

Generated on: This page was generated by TSDR on 2025-07-19 18:20:42 EDT

Mark: SO SMARTER

SO SMARTER

US Serial Number: 87546661

Application Filing Date: Jul. 28, 2017

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Trademark, Service Mark

TM5 Common Status Descriptor:



DEAD/APPLICATION/Refused/Dismissed or Invalidated

This trademark application was refused, dismissed, or invalidated by the Office and this application is no longer active.

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

Status Date: Mar. 04, 2019

Publication Date: Dec. 05, 2017 **Notice of Allowance Date:** Jan. 30, 2018

Date Abandoned: Mar. 04, 2019

Mark Information

Mark Literal Elements: SO SMARTER

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

Note:

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

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

For: Vending machines

International Class(es): 007 - Primary Class

U.S Class(es): 013, 019, 021, 023, 031, 034, 035

Class Status: ACTIVE

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

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

For: Vending machine services; automated retail vending machine kiosks featuring movies and video games; vending machine services rendered through automated kiosks featuring movies and video games; automated retail vending machine kiosk services featuring DVDs, movies, prerecorded electronic media featuring entertainment content, and video games for purchase; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content, and video games for purchase; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, video games, and digital content and pre-recorded media featuring entertainment content

International Class(es): 035 - Primary Class

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

Class Status: ACTIVE

For: Video-on-demand transmission services, video broadcasting, transmission of voice, data, images, data signals, messages and

information by electronic communications networks

International Class(es): 038 - Primary Class

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

Class Status: ACTIVE

For: Rental of video recordings by means of communications networks; providing information in the field of entertainment by means of communications networks; rental of DVDs, video discs, video games, movies and prerecorded electronic media featuring entertainment content

International Class(es): 041 - Primary Class

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

Class Status: ACTIVE

For: Computerized online search service in the field of entertainment, namely, providing a search engine for obtaining entertainment information on a global computer network

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Filed ITU: Yes

Currently ITU: Yes

Filed 44D: No

Currently 44D: No

Filed 44E: No

Currently 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Redbox Automated Retail, LLC

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

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: The data cannot be loaded

Attorney/Correspondence Information

Attorney of Record

Attorney Name: James P. Muraff

Docket Number: 19638-7402

Attorney Primary Email Address: trademarks@nge.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: JAMES P. MURAFF
NEAL, GERBER & EISENBERG LLP
TWO NORTH LASALLE STREET, SUITE 1700
CHICAGO, ILLINOIS UNITED STATES 60602

Phone: 312-269-8000

Fax: 312-269-1747

Correspondent e-mail: trademarks@nge.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 04, 2019	ABANDONMENT NOTICE E-MAILED - NO USE STATEMENT FILED	
Mar. 04, 2019	ABANDONMENT - NO USE STATEMENT FILED	
Aug. 10, 2018	ASSIGNED TO EXAMINER	
Jul. 31, 2018	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jul. 27, 2018	SOU EXTENSION 1 GRANTED	

Jul. 27, 2018	SOU EXTENSION 1 FILED
Jul. 27, 2018	SOU TEAS EXTENSION RECEIVED
Jan. 30, 2018	NOA E-MAILED - SOU REQUIRED FROM APPLICANT
Dec. 05, 2017	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED
Dec. 05, 2017	PUBLISHED FOR OPPOSITION
Nov. 15, 2017	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED
Oct. 30, 2017	APPROVED FOR PUB - PRINCIPAL REGISTER
Oct. 30, 2017	ASSIGNED TO EXAMINER
Aug. 02, 2017	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED
Aug. 01, 2017	NEW APPLICATION ENTERED

TM Staff and Location Information

TM Staff Information

TM Attorney:

Law Office LAW OFFICE 111
Assigned:

File Location

Current Location: INTENT TO USE SECTION

Date in Location: Jan. 30, 2018

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Applicant: Redbox Automated Retail, LLC

Assignment 1 of 1

Conveyance: SECURITY INTEREST

Reel/Frame: [6187/0046](#)

Pages: 7

Date Recorded: Oct. 20, 2017

Supporting [assignment-tm-6187-0046.pdf](#)
Documents:

Assignor

Name: [REDBOX AUTOMATED RETAIL LLC](#)

Execution Date: Oct. 20, 2017

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country DELAWARE
Where Organized:

Assignee

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

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country DELAWARE
Where Organized:

Address: 40 WEST 57TH STREET
NEW YORK, NEW YORK 10019

Correspondent

Correspondent Name: KRISTIN YOHANNAN, ESQ.

Correspondent Address: 1850 K STREET, NW, SUITE 1100
MILBANK, TWEED, HADLEY & MCCLOY, LLP
WASHINGTON, DC 20006

Domestic Representative - Not Found

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

OVERVIEW

SERIAL NUMBER	87546661	FILING DATE	07/28/2017
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	BELENKER, ESTHER ANN	L.O. ASSIGNED	111

PUB INFORMATION

RUN DATE	03/05/2019		
PUB DATE	12/05/2017		
STATUS	606-ABANDONED - NO STATEMENT OF USE FILED		
STATUS DATE	03/04/2019		
LITERAL MARK ELEMENT	SO SMARTER		
DATE ABANDONED	03/04/2019	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	SO SMARTER
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

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

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

GOODS AND SERVICES

INTERNATIONAL CLASS	007
DESCRIPTION TEXT	Vending machines
INTERNATIONAL CLASS	009
DESCRIPTION TEXT	Computer application software for mobile phones, portable media players, and handheld computers, namely, software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine
INTERNATIONAL CLASS	035
DESCRIPTION TEXT	Vending machine services; automated retail vending machine kiosks featuring movies and video games; vending machine services rendered through automated kiosks featuring movies and video games; automated retail vending machine kiosk services featuring DVDs, movies, prerecorded electronic media featuring entertainment content, and video games for purchase; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content, and video games for purchase; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, video games, and digital content and pre-recorded media featuring entertainment content
INTERNATIONAL CLASS	038
DESCRIPTION TEXT	Video-on-demand transmission services, video broadcasting, transmission of voice, data, images, data signals, messages and information by electronic communications networks
INTERNATIONAL CLASS	041
DESCRIPTION TEXT	Rental of video recordings by means of communications networks; providing information in the field of entertainment by means of communications networks; rental of DVDs, video discs, video games, movies and prerecorded electronic media featuring entertainment content
INTERNATIONAL CLASS	042
DESCRIPTION TEXT	Computerized online search service in the field of entertainment, namely, providing a search engine for obtaining entertainment information on a global computer network

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	007	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	009	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	035	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	038	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE

INTERNATIONAL CLASS	041	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	042	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
<p align="center">MISCELLANEOUS INFORMATION/STATEMENTS</p>							
CHANGE IN REGISTRATION				NO			
<p align="center">PROSECUTION HISTORY</p>							
DATE	ENT CD	ENT TYPE	DESCRIPTION			ENT NUM	
03/04/2019	MAB6	E	ABANDONMENT NOTICE E-MAILED - NO USE STATEMENT FILED			015	
03/04/2019	ABN6	S	ABANDONMENT - NO USE STATEMENT FILED			014	
08/10/2018	DOCK	D	ASSIGNED TO EXAMINER			013	
07/31/2018	EXRA	E	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED			012	
07/27/2018	EX1G	S	EXTENSION 1 GRANTED			011	
07/27/2018	EXT1	S	EXTENSION 1 FILED			010	
07/27/2018	EEXT	I	TEAS EXTENSION RECEIVED			009	
01/30/2018	NOAM	E	NOA E-MAILED - SOU REQUIRED FROM APPLICANT			008	
12/05/2017	NPUB	E	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED			007	
12/05/2017	PUBO	A	PUBLISHED FOR OPPOSITION			006	
11/15/2017	NONP	E	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED			005	
10/30/2017	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER			004	
10/30/2017	DOCK	D	ASSIGNED TO EXAMINER			003	
08/02/2017	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM			002	
08/01/2017	NWAP	I	NEW APPLICATION ENTERED IN TRAM			001	
<p align="center">CURRENT CORRESPONDENCE INFORMATION</p>							
ATTORNEY				James P. Muraff			
CORRESPONDENCE ADDRESS				JAMES P. MURAFF NEAL, GERBER & EISENBERG LLP TWO NORTH LASALLE STREET, SUITE 1700 CHICAGO, IL 60602			
DOMESTIC REPRESENTATIVE				NONE			
<p align="center">PRIOR OWNER INFORMATION</p>							
PARTY TYPE				10-ORIGINAL APPLICANT			
NAME				Redbox Automated Retail, LLC			
ADDRESS				One Tower Lane, Suite 900 Oakbrook Terrace, IL 60181			
ENTITY				16-LTD LIAB CO			
CITIZENSHIP				Delaware			

SO SMARTER

From: TMOOfficialNotices@USPTO.GOV
Sent: Monday, March 4, 2019 06:18 PM
To: XXXX
Subject: Official USPTO Notification: U.S. Trademark SN 87546661 -- Docket/Reference No. 19638-7402

OFFICIAL USPTO NOTICE OF ABANDONMENT

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

U.S. Application Serial No. 87546661
Mark: SO SMARTER
Owner: Redbox Automated Retail, LLC
Docket/Reference No. 19638-7402

Issue Date: March 04, 2019

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

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

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

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

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

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

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

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

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

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

From: TMOOfficialNotices@USPTO.GOV
Sent: Tuesday, July 31, 2018 00:16 AM
To: XXXX
Subject: Official USPTO Notice of Approval of Extension Request: U.S. Trademark SN 87546661: SO SMARTER: Docket/Reference No. 19638-7402

NOTICE OF APPROVAL OF EXTENSION REQUEST

U.S. Serial Number: 87546661
Mark: SO SMARTER
Owner: Redbox Automated Retail, LLC
Extension Request Number: 1
Docket/Reference Number: 19638-7402
Notice of Allowance Date: Jan 30, 2018

The USPTO issued a Notice of Allowance on **Jan 30, 2018** for the trademark application identified above. Applicant's **FIRST** request for Extension of Time to File a Statement of Use has been **GRANTED**. If you are currently using the mark in commerce, please visit <https://www.uspto.gov/trademarks/apply/intent-use-itu-forms> and select form number 1 ("Statement of Use/Amendment to Allege Use for Intent-to-Use Application") to file your statement of use and complete the registration process.

PLEASE NOTE:

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

To check the status of the application, go to https://tsdr.uspto.gov/#caseNumber=87546661&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=87546661&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	87546661	FILING DATE	07/28/2017
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	REIHNER, DAVID C	L.O. ASSIGNED	111

PUB INFORMATION

RUN DATE	07/31/2018		
PUB DATE	12/05/2017		
STATUS	730-FIRST EXTENSION - GRANTED		
STATUS DATE	07/27/2018		
LITERAL MARK ELEMENT	SO SMARTER		
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	SO SMARTER
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

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

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

GOODS AND SERVICES

INTERNATIONAL CLASS	007
DESCRIPTION TEXT	Vending machines
INTERNATIONAL CLASS	009
DESCRIPTION TEXT	Computer application software for mobile phones, portable media players, and handheld computers, namely, software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine
INTERNATIONAL CLASS	035
DESCRIPTION TEXT	Vending machine services; automated retail vending machine kiosks featuring movies and video games; vending machine services rendered through automated kiosks featuring movies and video games; automated retail vending machine kiosk services featuring DVDs, movies, prerecorded electronic media featuring entertainment content, and video games for purchase; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content, and video games for purchase; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, video games, and digital content and pre-recorded media featuring entertainment content
INTERNATIONAL CLASS	038
DESCRIPTION TEXT	Video-on-demand transmission services, video broadcasting, transmission of voice, data, images, data signals, messages and information by electronic communications networks
INTERNATIONAL CLASS	041
DESCRIPTION TEXT	Rental of video recordings by means of communications networks; providing information in the field of entertainment by means of communications networks; rental of DVDs, video discs, video games, movies and prerecorded electronic media featuring entertainment content
INTERNATIONAL CLASS	042
DESCRIPTION TEXT	Computerized online search service in the field of entertainment, namely, providing a search engine for obtaining entertainment information on a global computer network

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	007	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	009	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	035	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	038	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE

INTERNATIONAL CLASS	041	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	042	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
<p align="center">MISCELLANEOUS INFORMATION/STATEMENTS</p>							
CHANGE IN REGISTRATION				NO			
<p align="center">PROSECUTION HISTORY</p>							
DATE	ENT CD	ENT TYPE	DESCRIPTION			ENT NUM	
07/31/2018	EXRA	E	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED			012	
07/27/2018	EX1G	S	EXTENSION 1 GRANTED			011	
07/27/2018	EXT1	S	EXTENSION 1 FILED			010	
07/27/2018	EEXT	I	TEAS EXTENSION RECEIVED			009	
01/30/2018	NOAM	E	NOA E-MAILED - SOU REQUIRED FROM APPLICANT			008	
12/05/2017	NPUB	E	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED			007	
12/05/2017	PUBO	A	PUBLISHED FOR OPPOSITION			006	
11/15/2017	NONP	E	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED			005	
10/30/2017	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER			004	
10/30/2017	DOCK	D	ASSIGNED TO EXAMINER			003	
08/02/2017	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM			002	
08/01/2017	NWAP	I	NEW APPLICATION ENTERED IN TRAM			001	
<p align="center">CURRENT CORRESPONDENCE INFORMATION</p>							
ATTORNEY				James P. Muraff			
CORRESPONDENCE ADDRESS				JAMES P. MURAFF NEAL, GERBER & EISENBERG LLP TWO NORTH LASALLE STREET, SUITE 1700 CHICAGO, IL 60602			
DOMESTIC REPRESENTATIVE				NONE			
<p align="center">PRIOR OWNER INFORMATION</p>							
PARTY TYPE				10-ORIGINAL APPLICANT			
NAME				Redbox Automated Retail, LLC			
ADDRESS				One Tower Lane, Suite 900 Oakbrook Terrace, IL 60181			
ENTITY				16-LTD LIAB CO			
CITIZENSHIP				Delaware			

SO SMARTER

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
SERIAL NUMBER	87546661
LAW OFFICE ASSIGNED	LAW OFFICE 111
MARK SECTION	
MARK	SO SMARTER
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	SO SMARTER
OWNER SECTION (current)	
NAME	Redbox Automated Retail, LLC
STREET	One Tower Lane, Suite 900
CITY	Oakbrook Terrace
STATE	Illinois
ZIP/POSTAL CODE	60181
COUNTRY	United States
OWNER SECTION (proposed)	
NAME	Redbox Automated Retail, LLC
STREET	One Tower Lane, Suite 900
CITY	Oakbrook Terrace
STATE	Illinois
ZIP/POSTAL CODE	60181
COUNTRY	United States
GOODS AND/OR SERVICES SECTION	
INTERNATIONAL CLASS	007
CURRENT IDENTIFICATION	Vending machines
GOODS OR SERVICES	KEEP ALL LISTED
INTERNATIONAL CLASS	009
CURRENT IDENTIFICATION	Computer application software for mobile phones, portable media players, and handheld computers, namely, software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine

GOODS OR SERVICES	KEEP ALL LISTED
INTERNATIONAL CLASS	035
CURRENT IDENTIFICATION	Vending machine services; automated retail vending machine kiosks featuring movies and video games; vending machine services rendered through automated kiosks featuring movies and video games; automated retail vending machine kiosk services featuring DVDs, movies, prerecorded electronic media featuring entertainment content, and video games for purchase; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content, and video games for purchase; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, video games, and digital content and pre-recorded media featuring entertainment content
GOODS OR SERVICES	KEEP ALL LISTED
INTERNATIONAL CLASS	038
CURRENT IDENTIFICATION	Video-on-demand transmission services, video broadcasting, transmission of voice, data, images, data signals, messages and information by electronic communications networks
GOODS OR SERVICES	KEEP ALL LISTED
INTERNATIONAL CLASS	041
CURRENT IDENTIFICATION	Rental of video recordings by means of communications networks; providing information in the field of entertainment by means of communications networks; rental of DVDs, video discs, video games, movies and prerecorded electronic media featuring entertainment content
GOODS OR SERVICES	KEEP ALL LISTED
INTERNATIONAL CLASS	042
CURRENT IDENTIFICATION	Computerized online search service in the field of entertainment, namely, providing a search engine for obtaining entertainment information on a global computer network
GOODS OR SERVICES	KEEP ALL LISTED
EXTENSION SECTION	
EXTENSION NUMBER	1
ALLOWANCE MAIL DATE	01/30/2018
STATEMENT OF USE	NO
PAYMENT SECTION	
NUMBER OF CLASSES	6
SUBTOTAL AMOUNT [EXTENSION FEE]	750
TOTAL AMOUNT	750
SIGNATURE SECTION	
SIGNATURE	/Sam Banayan/
SIGNATORY'S NAME	Sam Banayan
SIGNATORY'S POSITION	Director, Legal
DATE SIGNED	07/27/2018
SIGNATORY'S PHONE NUMBER	6307568477

FILING INFORMATION	
SUBMIT DATE	Fri Jul 27 12:30:43 EDT 2018
TEAS STAMP	USPTO/ESU-XX.XX.XXX.XXX-2 0180727123043298795-87546 661-61082ab3854c8644bf842 6820bd04a1ac4beec1ec54769 c5a98fe917b12d509e6b-DA-9 924-20180726105257193967

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

To the Commissioner for Trademarks:

MARK: SO SMARTER

SERIAL NUMBER: 87546661

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

One Tower Lane, Suite 900

Oakbrook Terrace, Illinois 60181

United States

XXXX (authorized)

requests a six-month extension of time to file the Statement of Use under 37 C.F.R. Section 2.89 in this application. The Notice of Allowance mailing date was 01/30/2018.

For International Class 007:

Current identification: Vending machines

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

For International Class 009:

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

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

For International Class 035:

Current identification: Vending machine services; automated retail vending machine kiosks featuring movies and video games; vending machine services rendered through automated kiosks featuring movies and video games; automated retail vending machine kiosk services featuring DVDs, movies, prerecorded electronic media featuring entertainment content, and video games for purchase; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content, and video games for purchase; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, video games, and digital content and pre-recorded media featuring entertainment content

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

For International Class 038:

Current identification: Video-on-demand transmission services, video broadcasting, transmission of voice, data, images, data signals, messages and information by electronic 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.

For International Class 041:

Current identification: Rental of video recordings by means of communications networks; providing information in the field of entertainment by means of communications networks; rental of DVDs, video discs, video games, movies and prerecorded electronic media featuring entertainment content

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

For International Class 042:

Current identification: Computerized online search service in the field of entertainment, namely, providing a search engine for obtaining entertainment information on a global computer network

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 \$750 will be submitted with the form, representing payment for 6 classes.

Declaration

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

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

Signature: /Sam Banayan/ Date Signed: 07/27/2018

Signatory's Name: Sam Banayan

Signatory's Position: Director, Legal

Signatory's Phone: 6307568477

RAM Sale Number: 87546661

RAM Accounting Date: 07/27/2018

Serial Number: 87546661

Internet Transmission Date: Fri Jul 27 12:30:43 EDT 2018

TEAS Stamp: USPTO/ESU-XX.XX.XXX.XXX-2018072712304329

8795-87546661-61082ab3854c8644bf8426820b

d04a1ac4beec1ec54769c5a98fe917b12d509e6b

-DA-9924-20180726105257193967

From: TMOOfficialNotices@USPTO.GOV
Sent: Tuesday, January 30, 2018 00:17 AM
To: XXXX
Subject: Official USPTO Notice of Allowance: U.S. Trademark SN 87546661: SO SMARTER: Docket/Reference No. 19638-7402

NOTICE OF ALLOWANCE (NOA)

ISSUE DATE: Jan 30, 2018

U.S. Serial Number: 87546661
Mark: SO SMARTER
Docket/Reference Number: 19638-7402

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

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

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

How to file SOU and/or Extension Request:

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

For information on how to (1) divide an application; (2) delete goods/services (or entire class) with a Section 1(b) basis; or (3) change filing basis, see <https://www.uspto.gov/trademarks-getting-started/process-overview/additional-information-post-notice-allowance-process>.

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

REVIEW APPLICATION INFORMATION FOR ACCURACY

If you believe this NOA should not have issued or correction of the information shown below is needed, you must submit a request to the Intent-to-Use Unit. Please use the "Post-Publication Amendment" form under the "POST-APPROVAL/PUBLICATION/POST NOTICE OF ALLOWANCE (NOA) AMENDMENT FORMS" category, available at <https://www.uspto.gov/trademarks-application-process/filing-online/post-approvalpublicationpost-notice-allowance-noa>. Do **NOT** reply to this e-mail, as e-mailed filings will **NOT** be processed.

Serial Number: 87546661
Mark: SO SMARTER
Docket/Reference Number: 19638-7402
Owner: Redbox Automated Retail, LLC
One Tower Lane, Suite 900
Oakbrook Terrace, ILLINOIS 60181
Correspondence Address: JAMES P. MURAFF
NEAL, GERBER & EISENBERG LLP
TWO NORTH LASALLE STREET, SUITE 1700
CHICAGO, IL 60602

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

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

GOODS/SERVICES BY INTERNATIONAL CLASS

- 007 - Vending machines -- FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE
- 009 - Computer application software for mobile phones, portable media players, and handheld computers, namely, software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine -- FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE
- 035 - Vending machine services; automated retail vending machine kiosks featuring movies and video games; vending machine services rendered through automated kiosks featuring movies and video games; automated retail vending machine kiosk services featuring DVDs, movies, prerecorded electronic media featuring entertainment content, and video games for purchase; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content, and video games for purchase; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, video games, and digital content and pre-recorded media featuring entertainment content -- FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE
- 038 - Video-on-demand transmission services, video broadcasting, transmission of voice, data, images, data signals, messages and information by electronic communications networks -- FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE

- 041 - Rental of video recordings by means of communications networks; providing information in the field of entertainment by means of communications networks; rental of DVDs, video discs, video games, movies and prerecorded electronic media featuring entertainment content -- FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE
- 042 - Computerized online search service in the field of entertainment, namely, providing a search engine for obtaining entertainment information on a global computer network -- FIRST USE DATE: NONE; -- USE IN COMMERCE DATE: NONE

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

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

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

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

Checking status: To check the status of this application, go to https://tsdr.uspto.gov/#caseNumber=87546661&caseSearchType=US_APPLICATION&caseType=SERIAL_NO&searchType=statusSearch or contact the Trademark Assistance Center at 1-800-786-9199. Please check the status of any application at least every three (3) months after the application filing date.

To view this notice and other documents for this application on-line, go to https://tsdr.uspto.gov/#caseNumber=87546661&caseSearchType=US_APPLICATION&caseType=SERIAL_NO&searchType=documentSearch. NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.

From: TMOOfficialNotices@USPTO.GOV
Sent: Tuesday, December 5, 2017 01:09 AM
To: XXXX
Subject: Official USPTO Notice of Publication Confirmation: U.S. Trademark SN 87546661: SO SMARTER: Docket/Reference No. 19638-7402

TRADEMARK OFFICIAL GAZETTE PUBLICATION CONFIRMATION

U.S. Serial Number: 87546661
Mark: SO SMARTER
International Class(es): 007, 009, 035, 038, 041, 042
Owner: Redbox Automated Retail, LLC
Docket/Reference Number: 19638-7402

The mark identified above has been published in the Trademark Official Gazette (TMOG) on Dec 05, 2017.

To Review the Mark in the TMOG:

Click on the following link or paste the URL into an internet browser: <https://tmog.uspto.gov/#issueDate=2017-12-05&serialNumber=87546661>

On the publication date or shortly thereafter, the applicant should carefully review the information that appears in the TMOG for accuracy. For corrections or amendments after publication, please use the Post-Approval/Publication/Post-Notice of Allowance (NOA) Amendment Form, accessible at <https://teas.uspto.gov/office/ppa>. For general information about this notice, please contact the Trademark Assistance Center at 1-800-786-9199.

Significance of Publication for Opposition:

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

To check the status of the application, go to https://tsdr.uspto.gov/#caseNumber=87546661&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=87546661&caseType=SERIAL_NO&searchType=documentSearch. NOTE: This notice will only become available on-line the next business day after receipt of this e-mail.



UNITED STATES PATENT AND TRADEMARK OFFICE

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

Nov 15, 2017

NOTICE OF PUBLICATION

- | | |
|---|---|
| 1. Serial No.:
87-546,661 | 2. Mark:
SO SMARTER
(STANDARD CHARACTER MARK) |
| 3. International Class(es):
7, 9, 35, 38, 41, 42 | |
| 4. Publication Date:
Dec 5, 2017 | 5. Applicant:
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.

Email Address(es):

trademarks@nge.com

From: TMOOfficialNotices@USPTO.GOV
Sent: Wednesday, November 15, 2017 04:39 AM
To: XXXX
Subject: Official USPTO Notification of Notice of Publication: U.S. Trademark SN 87546661: SO SMARTER: Docket/Reference No. 19638-7402

NOTIFICATION OF "NOTICE OF PUBLICATION"

Your trademark application (Serial No. 87546661) is scheduled to publish in the *Official Gazette* on Dec 5, 2017 . To preview the Notice of Publication, go to <http://tdr.uspto.gov/search.action?sn=87546661>. If you have difficulty accessing the Notice of Publication, contact 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.

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

OVERVIEW

SERIAL NUMBER	87546661	FILING DATE	07/28/2017
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	TRADEMARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	REIHNER, DAVID C	L.O. ASSIGNED	111

PUB INFORMATION

RUN DATE	10/31/2017		
PUB DATE	N/A		
STATUS	680-APPROVED FOR PUBLICATION		
STATUS DATE	10/30/2017		
LITERAL MARK ELEMENT	SO SMARTER		
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	SO SMARTER
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

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

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

GOODS AND SERVICES

INTERNATIONAL CLASS	007
DESCRIPTION TEXT	Vending machines
INTERNATIONAL CLASS	009
DESCRIPTION TEXT	Computer application software for mobile phones, portable media players, and handheld computers, namely, software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine
INTERNATIONAL CLASS	035
DESCRIPTION TEXT	Vending machine services; automated retail vending machine kiosks featuring movies and video games; vending machine services rendered through automated kiosks featuring movies and video games; automated retail vending machine kiosk services featuring DVDs, movies, prerecorded electronic media featuring entertainment content, and video games for purchase; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content, and video games for purchase; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, video games, and digital content and pre-recorded media featuring entertainment content
INTERNATIONAL CLASS	038
DESCRIPTION TEXT	Video-on-demand transmission services, video broadcasting, transmission of voice, data, images, data signals, messages and information by electronic communications networks
INTERNATIONAL CLASS	041
DESCRIPTION TEXT	Rental of video recordings by means of communications networks; providing information in the field of entertainment by means of communications networks; rental of DVDs, video discs, video games, movies and prerecorded electronic media featuring entertainment content
INTERNATIONAL CLASS	042
DESCRIPTION TEXT	Computerized online search service in the field of entertainment, namely, providing a search engine for obtaining entertainment information on a global computer network

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	007	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	009	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	035	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	038	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE

INTERNATIONAL CLASS	041	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	042	FIRST USE DATE	NONE	FIRST USE IN COMMERCE DATE	NONE	CLASS STATUS	6-ACTIVE
<p align="center">MISCELLANEOUS INFORMATION/STATEMENTS</p>							
CHANGE IN REGISTRATION				NO			
<p align="center">PROSECUTION HISTORY</p>							
DATE	ENT CD	ENT TYPE	DESCRIPTION				ENT NUM
10/30/2017	CNSA	P	APPROVED FOR PUB - PRINCIPAL REGISTER				004
10/30/2017	DOCK	D	ASSIGNED TO EXAMINER				003
08/02/2017	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM				002
08/01/2017	NWAP	I	NEW APPLICATION ENTERED IN TRAM				001
<p align="center">CURRENT CORRESPONDENCE INFORMATION</p>							
ATTORNEY				James P. Muraff			
CORRESPONDENCE ADDRESS				JAMES P. MURAFF NEAL, GERBER & EISENBERG LLP TWO NORTH LASALLE STREET, SUITE 1700 CHICAGO, IL 60602			
DOMESTIC REPRESENTATIVE				NONE			

SO SMARTER

*** User:dreihner ***

#	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/ Search Duration	Search
01	53	35	18	16	0:01	"redbox automated retail"[on]
02	380860	N/A	0	0	0:03	*so*[bi,ti] adn *smart*[bi,ti] or *smartr*[bi,ti] or *smart*[bi,ti] and *r*[bi,ti]
03	1655	N/A	0	0	0:02	*so*[bi,ti] and (*smart*[bi,ti] or *smartr*[bi,ti] or *smart*[bi,ti] and *r*[bi,ti])
04	51	28	23	22	0:01	3 and ("007"[ic] or "a"[ic] or "b"[ic] or "200"[ic])
05	415	282	133	125	0:02	3 and ("009"[ic] or "a"[ic] or "b"[ic] or "200"[ic]) not 4
06	304	171	133	125	0:01	3 and ("035"[ic] or "a"[ic] or "b"[ic] or "200"[ic]) not 4 not 5
07	21	15	6	6	0:02	3 and ("038"[ic] or "a"[ic] or "b"[ic] or "200"[ic]) not 4 not 5 not 6
08	86	46	40	40	0:01	3 and ("041"[ic] or "a"[ic] or "b"[ic] or "200"[ic]) not 4 not 5 not 6 not 7
09	153	103	50	50	0:01	3 and ("042"[ic] or "a"[ic] or "b"[ic] or "200"[ic]) not 4 not 5 not 6 not 7 not 8

Session started 10/30/2017 3:37:41 PM

Session finished 10/30/2017 3:48:38 PM

Total search duration 0 minutes 14 seconds

Session duration 10 minutes 57 seconds

Defaut NEAR limit=1ADJ limit=1

Sent to TICRS as Serial Number: 87546661

SO SMARTER

Trademark/Service Mark Application, Principal Register

Serial Number: 87546661

Filing Date: 07/28/2017

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	87546661
MARK INFORMATION	
*MARK	SO SMARTER
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	SO SMARTER
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size, or color.
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	Redbox Automated Retail, LLC
*STREET	One Tower Lane, Suite 900
*CITY	Oakbrook Terrace
*STATE (Required for U.S. applicants)	Illinois
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. and certain international addresses)	60181
LEGAL ENTITY INFORMATION	
TYPE	limited liability company
STATE/COUNTRY WHERE LEGALLY ORGANIZED	Delaware
GOODS AND/OR SERVICES AND BASIS INFORMATION	
INTERNATIONAL CLASS	007
*IDENTIFICATION	Vending machines
FILING BASIS	SECTION 1(b)
INTERNATIONAL CLASS	009
*IDENTIFICATION	Computer application software for mobile phones, portable media players, and handheld computers, namely, software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine
FILING BASIS	SECTION 1(b)

INTERNATIONAL CLASS	035
*IDENTIFICATION	Vending machine services; automated retail vending machine kiosks featuring movies and video games; vending machine services rendered through automated kiosks featuring movies and video games; automated retail vending machine kiosk services featuring DVDs, movies, prerecorded electronic media featuring entertainment content, and video games for purchase; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content, and video games for purchase; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, video games, and digital content and pre-recorded media featuring entertainment content
FILING BASIS	SECTION 1(b)
INTERNATIONAL CLASS	038
*IDENTIFICATION	Video-on-demand transmission services, video broadcasting, transmission of voice, data, images, data signals, messages and information by electronic communications networks
FILING BASIS	SECTION 1(b)
INTERNATIONAL CLASS	041
*IDENTIFICATION	Rental of video recordings by means of communications networks; providing information in the field of entertainment by means of communications networks; rental of DVDs, video discs, video games, movies and prerecorded electronic media featuring entertainment content
FILING BASIS	SECTION 1(b)
INTERNATIONAL CLASS	042
*IDENTIFICATION	Computerized online search service in the field of entertainment, namely, providing a search engine for obtaining entertainment information on a global computer network
FILING BASIS	SECTION 1(b)
ATTORNEY INFORMATION	
NAME	James P. Muraff
ATTORNEY DOCKET NUMBER	19638-7402
FIRM NAME	Neal, Gerber & Eisenberg LLP
STREET	Two North LaSalle Street, Suite 1700
CITY	Chicago
STATE	Illinois
COUNTRY	United States
ZIP/POSTAL CODE	60602
PHONE	312-269-8000
FAX	312-269-1747
EMAIL ADDRESS	trademarks@nge.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes

OTHER APPOINTED ATTORNEY	all other attorneys of the firm
CORRESPONDENCE INFORMATION	
NAME	James P. Muraff
FIRM NAME	Neal, Gerber & Eisenberg LLP
STREET	Two North LaSalle Street, Suite 1700
CITY	Chicago
STATE	Illinois
COUNTRY	United States
ZIP/POSTAL CODE	60602
PHONE	312-269-8000
FAX	312-269-1747
*EMAIL ADDRESS	trademarks@nge.com
*AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
APPLICATION FILING OPTION	TEAS RF
NUMBER OF CLASSES	6
APPLICATION FOR REGISTRATION PER CLASS	275
*TOTAL FEE DUE	1650
*TOTAL FEE PAID	1650
SIGNATURE INFORMATION	
SIGNATURE	/James P. Muraff/
SIGNATORY'S NAME	James P. Muraff
SIGNATORY'S POSITION	Attorney for Applicant, Illinois Bar Member
SIGNATORY'S PHONE NUMBER	312-269-8000
DATE SIGNED	07/28/2017

Trademark/Service Mark Application, Principal Register

Serial Number: 87546661

Filing Date: 07/28/2017

To the Commissioner for Trademarks:

MARK: SO SMARTER (Standard Characters, see [mark](#))

The literal element of the mark consists of SO SMARTER.

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

The applicant, Redbox Automated Retail, LLC, a limited liability company legally organized under the laws of Delaware, having an address of
One Tower Lane, Suite 900
Oakbrook Terrace, Illinois 60181
United States

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 007: Vending machines

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

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

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

International Class 035: Vending machine services; automated retail vending machine kiosks featuring movies and video games; vending machine services rendered through automated kiosks featuring movies and video games; automated retail vending machine kiosk services featuring DVDs, movies, prerecorded electronic media featuring entertainment content, and video games for purchase; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content, and video games for purchase; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, video games, and digital content and pre-recorded media featuring entertainment content

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

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

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

International Class 041: Rental of video recordings by means of communications networks; providing information in the field of entertainment by means of communications networks; rental of DVDs, video discs, video games, movies and prerecorded electronic media featuring entertainment content

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

International Class 042: Computerized online search service in the field of entertainment, namely, providing a search engine for obtaining entertainment information on a global computer network

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

The applicant's current Attorney Information:

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The attorney docket/reference number is 19638-7402.

The applicant's current Correspondence Information:

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E-mail Authorization: I authorize the USPTO to send e-mail correspondence concerning the application to the applicant, the applicant's attorney, or the applicant's domestic representative at the e-mail address provided in this application. I understand that a valid e-mail address must be maintained and that the applicant or the applicant's attorney must file the relevant subsequent application-related submissions via the Trademark Electronic Application System (TEAS). Failure to do so will result in the loss of TEAS Reduced Fee status and a requirement to submit an additional processing fee of \$125 per international class of goods/services.

A fee payment in the amount of \$1650 has been submitted with the application, representing payment for 6 class(es).

Declaration

☒ **Basis:**

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

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

And/Or

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

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

☒ To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive.

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

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

Declaration Signature

Signature: /James P. Muraff/ Date: 07/28/2017

Signatory's Name: James P. Muraff

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

Payment Sale Number: 87546661

Payment Accounting Date: 07/28/2017

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