

UNITED STATES PATENT AND TRADEMARK OFFICE
APPLICATION FOR REGISTRATION OF A TRADEMARK OR SERVICE MARK

MARK: ARIEL

CLASS: 41

APPLICANT: Casual Films International Limited

ADDRESS: Unit 10e, Shepperton House, 93 Shepperton Road,
London, N1 3DF
United Kingdom

ENTITY: a company organized and existing under the laws of the United Kingdom

OUR REF: CASF 2012495

The above-identified applicant has a bona fide intention to use the above mark in commerce on or in connection with the following goods and services and requests that said mark be registered in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 under Section 1(b) and also Section 44(d):

Class	Services
41	Production and post-production of films and videos; audio and video recording services.

The mark is in standard characters and no claim is made to any particular font style, size or color.

Application to register said mark in the United Kingdom was filed on November 24, 2020 under Application No. 3559862. Applicant requests that said mark be registered in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946.

ADDRESS FOR CORRESPONDENCE

Applicant requests that all correspondence in connection with this application be directed to its attorneys, the law firm of Fross Zelnick Lehrman & Zissu, P.C., 151 West 42nd St., 17th Floor, New York, New York 10036, Attention: Karen Lim (Telephone 212-813-5900).

APPOINTMENT OF DOMESTIC REPRESENTATIVES

Fross Zelnick Lehrman & Zissu, P.C., 151 West 42nd St., 17th Floor, New York, New York 10036 (Telephone: 212-813-5900), is hereby designated applicant's representative upon whom notices or process in proceedings affecting the mark may be served.

USE ON FILING DATE

If this application is signed after the application filing date, the applicant verifies that it was using the mark in commerce on or in connection with the services listed in this application as of the application filing date and that the specimens were in use in commerce as of the application filing date.

DECLARATION

I have read all of the statements below before signing.

- **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.
- **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.

Casual Films International Limited

By: EB
[signature]

Name: EDWARD BERESFORD
[printed or typed]

Title: CFO

Date: 08 DECEMBER 2020