

**Generated on:** This page was generated by TSDR on 2025-07-19 18:20:10 EDT

**Mark:** REDBOX.



**US Serial Number:** 90803266

**Application Filing Date:** Jun. 30, 2021

**Register:** Principal

**Mark Type:** Service Mark

**TM5 Common Status Descriptor:**



DEAD/APPLICATION/Refused/Dismissed or Invalidated

This trademark application was refused, dismissed, or invalidated by the Office and this application is no longer active.

**Status:** Abandoned because 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:** Oct. 23, 2023

**Publication Date:** Jan. 24, 2023 **Notice of Allowance Date:** Mar. 21, 2023

**Date Abandoned:** Oct. 23, 2023

## Mark Information

**Mark Literal Elements:** REDBOX.

**Standard Character Claim:** No

**Mark Drawing Type:** 5 - AN ILLUSTRATION DRAWING WITH WORD(S)/LETTER(S)/NUMBER(S) IN STYLIZED FORM

**Description of Mark:** The mark consists of the word "redbox" with a period.

## Related Properties Information

**Parent Of:** 90978876

## 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:** investment services, namely, asset acquisition of films, motion pictures, television and radio programs, shows, and sound and video recordings; investment services, namely, asset acquisition of entertainment television and audio-visual shows and interactive television and audiovisual programs for distribution via television, cable, satellite, audio and video media, the Internet, electronic display devices, laser discs, computer discs, and electronic media; investment services, namely, asset acquisition of audio-visual entertainment content, motion pictures, full feature films, and television and audio-visual shows, namely, documentaries, television series, learning programs, comedy shows, sports shows, news programs, political shows, special events, talk shows, weather shows, and entertainment content via and to all types of media, including, inter alia, television, cable and satellite television, Internet, electronic display devices, and computer and communication networks

**International Class(es):** 036 - Primary Class

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

**Class Status:** ACTIVE

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** No

**Filed ITU:** No

**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 900  
Chicago, ILLINOIS UNITED STATES 60181

**Legal Entity Type:** LIMITED LIABILITY COMPANY

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

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Annmary Ittan

**Docket Number:** 5407-642

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

**Attorney Email** Yes

**Email Address:**

**Authorized:**

### Correspondent

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

**Phone:** 212.292.5390

**Fax:** 212.292.5391

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

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

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Oct. 23, 2023	ABANDONMENT NOTICE E-MAILED - NO USE STATEMENT FILED	
Oct. 23, 2023	ABANDONMENT - NO USE STATEMENT FILED	
May 03, 2023	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	
May 03, 2023	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
May 03, 2023	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
May 03, 2023	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
May 03, 2023	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 21, 2023	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 24, 2023	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jan. 24, 2023	PUBLISHED FOR OPPOSITION	
Jan. 04, 2023	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Dec. 19, 2022	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 19, 2022	DIVISIONAL PROCESSING COMPLETE	
Nov. 21, 2022	DIVISIONAL REQUEST RECEIVED	
Dec. 19, 2022	CASE ASSIGNED TO INTENT TO USE PARALEGAL	
Nov. 21, 2022	TEAS REQUEST TO DIVIDE RECEIVED	
Nov. 03, 2022	TEAS/EMAIL CORRESPONDENCE ENTERED	
Nov. 03, 2022	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Nov. 03, 2022	ASSIGNED TO LIE	
Sep. 20, 2022	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jul. 07, 2022	ASSIGNED TO EXAMINER	
Mar. 25, 2022	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Mar. 25, 2022	NON-FINAL ACTION E-MAILED	
Mar. 25, 2022	NON-FINAL ACTION WRITTEN	
Mar. 22, 2022	ASSIGNED TO EXAMINER	
Sep. 12, 2021	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	

## TM Staff and Location Information

### TM Staff Information

TM Attorney: HELMERS,SARA A

Law Office LAW OFFICE 130  
Assigned:

### File Location

Current Location: INTENT TO USE SECTION

Date in Location: Mar. 21, 2023

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 1

Applicant: Redbox Automated Retail, LLC

### Assignment 1 of 1

Conveyance: SECURITY INTEREST

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

Pages: 19

Date Recorded: Sep. 13, 2022

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

### Assignor

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

Execution Date: Aug. 11, 2022

Legal Entity Type: CORPORATION

State or Country DELAWARE  
Where Organized:Name: [REDBOX AUTOMATED RETAIL, LLC](#)

Execution Date: Aug. 11, 2022

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country DELAWARE  
Where Organized:Name: [A SHARP INC.](#)

Execution Date: Aug. 11, 2022

Legal Entity Type: CORPORATION

State or Country DELAWARE  
Where Organized:Name: [CRACKLE PLUS, LLC](#)

Execution Date: Aug. 11, 2022

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country DELAWARE  
Where Organized:Name: [HALCYON TELEVISION, LLC](#)

Execution Date: Aug. 11, 2022

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country DELAWARE  
Where Organized:Name: [LANDMARK STUDIO GROUP LLC](#)

Execution Date: Aug. 11, 2022

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country DELAWARE  
Where Organized:Name: [POWERSLAM, LLC](#)

Execution Date: Aug. 11, 2022

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country DELAWARE  
Where Organized:Name: [RB SECOND MERGER SUB LLC](#)

Execution Date: Aug. 11, 2022

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country DELAWARE  
Where Organized:Name: [SCREEN MEDIA VENTURES, LLC](#)

Execution Date: Aug. 11, 2022

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country DELAWARE  
Where Organized:Name: [TOFG LLC](#)

Execution Date: Aug. 11, 2022

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country DELAWARE  
Where Organized:

### Assignee

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

**Legal Entity Type:** LIMITED LIABILITY COMPANY

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

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

**Correspondent**

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

**Correspondent** 1850 K STREET, NW, SUITE 1100  
**Address:** MILBANK, LLP  
WASHINGTON, DC 20006

**Domestic Representative - Not Found**

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

**OVERVIEW**

SERIAL NUMBER	90803266	FILING DATE	06/30/2021
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	HELMERS, SARA A	L.O. ASSIGNED	O30-NOT FOUND

**PUB INFORMATION**

RUN DATE	10/24/2023		
PUB DATE	01/24/2023		
STATUS	606-ABANDONED - NO STATEMENT OF USE FILED		
STATUS DATE	10/23/2023		
LITERAL MARK ELEMENT	REDBOX.		
DATE ABANDONED	10/23/2023	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

**FILING BASIS**

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	YES	1 (a)	NO	1 (a)	NO
1 (b)	NO	1 (b)	YES	1 (b)	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	REDBOX.
MARK DRAWING CODE	5-AN ILLUSTRATION DRAWING WITH WORD(S)/LETTER(S)/NUMBER(S) IN STYLIZED FORM
COLOR DRAWING FLAG	NO

**CURRENT OWNER INFORMATION**

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PARTY TYPE	20-OWNER AT PUBLICATION
NAME	Redbox Automated Retail, LLC
ADDRESS	One Tower Lane, Suite 900 Chicago, IL 60181
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

### GOODS AND SERVICES

INTERNATIONAL CLASS	036
DESCRIPTION TEXT	investment services, namely, asset acquisition of films, motion pictures, television and radio programs, shows, and sound and video recordings; investment services, namely, asset acquisition of entertainment television and audio-visual shows and interactive television and audiovisual programs for distribution via television, cable, satellite, audio and video media, the Internet, electronic display devices, laser discs, computer discs, and electronic media; investment services, namely, asset acquisition of audio-visual entertainment content, motion pictures, full feature films, and television and audio-visual shows, namely, documentaries, television series, learning programs, comedy shows, sports shows, news programs, political shows, special events, talk shows, weather shows, and entertainment content via and to all types of media, including, inter alia, television, cable and satellite television, Internet, electronic display devices, and computer and communication networks

### GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	036	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
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### MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
DESCRIPTION OF MARK	The mark consists of the word "redbox" with a period.
PSEUDO MARK	RED BOX.
PARENT OF	

### PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
10/23/2023	MAB6	E	ABANDONMENT NOTICE E-MAILED - NO USE STATEMENT FILED	027
10/23/2023	ABN6	S	ABANDONMENT - NO USE STATEMENT FILED	026
05/03/2023	CHAN	I	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	025
05/03/2023	TCCA	I	TEAS CHANGE OF CORRESPONDENCE RECEIVED	024
05/03/2023	ARAA	I	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	023
05/03/2023	REAP	I	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	022
05/03/2023	COAR	I	TEAS CHANGE OF OWNER ADDRESS RECEIVED	021
03/21/2023	NOAM	E	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	020
01/24/2023	NPUB	E	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	019
01/24/2023	PUBO	A	PUBLISHED FOR OPPOSITION	018
01/04/2023	NONP	E	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	017
12/19/2022	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	016
12/19/2022	DPCC	D	DIVISIONAL PROCESSING COMPLETE	015

11/21/2022	DRRR	I	DIVISIONAL REQUEST RECEIVED	014
12/19/2022	AITU	A	CASE ASSIGNED TO INTENT TO USE PARALEGAL	013
11/21/2022	ERTD	I	TEAS REQUEST TO DIVIDE RECEIVED	012
11/03/2022	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	011
11/03/2022	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	010
11/03/2022	ALIE	A	ASSIGNED TO LIE	009
09/20/2022	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	008
07/07/2022	DOCK	D	ASSIGNED TO EXAMINER	007
03/25/2022	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	006
03/25/2022	GNRT	F	NON-FINAL ACTION E-MAILED	005
03/25/2022	CNRT	R	NON-FINAL ACTION WRITTEN	004
03/22/2022	DOCK	D	ASSIGNED TO EXAMINER	003
09/12/2021	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	002
07/03/2021	NWAP	I	NEW APPLICATION ENTERED	001

### CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Annmary Ittan
CORRESPONDENCE ADDRESS	Annmary Ittan Epstein Drangel LLP 60 East 42nd Street, Suite 1250 New York NY 10165
DOMESTIC REPRESENTATIVE	NONE

### PRIOR OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Redbox Automated Retail, LLC
ADDRESS	One Tower Lane, Suite 900 Oakbrook Terrace, IL 60181
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

redbox.



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**From:** TMOOfficialNotices@USPTO.GOV  
**Sent:** Monday, October 23, 2023 06:14 PM  
**To:** XXXX  
**Subject:** Official USPTO Notification: U.S. Trademark SN 90803266 -- Docket/Reference No. 5407-642

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OFFICIAL USPTO NOTICE OF ABANDONMENT

TRADEMARK APPLICATION ABANDONED - FAILURE TO FILE TIMELY SOU OR EXTENSION REQUEST

**U.S. Application Serial No.** 90803266  
**Mark:** REDBOX. (Stylized/Design)  
**Owner:** Redbox Automated Retail, LLC  
**Docket/Reference No.** 5407-642

**Issue Date:** October 23, 2023

**The application above is abandoned** because we did not receive within six months of the Notice of Allowance (NOA) issue date:

- (1) A Statement of Use (SOU); or
- (2) A Request for Extension of Time to File a Statement of Use (Extension Request).

If you did not receive the NOA or if the delay in filing your SOU or Extension Request was unintentional, you can file a "petition to revive" using the [Petition to Revive Abandoned Application - Failure to File Timely Statement of Use or Extension Request](#) form. **You must file the petition within two months of the issue date of this notice. The petition must include the following:**

- (1) A signed statement by someone with firsthand knowledge of the facts, stating that the delay in responding by the due date was unintentional;
- (2) A petition fee; and
- (3) An SOU or Extension Request and the required fees, including any fees for extension requests that should have been filed if the application had never been abandoned, or, **if you did not receive the NOA**, a clear statement of this fact.

**WARNING:** We cannot grant a petition to revive if it will result in an SOU being filed more than 36 months after the NOA issue date.

**ALTERNATIVE BASIS FOR REGISTRATION:** If you want to revive only the goods and/or services based on use in commerce or on a foreign registration that has already been accepted, you may file a [Petition to Revive with Request to Delete Section 1\(b\) Basis or to Delete Intent-to-Use Goods/Services after Notice of Allowance](#).

If you have proof that the application was abandoned due to USPTO error, you can file a [Request for Reinstatement](#) of the application and include the proof (such as a copy of an email confirmation issued by the USPTO that includes the date of receipt and a summary of the online submission). You must file the request **within two months of the issue date of this notice**. There is no fee for this request.

View this notice and other documents for this application online in the [Trademark Status and Document Retrieval \(TSDR\)](#) database.

For more information on filing a petition, see our [webpage on petitions](#).

For questions about this notice, filing a petition, or filing a request for reinstatement, contact the Trademark Assistance Center at 1-800-786-9199 (select option 1) or at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov).

Change Address or Representation Form

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	90803266
LAW OFFICE ASSIGNED	LAW OFFICE 130
MARK SECTION	
MARK	REDBOX. (stylized and/or with design, see <a href="https://tmng-al.uspto.gov/resting2/api/img/90803266/large">https://tmng-al.uspto.gov/resting2/api/img/90803266/large</a> )
OWNER SECTION(current)	
NAME	Redbox Automated Retail, LLC
MAILING ADDRESS	One Tower Lane, Suite 900
CITY	Oakbrook Terrace
STATE	Illinois
STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
ZIP/POSTAL CODE	60181
EMAIL	XXXX
OWNER SECTION(proposed)	
STATEMENT TEXT	By submission of this request, the undersigned requests that the following be made of record for the owner/holder:
NAME	Redbox Automated Retail, LLC
MAILING ADDRESS	One Tower Lane, Suite 900
CITY	Chicago
STATE	Illinois
STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
ZIP/POSTAL CODE	60181
EMAIL	XXXX
ATTORNEY SECTION (current)	
NAME	JAMES P. MURAFF
ATTORNEY BAR MEMBERSHIP NUMBER	XXX
YEAR OF ADMISSION	XXXX
U.S. STATE/ COMMONWEALTH/ TERRITORY	XX
FIRM NAME	MCDONALD HOPKINS LLC
STREET	600 SUPERIOR AVENUE EAST, SUITE 2100
CITY	CLEVELAND

STATE	Ohio
STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
POSTAL/ZIP CODE	44114
PHONE	216-348-5400
EMAIL	ipmailbox@mcdonaldhopkins.com
DOCKET/REFERENCE NUMBER(S)	49021-00349
<b>ATTORNEY SECTION (proposed)</b>	
STATEMENT TEXT	By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney:
NAME	Annmary Ittan
ATTORNEY BAR MEMBERSHIP NUMBER	XXX
YEAR OF ADMISSION	XXXX
U.S. STATE/ COMMONWEALTH/ TERRITORY	XX
FIRM NAME	Epstein Drangel LLP
OTHER APPOINTED ATTORNEY(S)	William C. Wright; Jesse R. Bader; Hannah Rosenson; Alexandra L. Scoville; Kimberly A. Klibert
STREET	60 East 42nd Street, Suite 1250
CITY	New York
STATE	New York
STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
POSTAL/ZIP CODE	10165
PHONE	212.292.5390
FAX	212.292.5391
EMAIL	mail@ipcounselors.com
DOCKET/REFERENCE NUMBER(S)	5407-642
<b>CORRESPONDENCE SECTION (current)</b>	
NAME	JAMES P. MURAFF
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	ipmailbox@mcdonaldhopkins.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	khefner@mcdonaldhopkins.com; jmuraff@mcdonaldhopkins.com
DOCKET/REFERENCE NUMBER(S)	49021-00349
<b>CORRESPONDENCE SECTION (proposed)</b>	
NAME	Annmary Ittan
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	mail@ipcounselors.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	NOT PROVIDED
<b>SIGNATURE SECTION</b>	

<b>SIGNATURE</b>	/Frederick W Stein/
<b>SIGNATORY NAME</b>	Frederick W Stein
<b>SIGNATORY DATE</b>	05/03/2023
<b>SIGNATORY POSITION</b>	Chief Legal Officer
<b>ROLE OF AUTHORIZED SIGNATORY</b>	Owner/Holder not represented by an attorney
<b>SIGNATURE METHOD</b>	Sent to third party for signature
<b>FILING INFORMATION SECTION</b>	
<b>SUBMIT DATE</b>	Wed May 03 17:07:46 ET 2023
<b>TEAS STAMP</b>	USPTO/CAR-XXXX:XXX:XXX:XX XX:XXXX:XXXX:XXXX:XXXX-20 230503170746983157-884727 15-850fc23fb32f1134334bcd 09935c45e1d12e402c0db675b 56ad56b032cc477857-N/A-N/ A-20230419150930034691

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## Change Address or Representation Form

To the Commissioner for Trademarks:

**MARK:** REDBOX. (stylized and/or with design, see <https://tmng-al.uspto.gov/resting2/api/img/90803266/large>)

**SERIAL NUMBER:** 90803266

**Owner Section (Current) :**

Redbox Automated Retail, LLC  
One Tower Lane, Suite 900  
Oakbrook Terrace, Illinois 60181  
United States  
XXXX

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

**Owner Section (proposed):**

Redbox Automated Retail, LLC  
One Tower Lane, Suite 900  
Chicago, Illinois 60181  
United States  
XXXX

**Attorney Section (Current):**

JAMES P. MURAFF of MCDONALD HOPKINS LLC  
XX bar, admitted in XXXX, bar membership no. XXX, is located at  
600 SUPERIOR AVENUE EAST, SUITE 2100  
CLEVELAND, Ohio 44114  
United States  
216-348-5400  
Email Address: [ipmailbox@mcdonaldhopkins.com](mailto:ipmailbox@mcdonaldhopkins.com)  
Docket Reference Number(s): 49021-00349.

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

**Attorney Section (proposed):**

Annmary Ittan of Epstein Drangel LLP  
XX bar, admitted in XXXX, bar membership no. XXX, is located at  
60 East 42nd Street, Suite 1250  
New York, New York 10165  
United States  
212.292.5390  
212.292.5391  
[mail@ipcounselors.com](mailto:mail@ipcounselors.com)  
Other Appointed Attorney(s): William C. Wright; Jesse R. Bader; Hannah Rosenson; Alexandra L. Scoville; Kimberly A. Klibert

Docket Reference Number(s): 5407-642

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

**Correspondence Section (Current):**

JAMES P. MURAFF

PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE: ipmailbox@mcdonaldhopkins.com

SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): khefner@mcdonaldhopkins.com; jmuraff@mcdonaldhopkins.com

Docket Reference Number(s): 49021-00349

**Correspondence Section (proposed):**

Annmary Ittan

PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE: mail@ipcounselors.com

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

Docket Reference Number(s): 5407-642

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

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

Signatory's Name: Frederick W Stein

Signatory's Position: Chief Legal Officer

Signature method: Sent to third party for signature

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

Serial Number: 90803266

Internet Transmission Date: Wed May 03 17:07:46 ET 2023

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

XX:XXXX-20230503170746983157-88472715-85

0fc23fb32f1134334bcd09935c45e1d12e402c0d

b675b56ad56b032cc477857-N/A-N/A-20230419

150930034691

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**From:** TMOOfficialNotices@USPTO.GOV  
**Sent:** Tuesday, March 21, 2023 00:07 AM  
**To:** XXXX  
**Cc:** XXXX; XXXX  
**Subject:** Official USPTO Notice of Allowance: U.S. Trademark SN 90803266: REDBOX. (Stylized/Design): Docket/Reference No. 49021-00349

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NOTICE OF ALLOWANCE (NOA)

ISSUE DATE: Mar 21, 2023

**U.S. Serial Number:** 90803266  
**Mark:** REDBOX. (Stylized/Design)  
**Docket/Reference Number:** 49021-00349

**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 <https://www.uspto.gov/trademarks-application-process/filing-online> (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 <https://www.uspto.gov/trademarks-getting-started/process-overview/additional-information-post-notice-allowance-process>.

**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-APPROVAL/PUBLICATION/POST NOTICE OF ALLOWANCE (NOA) AMENDMENT FORMS" category, available at <https://www.uspto.gov/trademarks-application-process/filing-online/post-approvalpublicationpost-notice-allowance-noa>. Do **NOT** reply to this e-mail, as e-mailed filings will **NOT** be processed.

**Serial Number:** 90803266  
**Mark:** REDBOX. (Stylized/Design)  
**Docket/Reference Number:** 49021-00349  
**Owner:** Redbox Automated Retail, LLC

**Correspondence Address:**

One Tower Lane, Suite 900  
Oakbrook Terrace, ILLINOIS 60181  
JAMES P. MURAFF  
MCDONALD HOPKINS LLC  
600 SUPERIOR AVENUE EAST, SUITE 2100  
CLEVELAND, OH 44114

**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**

036 - investment services, namely, asset acquisition of films, motion pictures, television and radio programs, shows, and sound and video recordings; investment services, namely, asset acquisition of entertainment television and audio-visual shows and interactive television and audiovisual programs for distribution via television, cable, satellite, audio and video media, the Internet, electronic display devices, laser discs, computer discs, and electronic media; investment services, namely, asset acquisition of audio-visual entertainment content, motion pictures, full feature films, and television and audio-visual shows, namely, documentaries, television series, learning programs, comedy shows, sports shows, news programs, political shows, special events, talk shows, weather shows, and entertainment content via and to all types of media, including, inter alia, television, cable and satellite television, Internet, electronic display devices, and computer and communication networks -- FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE

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

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**Appropriate Specimens for Goods and/or Services:** A trademark specimen should be a label, tag, or container for the goods, or a display associated with the goods. See TMEP §§904.03 et seq. A service mark specimen should be an advertisement, sign, brochure, website printout or other image that shows the mark used in the actual sale or advertising of the services. See TMEP §§1301.04 et seq. For an instructional video on what is an appropriate trademark or service mark specimen for a good and/or service, [click here](#).

**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 <https://www.uspto.gov> or call the Trademark Assistance Center at 1-800-786-9199.

**Checking status:** To check the status of this application, go to [https://tsdr.uspto.gov/#caseNumber=90803266&caseSearchType=US\\_APPLICATION&caseType=SERIAL\\_NO&searchType=statusSearch](https://tsdr.uspto.gov/#caseNumber=90803266&caseSearchType=US_APPLICATION&caseType=SERIAL_NO&searchType=statusSearch) or contact the Trademark Assistance Center at 1-800-786-9199. 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 [https://tsdr.uspto.gov/#caseNumber=90803266&caseSearchType=US\\_APPLICATION&caseType=SERIAL\\_NO&searchType=documentSearch](https://tsdr.uspto.gov/#caseNumber=90803266&caseSearchType=US_APPLICATION&caseType=SERIAL_NO&searchType=documentSearch). NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.



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**From:** TMOOfficialNotices@USPTO.GOV  
**Sent:** Tuesday, January 24, 2023 00:50 AM  
**To:** XXXX  
**Cc:** XXXX; XXXX  
**Subject:** Official USPTO Notice of Publication Confirmation: U.S. Trademark SN 90803266: REDBOX. (Stylized/Design): Docket/Reference No. 49021-00349

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## **TRADEMARK OFFICIAL GAZETTE PUBLICATION CONFIRMATION**

**U.S. Serial Number:** 90803266  
**Mark:** REDBOX. (Stylized/Design)  
**International Class(es):** 036  
**Owner:** Redbox Automated Retail, LLC  
**Docket/Reference Number:** 49021-00349

The mark identified above has been published in the Trademark Official Gazette (TMOG) on Jan 24, 2023.

### **To Review the Mark in the TMOG:**

Click on the following link or paste the URL into an internet browser: <https://tmog.uspto.gov/#issueDate=2023-01-24&serialNumber=90803266>

On the publication date or shortly thereafter, the applicant should carefully review the information that appears in the TMOG for accuracy. For corrections or amendments after publication, please use the Post-Approval/Publication/Post-Notice of Allowance (NOA) Amendment Form, accessible at <https://teas.uspto.gov/office/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 complete Statement of Use or Extension Request with the required fees within six (6) months after the NOA issues to avoid abandonment of the application.)

To check the status of the application, go to [https://tsdr.uspto.gov/#caseNumber=90803266&caseType=SERIAL\\_NO&searchType=statusSearch](https://tsdr.uspto.gov/#caseNumber=90803266&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=90803266&caseType=SERIAL\\_NO&searchType=documentSearch](https://tsdr.uspto.gov/#caseNumber=90803266&caseType=SERIAL_NO&searchType=documentSearch). NOTE: This notice will only become available on-line the next business day after receipt of this e-mail.



## UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

Commissioner for Trademarks  
www.uspto.gov

### OFFICIAL USPTO NOTICE OF PUBLICATION UNDER 12(a)

**U.S. Application Serial No.** 90803266

**Mark:** REDBOX.

**International Class(es):** 036

**Owner:** Redbox Automated Retail, LLC

**Docket/Reference No.** 49021-00349

**Issue Date:** January 4, 2023

Your mark is scheduled to publish in the *Trademark Official Gazette (TMOG)* on January 24, 2023.

Your mark appears to be entitled to register on the Principal Register upon the acceptance of a statement of use, subject to any claims of concurrent use.

**What happens when your mark publishes.** Within 30 days of the publication date, any party who believes it will be damaged by the registration of the mark may file a notice of opposition (or extension of time) with the Trademark Trial and Appeal Board. If no objection is filed, we will issue a Notice of allowance.

**View your mark in the TMOG** after the publication date at <https://tmog.uspto.gov/> by selecting your publication date in the "issues" field, entering your serial number in the "search by" field, and clicking on the magnifying glass.

**Ensure that the information in the TMOG is correct.** If any information is incorrect, promptly request correction using the "Post-Approval/Publication/Post-Notice of Allowance (NOA) Amendment" form at <https://teas.uspto.gov/office/ppa/>. For more information, see <https://www.uspto.gov/trademark/trademark-updates-and-announcements/procedures-submitting-amendmentscorrections-trademark>.

**Direct questions** about this notice to the Trademark Assistance Center (TAC) at 1-800-786-9199 (select option 1) or [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov).

---

**Email Address(es):**

ipmailbox@mcdonaldhopkins.com

khefner@mcdonaldhopkins.com

jmuraff@mcdonaldhopkins.com

---

**From:** TMOOfficialNotices@USPTO.GOV  
**Sent:** Wednesday, January 4, 2023 04:00 AM  
**To:** XXXX  
**Cc:** XXXX; XXXX  
**Subject:** Official USPTO Notification of Notice of Publication: U.S. Trademark SN 90803266: REDBOX. (Stylized/Design): Docket/Reference No. 49021-00349

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NOTIFICATION OF "NOTICE OF PUBLICATION"

Your trademark application (U.S. Serial No. 90803266) is scheduled to publish in the *Official Gazette* on Jan 24, 2023. To preview the Notice of Publication, go to the Trademark Status & Document Retrieval (TSDR) database, accessible at <https://tsdr.uspto.gov/search.action?sn=90803266>. If you have difficulty accessing the Notice of Publication, contact the Trademark Assistance Center (TAC) by e-mail at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov) or by telephone at 800-786-9199.

**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.

Please confirm that the correspondence information shown in TSDR is correct. If the correspondence information is not correct, please update this information using the online Change of Correspondence Address Form, accessible at <https://teas.uspto.gov/ccr/cca>.

Do NOT hit "Reply" to this e-mail notification. If you find an error in the Notice of Publication, update the information using the Post-Approval/Publication/Post-Notice of Allowance (NOA) Amendment Form, accessible at <https://teas.uspto.gov/office/ppa>.

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

**OVERVIEW**

SERIAL NUMBER	90803266	FILING DATE	06/30/2021
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	HELMERS, SARA A	L.O. ASSIGNED	O30-NOT FOUND

**PUB INFORMATION**

RUN DATE	12/20/2022		
PUB DATE	N/A		
STATUS	681-PUBLICATION/ISSUE REVIEW COMPLETE		
STATUS DATE	12/20/2022		
LITERAL MARK ELEMENT	REDBOX.		
DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

**FILING BASIS**

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	YES	1 (a)	NO	1 (a)	NO
1 (b)	NO	1 (b)	YES	1 (b)	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	REDBOX.
MARK DRAWING CODE	5-AN ILLUSTRATION DRAWING WITH WORD(S)/LETTER(S)/NUMBER(S) IN STYLIZED FORM
COLOR DRAWING FLAG	NO

**CURRENT OWNER INFORMATION**

--	--

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Redbox Automated Retail, LLC
ADDRESS	One Tower Lane, Suite 900 Oakbrook Terrace, IL 60181
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

### GOODS AND SERVICES

INTERNATIONAL CLASS	036
DESCRIPTION TEXT	investment services, namely, asset acquisition of films, motion pictures, television and radio programs, shows, and sound and video recordings; investment services, namely, asset acquisition of entertainment television and audio-visual shows and interactive television and audiovisual programs for distribution via television, cable, satellite, audio and video media, the Internet, electronic display devices, laser discs, computer discs, and electronic media; investment services, namely, asset acquisition of audio-visual entertainment content, motion pictures, full feature films, and television and audio-visual shows, namely, documentaries, television series, learning programs, comedy shows, sports shows, news programs, political shows, special events, talk shows, weather shows, and entertainment content via and to all types of media, including, inter alia, television, cable and satellite television, Internet, electronic display devices, and computer and communication networks

### GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	036	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
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### MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
DESCRIPTION OF MARK	The mark consists of the word "redbox" with a period.
PSEUDO MARK	RED BOX.
PARENT OF	

### PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
12/19/2022	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	016
12/19/2022	DPCC	D	DIVISIONAL PROCESSING COMPLETE	015
11/21/2022	DRRR	I	DIVISIONAL REQUEST RECEIVED	014
12/19/2022	AITU	A	CASE ASSIGNED TO INTENT TO USE PARALEGAL	013
11/21/2022	ERTD	I	TEAS REQUEST TO DIVIDE RECEIVED	012
11/03/2022	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	011
11/03/2022	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	010
11/03/2022	ALIE	A	ASSIGNED TO LIE	009
09/20/2022	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	008
07/07/2022	DOCK	D	ASSIGNED TO EXAMINER	007
03/25/2022	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	006
03/25/2022	GNRT	F	NON-FINAL ACTION E-MAILED	005
03/25/2022	CNRT	R	NON-FINAL ACTION WRITTEN	004

03/22/2022	DOCK	D	ASSIGNED TO EXAMINER	003
09/12/2021	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
07/03/2021	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

### CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	JAMES P. MURAFF
CORRESPONDENCE ADDRESS	JAMES P. MURAFF MCDONALD HOPKINS LLC 600 SUPERIOR AVENUE EAST, SUITE 2100 CLEVELAND, OH 44114
DOMESTIC REPRESENTATIVE	NONE

redbox.

**To:** Redbox Automated Retail, LLC ([ipmailbox@mcdonaldhopkins.com](mailto:ipmailbox@mcdonaldhopkins.com); [khefner@mcdonaldhopkins.com](mailto:khefner@mcdonaldhopkins.com); [jmuraff@mcdonaldhopkins.com](mailto:jmuraff@mcdonaldhopkins.com))  
**Subject:** U.S. Trademark Application Serial No. 90803266 - REDBOX. - 49021-00349  
**Sent:** December 19, 2022 10:28:15 AM  
**Sent As:** ecomitu@uspto.gov  
**Attachments:**

**United States Patent and Trademark Office (USPTO)**

**U.S. Application Serial No.** 90803266

**Mark:** REDBOX.

**Correspondence Address:**

JAMES P. MURAFF  
MCDONALD HOPKINS LLC  
600 SUPERIOR AVENUE EAST, SUITE 2100  
CLEVELAND, OH 44114

**Applicant:** Redbox Automated Retail, LLC

**Reference/Docket No.** 49021-00349

**Correspondence Email Address:**

[ipmailbox@mcdonaldhopkins.com](mailto:ipmailbox@mcdonaldhopkins.com); [khefner@mcdonaldhopkins.com](mailto:khefner@mcdonaldhopkins.com);  
[jmuraff@mcdonaldhopkins.com](mailto:jmuraff@mcdonaldhopkins.com)

**NOTICE THAT PROCESSING OF  
REQUEST TO DIVIDE APPLICATION IS COMPLETED  
No Response Required**

**Issue date:** December 19, 2022

The request to divide application serial no. 90803266 filed on November 21, 2022 has been processed as follows:

- (1) Parent (original) application serial no. 90803266 contains the following class:

Class: 36

- (2) Child application serial no. 90978876 contains the following class:

Class: 41

37 C.F.R. §2.87; *see* TMEP §§1110 *et seq.*

The examining attorney will be notified of the completed request to divide. Please note that the filing of a request to divide an application is not considered a proper response to an examining attorney's Office action and does not relieve an applicant of the duty to respond to any outstanding Office action or to take any other required action. 37 C.F.R. §2.87(e); TMEP §1110.05.



Please call the undersigned with any questions.

**Direct questions about this notice** to the assigned Intent-to-use staff member below.

/Tanya Baylor/  
Paralegal Specialist  
ITU/Divisional Unit  
(571) 272-8366 (telephone)  
tanya.baylor@uspto.gov

**To:** Redbox Automated Retail, LLC ([ipmailbox@mcdonaldhopkins.com](mailto:ipmailbox@mcdonaldhopkins.com); [khefner@mcdonaldhopkins.com](mailto:khefner@mcdonaldhopkins.com); [jmuraff@mcdonaldhopkins.com](mailto:jmuraff@mcdonaldhopkins.com))

**Subject:** U.S. Trademark Application Serial No. 90803266 - REDBOX. - 49021-00349

**Sent:** December 19, 2022 10:28:15 AM

**Sent As:** ecomitu@uspto.gov

**Attachments:**

**United States Patent and Trademark Office (USPTO)**

**USPTO OFFICIAL NOTICE**

Office action (Official Letter) or Notice has issued  
on 12/19/2022 for

**U.S. Trademark Application Serial No. 90803266**

A USPTO Intent-to-use staff member has reviewed your trademark document and issued an Office action or notice. You may be required to respond to this Office action or notice. Follow the steps below.

- (1) **[Read the Office action or notice.](#)** This email is NOT the Office action or notice.
  - (2) **[Respond to the Office action or notice, if a response is required.](#)** Respond by the deadline using the Trademark Electronic Application System (TEAS). Your response must be received by the USPTO on or before 11:59 p.m. **Eastern Time** of the last day of the response period. Otherwise, your application may be [abandoned](#). See the Office action or notice itself regarding how to respond.
  - (3) **[Direct general questions](#)** about using USPTO electronic forms, the USPTO [website](#), the application process, the status of your application, and whether there are outstanding deadlines to the [Trademark Assistance Center \(TAC\)](#).
- After reading the Office action or notice, address any question(s) regarding the specific content to the USPTO intent-to-use staff member identified in the Office action or notice.

**GENERAL GUIDANCE**

**[Check the status](#)** of your application periodically in the [Trademark Status & Document Retrieval \(TSDR\)](#) database to avoid missing critical deadlines.

**[Update your correspondence email address](#)** to ensure you receive important USPTO notices about your application.

**[Beware of trademark-related scams.](#)** Protect yourself from people and companies that may try to take financial advantage of you. Private companies may call you and pretend to be the USPTO or may send you communications that resemble official USPTO documents to trick you. We will never request your credit card number or social security number over the phone. And all official USPTO correspondence will only be emailed from the domain "@uspto.gov." Verify the correspondence originated from us by using your Serial number in our database, [TSDR](#), to confirm that it appears under the "Documents" tab, or contact the [Trademark Assistance Center](#).

**[Hiring a U.S.-licensed attorney.](#)** If you do not have an attorney and are not required to have one under the trademark rules, we encourage you to hire a U.S.-licensed attorney specializing in trademark law to help guide you through the registration process.

Request to Divide Application

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	90803266
MARK SECTION	
MARK FILE NAME	https://tmng-al.uspto.gov/resting2/api/img/90803266/large
LITERAL ELEMENT	REDBOX.
FORM TEXT	
The applicant requests Class 41 be divided from the application and move to registration at this time.	
EVIDENCE FILE NAME(S)	No evidence attached
OWNER SECTION (Current)	
NAME	Redbox Automated Retail, LLC
MAILING ADDRESS	One Tower Lane, Suite 900
CITY	Oakbrook Terrace
STATE	Illinois
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
ZIP/POSTAL CODE	60181
EMAIL	XXXX
OWNER SECTION (Proposed)	
NAME	Redbox Automated Retail, LLC
MAILING ADDRESS	One Tower Lane, Suite 900
CITY	Oakbrook Terrace
STATE	Illinois
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
ZIP/POSTAL CODE	60181
EMAIL	XXXX
ATTORNEY INFORMATION (current)	
NAME	JAMES P. MURAFF
ATTORNEY BAR MEMBERSHIP NUMBER	XXX
YEAR OF ADMISSION	XXXX
U.S. STATE/ COMMONWEALTH/ TERRITORY	XX
FIRM NAME	MCDONALD HOPKINS LLC
STREET	600 SUPERIOR AVENUE EAST, SUITE 2100
CITY	CLEVELAND
STATE	Ohio

<b>POSTAL CODE</b>	44114
<b>COUNTRY/REGION/JURISDICTION/U.S. TERRITORY</b>	United States
<b>PHONE</b>	216-348-5400
<b>EMAIL</b>	ipmailbox@mcdonaldhopkins.com
<b>DOCKET/REFERENCE NUMBER</b>	49021-00349
<b>ATTORNEY INFORMATION (proposed)</b>	
<b>NAME</b>	JAMES P. MURAFF
<b>ATTORNEY BAR MEMBERSHIP NUMBER</b>	XXX
<b>YEAR OF ADMISSION</b>	XXXX
<b>U.S. STATE/ COMMONWEALTH/ TERRITORY</b>	XX
<b>FIRM NAME</b>	MCDONALD HOPKINS LLC
<b>STREET</b>	600 SUPERIOR AVENUE EAST, SUITE 2100
<b>CITY</b>	CLEVELAND
<b>STATE</b>	Ohio
<b>POSTAL CODE</b>	44114
<b>COUNTRY/REGION/JURISDICTION/U.S. TERRITORY</b>	United States
<b>PHONE</b>	216-348-5400
<b>EMAIL</b>	ipmailbox@mcdonaldhopkins.com
<b>DOCKET/REFERENCE NUMBER</b>	49021-00349
<b>CORRESPONDENCE INFORMATION (current)</b>	
<b>NAME</b>	JAMES P. MURAFF
<b>PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE</b>	ipmailbox@mcdonaldhopkins.com
<b>SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)</b>	khefner@mcdonaldhopkins.com; jmuraff@mcdonaldhopkins.com
<b>DOCKET/REFERENCE NUMBER</b>	49021-00349
<b>CORRESPONDENCE INFORMATION (proposed)</b>	
<b>NAME</b>	JAMES P. MURAFF
<b>PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE</b>	ipmailbox@mcdonaldhopkins.com
<b>SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)</b>	khefner@mcdonaldhopkins.com; jmuraff@mcdonaldhopkins.com
<b>DOCKET/REFERENCE NUMBER</b>	49021-00349
<b>PAYMENT SECTION</b>	
<b>NUMBER OF New Applications</b>	1
<b>DIVISIONAL REQUEST FEE, PER NEW APPLICATION (FILE WRAPPER) CREATED FEE</b>	100
<b>TOTAL FEES DUE</b>	100
<b>SIGNATURE SECTION</b>	
<b>SUBMISSION SIGNATURE</b>	/JAMES P. MURAFF/
<b>SIGNATORY'S NAME</b>	JAMES P. MURAFF
<b>SIGNATORY'S POSITION</b>	Attorney of record, Illinois Bar member

<b>SIGNATORY'S PHONE NUMBER</b>	3126421480
<b>DATE SIGNED</b>	11/21/2022
<b>ROLE OF AUTHORIZED SIGNATORY</b>	Authorized U.S.-Licensed Attorney
<b>SIGNATURE METHOD</b>	Signed directly within the form
<b>FILING INFORMATION SECTION</b>	
<b>SUBMIT DATE</b>	Mon Nov 21 11:49:51 EST 2022
<b>TEAS STAMP</b>	USPTO/RTD-XX.XXX.X.XX-202 21121114951000569-9080326 6-20221121092144434205-CC -49510428-202211210921444 34205

Global Format; No Form Number  
Approved for use through 03/31/2024. OMB 0651-0054  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE  
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number

## Request to Divide Application

### To the Commissioner for Trademarks:

The following is submitted for application serial number: **90803266**

#### FORM TEXT:

The applicant requests Class 41 be divided from the application and move to registration at this time.

#### The owner proposes to amend the following:

**Current:** Redbox Automated Retail, LLC, having an address of

One Tower Lane, Suite 900  
Oakbrook Terrace, Illinois 60181  
United States  
Email Address: XXXX

**Proposed:** Redbox Automated Retail, LLC, having an address of

One Tower Lane, Suite 900  
Oakbrook Terrace, Illinois 60181  
United States  
Email Address: XXXX

The owner's/holder's current attorney information: JAMES P. MURAFF. JAMES P. MURAFF of MCDONALD HOPKINS LLC, is a member of the XX bar, admitted to the bar in XXXX, bar membership no. XXX, is located at

600 SUPERIOR AVENUE EAST, SUITE 2100  
CLEVELAND, Ohio 44114  
United States

The docket/reference number is 49021-00349.

The phone number is 216-348-5400.

The email address is ipmailbox@mcdonaldhopkins.com

The owner's/holder's proposed attorney information: JAMES P. MURAFF. JAMES P. MURAFF of MCDONALD HOPKINS LLC, is a member

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

600 SUPERIOR AVENUE EAST, SUITE 2100  
CLEVELAND, Ohio 44114  
United States

The docket/reference number is 49021-00349.

The phone number is 216-348-5400.

The email address is ipmailbox@mcdonaldhopkins.com

**Correspondence Information (current):**

JAMES P. MURAFF

PRIMARY EMAIL FOR CORRESPONDENCE: ipmailbox@mcdonaldhopkins.com

SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): khefner@mcdonaldhopkins.com; jmuraff@mcdonaldhopkins.com

The docket/reference number is 49021-00349.

**Correspondence Information (proposed):**

JAMES P. MURAFF

PRIMARY EMAIL FOR CORRESPONDENCE: ipmailbox@mcdonaldhopkins.com

SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): khefner@mcdonaldhopkins.com; jmuraff@mcdonaldhopkins.com

The docket/reference number is 49021-00349.

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

**FEE(S)**

Fee(s) in the amount of \$100 is being submitted.

**SIGNATURE(S)**

**Submission Signature**

Signature: /JAMES P. MURAFF/ Date: 11/21/2022

Signatory's Name: JAMES P. MURAFF

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

Signatory's Phone Number: 3126421480

Signature method: Signed directly within the form

The signatory has confirmed that he/she is a U.S.-licensed attorney who is an active member in good standing of the bar of the highest court of a U.S. state (including the District of Columbia and any U.S. Commonwealth or territory); and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S.-licensed attorney not currently associated with his/her company/firm previously represented the owner/holder in this matter: the owner/holder has revoked their power of attorney by a signed revocation or substitute power of attorney with the USPTO; the USPTO has granted that attorney's withdrawal request; the owner/holder has filed a power of attorney appointing him/her in this matter; or the owner's/holder's appointed U.S.-licensed attorney has filed a power of attorney appointing him/her as an associate attorney in this matter.

Mailing Address: JAMES P. MURAFF  
MCDONALD HOPKINS LLC

600 SUPERIOR AVENUE EAST, SUITE 2100  
CLEVELAND, Ohio 44114

Mailing Address: JAMES P. MURAFF  
MCDONALD HOPKINS LLC

600 SUPERIOR AVENUE EAST, SUITE 2100  
CLEVELAND, Ohio 44114

PAYMENT: 49510428

PAYMENT DATE: 11/21/2022

Serial Number: 90803266

Internet Transmission Date: Mon Nov 21 11:49:51 EST 2022

TEAS Stamp: USPTO/RTD-XX.XXX.X.XX-202211211149510005

69-90803266-20221121092144434205-CC-4951

0428-20221121092144434205

**Trademark Snap Shot Amendment & Mail Processing Stylesheet**  
(Table presents the data on Amendment & Mail Processing Complete)

**OVERVIEW**

SERIAL NUMBER	90803266	FILING DATE	06/30/2021
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	HELMERS, SARA A	L.O. ASSIGNED	O30-NOT FOUND

**PUB INFORMATION**

RUN DATE	11/04/2022		
PUB DATE	N/A		
STATUS	661-RESPONSE AFTER NON-FINAL-ACTION-ENTERED		
STATUS DATE	11/03/2022		
LITERAL MARK ELEMENT	REDBOX.		
DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

**FILING BASIS**

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	YES	1 (a)	YES	1 (a)	NO
1 (b)	NO	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	REDBOX.
MARK DRAWING CODE	5-AN ILLUSTRATION DRAWING WITH WORD(S)/LETTER(S)/NUMBER(S) IN STYLIZED FORM
COLOR DRAWING FLAG	NO

**CURRENT OWNER INFORMATION**

--	--



PARTY TYPE	10-ORIGINAL APPLICANT
NAME	Redbox Automated Retail, LLC
ADDRESS	One Tower Lane, Suite 900 Oakbrook Terrace, IL 60181
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

### GOODS AND SERVICES

INTERNATIONAL CLASS	036
DESCRIPTION TEXT	(Based on Intent to Use) investment services, namely, asset acquisition of films, motion pictures, television and radio programs, shows, and sound and video recordings; investment services, namely, asset acquisition of entertainment television and audio-visual shows and interactive television and audiovisual programs for distribution via television, cable, satellite, audio and video media, the Internet, electronic display devices, laser discs, computer discs, and electronic media; investment services, namely, asset acquisition of audio-visual entertainment content, motion pictures, full feature films, and television and audio-visual shows, namely, documentaries, television series, learning programs, comedy shows, sports shows, news programs, political shows, special events, talk shows, weather shows, and entertainment content via and to all types of media, including, inter alia, television, cable and satellite television, Internet, electronic display devices, and computer and communication networks

INTERNATIONAL CLASS	041
DESCRIPTION TEXT	(Based on Use in Commerce) multimedia entertainment services in the nature of development and production of films, motions pictures, television and radio programs, shows, and sound and video recordings; multimedia entertainment services in the nature of development and production of entertainment television and audio-visual shows and interactive television and audio-visual programs for distribution via television, cable, satellite, audio and video media, the Internet, electronic display devices, laser discs, computer discs, and electronic media; multimedia entertainment services in the nature of development and production of audio-visual entertainment content, motion pictures, full feature films, and television and audio-visual shows, namely, documentaries, television series, learning programs, comedy shows, sports shows, news programs, political shows, special events, talk shows, weather shows, and entertainment content via and to all types of media, including, inter alia, television, cable and satellite television, Internet, electronic display devices, and computer and communication networks

### GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	036	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	041	FIRST USE DATE	10/25/2019	FIRST USE IN COMMERCE DATE	10/25/2019	CLASS STATUS	6-ACTIVE

### MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
DESCRIPTION OF MARK	The mark consists of the word "redbox" with a period.
PSEUDO MARK	RED BOX.

### PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
11/03/2022	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	011
11/03/2022	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	010

11/03/2022	ALIE	A	ASSIGNED TO LIE	009
09/20/2022	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	008
07/07/2022	DOCK	D	ASSIGNED TO EXAMINER	007
03/25/2022	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	006
03/25/2022	GNRT	F	NON-FINAL ACTION E-MAILED	005
03/25/2022	CNRT	R	NON-FINAL ACTION WRITTEN	004
03/22/2022	DOCK	D	ASSIGNED TO EXAMINER	003
09/12/2021	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
07/03/2021	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

### CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	JAMES P. MURAFF
CORRESPONDENCE ADDRESS	JAMES P. MURAFF MCDONALD HOPKINS LLC 600 SUPERIOR AVENUE EAST, SUITE 2100 CLEVELAND, OH 44114
DOMESTIC REPRESENTATIVE	NONE

redbox.

## Response to Office Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	90803266
LAW OFFICE ASSIGNED	LAW OFFICE 130
MARK SECTION	
MARK FILE NAME	https://tmng-al.uspto.gov/resting2/api/img/90803266/large
LITERAL ELEMENT	REDBOX.
STANDARD CHARACTERS	NO
USPTO-GENERATED IMAGE	NO
GOODS AND/OR SERVICES SECTION (042)(class deleted)	
GOODS AND/OR SERVICES SECTION (036) (class added)Original Class (042)	
INTERNATIONAL CLASS	036
DESCRIPTION	
investment services, namely, asset acquisition of films, motion pictures, television and radio programs, shows, and sound and video recordings; investment services, namely, asset acquisition of entertainment television and audio-visual shows and interactive television and audiovisual programs for distribution via television, cable, satellite, audio and video media, the Internet, electronic display devices, laser discs, computer discs, and electronic media; investment services, namely, asset acquisition of audio-visual entertainment content, motion pictures, full feature films, and television and audio-visual shows, namely, documentaries, television series, learning programs, comedy shows, sports shows, news programs, political shows, special events, talk shows, weather shows, and entertainment content via and to all types of media, including, inter alia, television, cable and satellite television, Internet, electronic display devices, and computer and communication networks	
WEBPAGE URL	None Provided
WEBPAGE DATE OF ACCESS	None Provided
FILING BASIS	Section 1(b)
GOODS AND/OR SERVICES SECTION (041)(class added)	
INTERNATIONAL CLASS	041
DESCRIPTION	
multimedia entertainment services in the nature of development and production of films, motions pictures, television and radio programs, shows, and sound and video recordings; multimedia entertainment services in the nature of development and production of entertainment television and audio-visual shows and interactive television and audio-visual programs for distribution via television, cable, satellite, audio and video media, the Internet, electronic display devices, laser discs, computer discs, and electronic media; multimedia entertainment services in the nature of development and production of audio-visual entertainment content, motion pictures, full feature films, and television and audio-visual shows, namely, documentaries, television series, learning programs, comedy shows, sports shows, news programs, political shows, special events, talk shows, weather shows, and entertainment content via and to all types of media, including, inter alia, television, cable and satellite television, Internet, electronic display devices, and computer and communication networks	
FILING BASIS	Section 1(a)
FIRST USE ANYWHERE DATE	At least as early as 10/25/2019
FIRST USE IN COMMERCE DATE	At least as early as 10/25/2019
WEBPAGE URL	None Provided

WEBPAGE DATE OF ACCESS	None Provided
<b>ATTORNEY INFORMATION (current)</b>	
NAME	JAMES P. MURAFF
ATTORNEY BAR MEMBERSHIP NUMBER	XXX
YEAR OF ADMISSION	XXXX
U.S. STATE/ COMMONWEALTH/ TERRITORY	XX
FIRM NAME	MCDONALD HOPKINS LLC
STREET	600 SUPERIOR AVENUE EAST, SUITE 2100
CITY	CLEVELAND
STATE	Ohio
POSTAL CODE	44114
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
PHONE	216-348-5400
EMAIL	ipmailbox@mcdonaldhopkins.com
DOCKET/REFERENCE NUMBER	49021-tbd
<b>ATTORNEY INFORMATION (proposed)</b>	
NAME	JAMES P. MURAFF
ATTORNEY BAR MEMBERSHIP NUMBER	XXX
YEAR OF ADMISSION	XXXX
U.S. STATE/ COMMONWEALTH/ TERRITORY	XX
FIRM NAME	MCDONALD HOPKINS LLC
STREET	600 SUPERIOR AVENUE EAST, SUITE 2100
CITY	CLEVELAND
STATE	Ohio
POSTAL CODE	44114
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
PHONE	216-348-5400
EMAIL	ipmailbox@mcdonaldhopkins.com
DOCKET/REFERENCE NUMBER	49021-00349
OTHER APPOINTED ATTORNEY	David B. Cupar, Todd A. Benni, Suzanne K. Ketler, Mark J. Masterson, Matthew J. Cavanagh, Scott M. Slaby, Robert C. Baraona and Julie A. Micalizzi
<b>CORRESPONDENCE INFORMATION (current)</b>	
NAME	JAMES P. MURAFF
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	ipmailbox@mcdonaldhopkins.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	drobinson@mcdonaldhopkins.com; jfergus@mcdonaldhopkins.com; jmuraff@mcdonaldhopkins.com
DOCKET/REFERENCE NUMBER	49021-tbd
<b>CORRESPONDENCE INFORMATION (proposed)</b>	

NAME	JAMES P. MURAFF
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	ipmailbox@mcdonaldhopkins.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	khefner@mcdonaldhopkins.com; jmuraff@mcdonaldhopkins.com
DOCKET/REFERENCE NUMBER	49021-00349
<b>PAYMENT SECTION</b>	
APPLICATION FOR REGISTRATION PER CLASS	350
NUMBER OF CLASSES	1
TOTAL FEES DUE	350
<b>SIGNATURE SECTION</b>	
DECLARATION SIGNATURE	/JAMES P. MURAFF/
SIGNATORY'S NAME	JAMES P. MURAFF
SIGNATORY'S POSITION	Attorney of record, Illinois Bar member
SIGNATORY'S PHONE NUMBER	3126421480
DATE SIGNED	09/20/2022
SIGNATURE METHOD	Signed directly within the form
RESPONSE SIGNATURE	/JAMES P. MURAFF/
SIGNATORY'S NAME	JAMES P. MURAFF
SIGNATORY'S POSITION	Attorney of record, Illinois Bar member
SIGNATORY'S PHONE NUMBER	3126421480
DATE SIGNED	09/20/2022
ROLE OF AUTHORIZED SIGNATORY	Authorized U.S.-Licensed Attorney
SIGNATURE METHOD	Signed directly within the form
<b>FILING INFORMATION SECTION</b>	
SUBMIT DATE	Tue Sep 20 15:57:52 ET 2022
TEAS STAMP	USPTO/ROA-XXX.XX.XX.XXX-2 0220920155753652083-90803 266-80033fc9b36badaa03443 2bd27713cf76203a639c349dc 136bd6885b5d4aa792-CC-575 21126-2022092015544478795 9

PTO- 1957

Approved for use through 11/30/2023. OMB 0651-0050

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number

## Response to Office Action

### To the Commissioner for Trademarks:

Application serial no. **90803266** REDBOX. (Stylized and/or with Design, see <https://tmng-al.uspto.gov/resting2/api/img/90803266/large>) has been amended as follows:

## CLASSIFICATION AND LISTING OF GOODS/SERVICES

### **Applicant hereby deletes the following class of goods/services from the application.**

Class 042 for Production, development, and acquisition of films, motion pictures, television and radio programs, shows, and sound and video recordings; production, development, and acquisition of entertainment television and audio-visual shows and interactive television and audio-visual programs for distribution via television, cable, satellite, audio and video media, the Internet, electronic display devices, laser discs, computer discs, and electronic media; production, development, and acquisition of audio-visual entertainment content, motion pictures, full feature films, and television and audio-visual shows, namely, documentaries, television series, learning programs, comedy shows, sports shows, news programs, political shows, special events, talk shows, weather shows, and entertainment content via and to all types of media, including, inter alia, television, cable and satellite television, Internet, electronic display devices, and computer and communication networks

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

**New:** Class 036 (Original Class: 042 ) for investment services, namely, asset acquisition of films, motion pictures, television and radio programs, shows, and sound and video recordings; investment services, namely, asset acquisition of entertainment television and audio-visual shows and interactive television and audiovisual programs for distribution via television, cable, satellite, audio and video media, the Internet, electronic display devices, laser discs, computer discs, and electronic media; investment services, namely, asset acquisition of audio-visual entertainment content, motion pictures, full feature films, and television and audio-visual shows, namely, documentaries, television series, learning programs, comedy shows, sports shows, news programs, political shows, special events, talk shows, weather shows, and entertainment content via and to all types of media, including, inter alia, television, cable and satellite television, Internet, electronic display devices, and computer and communication networks

**Filing Basis: Section 1(b), Intent to Use: For a trademark or service mark application:** The applicant believes the applicant is entitled to use the mark in commerce on or in connection with the goods or services specified in the application; the applicant has a bona fide intention to use the mark in commerce and had a bona fide intention to use the mark in commerce as of the application filing date. **For a collective trademark, collective service mark, collective membership mark, or certification mark application:** The applicant has a bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce and had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce as of the application filing date. **For a certification mark application:** 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.

Webpage URL: None Provided

Webpage Date of Access: None Provided

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

**New:** Class 041 for multimedia entertainment services in the nature of development and production of films, motions pictures, television and radio programs, shows, and sound and video recordings; multimedia entertainment services in the nature of development and production of entertainment television and audio-visual shows and interactive television and audio-visual programs for distribution via television, cable, satellite, audio and video media, the Internet, electronic display devices, laser discs, computer discs, and electronic media; multimedia entertainment services in the nature of development and production of audio-visual entertainment content, motion pictures, full feature films, and television and audio-visual shows, namely, documentaries, television series, learning programs, comedy shows, sports shows, news programs, political shows, special events, talk shows, weather shows, and entertainment content via and to all types of media, including, inter alia, television, cable and satellite television, Internet, electronic display devices, and computer and communication networks

**Filing Basis: Section 1(a), Use in Commerce: For all applications:** The mark is in use in commerce and was in use in commerce as of the application filing date. The provided specimen shows the mark in use in commerce (see specimen statement below). **For a collective trademark, collective service mark, collective membership mark, or certification mark application:** The applicant is exercising legitimate control over the use of the mark in commerce and was exercising legitimate control over the use of the mark in commerce as of the application filing date. **For a certification mark application:** The applicant is not engaged 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. The mark was first used at least as early as 10/25/2019 and first used in commerce at least as early as 10/25/2019 , and is now in use in such commerce.

Webpage URL: None Provided

Webpage Date of Access: None Provided

The owner's/holder's current attorney information: JAMES P. MURAFF. JAMES P. MURAFF of MCDONALD HOPKINS LLC, is a member of the XX bar, admitted to the bar in XXXX, bar membership no. XXX, is located at

600 SUPERIOR AVENUE EAST, SUITE 2100  
CLEVELAND, Ohio 44114  
United States

The docket/reference number is 49021-tbd.

The phone number is 216-348-5400.

The email address is ipmailbox@mcdonaldhopkins.com

The owner's/holder's proposed attorney information: JAMES P. MURAFF. Other appointed attorneys are David B. Cupar, Todd A. Benni, Suzanne K. Ketler, Mark J. Masterson, Matthew J. Cavanagh, Scott M. Slaby, Robert C. Baraona and Julie A. Micalizzi. JAMES P. MURAFF of MCDONALD HOPKINS LLC, is a member of the XX bar, admitted to the bar in XXXX, bar membership no. XXX, and the attorney(s) is located at

600 SUPERIOR AVENUE EAST, SUITE 2100

CLEVELAND, Ohio 44114

United States

The docket/reference number is 49021-00349.

The phone number is 216-348-5400.

The email address is ipmailbox@mcdonaldhopkins.com

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

**Correspondence Information (current):**

JAMES P. MURAFF

PRIMARY EMAIL FOR CORRESPONDENCE: ipmailbox@mcdonaldhopkins.com

SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): drobinson@mcdonaldhopkins.com; jfergus@mcdonaldhopkins.com; jmuraff@mcdonaldhopkins.com

The docket/reference number is 49021-tbd.

**Correspondence Information (proposed):**

JAMES P. MURAFF

PRIMARY EMAIL FOR CORRESPONDENCE: ipmailbox@mcdonaldhopkins.com

SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): khfner@mcdonaldhopkins.com; jmuraff@mcdonaldhopkins.com

The docket/reference number is 49021-00349.

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

**FEE(S)**

Fee(s) in the amount of \$350 is being submitted.

**SIGNATURE(S)**

**Declaration Signature**

**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 registration resulting therefrom, declares that, if the applicant submitted the application or allegation of use (AOU) unsigned, all statements in the application or AOU and this submission based on the signatory's own knowledge are true, and all statements in the application or AOU and this submission made on information and belief are believed to be true.

**STATEMENTS FOR UNSIGNED SECTION 1(a) APPLICATION/AOU:** If the applicant filed an unsigned application under 15 U.S.C. § 1051(a) or AOU under 15 U.S.C. § 1051(c), the signatory additionally believes that: the applicant is the owner of the mark sought to be registered; the mark is in use in commerce and was in use in commerce as of the filing date of the application or AOU on or in connection with the goods/services/collective membership organization in the application or AOU; the original specimen(s), if applicable, shows the mark in use in commerce as of the filing date of the application or AOU on or in connection with the goods/services/collective membership organization in the application or AOU; *for a collective trademark, collective service mark, collective membership mark application, or certification mark application*, the applicant is exercising legitimate control over the use of the mark in commerce and was exercising legitimate control over the use of the mark in commerce as of the filing date of the application or AOU; *for a certification mark application*, the applicant is not engaged 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. **To the best of the signatory's knowledge and belief, no**



other persons, except, if applicable, authorized users, members, and/or 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.

**STATEMENTS FOR UNSIGNED SECTION 1(b)/SECTION 44 APPLICATION AND FOR SECTION 66(a)**

**COLLECTIVE/CERTIFICATION MARK APPLICATION:** If the applicant filed an unsigned application under 15 U.S.C. §§ 1051(b), 1126(d), and/or 1126(e), or filed a collective/certification mark application under 15 U.S.C. §1141f(a), the signatory additionally believes that: *for a trademark or service mark application*, the applicant is entitled to use the mark in commerce on or in connection with the goods/services specified in the application; the applicant has a bona fide intention to use the mark in commerce and had a bona fide intention to use the mark in commerce as of the application filing date; *for a collective trademark, collective service mark, collective membership mark, or certification mark application*, the applicant has a bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce and had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce as of the application filing date; the signatory is properly authorized to execute the declaration on behalf of the applicant; *for a certification mark application*, 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. **To the best of the signatory's knowledge and belief, no other persons, except, if applicable, authorized users, members, and/or 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.**

Signature: /JAMES P. MURAFF/ Date: 09/20/2022  
Signatory's Name: JAMES P. MURAFF  
Signatory's Position: Attorney of record, Illinois Bar member  
Signatory's Phone Number: 3126421480

Signature method: Signed directly within the form

**Response Signature**

Signature: /JAMES P. MURAFF/ Date: 09/20/2022  
Signatory's Name: JAMES P. MURAFF  
Signatory's Position: Attorney of record, Illinois Bar member

Signatory's Phone Number: 3126421480 Signature method: Signed directly within the form

The signatory has confirmed that he/she is a U.S.-licensed attorney who is an active member in good standing of the bar of the highest court of a U.S. state (including the District of Columbia and any U.S. Commonwealth or territory); and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S.-licensed attorney not currently associated with his/her company/firm previously represented the owner/holder in this matter: the owner/holder has revoked their power of attorney by a signed revocation or substitute power of attorney with the USPTO; the USPTO has granted that attorney's withdrawal request; the owner/holder has filed a power of attorney appointing him/her in this matter; or the owner's/holder's appointed U.S.-licensed attorney has filed a power of attorney appointing him/her as an associate attorney in this matter.

Mailing Address: JAMES P. MURAFF  
MCDONALD HOPKINS LLC

600 SUPERIOR AVENUE EAST, SUITE 2100  
CLEVELAND, Ohio 44114

Mailing Address: JAMES P. MURAFF  
MCDONALD HOPKINS LLC

600 SUPERIOR AVENUE EAST, SUITE 2100  
CLEVELAND, Ohio 44114

PAYMENT: 90803266  
PAYMENT DATE: 09/20/2022

Serial Number: 90803266  
Internet Transmission Date: Tue Sep 20 15:57:52 ET 2022  
TEAS Stamp: USPTO/ROA-XXX.XX.XX.XXX-2022092015575365  
2083-90803266-80033fc9b36badaa034432bd27  
713cf76203a639c349dc136bd6885b5d4aa792-C

C-57521126-20220920155444787959

RAM SALE NUMBER: 90803266  
RAM ACCOUNTING DATE: 20220920

INTERNET TRANSMISSION DATE:  
2022/09/20

SERIAL NUMBER:  
90/803266

Description	Fee Code	Transaction Date	Fee	Number Of Classes	Total Fees Paid
	7009	2022/09/20	350	1	350

**To:** JAMES P. MURAFF([ipmailbox@mcdonaldhopkins.com](mailto:ipmailbox@mcdonaldhopkins.com))  
**Subject:** U.S. Trademark Application Serial No. 90803266 - REDBOX. - 49021-tbd  
**Sent:** March 25, 2022 04:40:03 PM EDT  
**Sent As:** [tmng.notices@uspto.gov](mailto:tmng.notices@uspto.gov)

---

**Attachments**

**United States Patent and Trademark Office (USPTO)  
Office Action (Official Letter) About Applicant's Trademark Application**

**U.S. Application Serial No.** 90803266

**Mark:** REDBOX.

**Correspondence Address:**

JAMES P. MURAFF  
MCDONALD HOPKINS LLC  
600 SUPERIOR AVENUE EAST, SUITE 2100  
CLEVELAND OH 44114 UNITED STATES

**Applicant:** Redbox Automated Retail, LLC

**Reference/Docket No.** 49021-tbd

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

**NONFINAL OFFICE ACTION**

**The USPTO must receive applicant's response to this letter within six months of the issue date below or the application will be abandoned.** Respond using the Trademark Electronic Application System (TEAS). A link to the appropriate TEAS response form appears at the end of this Office action.

**Issue date:** March 25, 2022

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.

**SUMMARY OF ISSUES:**

- Identification of Services Requires Clarification
- Multiple Class Application Requirements

### Search of Office Records

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

### Identification of Services Requires Clarification

The services are classified incorrectly. Applicant must amend the application to classify the development and production services in International Class 41. *See* 37 C.F.R. §§2.32(a)(7), 2.85; TMEP §§1401.02(a), 1401.03(b). The acquisition services must be further specified to indicate the proper class.

The identification of services is indefinite and must be clarified because the nature/specialty of the services is unclear. *See* 37 C.F.R. §2.32(a)(6); TMEP §1402.01. Applicant must amend the identification to specify the common commercial or generic name of the services. *See* TMEP §1402.01. If the services have no common commercial or generic name, applicant must describe or explain the nature of the services using clear and succinct language. *See id.*

The following amendments are suggested, if accurate (added language in **bold**; deleted language ~~struck~~; requests for further information in ***bold and italicized***):

**Class 36: investment services, namely, asset acquisition** of films, motion pictures, television and radio programs, shows, and sound and video recordings; **investment services, namely, asset acquisition** of entertainment television and audio-visual shows and interactive television and audio-visual programs for distribution via television, cable, satellite, audio and video media, the Internet, electronic display devices, laser discs, computer discs, and electronic media; **investment services, namely, asset acquisition** of audio-visual entertainment content, motion pictures, full feature films, and television and audio-visual shows, namely, documentaries, television series, learning programs, comedy shows, sports shows, news programs, political shows, special events, talk shows, weather shows, and entertainment content via and to all types of media, including, inter alia, television, cable and satellite television, Internet, electronic display devices, and computer and communication networks

**Class 41: multimedia entertainment services in the nature of development and production** of films, motions pictures, television and radio programs, shows, and sound and video recordings; **multimedia entertainment services in the nature of development and production** of entertainment television and audio-visual shows and interactive television and audio-visual programs for distribution via television, cable, satellite, audio and video media, the Internet, electronic display devices, laser discs, computer discs, and electronic media; **multimedia entertainment services in the nature of development and production** of audio-visual entertainment content, motion pictures, full feature films, and television and audio-visual shows, namely, documentaries, television series, learning programs, comedy shows, sports shows, news programs, political shows, special events, talk shows, weather shows, and entertainment content via and to all types of media, including, inter alia, television, cable and satellite television, Internet, electronic display devices, and computer and communication networks

~~Class 42: Production, development, and acquisition of films, motion pictures, television and radio programs, shows, and sound and video recordings; production, development, and acquisition of entertainment television and audio-visual shows and interactive television and audio-visual programs for distribution via television, cable, satellite, audio and video media, the Internet, electronic display devices, laser discs, computer discs, and electronic media; production, development, and acquisition of audio-visual entertainment content, motion pictures, full feature films, and television and audio-visual shows, namely, documentaries, television series, learning programs, comedy shows, sports shows, news programs, political shows, special events, talk shows, weather shows, and entertainment content via and to all types of media, including, inter alia, television, cable and satellite television, Internet, electronic display devices, and computer and communication networks~~

For assistance with identifying and classifying goods and services in trademark applications, please see the USPTO's online searchable [U.S. Acceptable Identification of Goods and Services Manual](#). See TMEP §1402.04.

Applicant may amend the identification to clarify or limit the goods and/or services, but not to broaden or expand the goods and/or services beyond those in the original application or as acceptably amended. See 37 C.F.R. §2.71(a); TMEP §1402.06. Generally, any deleted goods and/or services may not later be reinserted. See TMEP §1402.07(e).

### **Multiple Class Application Requirements**

The application identifies goods and/or services that are classified in at least 2 classes; however, applicant submitted a fee(s) sufficient for only 1 class(es). In a multiple-class application, a fee for each class is required. 37 C.F.R. §2.86(a)(2), (b)(2); TMEP §§810.01, 1403.01. For more information about adding classes to an application, see the [Multiple-class Application webpage](#).

Therefore, applicant must either (1) restrict the application to the number of classes covered by the fees already paid, or (2) submit the fees for each additional class.

The application references goods and/or services based on use in commerce in more than one international class; therefore, applicant must satisfy all the requirements below for each international class:

(1) **List the goods and/or services by their international class number** in consecutive numerical order, starting with the lowest numbered class (for example, International Class 3: perfume; International Class 18: cosmetic bags sold empty).

(2) **Submit a filing fee for each international class** not covered by the fee(s) already paid (view the [USPTO's current fee schedule](#)). Specifically, the application identifies goods and/or services based on use in commerce that are classified in at least 2 classes; however, applicant submitted a fee(s) sufficient for only 1 class(es). Applicant must either (a) submit the filing fees for the classes not covered by the submitted fees or (b) restrict the application to the number of classes covered by the fees already paid.

(3) **Submit verified dates of first use of the mark** anywhere and in commerce for each international class. [See more information about verified dates of use.](#)

(4) **Submit a specimen for each international class.** The current specimen is acceptable for class(es) 41; and applicant needs a specimen for class(es) 36. [See more information about specimens.](#)

**Examples of specimens.** Specimens for goods include a photograph of (1) the actual goods bearing the mark; (2) an actual container, packaging, tag or label for the goods bearing the mark; or (3) a point-of-sale display showing the mark directly associated with the goods. *See* 37 C.F.R. §2.56(b)(1), (c); TMEP §904.03(a)-(m). A webpage specimen submitted as a display associated with the goods must show the mark in association with a picture or textual description of the goods and include information necessary for ordering the goods. TMEP §904.03(i); *see* 37 C.F.R. §2.56(b)(1), (c).

Specimens for services must show a direct association between the mark and the services and include: (1) copies of advertising and marketing material, (2) a photograph of business signage or billboards, or (3) materials showing the mark in the sale, rendering, or advertising of the services. *See* 37 C.F.R. §2.56(b)(2), (c); TMEP §1301.04(a), (h)(iv)(C).

Any webpage printout or screenshot submitted as a specimen must include the webpage's URL and the date it was accessed or printed on the specimen itself, within the TEAS form that submits the specimen, or in a verified statement under 37 C.F.R. §2.20 or 28 U.S.C. §1746 in a later-filed response. *See* 37 C.F.R. §2.56(c); TMEP §§904.03(i), 1301.04(a).

(5) **Submit a verified statement** that “**The specimen was in use in commerce on or in connection with the goods and/or services listed in the application at least as early as the filing date of the application.**” [See more information about verification.](#)

*See* 37 C.F.R. §2.86(a); TMEP §§1403.01, 1403.02(c).

For an overview of the requirements for a Section 1(a) multiple-class application and how to satisfy the requirements online using the Trademark Electronic Application System (TEAS) form, see the [Multiple-class Application webpage](#).

## **Response Guidelines**

**How to respond.** [Click to file a response to this nonfinal Office action.](#)

Please call or email the assigned trademark examining attorney with questions about this Office action. Although an examining attorney cannot provide legal advice, the examining attorney can provide additional explanation about the refusal(s) and/or requirement(s) in this Office action. *See* TMEP §§705.02, 709.06.

The USPTO does not accept emails as responses to Office actions; however, emails can be used for informal communications and are included in the application record. *See* 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05.

/Dinisha Nitkin/  
Trademark Examining Attorney  
Law Office 130  
(571) 272-0212  
dinisha.nitkin@uspto.gov

## RESPONSE GUIDANCE

- **Missing the response deadline to this letter will cause the application to [abandon](#).** The response must be received by the USPTO before midnight **Eastern Time** of the last day of the response period. TEAS maintenance or [unforeseen circumstances](#) could affect an applicant's ability to timely respond.
- **[Responses signed by an unauthorized party](#)** are not accepted and can **cause the application to [abandon](#)**. If applicant does not have an attorney, the response must be signed by the individual applicant, all joint applicants, or someone with [legal authority to bind a juristic applicant](#). If applicant has an attorney, the response must be signed by the attorney.
- If needed, **find [contact information for the supervisor](#)** of the office or unit listed in the signature block.



## United States Patent and Trademark Office (USPTO)

### USPTO OFFICIAL NOTICE

Office Action (Official Letter) has issued  
on March 25, 2022 for  
**U.S. Trademark Application Serial No. 90803266**

A USPTO examining attorney has reviewed your trademark application and issued an Office action. You must respond to this Office action in order to avoid your application abandoning. Follow the steps below.

- (1) **[Read the Office action](#)**. This email is NOT the Office action.
- (2) **Respond to the Office action by the deadline** using the Trademark Electronic Application System (TEAS). Your response must be received by the USPTO on or before 11:59 p.m. **Eastern Time** of the last day of the response period. Otherwise, your application will be **[abandoned](#)**. See the Office action itself regarding how to respond.
- (3) **Direct general questions** about using USPTO electronic forms, the USPTO **[website](#)**, the application process, the status of your application, and whether there are outstanding deadlines to the **[Trademark Assistance Center \(TAC\)](#)**.

After reading the Office action, address any question(s) regarding the specific content to the USPTO examining attorney identified in the Office action.

### GENERAL GUIDANCE

- **[Check the status](#) of your application periodically** in the **[Trademark Status & Document Retrieval \(TSDR\)](#)** database to avoid missing critical deadlines.
- **[Update your correspondence email address](#)** to ensure you receive important USPTO notices about your application.
- **[Beware of trademark-related scams](#)**. Protect yourself from people and companies that may try to take financial advantage of you. Private companies may call you and pretend to be the USPTO or may send you communications that resemble official USPTO documents to trick you. We will never request your credit card number or social security number over the phone. And all official USPTO correspondence will only be emailed from the domain “@uspto.gov.” Verify the correspondence originated from us by using your Serial Number in our database, **[TSDR](#)**, to confirm that it appears under the “Documents” tab, or contact the **[Trademark Assistance Center](#)**.

- **Hiring a U.S.-licensed attorney.** If you do not have an attorney and are not required to have one under the trademark rules, we encourage you to hire a U.S.-licensed attorney specializing in trademark law to help guide you through the registration process. The USPTO examining attorney is not your attorney and cannot give you legal advice, but rather works for and represents the USPTO in trademark matters.

Statistics for Case 90803266						
#	Search	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/Search Duration
1	"redbox automated retail"[on]	59	40	19	19	0:01
2	"redbox automated retail llc"[on]	59	40	19	19	0:00
3	(*red* and *box* )[bi,ti] not dead[ld] not 2	109	0	109	109	0:01
4	*r{v}d*[bi,ti] not dead[ld]	109886	0	19	19	0:02
5	*bo{"ckqx":3} {"sczx":2}*[bi,ti] not dead[ld]	399	0	0	0	0:02
6	4 and 5	3	0	3	3	0:01
7	4 and *box*[bi,ti] not (3 2)	73	0	73	73	0:02
8	(*plu{"sz"}* *+*)[bi,ti] not dead[ld] and (*red* *box* )[bi,ti]	311	0	311	311	0:02
9	*red*[bi,ti]{v0:2} and ("035" "038" "039" "036" "041")[cc]	2271147	0	0	0	0:38
10	*red*[bi,ti] not dead[ld] and ("035" "038" "039" "036" "041")[cc]	26282	0	0	0	0:01
11	*red*[bi,ti] not dead[ld] and ("035" "038" "039" "036" "041" a b "200")[ic]	18656	0	0	0	0:01
12	red[bi,ti] not dead[ld] and ("035" "038" "039" "036" "041" a b "200")[ic]	2049	0	0	0	0:01
13	red[bi,ti] not dead[ld] and ("035" "038" "039" "041" a b "200")[ic]	1791	0	0	0	0:01
14	red[bi,ti] not dead[ld] and ("035" a b "200")[ic]	850	0	0	0	0:02
15	red[bi,ti] not dead[ld] and ("041" a b "200")[ic]	939	0	0	0	0:01
16	red[bi,ti] not dead[ld] and ("038" a b "200")[ic]	147	0	0	0	0:02
17	red[bi,ti] not dead[ld] and ("039" a b "200")[ic]	141	0	0	0	0:02
18	red[bi,ti] not dead[ld] and ("036" a b "200")[ic]	352	0	0	0	0:02
19	(16 17 18)	588	0	588	588	0:02
20	*+*[bi,ti] not dead[ld] and ("035" "038" "039" "036" "041" a b "200")[ic]	3362	0	0	0	0:01
21	*+[bi,ti] not dead[ld] and ("035" "038" "039" "036" "041" a b "200")[ic]	2790	0	0	0	0:01
22	*+[bi,ti] not dead[ld] and ("035" a b "200")[ic]	1459	0	0	0	0:01
23	*+[bi,ti] not dead[ld] and ("038" a b "200")[ic]	223	0	0	0	0:02
24	*+[bi,ti] not dead[ld] and ("039" a b "200")[ic]	174	0	0	0	0:02
25	*+[bi,ti] not dead[ld] and ("041" a b "200")[ic]	1057	0	0	0	0:01
26	*+[bi,ti] not dead[ld] and ("036" a b "200")[ic]	547	0	0	0	0:01
27	(23 24)	354	0	354	354	0:01
28	*box*[bi,ti] not dead[ld] and ("035" "038" "039" "036" "041" a b "200")[ic]	3467	0	0	0	0:01

Statistics for Case 90803266						
#	Search	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/Search Duration
29	*box*[bi,ti] not dead[ld] and ("035" a b "200")[ic]	1730	0	0	0	0:01
30	*box*[bi,ti] not dead[ld] and ("038" a b "200")[ic]	212	0	20	20	0:03
31	*box*[bi,ti] not dead[ld] and ("036" a b "200")[ic]	271	0	16	16	0:03
32	*box*[bi,ti] not dead[ld] and ("041" a b "200")[ic]	1302	0	0	0	0:01
33	*box*[bi,ti] not dead[ld] and ("039" a b "200")[ic]	391	0	39	39	0:02
34	(30 31 33)	834	0	0	0	0:02
35	1 not dead[ld] and "038"[ic]	7	0	7	7	0:00

Session started 03/24/2022 3:03 pm

Session ended 03/24/2022 3:33 pm

Total search duration 87.00

Session duration 30 minutes 14 seconds

Adjacency Level 1

Near Level 1

# Trademark/Service Mark Application, Principal Register

**Serial Number: 90803266**

**Filing Date: 06/30/2021**

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

Input Field	Entered
<b>SERIAL NUMBER</b>	90803266
<b>MARK INFORMATION</b>	
<b>*MARK</b>	<a href="#">\\TICRS\EXPORT18\IMAGEOUT18\908\032\90803266\xml1 \ APP0002.JPG</a>
<b>SPECIAL FORM</b>	YES
<b>USPTO-GENERATED IMAGE</b>	NO
<b>LITERAL ELEMENT</b>	REDBOX.
<b>COLOR MARK</b>	NO
<b>*DESCRIPTION OF THE MARK (and Color Location, if applicable)</b>	The mark consists of The mark consists of the word "redbox" with a period.
<b>PIXEL COUNT ACCEPTABLE</b>	NO
<b>PIXEL COUNT</b>	152 x 54
<b>REGISTER</b>	Principal
<b>APPLICANT INFORMATION</b>	
<b>*OWNER OF MARK</b>	Redbox Automated Retail, LLC
<b>*MAILING ADDRESS</b>	One Tower Lane, Suite 900
<b>*CITY</b>	Oakbrook Terrace
<b>*STATE (Required for U.S. applicants)</b>	Illinois
<b>*COUNTRY/REGION/JURISDICTION/U.S. TERRITORY</b>	United States
<b>*ZIP/POSTAL CODE (Required for U.S. and certain international addresses)</b>	60181
<b>*EMAIL ADDRESS</b>	XXXX
<b>LEGAL ENTITY INFORMATION</b>	
<b>TYPE</b>	limited liability company
<b>STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY WHERE LEGALLY ORGANIZED</b>	Delaware
<b>GOODS AND/OR SERVICES AND BASIS INFORMATION</b>	
<b>INTERNATIONAL CLASS</b>	042
	Production, development, and acquisition of films, motion pictures, television and radio programs, shows, and sound and video recordings; production, development, and acquisition of entertainment television and audio-visual shows and

<b>*IDENTIFICATION</b>	interactive television and audio-visual programs for distribution via television, cable, satellite, audio and video media, the Internet, electronic display devices, laser discs, computer discs, and electronic media; production, development, and acquisition of audio-visual entertainment content, motion pictures, full feature films, and television and audio-visual shows, namely documentaries, television series, learning programs, comedy shows, sports shows, news programs, political shows, special events, talk shows, weather shows, and entertainment content via and to all types of media, including, inter alia, television, cable and satellite television, Internet, electronic display devices, and computer and communication networks
<b>FILING BASIS</b>	SECTION 1(a)
<b>FIRST USE ANYWHERE DATE</b>	At least as early as 10/25/2019
<b>FIRST USE IN COMMERCE DATE</b>	At least as early as 10/25/2019
<b>SPECIMEN FILE NAME(S)</b>	
<b>ORIGINAL PDF FILE</b>	<a href="#">SPE0-2041694221-202106291 82044942469 .redbox41_spec.pdf</a>
<b>CONVERTED PDF FILE(S)</b> (4 pages)	<a href="#">\\TICRS\EXPORT18\IMAGEOUT18\908\032\90803266\xml1\ APP0003.JPG</a>
	<a href="#">\\TICRS\EXPORT18\IMAGEOUT18\908\032\90803266\xml1\ APP0004.JPG</a>
	<a href="#">\\TICRS\EXPORT18\IMAGEOUT18\908\032\90803266\xml1\ APP0005.JPG</a>
	<a href="#">\\TICRS\EXPORT18\IMAGEOUT18\908\032\90803266\xml1\ APP0006.JPG</a>
<b>SPECIMEN DESCRIPTION</b>	advertising materials showing the mark used in the actual sale and rendering of services; screenshots of mark shown in connection with services
<b>WEBPAGE URL</b>	<a href="https://www.redbox.com/">https://www.redbox.com/</a>
<b>WEBPAGE DATE OF ACCESS</b>	06/29/2021
<b>ATTORNEY INFORMATION</b>	
<b>NAME</b>	JAMES P. MURAFF
<b>ATTORNEY DOCKET NUMBER</b>	49021-tbd
<b>ATTORNEY BAR MEMBERSHIP NUMBER</b>	XXX
<b>YEAR OF ADMISSION</b>	XXXX
<b>U.S. STATE/ COMMONWEALTH/ TERRITORY</b>	XX
<b>FIRM NAME</b>	McDonald Hopkins LLC
<b>STREET</b>	600 SUPERIOR AVENUE EAST, SUITE 2100
<b>CITY</b>	CLEVELAND
<b>STATE</b>	Ohio
<b>COUNTRY/REGION/JURISDICTION/U.S. TERRITORY</b>	United States
<b>ZIP/POSTAL CODE</b>	44114
<b>PHONE</b>	216-348-5400

EMAIL ADDRESS	ipmailbox@mcdonaldhopkins.com
OTHER APPOINTED ATTORNEY	David B. Cupar, Suzanne Ketler, Donielle Robinson, Jonathan Fergus, Todd Benni, Erin Conway
<b>CORRESPONDENCE INFORMATION</b>	
NAME	JAMES P. MURAFF
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	ipmailbox@mcdonaldhopkins.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	drobinson@mcdonaldhopkins.com; jfergus@mcdonaldhopkins.com; jmuraff@mcdonaldhopkins.com
<b>FEE INFORMATION</b>	
APPLICATION FILING OPTION	TEAS Standard
NUMBER OF CLASSES	1
APPLICATION FOR REGISTRATION PER CLASS	350
*TOTAL FEES DUE	350
*TOTAL FEES PAID	350
<b>SIGNATURE INFORMATION</b>	
SIGNATURE	/Sam Banayan/
SIGNATORY'S NAME	Sam Banayan
SIGNATORY'S POSITION	General Counsel
SIGNATORY'S PHONE NUMBER	630-756-8477
DATE SIGNED	06/29/2021
SIGNATURE METHOD	Sent to third party for signature

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## Trademark/Service Mark Application, Principal Register

**Serial Number: 90803266**

**Filing Date: 06/30/2021**

### To the Commissioner for Trademarks:

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

The literal element of the mark consists of REDBOX.. The mark consists of The mark consists of the word "redbox" with a period.

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 900

Oakbrook Terrace, Illinois 60181

United States

XXXX

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 042: Production, development, and acquisition of films, motion pictures, television and radio programs, shows, and sound and video recordings; production, development, and acquisition of entertainment television and audio-visual shows and interactive television and audio-visual programs for distribution via television, cable, satellite, audio and video media, the Internet, electronic display devices, laser discs, computer discs, and electronic media; production, development, and acquisition of audio-visual entertainment content, motion pictures, full feature films, and television and audio-visual shows, namely documentaries, television series, learning programs, comedy shows, sports shows, news programs, political shows, special events, talk shows, weather shows, and entertainment content via and to all types of media, including, inter alia, television, cable and satellite television, Internet, electronic display devices, and computer and communication networks

In International Class 042, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 10/25/2019, and first used in commerce at least as early as 10/25/2019, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) advertising materials showing the mark used in the actual sale and rendering of services; screenshots of mark shown in connection with services.

#### Original PDF file:

[SPE0-2041694221-202106291 82044942469\\_.redbox41\\_sp ec.pdf](#)

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

[Specimen File1](#)

[Specimen File2](#)

[Specimen File3](#)

[Specimen File4](#)

Webpage URL: <https://www.redbox.com/>

Webpage Date of Access: 06/29/2021

The owner's/holder's proposed attorney information: JAMES P. MURAFF. Other appointed attorneys are David B. Cupar, Suzanne Ketler, Donielle Robinson, Jonathan Fergus, Todd Benni, Erin Conway. JAMES P. MURAFF of McDonald Hopkins LLC, is a member of the XX bar, admitted to the bar in XXXX, bar membership no. XXX, and the attorney(s) is located at

600 SUPERIOR AVENUE EAST, SUITE 2100

CLEVELAND, Ohio 44114

United States

216-348-5400(phone)

ipmailbox@mcdonaldhopkins.com

The docket/reference number is 49021-tbd.

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



The applicant's current Correspondence Information:

JAMES P. MURAFF

PRIMARY EMAIL FOR CORRESPONDENCE: ipmailbox@mcdonaldhopkins.com

SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): drobinson@mcdonaldhopkins.com; jfergus@mcdonaldhopkins.com; jmuraff@mcdonaldhopkins.com

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

A fee payment in the amount of \$350 has been submitted with the application, representing payment for 1 class(es).

#### Declaration

☒ **Basis:**

**If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a):**

- The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;
- The mark is in use in commerce and was in use in commerce as of the filing date of the application on or in connection with the goods/services in the application;
- The specimen(s) shows the mark as used on or in connection with the goods/services in the application and was used on or in connection with the goods/services in the application as of the application filing date; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

**And/Or**

**If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e):**

- The signatory believes that the applicant is entitled to use the mark in commerce;
- The applicant has a bona fide intention to use the mark in commerce and had a bona fide intention to use the mark in commerce as of the application filing date on or in connection with the goods/services in the application; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

☒ To the best of the signatory's knowledge and belief, no other persons, except, if applicable, 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 of such other persons, to cause confusion or mistake, or to deceive.

☒ To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.

☒ The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

#### Declaration Signature

Signature: /Sam Banayan/ Date: 06/29/2021

Signatory's Name: Sam Banayan

Signatory's Position: General Counsel

Signatory's Phone Number: 630-756-8477

Signature method: Sent to third party for signature

Payment Sale Number: 90803266

Payment Accounting Date: 06/30/2021

Serial Number: 90803266

Internet Transmission Date: Wed Jun 30 11:05:23 ET 2021

TEAS Stamp: USPTO/BAS-XXX.XX.XX.XXX-2021063011052312

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Redbox Launches Content Acquisition Company

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## REDBOX LAUNCHES CONTENT ACQUISITION COMPANY, REDBOX ENTERTAINMENT COMPANY TAPS MARC DANON AS SENIOR CONTENT ACQUISITION ADVISOR FOR NEW LABEL

October 25, 2019

Redbox, America's destination for new-release movies, today announced the formation of Redbox Entertainment, a newly created label to acquire and produce content with broad appeal to Redbox's 50 million U.S. customers.

"The Redbox brand is built on delivering the best selection of movies from the biggest blockbuster releases to films in genres and with actors that appeal to our loyal customers. The formation of Redbox Entertainment leverages our deep insights to bring projects that we know appeal to our audience to deliver additional value and entertainment," said Galen Smith, CEO of Redbox.

Redbox also announced the company has engaged Marc Danon as a senior advisor to head content acquisition for Redbox Entertainment and report directly to Smith. Danon previously held senior exec posts for both Broad Green Pictures and Lionsgate throughout his 20-year career.

Added Smith, "Marc is a terrific fit to lead the growth of Redbox Entertainment. He's a talented creative with an impressive track record as a champion of films that catch fire with audiences; and a skilled executive adept at maximizing distribution opportunities and cultivating strategic partnerships."

Redbox Entertainment is funding, developing and producing projects across genres, with a focus on Action, Comedy, and Suspense/Thrillers.

Projects are being sourced now – directly and through a number of distribution partners and channels. New projects will be announced soon.

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Content acquired by Redbox Entertainment will be available physically at Redbox kiosks and digitally via Redbox On Demand, as well as in downstream windows post-Redbox release.

Redbox is a key player in the industry as a top buyer, distributor and content marketer that reaches 50 million consumers across the U.S. at more than 41,000 kiosks and an expanding On Demand offering. The company has built a massive digital marketing engine to activate its audience through weekly new release communications, and has one of the largest loyalty programs in the industry – Redbox Perks – with 34 million members and growing daily.

###

## About Redbox

With more than 6 billion rentals to date, Redbox is America's leading source for affordable new release movie rentals. Redbox offers DVD and Blu-ray Disc® rentals through the nation's largest network of more than 41,000 conveniently located, self-service entertainment kiosks, and On Demand movies and TV shows, without a subscription. For more information, visit [Redbox.com](https://www.redbox.com).

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### The Lost Husband

PG-13 · 2020 · 1h 50m ★★☆☆☆ (111)

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#### Summary

Based on the novel by bestselling author Katherine Center, the story centers on a woman (Libby) attempting to put her life back together after the death of her husband, as she moves with her children into her estranged Aunt's goat farm in Central Tex...

**VIEW MORE**

Rated PG-13 by the Motion Picture Association of America for Mild Thematic Elements.

Genre

CAST & CREW

MORE DETAILS

DRAMA

ROMANCE

COMEDY

ROMANTIC

**Studio:** Redbox

**Format:** Widescreen

**On Demand Subtitles:** English

**DVD Subtitles:** English

**Closed Caption:** Yes

**Audio:** Dolby 5.1

**SDH:** Not Available **MORE INFO**

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Moose is a rabid movie fan who is obsessed with his favourite celebrity action hero, Hunter Dunbar. When he is cheated out of his opportunity to finally meet Hunter, Moose gets a little help from his friend Leah, a well-connected paparazzi photograph...

**VIEW MORE**

Rated R by the Motion Picture Association of America for Strong Language, Violence.

Genre

THRILLER & SUSPENSE

THRILLER

CAST & CREW

MORE DETAILS

**Studio:** Redbox

**Format:** Widescreen

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