

## Trademark/Service Mark Application Principal Register



**MARK:**

The mark consists of a medallion with indentations on the top, bottom, left and right with the letters "MXC" in the middle, in that order.

The applicant, Tokyo Broadcasting System Television, Inc., a Japanese corporation, having an address of 5-3-6 Akasaka, Minato-ku, Tokyo, 107-8006, 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:** *downloadable audio, video and audiovisual multimedia content in the field of entertainment, namely, television shows featuring physical challenges and physical games; pre-recorded DVDs featuring physical challenges and physical games*

The mark is in use in commerce on or in connection with all of the goods listed above. The mark was first used by the applicant, or the applicant's related company, licensee, or predecessor in interest at least as early as April 2003, and first used in commerce at least as early as April 2003, and is now in use in such commerce. The applicant is submitting one specimen for the class showing the mark as used in commerce on or in connection with any item in the class, consisting of a(n) screenshot of Applicant's product prominently displaying the mark in connection with the applied-for goods.

**International Class 041:** *entertainment services in the nature of an ongoing television series in the field of physical challenges and physical games; entertainment services, namely, providing information, news and commentary in the field of physical challenges and physical games; entertainment in the nature of obstacle courses racing games; entertainment services in the nature of a television game show featuring extreme challenges; provision of television programs, not downloadable, via video-on-demand services; provision of non-downloadable films via video-on-demand services; online provision of non-downloadable videos*

The mark is in use in commerce on or in connection with all of the services listed above. The mark was first used by the applicant, or the applicant's related company, licensee, or predecessor in interest at least as early as April 2003, and first used in commerce at least as early as April 2003, and is now in use in such commerce. The applicant is submitting one specimen for the class showing the mark as used in commerce on or in connection with any item in the class, consisting of a(n) screenshot of Applicant's website prominently displaying the mark in connection with the applied-for services.

A fee payment in the amount of \$700 will be 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.

**Signature Section**

Signature: \_\_\_\_\_

Date: June 8, 2023

Signatory's Name: Mayu Sunaga

Signatory's Position: Director of Global Business Department