

Serial Number 88/225,693 for
ALEXA BUILT-IN and design
In Classes 09, 35, 38, 39, 41, 42, 43, 45

Applicant, Amazon Technologies, Inc., submits this Statement of Use with Request to Divide, and requests that its submissions be processed as laid out below.

Applicant hereby alleges use of the following goods:

- **Class 09:** Voice command and recognition software, speech to text conversion software; voice-enabled software applications for personal information management; personal assistant software; home automation and home device integration software; Personal vehicle integration software; wireless communication software for voice, audio, video, and data transmission; search engine software; computer software used for controlling stand-alone voice controlled information and personal assistant devices; computer software for personal information management; computer software for accessing, browsing, and searching online databases, audio, video, and multimedia content, games, and software applications, software application marketplaces; computer software for accessing, monitoring, tracking, searching, saving, and sharing information on topics of general interest; computer software for use to connect and control internet of things (IoT) electronic devices; computer software for connecting, operating, integrating, controlling, and managing networked consumer electronic devices, home climate devices and lighting products via wireless networks; computer software for others to use for the development of software to manage, connect, and operate internet of things (IoT) electronic devices; computer software to assist a user in operating a computerized handheld device through recognizing and implementing voice commands; computer software for initiating and receiving telephone calls, and for accessing, storing, retrieving, managing, processing and using information; computer software for voice recognition, processing voice commands and converting between speech and text; computer software for creating, sending, receiving and managing voicemail and email; computer software for scheduling and managing appointments, reminders, events and calendar entries on an electronic calendar; computer software for operating audio-visual information, namely, controlling the operation of audio and video devices; computer software for processing and managing mapping and directional information, namely, Downloadable and recorded geographic information system (GIS) software; computer software for use in note-taking, namely, computer software for recording and organizing audio information in electronic form; computer software for organizing and accessing phone numbers, addresses, and other personal contact information; computer software for accessing, browsing and searching online databases; computer software for global positioning and for providing travel directions; computer software for enabling hands-free use of a mobile phone through voice recognition; computer hardware consisting of stand-alone voice controlled information devices, namely, cloud-connected and voice-controlled smart audio speakers with virtual personal assistant capabilities; computer software used for controlling stand-alone voice controlled information devices, namely, cloud-connected and voice-controlled smart audio speakers with virtual personal assistant capabilities; computer software for use as an application programming interface (API) for use in the fields of artificial intelligence, natural language processing, image content analysis, speech recognition, deep learning, high performance computing, distributed computing, virtualization, machine learning, personal security, home security, smart vehicle technology, smart home technology, and internet of things devices; computer software for use as an application programming interface (API) for communications software for facilitating calls, text

messages, instant messages, voice-enabled commands, trip navigation and online social networking services; software development kits (SDKs) consisting of computer software development tools for the development of voice service delivery and nature language understanding technology across global computer networks, wireless networks, and electronic communications networks; software development kits (SDKs) consisting of computer software for the development, use, and interoperability of APIs that are used by electronic devices, systems, and interchanges that exchange data via communications networks and the internet and that connect with cloud-based data storage and exchange services; software development kits (SDKs) comprising of software development tools and software for use as an application programming interface (API) for creating software and applications related to internet connected consumer electronic devices; application programming interface (API), namely, software facilitating the development voice service delivery and personal assistant capability tools in connection with consumer electronic devices; computer application software for handheld wireless devices, namely, software for controlling, integrating, operating, connecting, and managing voice controlled information devices, namely, cloud-connected and voice-controlled smart consumer electronic devices and electronic personal assistant devices; computer software development tools; none of the aforesaid for professional photographic and cinematographic cameras including professional photographic and cinematographic specific accessories therefor and professional photographic and cinematographic software

Applicant hereby alleges use of the following services:

- **Class 35**: providing consumer information and related news in the field of sports, entertainment, business and finance, politics and government, health and physical fitness, weather, science and technology, travel, arts and literature, lifestyle and personal growth, vehicles and transportation, education and child development, real estate, fashion and design, food and cooking, home decorating, music and cinema, history, medicine, and law; providing information, news, and commentary in the field of politics and government affairs, and consumer information relating to a wide variety of products; providing information and news in the field of business, namely, information and news on current events
- **Class 38**: telecommunications services, namely, electronic transmission of streamed and downloadable audio and video files via computer and communications networks in the nature of broadband optical or wireless networks; delivery of message by electronic transmission; telecommunication services namely, electronic transmission of streamed and downloaded audio and video and multimedia content files via computer and other communications networks in the nature of broadband optical or wireless networks; text and numeric digital wireless messaging services; wireless electronic transmission of information and data; audio broadcasting and electronic transmission of educational and entertainment digital media for others via global and local computer networks; streaming of audio, visual and audiovisual material via the internet or a global computer network; electronic and wireless transmission and streaming of digital media content for others via global computer networks to handheld computers, laptops, and mobile electronic devices
- **Class 39 (ALL)**: Providing information, news, and commentary in the field of travel, available vehicle parking, current vehicle traffic, and transportation

- **Class 41:** provision of information in the field of entertainment; providing information relating to entertainment provided on-line from a computer database or a global computer network relating to movies, motion pictures, documentaries, films, television programs, graphics, animation, and multimedia presentations; providing information concerning movies, motion pictures, documentaries, films, television programs, graphics, animation and multimedia entertainment presentations over computer networks and global communication networks; providing information, reviews and personalized recommendations in the field of entertainment; providing information in the field of entertainment via global communications networks; providing news and information in the field of entertainment relating to information, contests, text, video, audio, and publications all related to entertainment; providing information on entertainment, movies, and television shows via social networks; provision of information relating to entertainment; providing information regarding movies, motion pictures, documentaries, films, television programs, graphics, animation and multimedia entertainment presentations, videos and dvds, and other audiovisual works over computer networks and global communication networks; providing information and commentary in the field of entertainment via global computer network, namely, information in the field of music, books, movies, motion pictures, television programs, games, toys, sporting goods, electronics, multimedia presentations, videos and dvds, and other household and consumer goods; entertainment services, namely, providing on-line non-downloadable prerecorded audio programs in the field of music, books, movies, motion pictures, television programs, games, toys, sporting goods, electronics, multimedia presentations, videos and dvds, and other household and consumer goods; entertainment services, namely, providing clips of prerecorded audio, visual, and audiovisual works via wireless networks; providing information, news, articles, and commentary in the field of entertainment, including, movies, television, audiovisual works, music, audio works, books, theatre, literary works, sporting events, recreational activities, leisure activities, tournaments, art, dance, musicals, exhibitions, sports instruction, clubs, radio, comedy, contests, visual works, games, gaming, festivals, museums, parks, cultural events, converts, publishing, animation, current events, and multimedia presentations; providing on-line non-downloadable pre-recorded audio, audiovisual, and multimedia works featuring entertainment, movies, television, audiovisual works, music, audio works, via the internet or other computer or communications networks; providing entertainment information regarding audio, video, and audiovisual content via social networks; provision of information, consultancy, and advisory services relating to all of the aforesaid services all of the foregoing excluding entertainment services providing information about fashion

Applicant hereby requests that the following goods be divided from the application, pursuant to Applicant's Request to Divide, and remain intent-to-use:

- **Class 09:** computer software for use in providing retail and ordering services for a wide variety of consumer goods; computer software for providing consumer resources for searching, locating, rating, evaluating and providing directions for the purchase, consumption and use of a wide range of consumer products, services, and information over a global communications network and using any connected access mode in any format, namely, mobile communication devices, desktop internet, email, voice or social media channels; computer software for making travel arrangements; computer software to assist in making reservations at hotels and restaurants; accessories, namely, power adapters and remote controls for the foregoing smart audio speakers; computer software for use as an application programming interface (API) for communications software for online shopping

Applicant hereby requests that the following services be divided from the application, pursuant to Applicant's Request to Divide, and remain intent-to-use:

- **Class 35:** Order fulfillment services; providing product information for the purpose of assisting with the selection of general consumer merchandise to meet the consumer's needs; providing information and news in the field of business, namely, information and news on economic, legislative, and regulatory developments as it relates to and can impact businesses; providing consumer information via voice-controlled automated inquiries, namely, providing an online automated consumer resource for searching, locating, rating and providing directions for the purchase, consumption and use of a wide range of consumer products, services and information over a global communications network; data processing services
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- **Class 38:** Telecommunication access services; providing on-line electronic bulletin boards for the transmission of messages among computer users in the field of consumer product information; web casting services; audio broadcasting of spoken word, music, concerts, and radio programs; wireless broadband communications services; wireless communications services, namely, transmission of graphics to electronic book readers; providing access to interactive databases for transmission of messages among computer users and subscribers concerning music, books, movies, motion pictures, television programs, games, toys, sporting goods, electronics, multimedia presentations, videos and dvds, and other household and consumer goods, product reviews and purchase information on the internet; Consulting in the field of telecommunication services, namely, telecommunications services in the nature of transmission of text, images, audio, and video, and data via telecommunications networks, wireless communications networks, and the internet; providing an online internet forum for the transmission of messages and information among computer users; providing online chat rooms for social networking; providing access to databases; providing telecommunication connectivity services for the transfer of images, messages, audio, visual, audiovisual and multimedia works among e-readers, mobile phones, smartphones, portable electronic devices, portable digital devices, tablets and computers; telecommunications services, namely, transmission of podcasts; telecommunications services, namely, transmission of webcasts; telecommunications services, namely, providing online electronic bulletin boards for the transmission of messages among computer users concerning entertainment; providing interactive internet or online chat rooms for transmission of messages among computer users and subscribers concerning a wide variety of topics; providing online computer games; telecommunication services for providing multiple-user access to a global computer network; providing an online interactive electronic bulletin board for transmission of messages among users in the field of comic book publishing, entertainment, and the entertainment industry; provision of information, consultancy and advisory services in the field of telecommunications
- **Class 41:** Education services, namely, the provision of podcasts, webcasts, and continuing programs accessible via the internet or other computer or communications networks featuring news and commentary in the fields of movies, television programs, audiovisual works, music, audio works, books, theatrical works, literary works, sporting events, recreational activities, leisure activities, tournaments, art, dance, musicals, exhibitions, sports instruction, clubs, radio programs, comedy, drama, contests, visual works, games, gaming, festivals, museums, parks, cultural events, concerts, desktop publishing, animation, current events, and multimedia presentations; entertainment services in the nature of an ongoing television comedy, drama, science fiction, animated, action, adventure and documentary provided through television, cable,

the internet, and wireless communication networks; entertainment services, namely, providing a variety of images of people, places, living creatures, imaginary creatures, and movie characters, over the internet; publication of books, magazines, newspapers, periodicals, newsletters, guides, quizzes, tests, journals and manuals on magnetic or optical data media featuring general entertainment information on a variety of topics; multimedia publishing of books, magazines, newspapers, periodicals, newsletters, guides, quizzes, tests, journals and manuals on magnetic or optical data media; music publishing services, namely, publication of music online; rental of video recordings, audio recordings, and computer game programs and video games including game cartridges for use with electronic games apparatus; distribution of radio programs and television programs for others; rental and leasing of televisions and radios; distribution or rental of motion pictures films; rental of movie projectors and accessories; providing information relating to education provided on-line from a computer database or a global computer network relating to movies, motion pictures, documentaries, films, television programs, graphics, animation, and multimedia presentations; non-downloadable electronic publications in the nature of books, magazine, newspapers, periodicals, newsletters, guides, quizzes, tests, journals and manuals in the field of movies, motion pictures, documentaries, films, television programs, graphics, animation, multimedia presentations, videos and dvds, high density optical discs, and other audiovisual works viewable over computer networks and global communications networks; providing on-line computer databases in the field of general news and information regarding movies, motion pictures, documentaries, films, and television programs; rental services, namely, rental of cinema films, documentary films, motion pictures, films, sound recordings, video games, multimedia entertainment presentations, electronic books and publications, video recordings, pre-recorded videotapes, digital video disks, musical recordings, multimedia recordings, and computer games; rental services, namely, rental of cinema films, documentary films, motion pictures, films, sound recordings, video games, multimedia entertainment presentations, electronic books and publications, video recordings, pre-recorded videotapes, digital video disks, musical recordings, multimedia recordings, and computer games via global communications networks; providing reviews, and personalized recommendations in the field of entertainment via global communications networks; providing information relating to contests and games; providing recognition and incentives by the way of awards and contests to demonstrate excellence in the field of entertainment, comics, screenplays, books, and short stories; providing a website featuring information in the field of entertainment; entertainment services, namely, conducting on-line contests; providing reviews for television, movies, and entertainment; providing a website featuring non-downloadable movies and videos featuring comedy, sports, drama, science fiction, animation, action, adventure or documentaries via a video-on-demand service; consultancy in the field of entertainment and the entertainment industry, namely, film and video production consulting services; publication of periodicals; providing non-downloadable electronic publications in the nature of books, magazines, newspapers, periodicals, newsletters, guides, quizzes, tests, journals and manuals in the field of movies, motion pictures, documentaries, films, television programs, graphics, animation and, multimedia presentations, videos, dvds, and other audiovisual works; publication of electronic books and journals; publication of books, magazines, newspapers, periodicals, newsletters, guides, quizzes, tests, journals and manuals in the field of movies, motion pictures, documentaries, films, television programs, graphics, animation, and multimedia presentations on magnetic or optical data media; publication of music online; rental of videos, audio recordings, and games including game cartridges for use with electronic games apparatus; entertainment services, namely, provision of multimedia programs in the nature of radio and television entertainment, namely, ongoing television and radio programs and a website featuring non-downloadable prerecorded music and

video recordings featuring comedy, sports, news, politics, history, drama, science fiction, animation, action, adventure or documentaries via the Internet; organization of sports competitions; entertainment services, namely, providing on-line reviews of books, movies, motion pictures, documentaries, films, television programs, graphics, animation and multimedia entertainment presentations, videos and dvds, and other audiovisual works through computer and communications networks; providing entertainment information through computer and communications networks; providing entertainment and educational databases featuring general news and information regarding movies, motion pictures, documentaries, films, television programs, graphics, animation and multimedia entertainment presentations, videos and dvds, and other audiovisual works; providing information and commentary in the field of education via global computer network, namely, information in the field of music, books, movies, motion pictures, television programs, games, toys, sporting goods, electronics, multimedia presentations, videos and dvds, and other household and consumer goods; providing on-line computer games and on-line interactive stories; providing on-line newsletters and blogs featuring entertainment, movies, television, audiovisual works, music, audio works, books, theatre, literary works, sporting events, recreational activities, leisure activities, tournaments, art, dance, musicals, exhibitions, sports instruction, clubs, radio, comedy, contests, visual works, games, gaming, festivals, museums, parks, cultural events, concerts, publishing, animation, current events, and multimedia presentations; publication of excerpts from books, periodicals, and literary works, and providing virtual environments in which users can interact for recreational, leisure, or entertainment purposes; providing information, news, articles, and commentary in the field of education and educational institutions; educational and entertainment services in the nature of podcasts, webcasts, and continuing programs featuring news and commentary in the field of movies, television programs, audiovisual works, music, audio works, books, theatre, literary works, sporting events, music, audio works, books, theatre, literary works, sporting events, recreational activities, leisure activities, tournaments, art, dance, musicals, exhibitions, sports instruction, clubs, radio, comedy, contest, visual works, games, gaming, festivals, museums, parks, cultural events, concerts, publishing, animation, current events, and multimedia presentations accessible via the internet or other computer on communications networks; providing on-line non-downloadable pre-recorded books, theatre, literary works, sporting events, recreational activities, leisure activities, tournaments, art, dance, musicals, exhibitions, sports instruction, clubs, radio, comedy, contests, visual works, games, gaming, festivals, museums, parks, cultural events, concerts, publishing, animation, current events, and multimedia presentations via the internet or other computer or communications networks; entertainment services, namely, providing online electronic games; entertainment services, namely, providing online video games; electronic games services provided by means of the internet; providing a computer game for use network-wide by network users; providing on-line information relating to computer games and computer enhancements for games; providing an on-line non-downloadable entertainment database featuring online non-downloadable digital games, movies, television shows, music, and other digital text, audio, and video files featuring books, magazines, news, and general information; providing a website featuring entertainment information and product reviews in the field of audio, video and audiovisual content, namely, movies, tv shows, videos, and music; providing news and information in the field of entertainment relating to product reviews and recommendations, all regarding audio, video, and audiovisual content in the nature of recordings featuring movies, tv shows, videos and music; providing an on-line non-downloadable searchable database featuring audio, video, and audiovisual content available through the internet, telecommunications networks, and wireless telecommunications networks in the field of

entertainment; providing information on entertainment, movies, and television shows via social networks; providing online computer games

- **Class 42 (ALL)**: Platform as a service (PaaS) featuring computer software platforms for voice command and recognition software, speech to text conversion software, voice-enabled software applications for personal information management; Platform as a service (PaaS) featuring computer software platforms for personal assistant software; Platform as a service (PaaS) featuring computer software platforms for home automation and home device integration software; Platform as a service (PaaS) featuring computer software platforms for wireless communication software for voice, audio, video, and data transmission; Software as a service (SaaS) featuring computer software used for controlling stand-alone voice controlled information and personal assistant devices; Software as a service (SaaS) featuring computer software for personal information management; Software as a service (SaaS) featuring computer software for accessing, browsing, and searching online databases, audio, video and multimedia content, games, and software applications, software application marketplaces; Software as a service (SaaS) featuring computer software for accessing, monitoring, tracking, searching, saving, and sharing information on topics of general interest; Online non-downloadable computer software for use in providing retail and ordering services for a wide variety of consumer goods; Software as a service (SaaS) featuring computer software for use to connect and control internet of things (IoT) electronic devices; Software as a service (SaaS) featuring computer software for connecting, operating, integrating, controlling, and managing networked consumer electronic devices, home climate devices and lighting products via wireless networks; Software as a service (SaaS) featuring computer software for others to use for the development of software to manage, connect, and operate internet of things (IoT) electronic devices; Software as a service (SaaS) featuring computer software for use as an application programming interface (API); design, development and maintenance of proprietary computer software for others in the field of natural language, speech, language, and voice recognition excluding post-production of picture and sound recordings; technical support and consultation services for developing applications; application service provider (ASP) services featuring software for controlling, integrating, operating, connecting, and managing voice controlled information devices, namely, cloud-connected and voice-controlled smart consumer electronic devices and electronic personal assistant devices; providing customized computer searching services, namely, searching and retrieving information at the user's specific request via the internet; computer services, namely, providing remote management of devices via computer networks, wireless networks or the Internet; provision of Internet search engine services; information, advisory and consultancy services relating to voice command and recognition software, speech to text conversion software, and voice-enabled software applications, home automation, and internet-of-things software; providing information, news, and commentary in the field of science and technology, home decorating, weather, and graphic, interior, product, and fashion design; provision of internet search engine services; Software as a service (SaaS) featuring computer software for use as an application programming interface (API) software for use in the fields of artificial intelligence, natural language processing, image content analysis, speech recognition, deep learning, high performance computing, distributed computing, virtualization, machine learning, personal security, home security, smart vehicle technology, smart home technology, and internet of things devices; Software as a service (SaaS) featuring computer software for use as an application programming interface (API) for communications software for facilitating calls, text messages, instant messages, online shopping, voice-enabled commands, trip navigation and online social networking services; information, advisory and consultancy services relating to all the aforesaid; computer services, namely,

creating computer network-based indexes of information, websites and resources global computer networks for others; none of the aforesaid for professional photographic and cinematographic cameras including professional photographic and cinematographic specific accessories therefor and professional photographic and cinematographic software

- **Class 43 (ALL):** Hotel reservation services; restaurant reservation services; travel agency services, namely, making reservations and booking for temporary lodging; sommelier services, namely, providing information on wine; providing information, advice, news, reviews, and commentary in the fields of dining, hotels, and temporary accommodations for travelers

- **Class 45 (ALL):** Personal concierge services for others comprising making requested personal arrangements and reservations and providing customer-specific information to meet individual needs; social networking services; providing information, news, and commentary in the field of law, fashion, diverse human lifestyles and personal growth; legal services; security services for the protection of property and individuals, namely, security guard services, monitoring of home security services for protecting personal property, and surveillance services; providing on-line computer databases and on-line searchable databases in the field of social networking; providing a social networking website for entertainment purposes; providing Internet-based social networking services for purposes of commentary, comparison, collaboration, consultation, advice, discussion, research, information sharing, indexing, information location, and entertainment; personal shopping for others; providing a searchable database featuring information available through the Internet, telecommunications networks and wireless telecommunications networks in the field of online social networking