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Mark: WHAT'S IN IT FOR YOU?

WHAT'S IN IT FOR YOU?

US Serial Number: 77153182

Application Filing Date: Apr. 10, 2007

US Registration Number: 3432333

Registration Date: May 20, 2008

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



DEAD/REGISTRATION/Cancelled/Invalidated

The trademark application was registered, but subsequently it was cancelled or invalidated and removed from the registry.

Status: Registration cancelled because registrant did not file an acceptable declaration under Section 8. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

Status Date: Dec. 26, 2014

Publication Date: Oct. 16, 2007 **Notice of Allowance Date:** Jan. 08, 2008

Date Cancelled: Dec. 26, 2014

Mark Information

Mark Literal Elements: WHAT'S IN IT FOR YOU?

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

Note:

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

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

For: rental of DVDs, videotapes and motion pictures

International Class(es): 041 - Primary Class

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

Class Status: SECTION 8 - CANCELLED

First Use: Apr. 16, 2007

Use in Commerce: Apr. 16, 2007

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

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 1200
OAKBROOK TERRACE 60181

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country The data cannot be loaded
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jason S. Howell

Docket Number: 72292.4000.0

Attorney Primary pctrademarks@perkinscoie.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent Jason S. Howell
Name/Address: Perkins Coie LLP
1201 Third Avenue, Suite 4900
Seattle, WASHINGTON UNITED STATES 98101

Phone: (206) 359-8000

Fax: (206) 359-9000

Correspondent e-mail: pctrademarks@perkinscoie.com

Correspondent e-mail Yes
Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Oct. 05, 2016	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Dec. 26, 2014	CANCELLED SEC. 8 (6-YR)	
Jul. 18, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 09, 2012	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jul. 09, 2012	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
May 07, 2012	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
May 07, 2012	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 15, 2009	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
May 20, 2008	REGISTERED-PRINCIPAL REGISTER	
Apr. 11, 2008	LAW OFFICE REGISTRATION REVIEW COMPLETED	
Apr. 10, 2008	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Apr. 04, 2008	STATEMENT OF USE PROCESSING COMPLETE	
Mar. 17, 2008	USE AMENDMENT FILED	
Mar. 17, 2008	TEAS STATEMENT OF USE RECEIVED	
Jan. 08, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Oct. 16, 2007	PUBLISHED FOR OPPOSITION	
Sep. 26, 2007	NOTICE OF PUBLICATION	
Sep. 10, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	
Sep. 10, 2007	ASSIGNED TO LIE	
Aug. 02, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 02, 2007	EXAMINER'S AMENDMENT ENTERED	
Aug. 02, 2007	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	
Aug. 02, 2007	EXAMINERS AMENDMENT E-MAILED	
Aug. 02, 2007	EXAMINERS AMENDMENT -WRITTEN	
Jul. 26, 2007	TEAS/EMAIL CORRESPONDENCE ENTERED	
Jul. 25, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jul. 25, 2007	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 22, 2007	NOTIFICATION OF EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	
Jun. 22, 2007	EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	
Jun. 22, 2007	EXAMINERS AMENDMENT AND/OR PRIORITY ACTION - COMPLETED	
Jun. 04, 2007	ASSIGNED TO EXAMINER	
Apr. 17, 2007	NOTICE OF PSEUDO MARK MAILED	
Apr. 16, 2007	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, 2008

Assignment Abstract Of Title Information

Summary

Total Assignments: 4

Registrant: The New Release

Assignment 1 of 4

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [4023/0284](#)

Pages: 4

Date Recorded: Jul. 13, 2009

Supporting Documents: [assignment-tm-4023-0284.pdf](#)

Assignor

Name: [THE NEW RELEASE](#)

Execution Date: May 01, 2009

Legal Entity Type: LIMITED PARTNERSHIP

State or Country: TEXAS
Where Organized:

Assignee

Name: [NCR CORPORATION](#)

Legal Entity Type: CORPORATION

State or Country: MARYLAND
Where Organized:

Address: 1700 S. PATTERSON BLVD.
DAYTON, OHIO 45479

Correspondent

Correspondent Name: SHIRLEY A BYRD

Correspondent Address: 1700 S. PATTERSON BLVD.
WHQ-3E
DAYTON, OH 45479

Domestic Representative - Not Found

Assignment 2 of 4

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [4819/0987](#)

Pages: 4

Date Recorded: Jul. 12, 2012

Supporting Documents: [assignment-tm-4819-0987.pdf](#)

Assignor

Name: [NCR CORPORATION](#)

Execution Date: Jun. 22, 2012

Legal Entity Type: CORPORATION

State or Country: MARYLAND
Where Organized:

Assignee

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

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country: DELAWARE
Where Organized:

Address: ONE TOWER LANE, SUITE 1200
OAKBROOK TERRACE, ILLINOIS 60181

Correspondent

Correspondent Name: JASON S. HOWELL, C/O PERKINS COIE LLP

Correspondent Address: 1201 THIRD AVENUE, SUITE 4900
SEATTLE, WA 98101

Domestic Representative - Not Found

Assignment 3 of 4

Conveyance: SECURITY INTEREST

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

Pages: 7

Date Recorded: Jun. 26, 2014

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

Assignor

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

Execution Date: Jun. 24, 2014

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Assignee

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

Legal Entity Type: NATIONAL ASSOCIATION

State or Country Where Organized: UNITED STATES

Address: 901 MAIN STREET
DALLAS, TEXAS 75202

Correspondent

Correspondent Name: HAYNES AND BOONE, LLP

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

Domestic Representative - Not Found

Assignment 4 of 4

Conveyance: RELEASE OF INTELLECTUAL PROPERTY SECURITY INTEREST

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

Pages: 16

Date Recorded: Sep. 27, 2016

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

Assignor

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

Execution Date: Sep. 27, 2016

Legal Entity Type: NATIONAL BANKING ASSOCIATION

State or Country Where Organized: UNITED STATES

Assignee

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

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

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

Correspondent

Correspondent Name: VENISA DARK, HAYNES AND BOONE LLP

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

Domestic Representative - Not Found

Revocation of Attorney/Domestic Representative and/or Appointment of Attorney/Domestic Representative

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77153182
REGISTRATION NUMBER	3432333
LAW OFFICE ASSIGNED	LAW OFFICE 113
ATTORNEY DOCKET NUMBER	72292.4000.0006.US001
MARK SECTION	
MARK	WHAT'S IN IT FOR YOU?
NEW ATTORNEY ADDRESS	
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	Jason S. Howell
FIRM NAME	Perkins Coie LLP
STREET	1201 Third Avenue, Suite 4900
CITY	Seattle
STATE	Washington
COUNTRY	United States
POSTAL/ZIP CODE	98101
PHONE	(206) 359-8000
FAX	(206) 359-9000
EMAIL	pctrademarks@perkinscoie.com
ATTORNEY AUTHORIZED TO COMMUNICATE VIA E-MAIL	YES
ATTORNEY DOCKET NUMBER	72292.4000.0006.US001
NEW OTHER APPOINTED ATTORNEYS	Lynne E. Graybeal, Heidi L. Sachs, Grace Han Stanton, James L. Vana, Kathleen J. Buckley, Julianne A. Henley, Elizabeth A. Kristoferson, Makalika D. Naholowaa, Jeffrey A. Nelson, Lisa T. Oratz, Andrea M. Sander, Sarah J. Taylor, and Robert G. Woolston
NEW CORRESPONDENCE ADDRESS	
NAME	Jason S. Howell
FIRM NAME	Perkins Coie LLP
STREET	1201 Third Avenue, Suite 4900
CITY	Seattle
STATE	Washington

COUNTRY	United States
POSTAL/ZIP CODE	98101
PHONE	(206) 359-8000
FAX	(206) 359-9000
EMAIL	pctrademarks@perkinscoie.com
AUTHORIZED TO COMMUNICATE VIA E-MAIL	YES
SIGNATURE SECTION	
SIGNATORY FILE	
ORIGINAL PDF FILE	hw_198221004-180803531_.NCR_to_Redbox_POA.pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT16\IMAGEOUT16\771\531\77153182\xml1\RAA0002.JPG
SIGNATORY NAME	Donald R. Rench
SIGNATORY POSITION	Vice President
SIGNATORY PHONE NUMBER	N/A
FILING INFORMATION SECTION	
SUBMIT DATE	Mon Jul 09 20:03:24 EDT 2012
TEAS STAMP	USPTO/RAA-XXX.XX.XXX.X-20 120709200324800927-780278 62-4908d1a90913cf014fba4e a2d383883f40-N/A-N/A-2012 0709194742603144

Revocation of Attorney/Domestic Representative and/or Appointment of Attorney/Domestic Representative

To the Commissioner for Trademarks:

MARK: WHAT'S IN IT FOR YOU?

SERIAL NUMBER: 77153182

REGISTRATION NUMBER: 3432333

ATTORNEY DOCKET NUMBER 72292.4000.0006.US001

Original Correspondence Address :

PAUL W. MARTIN

700 BUILDING

3097 SATELLITE BOULEVARD

DULUTH Georgia 30096

US

678-808-5231

404-487-8949

ptomail.law@ncr.com;paul.w.martin@ncr.com;tammy.brackett@ncr.com

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: In addition, any additional previously-appointed attorneys that are currently listed in the application are replaced with the new "Other Appointed Attorneys" listed below.

Newly Appointed Attorney:

Jason S. Howell

Perkins Coie LLP

1201 Third Avenue, Suite 4900

Seattle, Washington 98101

United States

(206) 359-8000

(206) 359-9000

pctrademarks@perkinscoie.com

72292.4000.0006.US001

Other Appointed Attorneys:

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

The following is to be used as the correspondence address:

Jason S. Howell

Perkins Coie LLP

1201 Third Avenue, Suite 4900

Seattle, Washington 98101

United States

(206) 359-8000

(206) 359-9000

pctrademarks@perkinscoie.com

Original PDF file:

[hw_198221004-180803531_. NCR to Redbox_POA.pdf](#)

Converted PDF file(s) (1 page)

[Signature File1](#)

Signatory's Name: Donald R. Rench

Signatory's Position: Vice President

Signatory's Phone Number: N/A

Serial Number: 77153182

Internet Transmission Date: Mon Jul 09 20:03:24 EDT 2012

TEAS Stamp: USPTO/RAA-XXX.XX.XXX.X-20120709200324800

927-78027862-4908d1a90913cf014fba4ea2d38

3883f40-N/A-N/A-20120709194742603144

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT: Redbox Automated Retail, LLC

REGISTRATION NUMBERS: 2573752,
2967191, 2985154, 2959630, 3432333, 3432228,
3432307, 3432306, and 3186792

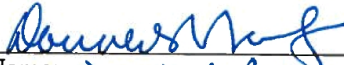
REVOCATION OF POWER OF
ATTORNEY AND APPOINTMENT
OF NEW ATTORNEY

Applicant hereby revokes all previous powers of attorney and appoints the law firm Perkins Coie LLP, 1201 Third Avenue, Suite 4800, Seattle, Washington 98101-3099, (206) 359-8000, including Kathleen J. Buckley, Lynne E. Graybeal, Julianne A. Henley, Jason S. Howell, Elizabeth A. Kristoferson, Makalika D. Naholowaa, Jeffrey A. Nelson, Lisa T. Oratz, Heidi L. Sachs, Andrea M. Sander, Grace Han Stanton, Sarah J. Taylor, James L. Vana and Robert G. Woolston, each of whom is admitted to practice law in the State of Washington and/or another state of the United States, with full power of substitution and revocation, to make alterations and amendments and to transact all business in the U.S. Patent and Trademark Office in connection with this matter.

Please direct all correspondence to Jason S. Howell at said firm.

DATED: July 9, 2012

REDBOX AUTOMATED RETAIL, LLC

By: 
Name: Donald R. Rench
Title: VICE PRESIDENT

Revocation of Attorney/Domestic Representative and/or Appointment of Attorney/Domestic Representative

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77153182
REGISTRATION NUMBER	3432333
LAW OFFICE ASSIGNED	LAW OFFICE 113
MARK SECTION	
MARK	WHAT'S IN IT FOR YOU?
ATTORNEY SECTION	
ORIGINAL ADDRESS	RALPH KALISH SUITE 2400 720 OLIVE STREET SAINT LOUIS Missouri (MO) 63101-2338 US 314-345-6000 314-345-6060 pto-sl@blackwellsanders.com
STATEMENT TEXT	By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above.
NEW CORRESPONDENCE ADDRESS	
NAME	Paul W. Martin
FIRM NAME	NCR Corporation
INTERNAL ADDRESS	700 Building
STREET	3097 Satellite Boulevard
CITY	Duluth
STATE	Georgia
COUNTRY	United States
POSTAL/ZIP CODE	30096
PHONE	678-808-5231
FAX	404-487-8949
EMAIL	ptomail.law@ncr.com;paul.w.martin@ncr.com;tammy.brackett@ncr.com
AUTHORIZED TO COMMUNICATE VIA E-MAIL	YES
SIGNATURE SECTION	
SIGNATURE	/martipw/
SIGNATORY NAME	Paul W. Martin
SIGNATORY DATE	05/07/2012
SIGNATORY POSITION	Attorney Of Record

SIGNATORY PHONE NUMBER	678.808.5231
FILING INFORMATION SECTION	
SUBMIT DATE	Mon May 07 17:11:56 EDT 2012
TEAS STAMP	USPTO/RAA-XXX.XXX.XX.X-20 120507171156688447-771531 82-4906b7c882e4d4132dfb18 3ff3a61e5962-N/A-N/A-2012 0507160138503312

Revocation of Attorney/Domestic Representative and/or Appointment of Attorney/Domestic Representative

To the Commissioner for Trademarks:

MARK: WHAT'S IN IT FOR YOU?

SERIAL NUMBER: 77153182

REGISTRATION NUMBER: 3432333

The original attorney

RALPH KALISH

SUITE 2400

720 OLIVE STREET

SAINT LOUIS Missouri 63101-2338

US

314-345-6000

314-345-6060

pto-sl@blackwellsanders.com

By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above.

Original Correspondence Address :

RALPH KALISH

SUITE 2400

720 OLIVE STREET

SAINT LOUIS Missouri 63101-2338

US

314-345-6000

314-345-6060

pto-sl@blackwellsanders.com

The following is to be used as the correspondence address:

Paul W. Martin

NCR Corporation

700 Building

3097 Satellite Boulevard

Duluth, Georgia 30096

United States

678-808-5231

404-487-8949

ptomail.law@ncr.com;paul.w.martin@ncr.com; tammy.brackett@ncr.com

Signature: /martipw/ Date: 05/07/2012

Signatory's Name: Paul W. Martin

Signatory's Position: Attorney Of Record

Signatory's Phone Number: 678.808.5231

Serial Number: 77153182

Internet Transmission Date: Mon May 07 17:11:56 EDT 2012

TEAS Stamp: USPTO/RAA-XXX.XXX.XX.X-20120507171156688

447-77153182-4906b7c882e4d4132dfb183ff3a

61e5962-N/A-N/A-20120507160138503312

Int. Cl.: 41

Prior U.S. Cls.: 100, 101, and 107

Reg. No. 3,432,333

United States Patent and Trademark Office

Registered May 20, 2008

**SERVICE MARK
PRINCIPAL REGISTER**

WHAT'S IN IT FOR YOU?

THE NEW RELEASE (TEXAS LIMITED PART-
NERSHIP)
5200 MITCHELLLLDALE, D1
HOUSTON, TX 77092

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

FOR: RENTAL OF DVDS, VIDEOTAPES AND
MOTION PICTURES, IN CLASS 41 (U.S. CLS. 100, 101
AND 107).

SN 77-153,182, FILED 4-10-2007.

FIRST USE 4-16-2007; IN COMMERCE 4-16-2007.

AHSEN KHAN, EXAMINING ATTORNEY



UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451
www.uspto.gov

NOTICE OF ACCEPTANCE OF STATEMENT OF USE

Apr 12, 2008

TM13

Ralph Kalish
Husch Blackwell Sanders LLP
Suite 2400
720 Olive Street
SAINT LOUIS MO 63101-2338

ATTORNEY
REFERENCE NUMBER:

718700.32

SERIAL NUMBER:	77/153182
MARK:	WHAT'S IN IT FOR YOU?
OWNER:	The New Release

The Statement of Use (SOU) filed for the trademark application identified above has been accepted. This acceptance means that the mark will register and the registration certificate will issue in due course barring any extraordinary circumstances.

For further information please check the USPTO web site at www.uspto.gov or call the Trademark Assistance Center at 1-800-786-9199.

Trademark Snap Shot Publication & Issue Review Stylesheet
(Table presents the data on Publication & Issue Review Complete)

OVERVIEW

SERIAL NUMBER	77153182	FILING DATE	04/10/2007
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	KHAN, AHSEN M	L.O. ASSIGNED	113

PUB INFORMATION

RUN DATE	04/12/2008		
PUB DATE	10/16/2007		
STATUS	819-SU - REGISTRATION REVIEW COMPLETE		
STATUS DATE	04/11/2008		
LITERAL MARK ELEMENT	WHAT'S IN IT FOR YOU?		
DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

FILING BASIS

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	NO	1 (a)	YES	1 (a)	NO
1 (b)	YES	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	WHAT'S IN IT FOR YOU?
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

PARTY TYPE	20-OWNER AT PUBLICATION
------------	-------------------------

NAME	The New Release
ADDRESS	5200 Mitchellldale, D1 Houston, TX 77092
ENTITY	13-LIMITED PARTNERSHIP
CITIZENSHIP	Texas
COMPOSED OF	TNR Holdings, LLC, Tx

GOODS AND SERVICES

INTERNATIONAL CLASS	041
DESCRIPTION TEXT	rental of DVDs, videotapes and motion pictures

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	041	FIRST USE DATE	04/16/2007	FIRST USE IN COMMERCE DATE	04/16/2007	CLASS STATUS	6-ACTIVE
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MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
PSEUDO MARK	WHAT IS IN IT FOR YOU?

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
04/11/2008	REGV	O	LAW OFFICE REGISTRATION REVIEW COMPLETED	024
04/10/2008	CNPR	P	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	023
04/04/2008	SUPC	I	STATEMENT OF USE PROCESSING COMPLETE	022
03/17/2008	IUAF	S	USE AMENDMENT FILED	021
03/17/2008	EISU	I	TEAS STATEMENT OF USE RECEIVED	020
01/08/2008	NOAM	O	NOTICE OF ALLOWANCE-MAILED	019
10/16/2007	PUBO	A	PUBLISHED FOR OPPOSITION	018
09/26/2007	NPUB	O	NOTICE OF PUBLICATION	017
09/10/2007	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	016
09/10/2007	ALIE	A	ASSIGNED TO LIE	015
08/02/2007	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	014
08/02/2007	XAEC	I	EXAMINER'S AMENDMENT ENTERED	013
08/02/2007	GNEN	O	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	012
08/02/2007	GNEA	O	EXAMINERS AMENDMENT E-MAILED	011
08/02/2007	CNEA	R	EXAMINERS AMENDMENT -WRITTEN	010
07/26/2007	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	009
07/25/2007	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	008
07/25/2007	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	007
06/22/2007	GEAN	O	NOTIFICATION OF EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	006
06/22/2007	GEAP	F	EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	005
06/22/2007	CPEA	R	EXAMINERS AMENDMENT AND/OR PRIORITY ACTION - COMPLETED	004

06/04/2007	DOCK	D	ASSIGNED TO EXAMINER	003
04/17/2007	MPMK	O	NOTICE OF PSEUDO MARK MAILED	002
04/16/2007	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Ralph Kalish
CORRESPONDENCE ADDRESS	Ralph Kalish Husch Blackwell Sanders LLP Suite 2400 720 Olive Street SAINT LOUIS MO 63101-2338
DOMESTIC REPRESENTATIVE	NONE

PRIOR OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	The New Release
ADDRESS	1233 West Olympic Blvd. Los Angeles, CA 90064
ENTITY	13-LIMITED PARTNERSHIP
CITIZENSHIP	Texas

WHAT'S IN IT FOR YOU?

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

OVERVIEW

SERIAL NUMBER	77153182	FILING DATE	04/10/2007
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	KHAN, AHSEN M	L.O. ASSIGNED	113

PUB INFORMATION

RUN DATE	04/11/2008		
PUB DATE	10/16/2007		
STATUS	818-SU - STATEMENT OF USE ACCEPTED - APPROVED FOR REGISTRATION		
STATUS DATE	04/10/2008		
LITERAL MARK ELEMENT	WHAT'S IN IT FOR YOU?		
DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

FILING BASIS

FILED BASIS		CURRENT BASIS		AMENDED BASIS	
1 (a)	NO	1 (a)	YES	1 (a)	NO
1 (b)	YES	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	WHAT'S IN IT FOR YOU?
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

PARTY TYPE	20-OWNER AT PUBLICATION
------------	-------------------------

NAME	The New Release
ADDRESS	5200 Mitchellldale, D1 Houston, TX 77092
ENTITY	13-LIMITED PARTNERSHIP
CITIZENSHIP	Texas
COMPOSED OF	TNR Holdings, LLC, Tx

GOODS AND SERVICES

INTERNATIONAL CLASS	041
DESCRIPTION TEXT	rental of DVDs, videotapes and motion pictures

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	041	FIRST USE DATE	04/16/2007	FIRST USE IN COMMERCE DATE	04/16/2007	CLASS STATUS	6-ACTIVE
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MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
PSEUDO MARK	WHAT IS IN IT FOR YOU?

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
04/10/2008	CNPR	P	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	023
04/04/2008	SUPC	I	STATEMENT OF USE PROCESSING COMPLETE	022
03/17/2008	IUAF	S	USE AMENDMENT FILED	021
03/17/2008	EISU	I	TEAS STATEMENT OF USE RECEIVED	020
01/08/2008	NOAM	O	NOTICE OF ALLOWANCE-MAILED	019
10/16/2007	PUBO	A	PUBLISHED FOR OPPOSITION	018
09/26/2007	NPUB	O	NOTICE OF PUBLICATION	017
09/10/2007	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	016
09/10/2007	ALIE	A	ASSIGNED TO LIE	015
08/02/2007	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	014
08/02/2007	XAEC	I	EXAMINER'S AMENDMENT ENTERED	013
08/02/2007	GNEN	O	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	012
08/02/2007	GNEA	O	EXAMINERS AMENDMENT E-MAILED	011
08/02/2007	CNEA	R	EXAMINERS AMENDMENT -WRITTEN	010
07/26/2007	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	009
07/25/2007	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	008
07/25/2007	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	007
06/22/2007	GEAN	O	NOTIFICATION OF EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	006
06/22/2007	GEAP	F	EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	005
06/22/2007	CPEA	R	EXAMINERS AMENDMENT AND/OR PRIORITY ACTION - COMPLETED	004
06/04/2007	DOCK	D	ASSIGNED TO EXAMINER	003

04/17/2007	MPMK	O	NOTICE OF PSEUDO MARK MAILED	002
04/16/2007	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Ralph Kalish
CORRESPONDENCE ADDRESS	Ralph Kalish Husch Blackwell Sanders LLP Suite 2400 720 Olive Street SAINT LOUIS MO 63101-2338
DOMESTIC REPRESENTATIVE	NONE

PRIOR OWNER INFORMATION

PARTY TYPE	10-ORIGINAL APPLICANT
NAME	The New Release
ADDRESS	1233 West Olympic Blvd. Los Angeles, CA 90064
ENTITY	13-LIMITED PARTNERSHIP
CITIZENSHIP	Texas

WHAT'S IN IT FOR YOU?

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

OVERVIEW

SERIAL NUMBER	77153182	FILING DATE	04/10/2007
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	KHAN, AHSEN M	L.O. ASSIGNED	113

PUB INFORMATION

RUN DATE	04/05/2008		
PUB DATE	10/16/2007		
STATUS	748-STATEMENT OF USE - TO EXAMINER		
STATUS DATE	04/04/2008		
LITERAL MARK ELEMENT	WHAT'S IN IT FOR YOU?		
DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

FILING BASIS

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

MARK DATA

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	WHAT'S IN IT FOR YOU?
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

PARTY TYPE	20-OWNER AT PUBLICATION
------------	-------------------------

NAME	The New Release
ADDRESS	5200 Mitchellldale, D1 Houston, TX 77092
ENTITY	13-LIMITED PARTNERSHIP
CITIZENSHIP	Texas
COMPOSED OF	TNR Holdings, LLC, Tx

GOODS AND SERVICES

INTERNATIONAL CLASS	041
DESCRIPTION TEXT	rental of DVDs, videotapes and motion pictures

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	041	FIRST USE DATE	04/16/2007	FIRST USE IN COMMERCE DATE	04/16/2007	CLASS STATUS	6-ACTIVE
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MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
PSEUDO MARK	WHAT IS IN IT FOR YOU?

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
04/04/2008	SUPC	I	STATEMENT OF USE PROCESSING COMPLETE	022
03/17/2008	IUAF	S	USE AMENDMENT FILED	021
03/17/2008	EISU	I	TEAS STATEMENT OF USE RECEIVED	020
01/08/2008	NOAM	O	NOTICE OF ALLOWANCE-MAILED	019
10/16/2007	PUBO	A	PUBLISHED FOR OPPOSITION	018
09/26/2007	NPUB	O	NOTICE OF PUBLICATION	017
09/10/2007	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	016
09/10/2007	ALIE	A	ASSIGNED TO LIE	015
08/02/2007	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	014
08/02/2007	XAEC	I	EXAMINER'S AMENDMENT ENTERED	013
08/02/2007	GNEN	O	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	012
08/02/2007	GNEA	O	EXAMINERS AMENDMENT E-MAILED	011
08/02/2007	CNEA	R	EXAMINERS AMENDMENT -WRITTEN	010
07/26/2007	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	009
07/25/2007	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	008
07/25/2007	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	007
06/22/2007	GEAN	O	NOTIFICATION OF EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	006
06/22/2007	GEAP	F	EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	005
06/22/2007	CPEA	R	EXAMINERS AMENDMENT AND/OR PRIORITY ACTION - COMPLETED	004
06/04/2007	DOCK	D	ASSIGNED TO EXAMINER	003
04/17/2007	MPMK	O	NOTICE OF PSEUDO MARK MAILED	002

04/16/2007	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001
CURRENT CORRESPONDENCE INFORMATION				
ATTORNEY		Ralph Kalish		
CORRESPONDENCE ADDRESS		Ralph Kalish Husch Blackwell Sanders LLP Suite 2400 720 Olive Street SAINT LOUIS MO 63101-2338		
DOMESTIC REPRESENTATIVE		NONE		
PRIOR OWNER INFORMATION				
PARTY TYPE		10-ORIGINAL APPLICANT		
NAME		The New Release		
ADDRESS		1233 West Olympic Blvd. Los Angeles, CA 90064		
ENTITY		13-LIMITED PARTNERSHIP		
CITIZENSHIP		Texas		

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What's in it for you?

NEWEST RELEASES

NO MEMBERSHIP

HUNDREDS OF TITLES



TOUCH SCREEN FOR DVD MOVIE RENTALS



1 Select language to begin



2 Insert credit or check card to rent



3 Take your DVD(s) from below

CUSTOMER SERVICE
(800) 518-1574
www.moviecube.com

DO NOT
INTO SLOT

ONE AT A TIME

TO RETURN DVD(s):
1 Select language to begin
2 Follow on-screen instructions
3 Rent more DVD(s)

NEW
RELEASES
**EVERY
TUESDAY**

BRING HOME
**MUST-SEE
MOVIES**
TODAY

www.moviecube.com

Trademark/Service Mark Statement of Use (15 U.S.C. Section 1051(d))

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77153182
LAW OFFICE ASSIGNED	LAW OFFICE 113
NOTICE OF ALLOWANCE	YES
EXTENSION OF USE	NO
REQUEST TO DIVIDE	NO
MARK SECTION	
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	WHAT'S IN IT FOR YOU?
OWNER SECTION (current)	
NAME	The New Release
STREET	1233 West Olympic Blvd.
CITY	Los Angeles
STATE	California
ZIP/POSTAL CODE	90064
COUNTRY	United States
OWNER SECTION (proposed)	
NAME	The New Release
STREET	5200 Mitchelldale, D1
CITY	Houston
STATE	Texas
ZIP/POSTAL CODE	77092
COUNTRY	United States
ATTORNEY SECTION (current)	
NAME	Ralph Kalish
FIRM NAME	BLACKWELL SANDERS PEPER MARTIN LLP
STREET	720 OLIVE ST FL 24
CITY	SAINT LOUIS
STATE	Missouri
POSTAL CODE	63101-2338

COUNTRY	United States
PHONE	314-345-6000
FAX	314-345-6060
EMAIL	pto-sl@blackwellsanders.com
ATTORNEY DOCKET NUMBER	718700.32
ATTORNEY SECTION (proposed)	
NAME	Ralph Kalish
FIRM NAME	Husch Blackwell Sanders LLP
INTERNAL ADDRESS	Suite 2400
STREET	720 Olive Street
CITY	SAINT LOUIS
STATE	Missouri
POSTAL CODE	63101-2338
COUNTRY	United States
PHONE	314-345-6000
FAX	314-345-6060
EMAIL	pto-sl@blackwellsanders.com
AUTHORIZED TO COMMUNICATE VIA E-MAIL	Yes
ATTORNEY DOCKET NUMBER	718700.32
OTHER APPOINTED ATTORNEY	Alan Nemes, Wendy Boldt Cohen, Samuel Digirolamo, Alisha Huls, Changhoon Lee, Daniel Cohn, Arkadia DeLay
GOODS AND/OR SERVICES SECTION	
INTERNATIONAL CLASS	041
CURRENT IDENTIFICATION	rental of DVDs, videotapes and motion pictures
GOODS AND/OR SERVICES	KEEP ALL LISTED
FIRST USE ANYWHERE DATE	04/16/2007
FIRST USE IN COMMERCE DATE	04/16/2007
SPECIMEN FILE NAME(S)	\\TICRS2\EXPORT15\771\531\77153182\xml2\SOU0002.JP G
SPECIMEN DESCRIPTION	digitally scanned photograph of a movie dispensing machine used for the rental of movies
PAYMENT SECTION	
NUMBER OF CLASSES	1
SUBTOTAL AMOUNT	100
TOTAL AMOUNT	100
SIGNATURE SECTION	
SIGNATURE	/Timothy D. Belton/
SIGNATORY'S NAME	Timothy D. Belton
SIGNATORY'S POSITION	President and Chief Executive Officer

DATE SIGNED	03/17/2008
FILING INFORMATION	
SUBMIT DATE	Mon Mar 17 17:24:59 EDT 2008
TEAS STAMP	USPTO/SOU-XX.XXX.XX.X-200 80317172459068961-7715318 2-4006cd33da4718d1ff53f53 d8ddea731ef4-CC-2750-2008 0317145451727064

**Trademark/Service Mark Statement of Use
(15 U.S.C. Section 1051(d))**

To the Commissioner for Trademarks:

MARK: WHAT'S IN IT FOR YOU?

SERIAL NUMBER: 77153182

This Allegation of Use is being filed after a Notice of Allowance has issued.

The applicant, The New Release, having an address of 5200 Mitchelldale, D1, Houston, Texas United States 77092, is using or is using through a related company or licensee the mark in commerce on or in connection with the goods and/or services as follows:

For International Class 041:

Current identification: rental of DVDs, videotapes and motion pictures

The applicant, or the applicant's related company or licensee, is using the mark in commerce on or in connection with all goods and/or services listed in the application or Notice of Allowance or as subsequently modified.

The mark was first used by the applicant, or the applicant's related company, licensee, or predecessor in interest at least as early as 04/16/2007, and first used in commerce at least as early as 04/16/2007, and is now in use in such commerce. The applicant is submitting one specimen for the class showing the mark as used in commerce on or in connection with any item in the class, consisting of a(n) digitally scanned photograph of a movie dispensing machine used for the rental of movies.

[Specimen File1](#)

The applicant hereby appoints Ralph Kalish and Alan Nemes, Wendy Boldt Cohen, Samuel Digirolamo, Alisha Huls, Changhoon Lee, Daniel Cohn, Arkadia DeLay of Husch Blackwell Sanders LLP, Suite 2400, 720 Olive Street, SAINT LOUIS, Missouri United States 63101-2338 to submit this Trademark/Service Mark Statement of Use on behalf of the applicant. The attorney docket/reference number is 718700.32.

A fee payment in the amount of \$100 will be submitted with the form, representing payment for 1 class.

Declaration

Applicant requests registration of the above-identified trademark/service mark 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). Applicant is the owner of the mark sought to be registered, and is using the mark in commerce on or in connection with the goods/services identified above, as evidenced by the attached specimen(s) showing the mark as used in commerce.

The undersigned being hereby warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements and the like may jeopardize the validity of this document, declares that he/she is properly authorized to execute this document on behalf of the Owner; and all statements made of his/her own knowledge are true and that all statements made on information and belief are believed to be true.

Signature: /Timothy D. Belton/ Date Signed: 03/17/2008

Signatory's Name: Timothy D. Belton

Signatory's Position: President and Chief Executive Officer

Mailing Address:

BLACKWELL SANDERS PEPER MARTIN LLP

720 OLIVE ST FL 24

SAINT LOUIS, Missouri 63101-2338

Mailing Address:

Husch Blackwell Sanders LLP

Suite 2400

720 Olive Street
SAINT LOUIS, Missouri 63101-2338

RAM Sale Number: 2750
RAM Accounting Date: 03/18/2008

Serial Number: 77153182
Internet Transmission Date: Mon Mar 17 17:24:59 EDT 2008
TEAS Stamp: USPTO/SOU-XX.XXX.XX.X-200803171724590689
61-77153182-4006cd33da4718d1ff53f53d8dde
a731ef4-CC-2750-20080317145451727064

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1 Select language to begin



2 Insert credit or check card to rent



3 Take your DVD(s) from below

CUSTOMER SERVICE
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DO NOT
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TO RETURN DVD(s):
1 Select language to begin
2 Follow on-screen instructions
3 Rent more DVD(s)

NEW
RELEASES
**EVERY
TUESDAY**

BRING HOME
**MUST-SEE
MOVIES**
TODAY

www.moviecube.com

FEE RECORD SHEET

Serial Number: 77153182



RAM Sale Number: 2750

Total Fees: \$100

RAM Accounting Date: 20080318

<u>Transaction</u>	<u>Fee Code</u>	<u>Transaction Date</u>	<u>Fee per Class</u>	<u>Number of Classes</u>	<u>Total Fee</u>
Statement of Use (SOU)	7003	20080317	\$100	1	\$100

Transaction Date: 20080317



U.S. Patent and Trademark Office (USPTO)

NOTICE OF ALLOWANCE

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

ISSUE DATE: Jan 8, 2008

RALPH KALISH
BLACKWELL SANDERS PEPER MARTIN LLP
720 OLIVE ST FL 24
SAINT LOUIS, MO 63101-2338

ATTORNEY
REFERENCE NUMBER

718700.32

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

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

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

The following information should be reviewed for accuracy:

SERIAL NUMBER: 77/153182
MARK: WHAT'S IN IT FOR YOU? (STANDARD CHARACTER MARK)
OWNER: The New Release
1233 West Olympic Blvd.
Los Angeles , CALIFORNIA 90064

Section 1(a): NO

Section 1(b): YES

Section 44(e): NO

GOODS/SERVICES BY INTERNATIONAL CLASS

041 - rental of DVDs, videotapes and motion pictures -- FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE
ALL OF THE GOODS/SERVICES IN EACH CLASS ARE LISTED

ADDITIONAL INFORMATION MAY BE PRESENT IN THE USPTO RECORDS



UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451
www.uspto.gov

Sep 26, 2007

NOTICE OF PUBLICATION UNDER 12(a)

- | | |
|--------------------------------------|--|
| 1. Serial No.:
77/153,182 | 2. Mark:
WHAT'S IN IT FOR YOU?
Standard Character Mark |
| 3. International Class(es):
41 | |
| 4. Publication Date:
Oct 16, 2007 | 5. Applicant:
The New Release |

The mark of the application identified appears to be entitled to registration. The mark will, in accordance with Section 12(a) of the Trademark Act of 1946, as amended, be published in the Official Gazette on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark. If no opposition is filed within the time specified by Section 13(a) of the Statute or by rules 2.101 or 2.102 of the Trademark Rules, the Commissioner of Patents and Trademarks may issue a notice of allowance pursuant to section 13(b) of the Statute.

Copies of the trademark portion of the Official Gazette containing the publication of the mark may be obtained from:

The Superintendent of Documents
U.S. Government Printing Office
PO Box 371954
Pittsburgh, PA 15250-7954
Phone: 202-512-1800

By direction of the Commissioner.

Correspondence Address:

RALPH KALISH
BLACKWELL SANDERS PEPER MARTIN LLP
720 OLIVE ST FL 24
SAINT LOUIS, MO 63101-2338

TMP&I

Trademark Snap Shot Publication & Issue Review Stylesheet
(Table presents the data on Publication & Issue Review Complete)

OVERVIEW

SERIAL NUMBER	77153182	FILING DATE	04/10/2007
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	KHAN, AHSEN M	L.O. ASSIGNED	113

PUB INFORMATION

RUN DATE	09/11/2007		
PUB DATE	10/16/2007		
STATUS	681-PUBLICATION/ISSUE REVIEW COMPLETE		
STATUS DATE	09/10/2007		
LITERAL MARK ELEMENT	WHAT'S IN IT FOR YOU?		
DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

FILING BASIS

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

MARK DATA

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	WHAT'S IN IT FOR YOU?
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

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

NAME	The New Release
ADDRESS	1233 West Olympic Blvd. Los Angeles, CA 90064
ENTITY	13-LIMITED PARTNERSHIP
CITIZENSHIP	Texas
COMPOSED OF	TNR Holdings, LLC, Tx

GOODS AND SERVICES

INTERNATIONAL CLASS	041
DESCRIPTION TEXT	rental of DVDs, videotapes and motion pictures

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	041	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
PSEUDO MARK	WHAT IS IN IT FOR YOU?

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
09/10/2007	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	016
09/10/2007	ALIE	A	ASSIGNED TO LIE	015
08/02/2007	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	014
08/02/2007	XAEC	I	EXAMINER'S AMENDMENT ENTERED	013
08/02/2007	GNEN	O	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	012
08/02/2007	GNEA	O	EXAMINERS AMENDMENT E-MAILED	011
08/02/2007	CNEA	R	EXAMINERS AMENDMENT -WRITTEN	010
07/26/2007	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	009
07/25/2007	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	008
07/25/2007	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	007
06/22/2007	GEAN	O	NOTIFICATION OF EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	006
06/22/2007	GEAP	F	EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	005
06/22/2007	CPEA	R	EXAMINERS AMENDMENT AND/OR PRIORITY ACTION - COMPLETED	004
06/04/2007	DOCK	D	ASSIGNED TO EXAMINER	003
04/17/2007	MPMK	O	NOTICE OF PSEUDO MARK MAILED	002
04/16/2007	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Ralph Kalish
CORRESPONDENCE ADDRESS	RALPH KALISH BLACKWELL SANDERS PEPER MARTIN LLP

	720 OLIVE ST FL 24 SAINT LOUIS, MO 63101-2338
DOMESTIC REPRESENTATIVE	NONE

WHAT'S IN IT FOR YOU?

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

OVERVIEW

SERIAL NUMBER	77153182	FILING DATE	04/10/2007
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	KHAN, AHSEN M	L.O. ASSIGNED	113

PUB INFORMATION

RUN DATE	08/03/2007		
PUB DATE	N/A		
STATUS	680-APPROVED FOR PUBLICATION		
STATUS DATE	08/02/2007		
LITERAL MARK ELEMENT	WHAT'S IN IT FOR YOU?		
DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

FILING BASIS

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

MARK DATA

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	WHAT'S IN IT FOR YOU?
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

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

NAME	The New Release
ADDRESS	1233 West Olympic Blvd. Los Angeles, CA 90064
ENTITY	13-LIMITED PARTNERSHIP
CITIZENSHIP	Texas
COMPOSED OF	TNR Holdings, LLC, Tx

GOODS AND SERVICES

INTERNATIONAL CLASS	041
DESCRIPTION TEXT	rental of DVDs, videotapes and motion pictures

GOODS AND SERVICES CLASSIFICATION

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

MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
PSEUDO MARK	WHAT IS IN IT FOR YOU?

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
08/02/2007	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	014
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08/02/2007	GNEA	O	EXAMINERS AMENDMENT E-MAILED	011
08/02/2007	CNEA	R	EXAMINERS AMENDMENT -WRITTEN	010
07/26/2007	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	009
07/25/2007	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	008
07/25/2007	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	007
06/22/2007	GEAN	O	NOTIFICATION OF EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	006
06/22/2007	GEAP	F	EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	005
06/22/2007	CPEA	R	EXAMINERS AMENDMENT AND/OR PRIORITY ACTION - COMPLETED	004
06/04/2007	DOCK	D	ASSIGNED TO EXAMINER	003
04/17/2007	MPMK	O	NOTICE OF PSEUDO MARK MAILED	002
04/16/2007	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Ralph Kalish
CORRESPONDENCE ADDRESS	RALPH KALISH BLACKWELL SANDERS PEPER MARTIN LLP 720 OLIVE ST FL 24 SAINT LOUIS, MO 63101-2338
DOMESTIC REPRESENTATIVE	NONE

WHAT'S IN IT FOR YOU?

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

OVERVIEW

SERIAL NUMBER	77153182	FILING DATE	04/10/2007
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	KHAN, AHSEN M	L.O. ASSIGNED	113

PUB INFORMATION

RUN DATE	08/03/2007		
PUB DATE	N/A		
STATUS	680-APPROVED FOR PUBLICATION		
STATUS DATE	08/02/2007		
LITERAL MARK ELEMENT	WHAT'S IN IT FOR YOU?		
DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

FILING BASIS

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

MARK DATA

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	WHAT'S IN IT FOR YOU?
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

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

NAME	The New Release
ADDRESS	1233 West Olympic Blvd. Los Angeles, CA 90064
ENTITY	13-LIMITED PARTNERSHIP
CITIZENSHIP	Texas
COMPOSED OF	TNR Holdings, LLC, Tx

GOODS AND SERVICES

INTERNATIONAL CLASS	041
DESCRIPTION TEXT	rental of DVDs, videotapes and motion pictures

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	041	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
PSEUDO MARK	WHAT IS IN IT FOR YOU?

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
08/02/2007	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	014
08/02/2007	XAEC	I	EXAMINER'S AMENDMENT ENTERED	013
08/02/2007	GNEA	O	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	012
08/02/2007	GNEA	O	EXAMINERS AMENDMENT E-MAILED	011
08/02/2007	CNEA	R	EXAMINERS AMENDMENT -WRITTEN	010
07/26/2007	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	009
07/25/2007	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	008
07/25/2007	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	007
06/22/2007	GEAN	O	NOTIFICATION OF EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	006
06/22/2007	GEAP	F	EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	005
06/22/2007	CPEA	R	EXAMINERS AMENDMENT AND/OR PRIORITY ACTION - COMPLETED	004
06/04/2007	DOCK	D	ASSIGNED TO EXAMINER	003
04/17/2007	MPMK	O	NOTICE OF PSEUDO MARK MAILED	002
04/16/2007	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Ralph Kalish
CORRESPONDENCE ADDRESS	RALPH KALISH BLACKWELL SANDERS PEPER MARTIN LLP 720 OLIVE ST FL 24 SAINT LOUIS, MO 63101-2338
DOMESTIC REPRESENTATIVE	NONE

WHAT'S IN IT FOR YOU?

To: The New Release (pto-sl@blackwellsanders.com)
Subject: TRADEMARK APPLICATION NO. 77153182 - WHAT'S IN IT FOR YOU - 718700.32
Sent: 8/2/2007 5:40:25 PM
Sent As: ECOM113@USPTO.GOV
Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 77/153182

MARK: WHAT'S IN IT FOR YOU

77153182

CORRESPONDENT ADDRESS:

RALPH KALISH
BLACKWELL SANDERS PEPER MARTIN LLP
720 OLIVE ST FL 24
SAINT LOUIS, MO 63101-2338

GENERAL TRADEMARK INFORMATION:
<http://www.uspto.gov/main/trademarks.htm>

APPLICANT: The New Release

CORRESPONDENT'S REFERENCE/DOCKET NO :
718700.32

CORRESPONDENT E-MAIL ADDRESS:
pto-sl@blackwellsanders.com

EXAMINER'S AMENDMENT

ISSUE/MAILING DATE: 8/2/2007

OFFICE SEARCH: The examining attorney has searched the Office records and has found no similar registered or pending mark which would bar registration under Trademark Act Section 2(d), 15 U.S.C. Section 1052(d). TMEP section 704.02.

AMENDMENT: In accordance with the authorization granted by Ralph Kalish on August 2, 2007, the application has been AMENDED as indicated below. Please advise the undersigned immediately if there is an objection to the amendment.

If the identification of goods or services has been amended, please note that any future amendments must be in accordance with 37 C.F.R. 2.71(a); TMEP section 1402.07(e).

Applicant, a limited partnership is composed of TNR Holdings, which is organized under the laws of Texas. 37 C.F.R. §2.32(a)(3)(iii); TMEP §§803.03(b) and 803.04.

/ahsenkhan/
Trademark Attorney
Law Office 113
(571) 272 1479

STATUS CHECK: Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at <http://tarr.uspto.gov>. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.

To: The New Release (pto-sl@blackwellsanders.com)
Subject: TRADEMARK APPLICATION NO. 77153182 - WHAT'S IN IT FOR YOU - 718700.32
Sent: 8/2/2007 5:40:27 PM
Sent As: ECOM113@USPTO.GOV
Attachments:

IMPORTANT NOTICE
USPTO OFFICE ACTION HAS ISSUED ON 8/2/2007 FOR
APPLICATION SERIAL NO. 77153182

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

VIEW OFFICE ACTION: Click on this link
http://portal.uspto.gov/external/portal/tow?DDA=Y&serial_number=77153182&doc_type=EXA&mail_date=20070802 (or copy and paste this URL into the address field of your browser), or visit <http://portal.uspto.gov/external/portal/tow> and enter the application serial number to [access](#) the Office action.

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

RESPONSE MAY BE REQUIRED: You should carefully review the Office action to determine (1) if a response is required; (2) how to respond; and (3) the applicable [response time period](#). Your response deadline will be calculated from **8/2/2007**.

Do NOT hit "Reply" to this e-mail notification, or otherwise attempt to e-mail your response, as the USPTO does NOT accept e-mailed responses. Instead, the USPTO recommends that you respond online using the Trademark Electronic Application System response form at <http://www.uspto.gov/teas/eTEASpageD.htm>.

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

WARNING

1. The USPTO will NOT send a separate e-mail with the Office action attached.
2. Failure to file any required response by the applicable deadline will result in the [ABANDONMENT](#) of your application.

NOTE TO THE FILE

SERIAL NUMBER: 77153182

DATE: 08/02/2007

NAME: akhan3

NOTE:

- ☐ Checked LEXIS/NEXIS
- ☐ Searched internet using [insert search engine or web site]
- ☐ Checked with Law Library re surname.
- ☐ Checked geographic significance.
- ☐ Checked with translations branch.
- ☐ Checked ID with ID/Class
- ☐ Checked ID with Senior Attorney/Managing Attorney
- ☐ Telephoned attorney/applicant leaving message re: _____
- ☐ Telephoned attorney/applicant, application was signed on ☐
- ☐ Personal interview conducted with attorney/applicant re ☐
- ☐ Attorney/applicant called to discuss ☐
- ☐ Bulky specimens with examiner.
- ☐ Acronym website searched.
- ☐ Changed Tradeups to add. ☐
- ☐ Changed Tradeups to delete. ☐
- ☒ Changed Tradeups to add Examiner's Amendment.
- ☐ Letter of Protest Granted
- ☐ OTHER (insert reason for Note)

NOTE TO THE FILE

SERIAL NUMBER: 77153182

DATE: 07/31/2007

NAME: akhan3

NOTE:

- ☐ Checked LEXIS/NEXIS
- ☐ Searched internet using [insert search engine or web site]
- ☐ Checked with Law Library re surname.
- ☐ Checked geographic significance.
- ☐ Checked with translations branch.
- ☐ Checked ID with ID/Class
- ☐ Checked ID with Senior Attorney/Managing Attorney
- ☐ Telephoned attorney/applicant leaving message re: _____
- ☐ Telephoned attorney/applicant, application was signed on ☐
- ☐ Personal interview conducted with attorney/applicant re _____
- ☐ Attorney/applicant called to discuss _____
- ☐ Bulky specimens with examiner.
- ☐ Acronym website searched.
- ☒ Changed Tradeups to add. examiner's amendment
- ☐ Changed Tradeups to delete. _____
- ☐ OTHER (insert reason for Note)

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

OVERVIEW

SERIAL NUMBER	77153182	FILING DATE	04/10/2007
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	KHAN, AHSEN M	L.O. ASSIGNED	113

PUB INFORMATION

RUN DATE	07/27/2007		
PUB DATE	N/A		
STATUS	661-RESPONSE AFTER NON-FINAL-ACTION-ENTERED		
STATUS DATE	07/26/2007		
LITERAL MARK ELEMENT	WHAT'S IN IT FOR YOU?		
DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

FILING BASIS

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

MARK DATA

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	WHAT'S IN IT FOR YOU?
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

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

NAME	The New Release
ADDRESS	1233 West Olympic Blvd. Los Angeles, CA 90064
ENTITY	13-LIMITED PARTNERSHIP
CITIZENSHIP	Texas
COMPOSED OF	TNR Holdings, LLC, US

GOODS AND SERVICES

INTERNATIONAL CLASS	041
DESCRIPTION TEXT	automated and non-automated DVD, VHS, and other video rental services

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	041	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
PSEUDO MARK	WHAT IS IN IT FOR YOU?

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
07/26/2007	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	009
07/25/2007	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	008
07/25/2007	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	007
06/22/2007	GEAN	O	NOTIFICATION OF EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	006
06/22/2007	GEAP	F	EXAMINER'S AMENDMENT/PRIORITY ACTION E-MAILED	005
06/22/2007	CPEA	R	EXAMINERS AMENDMENT AND/OR PRIORITY ACTION - COMPLETED	004
06/04/2007	DOCK	D	ASSIGNED TO EXAMINER	003
04/17/2007	MPMK	O	NOTICE OF PSEUDO MARK MAILED	002
04/16/2007	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Ralph Kalish
CORRESPONDENCE ADDRESS	RALPH KALISH BLACKWELL SANDERS PEPER MARTIN LLP 720 OLIVE ST FL 24 SAINT LOUIS, MO 63101-2338
DOMESTIC REPRESENTATIVE	NONE

WHAT'S IN IT FOR YOU?

Response to Office Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77153182
LAW OFFICE ASSIGNED	LAW OFFICE 113
MARK SECTION (no change)	
OWNER SECTION (no change)	
LEGAL ENTITY SECTION (current)	
TYPE	LIMITED PARTNERSHIP
STATE/COUNTRY WHERE LEGALLY ORGANIZED	Texas
LEGAL ENTITY SECTION (proposed)	
TYPE	LIMITED PARTNERSHIP
STATE/COUNTRY WHERE LEGALLY ORGANIZED	Texas
NAME OF ALL GENERAL PARTNERS, ACTIVE MEMBERS, INDIVIDUAL, TRUSTEES, OR EXECUTORS, AND CITIZENSHIP/ INCORPORATION	TNR Holdings, LLC, US
SIGNATURE SECTION	
RESPONSE SIGNATURE	/Ralph W. Kalish, Jr./
SIGNATORY'S NAME	Ralph W. Kalish, Jr.
SIGNATORY'S POSITION	Attorney for Applicant
DATE SIGNED	07/25/2007
AUTHORIZED SIGNATORY	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Wed Jul 25 17:54:09 EDT 2007
TEAS STAMP	USPTO/ROA-XX.XXX.XX.X-200 70725175409034812-7715318 2-380c32c38eba98cd7fee557 e1fc68517d75-N/A-N/A-2007 0723174703254213

Response to Office Action

To the Commissioner for Trademarks:

Application serial no. **77153182** has been amended as follows:

APPLICANT AND/OR ENTITY INFORMATION

Applicant proposes to amend the following:

Current: The New Release, a limited partnership having an address of 1233 West Olympic Blvd. Los Angeles, California United States 90064.

Proposed: The New Release, a limited partnership legally organized under the laws of Texas, comprising of TNR Holdings, LLC, US, having an address of 1233 West Olympic Blvd. Los Angeles, California United States 90064.

SIGNATURE(S)

Response Signature

Signature: /Ralph W. Kalish, Jr./ Date: 07/25/2007

Signatory's Name: Ralph W. Kalish, Jr.

Signatory's Position: Attorney for Applicant

The signatory has confirmed that he/she is either (1) an attorney who is a member in good standing of the bar of the highest court of a U.S. state; or (2) a Canadian attorney/agent who has been granted reciprocal recognition under 37 C.F.R. §10.14(c) by the USPTO's Office of Enrollment and Discipline. He/she further confirms that (1) the applicant has not previously been represented in this matter by an authorized attorney; and (2) he/she is the applicant's attorney or an associate of that attorney.

Serial Number: 77153182

Internet Transmission Date: Wed Jul 25 17:54:09 EDT 2007

TEAS Stamp: USPTO/ROA-XX.XXX.XX.X-200707251754090348

12-77153182-380c32c38eba98cd7fee557e1fc6

8517d75-N/A-N/A-20070723174703254213

To: The New Release (pto-sl@blackwellsanders.com)
Subject: TRADEMARK APPLICATION NO. 77153182 - WHAT'S IN IT FOR YOU - 718700.32
Sent: 6/22/2007 11:07:59 AM
Sent As: ECOM113@USPTO.GOV
Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 77/153182

MARK: WHAT'S IN IT FOR YOU

77153182

CORRESPONDENT ADDRESS:

RALPH KALISH
BLACKWELL SANDERS PEPER MARTIN LLP
720 OLIVE ST FL 24
SAINT LOUIS, MO 63101-2338

RESPOND TO THIS ACTION:

<http://www.uspto.gov/teas/eTEASpageD.htm>

GENERAL TRADEMARK INFORMATION:

<http://www.uspto.gov/main/trademarks.htm>

-

APPLICANT: The New Release

CORRESPONDENT'S REFERENCE/DOCKET NO :

718700.32

CORRESPONDENT E-MAIL ADDRESS:

pto-sl@blackwellsanders.com

EXAMINER'S AMENDMENT/PRIORITY ACTION

TO AVOID ABANDONMENT, THE OFFICE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE.

ISSUE/MAILING DATE: 6/22/2007

EXAMINER'S AMENDMENT

OFFICE SEARCH: The examining attorney has searched the Office records and has found no similar registered or pending mark which would bar registration under Trademark Act Section 2(d), 15 U.S.C. Section 1052(d). TMEP section 704.02.

AMENDMENT: In accordance with the authorization granted by Ralph Kalish on June 18, 2007, the application has been AMENDED as indicated below. Please advise the undersigned immediately if there is an objection to the amendment.

If the identification of goods or services has been amended, please note that any future amendments must be in accordance with 37 C.F.R. 2.71(a); TMEP section 1402.07(e).

Recitation of Services

The identification of services is amended to read as follows: "rental of DVDs, videotapes and motion pictures in International Class 41." TMEP §1402.01(e).

PRIORITY ACTION

The application will be given priority as an amended application if a response to the requirements stated below is received within two months of the issue/ mailing date.

The following issues were discussed in communication with Ralph Kalish on June 18, 2007.

Partner Information

-
The applicant partnership will specify for the record the names, entity types and citizenship of all general partners. 37 C.F.R. §§2.32(a)(3)(ii) and (iii); TMEP §§803.03(b) and 803.04.

PLEASE NOTE: Applicant is encouraged to telephone the trademark examining attorney to resolve the issues raised below.

/ahsenkhan/
Trademark Attorney
Law Office 113
(571) 272 1479

RESPOND TO THIS ACTION: If there are any questions about the Office action, please contact the assigned examining attorney. A response to this Office Action should be filed using the Office's Response to Office action form available at <http://www.uspto.gov/teas/eTEASpageD.htm>. If notification of this Office action was received via e-mail, no response using this form may be filed for 72 hours after receipt of the notification. **Do not attempt to respond by e-mail as the USPTO does not accept e-mailed responses.**

If responding by paper mail, please include the following information: the application serial number, the mark, the filing date and the name, title/position, telephone number and e-mail address of the person signing the response. Please use the following address: Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451.

STATUS CHECK: Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at <http://tarr.uspto.gov>. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.

To: The New Release (pto-sl@blackwellsanders.com)
Subject: TRADEMARK APPLICATION NO. 77153182 - WHAT'S IN IT FOR YOU - 718700.32
Sent: 6/22/2007 11:08:01 AM
Sent As: ECOM113@USPTO.GOV
Attachments:

IMPORTANT NOTICE
USPTO OFFICE ACTION HAS ISSUED ON 6/22/2007 FOR
APPLICATION SERIAL NO. 77153182

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

VIEW OFFICE ACTION: Click on this link
http://portal.uspto.gov/external/portal/tow?DDA=Y&serial_number=77153182&doc_type=EAP&mail_date=20070622 (or copy and paste this URL into the address field of your browser), or visit <http://portal.uspto.gov/external/portal/tow> and enter the application serial number to [access](#) the Office action.

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

RESPONSE MAY BE REQUIRED: You should carefully review the Office action to determine (1) if a response is required; (2) how to respond; and (3) the applicable [response time period](#). Your response deadline will be calculated from **6/22/2007**.

Do NOT hit "Reply" to this e-mail notification, or otherwise attempt to e-mail your response, as the USPTO does NOT accept e-mailed responses. Instead, the USPTO recommends that you respond online using the Trademark Electronic Application System response form at <http://www.uspto.gov/teas/eTEASpageD.htm>.

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

WARNING

1. The USPTO will NOT send a separate e-mail with the Office action attached.
2. Failure to file any required response by the applicable deadline will result in the [ABANDONMENT](#) of your application.

*** User:akhan3 ***

#	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/ Search Duration	Search
01	4	0	4	2	0:06	"what's in it"[bi,ti] not dead[ld]
02	25841	N/A	0	0	0:06	for[bi,ti] not dead[ld]
03	17036	N/A	0	0	0:02	("you" or "u")[bi,ti] not dead[ld]
04	4	N/A	0	0	0:01	1 and (2 or 3)
05	1535	N/A	0	0	0:01	2 and 3
06	1527319	N/A	0	0	0:02	"035"[cc]
07	955	N/A	0	0	0:01	5 and 6
08	2637	N/A	0	0	0:03	what[bi,ti] not dead[ld]
09	81	0	81	43	0:01	7 and 8
10	52507	N/A	0	0	0:06	in[bi,ti] not dead[ld]
11	46	N/A	0	0	0:01	10 and 7
12	40	0	40	29	0:01	11 not 9
13	2790	N/A	0	0	0:03	*what*[bi,ti] not dead[ld]
14	345	N/A	0	0	0:01	13 and (5 or 10)
15	209	N/A	0	0	0:01	6 and 14
16	127	0	127	97	0:01	15 not (9 or 12)
17	13750	N/A	0	0	0:03	it[bi,ti] not dead[ld]
18	2667	N/A	0	0	0:01	17 and (13 or 2 or 3 or 10)[bi,ti] not dead[ld]
19	1480	N/A	0	0	0:01	6 and 18
20	1455	N/A	0	0	0:01	19 not (9 or 12 or 16)

Session started 6/4/2007 4:32:14 PM

Session finished 6/4/2007 4:41:36 PM

Total search duration 0 minutes 43 seconds

Session duration 9 minutes 22 seconds

Default NEAR limit=1ADJ limit=1

Sent to TIGRS as Serial Number: 77153182

From: TMDesignCodeComments
Sent: Tuesday, April 17, 2007 00:08 AM
To: XXXX
Subject: Notice of Pseudo Mark for Serial Number: 77153182

ATTORNEY REFERENCE NUMBER: 718700.32

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

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

You are not required to respond to this notice. However, if you would like to suggest additions or changes to the pseudo mark assigned to your mark, please send an email to TMDesignCodeComments@USPTO.GOV or call 1-800-786-9199 to speak to a Customer Service representative. No fee is necessary. (Please include the serial number of your application on ALL correspondence with the USPTO.) The USPTO will review your request and update the record if appropriate.

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

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

PSEUDO MARK:

WHAT IS IN IT FOR YOU?

Trademark/Service Mark Application, Principal Register

Serial Number: 77153182

Filing Date: 04/10/2007

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77153182
MARK INFORMATION	
*MARK	WHAT'S IN IT FOR YOU?
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	WHAT'S IN IT FOR YOU?
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
APPLICANT INFORMATION	
*OWNER OF MARK	The New Release
*STREET	1233 West Olympic Blvd.
*CITY	Los Angeles
*STATE (Required for U.S. applicants)	California
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	90064
LEGAL ENTITY INFORMATION	
*TYPE	LIMITED PARTNERSHIP
*STATE/COUNTRY WHERE LEGALLY ORGANIZED	Texas
GOODS AND/OR SERVICES SECTION	
INTERNATIONAL CLASS	041
DESCRIPTION	automated and non-automated DVD, VHS, and other video rental services
FILING BASIS	SECTION 1(b)
ATTORNEY INFORMATION	
NAME	Ralph Kalish
ATTORNEY DOCKET NUMBER	718700.32
FIRM NAME	Blackwell Sanders Peper Martin LLP
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PHONE	314-345-6000
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AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
OTHER APPOINTED ATTORNEY	Danica Mathes, Samuel Digirolamo, Alisha Huls, Alan Nemes, Wendy Boldt Cohen
CORRESPONDENCE INFORMATION	
NAME	Ralph Kalish
FIRM NAME	Blackwell Sanders Peper Martin LLP
STREET	720 Olive St.
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AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
NUMBER OF CLASSES	1
FEE PER CLASS	325
TOTAL FEE DUE	325
SIGNATURE INFORMATION	
SIGNATURE	/Ralph W. Kalish, Jr./
SIGNATORY'S NAME	Ralph W. Kalish, Jr.
SIGNATORY'S POSITION	Attorney for Applicant
DATE SIGNED	04/10/2007
FILING INFORMATION SECTION	
SUBMIT DATE	Tue Apr 10 16:28:18 EDT 2007
TEAS STAMP	USPTO/BAS-XX.XXX.XX.X-200 70410162818203235-7715318 2-37068601c8aa202fbb60b14 6ef0de7187-CC-454-2007041 0154700569169

Trademark/Service Mark Application, Principal Register

Serial Number: 77153182

Filing Date: 04/10/2007

To the Commissioner for Trademarks:

MARK: WHAT'S IN IT FOR YOU? (Standard Characters, see [mark](#))

The literal element of the mark consists of WHAT'S IN IT FOR YOU?. The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, The New Release, a limited partnership legally organized under the laws of Texas, having an address of 1233 West Olympic Blvd., Los Angeles, California, United States, 90064, 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.

International Class 041: automated and non-automated DVD, VHS, and other video rental services

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

The applicant hereby appoints Ralph Kalish and Danica Mathes, Samuel Digirolamo, Alisha Huls, Alan Nemes, Wendy Boldt Cohen of Blackwell Sanders Peper Martin LLP, 24th Floor, 720 Olive St., St. Louis, Missouri, United States, 63101 to submit this application on behalf of the applicant. The attorney docket/reference number is 718700.32.

Correspondence Information: Ralph Kalish

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A fee payment in the amount of \$325 will be submitted with the application, representing payment for 1 class(es).

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /Ralph W. Kalish, Jr./ Date Signed: 04/10/2007

Signatory's Name: Ralph W. Kalish, Jr.

Signatory's Position: Attorney for Applicant

RAM Sale Number: 454

RAM Accounting Date: 04/11/2007

Serial Number: 77153182

Internet Transmission Date: Tue Apr 10 16:28:18 EDT 2007

TEAS Stamp: USPTO/BAS-XX.XXX.XX.X-200704101628182032
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e7187-CC-454-20070410154700569169

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