

# Trademark/Service Mark Application, Principal Register

Serial Number: 86053011

Filing Date: 08/30/2013

The table below presents the data as entered.

Input Field	Entered
<b>SERIAL NUMBER</b>	86053011
<b>MARK INFORMATION</b>	
*MARK	<a href="#">FIRST LOOK</a>
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	FIRST LOOK
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
REGISTER	Principal
<b>APPLICANT INFORMATION</b>	
*OWNER OF MARK	First Look Media, Inc.
INTERNAL ADDRESS	c/o Carr & Ferrell LLP
*STREET	120 Constitution Dr
*CITY	Menlo Park
*STATE (Required for U.S. applicants)	California
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	94025
<b>LEGAL ENTITY INFORMATION</b>	
TYPE	corporation
STATE/COUNTRY OF INCORPORATION	Delaware
<b>GOODS AND/OR SERVICES AND BASIS INFORMATION</b>	
INTERNATIONAL CLASS	035

<p><b>*IDENTIFICATION</b></p>	<p>providing websites, online software, and network-based services featuring news, commentary, information, audio and visual media, and editorial articles in the fields of government affairs, politics, privacy and other rights, and the business of media; providing websites, online software, and network-based services enabling users to view, find, comment on, discuss, aggregate, bookmark, personalize, upload, download, publish, and share news, commentary, information, audio and visual media, and editorial articles in the fields of government affairs, politics, privacy and other rights, and the business of media; advocating on behalf of others in the public interest, including through the media, publicity campaigns, and lobbying</p>
<p><b>FILING BASIS</b></p>	<p>SECTION 1(b)</p>
<p><b>INTERNATIONAL CLASS</b></p>	<p>041</p>
<p><b>*IDENTIFICATION</b></p>	<p>providing websites, online software, and network-based services featuring news, commentary, information, audio and visual media, and editorial articles in the fields of education, entertainment, publishing, media, blogging, privacy, and security; providing websites, online software, and network-based services enabling users to view, find, comment on, discuss, aggregate, bookmark, personalize, upload, download, publish, and share news, commentary, information, audio and visual media, and editorial articles in the fields of education, entertainment, publishing, media, blogging, privacy, and security; advocating on behalf of others in the public interest, including through education, entertainment, administrative and judicial processes, and other avenues</p>
<p><b>FILING BASIS</b></p>	<p>SECTION 1(b)</p>
<p><b>INTERNATIONAL CLASS</b></p>	<p>009</p>
	<p>downloadable audio and video files featuring news, commentary, information, and editorial content in the fields of government affairs, politics, privacy and other rights, education, entertainment, publishing, media, blogging,</p>

<b>*IDENTIFICATION</b>	privacy, and security; downloadable software and mobile applications featuring news, commentary, information, audio and visual media, and editorial articles in the fields of government affairs, politics, privacy and other rights, education, entertainment, publishing, media, blogging, privacy, and security; downloadable software and mobile applications enabling users to view, find, comment on, discuss, aggregate, bookmark, personalize, upload, download, publish, and share news, commentary, information, audio and visual media, and editorial articles in the fields of government affairs, politics, privacy and other rights, education, entertainment, publishing, media, blogging, privacy, and security
<b>FILING BASIS</b>	SECTION 1(b)
<b>ATTORNEY INFORMATION</b>	
<b>NAME</b>	Jefferson F. Scher
<b>ATTORNEY DOCKET NUMBER</b>	T-3434 US
<b>FIRM NAME</b>	Carr & Ferrell LLP
<b>STREET</b>	120 Constitution Dr
<b>CITY</b>	Menlo Park
<b>STATE</b>	California
<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	94025
<b>PHONE</b>	650-812-3400
<b>FAX</b>	650-812-3444
<b>OTHER APPOINTED ATTORNEY</b>	Joi A. White, Aylin Demirci, and all other attorneys of the Firm
<b>CORRESPONDENCE INFORMATION</b>	
<b>NAME</b>	Jefferson F. Scher
<b>FIRM NAME</b>	Carr & Ferrell LLP
<b>STREET</b>	120 Constitution Dr
<b>CITY</b>	Menlo Park
<b>STATE</b>	California

<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	94025
<b>PHONE</b>	650-812-3400
<b>FAX</b>	650-812-3444
<b>FEE INFORMATION</b>	
<b>NUMBER OF CLASSES</b>	3
<b>FEE PER CLASS</b>	325
<b>*TOTAL FEE DUE</b>	975
<b>*TOTAL FEE PAID</b>	975
<b>SIGNATURE INFORMATION</b>	
<b>SIGNATURE</b>	/Will Fitzpatrick/
<b>SIGNATORY'S NAME</b>	Will Fitzpatrick
<b>SIGNATORY'S POSITION</b>	Incorporator
<b>DATE SIGNED</b>	08/30/2013

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## Trademark/Service Mark Application, Principal Register

**Serial Number: 86053011**

**Filing Date: 08/30/2013**

### To the Commissioner for Trademarks:

**MARK:** FIRST LOOK (Standard Characters, see [mark](#))

The literal element of the mark consists of FIRST LOOK.

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

The applicant, First Look Media, Inc., a corporation of Delaware, having an address of  
c/o Carr & Ferrell LLP,  
120 Constitution Dr  
Menlo Park, California 94025  
United States

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

International Class 035: providing websites, online software, and network-based services featuring news, commentary, information, audio and visual media, and editorial articles in the fields of government affairs, politics, privacy and other rights, and the business of media; providing websites, online software, and network-based services enabling users to view, find, comment on, discuss, aggregate, bookmark, personalize, upload, download, publish, and share news, commentary, information, audio and visual media, and editorial articles in the fields of government affairs, politics, privacy and other rights, and the business of media; advocating on behalf of others in the public interest, including through the media, publicity campaigns, and lobbying

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

International Class 041: providing websites, online software, and network-based services featuring news, commentary, information, audio and visual media, and editorial articles in the fields of education, entertainment, publishing, media, blogging, privacy, and security; providing websites, online software, and network-based services enabling users to view, find, comment on, discuss, aggregate, bookmark, personalize, upload, download, publish, and share news, commentary, information, audio and visual media, and editorial articles in the fields of education, entertainment, publishing, media, blogging, privacy, and security; advocating on behalf of others in the public interest, including through education, entertainment, administrative and judicial processes, and other avenues

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

International Class 009: downloadable audio and video files featuring news, commentary, information, and editorial content in the fields of government affairs, politics, privacy and other rights, education, entertainment, publishing, media, blogging, privacy, and security; downloadable software and mobile applications featuring news, commentary, information, audio and visual media, and editorial articles in the fields of government affairs, politics, privacy and other rights, education, entertainment, publishing, media, blogging, privacy, and security; downloadable software and mobile applications enabling users to view, find, comment on, discuss, aggregate, bookmark, personalize, upload, download, publish, and share news, commentary, information, audio and visual media, and editorial articles in the fields of government affairs, politics, privacy and other rights, education, entertainment, publishing, media, blogging, privacy, and security

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

The applicant's current Attorney Information:

Jefferson F. Scher and Joi A. White, Aylin Demirci, and all other attorneys of the Firm of Carr & Ferrell LLP

120 Constitution Dr

Menlo Park, California 94025

United States

The attorney docket/reference number is T-3434 US.

The applicant's current Correspondence Information:

Jefferson F. Scher

Carr & Ferrell LLP

120 Constitution Dr

Menlo Park, California 94025

650-812-3400(phone)

650-812-3444(fax)

A fee payment in the amount of \$975 has been submitted with the application, representing payment for 3 class(es).

### **Declaration**

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

## **Declaration Signature**

Signature: /Will Fitzpatrick/ Date: 08/30/2013

Signatory's Name: Will Fitzpatrick

Signatory's Position: Incorporator

RAM Sale Number: 86053011

RAM Accounting Date: 09/03/2013

Serial Number: 86053011

Internet Transmission Date: Fri Aug 30 18:06:05 EDT 2013

TEAS Stamp: USPTO/BAS-24.104.40.161-2013083018060519

0976-86053011-500c86a1cbc8bc1856a3ce58eb

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CC-6098-20130830131657830364

# FIRST LOOK