

## Trademark/Service Mark Application, Principal Register

**Serial Number: 88739726**

**Filing Date: 12/26/2019**

**The table below presents the data as entered.**

Input Field	Entered
<b>SERIAL NUMBER</b>	88739726
<b>MARK INFORMATION</b>	
<b>*MARK</b>	<a href="#">NEON Artificial Human</a>
<b>STANDARD CHARACTERS</b>	YES
<b>USPTO-GENERATED IMAGE</b>	YES
<b>LITERAL ELEMENT</b>	NEON Artificial Human
<b>MARK STATEMENT</b>	The mark consists of standard characters, without claim to any particular font style, size, or color.
<b>REGISTER</b>	Principal
<b>APPLICANT INFORMATION</b>	
<b>*OWNER OF MARK</b>	Samsung Research America, Inc.
<b>*STREET</b>	665 Clyde Avenue
<b>*CITY</b>	Mountain View
<b>*STATE</b> (Required for U.S. applicants)	California
<b>*COUNTRY</b>	United States
<b>*ZIP/POSTAL CODE</b> (Required for U.S. and certain international addresses)	94043
<b>LEGAL ENTITY INFORMATION</b>	
<b>TYPE</b>	corporation
<b>STATE/COUNTRY OF INCORPORATION</b>	California
<b>GOODS AND/OR SERVICES AND BASIS INFORMATION</b>	
<b>INTERNATIONAL CLASS</b>	009
<b>*IDENTIFICATION</b>	Downloadable and recorded software for creating, viewing, manipulating, editing, storing, publishing, and exporting virtual characters; downloadable and recorded software for developing virtual characters; downloadable and recorded software for computer generated characters for use in movies, television, internet and entertainment purposes; downloadable and recorded computer programs featuring interactive virtual characters for use in movies, television, internet and entertainment purposes; downloadable and recorded computer programs to create, deploy and distribute realistic looking virtual characters via an Internet platform
<b>FILING BASIS</b>	SECTION 1(b)

<b>INTERNATIONAL CLASS</b>	042
<b>*IDENTIFICATION</b>	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
<b>FILING BASIS</b>	SECTION 1(b)
<b>ATTORNEY INFORMATION</b>	
<b>NAME</b>	Diane J. Mason
<b>ATTORNEY BAR MEMBERSHIP NUMBER</b>	XXX
<b>YEAR OF ADMISSION</b>	XXXX
<b>U.S. STATE/ COMMONWEALTH/ TERRITORY</b>	XX
<b>FIRM NAME</b>	Drinker Biddle & Reath LLP
<b>STREET</b>	Four Embarcadero Center, 27th Floor
<b>CITY</b>	San Francisco
<b>STATE</b>	California
<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	94111
<b>PHONE</b>	415-591-7506
<b>EMAIL ADDRESS</b>	sftrademarks@dbr.com
<b>AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>CORRESPONDENCE INFORMATION</b>	
<b>NAME</b>	Diane J. Mason
<b>FIRM NAME</b>	Drinker Biddle & Reath LLP
<b>STREET</b>	Four Embarcadero Center, 27th Floor
<b>CITY</b>	San Francisco
<b>STATE</b>	California
<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	94111
<b>PHONE</b>	415-591-7506
<b>*EMAIL ADDRESS</b>	sftrademarks@dbr.com; sftrademarks@dbr.com
<b>*AUTHORIZED TO COMMUNICATE VIA EMAIL</b>	Yes
<b>FEE INFORMATION</b>	
<b>APPLICATION FILING OPTION</b>	TEAS RF

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

---

## Trademark/Service Mark Application, Principal Register

**Serial Number: 88739726**

**Filing Date: 12/26/2019**

### To the Commissioner for Trademarks:

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

The literal element of the mark consists of NEON Artificial Human. 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 009: Downloadable and recorded software for creating, viewing, manipulating, editing, storing, publishing, and exporting virtual characters; downloadable and recorded software for developing virtual characters; downloadable and recorded software for computer generated characters for use in movies, television, internet and entertainment purposes; downloadable and recorded computer programs featuring interactive virtual characters for use in movies, television, internet and entertainment purposes; downloadable and recorded computer programs to create, deploy and distribute realistic looking virtual characters via an Internet platform

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

Payment Sale Number: 88739726

Payment Accounting Date: 12/26/2019

Serial Number: 88739726

Internet Transmission Date: Thu Dec 26 16:21:52 EST 2019

TEAS Stamp: USPTO/BAS-XX.XX.XX.X-2019122616215221474

5-88739726-700cca4f23451741acf60162475d6

77a925b22134a9e33c9d37a5433a03475263-CC-

21516706-20191226160449761550

# NEON Artificial Human