all statements in the original application and this submission made of the declaration signer's knowledge are true; and all statements in the original application and this submission made on information and belief are believed to be true.

Signature: /James P. Muraff/ Date: 04/12/2013

Signatory's Name: James P. Muraff

Signatory's Position: Attorney for Applicant, Illinois Bar Member

Signatory's Phone Number: 312.269.8000

**Response Signature**

Signature: /James P. Muraff/ Date: 04/12/2013

Signatory's Name: James P. Muraff

Signatory's Position: Attorney for Applicant, Illinois Bar Member

Signatory's Phone Number: 312.269.8000

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which

includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

RAM Sale Number: 85658433

RAM Accounting Date: 04/15/2013

Serial Number: 85658433

Internet Transmission Date: Fri Apr 12 17:02:24 EDT 2013

TEAS Stamp: USPTO/ROA-XX.XXX.XX.X-201304121702240291

99-85658433-500f1a9bff373fdcc0ccb161a26f

9ab12578d39a6bcae718dad0e1392e924a8c-DA-

4249-20130408185153477631

RAM SALE NUMBER: 85658433  
RAM ACCOUNTING DATE: 20130415

INTERNET TRANSMISSION DATE: SERIAL NUMBER:  
2013/04/12 85/658433

Description	Fee Code	Transaction Date	Fee	Number Of Classes	Total Fees Paid
New App	7001	2013/04/12	325	1	325

**To:** Redbox Automated Retail, LLC ([trademarks@ngelaw.com](mailto:trademarks@ngelaw.com))  
**Subject:** U.S. TRADEMARK APPLICATION NO. 85658433 - R - N/A  
**Sent:** 10/15/2012 11:22:51 AM  
**Sent As:** ECOM114@USPTO.GOV  
**Attachments:**

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

**APPLICATION SERIAL NO.** 85658433

**MARK:** R

**\*85658433\***

**CORRESPONDENT ADDRESS:**

JAMES P. MURAFF  
NEAL, GERBER & EISENBERG LLP  
2 N LASALLE ST STE 1700  
CHICAGO, IL 60602

**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 :**

N/A

**CORRESPONDENT E-MAIL ADDRESS:**

trademarks@ngelaw.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: 10/15/2012**

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

**IDENTIFICATION OF GOODS AND SERVICES:**

The identification of goods and services is indefinite and must be clarified because the wording is overly broad and certain goods and services appear to be improperly classified. *See* TMEP §1402.01. Applicant may adopt the following identification, if accurate:

International Class 9: **computer application software for [applicant must specify the item, i.e. mobile phones, portable media players, handheld computers, etc.], namely software for viewing entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine**

International Class 35: **retail store services featuring video game discs and pre-recorded DVD's featuring movies and television programs**

International Class 38: Video-on-demand transmission services, video broadcasting; transmission services, **namely [applicant must specify the nature of the transmission services, i.e. television transmission services, etc.]; transmission of voice, data, images, data signals, messages and information by electronic communication networks**

International Class 41: Rental **and sale** of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; **providing facilities for the rental and sale of entertainment content in the nature of video games, movies, and television programs; entertainment services, namely reservation of entertainment content in the nature of video game discs, and pre-recorded DVD's featuring movies and television programs from a vending machine**

International Class 43: **providing facilities, namely rental of portable buildings used for the rental and sale of entertainment content in the nature of video games, movies, and television programs**

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

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 GOODS AND/OR 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 goods and/or 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).

#### **COLOR LOCATION STATEMENT NEED TO BE AMENDED:**

Applicant has submitted a color drawing, but has not provided a proper mark description that identifies the literal and design elements and specifies where all the colors appear in those elements. Applications for marks depicted in color must include a complete list of all the colors claimed as a feature of the mark and a mark description of the literal and design elements that specifies where all the colors appear in those elements. 37 C.F.R. §§2.37, 2.52(b)(1); *see* TMEP §§807.07(a) *et seq.*

If black, white and/or gray are not being claimed as a color feature of the mark, applicant must state that the colors black, white and/or gray represent background, outlining, shading and/or transparent areas and are not part of the mark. TMEP §807.07(d). Generic color names must be used in the color claim and mark description, e.g., magenta, yellow, turquoise. TMEP §807.07(a)(i)-(a)(ii).

Therefore, applicant must provide a mark description specifying where all the colors appear in the mark. The following color claim and mark description are suggested, if accurate:

Mark description: **“The mark consists of the following: the letter “R” in white underneath a white arch within a red square.**

#### **GENERAL INFORMATION :**

The trademark examining attorney has searched the Office’s database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; *see* 15 U.S.C. §1052(d).

/Won T. Oh/  
Law Office 114  
(571)272-9204  
won.oh@uspto.gov

**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>.

**To:** Redbox Automated Retail, LLC ([trademarks@ngelaw.com](mailto:trademarks@ngelaw.com))  
**Subject:** U.S. TRADEMARK APPLICATION NO. 85658433 - R - N/A  
**Sent:** 10/15/2012 11:22:51 AM  
**Sent As:** ECOM114@USPTO.GOV  
**Attachments:**

IMPORTANT NOTICE REGARDING YOUR  
U.S. TRADEMARK APPLICATION

**USPTO OFFICE ACTION HAS ISSUED ON 10/15/2012 FOR  
SERIAL NO. 85658433**

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 10/15/2012 (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:Woh \*\*\*

#	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/ Search Duration	Search
01	1920	N/A	0	0	0:01	"r"[fm]
02	865	0	865	859	0:04	1 not dead[lid]
03	47540	N/A	0	0	0:01	"260921"[dc]
04	73585	N/A	0	0	0:01	"261709"[dc]
05	2536	N/A	0	0	0:02	3 and 4
06	333360	N/A	0	0	0:01	"2"[td]
07	450	180	5	270	0:01	5 and 6

Session started 10/9/2012 11:39:05 AM

Session finished 10/9/2012 12:45:39 PM

Total search duration 0 minutes 11 seconds

Session duration 66 minutes 34 seconds

Default NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 85658433

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**From:** TMDesignCodeComments  
**Sent:** Saturday, June 30, 2012 00:15 AM  
**To:** XXXX  
**Subject:** Notice of Design Search Code and Pseudo Mark for Serial Number: 85658433

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**ATTORNEY REFERENCE NUMBER:**

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

DESIGN SEARCH CODES are numerical codes assigned to figurative, non-textual elements found in marks. For example, if your mark contains the design of a flower, design search code 05.05 would be assigned to your application. Design search codes are described on Internet Web page <http://www.uspto.gov/tmdb/dscm/index.html>.

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 design search code(s) or 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.

**Design search codes and pseudo marks assigned to the referenced serial number are listed below.**

**DESIGN SEARCH CODES:**

26.09.21 - Squares that are completely or partially shaded  
26.17.09 - Bands, curved  
26.17.09 - Bars, curved  
26.17.09 - Curved line(s), band(s) or bar(s)  
26.17.09 - Lines, curved

**PSEUDO MARK:**

REDBOX; RED BOX

# Trademark/Service Mark Application, Principal Register

Serial Number: 85658433  
Filing Date: 06/21/2012

The table below presents the data as entered.

Input Field	Entered
<b>SERIAL NUMBER</b>	85658433
<b>MARK INFORMATION</b>	
*MARK	<a href="\\TICRS\EXPORT16\IMAGEOUT\16\856\584\85658433\xml1\APP0002.JPG">\\TICRS\EXPORT16\IMAGEOUT 16\856\584\85658433\xml1\APP0002.JPG</a>
SPECIAL FORM	YES
USPTO-GENERATED IMAGE	NO
LITERAL ELEMENT	r
COLOR MARK	YES
COLOR(S) CLAIMED (If applicable)	The color(s) red and white is/are claimed as a feature of the mark.
*DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of r with an arch inside a red square.
PIXEL COUNT ACCEPTABLE	NO
PIXEL COUNT	975 x 875
REGISTER	Principal
<b>APPLICANT INFORMATION</b>	
*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
<b>LEGAL ENTITY INFORMATION</b>	
TYPE	limited liability company
STATE/COUNTRY WHERE LEGALLY ORGANIZED	Delaware
<b>GOODS AND/OR SERVICES AND BASIS INFORMATION</b>	
INTERNATIONAL CLASS	009
*IDENTIFICATION	Computer software namely, mobile applications featuring viewing access and reservation of entertainment content in the nature of video games, movies, and television programs, and featuring retail store services featuring pre-recorded videos featuring entertainment content in the nature of video games,

	movies, and television programs
<b>FILING BASIS</b>	SECTION 1(b)
<b>INTERNATIONAL CLASS</b>	035
<b>*IDENTIFICATION</b>	Providing access and reservation of entertainment content in the nature of video games, movies, and television programs, and featuring retail store services featuring pre-recorded videos featuring entertainment content in the nature of video games, movies, and television programs
<b>FILING BASIS</b>	SECTION 1(b)
<b>INTERNATIONAL CLASS</b>	038
<b>*IDENTIFICATION</b>	Video-on-demand transmission services, video broadcasting, transmission services, transmission of voice, data, images, data signals, messages and information by electronic communication networks
<b>FILING BASIS</b>	SECTION 1(b)
<b>INTERNATIONAL CLASS</b>	041
<b>*IDENTIFICATION</b>	Rental and sale of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; providing facilities for the rental and sale of entertainment content in the nature of video games, movies, and television programs
<b>FILING BASIS</b>	SECTION 1(b)

#### ATTORNEY INFORMATION

<b>NAME</b>	James P. Muraff
<b>FIRM NAME</b>	Neal, Gerber & Eisenberg LLP
<b>STREET</b>	Two North LaSalle Street, Suite 1700
<b>CITY</b>	Chicago
<b>STATE</b>	Illinois
<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	60602
<b>PHONE</b>	312.269.8000
<b>FAX</b>	312.269.1747
<b>EMAIL ADDRESS</b>	trademarks@ngelaw.com
<b>AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>OTHER APPOINTED ATTORNEY</b>	all other attorneys of the firm

#### CORRESPONDENCE INFORMATION

<b>NAME</b>	James P. Muraff
<b>FIRM NAME</b>	Neal, Gerber & Eisenberg LLP
<b>STREET</b>	Two North LaSalle Street, Suite 1700
<b>CITY</b>	Chicago
<b>STATE</b>	Illinois

COUNTRY	United States
ZIP/POSTAL CODE	60602
PHONE	312.269.8000
FAX	312.269.1747
EMAIL ADDRESS	trademarks@ngelaw.com;mhall@ngelaw.com; jmuraff@ngelaw.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes

#### FEE INFORMATION

NUMBER OF CLASSES	4
FEE PER CLASS	325
*TOTAL FEE DUE	1300
*TOTAL FEE PAID	1300

#### SIGNATURE INFORMATION

SIGNATURE	/Frederick W. Stein/
SIGNATORY'S NAME	Frederick W. Stein
SIGNATORY'S POSITION	Vice President and General Counsel
DATE SIGNED	06/21/2012

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## Trademark/Service Mark Application, Principal Register

**Serial Number: 85658433**  
**Filing Date: 06/21/2012**

### To the Commissioner for Trademarks:

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

The literal element of the mark consists of r.

The color(s) red and white is/are claimed as a feature of the mark. The mark consists of r with an arch inside a red square.

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 009: Computer software namely, mobile applications featuring viewing access and reservation of entertainment content in the nature of video games, movies, and television programs, and featuring retail store services featuring pre-recorded videos featuring entertainment content in the nature of video games, movies, and television programs

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)).

International Class 035: Providing access and reservation of entertainment content in the nature of video games, movies, and television programs, and featuring retail store services featuring pre-recorded videos featuring entertainment content in the nature of video games, movies, and television programs

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)).

International Class 038: Video-on-demand transmission services, video broadcasting, transmission services, transmission of voice, data, images, data signals, messages and information by electronic communication networks

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)).

International Class 041: Rental and sale of video recordings and video games by means of communications networks and providing information in the field of entertainment by means of communications networks; providing facilities for the rental and sale of entertainment content in the nature of video games, movies, and television programs

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:

James P. Muraff and all other attorneys of the firm of Neal, Gerber & Eisenberg LLP  
Two North LaSalle Street, Suite 1700  
Chicago, Illinois 60602  
United States

### The applicant's current Correspondence Information:

James P. Muraff  
Neal, Gerber & Eisenberg LLP  
Two North LaSalle Street, Suite 1700

Chicago, Illinois 60602  
312.269.8000(phone)  
312.269.1747(fax)  
trademarks@ngelaw.com;mhall@ngleaw.com; jmuraff@ngelaw.com (authorized)

A fee payment in the amount of \$1300 has been submitted with the application, representing payment for 4 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: /Frederick W. Stein/ Date: 06/21/2012

Signatory's Name: Frederick W. Stein

Signatory's Position: Vice President and General Counsel

RAM Sale Number: 5905

RAM Accounting Date: 06/22/2012

Serial Number: 85658433

Internet Transmission Date: Thu Jun 21 18:36:06 EDT 2012

TEAS Stamp: USPTO/BAS-XX.XXX.XXX.XX-2012062118360657

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