

S-CINETONE

Trademark/Service Mark Application, Principal Register

Serial Number: 88545834

Filing Date: 07/29/2019

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	88545834
MARK INFORMATION	
*MARK	S-CINETONE
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	S-CINETONE
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	Sony Corporation
*STREET	1-7-1 Konan, Minato-ku
*CITY	Tokyo
*COUNTRY	Japan
*ZIP/POSTAL CODE (Required for U.S. and certain international addresses)	108-0075
LEGAL ENTITY INFORMATION	
TYPE	corporation
STATE/COUNTRY OF INCORPORATION	Japan
GOODS AND/OR SERVICES AND BASIS INFORMATION	
INTERNATIONAL CLASS	009
*IDENTIFICATION	Smartphones; digital cameras; telecommunication machines and apparatus; computer application program for smartphones; computer programs; computer programs for processing digital images and photographic images; computer programs for use in viewing, storing and arranging digital photos and digital images; tablet computers; personal computers; photographic machines and apparatus; cinematographic machines and apparatus; optical machines and apparatus
FILING BASIS	SECTION 1(b)
FILING BASIS	SECTION 44(d)
FOREIGN APPLICATION NUMBER	2019-090367
FOREIGN APPLICATION COUNTRY	Japan

FOREIGN FILING DATE	06/28/2019
INTENT TO PERFECT 44(d)	At this time, the applicant intends to rely on Section 44(e) as a basis for registration and requests that the application be suspended to await the submission of the foreign registration. If ultimately the applicant does not rely on §44(e) as a basis for registration, a valid claim of priority may be retained.
ATTORNEY INFORMATION	
NAME	Robert B.G. Horowitz, Esq.
ATTORNEY DOCKET NUMBER	041279.3217
FIRM NAME	Baker & Hostetler LLP
STREET	45 Rockefeller Plaza, 14th Floor
CITY	New York
STATE	New York
COUNTRY	United States
ZIP/POSTAL CODE	10111
PHONE	212-589-4200
FAX	212 589-4201
EMAIL ADDRESS	bhipdocket@bakerlaw.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
OTHER APPOINTED ATTORNEY	Lesley McCall Grossberg, Esq., Kevin M. Wallace, Esq., Lisa Bollinger Gehman, Esq.
DOMESTIC REPRESENTATIVE INFORMATION	
NAME	Robert B.G. Horowitz, Esq.
FIRM NAME	Baker & Hostetler LLP
STREET	45 Rockefeller Plaza, 14th Floor
CITY	New York
STATE	New York
COUNTRY	United States
ZIP CODE	10111
PHONE	212-589-4200
FAX	212 589-4201
EMAIL ADDRESS	bhipdocket@bakerlaw.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
CORRESPONDENCE INFORMATION	
NAME	Robert B.G. Horowitz, Esq.
FIRM NAME	Baker & Hostetler LLP
STREET	45 Rockefeller Plaza, 14th Floor
CITY	New York
STATE	New York

COUNTRY	United States
ZIP/POSTAL CODE	10111
PHONE	212-589-4200
FAX	212 589-4201
*EMAIL ADDRESS	bhipdocket@bakerlaw.com; rhorowitz@bakerlaw.com; jcupito@bakerlaw.com
*AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
APPLICATION FILING OPTION	TEAS RF
NUMBER OF CLASSES	1
APPLICATION FOR REGISTRATION PER CLASS	275
*TOTAL FEE DUE	275
*TOTAL FEE PAID	275
SIGNATURE INFORMATION	
SIGNATURE	/Robert B.G. Horowitz/
SIGNATORY'S NAME	Robert B.G. Horowitz
SIGNATORY'S POSITION	Attorney for Applicant, a New York State bar member
SIGNATORY'S PHONE NUMBER	212-589-4200
DATE SIGNED	07/29/2019

Trademark/Service Mark Application, Principal Register

Serial Number: 88545834

Filing Date: 07/29/2019

To the Commissioner for Trademarks:

MARK: S-CINETONE (Standard Characters, see [mark](#))

The literal element of the mark consists of S-CINETONE.

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

The applicant, Sony Corporation, a corporation of Japan, having an address of
1-7-1 Konan, Minato-ku
Tokyo 108-0075
Japan

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 009: Smartphones; digital cameras; telecommunication machines and apparatus; computer application program for smartphones; computer programs; computer programs for processing digital images and photographic images; computer programs for use in viewing, storing and arranging digital photos and digital images; tablet computers; personal computers; photographic machines and apparatus; cinematographic machines and apparatus; optical machines and apparatus

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.

Priority based on foreign filing: 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 and asserts a claim of priority based on Japan application number 2019-090367, filed 06/28/2019.

INTENT TO PERFECT 44(d) : At this time, the applicant intends to rely on Section 44(e) as a basis for registration and requests that the application be suspended to await the submission of the foreign registration. If ultimately the applicant does not rely on §44(e) as a basis for registration, a valid claim of priority may be retained.

The applicant's current Attorney Information:

Robert B.G. Horowitz, Esq. and Lesley McCall Grossberg, Esq., Kevin M. Wallace, Esq., Lisa Bollinger Gehman, Esq. of Baker & Hostetler LLP
45 Rockefeller Plaza, 14th Floor
New York, New York 10111
United States
212-589-4200(phone)
212 589-4201(fax)
bhipdocket@bakerlaw.com (authorized)

The attorney docket/reference number is 041279.3217.

The applicant hereby appoints Robert B.G. Horowitz, Esq. of Baker & Hostetler LLP

45 Rockefeller Plaza, 14th Floor
New York New York 10111
United States
212-589-4200(phone)
212 589-4201(fax)
bhipdocket@bakerlaw.com (authorized)

as applicant's representative upon whom notice or process in the proceedings affecting the mark may be served.

The applicant's current Correspondence Information:

Robert B.G. Horowitz, Esq.
Baker & Hostetler LLP

45 Rockefeller Plaza, 14th Floor
New York, New York 10111
212-589-4200(phone)
212 589-4201(fax)

bhipdocket@bakerlaw.com; rhorowitz@bakerlaw.com; jcupito@bakerlaw.com (authorized)

E-mail Authorization: I authorize the USPTO to send e-mail correspondence concerning the application to the applicant, the applicant's attorney, or the applicant's domestic representative at the e-mail address provided in this application. I understand that a valid e-mail 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 \$275 has been submitted with the application, representing payment for 1 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: /Robert B.G. Horowitz/ Date: 07/29/2019
Signatory's Name: Robert B.G. Horowitz
Signatory's Position: Attorney for Applicant, a New York State bar member
Payment Sale Number: 88545834
Payment Accounting Date: 07/29/2019

Serial Number: 88545834
Internet Transmission Date: Mon Jul 29 12:00:29 EDT 2019
TEAS Stamp: USPTO/BAS-XX.XXX.XXX.XX-2019072912002974
8956-88545834-620c79970c847e82f63ecf8d3b
ee56c31e32386ce83cf27ed538520c162c83b9a-
DA-00295224-20190729115159597639

S-CINETONE