

Application number

2213598

Registration number

TMA1379796

Type(s)

Standard Characters

Category

Trademark

CIPO Status

REGISTERED

TM5 status

LIVE/REGISTRATION/Issued
and Active



The trademark application has
been registered with the Office.

Filed

2022-10-03

Registered

2026-01-23

Registration Expiry Date

2036-01-23

Registered Owner

Comcast Corporation
1701 John F. Kennedy
Boulevard
Philadelphia, PA 19103
UNITED STATES OF
AMERICA

Agent

MARKS & CLERK
33 Yonge Street,
Suite 300
Toronto
ONTARIO M5E1G4

Address for Service

300-33 Yonge St
c/o Marks & Clerk (#3272)

Index headings

XUMO PLAY

Goods (Nice class & Statement)

- 9 (1) Downloadable software for processing, transmitting, receiving, compressing, organizing, manipulating, streaming, playing, reviewing, and reproducing audio, video, images, graphics, text, and multimedia data, namely, music, music concerts, videos, radio programs, television shows, movies, news, sports and games; downloadable software in the nature of a mobile application for streaming and transmitting music; downloadable software in the nature of a mobile application for streaming and transmitting entertainment content, namely, music, music concerts, videos, radio programs, television shows, movies, news, sports, games, and educational programs; downloadable software in the nature of a mobile application for streaming and transmitting audio, video, and multimedia content, namely, namely, music, music concerts, videos, radio programs, television shows, movies, news, sports and games; computer hardware and downloadable computer software for streaming audio and video content to a variety of network devices, namely, personal computers, mobile phones, tablet computers, set-top boxes, and televisions; downloadable computer software and mobile applications being multimedia audio and video file players.

Services (Nice class & Statement)

- 38 (1) Transmission and delivery of audio clips, video clips, images and audiovisual files via the internet and global communications networks; streaming of audio, visual and audiovisual material featuring music, movies, television shows, news and sports via the Internet and global communications networks; electronic transmission and streaming of digital media content for others being images, movies, music, photos, television shows via the Internet and global communication networks; online video transmission services, namely, the online transmission and delivery of movies, television programs and other video media content, namely, music concerts, films, sports and news for others over public and private computer networks via the Internet; streaming of live audio and video content via a website.
- 41 (2) Entertainment services in the nature of distribution of motion picture films, television shows, movies, music, photographs, sporting events, news and non-downloadable video games; provision of information regarding sports, news, comedy, drama, music, and children's entertainment via a website; providing online non-downloadable video clips and other multimedia digital content containing audio, video, artwork, and text from and

Documents

[View documents](#)

42

related to entertainment, film, television, television and film characters, animation entertainment, music, and celebrities; educational and entertainment services, namely, providing interactive online nondownloadable multimedia entertainment content, namely, movies, music, photographs, sporting events, news and non-downloadable video games; providing information, reviews, and recommendations regarding movies and television shows via a website and video transmission services; providing entertainment services via a website in the nature of online non-downloadable motion picture films, television shows, television series, television specials relating to television and film characters and celebrities, movies, musical videos, animated videos and animated films and shows via a global communications network; providing entertainment services via a website in the nature of non-downloadable motion picture films, television shows, television series, television specials, movies, musical videos, photographs, sporting events, news and non-downloadable video games via a global communications network.

(3) Providing online non-downloadable software for use in sending, receiving, transforming, transcoding, enhancing, securing, monetizing, measuring, recording and managing media, namely voice, multimedia, audio content, visual content, music, photographs, drawings, images, audiovisual content, video, text, and graphics featuring music, movies, television shows, films, sports, and news over the internet and global communication networks; data encryption and decoding services; data encryption services; encoding of audio and video works, namely, digital formatting and compression of sound and video files into streamable and downloadable media; transcoding services in the nature of conversion and re-formatting of audio and video files for the purposes of optimizing content delivery; design of software for compression of multimedia content, namely, video clips; providing temporary use of online non-downloadable computer software for enabling the transmission of movies, television programs and other video media content, namely, music concerts, films, sports and news for others over public and private computer networks via the internet; providing a web-based service, namely, hosting of digital content on the Internet relating to the remote management, administration, modification and control of media applications; providing on-line nondownloadable software that enables customers to remotely manage, administer, modify and control media applications via an on-line portal; providing temporary use of online non-downloadable computer software for use in the encryption and decryption of digital files, including audio, video, text, binary, still images, graphics and multimedia files; network optimization, namely, software as a service (SaaS) featuring software for the purpose of tracking online networks to determine the technological effectiveness of content delivery; technical support services, namely, troubleshooting of computer software problems; computer services, namely, cloud hosting provider services; software as a service (SaaS) services

featuring software for use in sending, receiving, transforming, transcoding, enhancing, securing, monetizing, measuring, recording, and managing media, namely voice, multimedia, audio content, visual content, music, photographs, drawings, images, audiovisual content, video, text, and graphics featuring music, movies, television shows, films, sports, and news over the internet and global communications networks; providing temporary use of on-line non-downloadable software tools for hosting videos for others via a website; providing on-line nondownloadable software for commercial analysis and tracking of hosted videos.

Claims

Priority Filing Date: September 20, 2022, Country or Office: UNITED STATES OF AMERICA, Application No. 97598790 in association with the same kind of goods and in association with the same kind of services

Action History

Action	Action date	Due date	Comments
Filed	2022-10-03		
Created	2022-10-03		
Formalized	2022-10-03		
Pre-Assessment Letter Sent	2022-10-13		Goods or Services Not Acceptable
Search Recorded	2025-01-20		
Examiner's First Report	2025-01-20	2025-07-20	
Approved	2025-08-26		APPROVED BY PROGRAM EX200M1
Approval Notice Sent	2025-08-26		APPROVED BY PROGRAM EX200M1
Advertised	2025-11-05		Vol.72 Issue 3706
Registration Pending	2026-01-23		
Registered	2026-01-23	2036-01-23	