

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application: Ser. No. 88/286,444
Trademark: ZEBRA WAREHOUSEEDGE
Applicant: Zebra Technologies Corporation
Examining Attorney: David Yontef
Law Office: 118


LETTER OF CONSENT

**Re: Letter of Consent for U.S. Trademark Application Serial
No. 88/286,444 for the Mark ZEBRA WAREHOUSEEDGE**

Dear Mr. Yontef:

NewsPicks, Inc., the owner of United States Trademark Registration No. 5,388,725



for the mark , hereby consents to the registration by Zebra Technologies Corporation ("ZEBRA") of the trademark ZEBRA WAREHOUSEEDGE for the following goods and services, as shown in United States Trademark Application Serial No. 88/286,444:

- **Class 9:** Computer software for use in the operation, control and management of warehouses and storage facilities, enterprise resource planning, supply chain management, production management, logistics, product data management, and e-commerce
- **Class 42:** Software as a service, namely, providing non-downloadable computer software for use in the operation, control and management of warehouses and storage facilities, enterprise resource planning, supply chain management, production management, logistics, product data management, and e-commerce

NewsPicks believes that confusion is unlikely to arise between the parties' use and registration of their respective trademarks because:

- (a) The parties' specialized goods and services are distinguishable: NewsPicks' trademark is specifically limited to use in the field of business reporting and excludes software for "client/server-based communications systems, namely, software for communication of data collected by scanners, motion-detecting devices, location devices, RFID devices, chip-reader devices, electronic signal transmitters, printers and mobile computers." These limitations distinguish

NewsPicks' trademark from Zebra's proposed registration of ZEBRA WAREHOUSEEDGE;

- (b) The parties believe that their respective trademarks are distinguishable;
- (c) The parties have co-existed in the marketplace for many years. Indeed, Zebra owns several other registrations for marks consisting of or containing ZEBRA or a design mark of a Zebra Head on the Principal Register that peacefully co-exist with NewsPicks' registration; and
- (d) Should the need arise, the parties will cooperate with one another to take steps to reduce the possibility of, or eliminate or minimize, any confusion caused by the parties' use of their respective marks.

Sincerely,

NewsPicks, Inc.

By: Daisuke Sakamoto

Name: Daisuke Sakamoto

Title: Representative Director

Date: 19th July 2019