

Application number

1958759

Registration number

TMA1263426

Type(s)

Word

Category

Trademark

CIPO Status

REGISTERED

TM5 status

LIVE/REGISTRATION/Issued
and Active



The trademark application has
been registered with the Office.

Filed

2019-04-23

Registered

2024-10-15

Registration Expiry Date

2034-10-15

Current owner

Cinelease, LLC
5375 W San Fernando Rd
Los Angeles, CA 90039
UNITED STATES OF
AMERICA

Agent

BAKER & MCKENZIE LLP
BROOKFIELD PLACE
181 BAY STREET, SUITE
2100
P.O. BOX 874
TORONTO
ONTARIO M5J2T3

Registered Owner

HERC BUILD, LLC

Index headings

CINELEASE
CINE LEASE

Goods (Nice class & Statement)

25 (1) Clothing, namely, shirts, jackets and hats

Services (Nice class & Statement)

35 (1) Retail store and mail order services featuring motion picture, television and theatrical production equipment, namely, lighting, namely, portable utility lights and mobile light towers, grip hardware and equipment, namely, grip stands and mobile storage carts, electric power distribution units, dollies, moving light, namely, movable utility lights and movable light towers, cable, namely, cable ties, electric cables, cables of metal, non-electric, extension cables, trusses, electric motors for machines, electric generators, tape, namely, adhesive tape for general bonding and repair purposes, duct tape, electrical tape, light bulbs, electrical, namely, wireless controllers to remotely monitor and control the function and status of portable utility lights and mobile light towers, rope, sprays, namely, adhesive sprays for use in motion picture, television, and theatrical production, filters for use with lighting, gel filters for lighting, cloth, paper, and lumber.

39 (2) Rental of moving equipment, namely, vans, trucks, and electric generators; transportation of motion picture, television and theatrical production equipment, namely, lighting, namely, portable utility lights and mobile light towers, grip hardware and equipment, namely, grip stands and mobile storage carts, electric power distribution units, dollies, moving light, namely, movable utility lights and movable light towers, cable, namely, cable ties, electric cables, cables of metal, non-electric, extension cables, trusses, electric motors for machines, electric generators, tape, namely, adhesive tape for general bonding and repair purposes, duct tape, electrical tape, light bulbs, electrical, namely, wireless controllers to remotely monitor and control the function and status of portable utility lights and mobile light towers, rope, sprays, namely, adhesive sprays for use in motion picture, television, and theatrical production, filters for use with lighting, gel filters for lighting, cloth, paper and lumber.

41 (3) Rental of motion picture, television and theatrical equipment, namely, lighting, namely, portable utility lights and mobile light towers, grip hardware and equipment, namely, grip stands and mobile storage carts, electric power distribution units, dollies, moving light, namely, movable utility lights and movable light towers, cable, namely, cable ties, electric cables, cables of metal, non-electric, extension cables, trusses, electric motors for machines, electric generators.

c/o Corporation Trust Center
 1209 Orange Street
 Wilmington, DE 19801
 UNITED STATES OF
 AMERICA

Applicant

HERC BUILD, LLC
 c/o Corporation Trust Center
 1209 Orange Street
 Wilmington, DE 19801
 UNITED STATES OF
 AMERICA

Documents

[View documents](#)

Claims

Proposed Use in CANADA

Recordals (known also as Footnotes)

CHANGE IN TITLE / CHANGEMENT EN TITRE:

TYPE OF CHANGE / GENRE DE CHANGEMENT: Assignment / Cession

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2025-03-06

DATE OF CHANGE / DATE DE CHANGEMENT: 2025-02-27

COMMENTS / COMMENTAIRES: FROM/DE: HERC BUILD, LLC

TO/A: Cinelease, LLC

Security Agreement Placed on File / Accord de sécurité inscrit au dossier

DATE RECORDED / DATE CONSIGNEE: 2025-07-31

DATE OF CHANGE / DATE DE CHANGEMENT: 2025-07-31

COMMENTS / COMMENTAIRES: MidCap Funding IV Trust, a Delaware statutory trust in its capacity as collateral agent

Action History

Action	Action date	Due date	Comments
Filed	2019-04-23		
Created	2019-04-24		
Formalized	2019-04-25		
Agent Changed	2021-12-02		From: 8286 To: 14078 / Voir Preuve au dossier/See evidence on File No. 101299
Pre-Assessment Letter Sent	2022-05-30		Goods or Services Not Acceptable
Agent Changed	2022-06-01		From/De: 14078 To/A: 32
Agent Changed	2022-08-09		From/De: 32 To/A: 3927
Search Recorded	2023-09-05		
Examiner's First Report	2023-09-05	2024-03-05	
Approved	2024-06-18		APPROVED BY PROGRAM EX200M1
Approval Notice Sent	2024-06-18		APPROVED BY PROGRAM EX200M1
Advertised	2024-07-17		Vol.71 Issue 3638
Registration Pending	2024-10-04		
Registration Fee Notice Sent	2024-10-04	2025-04-04	
Registered	2024-10-15	2034-10-15	
Change of Title Registered	2025-03-06		Assignment/Cession
Security Interest Placed	2025-07-31		