

ESTTA Tracking number: **ESTTA1207932**

Filing date: **05/09/2022**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer information

Name	Redbox Automated Retail, LLC
Granted to date of previous extension	05/08/2022
Address	ONE TOWER LANE SUITE 900 OAKBROOK TERRACE, IL 60181 UNITED STATES
Correspondence information	JAMES P. MURAFF MCDONALD HOPKINS LLC 300 N. LASALLE ST SUITE 1400 CHICAGO, IL 60654 UNITED STATES Primary email: ipmailbox@mcdonaldhopkins.com Secondary email(s): ipmailbox@mcdonaldhopkins.com, drobinson@mcdonaldhopkins.com, jmuraff@mcdonaldhopkins.com 3126421480

Applicant information

Application no.	90766934	Publication date	11/09/2021
Opposition filing date	05/09/2022	Opposition period ends	05/08/2022
Applicant	Hy-Vee, Inc. 5820 WESTOWN PARKWAY WEST DES MOINES, IA 50266 UNITED STATES		

Goods/services affected by opposition


Class 035. First Use: None First Use In Commerce: None All goods and services in the class are opposed, namely: Mail order pharmacy services; Retail pharmacy services; Pharmaceutical services, namely, processing online and telephone prescription orders in retail and central fill pharmacies
Class 044. First Use: None First Use In Commerce: None All goods and services in the class are opposed, namely: Telemedicine services

Grounds for opposition


Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)

Dilution by tarnishment	Trademark Act Sections 2 and 43(c)
-------------------------	------------------------------------


Marks cited by opposer as basis for opposition

U.S. registration no.	4418938	Application date	01/28/2011
Register	Principal		
Registration date	10/15/2013	Foreign priority date	NONE
Word mark	REDBOX		
Design mark			
Description of mark	NONE		
Goods/services	<p>Class 035. First use: First Use: Mar 31, 2003 First Use In Commerce: Mar 31, 2003 Distributorship services in the field of video games, DVD's featuring movies, on-line retail store services featuring pre-recorded videos featuring entertainment in the nature of movies, motion picture films, television programs, Automated retail services, namely, providing retail facilities featuring automated retail vending machines featuring entertainmentcontent, media, DVDs, movies and video games, for purchase and rental</p> <p>Class 038. First use: First Use: Jan 2013 First Use In Commerce: Jan 2013 Video-on-demand transmission services, video broadcasting, transmission of voice, data, images, data signals, messages and information by electronic communications networks</p> <p>Class 041. First use: First Use: Mar 31, 2003 First Use In Commerce: Mar 31, 2003 Rental of video recordings by means of communications networks, and providing information in the field of entertainmentby means of communications networks; providing facilities for DVD, movie, and video game rental</p>		

U.S. registration no.	4988910	Application date	10/03/2012
Register	Principal		
Registration date	06/28/2016	Foreign priority date	NONE
Word mark	REDBOX		

Design mark	
Description of mark	NONE
Goods/services	<p>Class 041. First use: First Use: Jun 17, 2005 First Use In Commerce: Jun 17, 2005</p> <p>Providing information in the field of entertainment via an interactive global computer network, networked kiosks, computers, mobile devices, game consoles, app-enabled TVs, and/or optical and magneto-optical disc players</p> <p>Class 042. First use: First Use: Jun 17, 2005 First Use In Commerce: Jun 17, 2005</p> <p>Computerized online search service in the field of entertainment, namely, providing a search engine for obtaining entertainment information on a global computer network</p>

U.S. registration no.	4672047	Application date	05/19/2011
Register	Principal		
Registration date	01/13/2015	Foreign priority date	NONE

Word mark	REDBOX.COM
Design mark	
Description of mark	NONE
Goods/services	<p>Class 009. First use: First Use: 2009 First Use In Commerce: 2009</p> <p>Vending Machines</p> <p>Class 035. First use: First Use: 2009 First Use In Commerce: 2009</p> <p>Vending machine services; automated retail vending machine kiosks featuring movies and video games; vending machine services rendered through automated kiosks featuring movies and video games; automated retail vending machine kiosk services featuring DVDs, movies, prerecorded electronic media featuring entertainment content, and video games for purchase; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content, and video games for purchase; computerized online retail store services featuring pre-recorded videos; distributorship services in the field</p>

	<p>of entertainment content in the nature of DVDs, movies, video games, and digital content and pre-recorded media featuring entertainment content</p> <p>Class 041. First use: First Use: 2009 First Use In Commerce: 2009</p> <p>Rental of video recordings by means of communications networks; providing information in the field of entertainment by means of communications networks; rental of DVDs, video discs, video games, movies and prerecorded electronic media featuring entertainment content</p>
--	---

U.S. registration no.	5857987	Application date	07/28/2017
-----------------------	---------	------------------	------------

Register	Principal		
----------	-----------	--	--

Registration date	09/10/2019	Foreign priority date	NONE
-------------------	------------	-----------------------	------

Word mark	REDBOX.		
-----------	---------	--	--



Description of mark	The mark consists of the word "redbox" in red with a purple period.		
---------------------	---	--	--

Goods/services	<p>Class 007. First use: First Use: Feb 19, 2018 First Use In Commerce: Feb 19, 2018</p> <p>Vending machines</p> <p>Class 009. First use: First Use: Aug 17, 2018 First Use In Commerce: Aug 17, 2018</p> <p>Computer application software for mobile phones, portable media players, and handheld computers, namely, software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine</p> <p>Class 035. First use: First Use: Feb 19, 2018 First Use In Commerce: Feb 19, 2018</p> <p>Vending machine services; automated retail vending machine kiosks featuring movies and video games; vending machine services rendered through automated kiosks featuring movies and video games; automated retail vending machine kiosk services featuring DVDs, movies, prerecorded electronic media featuring entertainment content, and video games for purchase; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content, and video games for purchase; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, video games, and digital content and pre-recorded media featuring entertainment content</p> <p>Class 038. First use: First Use: Aug 17, 2018 First Use In Commerce: Aug 17, 2018</p> <p>Video-on-demand transmission services, video broadcasting, transmission of voice, data, images, data signals, messages and information by electronic communications networks</p> <p>Class 041. First use: First Use: Aug 17, 2018 First Use In Commerce: Aug 17, 2018</p> <p>Rental of video recordings by means of communications networks; providing in-</p>		
----------------	--	--	--

	<p>formation in the field of entertainment by means of communications networks; rental of DVDs, video discs, video games, movies and prerecorded electronic media featuring entertainment content</p> <p>Class 042. First use: First Use: Aug 17, 2018 First Use In Commerce: Aug 17, 2018</p> <p>Computerized online search service in the field of entertainment, namely, providing a search engine for obtaining entertainment information on a global computer network</p>
--	--

U.S. registration no.	4418939	Application date	01/28/2011
-----------------------	---------	------------------	------------

Register	Principal		
----------	-----------	--	--

Registration date	10/15/2013	Foreign priority date	NONE
-------------------	------------	-----------------------	------

Word mark	REDBOX		
-----------	--------	--	--




Description of mark	The mark consists of the word "redbox" with an arc over the word.		
---------------------	---	--	--

Goods/services	<p>Class 035. First use: First Use: Mar 31, 2003 First Use In Commerce: Mar 31, 2003</p> <p>Distributorship services in the field of video games, DVD's featuring movies, online retail store services featuring pre-recorded videos featuring entertainment in the nature of movies, motion picture films, television programs, Automated retail services, namely, providing retail facilities featuring automated retail vending machines featuring entertainment content, media, DVDs, movies and video games, for purchase and rental</p> <p>Class 038. First use: First Use: Jan 2013 First Use In Commerce: Jan 2013</p> <p>Video-on-demand transmission services, video broadcasting, transmission of voice, data, images, data signals, messages and information by electronic communications networks</p> <p>Class 041. First use: First Use: Mar 31, 2003 First Use In Commerce: Mar 31, 2003</p> <p>Rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; providing facilities for DVD, movie, and video game rental</p>		
----------------	--	--	--


U.S. registration no.	6521286	Application date	06/13/2019
-----------------------	---------	------------------	------------

Register	Principal		
----------	-----------	--	--

Registration date	10/12/2021	Foreign priority date	NONE
-------------------	------------	-----------------------	------

Word mark	REDBOX. ENTERTAINMENT
Design mark	
Description of mark	NONE
Goods/services	<p>Class 038. First use: First Use: Sep 22, 2020 First Use In Commerce: Sep 22, 2020 Video-on-demand transmission services, video broadcasting, and transmission of voice, data, images, data signals, messages and information by electronic communications networks</p> <p>Class 041. First use: First Use: Sep 22, 2020 First Use In Commerce: Sep 22, 2020 Rental of video recordings by means of communications networks; providing information in the field of entertainment by means of communications networks; rental of DVDs, video discs, video games, movies and prerecorded electronic media featuring entertainment content; Production, presentation, and rental of films, motion pictures, television and radio programs, sound and video recordings, via all types of media, including, inter alia, television, cable and satellite television, Internet, and electronic display devices; production, presentation, and rental of images, video games, excerpts, and video and sound recordings via all types of media, including, inter alia, television, cable and satellite television, Internet, and electronic display devices; production of entertainment television and audio-visual shows and interactive television and audio-visual programs for distribution via television, cable, satellite, audio and video media, the Internet, electronic display devices, laser discs, computer discs, and electronic media; production of audio-visual entertainment content, television and audio-visual news shows, and television and audio-visual shows featuring information for performance and presentation in the field of motion pictures, television programs, documentaries, television series, learning programs, comedy shows, sports shows, news programs, political shows, special events, talk shows, weather shows, and entertainment content via and to all types of media, including, inter alia, television, cable and satellite television, Internet, electronic display devices, and computer and communication networks; production and recording of films, motion pictures, and shows; provision of information relating to lists of television, cable, and broadcasting programs; gaming services in the nature of providing online video games via the Internet and computer networks; none of the aforesaid being for gambling purposes</p>

U.S. registration no.	6511954	Application date	06/13/2019
Register	Principal		
Registration date	10/05/2021	Foreign priority date	NONE
Word mark	REDBOX. ORIGINAL		

Design mark	
Description of mark	NONE
Goods/services	<p>Class 038. First use: First Use: Sep 22, 2020 First Use In Commerce: Sep 22, 2020 Video-on-demand transmission services, video broadcasting, and transmission of voice, data, images, data signals, messages and information by electronic communications networks</p> <p>Class 041. First use: First Use: Sep 22, 2020 First Use In Commerce: Sep 22, 2020 Rental of video recordings by means of communications networks; providing information in the field of entertainment by means of communications networks; rental of DVDs, video discs, video games, movies and prerecorded electronic media featuring entertainment content; Production, presentation, and rental of films, motion pictures, television and radio programs, sound and video recordings, via all types of media, including, inter alia, television, cable and satellite television, Internet, and electronic display devices; production, presentation, and rental of images, video games, excerpts, and video and sound recordings via all types of media, including, inter alia, television, cable and satellite television, Internet, and electronic display devices; production of entertainment television and audio-visual shows and interactive television and audio-visual programs for distribution via television, cable, satellite, audio and video media, the Internet, electronic display devices, laser discs, computer discs, and electronic media; production of audio-visual entertainment content, television and audio-visual news shows, and television and audio-visual shows featuring information for performance and presentation in the field of motion pictures, television programs, documentaries, television series, learning programs, comedy shows, sports shows, news programs, political shows, special events, talk shows, weather shows, and entertainment content via and to all types of media, including, inter alia, television, cable and satellite television, Internet, electronic display devices, and computer and communication networks; production and recording of films, motion pictures, and shows; provision of information relating to lists of television, cable, and broadcasting programs; gaming services in the nature of providing online video games via the Internet and computer networks; none of the aforesaid being for gambling purposes</p>

Attachments	<p>85229209#TMSN.png(bytes) 85744345#TMSN.png(bytes) 85325085#TMSN.png(bytes) 87546664#TMSN.png(bytes) 85229213#TMSN.png(bytes) 88472728#TMSN.png(bytes) 88472696#TMSN.png(bytes) 20220509 Opposition.pdf(160066 bytes) Exhibit A.pdf(583282 bytes) Exhibit B.pdf(2676606 bytes)</p>
-------------	--

	Exhibit C.pdf(52240 bytes) Exhibit D.pdf(144881 bytes) Exhibit E.pdf(1421139 bytes) Exhibit F.pdf(1041130 bytes)
--	---

Signature	/JAMES P. MURAFF/
Name	JAMES P. MURAFF
Date	05/09/2022

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of Application No 90/766/934)	
)	
Mark: REDBOX RX)	
)	
REDBOX AUTOMATED RETAIL, LLC)	
And REDBOX ENTERTAINMENT, LLC,)	
)	
Opposers,)	OPPOSITION NO.
v.)	
)	
HY-VEE, INC.,)	
)	
Applicant.)	

NOTICE OF OPPOSITION

This Notice of Opposition (“Opposition”) is submitted in the matter of Application Serial No. 90/766/934 (the “Subject Application”), filed by Hy-Vee, Inc. (“Applicant”), which seeks to register the trademark REDBOX RX (the “REDBOX RX Mark” or the “Applied-For Mark”), identified in the Subject Application, in connection with the following services:

- “Mail order pharmacy services; Retail pharmacy services; Pharmaceutical services, namely, processing online and telephone prescription orders in retail and central fill pharmacies” in Class 035; and
- “Telemedicine services” in Class 044

(the “Applied-For Services”).

Redbox Automated Retail, LLC, a Delaware limited liability company with a place of business at One Tower Lane, Oakbrook Terrace, Illinois 60181 (“Redbox Automated Retail”) and Redbox Entertainment LLC, a Delaware limited liability company with a place of business at One Tower Lane, Oakbrook Terrace, Illinois 60181 (“Redbox Entertainment”) (hereinafter collectively

“Opposers” or “Redbox”), believe that they collectively and individually will be damaged by registration of the Subject Application and therefore oppose the same, as set forth below.

The following sets forth Redbox’s grounds for the present Opposition:

1. Redbox provides entertainment content rental, sales, and distribution services through REDBOX automated kiosks, through a REDBOX online website (www.redbox.com), and through REDBOX mobile and other interactive device software applications, among other REDBOX distribution channels of trade using various technology platforms (the “Redbox Goods and Services”).

2. Redbox is one of the top entertainment content distribution companies in the United States, and the premier provider of kiosk-based DVD rentals and sales, having distributed more than six billion (6,000,000,000) movies and games online and through over 41,000 kiosk locations nationwide. Redbox’s REDBOX automated kiosks are located across the United States in general merchandise retail stores, Quick Service Restaurants (QSR), drug stores, pharmacies, grocery stores, convenience stores, and other locations nationwide.

3. For many years, Redbox has provided the Redbox Goods and Services under and in connection with its REDBOX trademarks and trade name, establishing both common law rights as well as rights under the Lanham Act.

4. Redbox has devoted significant resources, time, and effort to marketing and promoting its Redbox Goods and Services under the REDBOX trademarks and trade name. Redbox maintains a website under the domain name www.redbox.com, which is available to all members of the public, and which promotes and allows users to receive REDBOX Goods and Services. Redbox also provides the Redbox Goods and Services through the distribution and use of iOS, Android, and other interactive device software applications, which users download to their

interactive devices for searching, finding, and receiving entertainment, educational, and other content from Redbox. Redbox also provides the Redbox Goods and Services through REDBOX software applications downloaded to and/or residing on smart televisions, video game consoles, and other technology platforms. Attached hereto as *Exhibit A* are print-outs from redbox.com depicting and describing some of the Redbox Goods and Services.


5. On June 10, 2021, Applicant filed the Subject Application for the REDBOX RX Mark, which published for opposition on November 9, 2021.


6. On November 22, 2021, Redbox Automated Retail filed a 90-day request for extension of time to oppose the Subject Application, and on March 9, 2022, Redbox Automated Retail filed a 60-day consented request for extension of time to oppose the Subject Application, providing an extended final deadline of May 9, 2022 by which to oppose the Subject Application.

7. Redbox Entertainment is named as an opposer in this opposition because it is in privity with Redbox Automated Retail pursuant to TMPB §206.02. Specifically, Redbox Automated Retail is the parent company of Redbox Entertainment. As such, use of a trademark by Redbox Entertainment inures to the benefit of Redbox Automated Retail, and Opposers are related companies under 15 U.S.C. §1055.

8. To further protect its REDBOX marks and name, Redbox Automated Retail has filed applications for and has obtained numerous registrations for marks containing or comprising the distinctive term “REDBOX” including without limitation the following (collectively, the “REDBOX Automated Marks”):

Mark	App./Reg. No.	Class(es)	Relevant Goods / Services	Priority Date
REDBOX	4,418,938	35, 38, 41	Class 38: Video-on-demand transmission services, video broadcasting, transmission of voice, data, images, data signals, messages and	January 28, 2011

			<p>information by electronic communications networks.</p> <p>Class 41: Rental of video recordings by means of communications networks, and providing information in the field of entertainment by means of communications networks; providing facilities for DVD, movie, and video game rental.</p>	
REDBOX	4,988,910	41, 42	Class 41: Providing information in the field of entertainment via an interactive global computer network, networked kiosks, computers, mobile devices, game consoles, app-enabled TVs, and/or optical and magneto-optical disc players.	October 3, 2012
REDBOX.COM	4,672,047	9, 35, 41	<p>Class 035: Vending machine services; automated retail vending machine kiosks featuring movies and video games; vending machine services rendered through automated kiosks featuring movies and video games; automated retail vending machine kiosk services featuring DVDs, movies, prerecorded electronic media featuring entertainment content, and video games for purchase; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content, and video games for purchase; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, video games, and digital content and pre-recorded media featuring entertainment content.</p> <p>Class 41: Rental of video recordings by means of communications networks; providing information in the field of entertainment by means of communications networks; rental of DVDs, video discs, video games, movies and prerecorded electronic media featuring entertainment content</p>	May 19, 2011
	5,857,987	7, 9, 35, 38, 41, 42	Class 35: Vending machine services; automated retail vending machine kiosks featuring movies and video games; vending machine services rendered through automated kiosks featuring	July 28, 2017

			<p>movies and video games; automated retail vending machine kiosk services featuring DVDs, movies, prerecorded electronic media featuring entertainment content, and video games for purchase; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content, and video games for purchase; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, video games, and digital content and pre-recorded media featuring entertainment content.</p> <p>Class 38: Video-on-demand transmission services, video broadcasting, and transmission of voice, data, images, data signals, messages and information by electronic communications networks.</p> <p>Class 41: Rental of video recordings by means of communications networks; providing information in the field of entertainment by means of communications networks; rental of DVDs, video discs, video games, movies and prerecorded electronic media featuring entertainment content.</p>	
	4,418,939	35, 38, 41	<p>Class 35: Distributorship services in the field of video games, DVD's featuring movies, online retail store services featuring pre-recorded videos featuring entertainment in the nature of movies, motion picture films, television programs, Automated retail services, namely, providing retail facilities featuring automated retail vending machines featuring entertainment content, media, DVDs, movies and video games, for purchase and rental.</p> <p>Class 38: Video-on-demand transmission services, video broadcasting, transmission of voice, data, images, data signals, messages and information by electronic communications networks.</p> <p>Class 41: Rental of video recordings by means of communications networks, and providing</p>	January 28, 2011

		information in the field of entertainment by means of communications networks; providing facilities for DVD, movie, and video game rental.	
--	--	--	--

9. To further protect its REDBOX marks and name, Redbox Entertainment has filed applications for and has obtained registrations for the following marks containing or comprising the distinctive term “REDBOX” including without limitation the following (collectively, the “REDBOX Entertainment Marks”):

Mark	App./Reg. No.	Class(es)	Relevant Goods / Services	Priority Date
REDBOX. ENTERTAINMENT	6,521,286	38, 41	Class 41: Rental of video recordings by means of communications networks; providing information in the field of entertainment by means of communications networks; rental of DVDs, video discs, video games, movies and prerecorded electronic media featuring entertainment content; Production, presentation, and rental of films, motion pictures, television and radio programs, sound and video recordings, via all types of media, including, inter alia, television, cable and satellite television, Internet, and electronic display devices; production, presentation, and rental of images, video games, excerpts, and video and sound recordings via all types of media, including, inter alia, television, cable and satellite television, Internet, and electronic display devices; production of entertainment television and audio-visual shows and interactive television and audio-visual programs for distribution via television, cable, satellite, audio and video media, the Internet, electronic display devices, laser discs, computer discs, and electronic media; production of audio-visual entertainment content, television and audio-visual news shows, and television and audio-visual shows featuring information for performance and presentation in the field of motion pictures, television programs, documentaries, television series, learning programs, comedy shows, sports shows, news programs, political shows, special events, talk	June 13, 2019

			shows, weather shows, and entertainment content via and to all types of media, including, inter alia, television, cable and satellite television, Internet, electronic display devices, and computer and communication networks; production and recording of films, motion pictures, and shows; provision of information relating to lists of television, cable, and broadcasting programs; gaming services in the nature of providing online video games via the Internet and computer networks; none of the aforesaid being for gambling purposes	
REDBOX. ORIGINAL	6,511,954	38, 41	Class 41: Rental of video recordings by means of communications networks; providing information in the field of entertainment by means of communications networks; rental of DVDs, video discs, video games, movies and prerecorded electronic media featuring entertainment content; Production, presentation, and rental of films, motion pictures, television and radio programs, sound and video recordings, via all types of media, including, inter alia, television, cable and satellite television, Internet, and electronic display devices; production, presentation, and rental of images, video games, excerpts, and video and sound recordings via all types of media, including, inter alia, television, cable and satellite television, Internet, and electronic display devices; production of entertainment television and audio-visual shows and interactive television and audio-visual programs for distribution via television, cable, satellite, audio and video media, the Internet, electronic display devices, laser discs, computer discs, and electronic media; production of audio-visual entertainment content, television and audio-visual news shows, and television and audio-visual shows featuring information for performance and presentation in the field of motion pictures, television programs, documentaries, television series, learning programs, comedy shows, sports shows, news programs, political shows, special events, talk shows, weather shows, and entertainment content via and to all types of media, including, inter alia, television, cable and satellite television, Internet, electronic display devices, and computer and communication networks; production and recording of films, motion pictures, and shows;	June 13, 2019

		provision of information relating to lists of television, cable, and broadcasting programs; gaming services in the nature of providing online video games via the Internet and computer networks; none of the aforesaid being for gambling purposes	
--	--	---	--

9. The REDBOX Automated Marks and REDBOX Entertainment Marks are collectively referred to herein as the “REDBOX Marks.” U.S. Registration Certificates for the above-listed REDBOX Marks are attached hereto as *Exhibit B*.

10. Upon information and belief, Applicant is an Iowa Corporation with a place of business at 5820 Westown Parkway, West Des Moines, Iowa 50266.

11. On June 10, 2021, Applicant filed the Subject Application for the REDBOX RX Mark on an intent-to-use basis pursuant to 15 U.S.C. § 1051(b), and the Subject Application published for opposition on November 9, 2021.

12. On November 22, 2021, Redbox Automated Retail filed a 90-day request for extension of time to oppose the Subject Application, and on March 9, 2022, Redbox Automated Retail filed a 60-day consented request for extension of time to oppose the Subject Application, providing an extended final deadline of May 9, 2022 in which to oppose, both of which were granted by the Trademark Trial and Appeal Board (“TTAB”). As such, this Opposition is timely filed in relation to the extended deadline.

13. Applicant has not yet filed a Statement of Use or an Amendment to Allege Use in support of the Subject Application for the REDBOX RX Mark. *See Print-Out of the USPTO TSDR Prosecution Record for the Subject Application attached hereto as Exhibit C.*

14. Upon information and belief, Applicant recently initiated use of the REDBOX RX Mark in U.S. commerce on or around December 14, 2021. *See Applicant's Press Release, dated December 14, 2021 attached hereto as Exhibit D.*

15. Redbox's rights are superior to Applicant's rights, as all of the REDBOX Marks detailed herein have established priority dates that pre-date the Subject Application's alleged priority date of June 10, 2021 (the filing date of the Subject ITU Application).

16. Redbox's REDBOX Marks were well-known and famous prior to Applicant's alleged priority date of June 10, 2021.

17. Redbox has spent significant amounts of time, effort, and money in promoting and advertising the Redbox Goods and Services in the United States, and has thereby created valuable goodwill in and recognition of the REDBOX Marks among consumers.

18. Notably, Redbox has established branding and sponsorship relationships with the National Collegiate Athletic Association ("NCAA") and the National Football League ("NFL"). *See Exhibit E* referencing Redbox's sponsorship of the NCAA Redbox Bowl Game in 2018 and 2019, and evidence showing viewership of the same, as well as an advertising partnership with the Pac-12 NCAA conference; *see also Exhibit F* referencing Redbox's affiliation with NFL teams across the United States, and showing a connection between the REDBOX Mark, the Redbox Goods and Services, and Redbox as the source thereof.

19. Redbox's affiliations with the NCAA and the NFL are significant in that Redbox's promotion and advertising efforts have generated significant recognition of the REDBOX Marks in the minds of millions of consumers nationwide. *See Exhibit E.* These marketing efforts, among other marketing efforts and sales successes, have established the REDBOX Marks as uniquely distinctive, well-known, and famous among the general consuming public in the U.S.

20. Redbox and Applicant have had a business relationship for many years, during which certain Redbox Goods and Services have been offered and sold at many of Applicant's retail locations. Specifically, Redbox provides REDBOX kiosks at approximately 180 of Applicant's approximately 280 retail locations nationwide, through which Redbox offers and sells the Redbox Goods and Services under its REDBOX Marks.

21. The Applied-For REDBOX RX Mark is confusingly similar to Redbox's REDBOX Marks in that it includes the distinctive, well-known, and famous coined term "REDBOX" which is the key dominant element in all of Redbox's REDBOX Marks.

22. Applicant's addition of the term "RX" to the REDBOX RX Mark does not serve to distinguish the Applied-For Mark from Redbox's REDBOX Marks, as "RX" is merely descriptive of the Applied-For Services and thus fails to create a substantially different commercial impression from the commercial impression of Redbox's REDBOX Marks.

23. Accordingly, the Applied-For REDBOX RX Mark is almost identical in appearance, sound, and overall commercial impression to Redbox's REDBOX Marks.

24. The Applied-For Services and the Redbox Goods and Services are related in that they are offered through identical channels of trade. Specifically, the parties' respective Goods and Services are offered at Applicant's retail locations, online, and through various software applications.

25. Customers are even more likely to believe the parties' respective Goods and Services are related due to the longstanding presence of Redbox's kiosks, branded with the REDBOX Marks, at numerous of Applicant's retail locations nationwide.

26. In short, consumers who are accustomed to seeing the Redbox Goods and Services offered at Applicant's retail locations are highly likely to believe that Redbox has merely extended its business model to Applicant's related and analogous Services.

27. Further, the parties' actual and potential customers are substantially overlapping, and in some cases identical, as the parties' respective Goods and Services are or will be offered to and/or seen by the same actual or potential customers over the internet and elsewhere, including, most significantly, at Applicant's retail locations, where the Redbox Goods and Services have been offered and sold for many years.

28. In fact, Applicant's adoption and use of the REDBOX RX Mark has already resulted in actual confusion as to the source of the Applied-For Services, as Redbox has already received inquiries concerning Applicant's Applied-For Services offered under the REDBOX RX Mark, including those relating to charges for fees for Applicant's Applied-For Services that were mistakenly misdirected to Redbox.

29. For all of the foregoing reasons, the relevant consuming public is likely to be confused into wrongly believing that the Applied-For Services, as offered and sold under the REDBOX RX Mark, are provided by Redbox when in fact they are not, or are affiliated or associated with or sponsored by Redbox, when in fact no such relationship exists.

30. Further, this likelihood of confusion is increased since the REDBOX Marks are well-known and famous as a result of the extensive marketing and promotion efforts featuring them.

31. The Applied-For REDBOX RX Mark is therefore likely to confuse, cause mistake among, or deceive the relevant public into believing that Applicant and the Applied-For Services

emanate from, or sponsored by, endorsed by, and/or related to Redbox, in violation of 15 U.S.C. §§ 1052(d), 1114(1), and 1125(a).

32. Given Redbox's considerable reputation and goodwill, and the renown and famousness of its REDBOX Marks, registration of Applicant's REDBOX RX Mark is also likely dilute the distinctiveness of Redbox's REDBOX Marks in violation of 15 U.S.C. § 1125(c).

33. In addition, if the Applied-For Services lack quality and/or are inferior to Redbox's Goods and Services, Applicant's use and registration of REDBOX RX will also tarnish Redbox's REDBOX Marks, resulting in harm to Redbox's reputation in violation of 15 U.S.C. §1125(c).

31. For all of the foregoing reasons, therefore, Redbox hereby requests that the Subject Application be refused and denied registration.

Respectfully submitted,

Date: May 9, 2022

By: /James P. Muraff/
James P. Muraff
One of the Attorneys for Opposer,
Redbox Automated Retail, LLC

McDonald Hopkins LLC
300 N. LaSalle St.
Suite 1400
Chicago, IL 60654
Telephone: 312.642.1480
jmuraff@mconalldhopkins.com

Exhibit A

3:17



redbox.com — Private



r. redbox.



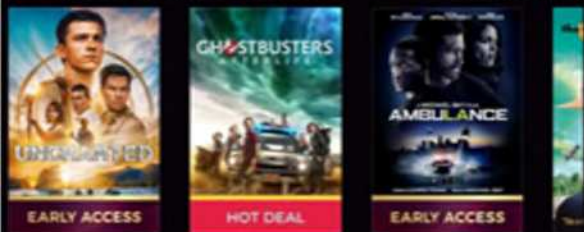
Sign In | Sign Up



New Releases At The Kiosk [SEE MORE >](#)



Featured On Demand [SEE MORE >](#)



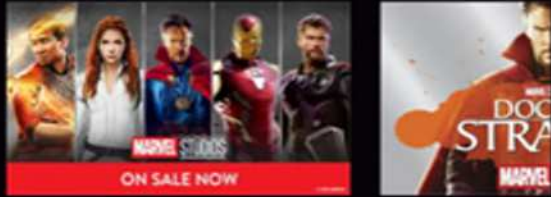
3:17



redbox.com — Private

Most Popular

SEE MORE >



\$1.99+ Rentals On Demand

SEE MORE >



Stream Early

SEE MORE >



3:17

redbox.com — Private

Free Movies & TV Spotlight [SEE MORE >](#)



STREAM FREE
THIS MONTH



STREAM FREE
THIS MONTH



STREAM FREE
THIS MONTH

Back At The Kiosk [SEE MORE >](#)



Buy At The Kiosk For \$3.99+ [SEE MORE >](#)



redbox+
THE WAY TO SAVE

Includes up to
12 MOVIE NIGHTS*
+ extended return time!
Plans start at only \$9.99/year
Subject to Terms

3:17



redbox.com — Private

Redbox+ Movies

SEE MORE >



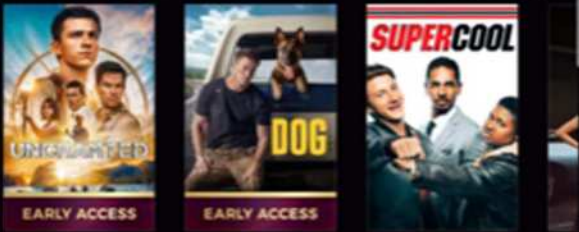
STREAM FREE **LIVE TV**
MOVIE
MOM-A-THON



Hallmark
MOVIES & MORE

Coming Soon To The Kiosk

SEE MORE >



EARLY ACCESS

EARLY ACCESS

Browse By Genre

ACTION

ADVENTURE

ANIMATED

COMEDY

3:18



redbox.com — Private

Browse By Genre

ACTION

ADVENTURE

ANIMATED

COMEDY

DRAMA

FAMILY

HORROR

KIDS

ROMANCE

SCI-FI & FANTASY

SEASONAL

SPECIAL INTEREST

THRILLER & SUSPENSE



Get Social With Us

Connect with Redbox on Facebook to join the conversation

3:18



redbox.com — Private



Join Redbox Text Club

Get members-only deals sent straight to your phone

Join now



Stay In The Loop

Be the first to hear about new releases and special offers by email

Sign Up



3:18



redbox.com — Private

At The Kiosk

New

Movies To Rent

Movies To Own

Redbox+ Movies

Genres

Coming Soon

On Demand

Featured

New

Free

Collections

Genres

Coming Soon

Supported Devices

Watch Free

Free Live TV

Free On Demand

More

Redbox Perks

Redbox Unscripted

Gift Cards

3:18



redbox.com — Private

My Redbox



[Sign In](#)

[Sign Up](#)

Locations



[Find A Kiosk](#)

Help



About



Deals



Follow Us



Download the Redbox App

Rent From Anywhere



Use of this service and this website constitutes acceptance of our:

[Privacy Policy](#) | [CA Privacy Notice](#) |

[Do Not Sell My Personal Info](#)

[Terms Of Use](#) | [Rewards Terms](#) | [Referral](#)

Exhibit B

United States of America
United States Patent and Trademark Office

REDBOX

Reg. No. 4,418,938

Registered Oct. 15, 2013

Int. Cls.: 35, 38, and 41

SERVICE MARK

PRINCIPAL REGISTER

REDBOX AUTOMATED RETAIL, LLC (DELAWARE LIMITED LIABILITY COMPANY)
ONE TOWER LANE, SUITE 1200
OAKBROOK TERRACE, IL 60181

FOR: DISTRIBUTORSHIP SERVICES IN THE FIELD OF VIDEO GAMES, DVD'S FEATURING MOVIES, ONLINE RETAIL STORE SERVICES FEATURING PRE-RECORDED VIDEOS FEATURING ENTERTAINMENT IN THE NATURE OF MOVIES, MOTION PICTURE FILMS, TELEVISION PROGRAMS, AUTOMATED RETAIL SERVICES, NAMELY, PROVIDING RETAIL FACILITIES FEATURING AUTOMATED RETAIL VENDING MACHINES FEATURING ENTERTAINMENT CONTENT, MEDIA, DVDS, MOVIES AND VIDEO GAMES, FOR PURCHASE AND RENTAL, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 3-31-2003; IN COMMERCE 3-31-2003.

FOR: VIDEO-ON-DEMAND TRANSMISSION SERVICES, VIDEO BROADCASTING, TRANSMISSION OF VOICE, DATA, IMAGES, DATA SIGNALS, MESSAGES AND INFORMATION BY ELECTRONIC COMMUNICATIONS NETWORKS, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 1-0-2013; IN COMMERCE 1-0-2013.

FOR: RENTAL OF VIDEO RECORDINGS BY MEANS OF COMMUNICATIONS NETWORKS, AND PROVIDING INFORMATION IN THE FIELD OF ENTERTAINMENT BY MEANS OF COMMUNICATIONS NETWORKS; PROVIDING FACILITIES FOR DVD, MOVIE, AND VIDEO GAME RENTAL, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 3-31-2003; IN COMMERCE 3-31-2003.

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

OWNER OF U.S. REG. NOS. 2,919,854, 3,082,012, AND 3,229,436.

SN 85-229,209, FILED 1-28-2011.

CARYN GLASSER, EXAMINING ATTORNEY



Lea Street Lee

Deputy Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

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

Requirements in the First Ten Years*

What and When to File:

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

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

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

Grace Period Filings*

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

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

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

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

United States of America
United States Patent and Trademark Office

REDBOX

Reg. No. 4,988,910

REDBOX AUTOMATED RETAIL, LLC (DELAWARE LIMITED LIABILITY COMPANY)
ONE TOWER LANE, SUITE 1200
OAKBROOK TERRACE, IL 60181

Registered June 28, 2016

Int. Cls.: 41 and 42

FOR: PROVIDING INFORMATION IN THE FIELD OF ENTERTAINMENT VIA AN INTERACTIVE GLOBAL COMPUTER NETWORK, NETWORKED KIOSKS, COMPUTERS, MOBILE DEVICES, GAME CONSOLES, APP-ENABLED TVS, AND/OR OPTICAL AND MAGNETO-OPTICAL DISC PLAYERS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

SERVICE MARK

PRINCIPAL REGISTER

FIRST USE 6-17-2005; IN COMMERCE 6-17-2005.

FOR: COMPUTERIZED ONLINE SEARCH SERVICE IN THE FIELD OF ENTERTAINMENT, NAMELY, PROVIDING A SEARCH ENGINE FOR OBTAINING ENTERTAINMENT INFORMATION ON A GLOBAL COMPUTER NETWORK, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 6-17-2005; IN COMMERCE 6-17-2005.

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

OWNER OF U.S. REG. NOS. 2,988,869, 3,229,436, AND OTHERS.

SN 85-744,345, FILED 10-3-2012.

LINDA LAVACHE, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

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

Requirements in the First Ten Years*

What and When to File:

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

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

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

Grace Period Filings*

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

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

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

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

United States of America

United States Patent and Trademark Office

The logo for Redbox, featuring the word "redbox." in a lowercase, rounded, red sans-serif font. The period at the end is a solid purple dot.

Reg. No. 5,857,987

Registered Sep. 10, 2019

**Int. Cl.: 7, 9, 35, 38, 41,
42**

Service Mark

Trademark

Principal Register

Redbox Automated Retail, LLC (DELAWARE LIMITED LIABILITY COMPANY)
One Tower Lane, Suite 900
Oakbrook Terrace, ILLINOIS 60181

CLASS 7: Vending machines

FIRST USE 2-19-2018; IN COMMERCE 2-19-2018

CLASS 9: Computer application software for mobile phones, portable media players, and handheld computers, namely, software for viewing and renting entertainment content in the nature of movies and television programs and for reserving entertainment content in the nature of video games, movies and television programs at a vending machine

FIRST USE 8-17-2018; IN COMMERCE 8-17-2018

CLASS 35: Vending machine services; automated retail vending machine kiosks featuring movies and video games; vending machine services rendered through automated kiosks featuring movies and video games; automated retail vending machine kiosk services featuring DVDs, movies, prerecorded electronic media featuring entertainment content, and video games for purchase; online retail store services featuring DVDs, movies, prerecorded electronic media featuring entertainment content, and video games for purchase; computerized online retail store services featuring pre-recorded videos; distributorship services in the field of entertainment content in the nature of DVDs, movies, video games, and digital content and pre-recorded media featuring entertainment content

FIRST USE 2-19-2018; IN COMMERCE 2-19-2018

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

FIRST USE 8-17-2018; IN COMMERCE 8-17-2018

CLASS 41: Rental of video recordings by means of communications networks; providing information in the field of entertainment by means of communications networks; rental of DVDs, video discs, video games, movies and prerecorded electronic media featuring entertainment content

FIRST USE 8-17-2018; IN COMMERCE 8-17-2018

CLASS 42: Computerized online search service in the field of entertainment, namely, providing a search engine for obtaining entertainment information on a global computer network

FIRST USE 8-17-2018; IN COMMERCE 8-17-2018

The color(s) red and purple is/are claimed as a feature of the mark.

A handwritten signature in black ink, appearing to read "Andrei Iancu".

Director of the United States
Patent and Trademark Office

The mark consists of the word "redbox" in red with a purple period.

SER. NO. 87-546,664, FILED 07-28-2017

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

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

Requirements in the First Ten Years*

What and When to File:

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

Requirements in Successive Ten-Year Periods*

What and When to File:

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

Grace Period Filings*

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

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

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

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

United States of America
United States Patent and Trademark Office

REDBOX.COM

Reg. No. 4,672,047

REDBOX AUTOMATED RETAIL, LLC (DELAWARE LIMITED LIABILITY COMPANY)
ONE TOWER LANE, SUITE 1200
OAKBROOK TERRACE, IL 60181

Registered Jan. 13, 2015

Int. Cls.: 9, 35, and 41

FOR: VENDING MACHINES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

TRADEMARK

FIRST USE 0-0-2009; IN COMMERCE 0-0-2009.

SERVICE MARK

FOR: VENDING MACHINE SERVICES; AUTOMATED RETAIL VENDING MACHINE KIOSKS FEATURING MOVIES AND VIDEO GAMES; VENDING MACHINE SERVICES RENDERED THROUGH AUTOMATED KIOSKS FEATURING MOVIES AND VIDEO GAMES; AUTOMATED RETAIL VENDING MACHINE KIOSK SERVICES FEATURING DVDS, MOVIES, PRERECORDED ELECTRONIC MEDIA FEATURING ENTERTAINMENT CONTENT, AND VIDEO GAMES FOR PURCHASE; ONLINE RETAIL STORE SERVICES FEATURING DVDS, MOVIES, PRERECORDED ELECTRONIC MEDIA FEATURING ENTERTAINMENT CONTENT, AND VIDEO GAMES FOR PURCHASE; COMPUTERIZED ONLINE RETAIL STORE SERVICES FEATURING PRE-RECORDED VIDEOS; DISTRIBUTORSHIP SERVICES IN THE FIELD OF ENTERTAINMENT CONTENT IN THE NATURE OF DVDS, MOVIES, VIDEO GAMES, AND DIGITAL CONTENT AND PRE-RECORDED MEDIA FEATURING ENTERTAINMENT CONTENT, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

PRINCIPAL REGISTER

FIRST USE 0-0-2009; IN COMMERCE 0-0-2009.



FOR: RENTAL OF VIDEO RECORDINGS BY MEANS OF COMMUNICATIONS NETWORKS; PROVIDING INFORMATION IN THE FIELD OF ENTERTAINMENT BY MEANS OF COMMUNICATIONS NETWORKS; RENTAL OF DVDS, VIDEO DISCS, VIDEO GAMES, MOVIES AND PRERECORDED ELECTRONIC MEDIA FEATURING ENTERTAINMENT CONTENT, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 0-0-2009; IN COMMERCE 0-0-2009.

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

Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

SN 85-325,085, FILED 5-19-2011.

ANNE MADDEN, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

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

Requirements in the First Ten Years*

What and When to File:

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

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

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

Grace Period Filings*

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

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

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

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

United States of America

United States Patent and Trademark Office



Reg. No. 4,418,939

Registered Oct. 15, 2013

Int. Cls.: 35, 38, and 41

SERVICE MARK

PRINCIPAL REGISTER

REDBOX AUTOMATED RETAIL, LLC (DELAWARE LIMITED LIABILITY COMPANY)
ONE TOWER LANE, SUITE 1200
OAKBROOK TERRACE, IL 60181

FOR: DISTRIBUTORSHIP SERVICES IN THE FIELD OF VIDEO GAMES, DVD'S FEATURING MOVIES, ONLINE RETAIL STORE SERVICES FEATURING PRE-RECORDED VIDEOS FEATURING ENTERTAINMENT IN THE NATURE OF MOVIES, MOTION PICTURE FILMS, TELEVISION PROGRAMS, AUTOMATED RETAIL SERVICES, NAMELY, PROVIDING RETAIL FACILITIES FEATURING AUTOMATED RETAIL VENDING MACHINES FEATURING ENTERTAINMENT CONTENT, MEDIA, DVDS, MOVIES AND VIDEO GAMES, FOR PURCHASE AND RENTAL, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 3-31-2003; IN COMMERCE 3-31-2003.

FOR: VIDEO-ON-DEMAND TRANSMISSION SERVICES, VIDEO BROADCASTING, TRANSMISSION OF VOICE, DATA, IMAGES, DATA SIGNALS, MESSAGES AND INFORMATION BY ELECTRONIC COMMUNICATIONS NETWORKS, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 1-0-2013; IN COMMERCE 1-0-2013.

FOR: RENTAL OF VIDEO RECORDINGS BY MEANS OF COMMUNICATIONS NETWORKS, AND PROVIDING INFORMATION IN THE FIELD OF ENTERTAINMENT BY MEANS OF COMMUNICATIONS NETWORKS; PROVIDING FACILITIES FOR DVD, MOVIE, AND VIDEO GAME RENTAL, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 3-31-2003; IN COMMERCE 3-31-2003.

OWNER OF U.S. REG. NOS. 2,919,854, 3,082,012, AND 3,229,436.

THE MARK CONSISTS OF THE WORD "REDBOX" WITH AN ARC OVER THE WORD.

SN 85-229,213, FILED 1-28-2011.

CARYN GLASSER, EXAMINING ATTORNEY



Lisa Street Lee

Deputy Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

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

Requirements in the First Ten Years*
What and When to File:

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

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*
What and When to File:

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

Grace Period Filings*

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

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

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

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

ANY PARTICULAR FONT STYLE, SIZE OR COLOR

No claim is made to the exclusive right to use the following apart from the mark as shown: "ENTERTAINMENT"

SER. NO. 88-472,728, FILED 06-13-2019

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

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

Requirements in the First Ten Years*

What and When to File:

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

Requirements in Successive Ten-Year Periods*

What and When to File:

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

Grace Period Filings*

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

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

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

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

ANY PARTICULAR FONT STYLE, SIZE OR COLOR

No claim is made to the exclusive right to use the following apart from the mark as shown: "ORIGINAL"

SER. NO. 88-472,696, FILED 06-13-2019

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

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

Requirements in the First Ten Years*

What and When to File:

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

Requirements in Successive Ten-Year Periods*

What and When to File:

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

Grace Period Filings*

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

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

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

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

Exhibit C

Generated on: This page was generated by TSDR on 2022-05-09 16:42:42 EDT

Mark: REDBOX RX

REDBOX RX

US Serial Number: 90766934

Application Filing Date: Jun. 10, 2021

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/APPLICATION/Published for Opposition

A pending trademark application has been examined by the Office and has been published in a way that provides an opportunity for the public to oppose its registration.

Status: A request for an extension of time to file an opposition has been filed with the Trademark Trial and Appeal Board. For further information, see TTABVue on the Trademark Trial and Appeal Board web page.

Status Date: Nov. 22, 2021

Publication Date: Nov. 09, 2021

Mark Information

Mark Literal Elements: REDBOX RX

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "RX"

Goods and Services

Note:

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

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

For: Mail order pharmacy services; Retail pharmacy services; Pharmaceutical services, namely, processing online and telephone prescription orders in retail and central fill pharmacies

International Class(es): 035 - Primary Class

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

Class Status: ACTIVE

Basis: 1(b)

For: Telemedicine services

International Class(es): 044 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(b)

Basis Information (Case Level)

Filed Use: No
Filed ITU: Yes
Filed 44D: No
Filed 44E: No
Filed 66A: No
Filed No Basis: No

Currently Use: No
Currently ITU: Yes
Currently 44E: No
Currently 66A: No
Currently No Basis: No

Current Owner(s) Information

Owner Name: Hy-Vee, Inc.
Owner Address: 5820 Westown Parkway
West Des Moines, IOWA UNITED STATES 50266
Legal Entity Type: CORPORATION
State or Country Where Organized: IOWA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Joshua J. Conley
Attorney Primary Email Address: jconley@zarleylaw.com
Docket Number: T62778US0
Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Joshua J. Conley
ZARLEY LAW FIRM, P.L.C.
400 LOCUST STREET
CAPITAL SQUARE, SUITE 200
DES MOINES, IOWA UNITED STATES 50309
Phone: 515-558-0200
Correspondent e-mail: jconley@zarleylaw.com
trademarks@zarleylaw.com
actions@zarleylaw.com
Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Nov. 22, 2021	EXTENSION OF TIME TO OPPOSE RECEIVED	
Nov. 09, 2021	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Nov. 09, 2021	PUBLISHED FOR OPPOSITION	
Oct. 20, 2021	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 20, 2021	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 20, 2021	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 20, 2021	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Oct. 01, 2021	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 14, 2021	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Sep. 14, 2021	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Sep. 14, 2021	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 13, 2021	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Sep. 13, 2021	NON-FINAL ACTION E-MAILED	6325
Sep. 13, 2021	NON-FINAL ACTION WRITTEN	74825
Sep. 10, 2021	ASSIGNED TO EXAMINER	74825
Aug. 31, 2021	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 14, 2021	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney: GILBERT, REBECCA L

Law Office: LAW OFFICE 103

Assigned:

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Oct. 04, 2021

Proceedings

Summary

Number of Proceedings: 1

Type of Proceeding: Extension of Time

Proceeding Number: [90766934](#)

Filing Date: Nov 22, 2021

Status: Extension of Time to Oppose Filed

Status Date: Nov 22, 2021

Interlocutory Attorney:

Defendant

Name: Hy-Vee, Inc.

Correspondent Address: JOSHUA J. CONLEY
ZARLEY LAW FIRM, P.L.C.
400 LOCUST STREET, CAPITAL SQUARE, SUITE 200
DES MOINES IA UNITED STATES , 50309

Correspondent e-mail: jconley@zarleylaw.com , trademarks@zarleylaw.com , actions@zarleylaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
REDBOX RX	Request For Extension of Time to File Opposition	90766934	

Potential Opposer(s)

Name: Redbox Automated Retail, LLC

Correspondent Address: JAMES P. MURAFF
MCDONALD HOPKINS LLC
300 N. LASALLE ST, SUITE 1400
CHICAGO IL UNITED STATES , 60654

Correspondent e-mail: ipmailbox@mcdonaldhopkins.com , ipmailbox@mcdonaldhopkins.com , drobinson@mcdonaldhopkins.com , jmuraff@mcdonaldhopkins.com

Prosecution History

Entry Number	History Text	Date	Due Date
4	EXT GRANTED	Mar 09, 2022	
3	FINAL 60-DAY REQUEST TO EXT TIME TO OPPOSE	Mar 09, 2022	
2	EXT GRANTED	Nov 22, 2021	
1	FIRST 90-DAY REQUEST TO EXT TIME TO OPPOSE	Nov 22, 2021	

Exhibit D

Exhibit E



WIKIPEDIA
The Free Encyclopedia

- Main page
- Contents
- Current events
- Random article
- About Wikipedia
- Contact us
- Donate

- Contribute
- Help
- Community portal
- Recent changes
- Upload file
- Tools
- What links here
- Related changes
- Special pages
- Permanent link
- Page information
- Cite this page
- Wikidata item

- Print/export
- Download as PDF
- Printable version

- Languages ⚙
- Français ✎ Edit links

Article [Talk](#)

Read [Edit](#) [View history](#)

2018 Redbox Bowl

From Wikipedia, the free encyclopedia

The **2018 Redbox Bowl** was a [college football bowl game](#) that was played on December 31, 2018 at [Levi's Stadium](#) in [Santa Clara, California](#), with kickoff at noon [PST](#) (3:00 p.m. [EST](#)).^[6] It was one of the [2018–19 bowl games](#) concluding the [2018 FBS football season](#). This was the 17th annual edition of a game that has gone by different names, and was known as the [Foster Farms Bowl](#) for the previous four years. For 2018 the game was renamed for its new sponsor, the DVD and video game rental company [Redbox](#).^[7]

Contents [hide]
1 Teams
1.1 Oregon Ducks
1.2 Michigan State Spartans
2 Game summary
2.1 Scoring summary
2.2 Statistics
3 References
4 External links

Teams [edit]

The game was played between [Michigan State](#) of the [Big Ten Conference](#) and [Oregon](#) of the [Pac-12 Conference](#).^[8] The two teams have met six times previously, with each winning three times.^[8]

Oregon Ducks [edit]

Main article: 2018 Oregon Ducks football team

Oregon received and accepted a bid to the Redbox Bowl on December 2.^[8] The Ducks entered the bowl with a 8–4 record (5–4 in conference).

Michigan State Spartans [edit]

Main article: 2018 Michigan State Spartans football team

Michigan State received and accepted a bid to the Redbox Bowl on December 2.^[8] The Spartans entered the bowl with a 7–5 record (5–4 in conference).

Game summary [edit]

Scoring summary [edit]

Scoring summary [hide]								
Quarter	Time	Drive			Team	Scoring information	Score	
		Plays	Yards	TOP			MSU	ORE
3	9:57	12	64	4:59	MSU	34-yard field goal by Matt Coghlin	3	0
3	1:17	8	31	3:30	MSU	34-yard field goal by Matt Coghlin	6	0
4	11:19	6	77	1:40	ORE	Dillon Mitchell 28-yard touchdown reception from Justin Herbert , Adam Stack kick good	6	7
"TOP" = time of possession . For other American football terms, see Glossary of American football .							6	7

2018 Redbox Bowl

17th Redbox Bowl

Michigan State Spartans
(7–5)
Big Ten

Oregon Ducks
(8–4)
Pac-12

6

7

Head coach:
Mark Dantonio

Head coach:
Mario Cristobal

	1	2	3	4	Total
Michigan State	0	0	6	0	6
Oregon	0	0	0	7	7

Date	December 31, 2018
Season	2018
Stadium	Levi's Stadium
Location	Santa Clara, California
MVP	Dillon Mitchell (WR, Oregon) ^[1] & Josiah Scott (CB, Michigan State) ^[2]
Favorite	Oregon by 3 ^[3]
Referee	Reggie Smith (Big XII)
Attendance	30,212 ^[4]
Payout	US\$3,600,000 ^[5]
United States TV coverage	
Network	Fox
Announcers	Joe Davis, Brady Quinn and Bruce Feldman
Redbox Bowl	
< 2017	2019 >

Statistics [edit]

Statistics	MSU	ORE
First downs	19	11
Plays–yards	86–331	60–203
Rushes–yards	46–159	27–37
Passing yards	172	166
Passing: Comp–Att–Int	22–40–1	19–33–0
Time of possession	37:15	22:45

	1	2	3	4	Total
Spartans	0	0	6	0	6
Ducks	0	0	0	7	7

Team	Category	Player	Statistics
Michigan State	Passing	Brian Lewerke	22/40, 172 yds, 1 INT
	Rushing	LJ Scott	24 car, 84 yds
	Receiving	Cody White	6 rec, 64 yds
Oregon	Passing	Justin Herbert	19/33, 166 yds, 1 TD
	Rushing	CJ Verdell	14 car, 43 yds
	Receiving	Dillon Mitchell	6 rec, 70 yds, 1 TD

References [edit]

- ↑ @CFBONFOX (December 31, 2018). "Your Redbox Bowl Offensive MVP: @oregonfootball's Dillon Mitchell" (Tweet). Retrieved December 31, 2018 – via Twitter.
- ↑ @mattcharboneau (December 31, 2018). "Josiah Scott was named the Redbox Bowl defensive MVP" (Tweet). Retrieved December 31, 2018 – via Twitter.
- ↑ Fawkes, Ben (December 10, 2018). "Odds for every 2018-19 CFB bowl game". *ESPN.com*. Retrieved December 18, 2018.
- ↑ @EmptySeatsPics (December 31, 2018). "Announced crowd of 30,212 for the 2018 RedBox Bowl" (Tweet). Retrieved December 31, 2018 – via Twitter.
- ↑ "2018 Bowl Schedule". *CFP.com*. Retrieved December 3, 2018.
- ↑ "2018-19 College Football Playoff and bowl schedule". *ESPN*. May 2, 2018. Retrieved July 29, 2018.
- ↑ Meacham, Jody. "Levi's Stadium picks up sponsor for their annual college bowl game". *www.bizjournals.com*. Retrieved September 27, 2018.
- ↑ ^a ^b ^c ^d http://www.levisstadium.com/2018/12/oregon-to-meet-michigan-state-in-2018-redbox-bowl-at-levis-stadium/

External links [edit]

- Box score at ESPN

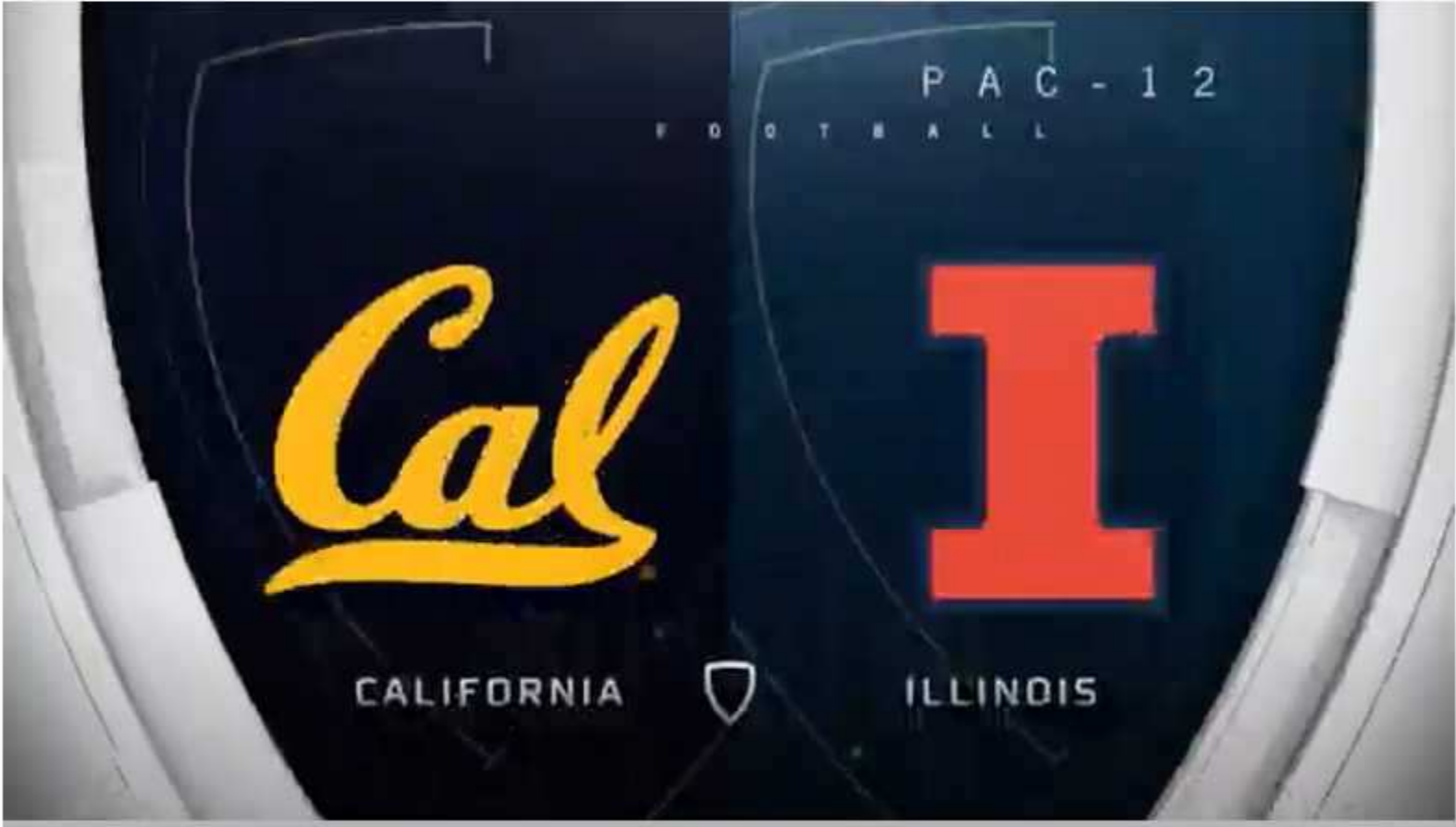
v t e	2018–19 NCAA football bowl game season	[show]
v t e	San Francisco / Emerald / Fight Hunger / Foster Farms / Redbox Bowl	[show]
v t e	Michigan State Spartans bowl games	[show]
v t e	Oregon Ducks bowl games	[show]

Categories: 2018–19 NCAA football bowl games | Redbox Bowl | 2018 in sports in California | December 2018 sports events in the United States | Michigan State Spartans football bowl games | Oregon Ducks football bowl games

This page was last edited on 28 April 2020, at 13:25 (UTC).

Text is available under the Creative Commons Attribution-ShareAlike License; additional terms may apply. By using this site, you agree to the Terms of Use and Privacy Policy. Wikipedia® is a registered trademark of the Wikimedia Foundation, Inc., a non-profit organization.

Privacy policy About Wikipedia Disclaimers Contact Wikipedia Developers Statistics Cookie statement Mobile view



California-Illinois Redbox Bowl game preview

758 views • Dec 20, 2019

LIKE DISLIKE SHARE SAVE ...



Pac-12 Networks ✓
85.1K subscribers

SUBSCRIBE

Pac-12 Networks' Yogi Roth lays out the storylines to follow when Cal matches up with Illinois in the Redbox Bowl. Evan Weaver, the nation's leading tackler, and the Cal defense can show out against a talented Illini offense in the final game of the season. Catch the game at 1 p.m. PT/ 2

SHOW MORE

2019 REDBOX BOWL: CAL VS. ILLINOIS

DEC
30

SHARE



DECEMBER 30, 2019 - 1:00 PM (PT)

[BUY TICKETS](#)

[MORE INFO](#)

[DIRECTIONS](#)

[STUDENT TICKETS](#)

[FAMILY PACK TICKETS](#)

[PREMIUM TICKETS](#)

[BOWL PROGRAM](#)

[EVENT GUIDE](#) →

[PARKING POLICY](#) → | [BAG POLICY](#) → | [TAILGATING POLICY](#) → | [PERMITTED & PROHIBITED ITEMS](#) → | [PUBLIC TRANSPORTATION](#) → | [ACCESSIBLE SERVICES](#) → |

Your mobile ticket must be displayed on your phone to get into the event using the Levi's[®] Stadium app or Ticketmaster app.

EVENT GUIDE

The Redbox Bowl, will be played on Monday, December 30 at Levi's[®] Stadium. The 18th installment of the game that launched in 2002 has become a staple of holiday traditions for college football fans throughout the Bay Area. The Redbox Bowl will kick off at 1:00 p.m. PT with Cal and Illinois squaring off. The game will be televised on the FOX broadcast network.

Tickets are available now at [Ticketmaster.com](https://www.ticketmaster.com).





Ticket Policy

All guests ages 2 and above must have an event ticket to enter the stadium. There is no re-entry after admittance. Guests should have their tickets ready to scan upon approaching the stadium entry gates. The ticket barcode must be visible no matter the ticket type. ***Tickets will not be emailed or available to print. Your mobile ticket must be displayed on your phone to get into the event.***

Visa Box Office

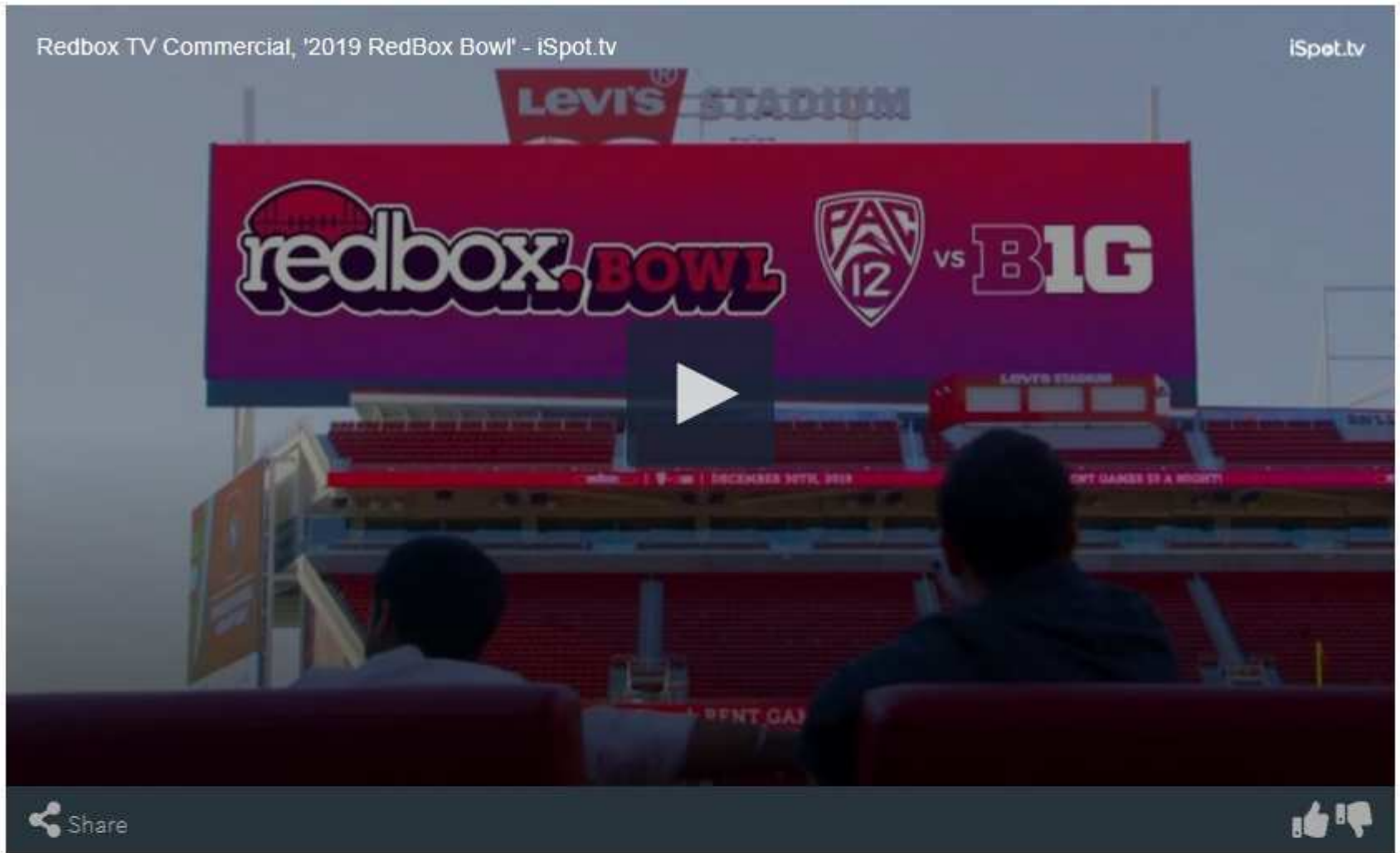
The Visa Box Office opens at 10:00am and is located at the north end of the stadium inside Toyota Gate F. Walk-up tickets may also be available at the Visa Box Office.

Will Call

Will call opens at 10:00am and is located at the Visa Box Office.

Timeline

Monday, December 30, 2019

[Retail Stores](#) / [Specialty Stores](#) / [Redbox](#)

Redbox TV Commercial, '2019 RedBox Bowl'

Ad ID: 2380051 30s (Online-Only)

Redbox says customers can get the newest games for three dollars a night and also encourages viewers to tune in to the Redbox Bowl to see a college football matchup between two teams from the Pac 12 and Big 10 at Levi Stadium.

Advertiser	Redbox
Advertiser Profiles	Facebook , Twitter , YouTube , Pinterest
Promotions	Redbox Bowl (expires: 12/30/2019)
Songs - Add	None have been identified for this spot
Ad URL	http://www.redboxbowl.com
Mood	Active
Actors - Add	None have been identified for this spot
Network	Fox Sports , PAC-12 Network
Show	Big Ten Conference

01/29/20: The Pac-12 locked in a major deal with Redbox



CYNOPSISSPORTS

Wednesday, January 29, 2020

The Pac-12 locked in a multi-year partnership with Redbox as a major new official partner of the Conference and its member universities. With the partnership, Redbox will serve as an official partner for all Pac-12 Championship events beginning this year and including the upcoming 2020 Pac-12 Men's and Women's Basketball Tournaments, as well as the 2020 Pac-12 Football Championship Game in Las Vegas in December. Redbox will also receive rights to Pac-12 home football and men's basketball games with event signage and marketing rights across all 12 universities, including Pac-12 Networks linear and digital platforms.

"With their presence among our Pac-12 footprint and across the nation, we are thrilled to welcome Redbox, a leading entertainment brand, to the Pac-12 family and look forward to working together to promote both the success of Pac-12 sports and new products and services for Redbox customers," said Steve Tseng, executive vice president of sales for Pac-12 Networks.

PROGRAMMING

The World Golf Group went public with its plans to launch a new 18-event global tour, dubbed the Premier Golf League featuring a prize purse of \$240 million and was slated to launch in Jan. 2022. The lineup would span an eight-month season and would be backed by the Raine Group, according to multiple reports. The series is looking to sign 48 top players to compete, effectively taking them out of the lineup for PGA TOUR events. According to information released about the league, selected players would be awarded part-ownership of a team franchise.

Meanwhile, the PGA Tour, while declining to publicly comment on the new golf league, sent a letter to players on Monday in which Tour commissioner Jay Monahan outlined the circuit's thoughts on the new series, according to Golf Channel. In the letter, Monahan said the Tour has not been in contact with officials from the Team Golf Concept, but made it clear that the league's proposed 18-event schedule would be a direct conflict with the PGA Tour as players are limited to three conflicting event "releases" under the Tour's current regulations.

The Professional Fighters League is expanding its global footprint on the road to the 2020 season, announcing plans to launch the International Qualifier Series – a fight twice in one-night tournament that will see fighters from around the world compete for a chance to fight in the 2020 PFL season. International Qualifier Series tournaments will take place this February and March in United Arab Emirates, Russia, Germany, Brazil and Australia. Four fighters from each market will compete in a tournament requiring each fighter to fight twice and win twice in the same night to be considered for a PFL contract. On Friday, March 20, the PFL International Qualifier Series featherweight tournament will take place in Abu Dhabi in partnership with UAE Warriors.

CBS Sports Network serves up a Top-10 doubleheader tonight starting at 7p with Duquesne/Dayton followed by San Diego State/New Mexico at 9p. John Sadak and Chris Walker will be on the call for Dayton-Duquesne while Rich Waltz, Avery Johnson and AJ Ross call the late game from New Mexico.

Tuesday, January 1, 2019

Bowl Games on FOX and FS1 Register Year-Over-Year Increases

Oregon's 7-6 win over Michigan State in the Redbox Bowl on FOX drew a 2.5 metered market rating, according to Nielsen Media Research, a +32% increase over last year's game (vs. 1.9 for Arizona-Purdue on 12/27/17).

No. 22 Northwestern's 31-20 victory against No. 17 Utah in the San Diego County Credit Union Holiday Bowl on FS1 pulled a 1.09 metered market rating, a +9% increase from last year's contest (vs. 1.00 for Washington State-Michigan State on 12/28/17).

“ The [@RedBoxBowl](#) on FOX and [@HolidayBowl](#) on [@FS1](#) both posted ratings increases over last year's games  pic.twitter.com/0vMLcEWSMt

— FOX Sports PR (@FOXSportsPR) [January 1, 2019](#)

Audience Analysis: Fox Sports Sees Mixed Bowl Game Results

By [Austin Karp](#)
 January 2, 2020

Fox Sports had a mixed bag for its two bowl games this season. Fox aired Cal's win over Illinois in the Redbox Bowl on Monday afternoon, drawing 1.87 million viewers. That is the game's lowest figure since ESPN2 drew 1.07 million viewers for Arizona State-Navy when it was the Kraft Fight Hunger Bowl back in '12. Meanwhile, FS1 drew 2.5 million viewers for Iowa's win over USC in the San Diego County Credit Union Holiday Bowl last Friday night, marking the game's best mark yet on the cable network and also FS1's third-best college football game audience on record.

EL FIN: Univision and TUDN on Sunday night averaged 3.3 million viewers for the second leg of the Liga MX Apertura title game between Chivas and Club America. That is the best audience for any Apertura (fall season) game in Liga MX since '16 and the best club soccer audience on U.S. TV for all of '19. Meanwhile, last Thursday, the first leg of the matchup drew a total audience of 1.5 million viewers on FS1 and Fox Deportes. It was the first Liga MX finale ever to air on Fox Deportes.

The chart below lists viewership figures for select recent sports telecasts.

TELECAST	DATE	NET	TIME (ET)	RAT.	VIEWERS (000)
"SNF": 49ers-Seahawks	12/29	NBC	8:23-11:28pm	12.5	22,846
CFP semifinal: PlayStation Fiesta Bowl: Clemson-Ohio State	12/28	ESPN/ESPN2/ESPNU/ESPNNews	8:17pm-12:08am	n/a	21,151
NFL: Redskins-Cowboys (74%)	12/29	Fox	4:25-7:45pm	11.6	20,996
CFP semifinal: Chick-Fil-A Peach Bowl: LSU-Oklahoma	12/28	ESPN/ESPN2/ESPNU/ESPNNews	4:20-7:48pm	n/a	17,214
NFL: Chargers-Chiefs (55%); Dolphins-Patriots (36%)	12/29	CBS	1:03-4:25pm	8.5	14,901
NFL: (regional)	12/29	Fox	1:03-4:25pm	8.3	14,426
"MNF": Packers-Vikings	12/23	ESPN	8:13-11:28pm	7.8	13,566
NFL: (regional)	12/29	CBS	4:25-7:45pm	7.5	12,531
NBA: Clippers-Lakers	12/25	ABC/ESPN	8:00-10:39pm	n/a	8,769
"Football Night in America"	12/29	NBC	7:27-8:14pm	4.3	7,605
NBA: Rockets-Warriors	12/25	ABC	5:00-7:30pm	3.2	6,550
Goodyear Cotton Bowl Classic: Penn State-Memphis	12/28	ESPN	12:00-3:46pm	3.8	6,220
NBA: Bucks-76ers	12/25	ABC	2:30-5:00pm	2.8	5,482
"Fox NFL Sunday"	12/29	Fox	12:00-1:03pm	3.3	5,355
Academy Sports + Outdoors Texas Bowl: Texas A&M-Oklahoma State	12/27	ESPN	6:48-10:04pm	2.8	4,895
Camping World Bowl: Notre Dame-Iowa State	12/28	ABC	12:01-3:30pm	2.7	4,165
New Era Pinstripe Bowl: Michigan State-Wake Forest	12/27	ESPN	3:24-6:48pm	2.3	3,795

"The NFL Today"	12/29	CBS	12:00-1:03pm	2.1	3,350
NBA: Celtics-Raptors	12/25	ESPN	12:12-2:34pm	1.8	3,324
Liga MX: Apertura final: Leg 2: Chivas-Club America	12/29	Univision/ TUDN	8:45pm-12:33am	n/a	3,300
Quick Lane Bowl: Pitt-Eastern Michigan	12/26	ESPN	8:00-11:47pm	1.8	3,045
Cheez-It Bowl: Washington State-Air Force	12/27	ESPN	10:16pm-1:38am	1.6	2,617

San Diego County Credit Union Holiday Bowl: Iowa-USC	12/27	FS1	8:01-11:50pm	1.3	2,500
College basketball: Louisville-Kentucky	12/28	CBS	3:45-6:00pm	1.3	2,047
Redbox Bowl: Cal-Illinois	12/30	Fox	4:00-7:15pm	n/a	1,868
"Fox NFL Kickoff"	12/29	Fox	11:00am-12:00pm	0.8	1,297
College basketball: Wisconsin-Tennessee	12/28	CBS	1:30-3:45pm	0.6	889
EPL: Tottenham-Norwich City	12/28	NBC	12:30-2:30pm	0.5	799
EPL: Manchester United-Burnley	12/28	NBC	2:40-5:00pm	0.5	778
Bowling: Bowlero Elite Series (taped)	12/29	NBC	1:00-3:00pm	0.4	538
Drone Racing League (taped)	12/29	NBC	4:00-6:00pm	0.3	504
Red Bull Signature Series (taped)	12/28	Fox	2:00-3:00pm	0.3	423
College basketball: Kansas-Stanford	12/29	ABC	3:00-5:15pm	0.3	397

Exhibit F

Media & Marketing

Bears sign deal with Redbox, giving free video rentals to some fans

By Daniel Kaplan - Sports Business Journal,
Aug 10, 2017, 8:28pm CDT

The Chicago Bears signed movie and video game retailer Redbox to a sponsorship that will give fans free rentals by attending home games.

Home-game attendees can take home a promo code for a free one-night rental when they follow instructions on more than 800 TVs that make up Soldier Field's in-stadium TV network.

Redbox also will receive two signage positions on the East side of the stadium bowl inside Soldier Field.

Redbox also has a sponsorship with the Seattle Seahawks, its only other one in sports.

In recognition of the Bears deal, Redbox released its picks for the Top 10 football movies of all time: "Brian's Song," "Rudy," "North Dallas Forty," "Remember the Titans," "Heaven Can Wait," "Jerry Maguire," "Draft Day," "Invincible," "The Blind Side" and "We Are Marshall."

Neither the Bears nor Redbox used a marketing agency.

Redbox is owned by New York-based Apollo Global Management (NYSE: APO). Redbox is based in the Chicago suburb of Oakbrook Terrace, Illinois.

Apollo bought Redbox's former parent, Outerwall, for \$1.6 billion almost a year ago, and it separated Outerwall's three brands into separate entities – Redbox, Coinstar and ecoATM.

Redbox has operated independently since March and has around 1,400 employees. Its largest office is in Oakbrook Terrace, but top executives work in Bellevue, Washington. The company has a third office in Los Angeles.

Redbox closed 1,800 under-performing movie, TV and video game kiosks in 2015, the year before Outerwall's acquisition. Now, the company plans to add 1,500 kiosks to reach around 41,500. The company in recent months closed deals with studios Time Warner and Fox to get titles to the kiosks sooner.

Join the conversation: Follow [@ChiBizJournal](#) on Twitter, "like" us on [Facebook](#), and [sign up for our free email newsletters and news alerts.](#)



Seahawks Sign Three-Year Sponsorship With Parent Company Of Coinstar, Redbox

By Terry Lefton
July 8, 2014

The Seahawks have signed Outerwall to a three-year sponsorship deal valued annually in the low seven figures, a first for the Washington-based company that owns the Coinstar and Redbox kiosks. Under the deal, Outerwall, which changed its name from Coinstar Inc. a year ago, gets signage on the tunnels leading onto the field at CenturyLink Field, along with digital signage. Activation plans are yet to be determined, but there are no plans as of now to have Outerwall's various vending machines at the stadium. Seahawks VP/Corporate Partnerships & Suites Amy Sprangers said Outerwall is seeking expanded branding to generate awareness through the sponsorship. The deal grew out of an introduction from Verizon, another Seahawks corporate patron. Kiosk-based promotions are in the offing. Outerwall also will participate in the team's Spirit of 12 cause-related program, which benefits local nonprofits, by donating up to \$100,000. The deal is easily the biggest sponsorship expenditure for Outerwall, which previously sponsored Houston's Zombie Walk. Coming off the first Super Bowl victory in franchise history, the Seahawks have seen double-digit growth in both suite sales and corporate sponsorship revenues. Another leading indicator: tickets for this year's training camp sold out in 45 minutes. Last year, that took 26 days. "We don't have a lot of inventory left, but we can be a little more aggressive about pricing now, and we're looking to be creative with deals like this one," Sprangers said.

NFL will fill prime stadium seating with ads in 2020

WRITTEN BY
TADD HAISLOP

[@taddhaislop \(https://twitter.com/taddhaislop\)](https://twitter.com/taddhaislop)



[NFL \(HT7 AMERICAN FOOTBALL \(HTTPS://WWW.SPORTINGNEWS.C](https://www.sportingnews.com/us/nfl/)

If an NFL player scores a touchdown in 2020 and wants to give the ball to a fan in the stands, chances are he will have to chuck it six to eight rows deep rather than simply handing it to his supporter of choice.

The reasons reportedly are safety and — you guessed it — money.

As SBD notes, the NFL will have to change its current policy that prohibits the display of non-sideline sponsors within 40 feet of the field. The local ads in the first few rows of stadiums will not be able to conflict with league sponsors.

NFL owners on Thursday approved the proposal (<https://twitter.com/AdamSchefter/status/1276239287890128901>) to allow sponsored seat coverings.

According to ESPN, the NFL's planned call (<https://twitter.com/AdamSchefter/status/1275871518111813632>) with team owners Thursday also served as a chance to "debrief them on COVID-19 and plans for reopening facilities. ... A social justice update also will be given." The plan is to begin NFL training camps on time, starting July 28.

The NFL to this point has not done much to alleviate the inevitable concerns associated with playing a season during a global pandemic. Because the league was fortunate the outbreak reached the United States during its offseason, it has been proceeding with business as usual — albeit virtually — through the spring and now the summer.

But training camps are scheduled to begin in a little more than a month, and the clock is ticking for the NFL to establish comprehensive health and safety protocols to be implemented for players, coaches and all team and league personnel.

Part of the plan, according to NFL Network, will be to test players for COVID-19 three times per week (<https://twitter.com/TomPelissero/status/1272625939831304195?s=20>) and isolate anybody who tests positive. NFLPA medical director Thom Mayer reportedly told player agents "there's a 90 percent chance reliable saliva testing (will be) available before players return to facilities."

NFL chief medical officer Dr. Allen Sills last week: "Make no mistake, this is no easy task (<https://www.sportingnews.com/us/nfl/news/nfl-coronavirus-2020-season-anthony-fauci/1fq4qkueyl3xh1nry9c6drkksa>). We will make adjustments as necessary to meet the public health environment as we prepare to play the 2020

PLAY

According to a Sports Business Daily report, NFL teams will be able to sell (<https://www.sportsbusinessdaily.com/SB-Blogs/Breaking-News/2020/06/NFL-Tarps.aspx>) "camera-visible signage to local sponsors" when the 2020 season plays out. Such ad sales are expected to "significantly defray pandemic-related revenue losses" in the event some or all fans are not allowed in stadiums.

From SBD's report: "The first six to eight rows of seating in every stadium - — including on-field suites — will be off limits to fans this season. That move is officially to protect players, coaches and team staff from coronavirus exposure, but it would also free up that space to become lucrative sponsorship assets.

"Sources said those seats will be covered by tarps that could include sponsor logos, similar to how EPL teams repurposed empty seating sections for ads during its return to play last week."

MORE: NFL medical officer defends viability of 2020 season
(<https://www.sportingnews.com/us/nfl/news/nfl-coronavirus-2020-season-anthony-fauci/1fq4qkueyl3xh1nry9c6drklsa>).

season as scheduled with increased protocols and safety measures for all players, personnel, and attendees. We will be flexible and adaptable in this environment to adjust to the virus as needed."

[Privacy Policy \(https://www.sportingnews.com/us/info/privacy/1qdrz3z8v5vgg1b4h9tftdc9oz\)](https://www.sportingnews.com/us/info/privacy/1qdrz3z8v5vgg1b4h9tftdc9oz)

[DAZN Group \(https://media.dazn.com/en-us/\)](https://media.dazn.com/en-us/) [Careers \(https://careers.dazn.com/\)](https://careers.dazn.com/)

[Shop \(http://shop.sportingnews.com/\)](http://shop.sportingnews.com/)

