Response to Office Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	98475814
MARK SECTION	
MARK	mark
LITERAL ELEMENT	ROBOTS FOR HUMANS
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size or color.
EVIDENCE SECTION	
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CORRESPONDENCE INFORMATION	
NAME	Steven S. Fang
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	sfang@hrllp.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	trademarks@hrllp.com
DOCKET/REFERENCE NUMBER	Apptronik
PAYMENT SECTION	
TOTAL FEES DUE	The undersigned has elected not to submit a fee payment for the class(es), believing no fee payment is required under the *Trademark Rules of Practice*. The undersigned acknowledges that the USPTO may, upon later review, require a fee payment.
SIGNATURE SECTION	
RESPONSE SIGNATURE	/Steven S. Fang/
SIGNATORY'S NAME	Steven S. Fang
SIGNATORY'S POSITION	Attorney of Record
DATE SIGNED	04/18/2025
ROLE OF AUTHORIZED SIGNATORY	Authorized U.S.-Licensed Attorney
SIGNATURE METHOD	Signed directly within the form
FILING INFORMATION SECTION	
SUBMIT DATE	Fri Apr 18 23:16:12 ET 2025
TEAS STAMP	USPTO/ROA-XXXX:XXXX:XXXX: XXXX:XXXX:XXXX:XXXX:XXXX- 20250418231612293387-9847 5814-900615c20e2a7e736efc 3b2adbad66ca1080c522c7e31 b71e37041134ca450bfe2-N/A -N/A-20250418231155642998

Response to Office Action

To the Commissioner for Trademarks:

Application serial no. **98475814** ROBOTS FOR HUMANS(Standard Characters, see https://tmng-al.uspto.gov/resting2/api/img/98475814/large) has been amended as follows:

EVIDENCE

Original PDF file:
evi_2600170019e186b0791fb c06c3f8d7f1-2025041823115 5642998_._Apptronik_-_Res ponse_to_Office_Action_81 4__HR_2025-04-18_.pdf
Converted PDF file(s) (6 pages) Evidence-1Evidence-2Evidence-3Evidence-4Evidence-5Evidence-6
Original PDF file:
evi_2600170019e186b0791fb c06c3f8d7f1-2025041823115 5642998_._Evidence.pdf
Converted PDF file(s) (58 pages) Evidence-1Evidence-2Evidence-3Evidence-4Evidence-5Evidence-6
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Evidence-47Evidence-48Evidence-49Evidence-50Evidence-51Evidence-52Evidence-53Evidence-54
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Correspondence Information
Steven S. Fang
PRIMARY EMAIL FOR CORRESPONDENCE: sfang@hrllp.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): trademarks@hrllp.com

The docket/reference number is Apptronik.

Requirement for Email and Electronic Filing: I understand that a valid email address must be maintained by the owner/holder and the owner's/holder's attorney, if appointed, and that all official trademark correspondence must be submitted via the Trademark Electronic Application System (TEAS).

The undersigned has elected not to submit a fee payment for the class(es), believing no fee payment is required under the *Trademark Rules of Practice*. The undersigned acknowledges that the USPTO may, upon later review, require a fee payment.
SIGNATURE(S)
Response Signature
Signature: /Steven S. Fang/ Date: 04/18/2025
Signatory's Name: Steven S. Fang
Signatory's Position: Attorney of Record
Signature method: Signed directly within the form

The signatory has confirmed that he/she is a U.S.-licensed attorney who is an active member in good standing of the bar of the highest court of a U.S. state (including the District of Columbia and any U.S. Commonwealth or territory); and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S.-licensed attorney not currently associated with his/her company/firm previously represented the owner/holder in this matter: the owner/holder has revoked their power of attorney by a signed revocation or substitute power of attorney with the USPTO; the USPTO has granted that attorney's withdrawal request; the owner/holder has filed a power of attorney appointing him/her in this matter; or the owner's/holder's appointed U.S.-licensed attorney has filed a power of attorney appointing him/her as an associate attorney in this matter.

Mailing Address: Steven S. Fang
Huggins Reddien LLP

2208 Lake Austin Blvd, Suite 200
Austin, Texas 78703
Mailing Address: Steven S. Fang
Huggins Reddien LLP

2208 Lake Austin Blvd, Suite 200
Austin, Texas 78703

Serial Number: 98475814
Internet Transmission Date: Fri Apr 18 23:16:12 ET 2025
TEAS Stamp: USPTO/ROA-XXXX:XXXX:XXXX:XXXX:XXXX:XXXX:
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418231155642998

Mark: ROBOTS FOR HUMANS

Application Serial No.: 98475814

Applicant: Apptronik, Inc.

Filing Date: March 29, 2024

RESPONSE TO OFFICE ACTION

1. No Likelihood of Confusion

The Patent and Trademark Office ("PTO") has cited a likelihood of confusion between Apptronik's ROBOTS FOR HUMANS mark (the "Apptronik Mark") and Registration No. 6286996 for ROBOTS FOR EVERYONE, owned by Uchimura Robotics (the "Uchimura Mark"), and Registration No. 6137293 for HUMANS FOR ROBOTS, owned by Aosa Inc. (the "Aosa Mark"). Apptronik believes that no likelihood of confusion exists.

a. Apptronik's Mark Is Not Confusingly Similar to Aosa Mark

The Apptronik Mark is not confusingly similar to the Aosa Mark because they: (i) cover unrelated goods that travel in entirely different trade channels; and (ii) convey entirely different overall commercial impressions.

(i) Apptronik Mark and Aosa Mark Cover Unrelated Goods in Different Channels

Aosa operates as a retail coffee shop in Huntington Beach, California. (See attached printout from Aosa's homepage at https://aosacoffee.com/.) Its menu consists of $5 lattes and $10 avocado toast. Given the specimen of use that Aosa submitted, it is not clear that Aosa actually manufactures or sells robots of any sort under its own trademark. At best, it appears that Aosa resells an inexpensive toy robot kit suitable for child's play.[1]

In contrast, Apptronik sells products and services that cost tens of thousands of lattes and avocado toasts to sophisticated parties who exercise much due diligence in their purchasing decisions. Apptronik recently closed a $403M round of Series A funding, and it has secured commercial engagements with industry leaders such as Mercedes-Benz, GXO, and NVIDIA for them to leverage Apptronik's robotics technology. In particular, Apptronik recently entered into a strategic partnership agreement with the Google DeepMind robotics team, pursuant to which Apptronik and Google will bring together best-in-class artificial intelligence with cutting-edge hardware and embodied intelligence, advancing humanoid robots that can be more helpful to people in dynamic environments. (Copies of media coverage relating to the foregoing are attached.) No Aosa customer is likely to be confused that anything the customer purchases from Aosa has anything to do with Apptronik, and no Apptronik customer is likely to be confused that anything the customer purchases from Apptronik has anything to do with Aosa.

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[1] Query whether Aosa's specimen should have been accepted by the PTO.

(ii) Apptronik Mark and Aosa Mark Convey Entirely Different Overall Commercial Impressions

Although the Apptronik Mark and the Aosa Mark consist of the same three words, the different ordering of those words creates divergent overall commercial impressions. "ROBOTS" is the subject in the Apptronik Mark whereas "HUMANS" is the subject in the Aosa Mark. The Apptronik Mark is a play on words suggestive of robots with a softer touch that makes them more human-like and human-friendly. In contrast, the Aosa Mark seems to suggest that the toy robots it sells are in search of humans to play with them. Accordingly, there is no likelihood of confusion between the Apptronik Mark and the Aosa Mark.

b. Apptronik Mark Is Not Confusingly Similar to Uchimura Mark

The Apptronik Mark is not confusingly similar to the Uchimura Mark because they: (i) convey entirely different overall commercial impressions; and (ii) cover different goods.

(i) Apptronik Mark and Uchimura Mark Convey Entirely Different Overall Commercial Impressions

As a threshold matter, we note that "robots" is disclaimed in the registration for the Uchimura Mark. By definition, Uchimura has disclaimed exclusive rights to the component of its mark the PTO deemed as the dominant element in comparing the Uchimura Mark and the Apptronik Mark. Quite literally, Uchimura does not and cannot own a monopoly on "ROBOTS FOR," and there is no valid basis for the PTO to conclude that there is a likelihood of confusion where that conclusion rests upon a disclaimed term.

The Apptronik Mark and the Uchimura Mark convey entirely different messages. According to the Uchimura website at https://uchimurarobotics.com/, Uchimura does not manufacture or sell its own robots.[2] (Copy of the homepage for Uchimura's website is attached.) Instead, Uchimura is a distributor and integrator of robots manufactured by others. As such, ROBOTS FOR EVERYONE touts Uchimura's apparent aptitude for delivering robots to everyone – i.e., the Uchimura Mark means "robots for everyone" in a literal sense. As discussed above, Apptronik's Mark delivers a much more nuanced message suggestive of robots with a softer touch that makes them more human-like and human-friendly. The Apptronik Mark and the Uchimura Mark stress and mean different things, conveying significantly different overall commercial impressions that dispel any likelihood of confusion.

(ii) Apptronik Mark and Uchimura Mark Cover Different Goods

The Apptronik Mark and Uchimura Mark cover different goods. Apptronik develops, builds, and distributes humanoid robots under the Apptronik Mark. In contrast, Uchimura does not appear to manufacture or sell its own robots at all and, instead, uses the Uchimura Mark in connection with distribution and integration services. The Uchimura Mark covers mundane, lifeless industrial robots (or, more accurately, distribution and integration services relating to

[2] Query whether Uchimura's specimen should have been accepted by the PTO, given that the specimen does not show use of ROBOTS FOR EVERYONE on any actual robot.

mundane, lifeless industrial robots), whereas the Apptronik Mark covers graceful, human-life robots. Accordingly, there is no likelihood of confusion between the Apptronik Mark and the Uchimura Mark.[3]

c. Coexistence of Uchimura Mark and Aosa Mark Leaves Room for Apptronik Mark

In addition to the foregoing, the fact that registrations for the Uchimura Mark and the Aosa Mark coexist on the Principal Register demonstrates that the Apptronik Mark can similarly coexist with both on the Principal Register. Both the Uchimura Mark and the Aosa Mark cover robots in some form – i.e., they cover what the PTO deems to be related goods. But because the PTO allowed registration of both marks on the Principal Register, it is evident that the PTO concluded that ROBOTS FOR EVERYONE and HUMANS FOR ROBOTS convey appreciably different overall commercial impressions such that no likelihood of confusion exists.

If, as the PTO contends, the Apptronik Mark conveys a similar overall commercial impression as the Uchimura Mark, then, as a matter of transitive logic, the PTO should treat the Apptronik Mark the same as it did when it assessed whether the Uchimura Mark is confusingly similar to the Aosa Mark. Namely, the PTO should logically conclude that Apptronik's ROBOTS FOR HUMANS mark conveys an appreciably different overall commercial impression from Aosa's HUMANS FOR ROBOTS mark such that no likelihood of confusion exists.

If, as the PTO contends, the Apptronik Mark conveys a similar overall commercial impression as the Aosa Mark, then, as a matter of transitive logic, the PTO should treat the Apptronik Mark the same as it did when it assessed whether the Aosa Mark is confusingly similar to the Uchimura Mark. Namely, the PTO should logically conclude that Apptronik's ROBOTS FOR HUMANS mark conveys an appreciably different overall commercial impression from Uchimura's ROBOTS FOR EVERYONE mark such that no likelihood of confusion exists.

d. PTO Has Allowed Cited Marks to Coexist with Other Similar Marks

The PTO has further allowed the Uchimura Mark and the Aosa Mark to coexist with other similar marks. For example, the PTO has allowed registration for HUMAN ROBOT POSSIBILITIES, Application No.: 98090736, for robots and robot-related services in Classes 7, 9, and 42 – the same classes and sorts of goods and services as those specified in Apptronik's application.[4] If that combination of "human" and "robot" can coexist with the Uchimura Mark and the Aosa Mark, then, as a matter of logical consistency, the same should be true for the Apptronik Mark.

2. Apptronik Mark Is Not Merely Descriptive

Apptronik disagrees with the PTO's conclusion that the Apptronik Mark is merely descriptive. The PTO, in support of its position, cited articles posted on the Teague, USC Viterbi School of Engineering, and United Robotics Groups

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[3] If the PTO maintains its refusal based upon a likelihood of confusion with the Uchimura Mark, then Apptronik may consider deleting "industrial robots" from the specification for Class 7 in its application, provided that such deletion would dispel the PTO's concerns regarding a likelihood of confusion.

[4] The applicant for HUMAN ROBOT POSSIBILITIES submitted a statement of use on February 28, 2025, which suggests that this application will likely mature to registration soon.

websites that appear to use reference to "robots for humans." The USC article has a dateline of November 7, 2023, and the United Robotics Groups article has a dateline of April 18, 2024. The Teague article does not have a dateline, but the Wayback Machine at the Internet Archive indicates that the article was first posted on or about March 1, 2024. (See copy of page at https://web.archive.org/web/20240315000000*/https://teague.com/insights/designing-robots-for-humans attached.) As specified in Apptronik's application, Apptronik first used the Apptronik Mark at least as early as May 19, 2018, long before any of the articles cited by the PTO were posted. There is no evidence to support the conclusion that Apptronik adopted a descriptive industry phrase as its trademark, given that Apptronik's use predates the references cited by the PTO.

In any event, it is not the case that the Apptronik Mark ***merely*** describes a feature, characteristic, purpose, function, or intended audience of the goods and services specified in Apptronik's application. It is true that "robot" and "human" (as is "for") are dictionary words. But assessing the literal definition of each constituent word in a vacuum in relation to the specified goods and services is not an appropriate way determine whether a mark is merely descriptive.

Per TMEP 1213.05(c), "a 'double entendre' is an expression that has a double connotation or significance as applied to the goods or services. The mark that comprises the 'double entendre' will not be refused registration as merely descriptive if one of its meanings is not merely descriptive in relation to the goods or services." As discussed above, Apptronik selected the Apptronik Mark to evoke thoughts of softer, gentler, more graceful humanoid robots – the antithesis of the stereotypical image of the cold, lifeless, industrial machines associated with robots. The Apptronik Mark does not merely communicate that Apptronik will provide humans with robots. It requires "imagination, thought, or perception to reach a conclusion as to the nature of those goods or services." *In re N.C. Lottery*, 866 F.3d 1363, 1367, 123 USPQ2d 1707, 1709 (Fed. Cir. 2017) (citing *DuoProSS Meditech Corp. v. Inviro Med. Devices, Ltd.*, 695 F.3d 1247, 1251-52, 13 USPQ2d 1753, 1755 (Fed. Cir. 2012)); *see In re Fallon*, 2020 USPQ2d 11249, at *7 (TTAB 2020) (citing *In re Fat Boys Water Sports LLC*, 118 USPQ2d 1511, 1515 (TTAB 2016)). See, for example, *In re Colonial Stores Inc.*, 394 F.2d 549, 157 USPQ 382 (C.C.P.A. 1968), allowing registration of SUGAR & SPICE for bakery products even though sugar and spice are typical ingredients for bakery products; and *In re Del. Punch Co.*, 186 USPQ 63 (TTAB 1975), allowing registration of THE SOFT PUNCH for a noncarbonated soft drink.

In contrast, Uchimura's ROBOTS FOR EVERYONE mark is far more descriptive and literal in its meaning in that it describes a company intent on providing robots suitable for everyone's needs. Yet the PTO allowed registration of the Uchimura Mark on the Principal Register. Given the PTO's view that the Apptronik Mark and the Uchimura Mark are similar, the PTO should accord the Apptronik Mark similar treatment and allow registration on the Principal Register.

The PTO has similarly allowed registration on the Principal Register for many common noun plus "FOR HUMANS" or similar formulations where the literal meaning of the words in the marks may describe a characteristic of the goods or services but where the expression taken as a whole conjures a different meaning – namely, a softer, gentler, more graceful way to provide a particular good or service. Examples include:

Mark	Reg. No.	Goods and Services
TECH FOR HUMANS	7089481	Technology-related website services
BANKING FOR HUMANS	6489211 and 7043245	Banking services
RESOURCES FOR HUMANS	6183709	Human resource services
A PHONE FOR HUMANS	6053813	Phones
HUMANS HELPING HUMANS	7553171	Moving services

The PTO should not treat the Apptronik Mark any differently. It should allow registration of the Apptronik Mark on the Principal Register.

3. No Disclaimer Should Be Required

The PTO did not only allow registration on the Principal Register for the third-party marks cited above, each of which employs the same noun plus "FOR HUMANS" or similar formulation as the Apptronik Mark. The PTO did so in each instance without requiring any disclaimer. Apptronik requests that it be afforded the same treatment.

4. Identification Previously Accepted by PTO

The PTO has determined that certain wording in Apptronik's specification for goods in Class 9 is indefinite or overly broad. However, the PTO accepted the same or largely the same wording in Apptronik's recent registrations set forth below:

Mark	Reg. No.	Goods and Services (Class 9)
APPTRONIK	5309335	Humanoid robotic components, namely, humanoid robotics platforms in the nature of robots for personal, educational and hobby use and structural parts therefor; humanoid robotic components, namely, robotic arms for laboratory purposes
Apptronik Logo	7167304	Humanoid robotic components, namely, humanoid robotics platforms in the nature of robots for personal, educational and hobby use and structural parts therefor; humanoid robotic components, namely, robotic arms as structural parts of laboratory robots; humanoid robots with artificial intelligence for use in scientific research

We welcome an opportunity to discuss with the PTO the reasons for its change in approach.

5. Specimen Describes Services in Class 42

The PTO has advised that Apptronik's specimen does not show a direct association with the services specified in Class 42. However, page 5 of the specimen displays ROBOTS FOR HUMANS prominently. Directly below appears the following: "Humans are toolmakers. We build tools to help us do more with less. Apollo is a new tool that will dramatically improve the way we live and work."

APOLLO is the name of Apptronik's flagship humanoid robot. As discussed above, Apptronik has entered into commercial engagements with industry leaders such as Mercedes-Benz, GXO, and NVIDIA for them to leverage Apptronik's robotics technology. In particular, Apptronik recently entered into a strategic partnership agreement with the Google DeepMind robotics team, pursuant to which Apptronik and Google will bring together best-in-class artificial intelligence with cutting-edge hardware and embodied intelligence in the form of Apptronik's APOLLO humanoid robot. Accordingly, the specimen directly associates the Apptronik Mark with, *inter* alia, "Product design and development in the field of robots and robotic systems; Scientific and technological services, namely, research and design in the field of robots and robotic systems; Technical consulting in the field of monitoring technological functions of humanoid robots with artificial intelligence" in Class 42.

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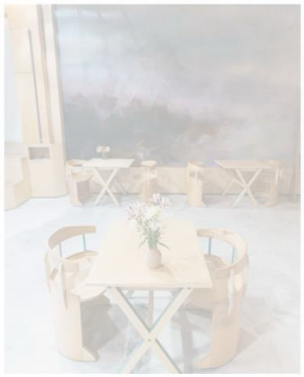

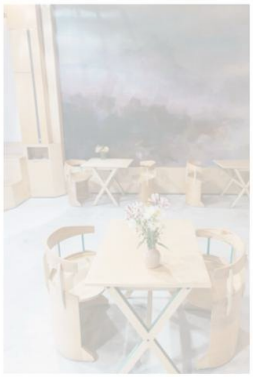

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Your choice of milk + 2oz of single origin espresso

Flat White

5.00

Your choice of milk steamed to perfection + 2oz of single origin espresso

Cappuccino

5.00

Your choice of milk steamed to perfection + 2oz of single origin espresso

Latte
5.00

Your choice of milk steamed to perfection + 2oz of single origin espresso

Mocha
6.00

Your choice of milk steamed to perfection + 2oz of single origin espresso + Homemade

Drip Coffee
3.50

a bold, heavy-bodied coffee

Pour Over
7.00

a clean & crisp cup of coffee

Cookie Jar
6.00

espresso, cookie butter, & milk

Einspanner
6.50

espresso, house made cold foam, cocoa powder, & milk

El Tri
6.00

espresso & house made tres leches

Seasonal Drinks

Sweet Nostalgia
6.50

espresso, housemade orange + rosemary syrup, & oat milk

The Lover's Chai
6.50

organic chai, housemade rose syrup, & milk

Emerald Fog
6.75

iced matcha, earl grey + vanilla housemade syrup, & milk

Lavender Meadow
6.75

iced matcha americano & semi-sweet lavender cold foam

green, black, or herbal varietals

choice of tea + milk

Matcha Latte
6.25

fine ground green tea + milk

Chai Latte
5.50

organic chai + milk

Yerba Mate

Proudly serving Guayaki Yerba Mate

Yerba Maté
4.50

antioxidants for natural energy

Maté Latte
5.25

maté + almond milk

California Maté Latte
6.00

fine ground green tea + milk

Lavender
.50

Honey cinnamon
.50

Caramel
.50

Milk Options

Oat

Almond

Half & Half

Macadamia

Whole

Extras

Hot Chocolate

Steamer

Extra Sweet

.50

Food

Classic Avo Toast

11.00

housemade avo spread with tomato, micro-greens, & cracked pepper on sourdough

Nutella Toast

9.75

whole-wheat toast with nutella spread, peanut butter, & sliced bananas

Seasonal Toast

11.75

house-made avo spread with cucumbers,
goat cheese, & lemon zest

AÇAÍ BOWLS

Peanut Butter Bliss

PB / AB + Bananas + Chocolate

Coconut Dream *only available in 12 oz or 16oz

Coconut sorbet + Bananas + Strawberries

Toppings

Granola
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Nutella Honey
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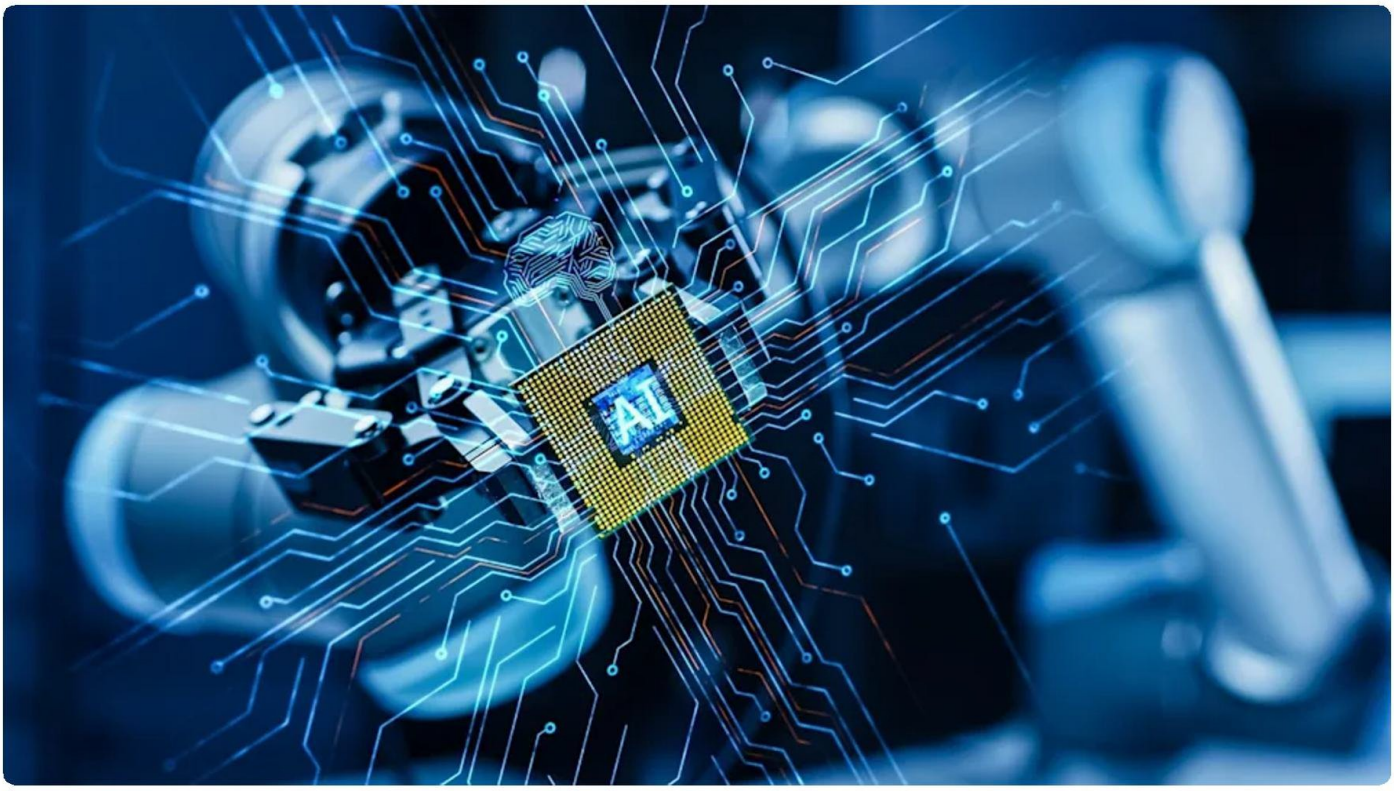
GlobalData.

Apptronik secures $403m in Series A funding



Apptronik plans to use the funding to support the increasing customer demand across several key sectors. Credit: Gorodenkoff /Shutterstock. · Verdict · Gorodenkoff /Shutterstock.

GlobalData
March 19, 2025 • 2 min read

Apptronik, an AI-powered humanoid robotics company, has concluded its Series A funding round, raising a total of $403m.

The round saw an additional $53m added to the initial $350m.

The round was led by B Capital and Capital Factory, with participation from ARK Invest, Google, Helium-3, Japan Post Capital, Magnetar, Mercedes-Benz and RyderVentures, the corporate venture capital arm of Ryder System.

A syndicate headed by Korea Investment Partners and other entities also contributed to the round.

Mercedes-Benz Group production, quality and supply chain, board management member Jörg Burzer said: “Our work with Apptronik has given us a front-row seat to the incredible pace of progress in humanoid robotics and AI, and the transformative potential these technologies hold for modern manufacturing.

“We are proud to support Apptronik as they pioneer new ways to bring intelligent, adaptable robots onto the factory floor—helping us set new benchmarks for efficiency, safety, and collaboration between people and machines.”

The capital raised will be used by the company to ramp up the production and deployment of its AI-powered humanoid robot, Apollo.

Apptronik also plans to use the funding to support the increasing customer demand across several key sectors such as automotive, electronics manufacturing, logistics, beverage bottling, and consumer packaged goods.

Apptronik co-founder and CEO Jeff Cardenas said: “We’re building a future where humanoid robots are not just tools, but trusted collaborators working seamlessly alongside people—starting in logistics, manufacturing, and retail, and eventually expanding into elder care, disaster response, and healthcare.

“This investment is far more than capital—it’s the foundation for strategic relationships that will accelerate Apollo’s path to scaled production and broaden the reach and impact of humanoid robotics across the global economy.”

Apollo, the company's advanced robot, is engineered to work alongside humans. It is initially targeting sectors such as manufacturing and logistics, with potential future applications in healthcare and domestic settings.

Last week, Apptronik partnered with Google DeepMind to develop the next generation of humanoid robots.

During the past year, Apptronik has secured commercial engagements with industry giants such as Mercedes-Benz and GXO. It has also collaborated with NVIDIA to integrate Apollo into Omniverse digital twins.

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ROBOTICS

Mercedes begins piloting Apptronik humanoid robots

Brian Heater 2:30 AM PDT · March 15, 2024

IMAGE CREDITS: APPTRONIK

Pilot season has officially begun for the world of humanoid robotics. Last year, Amazon began testing Agility's Digit robots in select fulfillment centers, while this January, Figure announced a deal with BMW. Now Apptronik is getting in on the action, courtesy of a partnership with Mercedes-Benz.

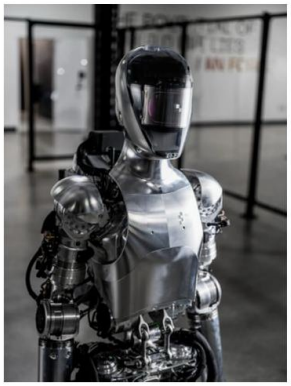
According to the Austin-based robotics startup, "as part of the agreement Apptronik and Mercedes-Benz will collaborate on identifying applications for highly advanced robotics in Mercedes-Benz Manufacturing." Specific figures have not been disclosed, as is customary for these sorts of deals. Generally, the actual number of systems included in a pilot are fairly small — understandably so, given the early nature of the technology.

Even so, these deals are regarded as a win-win for both parties. Apptronik can demonstrate clear interest from a leading automotive name, while

Mercedes signals to customers and shareholders alike that it's looking to the future. What comes next is what really matters. Should the pilot go well, causing the carmaker to put in a big order, that would be a massive feather in Apptronik's cap — and the industry at large.

Humanoids have been drawing massive investor interest of late, as evidenced by Figure's recent jaw-dropping $675 million raise. The next couple of years will be vitally important for the continued success of these firms, as they look to prove out meaningful ROI.

Figure rides the humanoid robot hype wave to $2.6B valuation



Today Figure confirmed long-standing rumors that it's been raising more money than God. The Bay Area-based robotics firm announced a $675 million Series B round that values the startup at $2.6 billion post-money. The lineup of investors is equally impressive. It includes Microsoft, OpenAI Startup Fund, Nvidia, Amazon Industrial Innovation Fund, Jeff Bezos (through Bezos ... Continue reading

TechCrunch

As for what the robots will actually do on the manufacturing floor, co-founder and CEO Jeff Cardenas notes in a release, "Mercedes plans to use robotics and Apollo for automating some low skill, physically challenging, manual labor — a model use case which we'll see other organizations replicate in the months and years to come."

"Low skill" refers to the level of labor these systems will replace. My guess is that it involves a lot of moving totes from point A to point B — something repetitive and physically taxing that is both essential and (relatively) easy to automate. The other important part of "low skill" is also likely an

attempt to nip criticism of replacing human workers in the bud. We're still a ways off from humanoids being able to do so in a meaningful way.

Apptronik is a University of Austin spinout best known for its work on NASA's Valkyrie humanoid robot.

Topics: AI apptronik humanoid Mercedes-Benz modex modex 2024 Robotics Transportation

Brian Heater

Brian Heater was the Hardware Editor at TechCrunch until early 2025. He has worked for a number of leading tech publications, including Engadget, PCMag, Laptop, and Tech Times, where he...

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CLIMATE

Cosmic Robotics' robots could speed up solar panel deployments

Tim De Chant 5:00 AM PDT · April 16, 2025

The U.S. has been building so many solar farms that companies can't find enough people to install the panels. By 2033, the number of solar installers is expected to increase by 48%, according to the U.S. Bureau of Labor Statistics.

Even if those labor force growth projections pan out, the industry is still likely to face a shortage of experts with the right skills. Making the work grueling — and unappealing — is the fact that a significant fraction of solar farms are in deserts.

"It's terrible work in remote places," James Emerick, co-founder and CEO of Cosmic Robotics, told TechCrunch. To give people a hand, Cosmic has developed a robotic assistant that does the heavy lifting on solar job sites.

Utility-scale solar panels can be enormous, weighing up to 90 pounds. Workers are required to hoist them onto racks several feet off the ground for hours a day. Such exertion in extreme environments can quickly exhaust a worker, or worse.

Those conditions are partly why Emerick and his colleagues started Cosmic. The startup's robots shoulder some of the job's physical burden, allowing people to focus on tasks that require more dexterity and intelligence.

Cosmic recently raised a $4 million pre-seed round, the company exclusively told TechCrunch. The round was led by Giant Ventures with participation from HCVC, MaC Ventures, and several angel investors, including Azeem Azhar, Aarthi Ramamurthy, and Nate Williams.

The startup's robot is currently an eight-wheeled vehicle topped with a robotic arm and a slab of metal containing batteries and computer chips.

It tows a small trailer laden with solar panels, and it charges at the construction site depot when the day is over. The arm is equipped with suction cups to lift the solar panels and cameras to sense the environment, while high-accuracy GPS helps the vehicle ensure it's on the right track.

"We see this as a force amplifier, not taking jobs," Emerick said. "There's a certain physicality to it, and so bringing new tools actually opens the aperture for more people to actually be able to do this work."

Cosmic's robot can place a panel within a few millimeters of where it needs to be. Workers spot the robot, ensuring everything looks right before fastening the panel to the rack.

The goal is not just to lighten the load, but also to speed things along. Emerick said that Cosmic's robot could allow a standard crew to be split in two, doubling the amount of solar panels that can be installed in one day.

Currently, Cosmic's robot, called Cosmic-1A, can install one panel every 30 to 40 seconds, which is about as quick as the fastest human installers. But the robot doesn't tire as easily, allowing it to continue at that pace for longer. Workers still get to take their usual breaks, but there isn't as much downtime from exhaustion.

By the end of the year, Cosmic plans to use its new funding to manufacture a few robots and have them operating in production environments, Emerick said.

The mechanical pair of helping hands is likely to be welcomed by data center developers, who have been rushing to secure electricity supplies in the face of skyrocketing demand. Solar has been a winner in the race to power data centers because it's already low-cost and quick to deploy. Adding automation to solar construction sites would give solar yet another boost.

"There's something new announced every day with data centers and energy generation," Emerick said. "Speed of deployment is all that really matters. You just can't build these things fast enough, can't bring compute online fast enough. There's a reason that data centers are measured in megawatts and not FLOPS or something, because that's the critical piece."

Topics: Climate construction robotics Exclusive Fundraising Giant Ventures Robotics solar panels Solar Power

Tim De Chant
Senior Reporter, Climate

Tim De Chant is a senior climate reporter at TechCrunch. He has written for a wide range of publications, including Wired magazine, the Chicago Tribune, Ars Technica, The Wire China, and NO...

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AI EFFECT

Google's DeepMind says it will use AI models to power physical robots

PUBLISHED WED, MAR 12 2025•1:50 PM EDT

Hayden Field
@HAYDENFIELD

KEY POINTS

Google DeepMind on Wednesday debuted two new AI models for robotics, both running on Gemini 2.0, which Google calls its "most capable" AI to date.

Google said it will partner with **Apptronik**, a Texas-based robotics developer, to "build the next generation of humanoid robots with Gemini 2.0."

In demonstration videos, Google showed **Apptronik** robots, equipped with its new AI models, plugging things into power strips, filling up a lunchbox and moving plastic vegetables.

In this article

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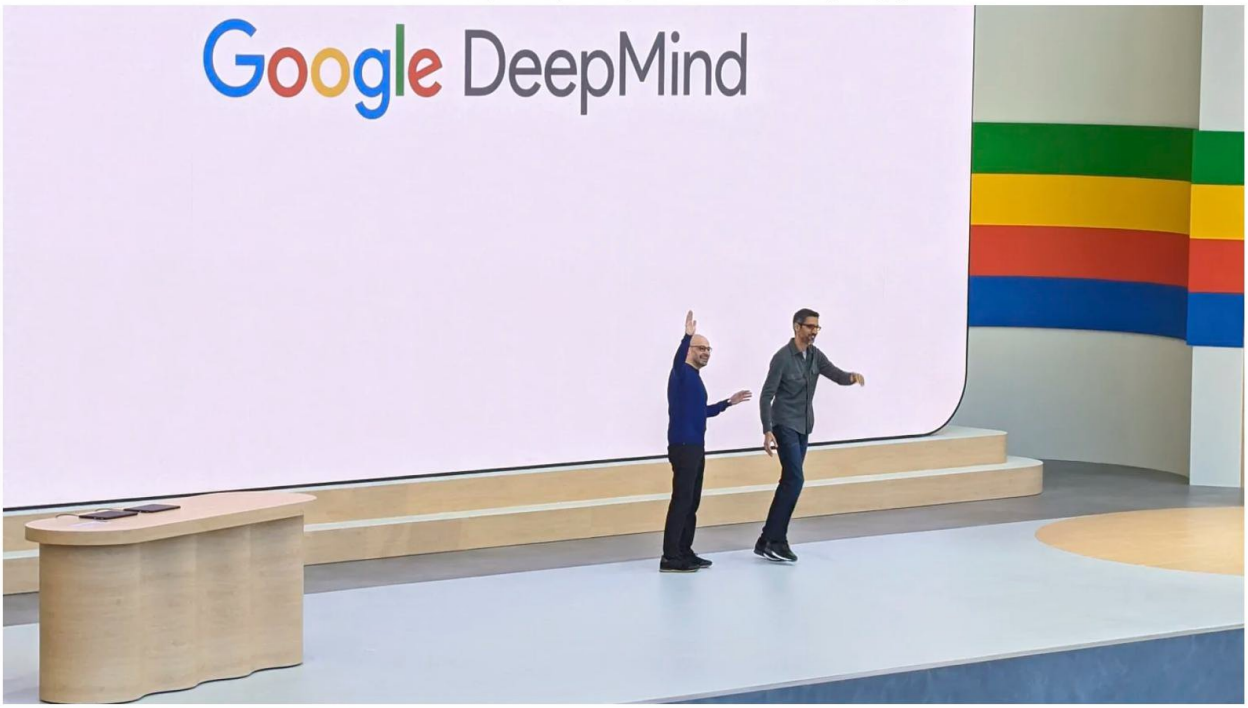


Google DeepMind CEO Demis Hassabis, left, and Google CEO Sundar Pichai open the tech titan's annual I/O developers conference focusing on how artificial intelligence is being woven into search, email, virtual meetings and more, May 14, 2024.
Glenn Chapman | AFP | Getty Images

Google is bringing its DeepMind artificial intelligence technology models into the physical world to power robots.

The company on Wednesday debuted two new AI models, Gemini Robotics and Gemini Robotics-ER (extended reasoning). They both run on Gemini 2.0, which Google calls its "most capable" AI to date. Gemini Robotics goes beyond outputs like text and images, where generative AI has thrived to date, and into physical action commands to control robots.

Google said in a blog post that it will partner with Apptronik, a Texas-based robotics developer, to "build the next generation of humanoid robots with Gemini 2.0." Apptronik has work with Nvidia and NASA in the past. The company said last month that Google joined in its $350 million funding round.

In demonstration videos, Google showed Apptronik robots, equipped with the new AI models, plugging something into a power strip, filling up a lunchbox, moving plastic vegetables and zipping up a bag, in response to spoken commands. The company didn't provide a timeline for when the technology will hit the market.

"To be useful and helpful to people, AI models for robotics need three principal qualities," Google wrote in the post. "They have to be general, meaning they're able to adapt to different situations; they have to be interactive, meaning they can understand and respond quickly to instructions or changes in their environment; and they have to be dexterous, meaning they can do the kinds of things people generally can do with their hands and fingers, like carefully manipulate objects."

Gemini Robotics-ER is designed specifically for roboticists to use as a foundation to train their own models. It's available to Apptronik as well as "trusted testers" including Agile Robots, Agility Robots, Boston Dynamics and Enchanted Tools.

Google is far from alone in its pursuit of AI for robotics.

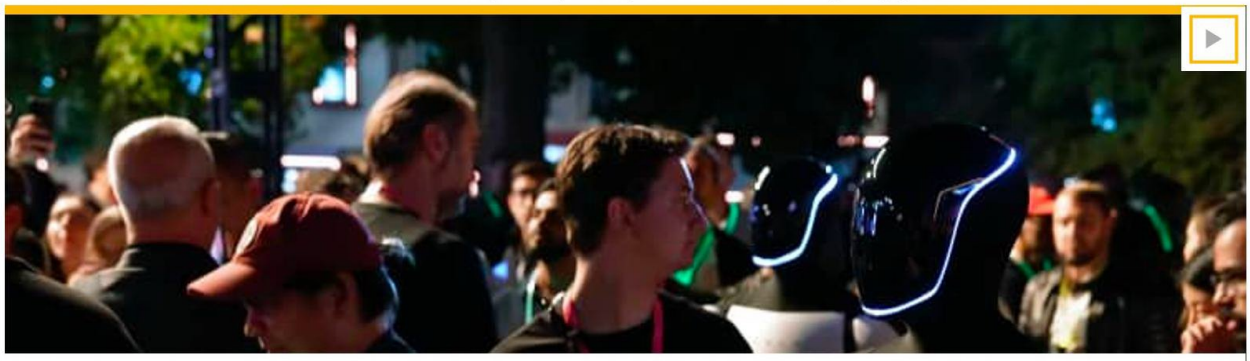
In November, OpenAI invested in Physical Intelligence, a startup that focuses on "bringing general-purpose AI into the physical world" by developing large-scale AI models and algorithms to power robots, according to its website.

The same of that investment announcement, OpenAI hired the former head of Meta's Orion augmented reality glasses initiative to lead the startup's robotics and consumer hardware efforts. Tesla has also moved into the fast-evolving humanoid robotics industry with the Optimus robot.

Google CEO Sundar Pichai wrote in a post on X on Wednesday that the company sees "robotics as a helpful testing ground for translating AI advances in the physical world."

Pichai said the robots will use Google's multimodal AI models to "make changes on the fly + adapt to their surroundings."

WATCH: Elon Musk on the Optimus robot



VIDEO 01:57

Elon Musk on Optimus robot: This will be the biggest product ever of any kind

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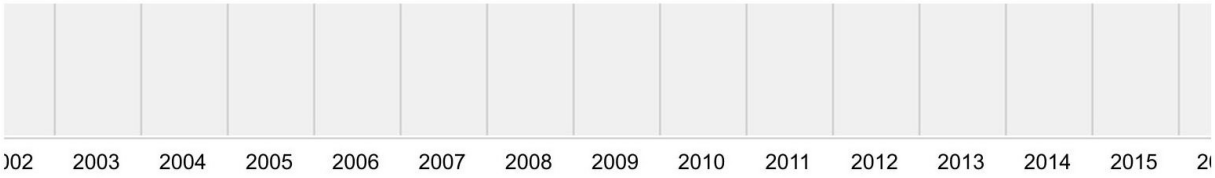

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