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Mark: REDBOX

# REDBOX

US Serial Number: 90978877

Application Filing Jun. 30, 2021

Date:

US Registration 7021863  
Number:

Registration Date: Apr. 11, 2023

Register: Principal

Mark Type: Service Mark

TM5 Common Status  
Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Apr. 11, 2023

Publication Date: Jan. 24, 2023

## Mark Information

Mark Literal REDBOX  
Elements:

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

Mark Drawing 4 - STANDARD CHARACTER MARK  
Type:

## Related Properties Information

Child Of: 90803263

## 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: 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

International 041 - Primary Class  
Class(es):

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

Class Status: ACTIVE

First Use: Oct. 25, 2019

Use in Commerce: Oct. 25, 2019

## Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44D: No

Filed 44E: No

Currently 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

## Current Owner(s) Information

Owner Name: Redbox Automated Retail, LLC

Owner Address: One Tower Lane, Suite 900  
Oakbrook Terrace, ILLINOIS UNITED STATES 60181

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country: DELAWARE  
Where Organized:

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: JAMES P. MURAFF

Docket Number: 49021-00348

Attorney Primary [ipmailbox@mcdonaldhopkins.com](mailto:ipmailbox@mcdonaldhopkins.com)  
Email Address:

Attorney Email Yes  
Authorized:

### Correspondent

Correspondent: JAMES P. MURAFF

Name/Address: MCDONALD HOPKINS LLC  
600 SUPERIOR AVENUE EAST, SUITE 2100  
CLEVELAND, OHIO UNITED STATES 44114

Phone: 216-348-5400

Correspondent e- [imuraff@mcdonaldhopkins.com](mailto:imuraff@mcdonaldhopkins.com) [ipmailbox@mcdonaldhopkins.com](mailto:ipmailbox@mcdonaldhopkins.com)  
mail: [khefner@mcdonaldhopkins.com](mailto:khefner@mcdonaldhopkins.com)

Correspondent e- Yes  
mail Authorized:

### Domestic Representative - Not Found

## Prosecution History

| Date          | Description  | Proceeding Number |
|---------------|--|-------------------|
| Apr. 11, 2023 | NOTICE OF REGISTRATION CONFIRMATION EMAILED        |                   |
| Apr. 11, 2023 | REGISTERED-PRINCIPAL REGISTER                      |                   |
| 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       |                   |
| Jul. 03, 2021 | NEW APPLICATION ENTERED                            |                   |

## TM Staff and Location Information

TM Staff Information - None

File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Apr. 11, 2023

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**From:** tmng.notices@uspto.gov  
**Sent:** Tuesday, April 11, 2023 05:30:36 AM EDT  
**Subject:** Official USPTO Notification: U.S. Trademark Application SN 90978877 -- Docket/Reference No. 49021-00348

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## **OFFICIAL USPTO NOTICE OF REGISTRATION**

**U.S. Application Serial No.** 90978877

**Mark:** REDBOX

**Owner/Holder:** Redbox Automated Retail, LLC

**Docket/Reference No.** 49021-00348

**Issue Date:** April 11, 2023

Your mark has registered with the United States Patent and Trademark Office (USPTO). Your United States trademark registration number is 7021863.

View and download your registration certificate using the [Trademark Status & Document Retrieval \(TSDR\) database](#). If you have difficulty accessing the registration certificate, contact the Trademark Assistance Center (TAC) at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov) or 800-786-9199 (select option #1). New registration certificates are issued electronically. For more information, visit the USPTO's [electronic registration certificates webpage](#).

If your registration certificate contains an error that would not require republication to correct it, you can use the Trademark Electronic Application System (TEAS) [Section 7 Request for Amendment or Correction of Registration Certificate \(Section 7\)](#) form to request correction of that error.

### **Order presentation copies online:**

You can order a printed presentation copy of your registration certificate using the TEAS [Order Trademark Presentation Copy of Registration Certificate form](#). The presentation copy is suitable for display and framing. For more information on the availability and cost of presentation copies of trademark registrations, visit the USPTO's [electronic registration certificates webpage](#).

### **Requirements to maintain your registration:**

- File your registration [maintenance documents](#) at the required times.
- **If you do not submit your maintenance documents at the required times, your registration will be cancelled.** If that happens, you must file a new application. Filing a new application doesn't guarantee your trademark will register again.

### **Please note the following:**

- You may receive unsolicited offers and notices from third-parties not affiliated with the USPTO. All official correspondence about your trademark registration will be from the "United States Patent and Trademark Office" in Alexandria, Virginia, and all emails will be from the domain "@uspto.gov." Visit our [misleading notices webpage](#) for more information.
- If your registration covers products that are likely targets for international counterfeiters (e.g., popular or high-demand products), consider applying to record your trademark registration with U.S. Customs and Border Protection (CBP).

Recording your trademark registration helps CBP detain and seize imported goods if they violate your recorded trademark. Visit our [recording trademark registrations with CBP webpage](#) for more information.

- To help ensure that you receive emails from the USPTO, keep your email address(es) current using the [Change Address or Representation \(CAR\) form](#) and add USPTO email addresses to your contacts or "Safe Senders" list.
- If your trademark registration identifies goods and/or services not in use with your trademark, you can use the [Section 7 form](#) to request deletion of any goods and/or services not in use with your trademark. There's no fee to file a Section 7 form if you file the Section 7 form before you file your required registration maintenance documents, and you are only deleting goods, services, or classes. Other amendments and corrections may require a filing fee. For information on amendments and corrections after registration, see [TMEP §1609](#).

If you have any questions about this notice, contact TAC at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov) or 800-786-9199 (select option #1).

# United States of America

## United States Patent and Trademark Office

# REDBOX

**Reg. No. 7,021,863**

**Registered Apr. 11, 2023**

**Int. Cl.: 41**

**Service Mark**

**Principal Register**

Redbox Automated Retail, LLC (DELAWARE LIMITED LIABILITY COMPANY)  
One Tower Lane, Suite 900  
Oakbrook Terrace, ILLINOIS 60181

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

FIRST USE 10-25-2019; IN COMMERCE 10-25-2019

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 90-978,877, FILED 06-30-2021



*Katherine Kelly Vidal*

Director of the United States  
Patent and Trademark Office



## REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

### WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

#### Requirements in the First Ten Years\*

##### What and When to File:

- ***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- ***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

#### Requirements in Successive Ten-Year Periods\*

##### What and When to File:

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

#### Grace Period Filings\*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.**

**NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.**

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**From:** TMOfficialNotices@USPTO.GOV  
**Sent:** Tuesday, January 24, 2023 00:52 AM  
**To:** XXXX  
**Cc:** XXXX; XXXX  
**Subject:** Official USPTO Notice of Publication Confirmation: U.S. Trademark SN 90978877: REDBOX: Docket/Reference No. 49021-00348

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## **TRADEMARK OFFICIAL GAZETTE PUBLICATION CONFIRMATION**

**U.S. Serial Number:** 90978877

**Mark:** REDBOX

**International Class(es):** 041

**Owner:** Redbox Automated Retail, LLC

**Docket/Reference Number:** 49021-00348

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=90978877>

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 certificate of registration should issue.

To check the status of the application, go to [https://tsdr.uspto.gov/#caseNumber=90978877&caseType=SERIAL\\_NO&searchType=statusSearch](https://tsdr.uspto.gov/#caseNumber=90978877&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=90978877&caseType=SERIAL\\_NO&searchType=documentSearch](https://tsdr.uspto.gov/#caseNumber=90978877&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.** 90978877

**Mark:** REDBOX

**International Class(es):** 041

**Owner:** Redbox Automated Retail, LLC

**Docket/Reference No.** 49021-00348

**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, 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 registration.

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-amendments-corrections-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

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**From:** TMOOfficialNotices@USPTO.GOV  
**Sent:** Wednesday, January 4, 2023 04:01 AM  
**To:** XXXX  
**Cc:** XXXX; XXXX  
**Subject:** Official USPTO Notification of Notice of Publication: U.S. Trademark SN 90978877: REDBOX: Docket/Reference No. 49021-00348

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NOTIFICATION OF "NOTICE OF PUBLICATION"

Your trademark application (U.S. Serial No. 90978877) 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=90978877>. 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 | 90978877        | 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)         | YES | 1 (a)         | NO |
| 1 (b)       | NO  | 1 (b)         | NO  | 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 | YES                       |
| LITERAL MARK ELEMENT    | REDBOX                    |
| MARK DRAWING CODE       | 4-STANDARD CHARACTER MARK |
| COLOR DRAWING FLAG      | NO                        |

### CURRENT OWNER INFORMATION

|            |                       |
|------------|-----------------------|
| PARTY TYPE | 10-ORIGINAL APPLICANT |
|------------|-----------------------|

|             |   |
|-------------|---|
| NAME        | Redbox Automated Retail, LLC                            |
| ADDRESS     | One Tower Lane, Suite 900<br>Oakbrook Terrace, IL 60181 |
| ENTITY      | 16-LTD LIAB CO  |
| CITIZENSHIP | Delaware  |

### GOODS AND SERVICES

|                     |   |
|---------------------|---|
| INTERNATIONAL CLASS | 041   |
| DESCRIPTION TEXT    | 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 | 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       |
| PSEUDO MARK            | RED BOX  |
| CHILD OF               | 90803263 |

### PROSECUTION HISTORY

| DATE       | ENT CD | ENT TYPE | DESCRIPTION                               | ENT NUM |
|------------|--------|----------|---|---------|
| 12/19/2022 | CNSA   | O        | 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<br>MCDONALD HOPKINS LLC<br>600 SUPERIOR AVENUE EAST, SUITE 2100<br>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. 90803263 - REDBOX - 49021-00348  
**Sent:** December 19, 2022 10:54:46 AM  
**Sent As:** [ecomitu@uspto.gov](mailto:ecomitu@uspto.gov)  
**Attachments:**

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

**U.S. Application Serial No.** 90803263

**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.** 49021-00348

**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. 90803263 filed on November 21, 2022 has been processed as follows:

(1) Parent (original) application serial no. 90803263 contains the following class:

Class: 36

(2) Child application serial no. 90978877 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. 90803263 - REDBOX - 49021-00348

**Sent:** December 19, 2022 10:54:46 AM

**Sent As:** [ecomitu@uspto.gov](mailto: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. 90978877**

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   |
|--|---|
| <b>SERIAL NUMBER</b>   | 90803263  |
| <b>MARK SECTION</b>  |   |
| <b>MARK</b>  | <a href="https://tmng-al.uspto.gov/resting2/api/img/90803263/large">https://tmng-al.uspto.gov/resting2/api/img/90803263/large</a> |
| <b>LITERAL ELEMENT</b>   | REDBOX  |
| <b>STANDARD CHARACTERS</b>   | YES   |
| <b>USPTO-GENERATED IMAGE</b>   | YES   |
| <b>MARK STATEMENT</b>  | The mark consists of standard characters, without claim to any particular font style, size or color.                              |
| <b>FORM TEXT</b>   |   |
| The applicant requests Class 41 be divided from the application and move to registration at this time. |   |
| <b>EVIDENCE FILE NAME(S)</b>   | No evidence attached  |
| <b>OWNER SECTION (Current)</b>   |   |
| <b>NAME</b>  | Redbox Automated Retail, LLC  |
| <b>MAILING ADDRESS</b>   | One Tower Lane, Suite 900   |
| <b>CITY</b>  | Oakbrook Terrace  |
| <b>STATE</b>   | Illinois  |
| <b>COUNTRY/REGION/JURISDICTION/U.S. TERRITORY</b>  | United States   |
| <b>ZIP/POSTAL CODE</b>   | 60181   |
| <b>EMAIL</b>   | XXXX  |
| <b>OWNER SECTION (Proposed)</b>  |   |
| <b>NAME</b>  | Redbox Automated Retail, LLC  |
| <b>MAILING ADDRESS</b>   | One Tower Lane, Suite 900   |
| <b>CITY</b>  | Oakbrook Terrace  |
| <b>STATE</b>   | Illinois  |
| <b>COUNTRY/REGION/JURISDICTION/U.S. TERRITORY</b>  | United States   |
| <b>ZIP/POSTAL CODE</b>   | 60181   |
| <b>EMAIL</b>   | XXXX  |
| <b>ATTORNEY INFORMATION (current)</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>                    | 49021-00348                          |

#### **ATTORNEY INFORMATION (proposed)**

|   |                                      |
|---|--------------------------------------|
| <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>                    | 49021-00348                          |

#### **CORRESPONDENCE INFORMATION (current)**

|  |  |
|--|--|
| <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>                       | 49021-00348  |

#### **CORRESPONDENCE INFORMATION (proposed)**

|  |  |
|--|--|
| <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>                       | 49021-00348  |

#### **PAYMENT SECTION**

|   |     |
|---|-----|
| <b>NUMBER OF New Applications</b>   | 1   |
| <b>DIVISIONAL REQUEST FEE, PER NEW APPLICATION<br/>(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 11:47:12 EST 2022   |
| <b>TEAS STAMP</b>                   | USPTO/RTD-XX.XXX.X.XXX-20<br>221121114712000466-908032<br>63-20221121085347667155-C<br>C-47120375-20221121085347<br>667155 |

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: **90803263**

#### **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 49021-00348.

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 49021-00348.

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 49021-00348.

**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 49021-00348.

**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: 47120375  
PAYMENT DATE: 11/21/2022

Serial Number: 90803263  
Internet Transmission Date: Mon Nov 21 11:47:12 EST 2022  
TEAS Stamp: USPTO/RTD-XX.XXX.X.XXX-20221121114712000  
466-90803263-20221121085347667155-CC-471  
20375-20221121085347667155

## Trademark Snap Shot Amendment & Mail Processing Stylesheet

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

### OVERVIEW

|               |                 |               |               |
|---------------|-----------------|---------------|---------------|
| SERIAL NUMBER | 90803263        | 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 | YES                       |
| LITERAL MARK ELEMENT    | REDBOX                    |
| MARK DRAWING CODE       | 4-STANDARD CHARACTER MARK |
| COLOR DRAWING FLAG      | NO                        |

### CURRENT OWNER INFORMATION

|            |                       |
|------------|-----------------------|
| PARTY TYPE | 10-ORIGINAL APPLICANT |
|------------|-----------------------|

|             |   |
|-------------|---|
| NAME        | Redbox Automated Retail, LLC                            |
| ADDRESS     | One Tower Lane, Suite 900<br>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      |
| 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<br>MCDONALD HOPKINS LLC<br>600 SUPERIOR AVENUE EAST, SUITE 2100<br>CLEVELAND, OH 44114 |
| DOMESTIC REPRESENTATIVE | NONE   |

# REDBOX

## Response to Office Action

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

| Input Field   | Entered  |
|---|--|
| <b>SERIAL NUMBER</b>  | 90803263   |
| <b>LAW OFFICE ASSIGNED</b>  | LAW OFFICE 130   |
| <b>MARK SECTION</b>   |  |
| MARK  | <u>mark</u>  |
| LITERAL ELEMENT   | REDBOX   |
| STANDARD CHARACTERS   | YES  |
| USPTO-GENERATED IMAGE   | YES  |
| MARK STATEMENT  | The mark consists of standard characters, without claim to any particular font style, size or color. |
| <b>GOODS AND/OR SERVICES SECTION (042)(class deleted)</b>   |  |
| <b>GOODS AND/OR SERVICES SECTION (036) (class added)Original Class (042)</b>  |  |
| INTERNATIONAL CLASS   | 036  |
| <b>DESCRIPTION</b>  |  |
| 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)   |
| <b>GOODS AND/OR SERVICES SECTION (041)(class added)</b>   |  |
| INTERNATIONAL CLASS   | 041  |
| <b>DESCRIPTION</b>  |  |
| 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  |

|  |  |
|--|--|
| <b>FIRST USE IN COMMERCE DATE</b>                    | At least as early as 10/25/2019  |
| <b>WEBPAGE URL</b>                                   | None Provided  |
| <b>WEBPAGE DATE OF ACCESS</b>                        | None Provided  |
| <b>ATTORNEY INFORMATION (current)</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-tbd  |
| <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>                       | 49021-00348  |
| <b>OTHER APPOINTED ATTORNEY</b>                      | 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>          |  |
| <b>NAME</b>  | JAMES P. MURAFF  |
| <b>PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE</b>      | ipmailbox@mcdonaldhopkins.com  |
| <b>SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)</b> | 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                       | 49021-00348   |
| <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 15:52:38 ET 2022   |
| TEAS STAMP                                    | USPTO/ROA-XXX.XX.XX.XXX-2<br>0220920155240131818-90803<br>263-800686067cbc90415910<br>58c726ff89bd17c71f69b7e1c<br>7a2cc063a47bcd973-CC-52<br>380961-202209201547563331<br>50 |

### Response to Office Action

**To the Commissioner for Trademarks:**

Application serial no. **90803263** REDBOX(Standard Characters, see <https://tmng-al.uspto.gov/resting2/api/img/90803263/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.

Applicant hereby submits a specimen for Class 041 .

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 49021-00348.

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): khefner@mcdonaldhopkins.com; jmuraff@mcdonaldhopkins.com

The docket/reference number is 49021-00348.

**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: 90803263  
PAYMENT DATE: 09/20/2022

Serial Number: 90803263  
Internet Transmission Date: Tue Sep 20 15:52:38 ET 2022

TEAS Stamp: USPTO/ROA-XXX.XX.XX.XXX-2022092015524013  
1818-90803263-800686067cbc9041591058c72  
6ff89bd17c71f69b7e1c7a2cc063a47bcd4973-  
CC-52380961-20220920154756333150

RAM SALE NUMBER: 90803263  
RAM ACCOUNTING DATE: 20220920

INTERNET TRANSMISSION DATE: SERIAL NUMBER:  
2022/09/20 90/803263

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

# Trademark/Service Mark Application, Principal Register

Serial Number: 90803263

Filing Date: 06/30/2021

The table below presents the data as entered.

| Input Field   | Entered   |
|---|---|
| <b>SERIAL NUMBER</b>  | 90803263  |
| <b>MARK INFORMATION</b>   |   |
| *MARK   | <u>REDBOX</u>   |
| STANDARD CHARACTERS   | YES   |
| USPTO-GENERATED IMAGE   | YES   |
| LITERAL ELEMENT   | REDBOX  |
| MARK STATEMENT  | The mark consists of standard characters, without claim to any particular font style, size, or color.   |
| REGISTER  | Principal   |
| <b>APPLICANT INFORMATION</b>  |   |
| *OWNER OF MARK  | Redbox Automated Retail, LLC  |
| *MAILING ADDRESS  | One Tower Lane, Suite 900   |
| *CITY   | Oakbrook Terrace  |
| *STATE<br>(Required for U.S. applicants)                                    | Illinois  |
| *COUNTRY/REGION/JURISDICTION/U.S. TERRITORY                                 | United States   |
| *ZIP/POSTAL CODE<br>(Required for U.S. and certain international addresses) | 60181   |
| *EMAIL ADDRESS  | XXXX  |
| <b>LEGAL ENTITY INFORMATION</b>   |   |
| TYPE  | limited liability company   |
| STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY<br>WHERE LEGALLY ORGANIZED | Delaware  |
| <b>GOODS AND/OR SERVICES AND BASIS INFORMATION</b>                          |   |
| INTERNATIONAL CLASS   | 042   |
| *IDENTIFICATION   | 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 |
| <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_sp_ec.pdf</a>  |
| <b>CONVERTED PDF FILE(S)<br/>(4 pages)</b>        | <a href="#">\\TICRS\\EXPORT18\\IMAGEOUT\\18\\909\\788\\90978877\\LM2Co\\py\\90803263\\1\\APP1\\APP3.JPG</a>  |
|   | <a href="#">\\TICRS\\EXPORT18\\IMAGEOUT\\18\\909\\788\\90978877\\LM2Co\\py\\90803263\\1\\APP1\\APP4.JPG</a>  |
|   | <a href="#">\\TICRS\\EXPORT18\\IMAGEOUT\\18\\909\\788\\90978877\\LM2Co\\py\\90803263\\1\\APP1\\APP5.JPG</a>  |
|   | <a href="#">\\TICRS\\EXPORT18\\IMAGEOUT\\18\\909\\788\\90978877\\LM2Co\\py\\90803263\\1\\APP1\\APP6.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   |
| <b>EMAIL ADDRESS</b>                              | 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;<br>jfergus@mcdonaldhopkins.com;<br>jmuraff@mcdonaldhopkins.com |
| <b>FEES 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                      | 6302-756-8477   |
| DATE SIGNED                                   | 06/29/2021  |
| SIGNATURE METHOD                              | Sent to third party for signature   |

---

## Trademark/Service Mark Application, Principal Register

**Serial Number: 90803263**

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

### To the Commissioner for Trademarks:

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

The literal element of the mark consists of REDBOX. The mark consists of standard characters, without claim to any particular font style, size, or color.

The applicant, Redbox Automated Retail, LLC, a limited liability company legally organized under the laws of Delaware, having an address of  
One Tower Lane, Suite 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](mailto: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: 6302-756-8477

Signature method: Sent to third party for signature

Payment Sale Number: 90803263

Payment Accounting Date: 06/30/2021

Serial Number: 90803263

Internet Transmission Date: Wed Jun 30 11:04:41 ET 2021

TEAS Stamp: USPTO/BAS-XXX.XX.XX.XXX-2021063011044177

2292-90803263-780306afa7f50111583076f261

aca3202d1afe99ddfedae8a2049d0a14bbec3-CC

-04401842-20210629182044942469

# REDBOX

Redbox Launches Content Acquisit... +

about.redbox.com/redbox-launches-content-acquisition-company-redbox-entertainment-co... ☆ ...

# redbox.

☰ MENU SIDE BAR +

Home About Redbox Press Releases Media Gallery Media Contact

## 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](http://Redbox.com).

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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..

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**Studio:** Redbox   **Format:** Widescreen   **On Demand Subtitles:** English   **DVD Subtitles:** English   **Closed Caption:** Yes   **Audio:** Dolby 5.1

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**Summary**

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

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**Genre**

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# REDBOX

Redbox Launches Content Acquisition Company Redbox Entertainment Co...                                                                 <img

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