

Title: Start digging into this shell company RealityO
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While these announcements will excite Apple fans and developers, the bigger-picture question remains the status of the mixed-reality headset and its related software: realityOS (also known as rOS). As we've reported before, the headset will combine elements of virtual reality and augmented reality, and put Apple in closer competition with Facebook owner Meta Platforms Inc.

Last week, Parker Ortolani discovered that a mysterious company recently filed a trademark for realityOS, the name of the Apple headset operating system I first revealed in 2017. The trademark isn't registered to Apple, but rather a newly formed shell company named Realityo Systems LLC out of Delaware.

REALITYOS

Word Mark	REALITYOS
Goods and Services	IC 009 US 521 023 626 036 038 G & S: Computers; computer hardware; wearable computer hardware; handheld digital electronic devices capable access to the Internet, for sending, receiving and storing of telephone calls, electronic mail, and other digital data; smart watches; computer software; earphones, headphones, set top boxes, and video players and recorders; wearable computer peripherals; wearable peripherals for use with computers; mobile electronic devices; wearable electronic devices; smart watches; smart glasses; televisions; and audio and video players and recorders; remote controls for controlling computers; mobile electronic devices; wearable electronic devices; and audio and video players and recorders; remote controls for controlling computers; mobile electronic devices; wearable electronic devices; and audio and video players and recorders; remote controls for controlling computers; mobile electronic devices; wearable electronic devices; and audio and video players and recorders.
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	97163164
Filing Date	December 8, 2021
Current Basis	1B.44D
Original Filing Basis	1B.44D
International Registration Number	1051518
Owner	(APPLICANT) Realityo Systems LLC LIMITED LIABILITY COMPANY DELAWARE 1209 Orange Street Wilmington DELAWARE 19801

The RealityOS trademark. *Source: US Patent and Trademark Office*