

**Generated on:** This page was generated by TSDR on 2025-07-19 18:16:08 EDT

**Mark:** REDBOX INSTANT

REDBOX INSTANT

**US Serial Number:** 85526615

**Application Filing Date:** Jan. 26, 2012

**Register:** Principal

**Mark Type:** Service Mark

**TM5 Common Status Descriptor:**



DEAD/APPLICATION/Refused/Dismissed or Invalidated

This trademark application was refused, dismissed, or invalidated by the Office and this application is no longer active.

**Status:** Abandoned because no Statement of Use or Extension Request timely filed after Notice of Allowance was issued. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

**Status Date:** Mar. 30, 2015

**Publication Date:** Jan. 01, 2013 **Notice of Allowance Date:** Feb. 26, 2013

**Date Abandoned:** Mar. 30, 2015

## Mark Information

**Mark Literal Elements:** REDBOX INSTANT

**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

## Related Properties Information

**Claimed Ownership of US Registrations:** 2988869, 2919854, 3082012 and others

## 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 services featuring DVDs and prerecorded electronic media featuring movies; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, prerecorded digital media content, prerecorded electronic media, and prerecorded electronic media featuring entertainment content; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely, rental and distribution of entertainment content, media, DVDs, movies, digital content, and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, digital content, and prerecorded media; rental of video recordings by means of communications networks

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

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

**Class Status:** ACTIVE

## Basis Information (Case Level)

**Filed Use:** No

**Filed ITU:** Yes

**Filed 44D:** No

**Currently Use:** No

**Currently ITU:** Yes

**Currently 44D:** No

Filed 44E: No

Currently 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

## Current Owner(s) Information

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

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

**Legal Entity Type:** LIMITED LIABILITY COMPANY

**State or Country Where Organized:** The data cannot be loaded

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Heidi L. Sachs

**Docket Number:** 21382-4000.0

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

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** HEIDI L. SACHS  
PERKINS COIE LLP  
1201 3RD AVE STE 4800  
SEATTLE, WASHINGTON UNITED STATES 98101-3099

**Phone:** (206) 359-8000

**Fax:** (206) 359-9000

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

**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Oct. 05, 2016	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Mar. 30, 2015	ABANDONMENT NOTICE MAILED - NO USE STATEMENT FILED	
Mar. 30, 2015	ABANDONMENT - NO USE STATEMENT FILED	
Sep. 05, 2014	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Sep. 04, 2014	SOU EXTENSION 3 GRANTED	
Aug. 11, 2014	SOU EXTENSION 3 FILED	
Sep. 03, 2014	CASE ASSIGNED TO INTENT TO USE PARALEGAL	
Aug. 11, 2014	SOU TEAS EXTENSION RECEIVED	
Feb. 25, 2014	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Feb. 21, 2014	SOU EXTENSION 2 GRANTED	
Feb. 21, 2014	SOU EXTENSION 2 FILED	
Feb. 21, 2014	SOU TEAS EXTENSION RECEIVED	
Aug. 27, 2013	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Aug. 23, 2013	SOU EXTENSION 1 GRANTED	
Aug. 23, 2013	SOU EXTENSION 1 FILED	
Aug. 23, 2013	SOU TEAS EXTENSION RECEIVED	
Feb. 26, 2013	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 01, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jan. 01, 2013	PUBLISHED FOR OPPOSITION	
Dec. 12, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Nov. 24, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	
Nov. 08, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 20, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	
Oct. 20, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Oct. 07, 2012	ASSIGNED TO LIE	
Sep. 28, 2012	TEAS RESPONSE TO OFFICE ACTION RECEIVED	

Mar. 29, 2012	NOTIFICATION OF NON-FINAL ACTION E-MAILED
Mar. 29, 2012	NON-FINAL ACTION E-MAILED
Mar. 29, 2012	NON-FINAL ACTION WRITTEN
Mar. 28, 2012	ASSIGNED TO EXAMINER
Feb. 01, 2012	NOTICE OF PSEUDO MARK MAILED
Jan. 31, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED
Jan. 30, 2012	NEW APPLICATION ENTERED

## TM Staff and Location Information

### TM Staff Information

TM Attorney: KEAN, AMY

Law Office: LAW OFFICE 112  
Assigned:

### File Location

Current Location: INTENT TO USE SECTION

Date in Location: Sep. 03, 2014

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 2

Applicant: Redbox Automated Retail, LLC

### Assignment 1 of 2

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: DELAWARE  
Where Organized:

### Assignee

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

Legal Entity Type: NATIONAL ASSOCIATION

State or Country: UNITED STATES  
Where Organized:

Address: 901 MAIN STREET  
DALLAS, TEXAS 75202

### Correspondent

Correspondent Name: HAYNES AND BOONE, LLP

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

### Domestic Representative - Not Found

### Assignment 2 of 2

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: UNITED STATES  
Where Organized:

### Assignee

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

**Legal Entity Type:** LIMITED LIABILITY COMPANY

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

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

**Correspondent**

**Correspondent Name:** VENISA DARK, HAYNES AND BOONE LLP

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

**Domestic Representative - Not Found**

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

**OVERVIEW**

SERIAL NUMBER	85526615	FILING DATE	01/26/2012
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	KEAN, AMY C	L.O. ASSIGNED	112

**PUB INFORMATION**

RUN DATE	03/31/2015		
PUB DATE	01/01/2013		
STATUS	606-ABANDONED - NO STATEMENT OF USE FILED		
STATUS DATE	03/30/2015		
LITERAL MARK ELEMENT	REDBOX INSTANT		
DATE ABANDONED	03/30/2015	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	REDBOX INSTANT
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

**CURRENT OWNER INFORMATION**

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

### GOODS AND SERVICES

INTERNATIONAL CLASS	041
DESCRIPTION TEXT	Rental services featuring DVDs and prerecorded electronic media featuring movies; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, prerecorded digital media content, prerecorded electronic media, and prerecorded electronic media featuring entertainment content; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely, rental and distribution of entertainment content, media, DVDs, movies, digital content, and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, digital content, and prerecorded media; rental of video recordings by means of communications networks

### 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	RED BOX INSTANT
OWNER OF US REG NOS	2919854 2988869 3082012

### PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
03/30/2015	MAB6	O	ABANDONMENT NOTICE MAILED - NO USE STATEMENT FILED	032
03/30/2015	ABN6	S	ABANDONMENT - NO USE STATEMENT FILED	031
09/05/2014	EXRA	E	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	030
09/04/2014	EX3G	S	EXTENSION 3 GRANTED	029
08/11/2014	EXT3	S	EXTENSION 3 FILED	028
09/03/2014	AITU	A	CASE ASSIGNED TO INTENT TO USE PARALEGAL	027
08/11/2014	EEXT	I	TEAS EXTENSION RECEIVED	026
02/25/2014	EXRA	E	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	025
02/21/2014	EX2G	S	EXTENSION 2 GRANTED	024
02/21/2014	EXT2	S	EXTENSION 2 FILED	023
02/21/2014	EEXT	I	TEAS EXTENSION RECEIVED	022
08/27/2013	EXRA	E	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	021
08/23/2013	EX1G	S	EXTENSION 1 GRANTED	020
08/23/2013	EXT1	S	EXTENSION 1 FILED	019
08/23/2013	EEXT	I	TEAS EXTENSION RECEIVED	018

02/26/2013	NOAM	E	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	017
01/01/2013	NPUB	E	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	016
01/01/2013	PUBO	A	PUBLISHED FOR OPPOSITION	015
12/12/2012	NONP	E	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	014
11/24/2012	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	013
11/08/2012	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	012
10/20/2012	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	011
10/20/2012	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	010
10/07/2012	ALIE	A	ASSIGNED TO LIE	009
09/28/2012	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	008
03/29/2012	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	007
03/29/2012	GNRT	F	NON-FINAL ACTION E-MAILED	006
03/29/2012	CNRT	R	NON-FINAL ACTION WRITTEN	005
03/28/2012	DOCK	D	ASSIGNED TO EXAMINER	004
02/01/2012	MPMK	O	NOTICE OF PSEUDO MARK MAILED	003
01/31/2012	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
01/30/2012	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

### CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Heidi L. Sachs
CORRESPONDENCE ADDRESS	HEIDI L. SACHS PERKINS COIE LLP 1201 3RD AVE STE 4800 SEATTLE, WA 98101-3099
DOMESTIC REPRESENTATIVE	NONE

### PRIOR OWNER INFORMATION

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

REDBOX INSTANT



Side - 1



**NOTICE OF ABANDONMENT**  
**MAILING DATE: Mar 30, 2015**

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

If the delay in filing a response was unintentional, you may file a petition to revive the application with a fee. If the abandonment of this application was due to USPTO error, you may file a request for reinstatement. Please note that a petition to revive or request for reinstatement **must be received within two months from the mailing date of this notice.**

For additional information, go to <http://www.uspto.gov/teas/petinfo.htm>. If you are unable to get the information you need from the website, call the Trademark Assistance Center at 1-800-786-9199.

**SERIAL NUMBER:** 85526615  
**MARK:** REDBOX INSTANT  
**OWNER:** Redbox Automated Retail, LLC

Side - 2

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

FIRST-CLASS MAIL  
U.S POSTAGE  
PAID

HEIDI L. SACHS  
PERKINS COIE LLP  
1201 3RD AVE STE 4800  
SEATTLE , WA 98101-3099

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**From:** TMOOfficialNotices@USPTO.GOV  
**Sent:** Friday, September 5, 2014 00:12 AM  
**To:** XXXX  
**Subject:** Official USPTO Notice of Approval of Extension Request: U.S. Trademark SN 85526615: REDBOX INSTANT: Docket/Reference No. 21382-4000.0

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NOTICE OF APPROVAL OF EXTENSION REQUEST

**U.S. Serial Number:** 85526615  
**Mark:** REDBOX INSTANT  
**Owner:** Redbox Automated Retail, LLC  
**Extension Request Number:** 3  
**Docket/Reference Number:** 21382-4000.0  
**Notice of Allowance Date:** Feb 26, 2013

The USPTO issued a Notice of Allowance on **Feb 26, 2013** for the trademark application identified above. Applicant's **THIRD** request for Extension of Time to File a Statement of Use has been **GRANTED**. If you are currently using the mark in commerce, please visit <https://www.uspto.gov/trademarks/apply/intent-use-itu-forms> and select form number 1 ("Statement of Use/Amendment to Allege Use for Intent-to-Use Application") to file your statement of use and complete the registration process.

**PLEASE NOTE:**

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

To check the status of the application, go to [https://tsdr.uspto.gov/#caseNumber=85526615&caseType=SERIAL\\_NO&searchType=statusSearch](https://tsdr.uspto.gov/#caseNumber=85526615&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=85526615&caseType=SERIAL\\_NO&searchType=documentSearch](https://tsdr.uspto.gov/#caseNumber=85526615&caseType=SERIAL_NO&searchType=documentSearch). NOTE: This notice will only become available on-line the next business day after receipt of this e-mail.

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

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

**OVERVIEW**

SERIAL NUMBER	85526615	FILING DATE	01/26/2012
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	KEAN, AMY C	L.O. ASSIGNED	112

**PUB INFORMATION**

RUN DATE	09/05/2014		
PUB DATE	01/01/2013		
STATUS	732-THIRD EXTENSION - GRANTED		
STATUS DATE	09/04/2014		
LITERAL MARK ELEMENT	REDBOX INSTANT		
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	REDBOX INSTANT
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

**CURRENT OWNER INFORMATION**

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

### GOODS AND SERVICES

INTERNATIONAL CLASS	041
DESCRIPTION TEXT	Rental services featuring DVDs and prerecorded electronic media featuring movies; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, prerecorded digital media content, prerecorded electronic media, and prerecorded electronic media featuring entertainment content; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely, rental and distribution of entertainment content, media, DVDs, movies, digital content, and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, digital content, and prerecorded media; rental of video recordings by means of communications networks

### 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	RED BOX INSTANT
OWNER OF US REG NOS	2919854 2988869 3082012

### PROSECUTION HISTORY

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09/03/2014	AITU	A	CASE ASSIGNED TO INTENT TO USE PARALEGAL	027
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08/23/2013	EXT1	S	EXTENSION 1 FILED	019
08/23/2013	EEXT	I	TEAS EXTENSION RECEIVED	018
02/26/2013	NOAM	E	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	017
01/01/2013	NPUB	E	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	016

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12/12/2012	NONP	E	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	014
11/24/2012	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	013
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10/20/2012	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	010
10/07/2012	ALIE	A	ASSIGNED TO LIE	009
09/28/2012	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	008
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03/29/2012	GNRT	F	NON-FINAL ACTION E-MAILED	006
03/29/2012	CNRT	R	NON-FINAL ACTION WRITTEN	005
03/28/2012	DOCK	D	ASSIGNED TO EXAMINER	004
02/01/2012	MPMK	O	NOTICE OF PSEUDO MARK MAILED	003
01/31/2012	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
01/30/2012	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

### CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Heidi L. Sachs
CORRESPONDENCE ADDRESS	HEIDI L. SACHS PERKINS COIE LLP 1201 3RD AVE STE 4800 SEATTLE, WA 98101-3099
DOMESTIC REPRESENTATIVE	NONE

### PRIOR OWNER INFORMATION

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

REDBOX INSTANT

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

The table below presents the data as entered.

Input Field	Entered
<b>SERIAL NUMBER</b>	85526615
<b>LAW OFFICE ASSIGNED</b>	LAW OFFICE 112
<b>MARK SECTION</b>	
<b>MARK</b>	REDBOX INSTANT
<b>STANDARD CHARACTERS</b>	YES
<b>USPTO-GENERATED IMAGE</b>	YES
<b>LITERAL ELEMENT</b>	REDBOX INSTANT
<b>OWNER SECTION</b>	
<b>NAME</b>	Redbox Automated Retail, LLC
<b>STREET</b>	One Tower Lane, Suite 1200
<b>CITY</b>	Oakbrook Terrace
<b>STATE</b>	Illinois
<b>ZIP/POSTAL CODE</b>	60181
<b>COUNTRY</b>	United States
<b>GOODS AND/OR SERVICES SECTION</b>	
<b>INTERNATIONAL CLASS</b>	041
<b>CURRENT IDENTIFICATION</b>	Rental services featuring DVDs and prerecorded electronic media featuring movies; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, prerecorded digital media content, prerecorded electronic media, and prerecorded electronic media featuring entertainment content; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely, rental and distribution of entertainment content, media, DVDs, movies, digital content, and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, digital content, and prerecorded media; rental of video recordings by means of communications networks
<b>GOODS OR SERVICES</b>	KEEP ALL LISTED
<b>EXTENSION SECTION</b>	
<b>EXTENSION NUMBER</b>	3
<b>ONGOING EFFORT</b>	product or service research or development
<b>ALLOWANCE MAIL DATE</b>	02/26/2013
<b>STATEMENT OF USE</b>	NO

<b>PAYMENT SECTION</b>	
NUMBER OF CLASSES	1
SUBTOTAL AMOUNT	150
TOTAL AMOUNT	150
<b>SIGNATURE SECTION</b>	
SIGNATURE	/Winfield B. Martin/
SIGNATORY'S NAME	Winfield B. Martin
SIGNATORY'S POSITION	Attorney of Record, Washington State Bar member
DATE SIGNED	08/11/2014
SIGNATORY'S PHONE NUMBER	(206) 359-8000
<b>FILING INFORMATION</b>	
SUBMIT DATE	Mon Aug 11 19:43:03 EDT 2014
TEAS STAMP	USPTO/ESU-XX.XXX.XXX.XXX- 20140811194303487188-8552 6615-500157118753f9e7bd35 87d60ec542f4f3e4bfebf5417 2bc692f65a4f323f4794-CC-6 342-20140811194038823433

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

To the Commissioner for Trademarks:

**MARK:** REDBOX INSTANT  
**SERIAL NUMBER:** 85526615

The applicant, Redbox Automated Retail, LLC, having an address of  
One Tower Lane, Suite 1200  
Oakbrook Terrace, Illinois 60181  
United States

requests a six-month extension of time to file the Statement of Use under 37 C.F.R. Section 2.89 in this application. The Notice of Allowance mailing date was 02/26/2013.

For International Class 041:

Current identification: Rental services featuring DVDs and prerecorded electronic media featuring movies; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, prerecorded digital media content, prerecorded electronic media, and prerecorded electronic media featuring entertainment content; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely, rental and distribution of entertainment content, media, DVDs, movies, digital content, and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, digital content, and prerecorded media; rental of video recordings by means of communications networks

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

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

A fee payment in the amount of \$150 will be submitted with the form, representing payment for 1 class.

**Declaration**

STATEMENTS: The signatory believes that: the applicant has a continued bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with all the goods/services under Section 1(b) in the notice of allowance or as subsequently modified; and that to the best of the signatory's knowledge and belief, no other person has 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 person, to cause confusion or mistake, or to deceive.

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

Signature: /Winfield B. Martin/ Date Signed: 08/11/2014  
Signatory's Name: Winfield B. Martin  
Signatory's Position: Attorney of Record, Washington State Bar member  
Signatory's Phone: (206) 359-8000

RAM Sale Number: 85526615  
RAM Accounting Date: 08/12/2014

Serial Number: 85526615  
Internet Transmission Date: Mon Aug 11 19:43:03 EDT 2014  
TEAS Stamp: USPTO/ESU-XX.XXX.XXX.XXX-201408111943034  
87188-85526615-500157118753f9e7bd3587d60  
ec542f4f3e4bfebf54172bc692f65a4f323f4794  
-CC-6342-20140811194038823433

# TEAS ROUTING SHEET

To: INTENT TO USE UNIT

Work Loc: INTENT TO USE SECTION

Doc Type: Extension Request for SOU



Serial Number: 85526615



Mark: REDBOX INSTANT

Mail Date: 2014/08/11



Examiner Number: 81843



Examiner Name:  
KEAN, AMY C

LIE Number: 73787



LIE Name:  
WHITE, LORRI N

L.O. Assigned: LAW OFFICE 112

Special Instruction(s):

<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>
Extension Request for SOU	7004	20140811	\$150	1	\$150

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**From:** TMOOfficialNotices@USPTO.GOV  
**Sent:** Tuesday, February 25, 2014 00:13 AM  
**To:** XXXX  
**Subject:** Official USPTO Notice of Approval of Extension Request: U.S. Trademark SN 85526615: REDBOX INSTANT: Docket/Reference No. 21382-4000.0

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NOTICE OF APPROVAL OF EXTENSION REQUEST

**Serial Number:** 85526615  
**Mark:** REDBOX INSTANT  
**Owner:** Redbox Automated Retail, LLC  
**Extension Request Number:** 2  
**Docket/Reference Number:** 21382-4000.0  
**Notice of Allowance Date:** Feb 26, 2013

The USPTO issued a Notice of Allowance on **Feb 26, 2013** for the trademark application identified above. Applicant's **SECOND** request for Extension of Time to File a Statement of Use has been **GRANTED**.

**PLEASE NOTE:**

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

For further information, including information on filing and maintenance requirements for U.S. trademark applications and registrations and required fees, please consult the USPTO website at <http://www.uspto.gov> or call the Trademark Assistance Center at 1-800-786-9199.

To check the status of an application, go to <http://tarr.uspto.gov/>.

To view this notice and other documents for this application on-line, go to <http://tdr.uspto.gov/search.action?sn=85526615>. NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.

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

**OVERVIEW**

SERIAL NUMBER	85526615	FILING DATE	01/26/2012
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	KEAN, AMY C	L.O. ASSIGNED	112

**PUB INFORMATION**

RUN DATE	02/25/2014		
PUB DATE	01/01/2013		
STATUS	731-SECOND EXTENSION - GRANTED		
STATUS DATE	02/21/2014		
LITERAL MARK ELEMENT	REDBOX INSTANT		
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	REDBOX INSTANT
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

**CURRENT OWNER INFORMATION**

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

### GOODS AND SERVICES

INTERNATIONAL CLASS	041
DESCRIPTION TEXT	Rental services featuring DVDs and prerecorded electronic media featuring movies; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, prerecorded digital media content, prerecorded electronic media, and prerecorded electronic media featuring entertainment content; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely, rental and distribution of entertainment content, media, DVDs, movies, digital content, and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, digital content, and prerecorded media; rental of video recordings by means of communications networks

### 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	RED BOX INSTANT
OWNER OF US REG NOS	2919854 2988869 3082012

### PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
02/25/2014	EXRA	E	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	025
02/21/2014	EX2G	S	EXTENSION 2 GRANTED	024
02/21/2014	EXT2	S	EXTENSION 2 FILED	023
02/21/2014	EEXT	I	TEAS EXTENSION RECEIVED	022
08/27/2013	EXRA	E	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	021
08/23/2013	EX1G	S	EXTENSION 1 GRANTED	020
08/23/2013	EXT1	S	EXTENSION 1 FILED	019
08/23/2013	EEXT	I	TEAS EXTENSION RECEIVED	018
02/26/2013	NOAM	E	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	017
01/01/2013	NPUB	E	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	016
01/01/2013	PUBO	A	PUBLISHED FOR OPPOSITION	015
12/12/2012	NONP	E	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	014
11/24/2012	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	013
11/08/2012	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	012
10/20/2012	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	011

10/20/2012	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	010
10/07/2012	ALIE	A	ASSIGNED TO LIE	009
09/28/2012	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	008
03/29/2012	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	007
03/29/2012	GNRT	F	NON-FINAL ACTION E-MAILED	006
03/29/2012	CNRT	R	NON-FINAL ACTION WRITTEN	005
03/28/2012	DOCK	D	ASSIGNED TO EXAMINER	004
02/01/2012	MPMK	O	NOTICE OF PSEUDO MARK MAILED	003
01/31/2012	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
01/30/2012	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

### CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Heidi L. Sachs
CORRESPONDENCE ADDRESS	HEIDI L. SACHS PERKINS COIE LLP 1201 3RD AVE STE 4800 SEATTLE, WA 98101-3099
DOMESTIC REPRESENTATIVE	NONE

### PRIOR OWNER INFORMATION

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

REDBOX INSTANT



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

The table below presents the data as entered.

Input Field	Entered
<b>SERIAL NUMBER</b>	85526615
<b>LAW OFFICE ASSIGNED</b>	LAW OFFICE 112
<b>MARK SECTION</b>	
<b>MARK</b>	REDBOX INSTANT
<b>STANDARD CHARACTERS</b>	YES
<b>USPTO-GENERATED IMAGE</b>	YES
<b>LITERAL ELEMENT</b>	REDBOX INSTANT
<b>OWNER SECTION</b>	
<b>NAME</b>	Redbox Automated Retail, LLC
<b>STREET</b>	One Tower Lane, Suite 1200
<b>CITY</b>	Oakbrook Terrace
<b>STATE</b>	Illinois
<b>ZIP/POSTAL CODE</b>	60181
<b>COUNTRY</b>	United States
<b>GOODS AND/OR SERVICES SECTION</b>	
<b>INTERNATIONAL CLASS</b>	041
<b>CURRENT IDENTIFICATION</b>	Rental services featuring DVDs and prerecorded electronic media featuring movies; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, prerecorded digital media content, prerecorded electronic media, and prerecorded electronic media featuring entertainment content; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely, rental and distribution of entertainment content, media, DVDs, movies, digital content, and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, digital content, and prerecorded media; rental of video recordings by means of communications networks
<b>GOODS OR SERVICES</b>	KEEP ALL LISTED
<b>EXTENSION SECTION</b>	
<b>EXTENSION NUMBER</b>	2
<b>ONGOING EFFORT</b>	market research
<b>ALLOWANCE MAIL DATE</b>	02/26/2013
<b>STATEMENT OF USE</b>	NO

<b>PAYMENT SECTION</b>	
NUMBER OF CLASSES	1
SUBTOTAL AMOUNT	150
TOTAL AMOUNT	150
<b>SIGNATURE SECTION</b>	
SIGNATURE	/Winfield B. Martin/
SIGNATORY'S NAME	Winfield B. Martin
SIGNATORY'S POSITION	Attorney of Record, Washington State Bar member
DATE SIGNED	02/21/2014
SIGNATORY'S PHONE NUMBER	(206) 359-8000
<b>FILING INFORMATION</b>	
SUBMIT DATE	Fri Feb 21 10:30:55 EST 2014
TEAS STAMP	USPTO/ESU-XX.XXX.XXX.XXX- 20140221103055863027-8552 6615-500c7493c5d72da62e85 2491cef60b93abaf6eeeac974 d0b5f5c711918949e67-CC-79 91-20140221102911133526

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

To the Commissioner for Trademarks:

**MARK:** REDBOX INSTANT  
**SERIAL NUMBER:** 85526615

The applicant, Redbox Automated Retail, LLC, having an address of  
One Tower Lane, Suite 1200  
Oakbrook Terrace, Illinois 60181  
United States

requests a six-month extension of time to file the Statement of Use under 37 C.F.R. Section 2.89 in this application. The Notice of Allowance mailing date was 02/26/2013.

For International Class 041:

Current identification: Rental services featuring DVDs and prerecorded electronic media featuring movies; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, prerecorded digital media content, prerecorded electronic media, and prerecorded electronic media featuring entertainment content; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely, rental and distribution of entertainment content, media, DVDs, movies, digital content, and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, digital content, and prerecorded media; rental of video recordings by means of communications networks

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

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

A fee payment in the amount of \$150 will be submitted with the form, representing payment for 1 class.

**Declaration**

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements may jeopardize the validity of the form or any resulting registration, declares that he/she is properly authorized to execute this form on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /Winfield B. Martin/ Date Signed: 02/21/2014  
Signatory's Name: Winfield B. Martin  
Signatory's Position: Attorney of Record, Washington State Bar member  
Signatory's Phone: (206) 359-8000

RAM Sale Number: 85526615  
RAM Accounting Date: 02/21/2014

Serial Number: 85526615

Internet Transmission Date: Fri Feb 21 10:30:55 EST 2014  
TEAS Stamp: USPTO/ESU-XX.XXX.XXX.XXX-201402211030558  
63027-85526615-500c7493c5d72da62e852491c  
ef60b93abaf6eeec974d0b5f5c711918949e67-  
CC-7991-20140221102911133526

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**From:** TMOOfficialNotices@USPTO.GOV  
**Sent:** Tuesday, August 27, 2013 00:12 AM  
**To:** XXXX  
**Subject:** Trademark Serial Number 85526615 : Official USPTO Notice of Approval of Extension Request

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NOTICE OF APPROVAL OF EXTENSION REQUEST

**Serial Number:** 85526615  
**Mark:** REDBOX INSTANT(STANDARD CHARACTER MARK)  
**Owner:** Redbox Automated Retail, LLC  
**Extension Request Number:** 1  
**Docket/Reference Number:** 21382-4000.0  
**Notice of Allowance Date:** Feb 26, 2013

The USPTO issued a Notice of Allowance on **Feb 26, 2013** for the trademark application identified above. Applicant's **FIRST** request for Extension of Time to File a Statement of Use has been **GRANTED**.

**PLEASE NOTE:**

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

For further information, including information on filing and maintenance requirements for U.S. trademark applications and registrations and required fees, please consult the USPTO website at <http://www.uspto.gov> or call the Trademark Assistance Center at 1-800-786-9199.

To check the status of an application, go to <http://tarr.uspto.gov/>.

To view this notice and other documents for this application on-line, go to <http://tdr.uspto.gov/search.action?sn=85526615>. NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.

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

**OVERVIEW**

SERIAL NUMBER	85526615	FILING DATE	01/26/2012
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	KEAN, AMY C	L.O. ASSIGNED	113

**PUB INFORMATION**

RUN DATE	08/27/2013		
PUB DATE	01/01/2013		
STATUS	730-FIRST EXTENSION - GRANTED		
STATUS DATE	08/23/2013		
LITERAL MARK ELEMENT	REDBOX INSTANT		
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	REDBOX INSTANT
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

**CURRENT OWNER INFORMATION**

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

### GOODS AND SERVICES

INTERNATIONAL CLASS	041
DESCRIPTION TEXT	Rental services featuring DVDs and prerecorded electronic media featuring movies; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, prerecorded digital media content, prerecorded electronic media, and prerecorded electronic media featuring entertainment content; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely, rental and distribution of entertainment content, media, DVDs, movies, digital content, and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, digital content, and prerecorded media; rental of video recordings by means of communications networks

### 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	RED BOX INSTANT
OWNER OF US REG NOS	2919854 2988869 3082012

### PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
08/27/2013	EXRA	E	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	021
08/23/2013	EX1G	S	EXTENSION 1 GRANTED	020
08/23/2013	EXT1	S	EXTENSION 1 FILED	019
08/23/2013	EEXT	I	TEAS EXTENSION RECEIVED	018
02/26/2013	NOAM	E	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	017
01/01/2013	NPUB	E	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	016
01/01/2013	PUBO	A	PUBLISHED FOR OPPOSITION	015
12/12/2012	NONP	E	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	014
11/24/2012	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	013
11/08/2012	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	012
10/20/2012	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	011
10/20/2012	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	010
10/07/2012	ALIE	A	ASSIGNED TO LIE	009
09/28/2012	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	008
03/29/2012	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	007

03/29/2012	GNRT	F	NON-FINAL ACTION E-MAILED	006
03/29/2012	CNRT	R	NON-FINAL ACTION WRITTEN	005
03/28/2012	DOCK	D	ASSIGNED TO EXAMINER	004
02/01/2012	MPMK	O	NOTICE OF PSEUDO MARK MAILED	003
01/31/2012	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
01/30/2012	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

#### CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Heidi L. Sachs
CORRESPONDENCE ADDRESS	HEIDI L. SACHS PERKINS COIE LLP 1201 3RD AVE STE 4800 SEATTLE, WA 98101-3099
DOMESTIC REPRESENTATIVE	NONE

#### PRIOR OWNER INFORMATION

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



REDBOX INSTANT

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

The table below presents the data as entered.

Input Field	Entered
<b>SERIAL NUMBER</b>	85526615
<b>LAW OFFICE ASSIGNED</b>	LAW OFFICE 113
<b>MARK SECTION</b>	
<b>MARK</b>	REDBOX INSTANT
<b>STANDARD CHARACTERS</b>	YES
<b>USPTO-GENERATED IMAGE</b>	YES
<b>LITERAL ELEMENT</b>	REDBOX INSTANT
<b>OWNER SECTION</b>	
<b>NAME</b>	Redbox Automated Retail, LLC
<b>STREET</b>	One Tower Lane, Suite 1200
<b>CITY</b>	Oakbrook Terrace
<b>STATE</b>	Illinois
<b>ZIP/POSTAL CODE</b>	60181
<b>COUNTRY</b>	United States
<b>GOODS AND/OR SERVICES SECTION</b>	
<b>INTERNATIONAL CLASS</b>	041
<b>CURRENT IDENTIFICATION</b>	Rental services featuring DVDs and prerecorded electronic media featuring movies; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, prerecorded digital media content, prerecorded electronic media, and prerecorded electronic media featuring entertainment content; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely, rental and distribution of entertainment content, media, DVDs, movies, digital content, and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, digital content, and prerecorded media; rental of video recordings by means of communications networks
<b>GOODS OR SERVICES</b>	KEEP ALL LISTED
<b>EXTENSION SECTION</b>	
<b>EXTENSION NUMBER</b>	1
<b>ALLOWANCE MAIL DATE</b>	02/26/2013
<b>STATEMENT OF USE</b>	NO
<b>PAYMENT SECTION</b>	

NUMBER OF CLASSES	1
SUBTOTAL AMOUNT	150
TOTAL AMOUNT	150
SIGNATURE SECTION	
SIGNATURE	/Winfield B. Martin/
SIGNATORY'S NAME	Winfield B. Martin
SIGNATORY'S POSITION	Attorney of Record, Member Washington State Bar
DATE SIGNED	08/23/2013
SIGNATORY'S PHONE NUMBER	(206) 359-8000
FILING INFORMATION	
SUBMIT DATE	Fri Aug 23 18:10:44 EDT 2013
TEAS STAMP	USPTO/ESU-XX.XXX.XXX.XXX- 20130823181044940586-8552 6615-500debcbe29bf5e15d5 67b2cd145c8ad7ecd33a5a84f 4cd21d92dfb5181a96f0-CC-5 360-20130823152859898709

---

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

To the Commissioner for Trademarks:

**MARK:** REDBOX INSTANT  
**SERIAL NUMBER:** 85526615

The applicant, Redbox Automated Retail, LLC, having an address of  
One Tower Lane, Suite 1200  
Oakbrook Terrace, Illinois 60181  
United States

requests a six-month extension of time to file the Statement of Use under 37 C.F.R. Section 2.89 in this application. The Notice of Allowance mailing date was 02/26/2013.

For International Class 041:

Current identification: Rental services featuring DVDs and prerecorded electronic media featuring movies; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, prerecorded digital media content, prerecorded electronic media, and prerecorded electronic media featuring entertainment content; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely, rental and distribution of entertainment content, media, DVDs, movies, digital content, and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, digital content, and prerecorded media; rental of video recordings by means of communications networks

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

This is the first extension request.

A fee payment in the amount of \$150 will be submitted with the form, representing payment for 1 class.

**Declaration**

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements may jeopardize the validity of the form or any resulting registration, declares that he/she is properly authorized to execute this form on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /Winfield B. Martin/ Date Signed: 08/23/2013  
Signatory's Name: Winfield B. Martin  
Signatory's Position: Attorney of Record, Member Washington State Bar  
Signatory's Phone: (206) 359-8000

RAM Sale Number: 85526615  
RAM Accounting Date: 08/26/2013

Serial Number: 85526615  
Internet Transmission Date: Fri Aug 23 18:10:44 EDT 2013

TEAS Stamp: USPTO/ESU-XX.XXX.XXX.XXX-201308231810449  
40586-85526615-500debcbe29bf5e15d567b2c  
d145c8ad7ecd33a5a84f4cd21d92dfb5181a96f0  
-CC-5360-20130823152859898709

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**From:** TMOOfficialNotices@USPTO.GOV  
**Sent:** Tuesday, February 26, 2013 00:05 AM  
**To:** XXXX  
**Subject:** Trademark Serial Number 85526615: Official USPTO Notice of Allowance

---

NOTICE OF ALLOWANCE (NOA)

ISSUE DATE: Feb 26, 2013

**Serial Number:** 85526615  
**Mark:** REDBOX INSTANT(STANDARD CHARACTER MARK)  
**Docket/Reference Number:** 21382-4000.0

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

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

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

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

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

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

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

**REVIEW APPLICATION INFORMATION FOR ACCURACY**

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

**Serial Number:** 85526615  
**Mark:** REDBOX INSTANT(STANDARD CHARACTER MARK)  
**Docket/Reference Number:** 21382-4000.0  
**Owner:** Redbox Automated Retail, LLC  
One Tower Lane, Suite 1200  
Oakbrook Terrace , ILLINOIS 60181  
**Correspondence Address:** HEIDI L. SACHS  
PERKINS COIE LLP  
1201 3RD AVE STE 4800  
SEATTLE, WA 98101-3099

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

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

**GOODS/SERVICES BY INTERNATIONAL CLASS**

041 - Rental services featuring DVDs and prerecorded electronic media featuring movies; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, prerecorded digital media content, prerecorded electronic media, and prerecorded electronic media featuring entertainment content; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely, rental and distribution of entertainment content, media, DVDs, movies, digital content, and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, digital content, and prerecorded media; rental of video recordings by means of communications networks -- FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE

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

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

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

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

To view this notice and other documents for this application on-line, go to <http://tdr.uspto.gov/search.action?sn=85526615>. NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.

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**From:** TMOOfficialNotices@USPTO.GOV  
**Sent:** Tuesday, January 1, 2013 00:25 AM  
**To:** XXXX  
**Subject:** 21382-4000.0 Official USPTO Notification: TMOG Publication Confirmation for Serial Number 85526615

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*TRADEMARK OFFICIAL GAZETTE PUBLICATION CONFIRMATION*

**U.S. Serial Number:** 85-526,615  
**Mark:** REDBOX INSTANT(STANDARD CHARACTER MARK)  
**International Class(es):** 041  
**Applicant:** Redbox Automated Retail, LLC  
**Docket/Reference Number:** 21382-4000.0

The mark identified above has been published in the Trademark Official Gazette (TMOG) on Jan 01, 2013.

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

1. Click on the following link or paste the URL into an internet browser: [http://www.uspto.gov/web/trademarks/tmog/20130101\\_OG.pdf#page=00001100](http://www.uspto.gov/web/trademarks/tmog/20130101_OG.pdf#page=00001100)
2. Locate your mark on the displayed page.

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

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

**Significance of Publication for Opposition:**

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

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





UNITED STATES PATENT AND TRADEMARK OFFICE

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

Dec 12, 2012

## NOTICE OF PUBLICATION

- |                                     |   |
|-------------------------------------|---|
| 1. Serial No.:<br>85-526,615        | 2. Mark:<br>REDBOX INSTANT<br>(STANDARD CHARACTER MARK) |
| 3. International Class(es):<br>41   |   |
| 4. Publication Date:<br>Jan 1, 2013 | 5. Applicant:<br>Redbox Automated Retail, LLC           |

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.

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**Email Address(es):**

[pctrademarks@perkinscoie.com](mailto:pctrademarks@perkinscoie.com)

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**From:** TMOOfficialNotices@USPTO.GOV  
**Sent:** Wednesday, December 12, 2012 03:23 AM  
**To:** XXXX  
**Subject:** 21382-4000.0 Official USPTO Notification: Issuance of Notice of Publication for Serial Number 85526615

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NOTIFICATION OF "NOTICE OF PUBLICATION"

Your trademark application (Serial No. 85526615) is scheduled to publish in the *Official Gazette* on Jan 1, 2013 . To preview the Notice of Publication, go to <http://tdr.uspto.gov/search.action?sn=85526615>. If you have difficulty accessing the Notice of Publication, contact [TDR@uspto.gov](mailto:TDR@uspto.gov).

**PLEASE NOTE:**

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

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

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

**OVERVIEW**

SERIAL NUMBER	85526615	FILING DATE	01/26/2012
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	KEAN, AMY C	L.O. ASSIGNED	113

**PUB INFORMATION**

RUN DATE	11/27/2012		
PUB DATE	01/01/2013		
STATUS	681-PUBLICATION/ISSUE REVIEW COMPLETE		
STATUS DATE	11/24/2012		
LITERAL MARK ELEMENT	REDBOX INSTANT		
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	REDBOX INSTANT
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 1200 Oakbrook Terrace, IL 60181
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

### GOODS AND SERVICES

INTERNATIONAL CLASS	041
DESCRIPTION TEXT	Rental services featuring DVDs and prerecorded electronic media featuring movies; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, prerecorded digital media content, prerecorded electronic media, and prerecorded electronic media featuring entertainment content; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely, rental and distribution of entertainment content, media, DVDs, movies, digital content, and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, digital content, and prerecorded media; rental of video recordings by means of communications networks

### 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	RED BOX INSTANT
OWNER OF US REG NOS	2919854 2988869 3082012

### PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
11/24/2012	PREV	O	LAW OFFICE PUBLICATION REVIEW COMPLETED	013
11/08/2012	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	012
10/20/2012	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	011
10/20/2012	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	010
10/07/2012	ALIE	A	ASSIGNED TO LIE	009
09/28/2012	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	008
03/29/2012	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	007
03/29/2012	GNRT	F	NON-FINAL ACTION E-MAILED	006
03/29/2012	CNRT	R	NON-FINAL ACTION WRITTEN	005
03/28/2012	DOCK	D	ASSIGNED TO EXAMINER	004
02/01/2012	MPMK	O	NOTICE OF PSEUDO MARK MAILED	003
01/31/2012	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
01/30/2012	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

### CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Heidi L. Sachs
CORRESPONDENCE ADDRESS	HEIDI L. SACHS PERKINS COIE LLP 1201 3RD AVE STE 4800 SEATTLE, WA 98101-3099
DOMESTIC REPRESENTATIVE	NONE

REDBOX INSTANT

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

**OVERVIEW**

SERIAL NUMBER	85526615	FILING DATE	01/26/2012
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	KEAN, AMY C	L.O. ASSIGNED	113

**PUB INFORMATION**

RUN DATE	11/09/2012		
PUB DATE	N/A		
STATUS	680-APPROVED FOR PUBLICATION		
STATUS DATE	11/08/2012		
LITERAL MARK ELEMENT	REDBOX INSTANT		
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	REDBOX INSTANT
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 1200 Oakbrook Terrace, IL 60181
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

### GOODS AND SERVICES

INTERNATIONAL CLASS	041
DESCRIPTION TEXT	Rental services featuring DVDs and prerecorded electronic media featuring movies; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, prerecorded digital media content, prerecorded electronic media, and prerecorded electronic media featuring entertainment content; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely, rental and distribution of entertainment content, media, DVDs, movies, digital content, and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, digital content, and prerecorded media; rental of video recordings by means of communications networks

### 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	RED BOX INSTANT
OWNER OF US REG NOS	2919854 2988869 3082012

### PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
11/08/2012	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER	012
10/20/2012	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	011
10/20/2012	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	010
10/07/2012	ALIE	A	ASSIGNED TO LIE	009
09/28/2012	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	008
03/29/2012	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	007
03/29/2012	GNRT	F	NON-FINAL ACTION E-MAILED	006
03/29/2012	CNRT	R	NON-FINAL ACTION WRITTEN	005
03/28/2012	DOCK	D	ASSIGNED TO EXAMINER	004
02/01/2012	MPMK	O	NOTICE OF PSEUDO MARK MAILED	003
01/31/2012	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
01/30/2012	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

### CURRENT CORRESPONDENCE INFORMATION

--	--



ATTORNEY	Heidi L. Sachs
CORRESPONDENCE ADDRESS	HEIDI L. SACHS PERKINS COIE LLP 1201 3RD AVE STE 4800 SEATTLE, WA 98101-3099
DOMESTIC REPRESENTATIVE	NONE

REDBOX INSTANT

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

**OVERVIEW**

SERIAL NUMBER	85526615	FILING DATE	01/26/2012
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	KEAN, AMY C	L.O. ASSIGNED	113

**PUB INFORMATION**

RUN DATE	10/23/2012		
PUB DATE	N/A		
STATUS	661-RESPONSE AFTER NON-FINAL-ACTION-ENTERED		
STATUS DATE	10/20/2012		
LITERAL MARK ELEMENT	REDBOX INSTANT		
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	REDBOX INSTANT
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 1200 Oakbrook Terrace, IL 60181
ENTITY	16-LTD LIAB CO
CITIZENSHIP	Delaware

### GOODS AND SERVICES

INTERNATIONAL CLASS	041
DESCRIPTION TEXT	Rental services featuring DVDs and prerecorded electronic media featuring movies; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, prerecorded digital media content, prerecorded electronic media, and prerecorded electronic media featuring entertainment content; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely, rental and distribution of entertainment content, media, DVDs, movies, digital content, and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, digital content, and prerecorded media; rental of video recordings by means of communications networks

### 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	RED BOX INSTANT
OWNER OF US REG NOS	2919854 2988869 3082012

### PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
10/20/2012	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	011
10/20/2012	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	010
10/07/2012	ALIE	A	ASSIGNED TO LIE	009
09/28/2012	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	008
03/29/2012	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	007
03/29/2012	GNRT	F	NON-FINAL ACTION E-MAILED	006
03/29/2012	CNRT	R	NON-FINAL ACTION WRITTEN	005
03/28/2012	DOCK	D	ASSIGNED TO EXAMINER	004
02/01/2012	MPMK	O	NOTICE OF PSEUDO MARK MAILED	003
01/31/2012	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
01/30/2012	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

### CURRENT CORRESPONDENCE INFORMATION

ATTORNEY	Heidi L. Sachs

CORRESPONDENCE ADDRESS

HEIDI L. SACHS  
PERKINS COIE LLP  
1201 3RD AVE STE 4800  
SEATTLE, WA 98101-3099

DOMESTIC REPRESENTATIVE

NONE

REDBOX INSTANT

## Response to Office Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	85526615
LAW OFFICE ASSIGNED	LAW OFFICE 113
MARK SECTION	
MARK	http://tess2.uspto.gov/ImageAgent/ImageAgentProxy?getImage=85526615
LITERAL ELEMENT	REDBOX INSTANT
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.

### ARGUMENT(S)

#### IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Redbox Automated Retail, LLC	LAW OFFICE 113
Serial No.:	85/526,615	
Filed:	January 26, 2012	Examining Attorney: Amy C. Kean
Mark:	REDBOX INSTANT	
Class:	41	RESPONSE TO OFFICE ACTION

This communication responds to the Office Action issued on March 29, 2012 ("Office Action") regarding the application by Redbox Automated Retail, LLC ("Applicant") for registration of the mark REDBOX INSTANT ("Mark") in Class 41 ("Application") to register the following services ("Applicant's Services"):

Class 41: Entertainment services; rental services; retail services; automated DVD rental services; rental of pre-recorded DVDs on a variety of subjects through automated vending machines; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, entertainment content, media content, digital content, prerecorded media, and prerecorded electronic media featuring entertainment content; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely providing automated retail vending machines featuring entertainment content, media, DVDs, movies, digital content, and prerecorded media; automated retail services, namely rental and distribution of entertainment content, media, DVDs, movies, digital content, and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, digital content, and prerecorded media

#### Claim of Ownership

Applicant is the owner of U.S. Registration Nos. 2,919,854; 2,988,869; 3,082,012 and others.

#### Amendments to Identification of Services

Please amend Applicant's Services to read as follows:

Class 41: ~~Entertainment services; rental services; retail services; automated DVD rental services; rental~~ **services featuring DVDs and of-prerecorded electronic media featuring movies** ~~DVDs on a variety of subjects through automated vending machines; entertainment~~

rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, ~~entertainment content, prerecorded digital~~ media content, ~~digital content, prerecorded electronic~~ media, and prerecorded electronic media featuring entertainment content; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; ~~automated retail services, namely providing automated retail vending machines featuring entertainment content, media, DVDs, movies, digital content, and prerecorded media;~~ automated retail services, namely rental and distribution of entertainment content, media, DVDs, movies, digital content, and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, digital content, and prerecorded media; **rental of video recordings by means of communications networks**

The final amended description of services should read as follows:

Class 41: Rental services featuring DVDs and prerecorded electronic media featuring movies; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, prerecorded digital media content, prerecorded electronic media, and prerecorded electronic media featuring entertainment content; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely rental and distribution of entertainment content, media, DVDs, movies, digital content, and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, digital content, and prerecorded media; rental of video recordings by means of communications networks

#### **Request to Move Services Between Companion Applications**

These amendments include moving the services “rental of video recordings by means of communications networks” from Applicant’s companion Application Serial No. 85/526,613 for the Mark in Class 38 to this Class 41 Application pursuant to T.M.E.P. § 1402.08.

Please also amend the following services included in the Application to read as follows:

Class 35: Retail services **featuring DVDs, prerecorded videos, video-on-demand transmission services, and video broadcasting by means of communications networks**; automated retail services, namely providing automated retail vending machines featuring entertainment content, media, DVDs, movies, digital content, and prerecorded media

Next, pursuant to T.M.E.P. § 1402.08, please move the following final amended services to Applicant’s companion Application Serial No. 85/526,611 for the Mark in Class 35:

Class 35: Retail services featuring DVDs, prerecorded videos, video-on-demand transmission services, and video broadcasting by means of communications networks; automated retail services, namely providing automated retail vending machines featuring entertainment content, media, DVDs, movies, digital content, and prerecorded media

#### **Discussion**

The Examining Attorney has requested that Applicant claim ownership of several prior registrations and also that Applicant amend and clarify Applicant’s Services. Applicant has done so, and believes these changes should be acceptable. Therefore, Applicant respectfully requests that the refusal to register the Mark be withdrawn.

#### **Conclusion**

The foregoing response complies with the requirements of the Office Action. Should any questions remain, please contact Jason S. Howell.

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

##### **INTERNATIONAL CLASS**

041

##### **DESCRIPTION**

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



FILING BASIS	Section 1(b)
<b>GOODS AND/OR SERVICES SECTION (proposed)</b>	
INTERNATIONAL CLASS	041
<b>TRACKED TEXT DESCRIPTION</b>	
<del>Entertainment services; Rental services featuring DVDs and prerecorded electronic media featuring movies; rental services; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, prerecorded digital media content, prerecorded electronic media, and prerecorded electronic media featuring entertainment content; retail services; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; automated DVD rental services; automated retail services, namely rental and distribution of entertainment content, media, DVDs, movies, digital content, and prerecorded media; rental of pre-recorded DVDs on a variety of subjects through automated vending machines; rental of video recordings by means of communications networks; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, entertainment content, media content, digital content, prerecorded media, and prerecorded electronic media featuring entertainment content; rental services for DVDs, movies, entertainment content, media content, digital content, and prerecorded media; rental of video recordings by means of communications networks; automated retail services, namely providing automated retail vending machines featuring entertainment content, media, DVDs, movies, digital content, and prerecorded media</del>	
<b>FINAL DESCRIPTION</b>	
Rental services featuring DVDs and prerecorded electronic media featuring movies; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, prerecorded digital media content, prerecorded electronic media, and prerecorded electronic media featuring entertainment content; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely rental and distribution of entertainment content, media, DVDs, movies, digital content, and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, digital content, and prerecorded media; rental of video recordings by means of communications networks	
FILING BASIS	Section 1(b)
<b>ADDITIONAL STATEMENTS SECTION</b>	
ACTIVE PRIOR REGISTRATION(S)	The applicant claims ownership of U.S. Registration Number(s) 2919854, 2988869, and 3082012.
MISCELLANEOUS STATEMENT	These amendments include moving the services "rental of video recordings by means of communications networks" from Applicant's companion Application Serial No. 85/526,613 for the Mark in Class 38 to this Class 41 Application pursuant to T.M.E.P. § 1402.08. Please also amend the following services included in the Application to read as follows: Class 35: Retail services featuring DVDs, prerecorded videos, video-on-demand transmission services, and video broadcasting by means of communications networks; automated retail services, namely providing automated retail vending machines featuring entertainment content, media, DVDs, movies, digital content, and prerecorded media Next, pursuant to T.M.E.P. § 1402.08, please move the following final amended services to Applicant's companion Application Serial No. 85/526,611 for the Mark in Class 35: Class 35: Retail services featuring DVDs, prerecorded videos, video-on-demand transmission services, and video broadcasting by means of communications networks; automated retail services, namely providing automated retail vending machines featuring entertainment content, media, DVDs, movies, digital content, and prerecorded media
<b>SIGNATURE SECTION</b>	
RESPONSE SIGNATURE	/Jason S. Howell/
SIGNATORY'S NAME	Jason S. Howell
SIGNATORY'S POSITION	Attorney for Applicant, Member Washington State Bar
SIGNATORY'S PHONE NUMBER	N/A
DATE SIGNED	09/28/2012
AUTHORIZED SIGNATORY	YES

FILING INFORMATION SECTION	
SUBMIT DATE	Fri Sep 28 20:11:02 EDT 2012
TEAS STAMP	USPTO/ROA-XX.XXX.XXX.XXX- 20120928201102101538-8552 6615-4901346c81195b0453d5 e102be4e0d72949-N/A-N/A-2 0120928195042287726

PTO Form 1957 (Rev 9/2005)  
OMB No. 0651-0050 (Exp. 07/31/2017)

## Response to Office Action

### To the Commissioner for Trademarks:

Application serial no. **85526615** REDBOX INSTANT(Standard Characters, see <http://tess2.uspto.gov/ImageAgent/ImageAgentProxy?getImage=85526615>) has been amended as follows:

### ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

### IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Redbox Automated Retail, LLC	LAW OFFICE 113
Serial No.:	85/526,615	Examining Attorney: Amy C. Kean
Filed:	January 26, 2012	
Mark:	REDBOX INSTANT	
Class:	41	RESPONSE TO OFFICE ACTION

This communication responds to the Office Action issued on March 29, 2012 ("Office Action") regarding the application by Redbox Automated Retail, LLC ("Applicant") for registration of the mark REDBOX INSTANT ("Mark") in Class 41 ("Application") to register the following services ("Applicant's Services"):

Class 41: Entertainment services; rental services; retail services; automated DVD rental services; rental of pre-recorded DVDs on a variety of subjects through automated vending machines; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, entertainment content, media content, digital content, prerecorded media, and prerecorded electronic media featuring entertainment content; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely providing automated retail vending machines featuring entertainment content, media, DVDs, movies, digital content, and prerecorded media; automated retail services, namely rental and distribution of entertainment content, media, DVDs, movies, digital content, and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, digital content, and prerecorded media

### Claim of Ownership

Applicant is the owner of U.S. Registration Nos. 2,919,854; 2,988,869; 3,082,012 and others.

### Amendments to Identification of Services

Please amend Applicant's Services to read as follows:

Class 41: ~~Entertainment services; rental services; retail services; automated DVD rental services; rental of pre-recorded DVDs on a variety of subjects through automated vending machines; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, entertainment content, media content, digital content, prerecorded media, and prerecorded electronic media featuring entertainment content; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely providing automated retail vending machines featuring entertainment content, media, DVDs, movies, digital content, and prerecorded media; automated retail services, namely rental and distribution of entertainment content, media, DVDs, movies, digital content, and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, digital content, and prerecorded media~~ **services featuring DVDs and of prerecorded electronic media featuring movies** ~~DVDs on a variety of subjects through automated vending machines; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, entertainment content,~~

~~prerecorded digital~~ media content, ~~digital content~~, prerecorded **electronic** media, and prerecorded electronic media featuring entertainment content; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; ~~automated retail services, namely providing automated retail vending machines featuring entertainment content, media, DVDs, movies, digital content, and prerecorded media;~~ automated retail services, namely rental and distribution of entertainment content, media, DVDs, movies, digital content, and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, digital content, and prerecorded media; **rental of video recordings by means of communications networks**

The final amended description of services should read as follows:

Class 41: Rental services featuring DVDs and prerecorded electronic media featuring movies; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, prerecorded digital media content, prerecorded electronic media, and prerecorded electronic media featuring entertainment content; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely rental and distribution of entertainment content, media, DVDs, movies, digital content, and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, digital content, and prerecorded media; rental of video recordings by means of communications networks

### **Request to Move Services Between Companion Applications**

These amendments include moving the services “rental of video recordings by means of communications networks” from Applicant’s companion Application Serial No. 85/526,613 for the Mark in Class 38 to this Class 41 Application pursuant to T.M.E.P. § 1402.08.

Please also amend the following services included in the Application to read as follows:

Class 35: Retail services **featuring DVDs, prerecorded videos, video-on-demand transmission services, and video broadcasting by means of communications networks**; automated retail services, namely providing automated retail vending machines featuring entertainment content, media, DVDs, movies, digital content, and prerecorded media

Next, pursuant to T.M.E.P. § 1402.08, please move the following final amended services to Applicant’s companion Application Serial No. 85/526,611 for the Mark in Class 35:

Class 35: Retail services featuring DVDs, prerecorded videos, video-on-demand transmission services, and video broadcasting by means of communications networks; automated retail services, namely providing automated retail vending machines featuring entertainment content, media, DVDs, movies, digital content, and prerecorded media

### **Discussion**

The Examining Attorney has requested that Applicant claim ownership of several prior registrations and also that Applicant amend and clarify Applicant’s Services. Applicant has done so, and believes these changes should be acceptable. Therefore, Applicant respectfully requests that the refusal to register the Mark be withdrawn.

### **Conclusion**

The foregoing response complies with the requirements of the Office Action. Should any questions remain, please contact Jason S. Howell.

### **CLASSIFICATION AND LISTING OF GOODS/SERVICES**

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

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

Original Filing Basis:

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

the mark in commerce by authorized users in connection with the identified goods/services, and the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant.

**Proposed:**

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

Class 041 for Rental services featuring DVDs and prerecorded electronic media featuring movies; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, prerecorded digital media content, prerecorded electronic media, and prerecorded electronic media featuring entertainment content; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely rental and distribution of entertainment content, media, DVDs, movies, digital content, and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, digital content, and prerecorded media; rental of video recordings by means of communications networks

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

**ADDITIONAL STATEMENTS**

**Claim of Active Prior Registration(s)**

The applicant claims ownership of U.S. Registration Number(s) 2919854, 2988869, and 3082012.

**Miscellaneous Statement**

These amendments include moving the services "rental of video recordings by means of communications networks" from Applicant's companion Application Serial No. 85/526,613 for the Mark in Class 38 to this Class 41 Application pursuant to T.M.E.P. § 1402.08. Please also amend the following services included in the Application to read as follows: Class 35: Retail services featuring DVDs, prerecorded videos, video-on-demand transmission services, and video broadcasting by means of communications networks; automated retail services, namely providing automated retail vending machines featuring entertainment content, media, DVDs, movies, digital content, and prerecorded media Next, pursuant to T.M.E.P. § 1402.08, please move the following final amended services to Applicant's companion Application Serial No. 85/526,611 for the Mark in Class 35: Class 35: Retail services featuring DVDs, prerecorded videos, video-on-demand transmission services, and video broadcasting by means of communications networks; automated retail services, namely providing automated retail vending machines featuring entertainment content, media, DVDs, movies, digital content, and prerecorded media

**SIGNATURE(S)**

**Response Signature**

Signature: /Jason S. Howell/ Date: 09/28/2012

Signatory's Name: Jason S. Howell

Signatory's Position: Attorney for Applicant, Member Washington State Bar

Signatory's Phone Number: N/A

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

Serial Number: 85526615

Internet Transmission Date: Fri Sep 28 20:11:02 EDT 2012

TEAS Stamp: USPTO/ROA-XX.XXX.XXX.XXX-201209282011021

01538-85526615-4901346c81195b0453d5e102b

e4e0d72949-N/A-N/A-20120928195042287726

**To:** Redbox Automated Retail, LLC ([pctrademarks@perkinscoie.com](mailto:pctrademarks@perkinscoie.com))  
**Subject:** U.S. TRADEMARK APPLICATION NO. 85526615 - REDBOX INSTANT - 21382-4000.0  
**Sent:** 3/29/2012 3:32:10 PM  
**Sent As:** ECOM113@USPTO.GOV  
**Attachments:** [Attachment - 1](#)  
[Attachment - 2](#)  
[Attachment - 3](#)  
[Attachment - 4](#)  
[Attachment - 5](#)

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

**APPLICATION SERIAL NO.** 85526615

**MARK:** REDBOX INSTANT

**\*85526615\***

**CORRESPONDENT ADDRESS:**

HEIDI L. SACHS  
PERKINS COIE LLP  
1201 3RD AVE STE 4800  
SEATTLE, WA 98101-3099

**CLICK HERE TO RESPOND TO THIS LETTER:**  
[http://www.uspto.gov/trademarks/teas/response\\_forms.jsp](http://www.uspto.gov/trademarks/teas/response_forms.jsp)

**APPLICANT:** Redbox Automated Retail, LLC

**CORRESPONDENT'S REFERENCE/DOCKET NO :**  
21382-4000.0

**CORRESPONDENT E-MAIL ADDRESS:**  
[pctrademarks@perkinscoie.com](mailto:pctrademarks@perkinscoie.com)

**OFFICE ACTION**

**STRICT DEADLINE TO RESPOND TO THIS LETTER**

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

**ISSUE/MAILING DATE:** **3/29/2012**

**OPEN APPLICATION ISSUES THAT MUST BE ADDRESSED IN RESPONSE TO OFFICE ACTION:**

The following are the open application issues that the applicant must address in order to have a complete response to this Office action:

- Requirement for Submission of Statement Claiming Ownership of Prior Registrations**
  - Requirement -Clarification of Indefinite Identification and Proper Classification of Services**
  - Requirement for Submission of Additional Fees or Restriction of Identification Language**
-

The assigned trademark examining attorney has reviewed the referenced application and has determined the following:

### Search

The Office records have been searched and no similar registered or pending mark has been found that would bar registration under Trademark Act Section 2(d), 15 U.S.C. §1052(d). TMEP §704.02. In order to pursue registration, however, the applicant must respond to the following requirements.

### Requirement for Submission of Statement Claiming Ownership of Prior Registrations

If applicant owns U.S. Registration Nos. 2919854, 2988869, 3082012 and others then applicant must submit for the application record a claim of ownership of these registrations. *See* 37 C.F.R. §2.36; TMEP §812. *See* the attached copies of the registrations. *See* TMEP §812.

Applicant may use the following format to claim ownership of these registrations:

**Applicant is the owner of U.S. Registration Nos. 2919854, 2988869, 3082012 and others.**

### Requirement -Clarification of Indefinite Identification and Proper Classification of Services

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

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

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

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

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

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

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

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

Please also note that parentheses are not acceptable in the identification. TMEP §1402.12. Where indicated “{specify ... },” the examining attorney has merely suggested ways to cure the indefiniteness of the identification. The applicant must list the goods without parentheses.

The following is a sufficiently definite identification of the services recited in this application that the applicant may choose to adopt, if accurate:

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

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

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

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

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

For assistance with identifying and classifying goods in trademark applications, please see the online searchable *Manual of Acceptable Identifications of Goods and Services* at <http://tess2.uspto.gov/netathtml/tidm.html>. See TMEP §1402.04.

An applicant may amend an identification of goods only to clarify or limit the goods; adding to or broadening the scope of the goods is not permitted. 37 C.F.R. §2.71(a); see TMEP §§1402.06 *et seq.*, 1402.07 *et seq.*

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

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

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

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

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

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

### **Advisory -Response Guidelines for TEAS-Plus Applications**

**TEAS PLUS APPLICANTS MUST SUBMIT DOCUMENTS ELECTRONICALLY OR SUBMIT FEE:** Applicants who filed their application online using the reduced-fee TEAS Plus application must continue to submit certain documents online using TEAS, including responses to Office actions. See 37 C.F.R. §2.23(a)(1). For a complete list of these documents, see TMEP §819.02(b). In addition, such applicants must accept correspondence from the Office via e-mail throughout the examination process and must maintain a valid e-mail address. 37 C.F.R. §2.23(a)(2); TMEP §§819, 819.02(a). TEAS Plus applicants who do not meet these requirements must submit an additional fee of \$50 per international class of goods. 37 C.F.R. §2.6(a)(1)(iv); TMEP §819.04. In appropriate situations and where all issues can be resolved by amendment, responding by telephone to authorize an examiner’s amendment will not incur this additional fee.

If applicant has any questions about its application or needs assistance in responding to this Office Action please telephone the assigned trademark examining attorney directly at the number listed below.

/Amy C. Kean/  
Trademark Attorney, Law Office 113  
U.S. Patent & Trademark Office



P.O. Box 1451  
Alexandria, VA 2231  
Amy.Kean@USPTO.gov  
Phone: 571-272-8854

**TO RESPOND TO THIS LETTER:** Go to [http://www.uspto.gov/trademarks/teas/response\\_forms.jsp](http://www.uspto.gov/trademarks/teas/response_forms.jsp). Please wait 48-72 hours from the issue/ mailing date before using TEAS, to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail [TEAS@uspto.gov](mailto:TEAS@uspto.gov). For questions about the Office action itself, please contact the assigned trademark examining attorney. **E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.**

**All informal e-mail communications relevant to this application will be placed in the official application record.**

**WHO MUST SIGN THE RESPONSE:** It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

**PERIODICALLY CHECK THE STATUS OF THE APPLICATION:** To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using Trademark Applications and Registrations Retrieval (TARR) at <http://tarr.uspto.gov/>. Please keep a copy of the complete TARR screen. If TARR shows no change for more than six months, call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

**TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS:** Use the TEAS form at <http://www.uspto.gov/teas/eTEASpageE.htm>.

**TYPED DRAWING**

**Serial Number**

78201199

**Status**

SECTION 8 & 15-ACCEPTED AND ACKNOWLEDGED

**Word Mark**

REDBOX

**Standard Character Mark**

No

**Registration Number**

2988869

**Date Registered**

2005/08/30

**Type of Mark**

SERVICE MARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(1) TYPED DRAWING

**Owner**

REDBOX AUTOMATED RETAIL, LLC CORPORATION DELAWARE ONE MCDONALD'S PLAZA  
OAK BROOK ILLINOIS 60523

**Goods/Services**

Class Status -- ACTIVE. IC 041. US 100 101 107. G & S: Automated  
DVD rental services. First Use: 2003/03/31. First Use In Commerce:  
2003/03/31.

**Filing Date**

2003/01/08

**Examining Attorney**

GAYNOR, BARBARA

**Attorney of Record**

James P. Muraff

**TYPED DRAWING**

**Serial Number**

78201219

**Status**

SECTION 8 & 15-ACCEPTED AND ACKNOWLEDGED

**Word Mark**

REDBOX

**Standard Character Mark**

No

**Registration Number**

2919854

**Date Registered**

2005/01/18

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(1) TYPED DRAWING

**Owner**

REDBOX AUTOMATED RETAIL, LLC LIMITED LIABILITY COMPANY DELAWARE One  
Tower Lane, Suite 1200 Oakbrook Terrace ILLINOIS 60181

**Goods/Services**

Class Status -- ACTIVE. IC 009. US 021 023 026 036 038. G & S:  
VENDING MACHINES. First Use: 2003/03/31. First Use In Commerce:  
2003/03/31.

**Filing Date**

2003/01/08

**Examining Attorney**

CHICOSKI, JENNIFER

**Attorney of Record**

James P. Muraff

**DESIGN MARK**

**Serial Number**

78514282

**Status**

REGISTERED

**Word Mark**

REDBOX

**Standard Character Mark**

Yes

**Registration Number**

3082012

**Date Registered**

2006/04/18

**Type of Mark**

SERVICE MARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

**Owner**

REDBOX AUTOMATED RETAIL, LLC CORPORATION DELAWARE ONE MCDONALD'S PLAZA  
OAK BROOK ILLINOIS 60523

**Goods/Services**

Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: VENDING  
SERVICES, NAMELY, PROVIDING RETAIL FACILITIES FEATURING AUTOMATED DVD  
RENTAL. First Use: 2003/03/31. First Use In Commerce: 2003/03/31.

**Prior Registration(s)**

2919854

**Filing Date**

2004/11/10

**Examining Attorney**

WOOD, CAROLINE

**Attorney of Record**

James P. Muraff, Joseph T. Bernstein, Daniel N. Christus, Jeffrey R.  
Gargano, Matthew J. Gryzlo, Brent A Hawkins, Richard C. Himelhoch,  
Peter M. Klobuchar, Linda A. Kuczma, Kathleen A. Lyons, Monique A.

Morneault, Paul J. Nykaza, Avani C. Patel, Bradley F. Rademaker, Keith V. Rockey, Gregory G. Schlenz, Peter M. Siavelis, Roger H. Stein, Maurice E. Teixeira

REDBOX

**To:** Redbox Automated Retail, LLC ([pctrademarks@perkinscoie.com](mailto:pctrademarks@perkinscoie.com))  
**Subject:** U.S. TRADEMARK APPLICATION NO. 85526615 - REDBOX INSTANT - 21382-4000.0  
**Sent:** 3/29/2012 3:32:11 PM  
**Sent As:** ECOM113@USPTO.GOV  
**Attachments:**

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

**USPTO OFFICE ACTION HAS ISSUED ON 3/29/2012 FOR  
SERIAL NO. 85526615**

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

**TO READ OFFICE ACTION:** Click on this [link](#) or go to <http://portal.uspto.gov/external/portal/tow> and enter the application serial number to [access](#) the Office action.

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

**RESPONSE IS REQUIRED:** You should carefully review the Office action to determine (1) how to respond; and (2) the applicable [response time period](#). Your response deadline will be calculated from 3/29/2012 (or sooner if specified in the office action).

**Do NOT hit "Reply" to this e-mail notification, or otherwise attempt to e-mail your response, as the USPTO does NOT accept e-mailed responses. Instead, the USPTO recommends that you respond online using the Trademark Electronic Application System [Response Form](#).**

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

**WARNING**

**Failure to file the required response by the applicable deadline will result in the [ABANDONMENT](#) of your application.**

\*\*\* User:amcmenamin \*\*\*

#	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/ Search Duration	Search
01	47	0	47	39	0:04	*r{"iye"}db{v}{ "ckqx"}*[bi,ti] not dead [ld]
02	72	0	72	54	0:06	*r{"iye"}d\$b{v}{ "ckqx"}*[bi,ti] not dead [ld]
03	36813	N/A	0	0	0:07	*r{"iye"}d*[bi,ti] not dead [ld]
04	5979	N/A	0	0	0:02	*bo{"ckqx"}*[bi,ti] not dead [ld]
05	88	0	88	79	0:01	3 and 4
06	8410	N/A	0	0	0:05	*now*[bi,ti] not dead [ld]
07	1479	N/A	0	0	0:02	*n{"sz"}t{v}nt*[bi,ti] not dead [ld]
08	4	0	4	4	0:01	5 and 6
09	4	0	4	4	0:01	5 and 7
10	98	0	1	1	0:04	now[gs] not dead [ld]
11	2688	N/A	0	0	0:04	now[bi,ti] not dead [ld]
12	2688	N/A	0	0	0:01	11 and "007"[cc]
13	18	0	18	14	0:03	11 and ("007"[ic] 200[ic] or a[ic] or b[ic])
14	307	0	307	259	0:02	11 and ("009"[ic] 200[ic] or a[ic] or b[ic])
15	618	0	618	549	0:02	11 and ("035"[ic] 200[ic] or a[ic] or b[ic])
16	131	0	131	116	0:03	11 and ("038"[ic] 200[ic] or a[ic] or b[ic])
17	430	0	430	396	0:02	11 and ("041"[ic] 200[ic] or a[ic] or b[ic])
18	301	0	301	248	0:03	11 and ("042"[ic] 200[ic] or a[ic] or b[ic])
19	1479	N/A	0	0	0:02	*n{"sz"}t{v}nt*[bi,ti] not dead [ld]
20	379	N/A	0	0	0:02	19 and "007"[cc]
21	31	0	31	17	0:02	19 and ("007"[ic] 200[ic] or a[ic] or b[ic])
22	245	0	245	189	0:02	19 and ("009"[ic] 200[ic] or a[ic] or b[ic])
23	163	0	163	141	0:01	19 and ("035"[ic] 200[ic] or a[ic] or b[ic])
24	96	0	96	81	0:02	19 and ("041"[ic] 200[ic] or a[ic] or b[ic])
25	121	0	121	100	0:03	19 and ("042"[ic] 200[ic] or a[ic] or b[ic])

Session started 3/29/2012 1:15:52 PM  
Session finished 3/29/2012 1:49:54 PM  
Total search duration 1 minutes 7 seconds  
Session duration 34 minutes 2 seconds  
Defaut NEAR limit=1ADJ limit=1

Sent to TIGRS as Serial Number: 85526615



**From:** TMDesignCodeComments  
**Sent:** Wednesday, February 1, 2012 00:19 AM  
**To:** XXXX  
**Subject:** Notice of Pseudo Mark for Serial Number: 85526615  
**ATTORNEY REFERENCE NUMBER:** 21382-4000.0

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

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

Response to this notice is not required; however, to suggest additions or changes to the pseudo mark assigned to your mark, please e-mail [TMDesignCodeComments@USPTO.GOV](mailto:TMDesignCodeComments@USPTO.GOV). You **must** reference your application serial number within your request. The USPTO will review the proposal and update the record, if appropriate. For questions, please call 1-800-786-9199 to speak to a Customer Service representative.

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

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

**PSEUDO MARK:**

RED BOX INSTANT

## Trademark/Service Mark Application, Principal Register

Serial Number: 85526615

Filing Date: 01/26/2012

The table below presents the data as entered.

Input Field	Entered
<b>SERIAL NUMBER</b>	85526615
<b>MARK INFORMATION</b>	
<b>*MARK</b>	<a href="#">REDBOX INSTANT</a>
<b>STANDARD CHARACTERS</b>	YES
<b>USPTO-GENERATED IMAGE</b>	YES
<b>LITERAL ELEMENT</b>	REDBOX INSTANT
<b>MARK STATEMENT</b>	The mark consists of standard characters, without claim to any particular font, style, size, or color.
<b>REGISTER</b>	Principal
<b>APPLICANT INFORMATION</b>	
<b>*OWNER OF MARK</b>	Redbox Automated Retail, LLC
<b>*STREET</b>	One Tower Lane, Suite 1200
<b>*CITY</b>	Oakbrook Terrace
<b>*STATE</b> (Required for U.S. applicants)	Illinois
<b>*COUNTRY</b>	United States
<b>*ZIP/POSTAL CODE</b> (Required for U.S. applicants only)	60181
<b>LEGAL ENTITY INFORMATION</b>	
<b>TYPE</b>	limited liability company
<b>STATE/COUNTRY WHERE LEGALLY ORGANIZED</b>	Delaware
<b>GOODS AND/OR SERVICES AND BASIS INFORMATION</b>	
<b>INTERNATIONAL CLASS</b>	041
<b>*IDENTIFICATION</b>	Entertainment services; rental services; retail services; automated DVD rental services; rental of pre-recorded DVDs on a variety of subjects through automated vending machines; entertainment rental services provided through automated vending machines, namely, rental of DVDs, video discs, movies, entertainment content, media content, digital content, prerecorded media, and prerecorded electronic media featuring entertainment content; automated rental of DVDs, movies, and prerecorded electronic media featuring entertainment content; automated retail services, namely providing automated retail vending machines featuring entertainment content, media, DVDs, movies, digital content, and prerecorded media; automated retail services, namely rental and distribution of entertainment content, media, DVDs, movies, digital content,

	and prerecorded media; rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; rental services for DVDs, movies, entertainment content, media content, digital content, and prerecorded media
<b>FILING BASIS</b>	SECTION 1(b)
<b>ATTORNEY INFORMATION</b>	
<b>NAME</b>	Heidi L. Sachs
<b>ATTORNEY DOCKET NUMBER</b>	21382-4000.0068.US004
<b>FIRM NAME</b>	Perkins Coie LLP
<b>STREET</b>	1201 Third Avenue, Suite 4800
<b>CITY</b>	Seattle
<b>STATE</b>	Washington
<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	98101
<b>PHONE</b>	(206) 359-8000
<b>FAX</b>	(206) 359-9000
<b>EMAIL ADDRESS</b>	pctrademarks@perkinscoie.com
<b>AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>OTHER APPOINTED ATTORNEY</b>	Lynne E. Graybeal, Grace Han Stanton, James L. Vana, Kathleen J. Buckley, Julianne A. Henley, Jason S. Howell, Elizabeth A. Kristoferson, Makalika D. Naholowaa, Jeffrey A. Nelson, Lisa T. Oratz, Andrea M. Sander, Sarah J. Taylor, and Robert G. Woolston
<b>CORRESPONDENCE INFORMATION</b>	
<b>NAME</b>	Heidi L. Sachs
<b>FIRM NAME</b>	Perkins Coie LLP
<b>STREET</b>	1201 Third Avenue, Suite 4800
<b>CITY</b>	Seattle
<b>STATE</b>	Washington
<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	98101
<b>PHONE</b>	(206) 359-8000
<b>FAX</b>	(206) 359-9000
<b>EMAIL ADDRESS</b>	pctrademarks@perkinscoie.com
<b>AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>FEE INFORMATION</b>	
<b>NUMBER OF CLASSES</b>	1
<b>FEE PER CLASS</b>	325
<b>*TOTAL FEE DUE</b>	325
<b>*TOTAL FEE PAID</b>	325

SIGNATURE INFORMATION	
SIGNATURE	/Jason S. Howell/
SIGNATORY'S NAME	Jason S. Howell
SIGNATORY'S POSITION	Attorney for Applicant, Member Washington State Bar
DATE SIGNED	01/26/2012

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## Trademark/Service Mark Application, Principal Register

**Serial Number: 85526615**

**Filing Date: 01/26/2012**

### To the Commissioner for Trademarks:

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

The literal element of the mark consists of REDBOX INSTANT.

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

The applicant, Redbox Automated Retail, LLC, a limited liability company legally organized under the laws of Delaware, having an address of  
One Tower Lane, Suite 1200  
Oakbrook Terrace, Illinois 60181  
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

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

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

### The applicant's current Attorney Information:

Heidi L. Sachs and Lynne E. Graybeal, Grace Han Stanton, James L. Vana, Kathleen J. Buckley, Julianne A. Henley, Jason S. Howell, Elizabeth A. Kristoferson, Makalika D. Naholowaa, Jeffrey A. Nelson, Lisa T. Oratz, Andrea M. Sander, Sarah J. Taylor, and Robert G. Woolston of Perkins Coie LLP  
1201 Third Avenue, Suite 4800  
Seattle, Washington 98101  
United States

The attorney docket/reference number is 21382-4000.0068.US004.

### The applicant's current Correspondence Information:

Heidi L. Sachs  
Perkins Coie LLP  
1201 Third Avenue, Suite 4800  
Seattle, Washington 98101  
(206) 359-8000(phone)  
(206) 359-9000(fax)  
pctrademarks@perkinscoie.com (authorized)

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

### Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting

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

**Declaration Signature**

Signature: /Jason S. Howell/ Date: 01/26/2012

Signatory's Name: Jason S. Howell

Signatory's Position: Attorney for Applicant, Member Washington State Bar

RAM Sale Number: 7338

RAM Accounting Date: 01/27/2012

Serial Number: 85526615

Internet Transmission Date: Thu Jan 26 20:56:38 EST 2012

TEAS Stamp: USPTO/BAS-XXX.XX.XXX.X-20120126205638856

804-85526615-4906aaa8625b0e2a2fe5eeef241

b222b51-CC-7338-20120126194944412388

REDBOX INSTANT

REDBOX INSTANT