## **Trademark/Service Mark Application, Principal Register**

**Serial Number: 86148102 Filing Date: 12/19/2013** 

## The table below presents the data as entered.

Input Field	Entered	
SERIAL NUMBER	86148102	
MARK INFORMATION		
*MARK	FIRST LOOK MEDIA	
STANDARD CHARACTERS	YES	
USPTO-GENERATED IMAGE	YES	
LITERAL ELEMENT	FIRST LOOK MEDIA	
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.	
REGISTER	Principal	
APPLICANT INFORMATION		
*OWNER OF MARK	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	
LEGAL ENTITY INFORMATION		
ТУРЕ	corporation	
STATE/COUNTRY OF INCORPORATION	Delaware	
GOODS AND/OR SERVICES AND BASIS INFORMATION		
INTERNATIONAL CLASS	035	

*IDENTIFICATION	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
FILING BASIS	SECTION 1(b)
INTERNATIONAL CLASS	041
*IDENTIFICATION	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
FILING BASIS	SECTION 1(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,

*IDENTIFICATION	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	
FILING BASIS	SECTION 1(b)	
ATTORNEY INFORMATION		
NAME	Jefferson F. Scher	
ATTORNEY DOCKET NUMBER	T-3480 US	
FIRM NAME	Carr & Ferrell LLP	
STREET	120 Constitution Dr	
CITY	Menlo Park	
STATE	California	
COUNTRY	United States	
ZIP/POSTAL CODE	94025	
PHONE	650-812-3400	
FAX	650-812-3444	
OTHER APPOINTED ATTORNEY	Joi A. White, Aylin Demirci, and all other attorneys of the Firm	
CORRESPONDENCE INFORMATION		
NAME	Jefferson F. Scher	
FIRM NAME	Carr & Ferrell LLP	
STREET	120 Constitution Dr	
CITY	Menlo Park	
STATE	California	

COUNTRY	United States	
ZIP/POSTAL CODE	94025	
PHONE	650-812-3400	
FAX	650-812-3444	
FEE INFORMATION		
NUMBER OF CLASSES	3	
FEE PER CLASS	325	
*TOTAL FEE DUE	975	
*TOTAL FEE PAID	975	
SIGNATURE INFORMATION		
SIGNATURE	/Will Fitzpatrick/	
SIGNATORY'S NAME	Will Fitzpatrick	
SIGNATORY'S POSITION	Incorporator	
DATE SIGNED	12/19/2013	

#### Trademark/Service Mark Application, Principal Register

**Serial Number: 86148102 Filing Date: 12/19/2013** 

#### To the Commissioner for Trademarks:

MARK: FIRST LOOK MEDIA (Standard Characters, see mark)
The literal element of the mark consists of FIRST LOOK MEDIA.
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-3480 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: 12/19/2013

Signatory's Name: Will Fitzpatrick Signatory's Position: Incorporator RAM Sale Number: 86148102 RAM Accounting Date: 12/19/2013

Serial Number: 86148102

Internet Transmission Date: Thu Dec 19 11:43:24 EST 2013 TEAS Stamp: USPTO/BAS-24.104.40.161-2013121911432453

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# FIRST LOOK MEDIA