

Trademark/Service Mark Application, Principal Register

Serial Number: 88739658

Filing Date: 12/26/2019

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	88739658
MARK INFORMATION	
*MARK	NEON
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	NEON
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	Samsung Research America, Inc.
*STREET	665 Clyde Avenue
*CITY	Mountain View
*STATE (Required for U.S. applicants)	California
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. and certain international addresses)	94043
LEGAL ENTITY INFORMATION	
TYPE	corporation
STATE/COUNTRY OF INCORPORATION	California
GOODS AND/OR SERVICES AND BASIS INFORMATION	
INTERNATIONAL CLASS	041
*IDENTIFICATION	Entertainment services, namely, production of special effects including model-making services, computer-generated imagery and computer-generated graphics for the production of motion pictures, videos, and movie trailers; Entertainment services in the field of film and television, namely, the creation, production of films, videos, animation, and computer generated image; production of special effects in the nature of computer-generated imagery for motion pictures, and scripted, unscripted and animated television shows and digital content; Augmented reality video production
FILING BASIS	SECTION 1(b)
INTERNATIONAL CLASS	

INTERNATIONAL CLASS	042
*IDENTIFICATION	Computer modeling services; Computer graphics design services, namely, creating computer generated characters; Design and development of computer-modeled versions of human beings using computer animation for use in movies, television, internet and other applications; Design and development of software for virtual characters; Design and development of software for developing virtual characters; Design and development of software for computer-modeled versions of human beings using computer animation for use in movies, television, internet and other application; Computer graphics design services, namely, creating for others custom computer-generated imagery, animations, simulations and models used for entertainment
FILING BASIS	SECTION 1(b)
ATTORNEY INFORMATION	
NAME	Diane J. Mason
ATTORNEY BAR MEMBERSHIP NUMBER	XXX
YEAR OF ADMISSION	XXXX
U.S. STATE/ COMMONWEALTH/ TERRITORY	XX
FIRM NAME	Drinker Biddle & Reath LLP
STREET	Four Embarcadero Center, 27th Floor
CITY	San Francisco
STATE	California
COUNTRY	United States
ZIP/POSTAL CODE	94111
PHONE	415-591-7506
EMAIL ADDRESS	sftrademarks@dbr.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
CORRESPONDENCE INFORMATION	
NAME	Diane J. Mason
FIRM NAME	Drinker Biddle & Reath LLP
STREET	Four Embarcadero Center, 27th Floor
CITY	San Francisco
STATE	California
COUNTRY	United States
ZIP/POSTAL CODE	94111
PHONE	415-591-7506
*EMAIL ADDRESS	sftrademarks@dbr.com; sftrademarks@dbr.com
*AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
APPLICATION FILING OPTION	TEAS RF

NUMBER OF CLASSES	2
APPLICATION FOR REGISTRATION PER CLASS	275
*TOTAL FEE DUE	550
*TOTAL FEE PAID	550
SIGNATURE INFORMATION	
SIGNATURE	/djm/
SIGNATORY'S NAME	Diane J. Mason
SIGNATORY'S POSITION	Attorney of Record, California Bar
SIGNATORY'S PHONE NUMBER	415-591-7506
DATE SIGNED	12/26/2019

Trademark/Service Mark Application, Principal Register

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To the Commissioner for Trademarks:

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

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

The applicant, Samsung Research America, Inc., a corporation of California, having an address of
665 Clyde Avenue
Mountain View, California 94043
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 041: Entertainment services, namely, production of special effects including model-making services, computer-generated imagery and computer-generated graphics for the production of motion pictures, videos, and movie trailers; Entertainment services in the field of film and television, namely, the creation, production of films, videos, animation, and computer generated image; production of special effects in the nature of computer-generated imagery for motion pictures, and scripted, unscripted and animated television shows and digital content; Augmented reality video production

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

International Class 042: Computer modeling services; Computer graphics design services, namely, creating computer generated characters; Design and development of computer-modeled versions of human beings using computer animation for use in movies, television, internet and other applications; Design and development of software for virtual characters; Design and development of software for developing virtual characters; Design and development of software for computer-modeled versions of human beings using computer animation for use in movies, television, internet and other application; Computer graphics design services, namely, creating for others custom computer-generated imagery, animations, simulations and models used for entertainment

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

The applicant hereby appoints Diane J. Mason. Diane J. Mason of Drinker Biddle & Reath LLP, is a member of the XX bar, admitted to the bar in XXXX, bar membership no. XXX, is located at

Four Embarcadero Center, 27th Floor
San Francisco, California 94111
United States
415-591-7506(phone)
sftrademarks@dbr.com (authorized).

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

The applicant's current Correspondence Information:

Diane J. Mason
Drinker Biddle & Reath LLP
Four Embarcadero Center, 27th Floor
San Francisco, California 94111
415-591-7506(phone)
sftrademarks@dbr.com; sftrademarks@dbr.com (authorized).

Email Authorization: I authorize the USPTO to send email correspondence concerning the application to the applicant, the applicant's attorney, or the applicant's domestic representative at the email address provided in this application. I understand that a valid email address must be maintained and that the applicant or the applicant's attorney must file the relevant subsequent application-related submissions via the Trademark Electronic Application System (TEAS). Failure to do so will result in the loss of TEAS Reduced Fee status and a requirement to submit an additional processing fee of \$125 per international class of goods/services.

A fee payment in the amount of \$550 has been submitted with the application, representing payment for 2 class(es).

Declaration

Basis:

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

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

And/Or

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

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

Declaration Signature

Signature: /djm/ Date: 12/26/2019

Signatory's Name: Diane J. Mason

Signatory's Position: Attorney of Record, California Bar

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Payment Accounting Date: 12/26/2019

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