

## Request for Reconsideration after Final Action

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

Input Field	Entered		
<b>SERIAL NUMBER</b>	79137054		
<b>LAW OFFICE ASSIGNED</b>	LAW OFFICE 105		
<b>MARK SECTION (no change)</b>			
<b>ARGUMENT(S)</b>			
<p>IN THE UNITED STATES PATENT AND TRADEMARK OFFICE</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; border-right: 1px solid black; padding: 10px;"> <p>Applicant: Microsoft Mobile OY                      Serial No.: 79/137,054                      Mark: MIXRADIO and Design                      Classes: 9, 35, 38, 41                      Office Action Date: June 30, 2014                      Examiner: Kristin Carlson (L.O. 105)</p> </td> <td style="width: 50%; text-align: center; padding: 10px;"> <p><b>REQUEST FOR                      RECONSIDERATION OF                      FINAL DECISION</b></p> </td> </tr> </table>		<p>Applicant: Microsoft Mobile OY                      Serial No.: 79/137,054                      Mark: MIXRADIO and Design                      Classes: 9, 35, 38, 41                      Office Action Date: June 30, 2014                      Examiner: Kristin Carlson (L.O. 105)</p>	<p><b>REQUEST FOR                      RECONSIDERATION OF                      FINAL DECISION</b></p>
<p>Applicant: Microsoft Mobile OY                      Serial No.: 79/137,054                      Mark: MIXRADIO and Design                      Classes: 9, 35, 38, 41                      Office Action Date: June 30, 2014                      Examiner: Kristin Carlson (L.O. 105)</p>	<p><b>REQUEST FOR                      RECONSIDERATION OF                      FINAL DECISION</b></p>		
<p>The following is submitted in support of a Request for Reconsideration of a Final Office Action issued on [redacted] (the "Final Office Action"), concerning the application (the "Application") in the name of Microsoft Mobile ("Applicant") to register the mark MIXRADIO and Design (the "Mark") in Classes 9, 35, 38 and 41. The Examining Attorney issued a final refusal of registration on the Principal Register maintaining a requirement that Applicant disclaim the wording "MIX RADIO" apart from the mark as shown. Applicant respectfully requests that the disclaimer requirement be withdrawn and the Mark allowed to proceed to the Principal Register without a disclaimer on the reasons detailed below. Applicant hereby fully incorporates by reference the arguments presented in the Applicant's Office Action response dated June 11, 2014 (the "First Office Action Response") submitted by predecessor-in-interest Nokia Corporation ("Nokia").</p> <p>In order to further preserve its rights, Applicant has contemporaneously filed a Notice of Appeal with the Trademark Trial and Appeals Board ("TTAB") with the filing of this response.</p> <p style="text-align: center;"><b>ARGUMENT</b></p> <p>The Examining Attorney argues that the wording "MIX RADIO" must be disclaimed because it "merely describes a feature, function, quality, characteristic, purpose or use" of Applicant's goods and/or services (the "Applicant's Offerings"). Applicant respectfully disagrees insofar as (i) the Examining Attorney bases the disclaimer requirement on evidence of goods and services actually offered by Nokia (as predecessor-in-interest) rather than the applicant's goods and services, and (ii) the Examining Attorney relies on inapposite case law that does not stand for the positions as described in the Applicant's Office Action response.</p>			

Office Action; (iii) the combination of the suggestive term “MIX” with “RADIO” into a compound word re disclaimer unnecessary per TMEP § 1213.05(a); and (iv) the evidence of third party use cited by the Exam is of limited probative value and fails to show “descriptive” use of “MIX RADIO” by third parties. As such “descriptiveness” of the term “MIX RADIO” is in doubt at best, and as such the question should be resolve Applicant’s favor. Moreover, (v) contrary to the Examining Attorney’s characterization of the actual use of “MIXRADIO” by Nokia, such evidence of actual use shows that both Nokia and Applicant have used the M distinctive source indicator and that the Mark is closely associated with these parties by consumers and the public--thus further contradicting the Examining Attorney’s conclusion that the term is “merely descriptive

**I. The Proper Descriptiveness Analysis Should Consider the Applied-For Mark and Goods Identified Therein, Not Applicant’s Actual Use**

As set forth in the first Office Action dated December 10, 2013, the Examining Attorney premised the disclaimer requirement for “MIX RADIO” on evidence of then-applicant Nokia’s offering of “goods and services involving provision of online streaming radio which include ready-made mixes of songs and personalized mixes of songs. Although the Examining Attorney attached evidence of Nokia’s goods and services, such evidence did not identify the Mark but rather variations including NOKIA MIXRADIO and the smiley-face logo presented separately with the MIXRADIO text element. Moreover, the evidence of actual use presented by the Examining Attorney is irrelevant to consideration of this application. Rather, as the TTAB has observed with regard to assessing the descriptiveness of a mark, “[A]ctual use of the proposed mark [is] not relevant to our inquiry. We must make our determination based on the applied-for mark ... and the goods as identified.” *In re Rebecca Brough*, 2008 WL 885914, \*2 (TTAB 2008). Likewise here, the Examining Attorney has not established that “MIX RADIO” even as defined in the First Office Action as “the provision of radio mixes through software to access music, music downloads, music transmission, and music streaming” describes all the goods and services covered by the multi-class Application-- e.g. “Online services featuring music for download” in Class 35, etc.

**II. Cases Cited by Examining Attorney are Inapposite, Incorrectly Described**

In response to the examples submitted with the First Office Action Response demonstrating that the USPTO frequently registers marks for similar goods and/or services containing “MIX” or “RADIO” without requiring a disclaimer, the Examining Attorney cites to the registrations of the marks RADIOMIXER (reg. no. 162176) and RADIOMIXERS (reg. no. 4177225) on the Supplemental Register (but without a disclaimer of “MIX” or “RADIO”) to support the conclusion that the wording “MIXRADIO” is descriptive of the Applicant’s Offerings. The argument given that, as the Examining Attorney acknowledged in the Final Office Action, “each case must be considered on its own merits.” In fact, this same observation is made in *In re Finisar Corp.* cited by the Examining Attorney (1618, 1621 (TTAB 2006) (“While uniform treatment is a goal, our task is to determine based on the record whether applicant's mark is merely descriptive.”). The Examining Attorney otherwise mischaracterizes this argument as supporting the probative value of the fact that the marks cited by the Examining Attorney were registered on the Supplemental Register. *See Instit. Nat’l des Appellations D’Origine v. Vintners Int’l Co.*, 958 F.2d 1574, 1190, 1196 (Fed. Cir. 1992) (court cited to disclaimers entered in third party registrations without disclaimers on the Supplemental Register); *In re Box Solutions Corp.*, 79 USPQ2d 1953, 1955 (TTAB 2006) (marks registered on the Supplemental Register, not registrations on the Supplemental Register); *In re Box Solutions Corp.*, 78 USPQ2d 1618, 1621 (examining attorney submitted evidence of third-party registrations on the Supplemental Register, to which the TTAB responded that “[t]he Board must decide each case on its own merits”). Moreover, the goods covered under Registration No. 1621760 (“audio mixing console”) are distinguishable from the type of goods covered by the Application and therefore has even less probative value in this instance.

**III. Disclaimer Unnecessary Given Combination of Suggestive Term MIX With RADIO In a Compound Word**

In *In re Box Solutions Corp.*, the TTAB recognized that the proper outcome with regard to a compound word that combines a “an unregistrable component and a registrable component ... into a single word” is registration with a disclaimer. 79 USPQ2d 1953, 1955 (TTAB 2006), citing TMEP § 1213.05(a) (4th ed. April 2005). The ma

TTAB was ENERGYSOLUTIONS, Reg. No. 2881792, which was registered on the Principal Register with disclaimer despite the fact that the mark covers computer software relating to the energy industry. The TTAB acknowledged the registration of this mark with approval, despite the fact that “the term ‘SOLUTIONS’ has been regarded as merely descriptive in a number of [other] third-party marks.” 79 USPQ2d at 1955. The same is appropriate here. Even if Applicant conceded that “RADIO” is a merely descriptive term by itself, the Examining Attorney has not established that the term “MIX” is not suggestive as opposed to merely descriptive with respect to Applicant’s Offerings.

As noted above, the Examining Attorney initially made no effort to define the meaning of the term “MIX” in the context of the Applicant’s Offerings, and in the Final Office Action, the Examining Attorney states merely that “MIX” is “a combination of different things.” As such, the Examining Attorney has not established that “MIX” satisfies the criteria for a merely descriptive term as set forth in TMEP §1209.01(b). That is, the Examining Attorney has not shown forth in what respect “MIX” “describes an ingredient, quality, characteristic, function, feature, purpose, or other attribute of the specified goods or services”, such as-- *inter alia*-- “Online retail store services featuring music for download” or “computer software for creating searchable databases of information and data for peer-to-peer social networking databases.”

#### **IV. Evidence of Third Party Use of MIX RADIO is of Limited Probative Value and/or Fails to Refute Applicant’s Allegation that Wording is “Merely Descriptive”**

The Examining Attorney also cites to a number of third party websites purportedly to be using the wording “MIX RADIO” in a descriptive manner. However, upon inspection, the examples cited by the Examining Attorney are either the wording either in the context of a third party’s own trademark use or by parties outside of the United States, and thus of limited probative value as to the descriptiveness of the wording to U.S. consumers.

- The website <http://www.a-1mix.com/> shows use of the term A-1 MIX RADIO as a trademark without descriptive use of the wording “MIX RADIO” apart from the mark.
- The website <http://blog.last.fm/2010/10/29/mix-radio-a-new-radio-station> shows use of the term MIX RADIO to describe a particular station and not in a descriptive manner. (Moreover, the comments to the blog post on the website indicate that third parties considered the mark distinctive of a particular service and not merely descriptive.)
- The Facebook page <https://www.facebook.com/themixradio/info> shows use of “THE MIX RADIO” and “THEMIXRADIO” as trademarks; moreover, the Facebook page relates to a UK-based radio station and therefore does not reflect on the descriptiveness of the term “MIX RADIO” (or, more properly, “THE MIX RADIO” as the term appears on the website) to U.S. consumers.
- The website <http://www.surfmusic.de/radio-station/80s-hot-mix-radio-dsl,5908.html> relates to a “webradio station” and does not reflect on the descriptiveness of the term “MIX RADIO” (or, more properly, “80s HOT MIX RADIO” as the term appears on the website) to U.S. consumers.
- The Kickstarter page <https://www.kickstarter.com/projects/austinwiard7/my-mix-radio> shows use of MY MIX RADIO as a trademark without descriptive use of the wording “MIX RADIO” apart from the mark.
- The website <http://thegospelmixcd.com/gospelmixradio/> shows use of the term GOSPEL MIX RADIO along with the term “GOSPEL MIX RADIO”, clearly combining the owner’s GOSPEL MIX mark with the generic term “RADIO.”
- The website <http://www.liveonlineradio.net/philippines/love-mix-radio.htm> shows use of the term LOVE MIX RADIO as a trademark without descriptive use of the wording “MIX RADIO” apart from the mark.
- The website <http://www.windowsphone.com/en-us/store/app/deep-mix-radio/2593de24-c2bc-40e0-8000-000000000000> shows use of the term DEEP MIX RADIO as a trademark without descriptive use of the wording “MIX RADIO” apart from the mark.

“MIX RADIO” apart from the mark.

- The website <http://www.ksgm.com/> shows use of the term GOSPEL HARMONY MIX as a trademark with the term “GOSPEL HARMONY MIX RADIO”, clearly combining the owner’s GOSPEL HARMONY MIX mark with the generic term “RADIO.”
- The website <http://www.latinbayarea.com/article/latino-mix-radio-station-whats-really-going-on/> shows use of the term LATINO MIX as a trademark for a (now closed) radio station, along with the term “LATINO MIX RADIO STATION”, clearly combining the owner’s LATINO MIX mark with the generic term “RADIO STATION.”

Thus, with all of the evidence presented by the Examining Attorney duly considered, it is clear that at the time of the Offerings, reasonable people may differ as to the alleged descriptiveness of the term “MIX RADIO” with regard to Applicant’s Offerings. In such situations, it is well established that doubt as to the descriptiveness of the mark should be resolved in the applicant’s favor. *Morton-Norwich Products, Inc.*, 209 U.S.P.Q. 791 (TTAB 1981); *In re Gourmet Baking Products, Inc.*, 209 U.S.P.Q. 565 (TTAB 1972).

#### **V. The Mark is Closely Associated with Applicant and its Predecessor**

As the TTAB as observed, “The burden is initially on the United States Patent and Trademark Office to make a prima facie showing that the mark or word in question is descriptive from the vantage point of purchasers of applicant’s goods. *In re Box Solutions Corp.*, 79 USPQ2d 1953, 1953 (TTAB 2006), citing *In re Merrill Lynch, Pierce, Fenner & Smith, Inc.*, 828 F.2d 1567, 4 USPQ2d 1141, 1144 (Fed. Cir. 1987). Here, the Examining Attorney attempted to make a prima facie showing by reference to evidence of actual goods and services offered by Nokia; however, such use--though neither sufficient to establish the descriptiveness of a mark in the context of the application as filed--in fact reflects an association between the Mark and the Applicant (or Nokia as predecessor-in-interest) “from the vantage point of purchasers of applicant’s goods.” *Id.*

As indicated by notice filed on August 14, 2014, the Mark has changed owners from Nokia Corporation to Microsoft Corporation, effective as of July 15, 2014. The use of the Mark in connection with Applicant’s Offerings has been publicized by both parties (*see* examples of promotional materials attached as Exhibit A) and has generated a significant amount of public recognition both by reporting media (*see* examples of media articles attached as Exhibit B) and consumer blogs (*see* example of consumer blog reviews and articles attached as Exhibit C). At the time of the Offerings, Nokia was recognized as holding the second largest share in the global mobile-phone market (*see* <http://www.cnet.com/news/nokia-hangs-on-to-second-place-in-mobile-phone-market/>). The move to Microsoft has increased the MIXRADIO goods and services to even greater prominence, including a well-publicized partnership with Adidas (*see* Exhibit E, <http://www.engadget.com/2014/11/27/adidas-micoach-smart-run-mixradio/>). Most recently, the announcement surrounding the publicly announced plan to sell “[Microsoft’s] MixRadio Service” further underscores the association the Mark has with Applicant in the eyes’ of its consumers (*see, e.g.* Exhibit F, <http://www.theverge.com/2014/12/18/7415685/line-acquires-microsoft-nokia-mixradio>).

Thus, contrary to the Examining Attorney’s characterization of the actual goods and services offered by Nokia as Applicant, such use of the Mark evidences the distinctive nature of the Mark in association with Applicant’s Offerings, not its alleged descriptiveness.

\* \* \*

For the foregoing reasons, Applicant respectfully submits that the disclaimer requirement for the wording “MIX RADIO” is unnecessary and inappropriate, and that it should be withdrawn by the Examining Attorney.

## CONCLUSION

The Applicant believes it has addressed all outstanding issues raised by the Examining Attorney in the Office. The Applicant therefore respectfully requests that the Application be approved for publication. Should any remain with respect to the above, please contact the Attorney of Record.

### EVIDENCE SECTION

#### EVIDENCE FILE NAME(S)

<b>ORIGINAL PDF FILE</b>	<a href="#">evi_66192178162-20141226231426703881_ . Exhibit A 1 MixRadio .pdf</a>
<b>CONVERTED PDF FILE(S) (1 page)</b>	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0002.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_66192178162-20141226231426703881_ . Exhibit A 2 MixRadio North America Facebook .pd</a>
<b>CONVERTED PDF FILE(S) (8 pages)</b>	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0003.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0004.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0005.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0006.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0007.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0008.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0009.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0010.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_66192178162-20141226231426703881_ . Exhibit A 3 MixRadio - Microsoft -</a>
<b>CONVERTED PDF FILE(S) (10 pages)</b>	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0011.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0012.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0013.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0014.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0015.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0016.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0017.JPG</a>

	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0018.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0018.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0019.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0019.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0020.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0020.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_66192178162-20141226231426703881 . Exhibit A 4 MixRadio app for Windows in the Windo</a>
<b>CONVERTED PDF FILE(S) (2 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0021.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0021.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0022.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0022.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_1-66192178162-20141226231426703881 . Nokia Lumia Enjoy the best music with MixRadio - YouTube .pdf</a>
<b>CONVERTED PDF FILE(S) (2 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0023.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0023.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0024.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0024.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_66192178162-20141226231426703881 . Exhibit A 6 Nokia MixRadio with P for Nokia Lumia .pdf</a>
<b>CONVERTED PDF FILE(S) (7 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0025.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0025.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0026.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0026.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0027.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0027.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0028.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0028.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0029.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0029.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0030.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0030.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0031.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0031.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_66192178162-20141226231426703881 . th Play Me your phone just got psyc Lumia Conversatio .pdf</a>
<b>CONVERTED PDF FILE(S) (5 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0032.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0032.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0033.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0033.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0034.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0034.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0035.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0035.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0036.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0036.JPG</a>

<b>ORIGINAL PDF FILE</b>	<a href="#">evi_66192178162-20141226231426703881 . Exhibit A 8 discover-new-music-priya</a>
<b>CONVERTED PDF FILE(S) (3 pages)</b>	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0037.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0038.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0039.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_66192178162-20141226231426703881 . Exhibit B 1 nokia-mix-radio-will-be-a-contribu .pdf</a>
<b>CONVERTED PDF FILE(S) (3 pages)</b>	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0040.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0041.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0042.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_66192178162-20141226231426703881 . Exhibit B 2 Nokia MixRadio_milesto</a>
<b>CONVERTED PDF FILE(S) (5 pages)</b>	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0043.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0044.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0045.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0046.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0047.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_66192178162-20141226231426703881 . Exhibit C 1 can we rec .pdf</a>
<b>CONVERTED PDF FILE(S) (1 page)</b>	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0048.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_66192178162-20141226231426703881 . Exhibit C 2 Nokia MixRadio_milesto</a>
<b>CONVERTED PDF FILE(S) (5 pages)</b>	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0049.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0050.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0051.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0052.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0053.JPG</a>
<b>ORIGINAL</b>	<a href="#">evi_66192178162-</a>

<b>PDF FILE</b>	<a href="#">20141226231426703881 . it C 3 Here s why Nokia MixRadio is the best music</a>
<b>CONVERTED PDF FILE(S) (5 pages)</b>	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0054.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0055.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0056.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0057.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0058.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_66192178162-20141226231426703881 . C 4 Nokia MixRadio- a personalized music streaming service .pdf</a>
<b>CONVERTED PDF FILE(S) (4 pages)</b>	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0059.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0060.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0061.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0062.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_66192178162-20141226231426703881 . Exhibit D nokia-hangs-on-to-second-pl mobi .pdf</a>
<b>CONVERTED PDF FILE(S) (4 pages)</b>	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0063.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0064.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0065.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0066.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_66192178162-20141226231426703881 . Exhibit E Adidas adds Microsoft s N</a>
<b>CONVERTED PDF FILE(S) (1 page)</b>	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0067.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_66192178162-20141226231426703881 . Exhibit F line-acquires-micros .pdf</a>
<b>CONVERTED PDF FILE(S) (3 pages)</b>	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0068.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0069.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\370\79137054\xml13\RFR0070.JPG</a>
<b>DESCRIPTION OF EVIDENCE</b>	Exhibits A through F

<b>FILE</b>	
<b>SIGNATURE SECTION</b>	
<b>RESPONSE SIGNATURE</b>	/John P. Halski/
<b>SIGNATORY'S NAME</b>	John P. Halski
<b>SIGNATORY'S POSITION</b>	Attorney of Record, Washington State bar member
<b>SIGNATORY'S PHONE NUMBER</b>	206-359-3881
<b>DATE SIGNED</b>	12/30/2014
<b>AUTHORIZED SIGNATORY</b>	YES
<b>CONCURRENT APPEAL NOTICE FILED</b>	YES
<b>FILING INFORMATION SECTION</b>	
<b>SUBMIT DATE</b>	Tue Dec 30 14:24:17 EST 2014
<b>TEAS STAMP</b>	USPTO/RFR-66.192.178.162-20141230142417436082-79137054-50013113988a886ed431c969171b70c1ace6f5c28e4c8ca34a93454b29389f6a3-N/A-N/A-20141230122036202050

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

Application serial no. **79137054** has been amended as follows:

**ARGUMENT(S)**

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Microsoft Mobile OY  
Serial No.: 79/137,054  
Mark: MIXRADIO and Design  
Classes: 9, 35, 38, 41  
Office Action Date: June 30, 2014  
Examiner: Kristin Carlson (L.O. 105)

**REQUEST FOR  
RECONSIDERATION OF  
FINAL DECISION**

The following is submitted in support of a Request for Reconsideration of a Final Office Action issued on June 30, 2014 (the "Final Office Action"), concerning the application (the "Application") in the name of Microsoft Mobile OY ("Applicant") to register the mark MIXRADIO and Design (the "Mark") in Classes 9, 35, 38 and 41.

The Examining Attorney issued a final refusal of registration on the Principal Register maintaining a requirement that the Applicant disclaim the wording "MIX RADIO" apart from the mark as shown. Applicant respectfully requests that the disclaimer requirement be withdrawn and the Mark allowed to proceed to the Principal Register without a disclaimer for the reasons detailed below. Applicant hereby fully incorporates by reference the arguments presented in the Office Action response dated June 11, 2014 (the "First Office Action Response") submitted by predecessor-in-interest Nokia Corporation ("Nokia"). In order to further preserve its rights, Applicant has contemporaneously filed a Notice of Appeal with the Trademark Trial and Appeals Board ("TTAB") with the filing of this response.

**ARGUMENT**

The Examining Attorney argues that the wording "MIX RADIO" must be disclaimed because it "merely describes a feature, function, quality, characteristic, purpose or use" of Applicant's goods and/or services (the "Applicant's Offerings"). Applicant respectfully disagrees insofar as (i) the Examining Attorney bases the disclaimer requirement on evidence of goods and services actually offered by Nokia (as predecessor-in-interest) rather than the application as filed; (ii) the Examining Attorney relies on inapposite case law that does not stand for the positions as described in the Final Office Action; (iii) the combination of the suggestive term "MIX" with "RADIO" into a compound word renders a disclaimer unnecessary per TMEP § 1213.05(a); and (iv) the evidence of third party use cited by the Examining Attorney is of limited probative value and fails to show "descriptive" use of "MIX RADIO" by third parties. As such, the alleged "descriptiveness" of the term "MIX RADIO" is in doubt at best, and as such the question should be resolved in Applicant's favor. Moreover, (v) contrary to the Examining Attorney's characterization of the actual use of "MIXRADIO" by Nokia, such evidence of actual use shows that both Nokia and Applicant have used the Mark as a distinctive source indicator and that the Mark is closely associated with these parties by consumers and the general public--thus further contradicting the Examining Attorney's conclusion that the term is "merely descriptive."

**I. The Proper Descriptiveness Analysis Should Consider the Applied-For Mark and Goods/Services Identified Therein, Not Applicant's Actual Use**

As set forth in the first Office Action dated December 10, 2013, the Examining Attorney premised the disclaimer requirement for "MIX RADIO" on evidence of then-applicant Nokia's offering of "goods and services involv[ing] the provision of online streaming radio which include ready-made mixes of songs and personalized mixes of songs." Although the Examining Attorney attached evidence of Nokia's goods and services, such evidence did not include use of the Mark but rather variations including NOKIA MIXRADIO and the smiley-face logo presented separately from the MIXRADIO text element. Moreover, the evidence of actual use presented by the Examining Attorney is wholly irrelevant to consideration of

this application. Rather, as the TTAB has observed with regard to assessing the descriptive aspects of a mark, “[A]ctual use of the proposed mark [is] not relevant to our inquiry. We must make our determination based on the applied-for mark ... and the goods as identified.” *In re Rebecca Brough*, 2008 WL 885914, \*2 (TTAB Jan. 30, 2008). Likewise here, the Examining Attorney has not established that “MIX RADIO” even as defined in the First Office Action as “the provision of radio mixes through software to access music, music downloads, music transmission and music streaming” describes all the goods and services covered by the multi-class Application--e.g. “Online retail store services featuring music for download” in Class 35, etc.

## **II. Cases Cited by Examining Attorney are Inapposite, Incorrectly Described**

In response to the examples submitted with the First Office Action Response demonstrating that the USPTO has frequently registered marks for similar goods and/or services containing “MIX” or “RADIO” without requiring a disclaimer, the Examining Attorney cites to the registrations of the marks RADIOMIXER (reg. no. 1621760) and RADIOMIXERS (reg. no. 4177225) on the Supplemental Register (but without a disclaimer of “MIX” or “RADIO”) to support the conclusion that the wording “MIXRADIO” is descriptive of the Applicant’s Offerings. The argument fails given that, as the Examining Attorney acknowledged in the Final Office Action, “each case must be considered on its own merits.” In fact, this same observation is made in *In re Finisar Corp.* cited by the Examining Attorney. 78 USPQ2d 1618, 1621 (TTAB 2006) (“While uniform treatment is a goal, our task is to determine based on the record before us, whether applicant’s mark is merely descriptive.”). The Examining Attorney otherwise mischaracterizes this case and two others as supporting the probative value of the fact that the marks cited by the Examining Attorney were registered on the Supplemental Register. *See Instit. Nat’l des Appellations D’Origine v. Vintners Int’l Co.*, 958 F.2d 1574, 1581-82, 22 USPQ2d 1190, 1196 (Fed. Cir. 1992) (court cited to disclaimers entered in third party registrations without reference to registrations on the Supplemental Register); *In re Box Solutions Corp.*, 79 USPQ2d 1953, 1955 (TTAB 2006) (court considered third party marks registered with disclaimers, not registrations on the Supplemental Register); *In re Finisar Corp.*, 78 USPQ2d 1618, 1621 (examining attorney submitted evidence of third-party registrations on the Supplemental Register, to which the TTAB responded that “[t]he Board must decide each case on its own merits”). Moreover, the goods covered under Registration No. 1621760 (“audio mixing console”) are distinguishable from the type of goods and services covered by the Application and therefore has even less probative value in this instance.

## **III. Disclaimer Unnecessary Given Combination of Suggestive Term MIX With RADIO Into Compound Word**

In *In re Box Solutions Corp.*, the TTAB recognized that the proper outcome with regard to a compound word that combines a “an unregistrable component and a registrable component ... into a single word” is registration without disclaimer. 79 USPQ2d 1953, 1955 (TTAB 2006), *citing* TMEP § 1213.05(a) (4th ed. April 2005). The mark cited by the TTAB was ENERGYSOLUTIONS, Reg. No. 2881792, which was registered on the Principal Register without a disclaimer despite the fact that the mark covers computer software relating to the energy industry. The TTAB acknowledged the registration of this mark with approval, despite the fact that “the term ‘SOLUTIONS’ has been regarded as merely descriptive in a number of [other] third-party marks.” 79 USPQ2d at 1955. The same outcome is appropriate here. Even if Applicant conceded that “RADIO” is a merely descriptive term by itself, the Examining Attorney has not established that the term “MIX” is not suggestive as opposed to merely descriptive with regard to the Applicant’s Offerings.

As noted above, the Examining Attorney initially made no effort to define the meaning of the term “MIX” in the context of the Applicant’s Offerings, and in the Final Office Action, the Examining Attorney states merely that “MIX is defined as ‘a combination of different things.’” As such, the Examining Attorney has not established that “MIX” satisfies the criteria for a merely descriptive term as set forth in TMEP §1209.01(b). That is, the Examining Attorney has not put forth in what respect “MIX”

“describes an ingredient, quality, characteristic, function, feature, purpose, or use of the specified goods or services”, such as-- *inter alia*--“Online retail store services featuring music for download,” or “computer software for creating searchable databases of information and data for peer-to-peer social networking databases.”

#### **IV. Evidence of Third Party Use of MIX RADIO is of Limited Probative Value and/or Fails to Support Allegation that Wording is “Merely Descriptive”**

The Examining Attorney also cites to a number of third party websites purportedly to be using the wording “MIX RADIO” in a descriptive manner. However, upon inspection, the examples cited by the Examining Attorney show use of the wording either in the context of a third party’s own trademark use or by parties outside of the United States, therefore of limited probative value as to the descriptiveness of the wording to U.S. consumers.

- The website <http://www.a-1mix.com/> shows use of the term A-1 MIX RADIO as a trademark without descriptive use of the wording “MIX RADIO” apart from the mark.
- The website <http://blog.last.fm/2010/10/29/mix-radio-a-new-radio-station> shows use of the term MIX RADIO to describe a particular station and not in a descriptive manner. (Moreover, the comments to the blog post shown in the website indicate that third parties considered the mark distinctive of a particular service and not descriptive.)
- The Facebook page <https://www.facebook.com/themixradio/info> shows use of “THE MIX RADIO” and “THEMIXRADIO” as trademarks; moreover, the Facebook page relates to a UK-based radio station and therefore does not reflect on the descriptiveness of the term “MIX RADIO” (or, more properly, “THE MIX RADIO” as the term appears on the website) to U.S. consumers.
- The website <http://www.surfmusic.de/radio-station/80s-hot-mix-radio-dsl,5908.html> relates to a Paris-based “webradio station” and does not reflect on the descriptiveness of the term “MIX RADIO” (or, more properly, “80s HOT MIX RADIO” as the term appears on the website) to U.S. consumers.
- The Kickstarter page <https://www.kickstarter.com/projects/austinwiard7/my-mix-radio> shows use of the term MY MIX RADIO as a trademark without descriptive use of the wording “MIX RADIO” apart from the mark.
- The website <http://thegospelmixcd.com/gospelmixradio/> shows use of the term GOSPEL MIX as a trademark, along with the term “GOSPEL MIX RADIO”, clearly combining the owner’s GOSPEL MIX mark with the generic term “RADIO.”
- The website <http://www.liveonlineradio.net/philippines/love-mix-radio.htm> shows use of the term LOVE MIX as a trademark without descriptive use of the wording “MIX RADIO” apart from the mark.
- The website <http://www.windowsphone.com/en-us/store/app/deep-mix-radio/2593de24-c2bc-40fe-ae04-ee2d18a8a4e> shows use of the term DEEP MIX RADIO as a trademark without descriptive use of the wording “MIX RADIO” apart from the mark.
- The website <http://www.ksgm.com/> shows use of the term GOSPEL HARMONY MIX as a trademark, along with the term “GOSPEL HARMONY MIX RADIO”, clearly combining the owner’s GOSPEL HARMONY MIX mark with the generic term “RADIO.”

- The website <http://www.latinbayarea.com/article/latino-mix-radio-station-whats-really-going-on> shows use of the term LATINO MIX as a trademark for a (now closed) radio station, along with the term “LATINO MIX RADIO STATION”, clearly combining the owner’s LATINO MIX mark with the generic term “RADIO STATION.”

Thus, with all of the evidence presented by the Examining Attorney duly considered, it is clear that at the very least, reasonable people may differ as to the alleged descriptiveness of the term “MIX RADIO” with regard to Applicant’s Offerings. In such situations, it is well established that doubt as to the descriptiveness of the mark should be resolved in the applicant’s favor. *Morton-Norwich Products, Inc.*, 209 U.S.P.Q. 791 (TTAB 1981); *In re Gourmet Bakers*, 173 U.S.P.Q. 565 (TTAB 1972).

#### **V. The Mark is Closely Associated with Applicant and its Predecessor**

As the TTAB as observed, “The burden is initially on the United States Patent and Trademark Office to make a prima facie showing that the mark or word in question is descriptive from the vantage point of purchasers of applicant’s goods.” *In re Box Solutions Corp.*, 79 USPQ2d 1953, 1953 (TTAB 2006), *citing In re Merrill Lynch, Pierce, Fenner, and Smith, Inc.*, 828 F.2d 1567, 4 USPQ2d 1141, 1144 (Fed. Cir. 1987). Here, the Examining Attorney attempted to meet this burden by reference to evidence of actual goods and services offered by Nokia; however, such use--though neither necessary nor sufficient to establish the descriptiveness of a mark in the context of the application as filed--in fact reflects the close association between the Mark and the Applicant (or Nokia as predecessor-in-interest) “from the vantage point of purchasers of applicant’s goods.” *Id.*

As indicated by notice filed on August 14, 2014, the Mark has changed owners from Nokia Corporation to Microsoft Mobile OY, effective as of July 15, 2014. The use of the Mark in connection with Applicant’s Offerings has been well-publicized by both parties (*see* examples of promotional materials attached as Exhibit A) and has generated a significant amount of public recognition both by reporting media (*see* examples of media articles attached as Exhibit B) and consumer blogs (*see* example of consumer blog reviews and articles attached as Exhibit C). At the time of the change of ownership, Nokia was recognized as holding the second largest share in the global mobile-phone market (*see* Exhibit D, <http://www.cnet.com/news/nokia-hangs-on-to-second-place-in-mobile-phone-market/>). The move to Microsoft brought the MIXRADIO goods and services to even greater prominence, including a well-publicized partnership with Adidas (*see* Exhibit E, <http://www.engadget.com/2014/11/27/adidas-micoach-smart-run-mixradio/>). Most recently, the publicity surrounding the publicly announced plan to sell “[Microsoft’s] MixRadio Service” further underscores the close association the Mark has with Applicant in the eyes’ of its consumers ( *see, e.g.* Exhibit F, <http://www.theverge.com/2014/12/18/7415685/line-acquires-microsoft-nokia-mixradio>).

Thus, contrary to the Examining Attorney’s characterization of the actual goods and services offered by Nokia and the Applicant, such use of the Mark evidences the distinctive nature of the Mark in association with Applicant’s goods and services, not its alleged descriptiveness.

\* \* \*

For the foregoing reasons, Applicant respectfully submits that the disclaimer requirement for the wording “MIX RADIO” is unnecessary and inappropriate, and that it should be withdrawn by the Examining Attorney.

## CONCLUSION

The Applicant believes it has addressed all outstanding issues raised by the Examining Attorney in the Office Action. The Applicant therefore respectfully requests that the Application be approved for publication. Should any questions remain with respect to the above, please contact the Attorney of Record.

### EVIDENCE

Evidence in the nature of Exhibits A through F has been attached.

**Original PDF file:**

[evi\\_66192178162-20141226231426703881\\_ . Exhibit A 1 MixRadio .pdf](#)

**Converted PDF file(s)** ( 1 page)

[Evidence-1](#)

**Original PDF file:**

[evi\\_66192178162-20141226231426703881\\_ . Exhibit A 2 MixRadio North America Facebook .pdf](#)

**Converted PDF file(s)** ( 8 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)

[Evidence-8](#)

**Original PDF file:**

[evi\\_66192178162-20141226231426703881\\_ . Exhibit A 3 MixRadio - Microsoft - USA .pdf](#)

**Converted PDF file(s)** ( 10 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)

[Evidence-8](#)

[Evidence-9](#)

[Evidence-10](#)

**Original PDF file:**

[evi\\_66192178162-20141226231426703881\\_ . Exhibit A 4 MixRadio app for Windows in the Windows Store .pdf](#)

**Converted PDF file(s)** ( 2 pages)

[Evidence-1](#)

[Evidence-2](#)

**Original PDF file:**

[evi\\_1-66192178162-](#)

[20141226231426703881\\_. \\_Nokia Lumia Enjoy the best music with MixRadio - YouTube .pdf](#)

**Converted PDF file(s)** ( 2 pages)

[Evidence-1](#)

[Evidence-2](#)

**Original PDF file:**

[evi\\_66192178162-20141226231426703881\\_. Exhibit A 6 Nokia MixRadio with Play Me -  
\\_for Nokia Lumia .pdf](#)

**Converted PDF file(s)** ( 7 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)

**Original PDF file:**

[evi\\_66192178162-20141226231426703881\\_. th Play Me your phone just got psychic -  
\\_Lumia Conversatio .pdf](#)

**Converted PDF file(s)** ( 5 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

**Original PDF file:**

[evi\\_66192178162-20141226231426703881\\_. Exhibit A 8 discover-new-music-priyanka-chop .pdf](#)

**Converted PDF file(s)** ( 3 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

**Original PDF file:**

[evi\\_66192178162-20141226231426703881\\_. Exhibit B 1 nokia-mix-radio-will-be-a-key-  
contribu .pdf](#)

**Converted PDF file(s)** ( 3 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

**Original PDF file:**

[evi\\_66192178162-20141226231426703881\\_. Exhibit B 2 Nokia MixRadio milestones .pdf](#)

**Converted PDF file(s)** ( 5 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

**Original PDF file:**

[evi\\_66192178162-20141226231426703881\\_. \\_Exhibit\\_C\\_1\\_\\_can\\_we\\_rec\\_.pdf](#)

---

**Converted PDF file(s)** ( 1 page)

[Evidence-1](#)

**Original PDF file:**

[evi\\_66192178162-20141226231426703881\\_.Exhibit\\_C\\_2\\_Nokia\\_MixRadio\\_milestones\\_.pdf](#)

**Converted PDF file(s)** ( 5 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

**Original PDF file:**

[evi\\_66192178162-](#)

[20141226231426703881\\_.it\\_C\\_3\\_Here\\_s\\_why\\_Nokia\\_MixRadio\\_is\\_the\\_best\\_music\\_service\\_.pdf](#)

**Converted PDF file(s)** ( 5 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

**Original PDF file:**

[evi\\_66192178162-20141226231426703881\\_.C\\_4\\_Nokia\\_MixRadio-](#)

[a\\_personalized\\_music\\_streaming\\_service\\_.pdf](#)

**Converted PDF file(s)** ( 4 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

**Original PDF file:**

[evi\\_66192178162-20141226231426703881\\_.Exhibit\\_D\\_nokia-hangs-on-to-second-place-in-mobi\\_.pdf](#)

**Converted PDF file(s)** ( 4 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

**Original PDF file:**

[evi\\_66192178162-20141226231426703881\\_.Exhibit\\_E\\_Adidas\\_adds\\_Microsoft\\_s\\_MixRadio\\_.pdf](#)

**Converted PDF file(s)** ( 1 page)

[Evidence-1](#)

**Original PDF file:**

[evi\\_66192178162-20141226231426703881\\_.Exhibit\\_F\\_line-acquires-micros\\_.pdf](#)

**Converted PDF file(s)** ( 3 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

**SIGNATURE(S)**

**Request for Reconsideration Signature**

Signature: /John P. Halski/ Date: 12/30/2014

Signatory's Name: John P. Halski

Signatory's Position: Attorney of Record, Washington State bar member

Signatory's Phone Number: 206-359-3881

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

The applicant is filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 79137054

Internet Transmission Date: Tue Dec 30 14:24:17 EST 2014

TEAS Stamp: USPTO/RFR-66.192.178.162-201412301424174

36082-79137054-50013113988a886ed431c9691

71b70c1ace6f5c28e4c8ca34a93454b29389f6a3

-N/A-N/A-20141230122036202050



Enjoy free and easy streaming music, thousands of hand-crafted mixes, take mixes offline and more.

MixRadio works with...



# facebook

Email or Phone  Password

Keep me logged in [Forgot your password?](#)

## MixRadio North America is on Facebook.

To connect with MixRadio North America, sign up for Facebook today.

[Sign Up](#) [Log In](#)

### MixRadio North America

Podcast Service  
and more from MixRadio

**Timeline selected** | About | Photos | Likes | More

PEOPLE >

673,969 likes

ABOUT >

- Your own personal radio station in the USA and Canada.  
A free music service from Microsoft.
- <http://www.mixrad.io/>

APPS

**EXPERIENCE**  
Nokia MixRadio **Experience MixRadio**

**DISCOVER**  
Nokia MixRadio **Discover Nokia MixRadio**

**Nokia MixRadio**  
VIDEOS **Nokia MixRadio Videos**

PHOTOS >

**MixRadio North America**  
2 hrs · 🌐

Having guests over this Christmas eve? Put on our Christmas Jazz mix for your soirée: [mixrad.li/1FNRRINH](http://mixrad.li/1FNRRINH)

Christmas jazz  
**The Christmas Song (Chestnuts Roasting On An Open Fire)**  
Celine Dion

Like · Comment · Share · 🍷 5

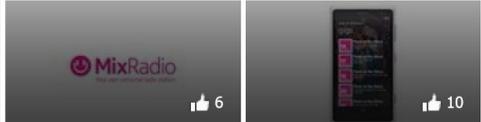
**MixRadio North America**  
Yesterday at 12:30pm · 🌐

As we get closer to Christmas, let our Country Christmas mix get you in the holiday spirit: <http://mixrad.li/12hh3Ua>

Country Christmas  
**Baby, It's Cold Outside**  
Lady Antebellum



VIDEOS



NOTES

**Your 2014 Favorite Songs Giveaway. Tweet to Win Swe...**  
Yesterday

**Christmas Giveaway. RT to Win Sweepstakes.**  
December 17

**Country Music Prize Pack! RT To Win Sweepstakes Rules**  
November 1

POSTS TO PAGE



**P.WIN**

Today at 1:14pm

merry xmas thx for the support!  
<http://www.mixrad.io/de/en/products/krazy/get-em-buck-feat-dkiii-p-win-parlay/72078341/>

Like · Comment · Share 5 1 1 Share



**Iv Paradis**

December 12 at 10:02am

<https://www.youtube.com/watch?v=bzXW6qI44tg>

Like · Comment · Share



**Iv Paradis**

December 12 at 10:02am

<https://www.youtube.com/watch?v=bzXW6qI44tg>

Like · Comment · Share 4 1



**MixRadio North America**

December 22 at 1:00pm

Pop stars love doing new versions of Christmas classics. Discover a new festive cover with our Christmas mix: <http://mixrad.li/1C9yQvc>



Like · Comment · Share 4



**MixRadio North America**

December 21 at 1:00pm

St. Vincent's album is considered one of the years best. Check out her Chosen By mix: <http://mixrad.li/1xu3mOF>



Like · Comment · Share 3



**MixRadio North America**

December 20 at 12:30pm

Do you love Christmas carols but don't want them at your door? We have the mix for you: <http://mixrad.li/1z5RanL>



Like · Comment · Share

LIKED BY THIS PAGE



AndrewAndrew



Dj Abrantee

English (US) · Privacy · Terms · Cookies · Advertising · More  
Facebook © 2014

Like · Comment · Share · 3



MixRadio North America

December 19 at 12:30pm · 🌐

From Mariah Carey to Run DMC, hip hop & R&B artists have recorded classic Christmas songs. Listen to our festive mix: <http://mixrad.li/1wGD0Hr>



Like · Comment · Share · 5



MixRadio North America

December 18 at 1:00pm · 🌐

Motown made some classic Christmas songs. Go back in time with our Christmas Motown mix: <http://mixrad.li/13yT3fj>



Like · Comment · Share · 1



MixRadio North America

December 18 at 10:30am · 🌐

It's the season of giving so we have a fun present for our fans. Be sure to follow us on Twitter @MixRadioNA for a chance to win. Rules: <http://on.fb.me/1GtJqNf>



Like · Comment · Share · 11 2



**MixRadio North America**

December 18 at 8:12am · 🌐

Big news from MixRadio today... <http://lumiaconversations.microsoft.com/.../mixradio-and-lin.../>



Like · Comment · Share · 🍷 6



**MixRadio North America**

December 17 at 4:00pm · 🌐

ILoveMakonnen burst onto the scene in 2014. Hear his song "Tuesday" & other 2014 rap hits. <http://mixrad.li/1Gt3Q92>



Like · Comment · Share · 🍷 3



**MixRadio North America**

December 17 at 12:30pm · 🌐

Hitting the road to see friends or family this holiday season? Blast our Classic Rock Roadtrip mix on the way there: <http://mixrad.li/137EZZB>



Like · Comment · Share · 🍷 5



**MixRadio North America**

December 16 at 12:15pm · 🌐

As you check out all the Christmas displays with your loved ones, let our Classical Christmas mix accompany you: <http://mixrad.li/1wzCL13>



Like · Comment · Share · 👍 4



**MixRadio North America**

December 15 at 12:15pm · 🌐

Time to bring it back to when soul music dominated the charts with our Soul Classics mix: <http://mixrad.li/1zW2nV5>



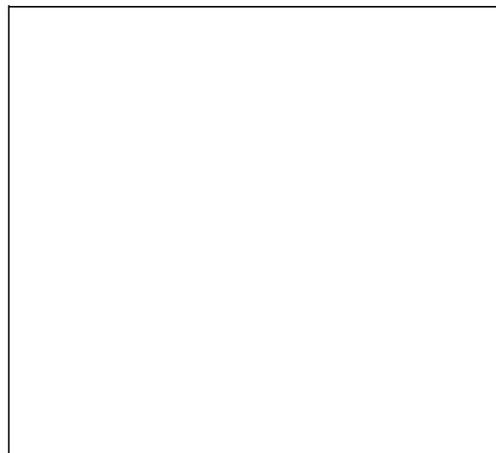
Like · Comment · Share · 👍 5



**MixRadio North America**

December 14 at 1:01pm · 🌐

ICYMI, fan Alex Long won our recent contest and now you can find his Music for the Soul mix featured. Check it out: <http://mixrad.li/1yxIsiV>



FEATURED/À LA UNE

# mixes

Tap to play or press and hold to make available offline.



Like · Comment · Share · 6

 **MixRadio North America**  
December 13 at 12:01pm ·

In 2013, did you know @Hozier would become a star? Use our Ones to Watch mix to prepare for 2015: <http://mixrad.li/12T1EbW>



Like · Comment · Share · 4

 **MixRadio North America**  
December 12 at 12:15pm ·

Curious what that song featured on your favorite show was? Our "As Heard on TV" mix can solve that for you: <http://mixrad.li/1zpXdSG>



Like · Comment · Share · 4



**MixRadio North America**

December 11 at 4:00pm · 🌐

Remove the stress from your holiday party planning. Here's a useful list of do's and don'ts, including music. <http://bit.ly/1zBRppm>



This Year, Make Merry Without Stress with These Party Do's and Don'ts

Achievement unlocked: this is the year you host an actual holiday party at your home like a real, live adult. But before you start decking your... [microsoft-lumia.kinja.com](http://microsoft-lumia.kinja.com) | By Anna Schumacher for Microsoft

Like · Comment · Share · 🍷 4



**MixRadio North America**

December 11 at 12:15pm · 🌐

Let's travel back 50 years and get groovy with our "Best of the 60's" mix: <http://mixrad.li/1yQpz8M>



Like · Comment · Share · 🍷 6



**MixRadio North America**

December 10 at 12:30pm · 🌐

Have you heard the new The Official K. Michelle Fan Page single "Love Em All?" Now you can and other new music on our "New Music" mix: <http://mixrad.li/1zqbuih>





Like · Comment · Share · 3



**MixRadio North America**

December 9 at 12:00pm ·

Hosting a holiday party and not sure on music? Our Christmas jazz mix is the perfect choice: <http://mixrad.li/1FNRINH>



Like · Comment · Share · 4 1

See More Stories ▾

EARLIER IN 2014

HIGHLIGHTS ALL STORIES ▾

See More Stories ▾



# MixRadio

Your own personal radio station



Downloads

Features

Get MixRadio for your Lumia

 [Get the app](#)

Don't have a Lumia?

 [Listen now at www.mixrad.io](http://www.mixrad.io)

# Stream music for free with MixRadio

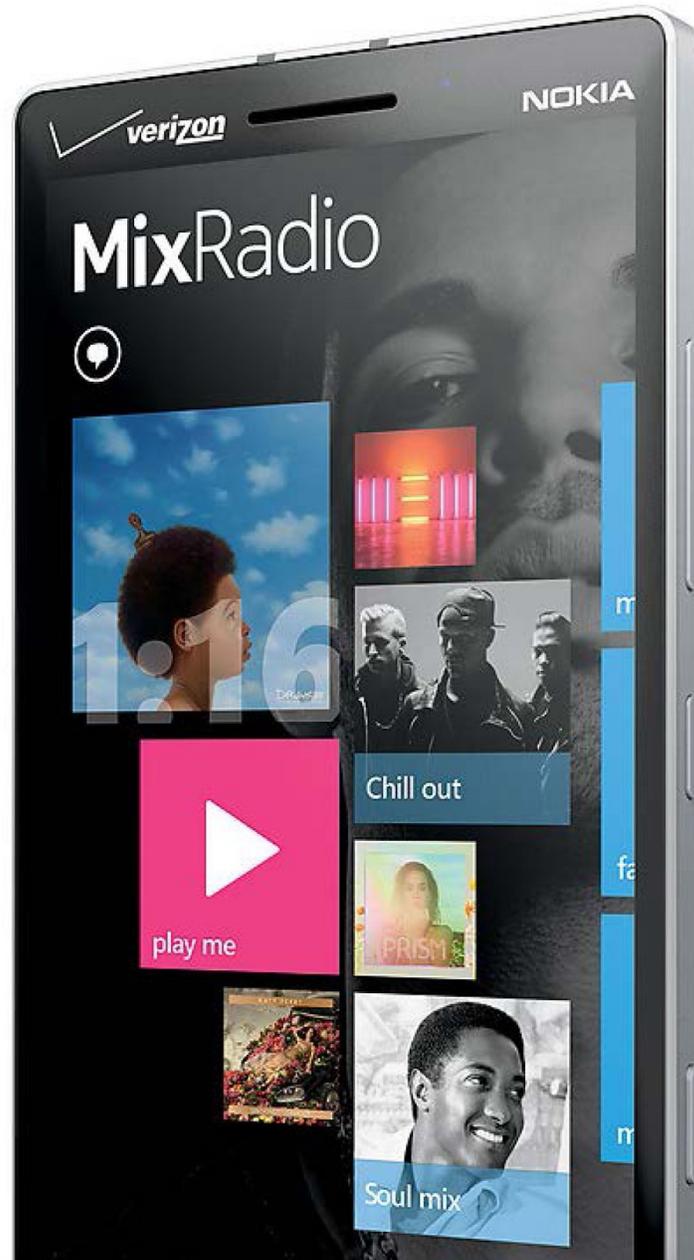
Imagine a radio station that seems to always know the music you want to hear. Enter MixRadio: a music app that personalizes mixes to suit your tastes. The more you listen, the more personal your listening experience becomes. All this for free, without the hassle of signing up or the interruption of ads.

➔ [Stream free music now](#)



# Just press play

Play Me is where you'll find a fresh new mix of music, customized to your own music taste. Just tell us a few of your favorite artists, we'll do the rest. Personalize your Play Me mix even more by tapping the thumbs up and thumbs down icons. Not available on Asha smartphones.



# Music anywhere, anytime

Have a long commute or road trip? Avoid data costs while on the go by downloading your mixes onto your Lumia for offline play – no data connection

required. Store up to four mixes at any time to access hundreds of tunes with the tap of a finger.

Looking for inspiration? Try a

# ready-made mix

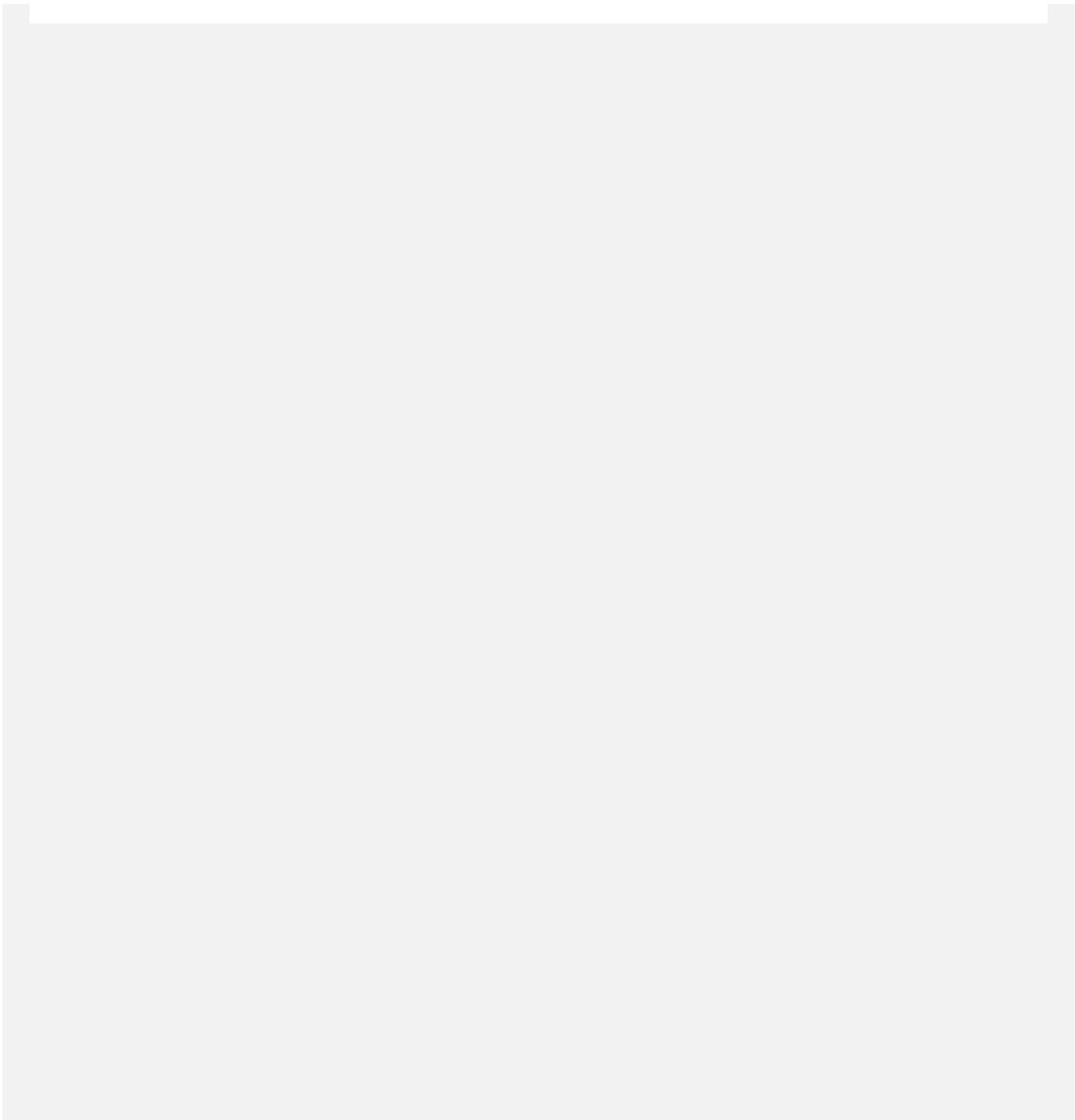
MixRadio is filled with mixes put together by our team of global music experts – as well as by some of the world's most popular stars like Rihanna, Lady Gaga and Above & Beyond. Whether you're looking for a new soundtrack for your workout or for the perfect party playlist, our mixes have you covered.

# Share the love

When you've discovered some mixes you love, let those closest to you know by sharing them on Facebook, Twitter and more. Your friends will be able to listen to

your favorite mixes.

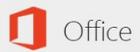
Enjoying the free version of MixRadio? Then give MixRadio+ a spin. For just a small monthly fee, you get premium benefits like unlimited track-skipping, unlimited offline mixes, high-quality audio over Wi-Fi and more.



Product sites



Windows



Office

Mobile devices

All devices

Accessories

-  Surface
-  Windows Phone
-  Mobile devices
-  Xbox
-  Skype
-  MSN
-  Bing
-  Microsoft Store

- All accessories
- Speakers
- Headsets
- Car and navigation
- Cases and covers
- Power and data
- Apps
- Apps for Lumia
- Support
- Overview
- Popular resources
- People & Planet
- Press
- Contact
- Microsoft Mobile Trademarks
- Microsoft Mobile Privacy Policy
- Microsoft Mobile Cookie Policy

 United States - English

**Microsoft**

[Contact us](#) [Privacy & Cookies](#) [Terms of use](#) [Trademarks](#) [About our ads](#) © 2014 Microsoft



# MixRadio



Free ★★★★★ 11

Published by Microsoft Mobile.  
Copyright © 2014 Microsoft Mobile. All rights reserved.

Category Music & Video / Music  
Approximate size 2.7 MB  
Age rating 16+

Get Windows 8.1 to run this app.  
[Learn more](#)

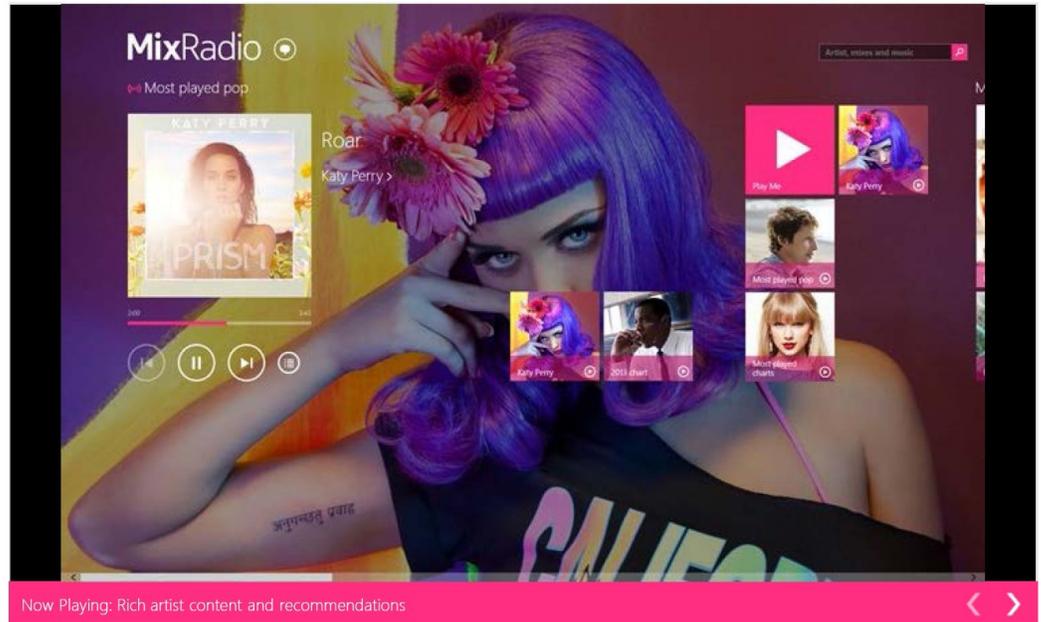
## More apps by Microsoft Mobile.



★★★★★ No rating  
Free  
**Connected Stories**



★★★★★ No rating  
Free  
**Microsoft Data Gateway**



## Description

MixRadio for Windows 8 is a complete playback and discovery experience for MixRadio+ subscribers and Lumia tablet owners.

MixRadio is your own personal radio station. It will learn your taste in music and give you just the right songs at just the right time.

Fancy something a bit different? Choose from hundreds of hand-crafted Mixes (playlists of songs curated by our Mix Masters) or create your own simply by telling us a few of your favourite artists.

And if you want to save your internet connection or even enjoy music when not connected, Mixes can be downloaded to your PC or tablet for listening when you're out and about.

MixRadio+ subscription required (free trial available, no credit card required). Lumia tablet owners can enjoy MixRadio free-of-charge.

[Show more](#)

## Features

- Play Me: Your own personal radio station. Created just for you.
- Mixes: Hundreds of hand-crafted playlists across every genre you're interested in. From Pop to Dub, Blues legends, Ragga, Indietronica, and loads more - we've got the lot.
- Offline Mixes: Download your favourite mixes to listen when you're not connected to the internet.
- New Releases from your Favourite Artists: Stay one step ahead. When any of your favourite artists release something new or go on tour, we'll let you know.
- MP3 Playback: Queue and listen to your own music. Put it in your Music library and we'll pick it up. Get Mix recommendations and artist information.
- Artist Mix: Tell us up to three of your favourite artists and we'll make you a mix featuring those and other similar artists.
- Artist Page: Found someone new? Learn all about them with our artist pages. Biogs, featured mixes, tweets, gigs, similar artists and artist image galleries.

- Supports MixRadio+, an enhanced music service which includes higher quality audio, unlimited track skips, unlimited offline mixes, [Learn more](#)

## Details

### Notes

MixRadio is now even better, as it comes with our brand-spanking new Play Me button. It's bright pink, it says 'Play Me' and it plays music you'll love - what could be better than that, you lucky people?

You can tweak the personalised music profile Play Me is based on by clicking the thumbs up and down buttons, favouriting artists and skipping songs.

We'd love to hear what you think of MixRadio for Windows 8. Get in contact via our Facebook pages, or tweet us @MixRadio. [Show more](#)

## Languages

English (United Kingdom) and 22 other languages  
[Show all languages](#)

## Supported processors

x86, x64, ARM

## Learn more

[MixRadio website](#)

[MixRadio support](#)

## Additional terms

[Microsoft Mobile. privacy policy](#)

[Microsoft Mobile. license terms](#)

## Related apps



Free ★★★★★ 1  
**Simple Music Player**  
Music & Video



Free ★★★★★ 2  
**Music DJ**  
Music & Video



Free ★★★★★ No rating  
**Stereo**  
Music & Video



Free ★★★★★ 13  
**Hot Music Videos**  
Music & Video



€3.49 ★★★★★ 9  
**outcoldplayer**  
Music & Video



Free ★★★★★ 3  
**MP3 Search**  
Music & Video



Upload



# Nokia Lumia: Enjoy the best music with MixRadio



Nokia Support Videos

39,032

9,779

Published on Mar 5, 2014

Learn about the features of Nokia MixRadio. In this video you'll learn how to use the new play me feature, make mixes available of offline listening and how to buy music from the Nokia Music service. For more information go to <http://www.nokia.com/support>

Music "Hold On, We're Going Home" by Drake (Google Play • iTunes • AmazonMP3),

No comments yet



Share your thoughtsOpening...

## Stream



**Nokia Lumia: Personalise your phone**

by Nokia Support Videos  
7,677 views



**Nokia Lumia: Edit your photos**

by Nokia Support Videos  
20,163 views



**Nokia Lumia: Discover new music**

by Nokia Support Videos  
10,271 views



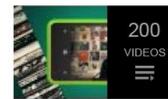
**(Arabic) Nokia Lumia: Manage your kid's**

by Nokia Support Videos  
1,135 views



**One Drive & Nokia Mix Radio in Asha Software Update**

by WPXBOX  
6,021 views



**Popular MixRadio Videos**

by MixRadio - Topic



**How to use Here Maps in Offline Mode on Windows**

by WPXBOX  
46,976 views



**Nokia MixRadio - Your Personal Radio Station**

by Nokia  
12,294 views



**Battle Vid: iPhone 6 vs Lumia 930**

by Booredatwork.com  
235,489 views



**Nokia Lumia 925 Review**

by MobileTechReview  
261,607 views



**Nokia Lumia 925 Hammer & Knife Test**

by TechRax  
2,526,569 views



**MixRadio on Nokia Lumia 730**

by Techniqued  
1,622 views



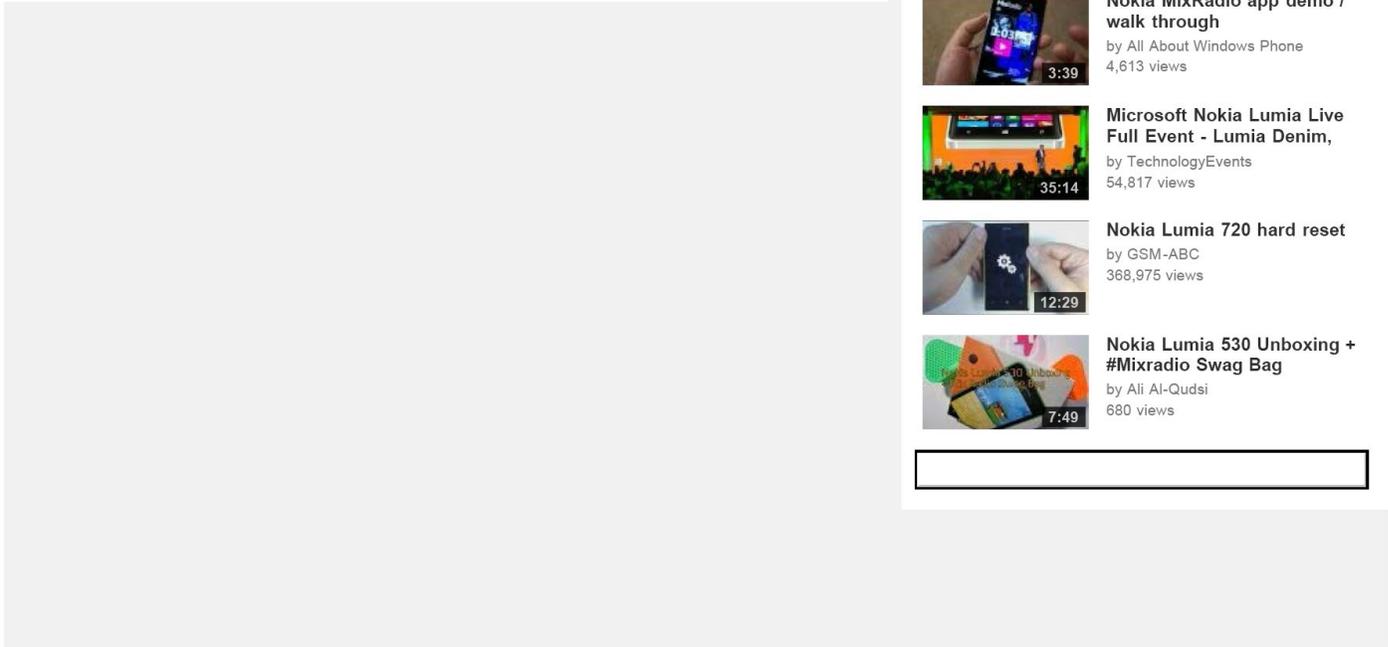
**How to Unlock Nokia Lumia 520 FREE**

by Valerio Rosii  
27,569 views



**Nokia Lumia 635 Review**

by MobileTechReview  
187,461 views



**Nokia Lumia 730 Dual Sim Unboxing & Hands On**

by Anindya Mukherjee  
35,910 views



**Nokia Lumia 930 Honest Review**

by Stephen Ambruzs  
173,923 views



**Nokia MixRadio app demo / walk through**

by All About Windows Phone  
4,613 views



**Microsoft Nokia Lumia Live Full Event - Lumia Denim,**

by TechnologyEvents  
54,817 views



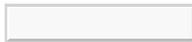
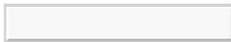
**Nokia Lumia 720 hard reset**

by GSM-ABC  
368,975 views



**Nokia Lumia 530 Unboxing + #Mixradio Swag Bag**

by Ali Al-Qudsi  
680 views





## Lumia Conversations



### News



## Nokia MixRadio: Personalized, Simple, Social and Free

11189 93 0



Published by [Ian Delaney](#) November 21, 2013

Nokia has launched MixRadio with the new Play Me feature in 31 countries around the World. MixRadio provides a free music streaming service that learns from your listening habits to give you a personalized radio station at the touch of a button.



We think Nokia MixRadio is the easiest-to-use music service you'll ever try, and the most personalized.

"Nokia MixRadio marries simplicity with an incredible level of personalization, for a mobile-first approach that will help everybody, not just the avid music fan, to enjoy and discover new music," says Jyrki Rosenberg, VP and Head of Nokia Entertainment.

## **Personalize your listening experience with 'Play Me'**

"We've taken simplicity to the next level". MixRadio builds on the acclaimed Nokia Music streaming service that launched two years ago to streamline your experience of discovering new music on the go. The new "Play Me" button helps you get to personalized content even faster, at the single touch of a button from the landing screen in fact. And it means that every user will now have their own music listening experience.

You can easily personalize – and customize – your MixRadio listening with a simple 'thumbs up' or 'thumbs down', and artist 'favourite' features. MixRadio learns as you listen, combining your own collection, preferences and listening habits to fine-tune your mixes from a catalogue of over 26 million tracks.

"It's as easy as turning on the radio, but you're in control – just one touch of Play Me provides people with their own personal radio station – you can skip songs, as well as build your station around your likes and dislikes with the thumbs up and down feature," says Jyrki.

"Under its simple, easy-to-use exterior, there's a lot going on that removes the hassles of music discovery for people and brings the music right to the front". MixRadio uses sophisticated algorithms to find matches for your tastes, taking into account your listening history, your country and even the time of day. It draws from billions of data points from millions of current users and learns more from every user every day.

---

Jyrki  
tells us

that future development will refine this even further, taking into account exactly where you are, automatically providing different mixes for the gym, the office or the morning commute, for example.

MixRadio also provides hundreds of expert and celebrity curated

mixes, giving you choices from across every genre and period. Your Mixes can be saved for offline listening for those times when you don't have a data connection such as underground travel, and of course to help reduce data use and costs.

Oh, and one more thing: MixRadio is completely free of advertising, and requires no subscription.

## Get social with new 'MixSharing' feature

Music legend Nile Rogers, the musician behind Chic and Daft Punk's global hit "Get Lucky", joins Nokia MixRadio for the launch event in New York today, where he announces a series of exclusive mixes he has created and shared through the new "MixSharing" feature. Using this feature, you can share three full tracks of a mix with your friends via social media or SMS, which can be listened to online at [mixrad.io](http://mixrad.io), free of charge.

"Radio has always been the way most people discover new music, but the format hasn't really changed since the 50's. I love MixRadio because it's radio for the digital generation, simple, immediate and unique," says Nile. "And the MixSharing feature means people can create and transmit their own radio station! More people discovering great music is always a good thing."

The free Nokia MixRadio with Play Me is now available to Nokia Lumia owners in 31 countries\*, making it the most global personalized streaming service in the world. You can find MixRadio in the [Windows Phone Store](#). It works on Nokia Lumia smartphones with Windows Phone 8.

---

## Want a premium experience?

Want more? Then step up to Nokia MixRadio+. For only \$3.99 (USD) per month, Nokia MixRadio+ adds even more features to the service, including: unlimited downloads for offline use; unlimited skips; more sound options; Lyric streaming for many songs; and multi-device use, including access via the Web, tablet and more.

If you want more detail about MixRadio, you can learn more about the new update by tuning into the [launch event on Facebook](#) at 10AM Eastern Standard Time (GMT+5).

*\* Nokia MixRadio is now available in the following countries: Australia, Austria, Brazil, Canada, China, Finland, France, Germany, India, Indonesia, Ireland, Italy, Malaysia, Mexico, Netherlands, Norway, Poland, Portugal, Russia, Saudi Arabia,*

South Africa, Singapore, Spain, Sweden, Switzerland, Thailand, Turkey, United Arab Emirates, United Kingdom, United States, and Vietnam.

**Download MixRadio**  
Scan with your Lumia

**Tags** [MixRadio](#) [Nokia Music](#) [Play Me](#)

### RELATED ARTICLES

**News**

MixRadio and LINE make sweet music



0

**Features**

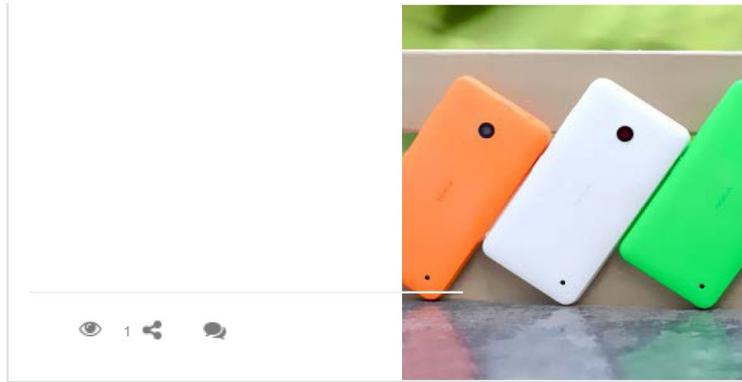
Turn your Lumia into a jukebox with these holiday music mixes



0

**Features**

Windows Phone apps for India's Independence Day



0 Comments

Lumia Conversations

Login ▾

Sort by Newest ▾

Share  Favorite



Start the discussion...

Be the first to comment.

ALSO ON LUMIA CONVERSATIONS

**Our 5 favourite new  
Windows Phone apps of the**

6 comments · 4 days ago ·

**The fab 14: Vote for the  
Connects Personality of the**

39 comments · a day ago ·

**Chef Vikas Khanna and his**

**Lumia Denim takes imaging**

Downloads

Download Centre

Windows downloads

- [Update to Windows 8.1](#)
- [Free downloads](#)
- [Internet Explorer](#)
- [Office downloads](#)
- [Drivers \(sound, printer, USB, more\)](#)

## Support

- [Support home](#)
- [Microsoft Security Essentials](#)
- [Windows Update: Service packs & fixes](#)
- [Windows help & how-to](#)
- [Office \(Outlook, Excel, more\)](#)

## About

- [Microsoft](#)
- [Microsoft Account](#)
- [Careers](#)
- [Company news](#)
- [Site map](#)

## Popular resources

- [Windows Phone smartphones](#)
- [Windows Phone apps and games](#)
- [Free Office Templates](#)
- [Free Office training](#)
- [Office 365](#)
- [PC](#)
- [Microsoft Dynamics CRM](#)
- [Windows RT](#)
- [Windows Apps](#)





## Lumia Conversations



### Features



## Nokia MixRadio with Play Me: your phone just got psychic

3169 22 0



Published by [Ian Delaney](#) December 04, 2013

The new [Nokia MixRadio](#) has been designed to make it quicker and easier to get to music that you love. Just open the app, hit 'Play Me', and it'll keep you entertained providing your own personal radio station with just one click.



But making things that are simple and do a good job usually involves an enormous amount of complexity in the background.

Play Me is no exception. What happens when you press the button?

It builds on your existing music collection and listening habits with music from the massive Nokia Music library bringing you the music you already love, as well as curating the discovery of new music, without the cost and time you usually associate with doing this.

## Knowing me, knowing you

---

And every time you interact with the service, it learns a little more about you. If you favourite an artist, download and play a Mix, or if you give a particular track a 'thumbs-up', then it learns from that. If you give a 'thumbs-down' because it's playing something you hate, then it also learns to ensure your personal radio station keeps getting better.

Play Me will start with tracks from your favourite artists and then broaden out to allow you to hear more of the music you like. To get the best experience, keep giving thumbs – up and down – to the tracks you hear and add new artists you like to your list of favourites. Maybe remove the ones you're tired of. The more clues you give to the system, the better job it will do of finding tracks you like.

## Let me entertain you

---

As the service gets to know you, it will also experiment with the songs it provides to and help broaden your musical horizons. MixRadio is like regular music radio in that it introduces you to new music, but it works from a good idea of what you like and builds on that, without the annoying adverts too.

If you don't like the track, you simply press the 'thumbs-down' button. You can also just hit the 'Play me' button again, and it will start again with a new mix, seeded from something else you enjoy.

New to this latest version of the app is the ability to share music (three full tracks of a mix), via social networks, email or SMS. This shares the custom Mix you're listening to, with the various taste parameters you've used to create it, so your friends can listen in,

whatever their chosen device or platform.

[Here's an example](#). Can you guess the three artists I used to create it?

**Download MixRadio**  
Scan with your Lumia

**Tags** MixRadio Music Play Me

### RELATED ARTICLES

**News**  
MixRadio and LINE make sweet music



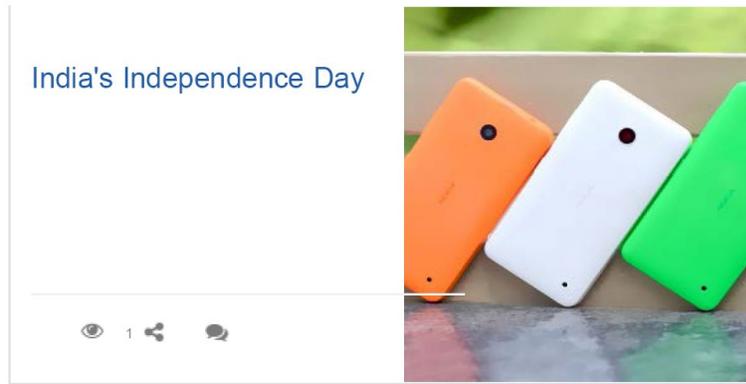
0

**Features**  
Turn your Lumia into a jukebox with these holiday music mixes



0

**Features**  
Windows Phone apps for



0 Comments

Lumia Conversations

Login ▾

Sort by Newest ▾

Share  Favorite



Start the discussion...

Be the first to comment.

#### Downloads

[Download Centre](#)

[Windows downloads](#)

[Update to Windows 8.1](#)

[Free downloads](#)

[Internet Explorer](#)

[Office downloads](#)

[Drivers \(sound, printer, USB, more\)](#)

## Support

[Support home](#)

[Microsoft Security Essentials](#)

[Windows Update: Service packs & fixes](#)

[Windows help & how-to](#)

[Office \(Outlook, Excel, more\)](#)

## About

[Microsoft](#)

[Microsoft Account](#)

[Careers](#)

[Company news](#)

[Site map](#)

## Popular resources

[Windows Phone smartphones](#)

[Windows Phone apps and games](#)

[Free Office Templates](#)

[Free Office training](#)

[Office 365](#)

[PC](#)

[Microsoft Dynamics CRM](#)

[Windows RT](#)

[Windows Apps](#)

[About](#)

[New privacy](#)

[Terms](#)

[Comments Policy](#)

[Cookies](#)

[Languages](#)

**Micro**

© 2014 Microsoft Corporation. All rights reserved.

amazon.com

Best-Selling Bluetooth Headsets



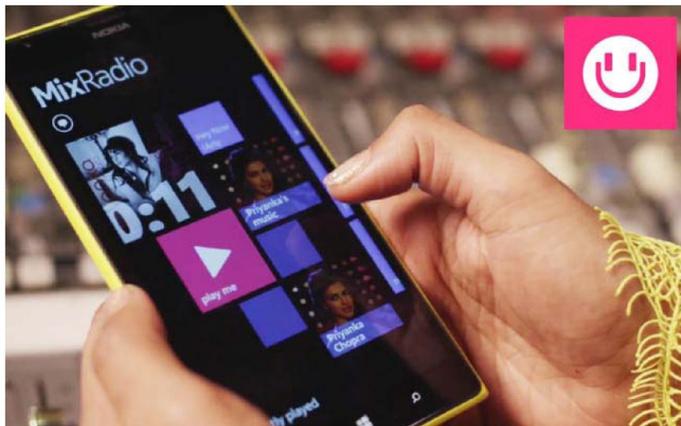
> Learn more

Homepage » Lumia series » Discover New Music: Priyanka Chopra Talks About Nokia MixRadio in Latest Video Ad!

Follow Us

# Discover New Music: Priyanka Chopra Talks About Nokia MixRadio in Latest Video Ad!

BY ROMEO FAJARDO, JR. - MAY 15, 2014 4:57 AM - 0 COMMENTS



In the continuous effort in promoting Nokia MixRadio, Microsoft Mobile had posted a new video endorsement featuring popular Indian actress, model, and singer Priyanka Chopra. We recently wrote about her as her latest music video also included the appearance of the Nokia Lumia 1020. Now, in her interview with the Nokia MixRadio team, Priyanka shares about her music influences, her recent collaboration with rapper Pitbull, and what are her favorite songs that she had included into her Bollywood Mix on Nokia MixRadio.

Watch the video below and be amazed of the beauty of Priyanka Chopra and her Lumia 1520.

 Subscribe to our RSS FEED	 Follow us on TWITTER
 Adding us on FACEBOOK	 Circle us on GOOGLE+



 Popular	 Recent
--	---

-  Tutorial: Manual Upd to Windows Phone ; via Nokia Care Suite (updated links)  
FEB 17, 2013
-  Nokia Lumia 820 Review: Power Phor an Affordable Price  
JUN 3, 2013
-  Nokia Lumia 720 Review: Mid-Range Perfection  
JUL 7, 2013
-  Rumor: Nokia to Unv Solar-Charging Phor Screens at MWC 20:  
FEB 17, 2013



Nokia MixRadio is also having a contest in their Facebook page where a lucky user can win the same Lumia 1020 that Priyanka used in the music video of her smash hit "I Can't Make You Love Me". She had also signed the phone and even recorded a video message, just for the winner of the contest! Aside from that, the winner will also win a Nokia MixRadio goodie bag and a one year subscription to Nokia MixRadio+!

Head down to the [Nokia MixRadio Facebook](#) page now and who knows, you could be the winner that they are all waiting for! Also, download the Nokia MixRadio app now by scanning the QR code below or by going straight to the [Windows Phone Store!](#)



Share this:



Like this:

Loading...



Post Tags: Lumia, mixradio, Nokia, priyanka chopra



**Romeo Fajardo, Jr.**

News Editor, Nokia Fanboy, Aspiring Photographer, Harry Potter Know-it-All, Anime and Tokusatsu addict. Follow him on [Twitter](#) and [Instagram](#) Ciao!

## Facebook



## Subscribe to our Newsletter!

Enter your email address to subscribe and receive notification of new posts by email.

Join 491 other subscribers

Email Address

## Unboxing Video



## Related Posts

Nokia Sirius is Lumia 2520 Tablet?

Nokia Lumia Windows Phone 8 : The Rise of the Titans

Nokia Lumia 925 Ad Showing Off its Precise 6-Lens Zeiss

0 Comments

Nokia Revolution

Login

Sort by Newest

Share Favorite



Start the discussion...

Be the first to comment.

Subscribe

Add Disqus to your site

Privacy

DISQUS

Copyright © 2012 Nokia Revolution. All Rights Reserved.

Powered by Wordpress. Shared by ThemeHunter.



### LATEST TWEETS

Follow on Twitter

### SOCIAL MEDIA



Rss Feed



Twitter



Facebook



Google+



Pinterest

Terms of Service

Privacy Policy

Contact Us

T-Mobile **UNLIMITED 4G LTE DATA**  
2 LINES FOR \$100 **SWITCH TODAY**  
Ltd time only; subject to change. Tax & fees add'l.

CNET > Mobile > Nokia Mix Radio will be a 'key contributor' to Microsoft, says Nokia exec

# Nokia Mix Radio will be a 'key contributor' to Microsoft, says Nokia exec

Nokia's Mix Radio music service will be an important product to Microsoft, explains Nokia's VP of entertainment in an interview with CNET

by Andrew Hoyle [@batteryhq](#) / February 25, 2014 10:59 AM PST

4 / [f](#) 0 / [t](#) 0 / [in](#) 0 / [g+](#) / [more+](#)

presented by [#unleash](#)



Sarah Tew/CNET

BARCELONA, Spain -- Nokia's Mix Radio service will be a "key contribution in revitalising the Microsoft brand," after the Microsoft acquisition of Nokia is complete, explained Jyrki Rosenberg, Nokia's vice president of entertainment, in an interview with CNET.

## THIS WEEK'S MUST READS /

- 1 **Nokia Mix Radio will be a 'key contributor' to Microsoft, says Nokia exec**  
Mobile
- 2 'The Interview' streaming on YouTube, Google Play, Xbox, Sony site  
Digital Media
- 3 **Why Amazon will double down on the Fire Phone**  
Mobile
- 4 **Google Lunar XPrize: Astrobot's rover rakes in \$750,000**  
Sci-Tech
- 5 **Apple's 2015: Building on an already huge 2014**  
Mobile

T-Mobile **UNLIMITED 4G LTE DATA**  
2 LINES FOR \$100 on our network  
**SWITCH TODAY**  
Ltd time only; subject to change. Tax & fees add'l.

## Nokia Mix Radio will be a 'key contributor' to Microsoft, says Nokia exec - CNET

The importance of the music streaming service, Rosenberg said, lies in the lack of financial or technical hurdles to use it. The Mix Radio service is included as standard on all Nokia phones, including the sub \$100 Asha range and newly-unveiled **Android**-powered X phones. There's no required subscription fee and there are no adverts to interrupt your listening. You also don't need to create an account and sign in which, according to Rosenberg is critical in making the service appealing to users who are unfamiliar with smartphones.

**NOKIA'S X IS A WINDOWS PHONE, ANDROID, AND ASHA...** [SEE FULL GALLERY](#)



1 - 4 / 11

[PREV](#) | [NEXT](#)

The Mix Radio service allows users to listen for free to automatically curated playlists, created by inputting up to three favourite artists. There are no ads, and if you want to be able to skip tracks an unlimited amount of time, a \$3.99 (also, oddly, £3.99 and 3.99 Euros) monthly subscription option is available. As it's offering music for free, there's clearly a question mark over how artists are paid, but Rosenberg explained that record labels are given a cut from the sale of the devices themselves. He was unwilling to comment further on exactly how much Nokia has paid out.

**Full CNET coverage of the 2014 Mobile World Congress**

Rosenberg also remained silent on the future of Nokia

Mix Radio within Microsoft, now that the Nokia buyout is going ahead. He did comment however that the "Nokia" branding may well be dropped.

### RELATED STORIES

- ▶ [Dialed in 110: Lessons for Android \(podcast\)](#)
- ▶ [Apple seeks ban on U.S. Nokia imports](#)
- ▶ [Nokia patent shows shape-shifting phone](#)
- ▶ [AT&T-Verizon price war debunked \(FAQ\)](#)

Mix Radio was recently shown running on a concept in-car entertainment system at the Frankfurt auto show. While Rosenberg stated that Nokia is currently in talks with all major car manufacturers to bring the service to vehicles, he wouldn't state either way whether any of these talks had yet been successful. Mix Radio has already found a home in the in-flight entertainment displays on Finn Air planes, however.

While the branding of Mix Radio may well be changed beyond recognition in the Microsoft takeover, the core service seems unlikely to be abandoned. With Nokia -- and, to a lesser extent, Microsoft -- pushing out into developing markets, a free (if restricted) service such as Mix Radio will undoubtedly be an appealing addition to those who are looking to step into the smartphone world, but who do not wish to be tied into a monthly, paid service.

**Tags:** Mobile, Phones

FEATURED VIDEO



TECH CULTURE

### Tomorrow Daily 105: Scary snake-bots, 'The Interview' release, animated ancient art and more

On today's show, we take a look at a terrifying new robot with snake-bots for legs, cheer Sony's plans to actually release "The Interview," and watch ancient Greek art come to life with the help of some clever animations. /[WATCH VIDEO](#)

ABOUT THE AUTHOR



**Andrew Hoyle** /

Andrew is a senior editor at CNET and has always been fascinated by tech. When not getting up close and personal with the latest phones, he can normally be found with his camera in hand, behind his drums or eating his stash of home-cooked food. Sometimes all at once. [See full bio](#)

JOIN THE DISCUSSION

4 Comments / 2 people following

[Log In](#)

+ Follow conversation

Share [Post Comment As...](#)

Show Comments

**T-Mobile** **UNLIMITED 4G LTE DATA** **SWITCH TODAY**  
2 LINES FOR \$100 Ltd time only; subject to change. Tax & fees add.

LATEST GALLERIES FROM CNET



A roomy range from LG (pictures)



This plain GE range has all of the essentials (pictures)



Sony's 'Interview' heard 'round the world (pictures)



Google Lunar XPrize: Testing Astrobot's rover on the rocks (pictures)



CNET's 15 favorite How Tos of 2014

CNET > Digital Media > 'The Interview' streams to YouTube, Google Play, Xbox, Sony site

THIS WEEK'S MUST READS /

This is Google's cache of <https://gigaom.com/2014/03/25/nokia-mixradio-milestones-30m-tracks-reported-first-global-service-in-china/>. It is a snapshot of the page as it appeared on Dec 24, 2014 17:39:06 GMT. The [current page](#) could have changed in the meantime. [Learn more](#)  
Tip: To quickly find your search term on this page, press **Ctrl+F** or **⌘-F** (Mac) and use the find bar.

[Text-only version](#)



## Nokia MixRadio milestones: 30M tracks, reported first global service in China

by Kevin C. Tofel

Mar. 25, 2014 - 6:33 AM PST



After watching Nokia's sometimes painful transition from smartphone sales leader to laggard, it's easy to overlook the company's software and services. So if you haven't been paying attention, you might have missed some of the company's hits such as Nokia Here and, more recently, Nokia MixRadio.



[\[https://gigaom2.files.wordpress.com/2014/03/4-hero-mixradio-2000x1000-jpg.jpg\]](https://gigaom2.files.wordpress.com/2014/03/4-hero-mixradio-2000x1000-jpg.jpg)

The music streaming service just added the 30 millionth track to its catalog, which surprisingly beats out most other competing services. Spotify, which just announced [\[https://gigaom.com/2014/03/25/spotify-gives-a-half-price-premium-college-student-discount-in-the-u-s/\]](https://gigaom.com/2014/03/25/spotify-gives-a-half-price-premium-college-student-discount-in-the-u-s/) a half-price Premium plan for college students, tops out around 20 million tunes, for example. Rdio has an amount similar to Spotify, while Rhapsody touts 16 million, or slightly more than half that of MixRadio. (Note: Rhapsody representatives reached out to me saying the service has 32 million tracks, although the company's About page shows 16 million.)

Catalog size is surely important, but so is availability. Nokia is beating everyone else to the punch when it comes to China, the world's largest mobile market, with roughly 500 million people already using the mobile web. Hypebot says the service will launch this week in China

[\[http://www.hypebot.com/hypebot/2014/03/nokia-mixradio-becomes-1st-global-music-streamer-to-launch-in-china.html\]](http://www.hypebot.com/hypebot/2014/03/nokia-mixradio-becomes-1st-global-music-streamer-to-launch-in-china.html), marking the 31st country where listeners can tune in.

MixRadio takes an interesting approach: It's a free music service without ads for Nokia Lumia handsets running Windows Phone. Considering a paid service can easily run \$10 a month, that's a nice value add for the Lumia lineup and one that could help the company sell more handsets in China. By comparison, Apple's iTunes Radio is similar but does have occasional ads and is only available in two regions, the U.S. and Australia.

I wouldn't say that MixRadio alone has significantly boosted Windows Phone sales, but it does offer an advantage. And that could be key in the vast Asia region where no other similar global music services are yet available.

#### RELATED STORIES



Who's listening? Skype on Android flaw may allow eavesdropping



How to use a Fitbit with Apple Health

#### RELATED RESEARCH subscriber content ?



What to expect for the mobile OS market in 2013



How the personal cloud and the internet of things will disrupt the handset

Tags: **TAGS:** lumia nokia nokia streaming music windows phone  
windows phone

Get all the news you need about Mobile with the Gigaom newsletter

Subscribe



COMMENTS HAVE BEEN DISABLED FOR THIS POST

CLOUD DATA MEDIA MOBILE SCIENCE & ENERGY SOCIAL & WEB PODCASTS  
EDITORIAL TEAM MEDIA KIT



POWERED BY WORDPRESS.COM VIP



BLOG RESEARCH EVENTS

[Privacy Policy](#) [Terms of Service](#) [About](#) [Editorial Team](#) [Media Kit](#) [Contact](#)



2014 Gigaom, Inc. All Rights Reserved.



# windowsphone

comments related

want to join?  
sign in or create a

↑ 142 ↓

 Can we recognize how fantastic Nokia MixRadio is? self.windowsphone  
submitted 4 months ago by Samenstein  
Lumia 930

Being able to take random playlists of whatever genre I want offline, and the sheer amount of music available is mind boggling. Being able to make playlists based on a specific song of mine, or all of my songs is great, too.

And it's free, and free of ads! This was one of the big reasons for me wanting to come back to Windows Phone.

If you've been a complainer of Xbox Music, I suggest you try this. It is better than anything I've seen anywhere else on any mobile or desktop platform.

60 comments share

search

this post was submitted on 15 Aug 2014  
**142 points** (92% upvoted)  
shortlink: <http://redd.it/2dmmbu>

username    
 remember me [reset password](#)

Submit a new link 

Submit a new text post 



sorted by: best

- ↑ [-] **Headfx** Lumia 1020 & 930 15 points 4 months ago  
↓
- It really is excellent - worth the 3.99GBP to allow unlimited skipping too. Plus you can play music stored on your phone (unlike Spotify). And in Cyan we get a working Live Tile again (broken in the 8.1 pre Cyan) which looks great.
- I just hope that the impending spin-off from MS doesn't cause any problems.
- [permalink](#)
- ↑ [-] **benryves** Lumia 925 3 points 4 months ago

subscribe 38,497 People Hubs

263 People Hubs

This is Google's cache of <https://gigaom.com/2014/03/25/nokia-mixradio-milestones-30m-tracks-reported-first-global-service-in-china/>. It is a snapshot of the page as it appeared on Dec 24, 2014 17:39:06 GMT. The [current page](#) could have changed in the meantime. [Learn more](#)  
Tip: To quickly find your search term on this page, press **Ctrl+F** or **⌘-F** (Mac) and use the find bar.

[Text-only version](#)



## Nokia MixRadio milestones: 30M tracks, reported first global service in China

by Kevin C. Tofel

Mar. 25, 2014 - 6:33 AM PST



After watching Nokia's sometimes painful transition from smartphone sales leader to laggard, it's easy to overlook the company's software and services. So if you haven't been paying attention, you might have missed some of the company's hits such as Nokia Here and, more recently, Nokia MixRadio.



[\[https://gigaom2.files.wordpress.com/2014/03/4-hero-mixradio-2000x1000-jpg.jpg\]](https://gigaom2.files.wordpress.com/2014/03/4-hero-mixradio-2000x1000-jpg.jpg)

The music streaming service just added the 30 millionth track to its catalog, which surprisingly beats out most other competing services. Spotify, which just announced [\[https://gigaom.com/2014/03/25/spotify-gives-a-half-price-premium-college-student-discount-in-the-u-s/\]](https://gigaom.com/2014/03/25/spotify-gives-a-half-price-premium-college-student-discount-in-the-u-s/) a half-price Premium plan for college students, tops out around 20 million tunes, for example. Rdio has an amount similar to Spotify, while Rhapsody touts 16 million, or slightly more than half that of MixRadio. (Note: Rhapsody representatives reached out to me saying the service has 32 million tracks, although the company's About page shows 16 million.)

Catalog size is surely important, but so is availability. Nokia is beating everyone else to the punch when it comes to China, the world's largest mobile market, with roughly 500 million people already using the mobile web. Hypebot says the service will launch this week in China

[\[http://www.hypebot.com/hypebot/2014/03/nokia-mixradio-becomes-1st-global-music-streamer-to-launch-in-china.html\]](http://www.hypebot.com/hypebot/2014/03/nokia-mixradio-becomes-1st-global-music-streamer-to-launch-in-china.html), marking the 31st country where listeners can tune in.

MixRadio takes an interesting approach: It's a free music service without ads for Nokia Lumia handsets running Windows Phone. Considering a paid service can easily run \$10 a month, that's a nice value add for the Lumia lineup and one that could help the company sell more handsets in China. By comparison, Apple's iTunes Radio is similar but does have occasional ads and is only available in two regions, the U.S. and Australia.

I wouldn't say that MixRadio alone has significantly boosted Windows Phone sales, but it does offer an advantage. And that could be key in the vast Asia region where no other similar global music services are yet available.

#### RELATED STORIES



Who's listening? Skype on Android flaw may allow eavesdropping



How to use a Fitbit with Apple Health

#### RELATED RESEARCH subscriber content ?



What to expect for the mobile OS market in 2013



How the personal cloud and the internet of things will disrupt the handset

Tags: **TAGS:** lumia nokia nokia streaming music windows phone  
windows phone

Get all the news you need about Mobile with the Gigaom newsletter

Subscribe



COMMENTS HAVE BEEN DISABLED FOR THIS POST

CLOUD DATA MEDIA MOBILE SCIENCE & ENERGY SOCIAL & WEB PODCASTS  
EDITORIAL TEAM MEDIA KIT



POWERED BY WORDPRESS.COM VIP



BLOG RESEARCH EVENTS

[Privacy Policy](#) [Terms of Service](#) [About](#) [Editorial Team](#) [Media Kit](#) [Contact](#)



2014 Gigaom, Inc. All Rights Reserved.

This is Google's cache of <http://pocketnow.com/2013/11/26/nokia-mixradio-is-the-best>. It is a snapshot of the page as it appeared on Dec 26, 2014 18:50:46 GMT. The [current page](#) could have changed in the meantime. [Learn more](#)  
Tip: To quickly find your search term on this page, press **Ctrl+F** or **⌘-F** (Mac) and use the find bar.

[Text-only version](#)



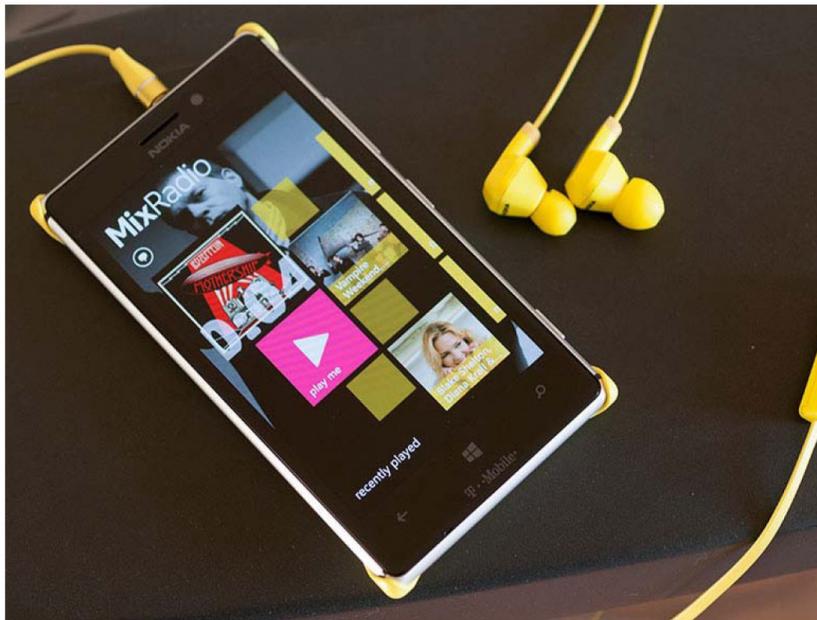
[Home](#) [Reviews](#) [Editorials](#) [Podcast](#) [Interviews](#) [Deals Store](#) [Videos](#) [About Us](#) [Contact Us](#)

Follow **8+1** Like

## Here's why Nokia MixRadio is the best music service ever

By Adam Z. Lein | November 26, 2013 10:56 AM 73

226 21  
Tweet 8+1



### Popular Posts



### Our Shows



Follow Pocketnow

Back in 2010, Microsoft's Zune Pass was hands-down the most innovative player in the music services industry. Unfortunately nobody really noticed and the service has been losing its limbs one by one over the years. Luckily there's a new kid in town putting some major innovation into the music services market. It's just a coincidence that Microsoft is in the process of buying this company.

Last week Nokia launched a new free "MixRadio" app for its Lumia Windows Phones. At first you might think it's a simple rebranding of the previous "Nokia Music" app and in some ways it is, but in other ways it's a huge upgrade. I've been using it since it was released (almost constantly) and the new features have been quite impressive. I can hardly see a need for any other music service now.

### Here's why Nokia MixRadio is the best music service ever.

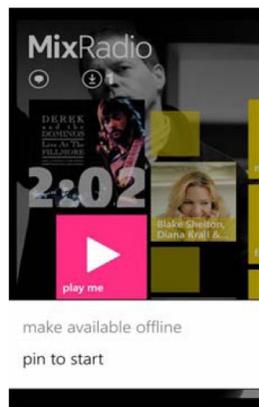
**1. It's free when you buy a Nokia Lumia Windows Phone 8.** Do you need any other reasons? The cost is built into the price of the phone (even if the phone is a \$59 Nokia Lumia 520). No sign up or log-in necessary, just launch the app and play. I could probably stop the list right here and it would already be better than anything else out there, but there's more. Actually, there is a paid subscription option if you want more features, but we'll get to that later.

**2. No advertisements.** Other free music services are ad supported. Not Nokia MixRadio. You won't have to put up with graphic pop-ups, annoying banter, chit-chat, or jibber-jabber.

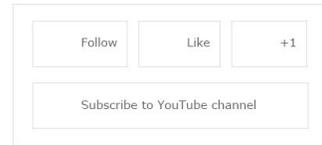
**3. Better mix playlists.** Other music services can create their own automatic "radio" playlists based on one artist of your choosing. Nokia MixRadio allows you to choose up to 3 per mix. This gives you the ability to create something with extra variety. One time on a long road trip with a group of friends, I created a mix that included one favorite artist for each person. That worked really well and while all of these people had much different tastes in music, they each had songs that they loved hearing while we were on the road. There was no need to fight over what radio station to choose or who's iPod to plug in. Somebody's favorite music was playing at all times.

**4. Offline MixRadio playlists.** One very unique feature about MixRadio's playlists is that they can actually be saved for offline use. On other services you might have to manually create a playlist and then manually set that as an offline playlist on your phone and just enabling that feature requires a subscription fee. With Nokia MixRadio, you can save up to 4 MixRadio playlists to [your phone](#) for free. You can delete them and download new ones at any time, or you can enable the paid subscription option to [download](#) more. Honestly, 4 is plenty for most long drives or train/subway rides. By the way, the offline playlists are extremely useful on underground subway rides with no internet access! I've only downloaded 2 offline mixes and I'm still not bored with them. If I do get bored, I can easily "refresh" them to download a new mix based on the same artists.

**5. The "Play Me" button.** Now this is one big new feature that's pretty awesome. When you launch Nokia MixRadio there's a new "Play Me" button in pink right on the front page. That button is going to create a MixRadio playlist with all sorts of music that it thinks you like. When you first launch it, it will probably ask you what artists you like since it has to start somewhere. It might also guess at some of the music you like based on what you've already got on your phone or what other MixRadio playlists you may have already created. It will also use whatever "thumbs up" or "thumbs down" ratings that you apply as you listen along with which other artists you specify as favorites and which songs you skip. In use, it generally requires very little maintenance and it's extremely easy to start listening to music that you personally love with one touch. What's more is that it organizes the music styles intelligently. Maybe you like heavy metal and soft jazz music. The "Play me" button isn't going to randomly combine those styles into a playlist. It's going to start off with a particular mood, go with that style for a while and then switch things up later on. Now say it starts with something slow and smooth, but really you're in the mood for something else, all you have to do is press the "Play me" button again and it will change the mood of the mix for you. **Mega-awesome bonus tip:** Press and hold on the "Play me" button to download the entire mix for offline listening and/or pin it to your start screen for instant access.



**6. Mix sharing.** The new MixRadio app now supports sharing mixes and what's awesome about this is that whomever you share it with will be able to listen to 3 full songs in their web browser for free (the first one is the one you're listening to when you share it.) The person who receives the link doesn't have to log into anything or sign up for anything. It's completely anonymous and it works on most smartphones including iOS and Android along with just about any desktop web browser. After the person you shared it with listens to 3 full songs, it will ask them to subscribe to MixRadio+ though, which is more than fair and a whole lot better than only getting a 30 second clip like you would with other services.



Latest Video



Up Next



Popular Videos



**7. Better battery life.** One thing I've noticed about Nokia MixRadio is that it's so much more power efficient than Pandora, for example. If I stream Pandora on my Nokia Windows Phone all day, the battery will be down to around 20% by the end of the day. If I do the same with Nokia MixRadio, the battery is barely down to 60%. That's with streaming the music over WiFi even. The battery efficiency is even better if you play mixes that you've already downloaded for offline listening.

**8. The music doesn't stop.** We've already mentioned that there are no ads to interrupt your music, but if you've used Pandora on Windows Phone you may have noticed how it periodically stops playing the music and asks if you're still listening with a pop-up on the screen. You have to press a button to continue streaming Pandora music even if you've got the premium features (which are available on Windows Phone free for 1 year). With Nokia MixRadio, the music just keeps playing. It might stop if your internet breaks or your battery dies, and certain mixes will start over from the beginning, but still... basically you've got endless music to listen to.

## Gotchas

Of course, there are a few gotchas and limitations to the Nokia MixRadio service. You can't rewind a song and play it again from the beginning. If you want to listen to a particular song over and over, you can go to your "Recently Played" listing, tap the song and purchase an MP3 of it.

Another limitation with the free service is that you can only skip 6 songs within an hour. If you make your mixes correctly, you probably won't ever want to skip a song though. The software might occasionally force you to "refresh" offline mixes that you've saved to your device due to certain licensing issues.

One more gotcha is that the service is only available in the following countries: *Australia, Austria, Brazil, Canada, China, Finland, France, Germany, India, Indonesia, Ireland, Italy, Malaysia, Mexico, Netherlands, Norway, Poland, Portugal, Russia, Saudi Arabia, South Africa, Singapore, Spain, Sweden, Switzerland, Thailand, Turkey, United Arab Emirates, United Kingdom, United States, and Vietnam.*

## Nokia MixRadio+ for \$3.99/month

If all of that free stuff isn't enough for you, there's also a MixRadio+ option for \$3.99 per month where you can add unlimited skips, more offline mixes, high quality audio, full lyrics for each song, and the ability to listen on a PC, Mac, web browser, and Windows 8 app.

## What's missing?

Compared to other music services, there are still a few things missing. You can't create manual playlists and sync them to the cloud and across your other devices like you can with iTunes and Xbox Music. Honestly, that feature has very little utility anyway. What Nokia has done is so much better. There also isn't as much of a social networking aspect as we original saw with the Zune Social and then Spotify and iTunes' Ping, but again not many people use that and Nokia's MixRadio sharing feature works pretty nicely with existing social networks. You just can't "follow" your friends to stalk their listening habits. While there is a music store, it's not immediately apparent. You can search for and buy music, but there isn't a new releases listing or a top songs listing. Granted, that would probably be a duplication of features already found in Windows Phone's Music Store. There also isn't any custom cloud storage, but again the point of Nokia MixRadio is one-touch listening to everything you love. Having to manually upload songs somewhere is a chore and waste of time compared to how Nokia MixRadio works.

## Conclusion

Not since the Zune HD, Zune 4 software, and the Zune Pass service has there been this much innovation in the music services industry. If Microsoft can integrate Nokia's MixRadio service into its Xbox Music service and perhaps put the people behind MixRadio in charge of future Xbox Music upgrades, we could see something really special coming to the Windows 8 PCs, Xboxes, and Windows Phones of the future.

This post has been tagged with: [Editorial](#) [MixRadio](#) [Nokia](#) [Windows Phone](#)

## You May Like

**Please Don't Retire At 62. Here's Why.**  
The Motley Fool

**Good Girls Gone Bad: 8 Stars Who Have Never Looked Better**  
Allure

**This Woman Is the Most Stylish Athlete Right Now**  
The Cut

**Tim McGraw & Faith Hill Share Big News About 'Divorce'**  
Stirring Daily

**Unbelievable: One-Third Of WrestleMania VI Competitors Now ...**  
ThePostGame

**35 Actors That Were ORIGINALLY Athletes!**  
Rant Sports

**Jennifer Lawrence's Beverly Hills Home Is Beyond Extravagant**  
LonnyMag

**There Are 7 Types of English Last Names — Which One Is Yours?**  
Ancestry

Sponsored Links by Taboola

[Previous Story](#)

[Next Story](#)

73 Comments [Pocketnow](#)

[Login](#)

Sort by Newest

[Share](#) [Favorite](#)



Join the discussion...



**Eduardo Álvarez** · 3 months ago

I became paid subscriber last week and have been enjoying the service even more. No ads, pure music, it's the Nirvana. Audio quality is waaaaay better than the free plan. Hopefully the spin-off goes well.

[^](#) | [v](#) · [Reply](#) · [Share](#)



**Gokul** · 4 months ago

Got my Nokia Lumia 630 Dual & I absolutely love this app. I downloaded 500 songs the first day & downloaded even more after & still downloading. Best Music app ever. I could say if you are a music lover, u should get a Lumia device just for this app.

2 [^](#) | [v](#) · [Reply](#) · [Share](#)



**Stuart Roberts** · 6 months ago

Nokia Mix Radio is an incredible streaming service. Switched from Music Unlimited which was £10 per month. I must have been crazy to pay that.

[^](#) | [v](#) · [Reply](#) · [Share](#)



**Sebastian Stock** · 6 months ago

I am new to Nokia Mix Radio. To be honest, I don't have a Nokia phone anymore, but enjoyed paying for and downloading individual songs that I can mix to my own liking. Is this still possible? I was worried that I had lost the credit in my account, but I see that it is still there.  
For those of us who were on Nokia Music before, it would have been great if Nokia had warned us of the transition to Nokia Mix Radio ... and it would have been great if you had explained the pro and con differences between the old and new services i.e. a side by side comparison.

Can someone do that for me? Is it worthwhile keeping my account at Nokia Mix Radio if I no longer have a Nokia phone? :)

[^](#) | [v](#) · [Reply](#) · [Share](#)



**Timothius** · 8 months ago

It's a great service minus the "amended/edited" versions of songs they play. with Hip-Hop/Rap, that's a deal breaker.

[^](#) | [v](#) · [Reply](#) · [Share](#)



**Parishrut Pandey** · 8 months ago

Question: What does "high quality" audio in the paid subscription mean? Would the increase in quality be evident in \$20 headphones?  
Thanks.

5 [^](#) | [v](#) · [Reply](#) · [Share](#)



**Ninad Ganore** · 10 months ago

If i dont pay ,i won't be able to download,but will i be able to stream unlimited?

[^](#) | [v](#) · [Reply](#) · [Share](#)



**Adam Lein** Moderator → **Ninad Ganore** · 8 months ago

If you don't pay, you will only be able to download 4 mix playlists to your phone at a time and you will be able to stream unlimited.

1 [^](#) | [v](#) · [Reply](#) · [Share](#)



**Iván Abrego** · 10 months ago

Awesome app. Quit Spotify yesterday

3 [^](#) | [v](#) · [Reply](#) · [Share](#)



**tostem** · a year ago

Love the app!! Been using it since last year, and once it got officially announced in my country, i instantly subscribed for the service. I really like the offline mix, and download as many mixes as i want, and direct link to purchase the songs i like. Good one Nokia!



Switch to mobile version

Google Android, Apple iOS, Windows Phone  
Mobile Version

Blog > [Features](#) > Nokia MixRadio – a personalised music streaming service

# Nokia MixRadio – a personalised music streaming service

28 Aug 2014 James Sisson 205 Views nokia, Nokia Lumia

Tune out the world by tuning in to Nokia MixRadio, the free music streaming service that's exclusive to Nokia Lumia smartphones.



Image courtesy of nokia.com

Using Nokia MixRadio isn't like using most other music platforms; for a start, it's completely advert-free, and secondly, Nokia MixRadio genuinely feels as though it has been carefully crafted for each and every user.

It presents a completely unique and personalised music listening experience for the individual who uses it, by recognising and learning your taste in music, and recommending similar artists and songs based on your indicated preferences. In essence, the more you listen to Nokia MixRadio, the more it listens to you.

Play Me is where you'll find the hottest mixes, collaborations and playlists, which have been created and compiled by Nokia's team of industry experts, as well as global pop stars like Rihanna and Lady Gaga.

Tell Nokia MixRadio who your favourite artists are and it'll start personalising your Play Me mix. A thumbs up and thumbs down button will allow you to indicate whether Nokia MixRadio is meeting your implacably high standards, each time it plays a song, so you're able to keep tailoring the service every time you use it.



Search...

Follow buymobiles...



### Recent Posts

 **UK networks help make signal black spots a thing of the past**  
19 Dec 2014

 **BT agrees to buy EE for £12.5 billion**  
17 Dec 2014

 **Why the iPad Air 2 puts us on Cloud Nine!**  
12 Dec 2014

 **Samsung Galaxy S6 to offer mega-fast Cat 10 4G data!**  
11 Dec 2014

 **Rumour - Apple planning on making a smaller 'female-friendly' iPhone?**  
09 Dec 2014

 **Christmas Gift Tech Shop!**  
05 Dec 2014

 **A year in review - the best mobile-related things of 2014**  
04 Dec 2014

 **The Top Ten Smartphones of 2014**  
03 Dec 2014

 **The 12 Deals Of Christmas (partridges and pear trees optional!)**  
28 Nov 2014

 **BT wants back in on mobile!**  
27 Nov 2014

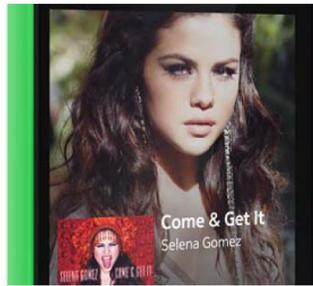


Image courtesy of nokia.com

What's more, is Nokia MixRadio can be used offline when you're trying ever so hard to be prudent with your data allowance, or, heaven forbid, you momentarily find yourself without an Internet connection. So, to avoid getting caught off guard, store up to four mixes on your [Nokia Lumia 930](#) at once, so you can access hundreds of the latest songs wherever, and whenever.

It's a tacit point really, but we all know that music is most enjoyable when you can boast to your friends just how alternative and far-removed from the mainstream your taste is, or how you're always the first to discover *that* new song. Thankfully, Nokia MixRadio allows users to share their favourite mixes with friends on Facebook, Twitter and other social media platforms.



Image courtesy of nokia.com

You'd be tremendously hard to please if this was the case, but if you find the service to be at all inadequate, for a small monthly fee you can upgrade to Nokia MixRadio+ for some premium benefits, which include high-quality audio over WiFi, as many offline mixes as you like and unlimited track-skipping.

Nokia MixRadio is available for all Lumia smartphones, running Windows Phone 8 or higher.

Watch our video review of the fantastic new Nokia Lumia 930 below.



*All Previous Posts*

[December 2014](#) (8)

[November 2014](#) (11)

[October 2014](#) (12)

[September 2014](#) (24)

[August 2014](#) (17)

[July 2014](#) (18)

[June 2014](#) (26)

[May 2014](#) (14)

[April 2014](#) (21)

[March 2014](#) (20)

[February 2014](#) (3)

[January 2014](#) (2)

[November 2013](#) (10)

[June 2013](#) (4)

[May 2013](#) (18)

[April 2013](#) (34)

[March 2013](#) (21)

[February 2013](#) (3)

[January 2013](#) (4)

[November 2012](#) (1)

[October 2012](#) (4)

[September 2012](#) (1)



Related Posts:



Leave a Reply

Name \*

Email \*

Website

V7UNB  Anti-Spam \*

Post Comment



[Mobile Phone Deals](#)

- [Pay Monthly](#)
- [Upgrades](#)
- [4G Phones](#)
- [Gifts with Phones](#)
- [Coming Soon](#)

[Online Help & Support](#)

- [Customer Services](#)
- [Contacting Us](#)
- [Help](#)
- [Delivery Info](#)
- [FAQ's](#)

[Useful Links](#)

- [Trade-In](#)
- [Mobile Insurance](#)
- [Latest News](#)
- [Refer a Friend](#)
- [Sitemap](#)
- [Credit & Security Checks](#)
- [Affiliates](#)



©2001 - 2014 buymobiles.net. All rights reserved. E&OE. C

THIS WEEK'S MUST READS /



1 **Nokia hangs on to second place in mobile-phone market**  
\* These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.

CNET > Mobile > Phones > Nokia hangs on to second place in mobile-phone market

# Nokia hangs on to second place in mobile-phone market

Apple took third place last quarter but was hot on the heels of Nokia, according to research firm Strategy Analytics.

by Lance Whitney [@lancewhit](#) / April 29, 2014 8:48 AM PDT

14 / [f](#) 2 / [t](#) 179 / [in](#) 17 / [g+](#) / [more+](#)

presented by [#unleash](#)

- 2 Who's really taking yo Uber ride?  
Tech Industry
- 3 The peculiar star of th hack: Email  
Internet
- 4 The Sony hack: 9 mor you didn't know  
Security
- 5 How Apple got its poli in 2014  
Tech Industry



CNET

Nokia finished its final full quarter as a mobile-phone vendor just barely keeping ahead of Apple.

Looking at the first quarter of 2014, Strategy Analytics pegged Nokia's share of the global mobile-phone market at 11.5 percent, with shipments of 47 million. Released Tuesday, those figures showed a drop from the same quarter last year, when Nokia's market share was 16.6 percent and shipments were 61.9 million.

The numbers were high enough to beat Apple, but not by much. For the quarter, the iPhone gave Apple a 10.7 percent share of the global mobile-phone market, with shipments of 43.7 million.

BECOME A CNET MEMBER FOR FREE!

Share your ideas with the community, receive exclusive offers for sweeps and events, and get the latest news, reviews and how-tos in your inbox.

GET STARTED NOW

No, thanks.

NOKIA: A LONG AND INNOVATIVE HISTORY (PHOTOS)

[SEE FULL GALLERY](#)

1 - 4 / 25

[< PREV](#) | [NEXT >](#)

The onus is now on Microsoft -- which officially **took ownership of Nokia's mobile-phone business** last Friday -- to prevent further erosion in the market share of Lumia phones. But that task won't be easy given the competitive mobile landscape.

"Nokia continues to face intense competition from Apple and dozens of **Android** vendors," Strategy Analytics Executive Director Neil Mawston said in a statement. "New owner Microsoft will be looking to Nokia's upgraded X phone portfolio to stabilize the downturn in the coming months."

Samsung retained its dominant position by shipping 113 million phones, up from 106.6 million in the same quarter last year. But its market share dipped to 27.7 percent from 28.6 percent in the wake of higher growth from smaller rivals.

China-based Huawei shipped 14.2 million mobile phones last quarter and snagged a 3.5 percent market share, growing twice as fast as the industry average.

"Samsung's growth rate has slowed recently due to tougher competition from Chinese vendors, but Samsung maintains an impressive product portfolio and it is still shipping more mobile phones worldwide than Apple, LG, and Nokia combined," Mawston said.

Mobile-phone shipments around the world rose 9.4 percent last quarter to hit 408 million. **Smartphones** accounted for 7 out of every 10 mobile phones shipped during the quarter.



How the mobile-phone vendors fared during the first quarter of 2014.

Strategy Analytics

**Tags:** Phones, Mobile

## THIS WEEK'S MUST READS /

- 1 **Nokia hangs on to sec place in mobile-phone**  
Phones
- 2 **Who's really taking yo Uber ride?**  
Tech Industry
- 3 **The peculiar star of th hack: Email**  
Internet
- 4 **The Sony hack: 9 mor you didn't know**  
Security
- 5 **How Apple got its poll in 2014**  
Tech Industry

BECOME A CNET MEMBER FOR FREE!

Share your ideas with the community, receive exclusive offers for sweeps and events, and get the latest news, reviews and how-tos in your inbox.

[GET STARTED NOW](#)

[No, thanks.](#)



### Did life forms exist on Mars? Curiosity makes a big find, Ep. 187

It's the last Crave show of 2014. This week, Curiosity makes a huge discovery, the US Navy has a shark drone and American satellites detect an increase in holiday lights from space. Happy New Year from all of us at Crave! /WATCH VIDEO

ABOUT THE AUTHOR



Lance Whitney /

Journalist, software trainer, and Web developer Lance Whitney writes columns and reviews for CNET, Computer Shopper, Microsoft TechNet, and other technology sites. His first book, "Windows 8 Five Minutes at a Time," was published by Wiley & Sons in November 2012. See full bio

YOU MAY ALSO LIKE



Samsung still tops in smartphones, but market share plummeting - CNET

8 of our favorite smartphone highs and lows of 2014 - CNET

JOIN THE DISCUSSION

14 Comments / 2 people following

Log In

Comment input area with icons for editing, tagging, following, sharing, and posting.

Show Comments

THIS WEEK'S MUST READS /

- 1 **Nokia hangs on to sec place in mobile-phone**  
Phones
- 2 **Who's really taking yo Uber ride?**  
Tech Industry
- 3 **The peculiar star of th hack: Email**  
Internet
- 4 **The Sony hack: 9 more you didn't know**  
Security
- 5 **How Apple got its poli in 2014**  
Tech Industry

LATEST GALLERIES FROM CNET



BECOME A CNET MEMBER FOR FREE!

Share your ideas with the community, receive exclusive offers for sweeps and events, and get the latest news, reviews and how-tos in your inbox.

GET STARTED NOW

No, thanks.

THIS WEEK'S MUST READS /

1 Nokia hangs on to second place in mobile-phone market  
Phones

2 Who's really taking Uber's ride?  
Tech Industry

3 The peculiar star of the hack: Email  
Internet

4 The Sony hack: 9 more you didn't know  
Security

5 How Apple got its poll in 2014  
Twitter

© CBS Interactive Inc. / All Rights Reserved.

/ Privacy Policy / Ad Choice / Terms of Use / Mobile Use / Access of the

Top Brands: / Samsung



REVIEWS

- All Reviews
- Audio
- Cameras
- Car Tech
- Desktops
- Laptops
- Phones
- Tablets
- TVs

NEWS

- All News
- Apple
- Crave
- Internet
- Microsoft
- Mobile
- Sci-Tech
- Security
- Tech Industry

VIDEO

- All Video
- Apple Byte
- CNET On Cars
- CNET Top 5
- CNET Update
- Next Big Thing
- The 404
- The Fix
- XCAR

MORE

- About CBS Interactive
- About CNET
- CNET 100
- CNET Deals
- CNET Forums
- CNET Magazine
- CNET Mobile
- Help Center
- Permissions

FOLLOW CNET VIA...

- How Apple got its poll in 2014
- Twitter
- Tech Industry
- Google+
- YouTube

**GetClouder**  
The next big thing in cloud hosting

[LEARN MORE](#)

BECOME A CNET MEMBER FOR FREE!

Share your ideas with the community, receive exclusive offers for sweeps and events, and get the latest news, reviews and how-tos in your inbox.

[GET STARTED NOW](#)

No, thanks.

## Adidas adds Microsoft's MixRadio to its miCoach Smart Run watch

 by Edgar Alvarez | @abcdedgar | 27 days ago



 0



It was supposed to be Spotify. Instead, it looks like Adidas will rely elsewhere to get more music for miCoach Smart Run users to listen to during workout sessions. Thanks to a new partnership with MixRadio, Adidas is bringing Nokia's Microsoft's music-streaming service to its Android-powered watch, giving runners access to more than 34 million songs right from their wrist -- and yes, they work offline. Naturally, miCoach Smart Run owners need a subscription to MixRadio in order to access the hefty catalogue, but Adidas does have a limited time promotion that offers six months of free access when signing up. Before you can do any of that, however, you'll have to download an over-the-air update for the Smart Run, which is available now via the settings menu.

ADVERTISEMENT

Microsoft  
Surface Pro 3

A laptop with a touchscreen  
and a tablet with keyboard.  
All in one device.

Shop now



▼ SCROLL TO CONTINUE ▼

---

# THE VERGE

---

## Microsoft sells its MixRadio music service to Line

By **Tom Warren** on December 18, 2014 11:36 am

---



Microsoft is selling off its MixRadio service to Line after inheriting it as part of the Nokia phone business acquisition earlier this year. The software maker **revealed in a July internal email** that it was planning to sell MixRadio, so today's announcement is no surprise. Nokia MixRadio currently offers free music streaming on Lumia phones, curated in a radio-like way. Line operates a hugely popular messaging app that has seen fast growth in Asian markets, and it recently launched its own subscription-based music streaming service: **Line Music**.

"I am confident that MixRadio provides an outstanding music service, which is an important component of consumers' life," says Jung-ho Shin, chief globalization officer at Line. "I also believe that Line's global footprints will further enable MixRadio to bring endless pleasure to them." The MixRadio team will continue to build its music app for Lumia smartphones, but it's clear this service will likely surface on iOS and Android in the future. Microsoft's sale means the company is left with Xbox

Music, a streaming **music service that is now subscription only**. Microsoft and Line have not disclosed deal terms, but it's expected to close in early 2015.