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Mark: REDBOX+

REDBOX+

US Serial Number: 90817452

Application Filing Date: Jul. 08, 2021

US Registration Number: 7021694

Registration Date: Apr. 11, 2023

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

Status Date: Apr. 11, 2023

Publication Date: Jan. 24, 2023

Mark Information

Mark Literal Elements: REDBOX+

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, 4418938, 4988910 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: automated retail vending machine kiosk services featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; vending machine services rendered through automated kiosks featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; automated retail vending machine kiosk services featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, digital content, and pre-recorded media featuring entertainment content; subscription-based retail store services in the field of movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; subscription-based retail store services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content, provided through vending machines; providing retail facilities for purchasing DVD movies

International Class(es): 035 - Primary Class

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

Class Status: ACTIVE

First Use: Dec. 07, 2020

Use in Commerce: Dec. 07, 2020

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

International 038 - Primary Class

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

Class(es):

Class Status: ACTIVE

First Use: Dec. 07, 2020

Use in Commerce: Dec. 07, 2020

For: Providing information in the field of entertainment via an interactive global computer network, networked kiosks, computers, mobile devices, game consoles, app-enabled TVs and optical and magneto-optical disc players; providing information in the field of entertainment by means of communications networks; providing entertainment facilities for renting DVD movies; rental of video recordings by means of communications networks, namely, rental of pre-recorded videos that may be downloaded from an internet website; rental of films, motion pictures, television and radio programs, sound and video recordings; rental of motion pictures and sound recordings in the nature of images, excerpts, and video and sound recordings

International Class(es): 041 - Primary Class

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

Class Status: ACTIVE

First Use: Dec. 07, 2020

Use in Commerce: Dec. 07, 2020

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44D: No

Filed 44E: No

Currently 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Redbox Automated Retail, LLC

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

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Annmary Ittan

Docket Number: 5407-671

Attorney Primary Email Address: mail@ipcounselors.com

Attorney Email Authorized: Yes

Correspondent

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

Phone: 212.292.5390

Fax: 212.292.5391

Correspondent e-mail: mail@ipcounselors.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
May 03, 2023	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	
May 03, 2023	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
May 03, 2023	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
May 03, 2023	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
May 03, 2023	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Apr. 11, 2023	NOTICE OF REGISTRATION CONFIRMATION EMAILED	
Apr. 11, 2023	REGISTERED-PRINCIPAL REGISTER	
Jan. 24, 2023	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	

Jan. 24, 2023	PUBLISHED FOR OPPOSITION
Jan. 04, 2023	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED
Dec. 16, 2022	APPROVED FOR PUB - PRINCIPAL REGISTER
Nov. 12, 2022	TEAS/EMAIL CORRESPONDENCE ENTERED
Nov. 11, 2022	CORRESPONDENCE RECEIVED IN LAW OFFICE
Nov. 11, 2022	TEAS REQUEST FOR RECONSIDERATION RECEIVED
Nov. 01, 2022	NOTIFICATION OF FINAL REFUSAL EMAILED
Nov. 01, 2022	FINAL REFUSAL E-MAILED
Nov. 01, 2022	FINAL REFUSAL WRITTEN
Sep. 20, 2022	TEAS/EMAIL CORRESPONDENCE ENTERED
Sep. 20, 2022	CORRESPONDENCE RECEIVED IN LAW OFFICE
Sep. 20, 2022	TEAS RESPONSE TO OFFICE ACTION RECEIVED
Jul. 07, 2022	ASSIGNED TO EXAMINER
Mar. 25, 2022	NOTIFICATION OF NON-FINAL ACTION E-MAILED
Mar. 25, 2022	NON-FINAL ACTION E-MAILED
Mar. 25, 2022	NON-FINAL ACTION WRITTEN
Mar. 22, 2022	ASSIGNED TO EXAMINER
Sep. 15, 2021	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED
Jul. 12, 2021	NEW APPLICATION ENTERED

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Apr. 11, 2023

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Redbox Automated Retail, LLC

Assignment 1 of 1

Conveyance: SECURITY INTEREST

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

Pages: 19

Date Recorded: Sep. 13, 2022

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

Assignor

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

Execution Date: Aug. 11, 2022

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

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

Execution Date: Aug. 11, 2022

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Name: [A SHARP INC.](#)

Execution Date: Aug. 11, 2022

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Name: [CRACKLE PLUS, LLC](#)

Execution Date: Aug. 11, 2022

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Name: [HALCYON TELEVISION, LLC](#)

Execution Date: Aug. 11, 2022

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Name: [LANDMARK STUDIO GROUP LLC](#)

Execution Date: Aug. 11, 2022

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Name: [POWERSLAM, LLC](#)

Execution Date: Aug. 11, 2022

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Name: [RB SECOND MERGER SUB LLC](#)

Execution Date: Aug. 11, 2022

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Name: [SCREEN MEDIA VENTURES, LLC](#)

Execution Date: Aug. 11, 2022

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Name: [TOFG LLC](#)

Execution Date: Aug. 11, 2022

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Assignee

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

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

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

Correspondent

Correspondent Name: JAVIER J. RAMOS

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

Domestic Representative - Not Found

Change Address or Representation Form

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	90817452
REGISTRATION NUMBER	7021694
LAW OFFICE ASSIGNED	LAW OFFICE 130
MARK SECTION	
MARK	REDBOX+ (standard characters, see https://tmng-al.uspto.gov/resting2/api/img/90817452/large)
OWNER SECTION(current)	
NAME	Redbox Automated Retail, LLC
MAILING ADDRESS	One Tower Lane, Suite 900
CITY	Oakbrook Terrace
STATE	Illinois
STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
ZIP/POSTAL CODE	60181
EMAIL	XXXX
OWNER SECTION(proposed)	
STATEMENT TEXT	By submission of this request, the undersigned requests that the following be made of record for the owner/holder:
NAME	Redbox Automated Retail, LLC
MAILING ADDRESS	One Tower Lane, Suite 900
CITY	Oakbrook Terrace
STATE	Illinois
STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
ZIP/POSTAL CODE	60181
EMAIL	XXXX
ATTORNEY SECTION (current)	
NAME	James P. Muraff
ATTORNEY BAR MEMBERSHIP NUMBER	XXX
YEAR OF ADMISSION	XXXX
U.S. STATE/ COMMONWEALTH/ TERRITORY	XX
FIRM NAME	MCDONALD HOPKINS LLC
STREET	600 SUPERIOR AVENUE, EAST, SUITE 2100

CITY	CLEVELAND
STATE	Ohio
STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
POSTAL/ZIP CODE	44114
PHONE	216-348-5400
FAX	216-348-5474
EMAIL	IPMailbox@mcdonaldhopkins.com
DOCKET/REFERENCE NUMBER(S)	49021-00350
ATTORNEY SECTION (proposed)	
STATEMENT TEXT	By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney:
NAME	Annmary Ittan
ATTORNEY BAR MEMBERSHIP NUMBER	XXX
YEAR OF ADMISSION	XXXX
U.S. STATE/ COMMONWEALTH/ TERRITORY	XX
FIRM NAME	Epstein Drangel LLP
OTHER APPOINTED ATTORNEY(S)	William C. Wright; Jesse R. Bader; Hannah Rosenson; Alexandra L. Scoville; Kimberly A. Klibert
STREET	60 East 42nd Street, Suite 1250
CITY	New York
STATE	New York
STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
POSTAL/ZIP CODE	10165
PHONE	212.292.5390
FAX	212.292.5391
EMAIL	mail@ipcounselors.com
DOCKET/REFERENCE NUMBER(S)	5407-671
CORRESPONDENCE SECTION (current)	
NAME	James P. Muraff
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	IPMailbox@mcdonaldhopkins.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	jmuraff@mcdonaldhopkins.com; khefner@mcdonaldhopkins.com
DOCKET/REFERENCE NUMBER(S)	49021-00350
CORRESPONDENCE SECTION (proposed)	
NAME	Annmary Ittan
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	mail@ipcounselors.com

SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	NOT PROVIDED
SIGNATURE SECTION	
SIGNATURE	/Frederick W Stein/
SIGNATORY NAME	Frederick W Stein
SIGNATORY DATE	05/03/2023
SIGNATORY POSITION	Chief Legal Officer
ROLE OF AUTHORIZED SIGNATORY	Owner/Holder not represented by an attorney
SIGNATURE METHOD	Sent to third party for signature
FILING INFORMATION SECTION	
SUBMIT DATE	Wed May 03 17:07:33 ET 2023
TEAS STAMP	USPTO/CAR-XXXX:XXX:XXX:XX XX:XXXX:XXXX:XXXX:XXXX-20 230503170733652096-770749 24-850b5b58ef5c7569e4bf5a dbbf565ab4ab47ddd61e519f1 a8e45964c53a0cb934-N/A-N/ A-20230419153239573293

Change Address or Representation Form

To the Commissioner for Trademarks:

MARK: REDBOX+ (standard characters, see <https://tmng-al.uspto.gov/resting2/api/img/90817452/large>)

SERIAL NUMBER: 90817452

REGISTRATION NUMBER: 7021694

Owner Section (Current) :

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

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

Owner Section (proposed):

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

Attorney Section (Current):

James P. Muraff of MCDONALD HOPKINS LLC
XX bar, admitted in XXXX, bar membership no. XXX, is located at
600 SUPERIOR AVENUE, EAST, SUITE 2100
CLEVELAND, Ohio 44114
United States
216-348-5400
216-348-5474
Email Address: IPMailbox@mcdonaldhopkins.com
Docket Reference Number(s):49021-00350.

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

Attorney Section (proposed):

Annmary Ittan of Epstein Drangel LLP
XX bar, admitted in XXXX, bar membership no. XXX, is located at
60 East 42nd Street, Suite 1250
New York, New York 10165
United States
212.292.5390
212.292.5391
mail@ipcounselors.com

Other Appointed Attorney(s): William C. Wright; Jesse R. Bader; Hannah Rosenson; Alexandra L. Scoville; Kimberly A. Klibert

Docket Reference Number(s): 5407-671

Annmary Ittan submitted the following statement: The attorney of record is an active member in good standing of the bar of the highest court of a

U.S. state, the District of Columbia, or any U.S. Commonwealth or territory.

Correspondence Section (Current):

James P. Muraff

PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE: IPMailbox@mcdonaldhopkins.com

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

Docket Reference Number(s): 49021-00350

Correspondence Section (proposed):

Annmary Ittan

PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE: mail@ipcounselors.com

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

Docket Reference Number(s): 5407-671

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

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

Signatory's Name: Frederick W Stein

Signatory's Position: Chief Legal Officer

Signature method: Sent to third party for signature

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

Serial Number: 90817452

Internet Transmission Date: Wed May 03 17:07:33 ET 2023

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

XX:XXXX-20230503170733652096-77074924-85

0b5b58ef5c7569e4bf5adbbf565ab4ab47ddd61e

519f1a8e45964c53a0cb934-N/A-N/A-20230419

153239573293

From: tmng.notices@uspto.gov
Sent: Tuesday, April 11, 2023 05:27:00 AM EDT
Subject: Official USPTO Notification: U.S. Trademark Application SN 90817452 -- Docket/Reference No. 49021-00350

OFFICIAL USPTO NOTICE OF REGISTRATION

U.S. Application Serial No. 90817452
Mark: REDBOX+
Owner/Holder: Redbox Automated Retail, LLC
Docket/Reference No. 49021-00350

Issue Date: April 11, 2023

Your mark has registered with the United States Patent and Trademark Office (USPTO). Your United States trademark registration number is 7021694.

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

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

Order presentation copies online:

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

Requirements to maintain your registration:

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

Please note the following:

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

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

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

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

United States of America

United States Patent and Trademark Office

REDBOX+

Reg. No. 7,021,694

Registered Apr. 11, 2023

Int. Cl.: 35, 38, 41

Service Mark

Principal Register

Redbox Automated Retail, LLC (DELAWARE LIMITED LIABILITY COMPANY)

One Tower Lane, Suite 900

Oakbrook Terrace, ILLINOIS 60181

CLASS 35: automated retail vending machine kiosk services featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; vending machine services rendered through automated kiosks featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; automated retail vending machine kiosk services featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, digital content, and pre-recorded media featuring entertainment content; subscription-based retail store services in the field of movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; subscription-based retail store services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content, provided through vending machines; providing retail facilities for purchasing DVD movies

FIRST USE 12-7-2020; IN COMMERCE 12-7-2020

CLASS 38: video-on-demand transmission services, video broadcasting, and transmission of voice, data, images, data signals, messages and information by electronic communications networks

FIRST USE 12-7-2020; IN COMMERCE 12-7-2020

CLASS 41: Providing information in the field of entertainment via an interactive global computer network, networked kiosks, computers, mobile devices, game consoles, app-enabled TVs and optical and magneto-optical disc players; providing information in the field of entertainment by means of communications networks; providing entertainment facilities for renting DVD movies; rental of video recordings by means of communications networks, namely, rental of pre-recorded videos that may be



Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



downloaded from an internet website; rental of films, motion pictures, television and radio programs, sound and video recordings; rental of motion pictures and sound recordings in the nature of images, excerpts, and video and sound recordings

FIRST USE 12-7-2020; IN COMMERCE 12-7-2020

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

OWNER OF U.S. REG. NO. 4988910, 2988869, 4418938

SER. NO. 90-817,452, FILED 07-08-2021

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

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

Requirements in the First Ten Years*

What and When to File:

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

Requirements in Successive Ten-Year Periods*

What and When to File:

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

Grace Period Filings*

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

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

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

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

From: TMOOfficialNotices@USPTO.GOV
Sent: Tuesday, January 24, 2023 00:51 AM
To: XXXX
Cc: XXXX; XXXX
Subject: Official USPTO Notice of Publication Confirmation: U.S. Trademark SN 90817452: REDBOX+: Docket/Reference No. 49021-00350

TRADEMARK OFFICIAL GAZETTE PUBLICATION CONFIRMATION

U.S. Serial Number: 90817452
Mark: REDBOX+
International Class(es): 035, 038, 041
Owner: Redbox Automated Retail, LLC
Docket/Reference Number: 49021-00350

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

To Review the Mark in the TMOG:

Click on the following link or paste the URL into an internet browser: <https://tmog.uspto.gov/#issueDate=2023-01-24&serialNumber=90817452>

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

Significance of Publication for Opposition:

- * Any party who believes it will be damaged by the registration of the mark may file a notice of opposition (or extension of time therefor) with the Trademark Trial and Appeal Board. If no party files an opposition or extension request within thirty (30) days after the publication date, then eleven (11) weeks after the publication date a certificate of registration should issue.

To check the status of the application, go to https://tsdr.uspto.gov/#caseNumber=90817452&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=90817452&caseType=SERIAL_NO&searchType=documentSearch. NOTE: This notice will only become available on-line the next business day after receipt of this e-mail.



UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

Commissioner for Trademarks
www.uspto.gov

OFFICIAL USPTO NOTICE OF PUBLICATION UNDER 12(a)

U.S. Application Serial No. 90817452

Mark: REDBOX+

International Class(es): 035, 038, 041

Owner: Redbox Automated Retail, LLC

Docket/Reference No. 49021-00350

Issue Date: January 4, 2023

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

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

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

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

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

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

Email Address(es):

IPMailbox@mcdonaldhopkins.com

jmuraiff@mcdonaldhopkins.com

khefner@mcdonaldhopkins.com

From: TMOOfficialNotices@USPTO.GOV
Sent: Wednesday, January 4, 2023 04:00 AM
To: XXXX
Cc: XXXX; XXXX
Subject: Official USPTO Notification of Notice of Publication: U.S. Trademark SN 90817452: REDBOX+: Docket/Reference No. 49021-00350

NOTIFICATION OF "NOTICE OF PUBLICATION"

Your trademark application (U.S. Serial No. 90817452) is scheduled to publish in the *Official Gazette* on Jan 24, 2023. To preview the Notice of Publication, go to the Trademark Status & Document Retrieval (TSDR) database, accessible at <https://tsdr.uspto.gov/search.action?sn=90817452>. If you have difficulty accessing the Notice of Publication, contact the Trademark Assistance Center (TAC) by e-mail at TrademarkAssistanceCenter@uspto.gov or by telephone at 800-786-9199.

PLEASE NOTE:

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

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

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

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

OVERVIEW

SERIAL NUMBER	90817452	FILING DATE	07/08/2021
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	HELMERS, SARA A	L.O. ASSIGNED	O30-NOT FOUND

PUB INFORMATION

RUN DATE	12/17/2022		
PUB DATE	N/A		
STATUS	681-PUBLICATION/ISSUE REVIEW COMPLETE		
STATUS DATE	12/16/2022		
LITERAL MARK ELEMENT	REDBOX+		
DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

FILING BASIS

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

MARK DATA

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	REDBOX+
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

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

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

GOODS AND SERVICES

INTERNATIONAL CLASS	035
DESCRIPTION TEXT	automated retail vending machine kiosk services featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; vending machine services rendered through automated kiosks featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; automated retail vending machine kiosk services featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, digital content, and pre-recorded media featuring entertainment content; subscription-based retail store services in the field of movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; subscription-based retail store services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content, provided through vending machines; providing retail facilities for purchasing DVD movies

INTERNATIONAL CLASS	038
DESCRIPTION TEXT	video-on-demand transmission services, video broadcasting, and transmission of voice, data, images, data signals, messages and information by electronic communications networks

INTERNATIONAL CLASS	041
DESCRIPTION TEXT	Providing information in the field of entertainment via an interactive global computer network, networked kiosks, computers, mobile devices, game consoles, app-enabled TVs and optical and magneto-optical disc players; providing information in the field of entertainment by means of communications networks; providing entertainment facilities for renting DVD movies; rental of video recordings by means of communications networks, namely, rental of pre-recorded videos that may be downloaded from an internet website; rental of films, motion pictures, television and radio programs, sound and video recordings; rental of motion pictures and sound recordings in the nature of images, excerpts, and video and sound recordings

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	035	FIRST USE DATE	12/07/2020	FIRST USE IN COMMERCE DATE	12/07/2020	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	038	FIRST USE DATE	12/07/2020	FIRST USE IN COMMERCE DATE	12/07/2020	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	041	FIRST USE DATE	12/07/2020	FIRST USE IN COMMERCE DATE	12/07/2020	CLASS STATUS	6-ACTIVE

MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
OWNER OF US REG NOS	2988869 4418938 4988910

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
12/16/2022	CNSA	O	APPROVED FOR PUB - PRINCIPAL REGISTER	017
11/12/2022	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	016
11/11/2022	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	015
11/11/2022	ERFR	I	TEAS REQUEST FOR RECONSIDERATION RECEIVED	014
11/01/2022	GNFN	O	NOTIFICATION OF FINAL REFUSAL EMAILED	013
11/01/2022	GNFR	O	FINAL REFUSAL E-MAILED	012
11/01/2022	CNFR	R	FINAL REFUSAL WRITTEN	011
09/20/2022	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	010
09/20/2022	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	009
09/20/2022	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	008
07/07/2022	DOCK	D	ASSIGNED TO EXAMINER	007
03/25/2022	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	006
03/25/2022	GNRT	F	NON-FINAL ACTION E-MAILED	005
03/25/2022	CNRT	R	NON-FINAL ACTION WRITTEN	004
03/22/2022	DOCK	D	ASSIGNED TO EXAMINER	003
09/15/2021	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
07/12/2021	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

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

REDBOX+

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

OVERVIEW

SERIAL NUMBER	90817452	FILING DATE	07/08/2021
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	HELMERS, SARA A	L.O. ASSIGNED	O30-NOT FOUND

PUB INFORMATION

RUN DATE	11/15/2022		
PUB DATE	N/A		
STATUS	645-FINAL REFUSAL - MAILED		
STATUS DATE	11/01/2022		
LITERAL MARK ELEMENT	REDBOX+		
DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

FILING BASIS

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

MARK DATA

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	REDBOX+
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

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

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

GOODS AND SERVICES

INTERNATIONAL CLASS	035
DESCRIPTION TEXT	automated retail vending machine kiosk services featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; vending machine services rendered through automated kiosks featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; automated retail vending machine kiosk services featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, digital content, and pre-recorded media featuring entertainment content; subscription-based retail store services in the field of movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; subscription-based retail store services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content, provided through vending machines; providing retail facilities for purchasing DVD movies

INTERNATIONAL CLASS	038
DESCRIPTION TEXT	video-on-demand transmission services, video broadcasting, and transmission of voice, data, images, data signals, messages and information by electronic communications networks

INTERNATIONAL CLASS	041
DESCRIPTION TEXT	Providing information in the field of entertainment via an interactive global computer network, networked kiosks, computers, mobile devices, game consoles, app-enabled TVs and optical and magneto-optical disc players; providing information in the field of entertainment by means of communications networks; providing entertainment facilities for renting DVD movies; rental of video recordings by means of communications networks, namely, rental of pre-recorded videos that may be downloaded from an internet website; rental of films, motion pictures, television and radio programs, sound and video recordings; rental of motion pictures and sound recordings in the nature of images, excerpts, and video and sound recordings

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	035	FIRST USE DATE	12/07/2020	FIRST USE IN COMMERCE DATE	12/07/2020	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	038	FIRST USE DATE	12/07/2020	FIRST USE IN COMMERCE DATE	12/07/2020	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	041	FIRST USE DATE	12/07/2020	FIRST USE IN COMMERCE DATE	12/07/2020	CLASS STATUS	6-ACTIVE

MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
OWNER OF US REG NOS	2988869 4418938 4988910

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
11/12/2022	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	016
11/11/2022	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	015
11/11/2022	ERFR	I	TEAS REQUEST FOR RECONSIDERATION RECEIVED	014
11/01/2022	GNFN	O	NOTIFICATION OF FINAL REFUSAL EMAILED	013
11/01/2022	GNFR	O	FINAL REFUSAL E-MAILED	012
11/01/2022	CNFR	R	FINAL REFUSAL WRITTEN	011
09/20/2022	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	010
09/20/2022	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	009
09/20/2022	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	008
07/07/2022	DOCK	D	ASSIGNED TO EXAMINER	007
03/25/2022	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	006
03/25/2022	GNRT	F	NON-FINAL ACTION E-MAILED	005
03/25/2022	CNRT	R	NON-FINAL ACTION WRITTEN	004
03/22/2022	DOCK	D	ASSIGNED TO EXAMINER	003
09/15/2021	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
07/12/2021	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

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

REDBOX+

Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	90817452
LAW OFFICE ASSIGNED	LAW OFFICE 130
MARK SECTION	
MARK	mark
LITERAL ELEMENT	REDBOX+
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size or color.
GOODS AND/OR SERVICES SECTION (035) (current)	
INTERNATIONAL CLASS	035
DESCRIPTION	
placement of vending machines; automated retail vending machine kiosk services featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; vending machine services rendered through automated kiosks featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; automated retail vending machine kiosk services featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, digital content, and pre-recorded media featuring entertainment content; subscription-based retail store services in the field of movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; arranging subscriptions to retail vending machines featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content	
FILING BASIS	Section 1(a)
FIRST USE ANYWHERE DATE	At least as early as 12/07/2020
FIRST USE IN COMMERCE DATE	At least as early as 12/07/2020
GOODS AND/OR SERVICES SECTION (035) (proposed)	
INTERNATIONAL CLASS	035
TRACKED TEXT DESCRIPTION	
placement of vending machines ; automated retail vending machine kiosk services featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; vending machine services rendered through automated kiosks featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; automated retail vending machine kiosk services featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, digital content, and pre-recorded media featuring entertainment content; subscription-based retail store services in the field of movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; subscription-based retail store services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content, provided through vending	

~~machines; arranging subscriptions to retail vending machines featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; providing retail facilities for purchasing DVD movies~~

FINAL DESCRIPTION

automated retail vending machine kiosk services featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; vending machine services rendered through automated kiosks featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; automated retail vending machine kiosk services featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, digital content, and pre-recorded media featuring entertainment content; subscription-based retail store services in the field of movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; subscription-based retail store services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content, provided through vending machines; providing retail facilities for purchasing DVD movies

FILING BASIS	Section 1(a)
FIRST USE ANYWHERE DATE	At least as early as 12/07/2020
FIRST USE IN COMMERCE DATE	At least as early as 12/07/2020
WEBPAGE URL	None Provided
WEBPAGE DATE OF ACCESS	None Provided

GOODS AND/OR SERVICES SECTION (038) (no change)

GOODS AND/OR SERVICES SECTION (041) (current)

INTERNATIONAL CLASS	041
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DESCRIPTION

Providing information in the field of entertainment via an interactive global computer network, networked kiosks, computers, mobile devices, game consoles, app-enabled TVs and optical and magneto-optical disc players; providing information in the field of entertainment by means of communications networks; providing entertainment facilities for purchasing and renting DVD movies; rental of video recordings by means of communications networks, namely, rental of pre-recorded videos that may be downloaded from an internet website; rental of films, motion pictures, television and radio programs, sound and video recordings; rental of motion pictures and sound recordings in the nature of images, excerpts, and video and sound recordings

FILING BASIS	Section 1(a)
FIRST USE ANYWHERE DATE	At least as early as 12/07/2020
FIRST USE IN COMMERCE DATE	At least as early as 12/07/2020

GOODS AND/OR SERVICES SECTION (041) (proposed)

INTERNATIONAL CLASS	041
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TRACKED TEXT DESCRIPTION

Providing information in the field of entertainment via an interactive global computer network, networked kiosks, computers, mobile devices, game consoles, app-enabled TVs and optical and magneto-optical disc players; providing information in the field of entertainment by means of communications networks; ~~providing entertainment facilities for purchasing and renting DVD movies; providing entertainment facilities for renting DVD movies; rental of video recordings by means of communications networks, namely, rental of pre-recorded videos that may be downloaded from an internet website; rental of video recordings by means of communications networks, namely, rental of pre-recorded videos that may be downloaded from an internet website;~~ rental of films, motion pictures, television and radio programs, sound and video recordings; rental of motion pictures and sound recordings in the nature of images, excerpts, and video and sound recordings

FINAL DESCRIPTION

Providing information in the field of entertainment via an interactive global computer network, networked kiosks, computers, mobile devices, game consoles, app-enabled TVs and optical and magneto-optical disc players; providing information in the field of entertainment by means of communications networks; providing entertainment facilities for renting DVD movies; rental of video recordings by means of communications networks, namely, rental of pre-recorded videos that may be downloaded from an internet website; rental of films, motion pictures, television and radio programs, sound and video recordings; rental of motion pictures and sound recordings in the nature of images, excerpts, and video

and sound recordings	
FILING BASIS	Section 1(a)
FIRST USE ANYWHERE DATE	At least as early as 12/07/2020
FIRST USE IN COMMERCE DATE	At least as early as 12/07/2020
WEBPAGE URL	None Provided
WEBPAGE DATE OF ACCESS	None Provided
CORRESPONDENCE INFORMATION (current)	
NAME	James P. Muraff
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	IPMailbox@mcdonaldhopkins.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	jmuraff@mcdonaldhopkins.com; khefner@mcdonaldhopkins.com
DOCKET/REFERENCE NUMBER	49021-00350
CORRESPONDENCE INFORMATION (proposed)	
NAME	James P. Muraff
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	IPMailbox@mcdonaldhopkins.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	jmuraff@mcdonaldhopkins.com; khefner@mcdonaldhopkins.com
DOCKET/REFERENCE NUMBER	49021-00350
SIGNATURE SECTION	
RESPONSE SIGNATURE	/JAMES P. MURAFF/
SIGNATORY'S NAME	JAMES P. MURAFF
SIGNATORY'S POSITION	Attorney of record, Illinois Bar member
SIGNATORY'S PHONE NUMBER	3126421480
DATE SIGNED	11/11/2022
ROLE OF AUTHORIZED SIGNATORY	Authorized U.S.-Licensed Attorney
SIGNATURE METHOD	Signed directly within the form
CONCURRENT APPEAL NOTICE FILED	NO
FILING INFORMATION SECTION	
SUBMIT DATE	Fri Nov 11 15:14:21 ET 2022
TEAS STAMP	USPTO/RFR-XXX.XX.XX.XXX-2 0221111151421372214-90817 452-8005d31369a93db561d34 f7736911fa4d917d2b2cb47cb e8cce2bd7d7e96bdbfb-N/A-N /A-20221111142551142294

Request for Reconsideration after Final Action
To the Commissioner for Trademarks:

Application serial no. **90817452** REDBOX+(Standard Characters, see <https://tmng-al.uspto.gov/resting2/api/img/90817452/large>) has been amended as follows:

CLASSIFICATION AND LISTING OF GOODS/SERVICES

Applicant proposes to amend the following:

Current:

Class 035 for placement of vending machines; automated retail vending machine kiosk services featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; vending machine services rendered through automated kiosks featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; automated retail vending machine kiosk services featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, digital content, and pre-recorded media featuring entertainment content; subscription-based retail store services in the field of movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; arranging subscriptions to retail vending machines featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 12/07/2020 and first used in commerce at least as early as 12/07/2020 , and is now in use in such commerce.

Proposed:

Tracked Text Description: ~~placement of vending machines;~~ automated retail vending machine kiosk services featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; vending machine services rendered through automated kiosks featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; automated retail vending machine kiosk services featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, digital content, and pre-recorded media featuring entertainment content; subscription-based retail store services in the field of movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; subscription-based retail store services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content, provided through vending machines; ~~arranging subscriptions to retail vending machines featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content;~~ providing retail facilities for purchasing DVD movies

Class 035 for automated retail vending machine kiosk services featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; vending machine services rendered through automated kiosks featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; automated retail vending machine kiosk services featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, digital content, and pre-recorded media featuring entertainment content; subscription-based retail store services in the field of movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; subscription-based retail store services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content, provided through vending machines; providing retail facilities for purchasing DVD movies

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 12/07/2020 and first used in commerce at least as early as 12/07/2020 , and is now in use in such commerce.

Webpage URL: None Provided

Webpage Date of Access: None Provided

Applicant proposes to amend the following:

Current:

Class 041 for Providing information in the field of entertainment via an interactive global computer network, networked kiosks, computers,

mobile devices, game consoles, app-enabled TVs and optical and magneto-optical disc players; providing information in the field of entertainment by means of communications networks; providing entertainment facilities for purchasing and renting DVD movies; rental of video recordings by means of communications networks, namely, rental of pre-recorded videos that may be downloaded from an internet website; rental of films, motion pictures, television and radio programs, sound and video recordings; rental of motion pictures and sound recordings in the nature of images, excerpts, and video and sound recordings

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 12/07/2020 and first used in commerce at least as early as 12/07/2020, and is now in use in such commerce.

Proposed:

Tracked Text Description: Providing information in the field of entertainment via an interactive global computer network, networked kiosks, computers, mobile devices, game consoles, app-enabled TVs and optical and magneto-optical disc players; providing information in the field of entertainment by means of communications networks; ~~providing entertainment facilities for purchasing and renting DVD movies; providing entertainment facilities for renting DVD movies; rental of video recordings by means of communications networks, namely, rental of pre-recorded videos that may be downloaded from an internet website; rental of video recordings by means of communications networks, namely, rental of pre-recorded videos that may be downloaded from an internet website;~~ rental of films, motion pictures, television and radio programs, sound and video recordings; rental of motion pictures and sound recordings in the nature of images, excerpts, and video and sound recordings

Class 041 for Providing information in the field of entertainment via an interactive global computer network, networked kiosks, computers, mobile devices, game consoles, app-enabled TVs and optical and magneto-optical disc players; providing information in the field of entertainment by means of communications networks; providing entertainment facilities for renting DVD movies; rental of video recordings by means of communications networks, namely, rental of pre-recorded videos that may be downloaded from an internet website; rental of films, motion pictures, television and radio programs, sound and video recordings; rental of motion pictures and sound recordings in the nature of images, excerpts, and video and sound recordings

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 12/07/2020 and first used in commerce at least as early as 12/07/2020, and is now in use in such commerce.

Webpage URL: None Provided

Webpage Date of Access: None Provided

Correspondence Information (current):

James P. Muraff

PRIMARY EMAIL FOR CORRESPONDENCE: IPMailbox@mcdonaldhopkins.com

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

The docket/reference number is 49021-00350.

Correspondence Information (proposed):

James P. Muraff

PRIMARY EMAIL FOR CORRESPONDENCE: IPMailbox@mcdonaldhopkins.com

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

The docket/reference number is 49021-00350.

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

SIGNATURE(S)

Request for Reconsideration Signature

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

Signatory's Name: JAMES P. MURAFF

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

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

The signatory has confirmed that he/she is a U.S.-licensed attorney who is an active member in good standing of the bar of the highest court of a U.S. state (including the District of Columbia and any U.S. Commonwealth or territory); and he/she is currently the owner's/holder's attorney or

an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S.-licensed attorney not currently associated with his/her company/firm previously represented the owner/holder in this matter: the owner/holder has revoked their power of attorney by a signed revocation or substitute power of attorney with the USPTO; the USPTO has granted that attorney's withdrawal request; the owner/holder has filed a power of attorney appointing him/her in this matter; or the owner's/holder's appointed U.S.-licensed attorney has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is not filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Mailing Address: James P. Muraff
MCDONALD HOPKINS LLC

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

Mailing Address: James P. Muraff
MCDONALD HOPKINS LLC

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

Serial Number: 90817452

Internet Transmission Date: Fri Nov 11 15:14:21 ET 2022

TEAS Stamp: USPTO/RFR-XXX.XX.XX.XXX-2022111115142137

2214-90817452-8005d31369a93db561d34f7736

911fa4d917d2b2cb47cbe8cce2bd7d7e96bdbfb-

N/A-N/A-20221111142551142294

To: James P. Muraff(IPMailbox@mcdonaldhopkins.com)
Subject: U.S. Trademark Application Serial No. 90817452 - REDBOX+ - 49021-00350
Sent: November 01, 2022 02:17:25 PM EDT
Sent As: tmng.notices@uspto.gov

Attachments

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

U.S. Application Serial No. 90817452

Mark: REDBOX+

Correspondence Address:

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

Applicant: Redbox Automated Retail, LLC

Reference/Docket No. 49021-00350

Correspondence Email Address: IPMailbox@mcdonaldhopkins.com

FINAL OFFICE ACTION

The USPTO must receive applicant's response to this letter within six months of the issue date below or the application will be [abandoned](#). Respond using the Trademark Electronic Application System (TEAS) and/or Electronic System for Trademark Trials and Appeals (ESTTA). A link to the appropriate TEAS response form and/or to ESTTA for an appeal appears at the end of this Office action.

Issue date: November 01, 2022

The Office has reassigned this application to the undersigned trademark examining attorney.

This Office action is in response to applicant's communication filed on Sept. 20, 2022.

In a previous Office action dated March 25, 2022, applicant was required to amend the identification of services and satisfy the multiple-class application requirements. Applicant clarified the identification of services in its response, but several portions of the identification remain indefinite and/or overly broad. Therefore, the trademark examining attorney maintains and now makes FINAL the identification and multiple-class application requirements. *See* 37 C.F.R. §2.63(b); TMEP §714.04.

Summary of Issues Made Final:

- Amend Identification of Services
- Multiple-Class Application Requirements

Identification of Services

The identification of services currently reads:

Class 35: placement of vending machines; automated retail vending machine kiosk services featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; vending machine services rendered through automated kiosks featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; automated retail vending machine kiosk services featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, digital content, and pre-recorded media featuring entertainment content; subscription-based retail store services in the field of movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; arranging subscriptions to retail vending machines featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content

Class 38: video-on-demand transmission services, video broadcasting, and transmission of voice, data, images, data signals, messages and information by electronic communications networks

Class 41: Providing information in the field of entertainment via an interactive global computer network, networked kiosks, computers, mobile devices, game consoles, app-enabled TVs and optical and magneto-optical disc players; providing information in the field of entertainment by means of communications networks; providing entertainment facilities for purchasing and renting DVD movies; rental of video recordings by means of communications networks, namely, rental of pre-recorded videos that may be downloaded from an internet website; rental of films, motion pictures, television and radio programs, sound and video recordings; rental of motion pictures and sound recordings in the nature of images, excerpts, and video and sound recordings

The wording “arranging subscriptions to retail vending machines featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content” in the identification of services in class 35 is indefinite and must be clarified because it does not identify the particular services. *See* 37 C.F.R. §2.32(a)(6); TMEP §1402.01. The wording "placement of vending machines" must also be clarified for this reason. In addition, this wording appears to identify services in

class 37 rather than in class 35. *See* 37 C.F.R. §§2.32(a)(7), 2.85; TMEP §§1401.02(a), 1401.03(b).

Applicant must also clarify the wording “providing entertainment facilities for purchasing and renting DVD movies” in the identification of services in class 41 because it is indefinite and too broad. *See* 37 C.F.R. §2.32(a)(6); TMEP §§1402.01, 1402.03. This wording is indefinite because it does not make clear what the services are. Further, this wording could identify services in more than one international class. Services of providing facilities for specialized purposes are classified according to the class of the purpose - in this case, purchasing DVDs and movies is a class 35 retail store service, while rental of DVDs and movies is a class 41 entertainment service.

Applicant may adopt the following identification, if accurate (changes in **bold**, deletions in **strikethrough**):

Class 35: automated retail vending machine kiosk services featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; vending machine services rendered through automated kiosks featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; automated retail vending machine kiosk services featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, digital content, and pre-recorded media featuring entertainment content; subscription-based retail store services in the field of movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; subscription-based retail store services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content, **provided through** vending machines; providing **retail** facilities for purchasing DVD movies

Class 37: Installation of vending machines

Class 38: video-on-demand transmission services, video broadcasting, and transmission of voice, data, images, data signals, messages and information by electronic communications networks

Class 41: Providing information in the field of entertainment via an interactive global computer network, networked kiosks, computers, mobile devices, game consoles, app-enabled TVs and optical and magneto-optical disc players; providing information in the field of entertainment by means of communications networks; providing entertainment facilities for ~~purchasing and~~ renting DVD movies; rental of video recordings by means of communications networks, namely, rental of pre-recorded videos that may be downloaded from an internet website; rental of films, motion pictures, television and radio programs, sound and video recordings; rental of motion pictures and sound recordings in the nature of images, excerpts, and video and sound recordings

Applicant’s services may be clarified or limited, but may not be expanded beyond those originally itemized in the application or as acceptably amended. *See* 37 C.F.R. §2.71(a); TMEP §1402.06. Applicant may clarify or limit the identification by inserting qualifying language or deleting items to result in a more specific identification; however, applicant may not substitute different services or add services not found among or encompassed by those in the original application or as acceptably

amended. *See* TMEP §1402.06(a)-(b). The scope of the services sets the outer limit for any changes to the identification and is generally determined by the ordinary meaning of the wording in the identification. TMEP §§1402.06(b), 1402.07(a)-(b). Any acceptable changes to the services will further limit scope, and once services are deleted, they are not permitted to be reinserted. TMEP §1402.07(e).

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

Multiple-Class Application Requirements

The application identifies services in more than one international class; therefore, applicant must satisfy all the requirements below for each international class based on Trademark Act Section 1(b):

- (1) **List the services by their international class number** in consecutive numerical order, starting with the lowest numbered class.
- (2) **Submit a filing fee for each international class** not covered by the fee(s) already paid (view the [USPTO's current fee schedule](#)). The application identifies services that are classified in at least 4 classes; however, applicant submitted a fee sufficient for only 3 class(es). Applicant must either submit the filing fees for the classes not covered by the submitted fees or restrict the application to the number of classes covered by the fees already paid.

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

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

Fees

The fee for adding classes to a TEAS Standard application is \$350 per class. *See* 37 C.F.R. §2.6(a)(1)(iii). For more information about adding classes to an application, see the [Multiple-class Application webpage](#).

Advisory - Responding to a Final Office Action

For this application to proceed, applicant must explicitly address each refusal and/or requirement in this Office action.

Applicant may respond to this final Office action by providing one or both of the following:

1. A request for reconsideration that fully resolves all outstanding requirements and refusals; and/or
2. An appeal to the Trademark Trial and Appeal Board with the required filing fees.

TMEP §715.01; *see* 37 C.F.R. §2.63(b)(1)-(2).

Please call or email the assigned trademark examining attorney with questions about this Office action. Although an examining attorney cannot provide legal advice, the examining attorney can provide additional explanation about the refusal(s) and/or requirement(s) in this Office action. *See* TMEP §§705.02, 709.06. The USPTO does not accept emails as responses to Office actions; however, emails can be used for informal communications and are included in the application record. *See* 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05.

[Click to file a response to this final Office action](#) and/or [appeal it to the Trademark Trial and Appeal Board \(TTAB\)](#).

/Sara Anne Helmers/
Sara Helmers (she/her)
Trademark Examining Attorney
Law Office 130
(571) 270-3639
sara.helmerts@uspto.gov

RESPONSE GUIDANCE

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

United States Patent and Trademark Office (USPTO)

USPTO OFFICIAL NOTICE

Office Action (Official Letter) has issued
on November 01, 2022 for
U.S. Trademark Application Serial No. 90817452

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

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

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

GENERAL GUIDANCE

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

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

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

OVERVIEW

SERIAL NUMBER	90817452	FILING DATE	07/08/2021
REG NUMBER	0000000	REG DATE	N/A
REGISTER	PRINCIPAL	MARK TYPE	SERVICE MARK
INTL REG #	N/A	INTL REG DATE	N/A
TM ATTORNEY	HELMERS, SARA A	L.O. ASSIGNED	O30-NOT FOUND

PUB INFORMATION

RUN DATE	09/21/2022		
PUB DATE	N/A		
STATUS	661-RESPONSE AFTER NON-FINAL-ACTION-ENTERED		
STATUS DATE	09/20/2022		
LITERAL MARK ELEMENT	REDBOX+		
DATE ABANDONED	N/A	DATE CANCELLED	N/A
SECTION 2F	NO	SECTION 2F IN PART	NO
SECTION 8	NO	SECTION 8 IN PART	NO
SECTION 15	NO	REPUB 12C	N/A
RENEWAL FILED	NO	RENEWAL DATE	N/A
DATE AMEND REG	N/A		

FILING BASIS

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

MARK DATA

STANDARD CHARACTER MARK	YES
LITERAL MARK ELEMENT	REDBOX+
MARK DRAWING CODE	4-STANDARD CHARACTER MARK
COLOR DRAWING FLAG	NO

CURRENT OWNER INFORMATION

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

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

GOODS AND SERVICES

INTERNATIONAL CLASS	035
DESCRIPTION TEXT	placement of vending machines; automated retail vending machine kiosk services featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; vending machine services rendered through automated kiosks featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; automated retail vending machine kiosk services featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, digital content, and pre-recorded media featuring entertainment content; subscription-based retail store services in the field of movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; arranging subscriptions to retail vending machines featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content
INTERNATIONAL CLASS	038
DESCRIPTION TEXT	video-on-demand transmission services, video broadcasting, and transmission of voice, data, images, data signals, messages and information by electronic communications networks
INTERNATIONAL CLASS	041
DESCRIPTION TEXT	Providing information in the field of entertainment via an interactive global computer network, networked kiosks, computers, mobile devices, game consoles, app-enabled TVs and optical and magneto-optical disc players; providing information in the field of entertainment by means of communications networks; providing entertainment facilities for purchasing and renting DVD movies; rental of video recordings by means of communications networks , namely, rental of pre-recorded videos that may be downloaded from an internet website; rental of films, motion pictures, television and radio programs, sound and video recordings; rental of motion pictures and sound recordings in the nature of images, excerpts, and video and sound recordings

GOODS AND SERVICES CLASSIFICATION

INTERNATIONAL CLASS	035	FIRST USE DATE	12/07/2020	FIRST USE IN COMMERCE DATE	12/07/2020	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	038	FIRST USE DATE	12/07/2020	FIRST USE IN COMMERCE DATE	12/07/2020	CLASS STATUS	6-ACTIVE
INTERNATIONAL CLASS	041	FIRST USE DATE	12/07/2020	FIRST USE IN COMMERCE DATE	12/07/2020	CLASS STATUS	6-ACTIVE

MISCELLANEOUS INFORMATION/STATEMENTS

CHANGE IN REGISTRATION	NO
OWNER OF US REG NOS	2988869 4418938 4988910

PROSECUTION HISTORY

DATE	ENT CD	ENT TYPE	DESCRIPTION	ENT NUM
09/20/2022	TEME	I	TEAS/EMAIL CORRESPONDENCE ENTERED	010
09/20/2022	CRFA	I	CORRESPONDENCE RECEIVED IN LAW OFFICE	009
09/20/2022	TROA	I	TEAS RESPONSE TO OFFICE ACTION RECEIVED	008
07/07/2022	DOCK	D	ASSIGNED TO EXAMINER	007
03/25/2022	GNRN	O	NOTIFICATION OF NON-FINAL ACTION E-MAILED	006
03/25/2022	GNRT	F	NON-FINAL ACTION E-MAILED	005
03/25/2022	CNRT	R	NON-FINAL ACTION WRITTEN	004
03/22/2022	DOCK	D	ASSIGNED TO EXAMINER	003
09/15/2021	NWOS	I	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	002
07/12/2021	NWAP	I	NEW APPLICATION ENTERED IN TRAM	001

CURRENT CORRESPONDENCE INFORMATION

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

REDBOX+

Response to Office Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	90817452
LAW OFFICE ASSIGNED	LAW OFFICE 130
MARK SECTION	
MARK	mark
LITERAL ELEMENT	REDBOX+
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size or color.
GOODS AND/OR SERVICES SECTION (041) (current)	
INTERNATIONAL CLASS	041
DESCRIPTION	
Providing information in the field of entertainment via an interactive global computer network, networked kiosks, computers, mobile devices, game consoles, app-enabled TVs and optical and magneto-optical disc players; providing information in the field of entertainment by means of communications networks; providing facilities for DVD and movie purchase and rental; vending machine services; automated retail vending machine kiosk services featuring entertainment content; vending machine services rendered through automated kiosks featuring entertainment content; automated retail vending machine kiosk services featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, digital content, and pre-recorded media featuring entertainment content; rental of video recordings by means of communications networks; video-on-demand transmission services, video broadcasting, and transmission of voice, data, images, data signals, messages and information by electronic communications networks; rental of films, motion pictures, television and radio programs, sound and video recordings; rental of images, excerpts, and video and sound recordings; subscription services for all of the above	
FILING BASIS	Section 1(a)
FIRST USE ANYWHERE DATE	At least as early as 12/07/2020
FIRST USE IN COMMERCE DATE	At least as early as 12/07/2020
GOODS AND/OR SERVICES SECTION (041) (proposed)	
INTERNATIONAL CLASS	041
TRACKED TEXT DESCRIPTION	
Providing information in the field of entertainment via an interactive global computer network, networked kiosks, computers, mobile devices, game consoles, app-enabled TVs and optical and magneto-optical disc players; providing information in the field of entertainment by means of communications networks; providing facilities for DVD and movie purchase and rental; providing entertainment facilities for purchasing and renting DVD movies; vending machine services; rental of video recordings by means of communications networks , namely, rental of pre-recorded videos that may be downloaded from an internet website; automated retail vending machine kiosk services featuring entertainment content; rental of films, motion pictures, television and radio programs, sound and video recordings; vending machine services rendered through automated kiosks featuring entertainment content; rental of motion pictures and sound recordings in the nature of images, excerpts, and video and sound recordings.; automated retail vending machine kiosk services featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment	

content; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, digital content, and pre-recorded media featuring entertainment content; rental of video recordings by means of communications networks; video-on-demand transmission services, video broadcasting, and transmission of voice, data, images, data signals, messages and information by electronic communications networks; rental of images, excerpts, and video and sound recordings; subscription services for all of the above

FINAL DESCRIPTION

Providing information in the field of entertainment via an interactive global computer network, networked kiosks, computers, mobile devices, game consoles, app-enabled TVs and optical and magneto-optical disc players; providing information in the field of entertainment by means of communications networks; providing entertainment facilities for purchasing and renting DVD movies; rental of video recordings by means of communications networks, namely, rental of pre-recorded videos that may be downloaded from an internet website; rental of films, motion pictures, television and radio programs, sound and video recordings; rental of motion pictures and sound recordings in the nature of images, excerpts, and video and sound recordings.

FILING BASIS	Section 1(a)
FIRST USE ANYWHERE DATE	At least as early as 12/07/2020
FIRST USE IN COMMERCE DATE	At least as early as 12/07/2020
WEBPAGE URL	None Provided
WEBPAGE DATE OF ACCESS	None Provided

GOODS AND/OR SERVICES SECTION (035)(class added)

INTERNATIONAL CLASS	035
----------------------------	-----

DESCRIPTION

placement of vending machines; automated retail vending machine kiosk services featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; vending machine services rendered through automated kiosks featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; automated retail vending machine kiosk services featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, digital content, and pre-recorded media featuring entertainment content; subscription-based retail store services in the field of movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; arranging subscriptions to retail vending machines featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content.

FILING BASIS	Section 1(a)
FIRST USE ANYWHERE DATE	At least as early as 12/07/2020
FIRST USE IN COMMERCE DATE	At least as early as 12/07/2020
WEBPAGE URL	None Provided
WEBPAGE DATE OF ACCESS	None Provided

GOODS AND/OR SERVICES SECTION (038)(class added)

INTERNATIONAL CLASS	038
----------------------------	-----

DESCRIPTION

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

FILING BASIS	Section 1(a)
FIRST USE ANYWHERE DATE	At least as early as 12/07/2020
FIRST USE IN COMMERCE DATE	At least as early as 12/07/2020
	"The substitute (or new, or originally submitted, if appropriate) specimen(s) was/were in use in commerce at least as early as the filing date of the application"[for an application based on Section 1(a), Use in Commerce] OR "The

STATEMENT TYPE	substitute (or new, or originally submitted, if appropriate) specimen(s) was/were in use in commerce prior either to the filing of the Amendment to Allege Use or expiration of the filing deadline for filing a Statement of Use" [for an application based on Section 1(b) Intent-to-Use]. OR "The attached specimen is a true copy of the specimen that was originally submitted with the application, amendment to allege use, or statement of use" [for an illegible specimen].
SPECIMEN FILE NAME(S)	
ORIGINAL PDF FILE	SPN1-1-2041694221-2022091 6162346563790 . Class 38 10657006x7AB84 .pdf
CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT18\IMAGEOUT 18\908\174\90817452\xml2\ ROA0002.JPG
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CONVERTED PDF FILE(S) (1 page)	\\TICRS\EXPORT18\IMAGEOUT 18\908\174\90817452\xml2\ ROA0003.JPG
SPECIMEN DESCRIPTION	screenshot of mark shown in connection with services
WEBPAGE URL	https://www.redbox.com/browse/Redbox-Plus
WEBPAGE DATE OF ACCESS	09/16/2022
CORRESPONDENCE INFORMATION (current)	
NAME	JAMES P. MURAFF
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	IPMailbox@mcdonaldhopkins.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	jmuraff@mcdonaldhopkins.com; jfergus@mcdonaldhopkins.com
DOCKET/REFERENCE NUMBER	49021-00350
CORRESPONDENCE INFORMATION (proposed)	
NAME	James P. Muraff
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	IPMailbox@mcdonaldhopkins.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	jmuraff@mcdonaldhopkins.com; khefner@mcdonaldhopkins.com
DOCKET/REFERENCE NUMBER	49021-00350
PAYMENT SECTION	
APPLICATION FOR REGISTRATION PER CLASS	350
NUMBER OF CLASSES	2
TOTAL FEES DUE	700
SIGNATURE SECTION	
DECLARATION SIGNATURE	/JAMES P. MURAFF/
SIGNATORY'S NAME	JAMES P. MURAFF
SIGNATORY'S POSITION	Attorney of record, Illinois Bar member
SIGNATORY'S PHONE NUMBER	3126421480
DATE SIGNED	09/20/2022
SIGNATURE METHOD	Signed directly within the form
RESPONSE SIGNATURE	/JAMES P. MURAFF/
SIGNATORY'S NAME	JAMES P. MURAFF
SIGNATORY'S POSITION	Attorney of record, Illinois Bar member

SIGNATORY'S PHONE NUMBER	3126421480
DATE SIGNED	09/20/2022
ROLE OF AUTHORIZED SIGNATORY	Authorized U.S.-Licensed Attorney
SIGNATURE METHOD	Signed directly within the form
FILING INFORMATION SECTION	
SUBMIT DATE	Tue Sep 20 06:05:54 ET 2022
TEAS STAMP	USPTO/ROA-XXX.XX.XX.XXX-2 0220920060555915209-90817 452-800b58a19326e7a2d56b7 151e86f25a78938b7cae9aaff dfe632827596193ad93-CC-05 540674-202209200545167314 21

Response to Office Action

To the Commissioner for Trademarks:

Application serial no. **90817452** REDBOX+(Standard Characters, see <https://tmng-al.uspto.gov/resting2/api/img/90817452/large>) has been amended as follows:

CLASSIFICATION AND LISTING OF GOODS/SERVICES

Applicant proposes to amend the following:

Current:

Class 041 for Providing information in the field of entertainment via an interactive global computer network, networked kiosks, computers, mobile devices, game consoles, app-enabled TVs and optical and magneto-optical disc players; providing information in the field of entertainment by means of communications networks; providing facilities for DVD and movie purchase and rental; vending machine services; automated retail vending machine kiosk services featuring entertainment content; vending machine services rendered through automated kiosks featuring entertainment content; automated retail vending machine kiosk services featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, digital content, and pre-recorded media featuring entertainment content; rental of video recordings by means of communications networks; video-on-demand transmission services, video broadcasting, and transmission of voice, data, images, data signals, messages and information by electronic communications networks; rental of films, motion pictures, television and radio programs, sound and video recordings; rental of images, excerpts, and video and sound recordings; subscription services for all of the above

Filing Basis: Section 1(a), Use in Commerce: For all applications: The mark is in use in commerce and was in use in commerce as of the application filing date. The provided specimen shows the mark in use in commerce (see specimen statement below). **For a collective trademark, collective service mark, collective membership mark, or certification mark application:** The applicant is exercising legitimate control over the use of the mark in commerce and was exercising legitimate control over the use of the mark in commerce as of the application filing date. **For a certification mark application:** The applicant is not engaged in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant. The mark was first used at least as early as 12/07/2020 and first used in commerce at least as early as 12/07/2020 , and is now in use in such commerce.

Proposed:

Tracked Text Description: Providing information in the field of entertainment via an interactive global computer network, networked kiosks,

computers, mobile devices, game consoles, app-enabled TVs and optical and magneto-optical disc players; providing information in the field of entertainment by means of communications networks; ~~providing facilities for DVD and movie purchase and rental; providing entertainment facilities for purchasing and renting DVD movies; vending machine services; rental of video recordings by means of communications networks, namely, rental of pre-recorded videos that may be downloaded from an internet website; automated retail vending machine kiosk services featuring entertainment content;~~ rental of films, motion pictures, television and radio programs, sound and video recordings; ~~vending machine services rendered through automated kiosks featuring entertainment content; rental of motion pictures and sound recordings in the nature of images, excerpts, and video and sound recordings.; automated retail vending machine kiosk services featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, digital content, and pre-recorded media featuring entertainment content; rental of video recordings by means of communications networks; video-on-demand transmission services, video broadcasting, and transmission of voice, data, images, data signals, messages and information by electronic communications networks; rental of images, excerpts, and video and sound recordings; subscription services for all of the above~~

Class 041 for Providing information in the field of entertainment via an interactive global computer network, networked kiosks, computers, mobile devices, game consoles, app-enabled TVs and optical and magneto-optical disc players; providing information in the field of entertainment by means of communications networks; providing entertainment facilities for purchasing and renting DVD movies; rental of video recordings by means of communications networks, namely, rental of pre-recorded videos that may be downloaded from an internet website; rental of films, motion pictures, television and radio programs, sound and video recordings; rental of motion pictures and sound recordings in the nature of images, excerpts, and video and sound recordings.

Filing Basis: Section 1(a), Use in Commerce: *For all applications:* The mark is in use in commerce and was in use in commerce as of the application filing date. The provided specimen shows the mark in use in commerce (see specimen statement below). ***For a collective trademark, collective service mark, collective membership mark, or certification mark application:*** The applicant is exercising legitimate control over the use of the mark in commerce and was exercising legitimate control over the use of the mark in commerce as of the application filing date. ***For a certification mark application:*** The applicant is not engaged in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant. The mark was first used at least as early as 12/07/2020 and first used in commerce at least as early as 12/07/2020, and is now in use in such commerce.

Webpage URL: None Provided

Webpage Date of Access: None Provided

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

New: Class 035 for placement of vending machines; automated retail vending machine kiosk services featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; vending machine services rendered through automated kiosks featuring entertainment content, namely, retail vending stand services featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; automated retail vending machine kiosk services featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, digital content, and pre-recorded media featuring entertainment content; subscription-based retail store services in the field of movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content; arranging subscriptions to retail vending machines featuring movies, documentaries, full feature audio-visual content, fictional content, dramatic content, and non-fictional content.

Filing Basis: Section 1(a), Use in Commerce: *For all applications:* The mark is in use in commerce and was in use in commerce as of the application filing date. The provided specimen shows the mark in use in commerce (see specimen statement below). ***For a collective trademark, collective service mark, collective membership mark, or certification mark application:*** The applicant is exercising legitimate control over the use of the mark in commerce and was exercising legitimate control over the use of the mark in commerce as of the application filing date. ***For a certification mark application:*** The applicant is not engaged in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant. The mark was first used at least as early as 12/07/2020 and first used in commerce at least as early as 12/07/2020, and is now in use in such commerce.

Webpage URL: None Provided

Webpage Date of Access: None Provided

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

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

Filing Basis: Section 1(a), Use in Commerce: *For all applications:* The mark is in use in commerce and was in use in commerce as of the application filing date. The provided specimen shows the mark in use in commerce (see specimen statement below). ***For a collective trademark,***

collective service mark, collective membership mark, or certification mark application: The applicant is exercising legitimate control over the use of the mark in commerce and was exercising legitimate control over the use of the mark in commerce as of the application filing date. **For a certification mark application:** The applicant is not engaged in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant. The mark was first used at least as early as 12/07/2020 and first used in commerce at least as early as 12/07/2020, and is now in use in such commerce.

Applicant hereby submits a specimen for Class 038. The specimen(s) submitted consists of screenshot of mark shown in connection with services.

"The substitute (or new, or originally submitted, if appropriate) specimen(s) was/were in use in commerce at least as early as the filing date of the application" [for an application based on Section 1(a), Use in Commerce] OR "The substitute (or new, or originally submitted, if appropriate) specimen(s) was/were in use in commerce prior either to the filing of the Amendment to Allege Use or expiration of the filing deadline for filing a Statement of Use" [for an application based on Section 1(b) Intent-to-Use]. OR "The attached specimen is a true copy of the specimen that was originally submitted with the application, amendment to allege use, or statement of use" [for an illegible specimen].

Original PDF file:

[SPN1-1-2041694221-2022091 6162346563790 . Class 38 10657006x7AB84 .pdf](#)

Converted PDF file(s) (1 page) [Specimen File1](#)

Original PDF file:

[SPN1-1-2041694221-2022091 6162346563790 . Class 38 - 2 10657430x7AB84 .pdf](#)

Converted PDF file(s) (1 page) [Specimen File1](#)

Webpage URL: <https://www.redbox.com/browse/Redbox-Plus>

Webpage Date of Access: 09/16/2022

Correspondence Information (current):

JAMES P. MURAFF

PRIMARY EMAIL FOR CORRESPONDENCE: IPMailbox@mcdonaldhopkins.com

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

The docket/reference number is 49021-00350.

Correspondence Information (proposed):

James P. Muraff

PRIMARY EMAIL FOR CORRESPONDENCE: IPMailbox@mcdonaldhopkins.com

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

The docket/reference number is 49021-00350.

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

FEE(S)

Fee(s) in the amount of \$700 is being submitted.

SIGNATURE(S)

Declaration Signature

DECLARATION: The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that, if the applicant submitted the application or allegation of use (AOU) unsigned, all statements in the application or AOU and this submission based on the signatory's own knowledge are true, and all statements in the application or AOU and this submission made on information and belief are believed to be true.

STATEMENTS FOR UNSIGNED SECTION 1(a) APPLICATION/AOU: If the applicant filed an unsigned application under 15 U.S.C. § 1051(a) or AOU under 15 U.S.C. § 1051(c), the signatory additionally believes that: the applicant is the owner of the mark sought to be registered; the mark is in use in commerce and was in use in commerce as of the filing date of the application or AOU on or in connection with the goods/services/collective membership organization in the application or AOU; the original specimen(s), if applicable, shows the mark in use in commerce as of the filing date of the application or AOU on or in connection with the goods/services/collective membership organization in

the application or AOU; ***for a collective trademark, collective service mark, collective membership mark application, or certification mark application***, the applicant is exercising legitimate control over the use of the mark in commerce and was exercising legitimate control over the use of the mark in commerce as of the filing date of the application or AOU; ***for a certification mark application***, the applicant is not engaged in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant. **To the best of the signatory's knowledge and belief, no other persons, except, if applicable, authorized users, members, and/or concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services/collective membership organization of such other persons, to cause confusion or mistake, or to deceive.**

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

COLLECTIVE/CERTIFICATION MARK APPLICATION: If the applicant filed an unsigned application under 15 U.S.C. §§ 1051(b), 1126(d), and/or 1126(e), or filed a collective/certification mark application under 15 U.S.C. §1141f(a), the signatory additionally believes that: ***for a trademark or service mark application***, the applicant is entitled to use the mark in commerce on or in connection with the goods/services specified in the application; the applicant has a bona fide intention to use the mark in commerce and had a bona fide intention to use the mark in commerce as of the application filing date; ***for a collective trademark, collective service mark, collective membership mark, or certification mark application***, the applicant has a bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce and had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce as of the application filing date; the signatory is properly authorized to execute the declaration on behalf of the applicant; ***for a certification mark application***, the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant. **To the best of the signatory's knowledge and belief, no other persons, except, if applicable, authorized users, members, and/or concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services/collective membership organization of such other persons, to cause confusion or mistake, or to deceive.**

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

Signature method: Signed directly within the form

Response Signature

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

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

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

Mailing Address: JAMES P. MURAFF
MCDONALD HOPKINS LLC

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

Mailing Address: James P. Muraff
MCDONALD HOPKINS LLC
600 SUPERIOR AVENUE, EAST, SUITE 2100
CLEVELAND, Ohio 44114

PAYMENT: 90817452
PAYMENT DATE: 09/20/2022

Serial Number: 90817452

Internet Transmission Date: Tue Sep 20 06:05:54 ET 2022

TEAS Stamp: USPTO/ROA-XXX.XX.XX.XXX-2022092006055591

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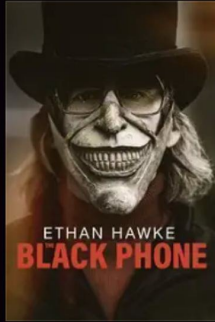
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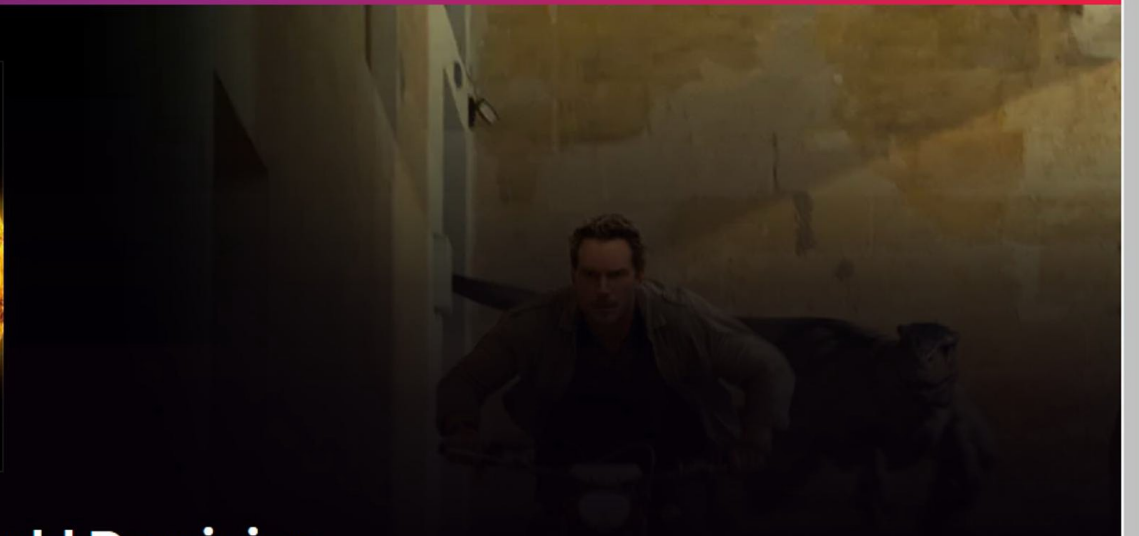
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Jurassic World Dominion

PG-13 · 2022 · 2h 27m ★★★★★ (192) ▶ TRAILER ♥ WISH LIST ➦ SHARE

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Summary

The Jurassic era reaches its epic conclusion in "Jurassic World Dominion," the next thrilling adventure in the blockbuster franchise that has amassed billions at the global box office. For the first t...

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ACTION

ADVENTURE

SCI-FI & FANTASY

SCI-FI

THRILLER

Cast

Chris Pratt · Bryce Dallas Howard · Laura Dern · Sam Neill · Jeff Goldblum · DeWanda Wise · Mamoudou Athie · Isabella Sermon · Campbell Scott · BD Wong · Omar Sy

Spoken Language

English

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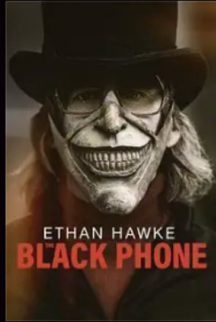
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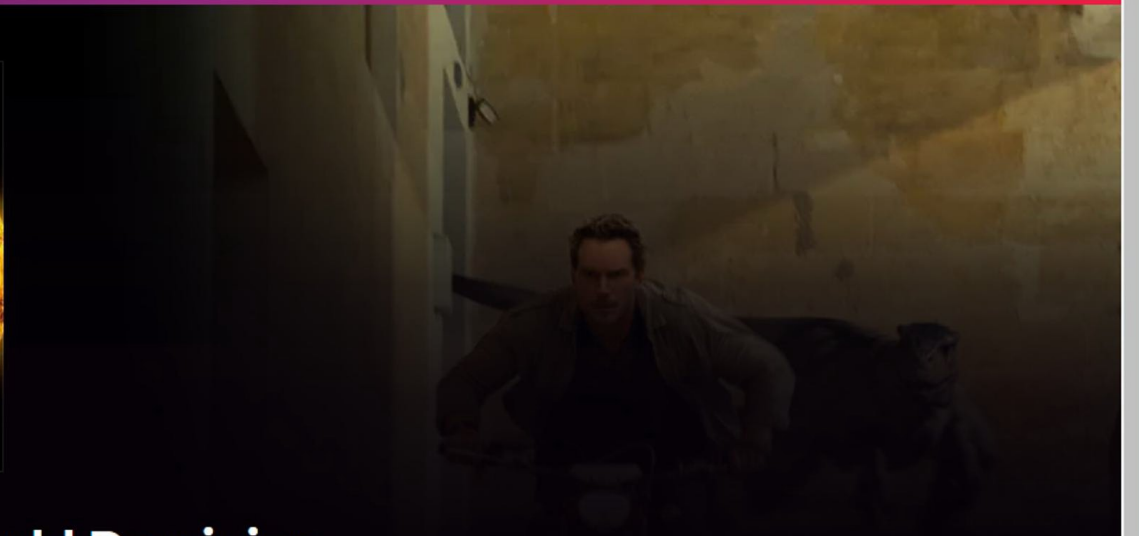
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Jurassic World Dominion

PG-13 · 2022 · 2h 27m ★★★★★ (192) ▶ TRAILER ♥ WISH LIST ➦ SHARE

R+ This is a Redbox+ movie! MORE INFO

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\$5.99

BUY ON DEMAND

\$19.99

Summary

The Jurassic era reaches its epic conclusion in "Jurassic World Dominion," the next thrilling adventure in the blockbuster franchise that has amassed billions at the global box office. For the first t...

VIEW MORE

ACTION

ADVENTURE

SCI-FI & FANTASY

SCI-FI

THRILLER

Cast

Chris Pratt · Bryce Dallas Howard · Laura Dern · Sam Neill · Jeff Goldblum · DeWanda Wise · Mamoudou Athie · Isabella Sermon · Campbell Scott · BD Wong · Omar Sy

Spoken Language

English

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More Like This

To: James P. Muraff(IPMailbox@mcdonaldhopkins.com)
Subject: U.S. Trademark Application Serial No. 90817452 - REDBOX+ - 49021-00350
Sent: March 25, 2022 05:27:30 PM EDT
Sent As: tmng.notices@uspto.gov

Attachments

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

U.S. Application Serial No. 90817452

Mark: REDBOX+

Correspondence Address:

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

Applicant: Redbox Automated Retail, LLC

Reference/Docket No. 49021-00350

Correspondence Email Address: IPMailbox@mcdonaldhopkins.com

NONFINAL OFFICE ACTION

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

Issue date: March 25, 2022

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

SUMMARY OF ISSUES:

- Identification of Services Requires Clarification
- Multiple Class Application Requirements

Search of Office Records

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

Identification of Services Requires Clarification

The wording “vending machine services” must be clarified because it is too broad and could include services in other international classes. *See* 37 C.F.R. §2.32(a)(6); TMEP §§1402.01, 1402.03. In particular, this wording could encompass “refilling of vending machines” in Class 39 or “rental of vending machines” in Class 35.

A number of services listed do not belong in Class 41, such as distributorship services, kiosk services, video-on-demand transmission services, video broadcasting, and transmission of voice, data, images, data signals, messages and information by electronic communications networks, and subscription services. Applicant must amend the application to classify the services in the proper respective classes. *See* 37 C.F.R. §§2.32(a)(7), 2.85; TMEP §§1401.02(a), 1401.03(b).

A number of entries in the identification of services are indefinite and must be clarified because the nature of the services is unclear. *See* 37 C.F.R. §2.32(a)(6); TMEP §1402.01. Applicant must amend this wording to specify the common commercial or generic name of the services. *See* TMEP §1402.01. If the services have no common commercial or generic name, applicant must describe or explain the nature of the services using clear and succinct language. *See id.* For instance:

- Applicant's vending services must specify the types of items being sold
- Applicant's "subscription services" requires further specification as to whether applicant is offering retail services
- Applicant's facilities and rental services must be further specified to indicate the entertainment-related service being provided

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

Class 35: **rental of vending machines;** automated retail vending machine kiosk services featuring entertainment content, **namely, retail vending stand services featuring {specify, e.g., movie DVDs};** vending machine services rendered through automated kiosks featuring entertainment content, **namely, retail vending stand services featuring {specify, e.g., movie DVDs};** automated retail vending machine kiosk services featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, digital content, and pre-recorded media featuring entertainment content; **subscription-based retail store services in the field of {specify field of goods}; arranging subscriptions to telecommunication services for others**

Class 38: video-on-demand transmission services, video broadcasting, and transmission of voice,

data, images, data signals, messages and information by electronic communications networks;

Class 39: refilling of vending machines

Class 41: Providing information in the field of entertainment via an interactive global computer network, networked kiosks, computers, mobile devices, game consoles, app-enabled TVs and optical and magneto-optical disc players; providing information in the field of entertainment by means of communications networks; providing **entertainment** facilities for **viewing purchased and rented DVD movies** ~~DVD and movie purchase and rental; vending machine services; automated retail vending machine kiosk services featuring entertainment content; vending machine services rendered through automated kiosks featuring entertainment content; automated retail vending machine kiosk services featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, digital content, and pre-recorded media featuring entertainment content; rental of video recordings by means of communications networks, namely, rental of pre-recorded videos that may be downloaded from an internet website; video on-demand transmission services, video broadcasting, and transmission of voice, data, images, data signals, messages and information by electronic communications networks; rental of films, motion pictures, television and radio programs, sound and video recordings; rental of **motion pictures and sound recordings in the nature of** images, excerpts, and video and sound recordings; ~~subscription services for all of the above~~~~

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

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

Multiple Class Application Requirements

The application identifies goods and/or services that are classified in at least 4 classes; however, applicant submitted a fee(s) sufficient for only 1 class(es). In a multiple-class application, a fee for each class is required. 37 C.F.R. §2.86(a)(2), (b)(2); TMEP §§810.01, 1403.01. For more information about adding classes to an application, see the [Multiple-class Application webpage](#).

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

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

- (1) **List the goods and/or services by their international class number** in

consecutive numerical order, starting with the lowest numbered class (for example, International Class 3: perfume; International Class 18: cosmetic bags sold empty).

(2) **Submit a filing fee for each international class** not covered by the fee(s) already paid (view the [USPTO's current fee schedule](#)). Specifically, the application identifies goods and/or services based on use in commerce that are classified in at least 4 classes; however, applicant submitted a fee(s) sufficient for only 1 class(es). Applicant must either (a) submit the filing fees for the classes not covered by the submitted fees or (b) restrict the application to the number of classes covered by the fees already paid.

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

(4) **Submit a specimen for each international class.** The current specimen is acceptable for class(es) 35 and 41; and applicant needs a specimen for class(es) 38 and 39. [See more information about specimens.](#)

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

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

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

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

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

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

Response Guidelines

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

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

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

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

RESPONSE GUIDANCE

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

United States Patent and Trademark Office (USPTO)

USPTO OFFICIAL NOTICE

Office Action (Official Letter) has issued
on March 25, 2022 for
U.S. Trademark Application Serial No. 90817452

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

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

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

GENERAL GUIDANCE

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

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

Statistics for Case 90817452						
#	Search	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/Search Duration
1	"redbox automated retail"[on]	59	40	19	19	0:01
2	"redbox automated retail llc"[on]	59	40	19	19	0:00
3	(*red* and *box*)[bi,ti] not dead[ld] not 2	109	0	109	109	0:01
4	*r{v}d*[bi,ti] not dead[ld]	109886	0	19	19	0:02
5	*bo{"ckqx":3}{ "sczx":2}* [bi,ti] not dead[ld]	399	0	0	0	0:02
6	4 and 5	3	0	3	3	0:01
7	4 and *box*[bi,ti] not (3 2)	73	0	73	73	0:02
8	(*plu{"sz"}* *+*) [bi,ti] not dead[ld] and (*red* *box*) [bi,ti]	311	0	311	311	0:02
9	*red*[bi,ti]{v0:2} and ("035" "038" "039" "036" "041") [cc]	2271147	0	0	0	0:38
10	*red*[bi,ti] not dead[ld] and ("035" "038" "039" "036" "041") [cc]	26282	0	0	0	0:01
11	*red*[bi,ti] not dead[ld] and ("035" "038" "039" "036" "041" a b "200") [ic]	18656	0	0	0	0:01
12	red[bi,ti] not dead[ld] and ("035" "038" "039" "036" "041" a b "200") [ic]	2049	0	0	0	0:01
13	red[bi,ti] not dead[ld] and ("035" "038" "039" "041" a b "200") [ic]	1791	0	0	0	0:01
14	red[bi,ti] not dead[ld] and ("035" a b "200") [ic]	850	0	0	0	0:02
15	red[bi,ti] not dead[ld] and ("041" a b "200") [ic]	939	0	0	0	0:01
16	red[bi,ti] not dead[ld] and ("038" a b "200") [ic]	147	0	0	0	0:02
17	red[bi,ti] not dead[ld] and ("039" a b "200") [ic]	141	0	0	0	0:02
18	red[bi,ti] not dead[ld] and ("036" a b "200") [ic]	352	0	0	0	0:02
19	(16 17 18)	588	0	588	588	0:02
20	*+*[bi,ti] not dead[ld] and ("035" "038" "039" "036" "041" a b "200") [ic]	3362	0	0	0	0:01
21	*+[bi,ti] not dead[ld] and ("035" "038" "039" "036" "041" a b "200") [ic]	2790	0	0	0	0:01
22	*+[bi,ti] not dead[ld] and ("035" a b "200") [ic]	1459	0	0	0	0:01
23	*+[bi,ti] not dead[ld] and ("038" a b "200") [ic]	223	0	0	0	0:02
24	*+[bi,ti] not dead[ld] and ("039" a b "200") [ic]	174	0	0	0	0:02
25	*+[bi,ti] not dead[ld] and ("041" a b "200") [ic]	1057	0	0	0	0:01
26	*+[bi,ti] not dead[ld] and ("036" a b "200") [ic]	547	0	0	0	0:01
27	(23 24)	354	0	354	354	0:01
28	*box*[bi,ti] not dead[ld] and ("035" "038" "039" "036" "041" a b "200") [ic]	3467	0	0	0	0:01

Statistics for Case 90817452						
#	Search	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/Search Duration
29	*box*[bi,ti] not dead[ld] and ("035" a b "200")[ic]	1730	0	0	0	0:01
30	*box*[bi,ti] not dead[ld] and ("038" a b "200")[ic]	212	0	20	20	0:03
31	*box*[bi,ti] not dead[ld] and ("036" a b "200")[ic]	271	0	16	16	0:03
32	*box*[bi,ti] not dead[ld] and ("041" a b "200")[ic]	1302	0	0	0	0:01
33	*box*[bi,ti] not dead[ld] and ("039" a b "200")[ic]	391	0	39	39	0:02
34	(30 31 33)	834	0	0	0	0:02
35	1 not dead[ld] and "038"[ic]	7	0	7	7	0:00

Session started 03/24/2022 3:03 pm

Session ended 03/24/2022 3:33 pm

Total search duration 87.00

Session duration 30 minutes 14 seconds

Adjacency Level 1

Near Level 1

Statistics for Case 90817452						
#	Search	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/Search Duration
1	"redbox automated retail"[on]	59	40	19	19	0:01
2	"redbox automated retail llc"[on]	59	40	19	19	0:00
3	(*red* and *box*)[bi,ti] not dead[ld] not 2	109	0	109	109	0:01
4	*r{v}d*[bi,ti] not dead[ld]	109886	0	0	0	0:02
5	*bo{"ckqx":3} {"sczx":2}*[bi,ti] not dead[ld]	399	0	0	0	0:02
6	4 and 5	3	0	3	3	0:01
7	4 and *box*[bi,ti] not (3 2)	73	0	73	73	0:02
8	(*plu{"sz"}* *+*)[bi,ti] not dead[ld] and (*red* *box*)[bi,ti]	311	0	311	311	0:02
9	*red*[bi,ti]{v0:2} and ("035" "038" "039" "036" "041")[cc]	2271147	0	0	0	0:38
10	*red*[bi,ti] not dead[ld] and ("035" "038" "039" "036" "041")[cc]	26282	0	0	0	0:01
11	*red*[bi,ti] not dead[ld] and ("035" "038" "039" "036" "041" a b "200")[ic]	18656	0	0	0	0:01
12	red[bi,ti] not dead[ld] and ("035" "038" "039" "036" "041" a b "200")[ic]	2049	0	0	0	0:01
13	red[bi,ti] not dead[ld] and ("035" "038" "039" "041" a b "200")[ic]	1791	0	0	0	0:01
14	red[bi,ti] not dead[ld] and ("035" a b "200")[ic]	850	0	0	0	0:02
15	red[bi,ti] not dead[ld] and ("041" a b "200")[ic]	939	0	0	0	0:01
16	red[bi,ti] not dead[ld] and ("038" a b "200")[ic]	147	0	0	0	0:02
17	red[bi,ti] not dead[ld] and ("039" a b "200")[ic]	141	0	0	0	0:02
18	red[bi,ti] not dead[ld] and ("036" a b "200")[ic]	352	0	0	0	0:02
19	(16 17 18)	588	0	588	588	0:02
20	*+*[bi,ti] not dead[ld] and ("035" "038" "039" "036" "041" a b "200")[ic]	3362	0	0	0	0:01
21	*+[bi,ti] not dead[ld] and ("035" "038" "039" "036" "041" a b "200")[ic]	2790	0	0	0	0:01
22	*+[bi,ti] not dead[ld] and ("035" a b "200")[ic]	1459	0	0	0	0:01
23	*+[bi,ti] not dead[ld] and ("038" a b "200")[ic]	223	0	0	0	0:02
24	*+[bi,ti] not dead[ld] and ("039" a b "200")[ic]	174	0	0	0	0:02
25	*+[bi,ti] not dead[ld] and ("041" a b "200")[ic]	1057	0	0	0	0:01
26	*+[bi,ti] not dead[ld] and ("036" a b "200")[ic]	547	0	0	0	0:01
27	(23 24)	354	0	354	354	0:01
28	*box*[bi,ti] not dead[ld] and ("035" "038" "039" "036" "041" a b "200")[ic]	3467	0	0	0	0:01

Statistics for Case 90817452						
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31	*box*[bi,ti] not dead[ld] and ("036" a b "200")[ic]	271	0	16	16	0:03
32	*box*[bi,ti] not dead[ld] and ("041" a b "200")[ic]	1302	0	0	0	0:01
33	*box*[bi,ti] not dead[ld] and ("039" a b "200")[ic]	391	0	39	39	0:02
34	(30 31 33)	834	0	0	0	0:02

Session started 03/24/2022 3:03 pm

Session ended 03/24/2022 3:26 pm

Total search duration 87.00

Session duration 23 minutes 46 seconds

Adjacency Level 1

Near Level 1

Trademark/Service Mark Application, Principal Register

Serial Number: 90817452

Filing Date: 07/08/2021

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	90817452
MARK INFORMATION	
*MARK	REDBOX+
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	REDBOX+
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size, or color.
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	Redbox Automated Retail, LLC
*MAILING ADDRESS	One Tower Lane, Suite 900
*CITY	Oakbrook Terrace
*STATE (Required for U.S. applicants)	Illinois
*COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
*ZIP/POSTAL CODE (Required for U.S. and certain international addresses)	60181
*EMAIL ADDRESS	XXXX
WEBSITE ADDRESS	https://www.redbox.com/
LEGAL ENTITY INFORMATION	
TYPE	limited liability company
STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY WHERE LEGALLY ORGANIZED	Delaware
GOODS AND/OR SERVICES AND BASIS INFORMATION	
INTERNATIONAL CLASS	041
	Providing information in the field of entertainment via an interactive global computer network, networked kiosks, computers, mobile devices, game consoles, app-enabled TVs and optical and magneto-optical disc players; providing information in the field of entertainment by means of communications networks; providing facilities for DVD and movie purchase and rental; vending machine services; automated retail vending machine kiosk services featuring

*IDENTIFICATION	entertainment content; vending machine services rendered through automated kiosks featuring entertainment content; automated retail vending machine kiosk services featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, digital content, and pre-recorded media featuring entertainment content; rental of video recordings by means of communications networks; video-on-demand transmission services, video broadcasting, and transmission of voice, data, images, data signals, messages and information by electronic communications networks; rental of films, motion pictures, television and radio programs, sound and video recordings; rental of images, excerpts, and video and sound recordings; subscription services for all of the above
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 12/07/2020
FIRST USE IN COMMERCE DATE	At least as early as 12/07/2020
SPECIMEN FILE NAME(S)	\\TICRS\EXPORT18\IMAGEOUT18\908\174\90817452\xml1 \ APP0003.JPG
	\\TICRS\EXPORT18\IMAGEOUT18\908\174\90817452\xml1 \ APP0004.JPG
SPECIMEN DESCRIPTION	Screenshots of the Applicant's website displaying the applied-for trademark in connection with the recited services for advertising purposes.
WEBPAGE URL	https://www.redbox.com/redbox-plus
WEBPAGE DATE OF ACCESS	07/06/2021
WEBPAGE URL	https://www.redbox.com/browse/redbox-plus
WEBPAGE DATE OF ACCESS	07/06/2021
ADDITIONAL STATEMENTS SECTION	
ACTIVE PRIOR REGISTRATION(S)	The applicant claims ownership of active prior U.S. Registration Number(s) 4988910, 4418938, 2988869, and others.
ATTORNEY INFORMATION	
NAME	James P. Muraff
ATTORNEY DOCKET NUMBER	49021-00350
ATTORNEY BAR MEMBERSHIP NUMBER	XXX
YEAR OF ADMISSION	XXXX
U.S. STATE/ COMMONWEALTH/ TERRITORY	XX
FIRM NAME	McDonald Hopkins LLC
STREET	600 Superior Avenue, East, Suite 2100
CITY	Cleveland
STATE	Ohio

COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
ZIP/POSTAL CODE	44114
PHONE	216-348-5400
FAX	216-348-5474
EMAIL ADDRESS	IPMailbox@mcdonaldhopkins.com
OTHER APPOINTED ATTORNEY	David B. Cupar, Todd A. Benni, Mark J. Masterson, Matthew J. Cavanagh, Scott M. Slaby, Robert C. Baraona, Suzanne K. Ketler, James R. Baldwin, Julie A. Micalizzi, Erin R. Conway, Donielle F. Robinson, and Jonathan M. Fergus
CORRESPONDENCE INFORMATION	
NAME	James P. Muraff
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	IPMailbox@mcdonaldhopkins.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	jmuraff@mcdonaldhopkins.com; jfergus@mcdonaldhopkins.com
FEE INFORMATION	
APPLICATION FILING OPTION	TEAS Standard
NUMBER OF CLASSES	1
APPLICATION FOR REGISTRATION PER CLASS	350
*TOTAL FEES DUE	350
*TOTAL FEES PAID	350
SIGNATURE INFORMATION	
SIGNATURE	/Sam Banayan/
SIGNATORY'S NAME	Sam Banayan
SIGNATORY'S POSITION	General Counsel
SIGNATORY'S PHONE NUMBER	216-348-5400
DATE SIGNED	07/08/2021
SIGNATURE METHOD	Sent to third party for signature

Trademark/Service Mark Application, Principal Register

Serial Number: 90817452

Filing Date: 07/08/2021

To the Commissioner for Trademarks:

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

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

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

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

International Class 041: Providing information in the field of entertainment via an interactive global computer network, networked kiosks, computers, mobile devices, game consoles, app-enabled TVs and optical and magneto-optical disc players; providing information in the field of entertainment by means of communications networks; providing facilities for DVD and movie purchase and rental; vending machine services; automated retail vending machine kiosk services featuring entertainment content; vending machine services rendered through automated kiosks featuring entertainment content; automated retail vending machine kiosk services featuring DVDs, movies, and prerecorded electronic media featuring entertainment content; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, digital content, and pre-recorded media featuring entertainment content; rental of video recordings by means of communications networks; video-on-demand transmission services, video broadcasting, and transmission of voice, data, images, data signals, messages and information by electronic communications networks; rental of films, motion pictures, television and radio programs, sound and video recordings; rental of images, excerpts, and video and sound recordings; subscription services for all of the above

In International Class 041, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 12/07/2020, and first used in commerce at least as early as 12/07/2020, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) Screenshots of the Applicant's website displaying the applied-for trademark in connection with the recited services for advertising purposes..

[Specimen File1](#)

[Specimen File2](#)

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

Webpage Date of Access: 07/06/2021

Webpage URL: <https://www.redbox.com/browse/redbox-plus>

Webpage Date of Access: 07/06/2021

Claim of Active Prior Registration(s)

The applicant claims ownership of active prior U.S. Registration Number(s) 4988910, 4418938, 2988869, and others.

For informational purposes only, applicant's website address is: <https://www.redbox.com/>

The owner's/holder's proposed attorney information: James P. Muraff. Other appointed attorneys are David B. Cupar, Todd A. Benni, Mark J. Masterson, Matthew J. Cavanagh, Scott M. Slaby, Robert C. Baraona, Suzanne K. Ketler, James R. Baldwin, Julie A. Micalizzi, Erin R. Conway, Donielle F. Robinson, and Jonathan M. Fergus. James P. Muraff of McDonald Hopkins LLC, is a member of the XX bar, admitted to the bar in XXXX, bar membership no. XXX, and the attorney(s) is located at

600 Superior Avenue, East, Suite 2100

Cleveland, Ohio 44114

United States
216-348-5400(phone)
216-348-5474(fax)
IPMailbox@mcdonaldhopkins.com

The docket/reference number is 49021-00350.

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

The applicant's current Correspondence Information:

James P. Muraff

PRIMARY EMAIL FOR CORRESPONDENCE: IPMailbox@mcdonaldhopkins.com

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

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

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

Declaration

☒ **Basis:**

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

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

And/Or

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

- The signatory believes that the applicant is entitled to use the mark in commerce;
 - The applicant has a bona fide intention to use the mark in commerce and had a bona fide intention to use the mark in commerce as of the application filing date on or in connection with the goods/services in the application; and
 - To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.
- ☒ To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive.
- ☒ To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.
- ☒ The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Declaration Signature

Signature: /Sam Banayan/ Date: 07/08/2021
Signatory's Name: Sam Banayan
Signatory's Position: General Counsel
Signatory's Phone Number: 216-348-5400
Signature method: Sent to third party for signature
Payment Sale Number: 90817452
Payment Accounting Date: 07/08/2021

Serial Number: 90817452

Internet Transmission Date: Thu Jul 08 12:21:33 ET 2021
TEAS Stamp: USPTO/BAS-XXX.XX.XX.XXX-2021070812213377
5741-90817452-78092bdba11e6dcc6f9b853941
ab6ef5a485feee898b871ff3999df8b6d1e7ef-C
C-21322197-20210708120027270314

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