

TRADEMARK
07-19738

In re the application of:
Lola Cosmetics, LLC

Serial Number: 76/684,095

Examining Attorney: Linda Mickleburgh

Filed: November 16, 2007

Law Office: 106

For: **LOLA**

Commissioner for Trademarks
P.O. Box 1451
Alexandria, Virginia 22313-1451

**REQUEST FOR RECONSIDERATION AFTER FINAL ACTION
UNDER TMEP §715.03**

I. Introduction

In response to the final office action mailed on October 1, 2008, Applicant respectfully submits this Request for Reconsideration After Final Action on the Examiner's refusal under Section 2(d) of the Trademark Act to register the subject mark. Applicant, however, does not waive its prior arguments regarding the Section 2(d) refusal.



04-06-2009

U.S. Patent & Trademark Office Mail Rept. Form #72

**II. Applicant's Mark Does Not Present a Likelihood of Confusion with
the Cited Registration**

On November 16, 2007, Applicant applied to register the mark LOLA EYES in typed form for "brushes, namely, eye brushes, brow brushes, face brushes, concealer brushes, and lip brushes; sponges; and puffs" in International Class 021. The Examining Attorney has refused to register Applicant's mark under Section 2(d) of the Trademark Act, 15 U.S.C. §1052(d), citing a prior registration on the Principal Register for the mark LOLA for "nail brushes, scouring brushes."

The Examining Attorney has made her refusal of the instant application final and Applicant respectfully submits the instant Request for Reconsideration of the Examiner's final refusal.

a. Standard for Determining a Likelihood of Confusion

Determining whether there is a likelihood of confusion requires application of the factors set forth in *In re Majestic Distilling Co.*, 315 F.3d 1311, 65 USPQ2d 1201, 1203 (Fed.Cir.2003). In considering the evidence of record on these factors, "[t]he fundamental inquiry mandated by §2(d) goes to the cumulative effect of the differences in the essential characteristics of the goods and differences in the marks." *Federated Foods, Inc. v. Fort Howard Paper Co.*, 544 F.2d 1098, 192 USPQ 24, 29 (CCPA 1976).

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**b. Dissimilarity Between Applicant's Goods
And those of the Cited Registration**

A key consideration in determining whether or not confusion is likely is whether the goods are related and if they are related, how closely they are related. See, *In re Majestic Distilling Co.*, 315 F.3d 1311, 65 USPQ2d 1201.

In the instant case, it should be pointed out that both Applicant and Registrant have, respectively, very specific items in their identification of goods. Applicant's goods are "brushes, namely, eye brushes, brow brushes, face brushes, concealer brushes, and lip brushes; sponges; and puffs," while Registrant's goods are "nail brushes, scouring brushes." While Applicant is mindful that the goods of the parties need not be identical or directly competitive to find a likelihood of confusion, the goods must be sufficiently related such that they will be encountered by the same persons, who because of the similarities of the marks *and* the relatedness of the goods, would mistakenly believe that the goods come from the same producer. *In re International Telephone & Telegraph Corp.*, 197 USPQ 910, 911 (TTAB 1978).

While the Examiner contends that make-up brushes and nail brushes are "personal use brushes" and therefore related, these products are nonetheless specifically different. A nail brush is not a make-up brush; it does not serve the same function as make-up brush and it is not an effective substitute for a make-up brush. *See, In re Shell Oil Co.*, 992 F.2d 1204, 26 USPQ2d 1687, 1689 (Fed.Cir.1993)("The degree of

'relatedness' must be viewed in the context of all the factors, in determining whether the services are sufficiently related that a reasonable consumer would be confused as to source or sponsorship.").

Moreover, it is not relevant that Applicant's make-up brushes and the Registrant's nail brushes can both be broadly described as "personal use brushes" (*see*, October 1, 2008 Office Action, p. 2). Registrant's listed goods are not "personal use brushes", but specifically "nail brushes, scouring brushes." Applicant's goods and the good of the cited registration are sufficiently different such that consumers would not expect the respective good to emanate from the same source, even if used with similar marks.

c. The Marks Are Dissimilar in Appearance and Sound

In the instant case, Applicant's mark LOLA in relation to the cited goods therein differs in connotation and commercial impression from the mark of the cited registration as applied to the goods set forth in the cited registration. For example, as applied to Applicant's goods, the LOLA mark is likely to evoke the image of "all that is confident, sexy, mysterious and daring in women." *See e.g.*, Exhibit A to the Declaration of Sarah A. Brown ("Brown Decl."). In contrast, *as applied to the goods of the cited registration*, "LOLA" is unlikely to evoke similar images of glamour and, if anything, is likely to evoke images of a grandmotherly woman or something utilitarian. *See e.g.*, Brown Decl., Exh. B ("lola" means grandmother in

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Tagalog/Filipino); Exh. C-F (excerpts of companies selling nail brushes and cleaning brushes and Department of Health poster re proper hand-washing technique using nail brush).

In addition, the record supports that consumers are able to discern such differences in connotation and commercial impression as applied to the respective goods. This is supported by Applicant's ownership of the following U.S. trademark registrations and its use in commerce of the marks therein:

Word Mark LOLA
Goods and Services IC 003. skin and body care preparations namely, skin cleansers, skin moisturizers, skin lotions, skin soaps, sun screen preparations, cosmetics, non-medicated hair care preparations, nail care preparations, colognes, perfumes, fragrant oils for personal use, non-medicated bath salts, incense and tooth whitening preparations. FIRST USE: 20011101. FIRST USE IN COMMERCE: 20011101

IC 004. candles. FIRST USE: 20011101. FIRST USE IN COMMERCE: 20011101
Filing Date April 3, 2001
Registration Number 2667128
Registration Date December 24, 2002

Word Mark LOLA
Goods and Services IC 016. Sharpeners, namely, eye pencil sharpeners. FIRST USE: 20011101. FIRST USE IN COMMERCE: 20011101
Filing Date January 31, 2003
Registration Number 3443308
Registration Date June 10, 2008

Word Mark LOLA POPS
Goods and Services IC 003. cosmetics, namely eye pencils. FIRST USE: 20040210. FIRST USE IN COMMERCE: 20040210
Filing Date February 18, 2004
Registration Number 3032698
Registration Date December 20, 2005

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Word Mark LOLA LOVES LASHES
Goods and Services IC 003. cosmetics, namely, mascaras. FIRST USE: 20021115. FIRST USE IN COMMERCE: 20021115
Filing Date January 21, 2003
Registration Number 2808162
Registration Date January 27, 2004

Word Mark LOLA'S LIP INDULGENCE
Goods and Services Cosmetics and lip gloss. FIRST USE: 20060900. FIRST USE IN COMMERCE: 20060900
Registration Number 3419267
Registration Date April 29, 2008

Word Mark LOLA
Goods and Services IC 003. [WOMEN'S SOAPS, PERFUMES,] COLOGNES, TOILET WATER [AND SOAPS,] ALL FOR PERSONAL USE. FIRST USE: 19860214. FIRST USE IN COMMERCE: 19860214
Filing Date March 3, 1986
Registration Number 1431668
Registration Date March 10, 1987

Lola

Word Mark LOLA
Goods and Services skin and body care preparations, namely, skin cleansers, skin moisturizers, skin lotions, skin soaps, sun screen preparations, cosmetics, non-medicated hair care preparations, colognes, perfumes, fragrant oils for personal use, non-medicated bath salts, incense and tooth whitening preparations. FIRST USE: 20011101. FIRST USE IN COMMERCE: 20011101
Filing Date October 23, 2006
Registration Number 3576609
Registration Date February 17, 2009

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Lola
COSMETICS

Word Mark LOLA COSMETICS
Goods and Services Iskin and body care preparations, namely, skin cleansers, skin moisturizers, skin lotions, skin soaps, sun screen preparations, cosmetics, non-medicated hair care preparations, colognes, perfumes, fragrant oils for personal use, non-medicated bath salts, incense and tooth whitening preparations. FIRST USE: 20030101. FIRST USE IN COMMERCE: 20030101
Filing Date October 23, 2006
Registration Number 3561478
Registration Date January 13, 2009

Word Mark LOLA EYES
Goods and Services cosmetics, namely, mascara. FIRST USE: 20061001. FIRST USE IN COMMERCE: 20061001
Registration Number 3496330
Registration Date September 2, 2008

See, Brown Decl., Exh. G and discussion, *infra*, regarding Applicant's and its predecessor-in-interest's long use of its LOLA-formative marks. See also, Declaration of Kim Wileman¹ ("Wilman Decl."), ¶13-6)(attached as Exhibit H to the Brown Decl.).

d. Sophistication of the Purchasers

If goods and/or services are not related or marketed in such a way that they would be encountered by the same persons in situations that would create the incorrect assumption that they originate from the same source, then, even if the marks are

¹ The Wileman Declaration was previously submitted to the Trademark Office in support of Applicant's response in regards to Serial No. 76/660,400 and is now submitted in support of registration of the instant mark, but includes an exhibit cover sheet with the current application's serial number.

identical, confusion is not likely. *Shen Mfg Co. v. The Ritz Hotel Ltd.*, 393 F.3d 1238, 73 USPQ2d 1350 (Fed. Cir. 2004).

Even where marks are identical and applied to similar goods or services, the applicable precedents require a detailed examination into factors such as the sophistication of the relevant purchasers. *See, e.g., Dynamics Research Corp. v. Langenau Mfg Co.*, 704 F.2d 1575, 1576 (Fed. Cir. 1983) (“[N]o likelihood of confusion between two “DRC” marks even though both were used for goods in the metal fabrication industry).

In the instant case, consumers purchasing make-up brushes are likely to put some care and discrimination into their purchasing decisions. For example, it is not uncommon for companies selling make-up brushes and others to offer instructions and tutorials to consumers to aid them in using and caring for their make-up brushes (*see e.g., Brown Decl., Exh. I*). In addition, there are numerous different types of make-up brushes and women are generally discriminating as to the cosmetic products that should be used with a particular brush or the particular ‘look’ that a particular type of brush will impart (*see e.g., Id.*).

In addition, Applicant’s make-up brushes and make-up brushes in general are not particularly inexpensive goods, which further supports that consumers purchasing

them would exercise a certain degree of care and deliberation. *See*, Brown Decl., Exh. J. *See also*, Brown Decl., Exh. A.

**e. Confusion is Unlikely in View of the Overall Circumstances and
Additional Pertinent *du Pont* Factors**

In order to reach a determination on the issue of a likelihood of confusion, the overall circumstances of a particular case must always be considered and all the relevant *du Pont* factors balanced. *See*, *E.I. du Pont de Nemours & Co.*, 476 F.2d 1357, 177 USPQ 563 (CCPA 1973).

In the instant case, Applicant and its predecessors-in-interest have used its LOLA-formative marks in commerce since at least as early as February 14, 1986. *See*, Brown Decl., Exh. I, Wileman Decl. (attached as Exh. H to the Brown Decl.). The registration cited by the Examiner was registered on September 28, 1954 and the registrant's U.S. Internet web site claims that registrant "introduced its first few kitchen brushes back in 1969", that registrant's marketing department "has developed comprehensive POP display programs, including Power Panels, Clip Strips®, J-trees, floor displays..." and that registrant "has been an industry leader for over 34 years." *See*, Brown Decl., Exh. K. Notwithstanding the parties' long use of their respective marks, Applicant knows of no instances of confusion between the parties or the parties' respective goods, nor has Applicant ever been contacted by the owner of the cited registration regarding any potential confusion. *See*, Wileman Decl., ¶¶2-8 (Exh. H to the Brown Decl.); Brown Decl., Exh. G.

Moreover, Applicant's make-up brushes and other cosmetic goods offered under its LOLA marks have been featured and promoted throughout the United States and

internationally in widely circulated international and national magazines² and on QVC, which purports to reach over eighty percent of all U.S. cable homes and 3 million satellite dishes. *See* Brown Decl., Exh. L-P³. Applicant also has and continues to market products under its LOLA mark through major U.S. retailers, such as Victoria's Secret® stores and online marketplaces such as Makeup.Com®. *See*, Brown Decl., Exh. O-P⁴.

Notwithstanding Applicant's long and extensive use and promotion of its cosmetic products under its prior-registered and other LOLA marks, Applicant knows of no instances of actual confusion between Applicant's products and the Registrant's products, nor between Applicant and the owner of the cited registration. *See*, Wileman Decl., ¶¶7-8 (Exh. H to the Brown Decl.).

In addition, the owner of the cited registration promotes and characterizes itself as a supplier of "high quality and time saving cleaning solutions for everyday use" and a manufacturer and importer of "cleaning aids, kitchen brushes and scourers." *See* Brown Decl., Exh. S, Exh. K. This further supports that purchasers and potential purchasers would not typically expect nail brushes and make-up brushes to emanate from the source. *See also*, Brown Decl., Exh. D.

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² These include, without limitation: *Allure*, *Self*, *Teen Vogue*, *Marie Claire*, *Women's Health*, *Us Weekly*, *Weight Watchers*, *Unveiled*, *People*, *Genlux Magazine*, *Family Circle* and *Lucky*.

³ *Us Weekly* cites its current circulation at 3.8 million; *People* at over 3.45 million; *Marie Claire* at over 3.2 million; *Lucky* at over 2.5 million; *Women's Health* at over 3 million; *Self* at over 5 million and *Allure* at over 5 million. *See*, Brown Decl., Exh. N.

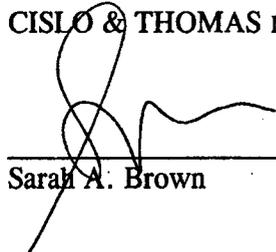
⁴ Victoria's Secret owns an extensive number of retail locations throughout the United States and abroad. *See e.g.*, Brown Decl., Exh. O.

IV. Conclusion

Applicant incorporates its previous arguments on the Section 2(d) refusal. In light of the overall circumstances of, *inter alia*, the parties' long concurrent use of their respective marks, the different commercial impressions of the marks, Applicant's ownership of its prior-registered LOLA marks and the dissimilarity of the parties' goods, it has not been established that Applicant's goods and Registrant's goods are so similar or related in a way which would result in source confusion, even assuming that they are marketed under similar marks. Applicant respectfully requests that the Examiner reconsider the refusal to register and pass the instant application to allowance.

Respectfully submitted,

CISLO & THOMAS LLP



Sarah A. Brown

Date: April 1, 2009

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07-19738

Enclosures

**Declaration of Sarah A. Brown
Exhibits A-P**

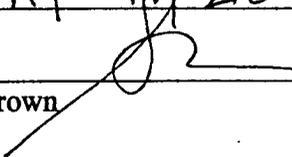
**CISLO & THOMAS LLP
1333 2nd Street, Suite 500
Santa Monica, California 90401
dan@cislo.com
sarah@cislo.com
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CERTIFICATE OF FIRST CLASS MAILING

I hereby certify that this correspondence is being deposited with the
United States Postal Service as first class mail in an envelope addressed to:

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P.O. Box 1451
Alexandria, Virginia 22313-1451

on April 2005
 4/1/05
Sarah A. Brown Date

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the application of:
Lola Cosmetics, LLC

Serial Number: 76/684,095 Examining Attorney: Linda Mickleburgh

Filed: November 16, 2007 Law Office: 106

For: **LOLA**

Commissioner for Trademarks
P.O. Box 1451
Alexandria, Virginia 22313-1451

**DECLARATION OF SARAH A. BROWN IN SUPPORT OF REQUEST FOR
RECONSIDERATION**

I, Sarah A. Brown, declare as follows:

1. I am an attorney admitted to practice in the State of California and before the United States Patent and Trademark Office. I am an associate in the law firm of Cislo & Thomas LLP representing Applicant Lola Cosmetics LLC in the above-referenced matter. I make this Declaration of my own personal knowledge, or on information and belief where so stated. If called as a witness, I could and would testify competently to the truth of the matters asserted herein.

2. Attached herein as Exhibit A, is a true and correct copy of a page from the www.makeup.com Internet website, printed by me on April 1, 2009.
3. Attached herein as Exhibit B is a true and correct printout of a page from the Internet site at URL www.tagalog_dictionary.com, and the URL www.foreignword.com, printed on, respectively, January 2, 2008 and September 5, 2007. The dictionaries from these websites show that the word "lola" means 'grandmother' in Tagalog/Filipino (the main language of the Republic of the Philippines).
4. Attached herein as Exhibit C, is a true and correct copy of a page from the <http://search.store.yahoo.net> Internet web site, printed by me on April 1, 2009.
5. Attached herein as Exhibit D, are true and correct copies of pages from the www.justmanbrush.com Internet web site, printed by me on April 1, 2009.
6. Attached herein as Exhibit E, is a true and correct copy of a page from the www.health.state.mn.us Internet web site, printed by me on April 1, 2009.
7. Attached herein as Exhibit F, are true and correct copies of pages from the online catalog for E. Gornell & Sons, Inc. printed by me on April 1, 2009.
8. Attached herein as Exhibit G, are true and correct copies of pages from the USPTO's TESS and TARR databases, all printed by me on April 1, 2009.
9. Attached herein as Exhibit I, are true and correct copies of pages from the www.articlebase.com, www.videojug.com, www.ezinearticles.com,

www.who.com and www.yestheyrefake.com Internet web sites, all printed by me on April 1, 2009.

10. Attached herein as Exhibit J, is a true and correct copy of pages from the www.shuueamura-usa.com Internet web site, printed by me on April 1, 2009.
11. Attached herein as Exhibit K, is a true and correct copy of Internet pages obtained from the Internet website URL <http://www.lolaproducts.com> printed by me on August 1, 2007. These Internet pages contain registrant's claims that registrant "introduced its first few kitchen brushes back in 1969, " that registrant's marketing department "has developed comprehensive POP display programs, including Power Panels, Clip Strips®, J-trees, floor displays..." that registrant "has been an industry leader for over 34 years." Exhibit K also includes a true and correct copy of a page from the Internet web site at URL <http://brushexpert.com>, obtained from web the site and printed out by me on August 1, 2007.
12. Attached herein as Exhibit L, are true and correct copies of images of U.S. magazine covers and excerpts, copies of which were obtained from Applicant's Internet website at URL <http://www.lolacosmetics.com> printed by me on August 5 and 6, 2007. These pages include excerpts from *Self*, *Teen Vogue*, *Marie Claire*, *WMD BeautyBiz*, *Women' Health*, *Us Weekly*, *Weight Watchers*, *Weddings Unveiled*, *Allure*, *People*, *Genelux*, *Family Circle* and *Lucky* magazines.

13. Attached herein as Exhibit M, are true and correct copies of pages from the Internet web site at URL <http://www.qvc.com>, obtained and printed out by me on April 1, 2009 and August 5, 2007.

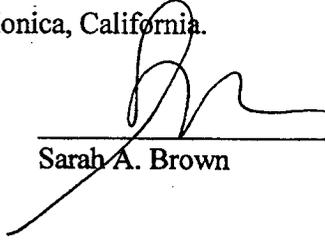
14. Attached herein as Exhibit N, are true and correct copies of pages from, respectively, the Internet web sites of *Us Weekly*, *People magazine* (<http://www.people.com>); *Marie Claire* (<http://www.marieclairemk.com>); *Women's Health* (<http://www.womenshealthmag.com>); *allure* (<http://condenastmediakit.com>); and *Self* (<http://www.condenastmediakit.com>), all obtained from the respective web sites and printed out by me on August 6, 2007.

15. Attached herein as Exhibit O, are true and correct copies of pages from the Internet web site for Hoovers at URL <http://www.hoovers.com> obtained from web sites and printed out by me on August 6, 2007.

16. Attached herein as Exhibit P, are true and correct copies of pages from the Internet web site at URL <http://www.makeup.com>, obtained from the web sites and printed out by me on April 1, 2009 and August 5, 2007.

The undersigned is hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. §1001, and that such willful false statements may jeopardize the validity of the application or any resulting registration, further declares that she is properly authorized to execute this declaration on behalf of the Applicant, and that all statements made of her own knowledge are true and that all statements made on information and belief are believed to be true.

Executed on April 6, 2009 in Santa Monica, California.



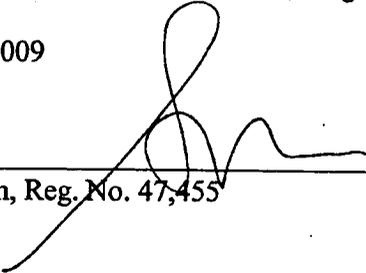
Sarah A. Brown

CERTIFICATE OF FIRST CLASS MAILING

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being deposited with the United States Postal Service on the date shown below with sufficient postage as first class mail in an enveloped addressed as follows:

Commissioner for Trademarks
P.O. Box 1451
Alexandria, Virginia 22313-1451

on April 1, 2009



Sarah A. Brown, Reg. No. 47,455

4/1/09

Date

EXHIBIT A

**IN SUPPORT OF REQUEST FOR
RECONSIDERATION**

**APPLICANT LOLA COSMETICS LLC
SERIAL NO. 76/684,095
FOR: LOLA**

BEAUTY PERKS* 3 free samples with every order | Free standard shipping on orders over \$60. No code required.
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Lola
COSMETICS

Lola Cosmetics

Think natural beauty. Think cutting-edge chic. Then imagine it all being so effortless. Lola products are simply like none you've ever used before.

Breathtakingly gorgeous signature red packaging. Lipsticks with an ingenious flip up mirror. Triple-milled European powders. Uncommonly rich pigments. Formulas that elevate cosmetics to include treatments for the skin. Each of our uniquely packaged powders, blushes, eye shadows, lipsticks and pencils was created to put the power of beauty right at your fingertips.

The name "Lola" was chosen as the perfect embodiment of all that is confident, sexy, mysterious and daring in women. The name symbolizes the empowerment of women through beauty. "There is a little Lola in every woman" and she always gets what she wants!

LEARN MORE ABOUT THE BRAND



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Lola

Lola Cosmetics
Jeweled Brush Collection - Limited Edition

\$ 78.00 USD

★★★★★ 1 review



Lola Cosmetics
Lumines Eye Color Collection - Limited Edition

\$ 44.00 USD

★★★★★ 2 reviews



Lola Cosmetics
Micronized Pressed Powder

\$ 27.50 USD

★★★★★ 0 reviews

EXHIBIT B

**IN SUPPORT OF REQUEST FOR
RECONSIDERATION**

**APPLICANT LOLA COSMETICS LLC
SERIAL NO. 76/684,095
FOR: LOLA**

English<=>Tagalog Dictionary

- English-Tagalog
 Tagalog-English

lola

Starts with

Tagalog term	English translations
lola	n. grandmother

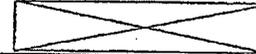
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- Verbs
- Proper Nouns
- Other

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- Palamang
- Palamang
- Palamang
- Palamang

Legends

- Alamang
- Alamang
- Alamang
- Alamang

Festivals

- Ateneo
- Ateneo
- Ateneo
- Ateneo

a|b|c|d|e|f|g|h|i|j|k|l|m|n|o|p|q|r|s|t|u|v|w|x|y|z

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Search result for *lola*:

lola
l'ola n. grandmother (term of address and reference)

Related:

grandmother
grandmother: lolo o *lola*, ingkong, impo 2 grandparents: mga nuno

halik
hal'ik n. kiss · humelik (-um-) v. to kiss. Humalik ang bata sa ina. The child kissed his mother. manghalik, halik'an (mag-;-an) v. to kiss somebody, something. Halikan mo ang kamay ng *lola* mo. Kiss the hand of your grandmother.

mawo
m'awo magmano (mag-) v. to kiss an elder's hand in respect or greet- ing. Magmano ka sa iyong *lola*. Kiss the hand of your grandmother.

nganga
1) ng'anga' n. a mixture of buyo for chewing · ngumanga', ngang'ain (-um-;-in) v. to chew buyo. Ngumanganga ba ang *lola* mo? Does your grand- mother chew beetle nut?
2) ngang'a ngumanga (-um-) v. to open one's mouth. Ngumanga si Cres para sa dentista. Cres opened her mouth for the dentist.

lila lila lila lolo loyal lolo

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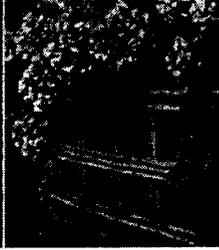
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EXHIBIT C

**IN SUPPORT OF REQUEST FOR
RECONSIDERATION**

**APPLICANT LOLA COSMETICS LLC
SERIAL NO. 76/684,095
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SEARCH

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Search

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Fingernail Brush

\$4.49



Easy to grip painted wooden base with natural bristles. KM0027



Copper Plated Barbecue Tools / 5pc Set

\$39.99



Bright and shiny copper plated handles, stainless steel head. Set includes 14.5 in. Basting Brush with removable silicone head, 16 in. fork, 17 in. Grill Cleaning Brush with brass bristles, 16 in. Spatula and 17.5 in. Tongs. KM1800 ...

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EXHIBIT D

**IN SUPPORT OF REQUEST FOR
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**APPLICANT LOLA COSMETICS LLC
SERIAL NO. 76/684,095
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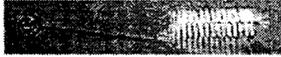


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Right Brush... Right Price

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Laboratory Brushes

Product Information

Custom Brushes

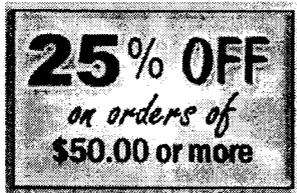
Company History

View Shopping Cart

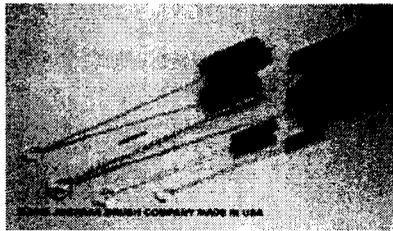
Customer Service



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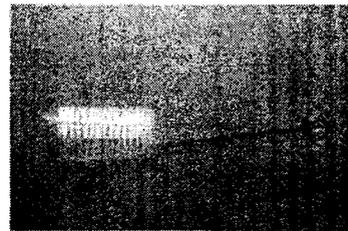


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1-800-800-6940



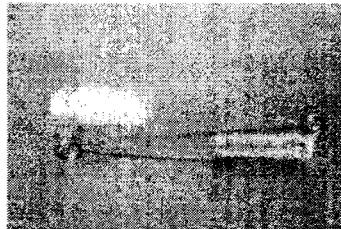
Nylon Tube Brushes

88 Heavy Duty Black Nylon Brushes from 6" to 60" long.



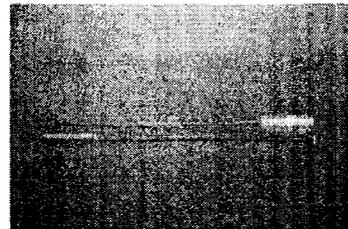
Bottle & Tube Brushes

17 Brush Selection



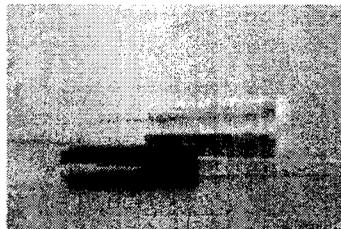
Bottle & Test Tube Brushes

40 Brush Selection



Narrow Tube Brushes

11 Brush Selection



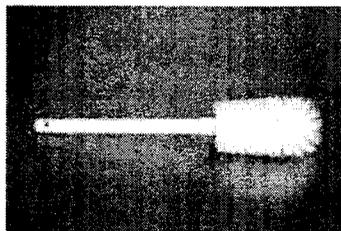
Buret Brushes (Long Tube Brushes)

8 Brush Selection



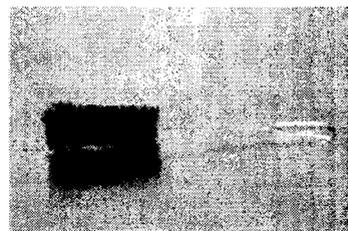
Large Bottle / Beaker Brushes

11 Brush Selection



Large Bottle / Beaker Brushes Plastic Handle

5 Brush Selection

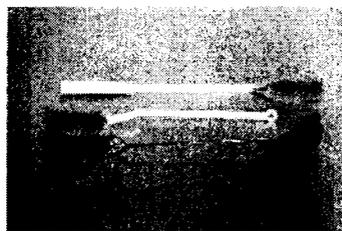


Cylinder & Bottle Brushes

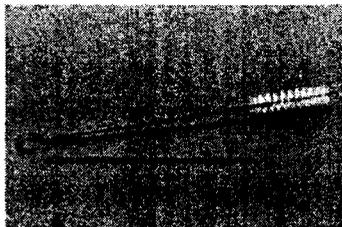
7 Brush Selection



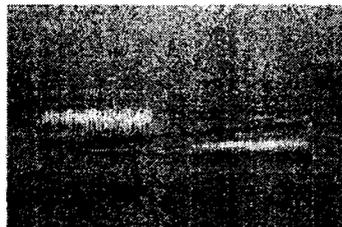
Graduated Cylinder Brushes
7 Brushes From 50ml to 4000ml.



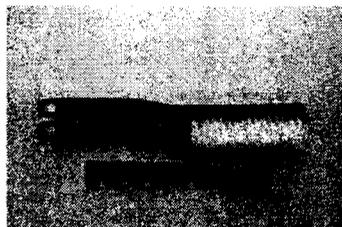
Flask & Bottle Brushes
15 Brush Selection



Micro Tube Brushes
14 Brushes



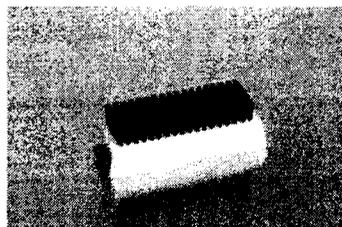
Micro & Trachea Tube Brushes
3 Brush Selection



Utility Brushes-
Brass, Nylon, & Stainless Steel
9 Brush Selection



Counter Duster
1 Brush Selection



Nail Brushes
3 Brush Selection



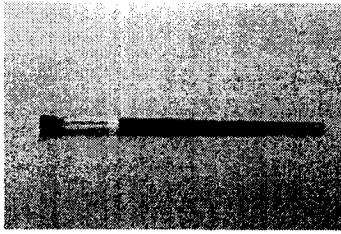
Pipette Brushes
5 Brush Selection



Babcock Test Bottles
6 brush selection

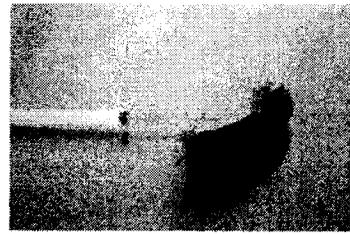


Funnel Brushes
2 Brush Selection



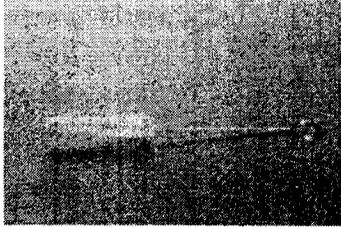
Camel Hair - Artist, Dusting, & Flat

8 Brush Selection



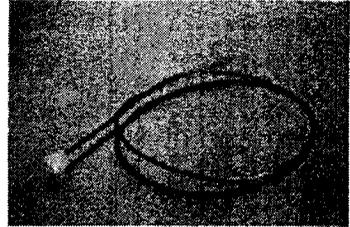
Carboy

4 Brush Selection



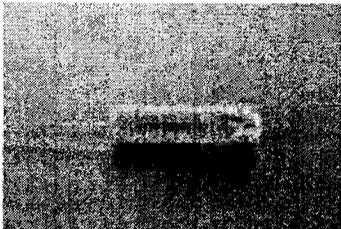
Centrifuge Brushes

6 Brush Selection



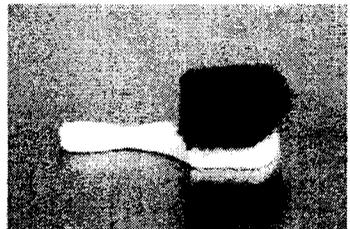
Bent Tube Brush

8 Brush Selection



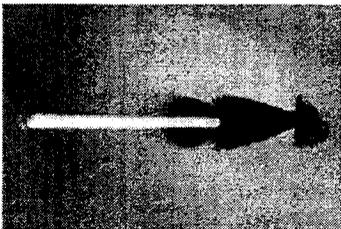
Nessler Tube Brushes- High & Low Form

7 Brush Selection



Scrub Brushes

4 Brush Selection



Imhoff Cone

2 Brush Selection

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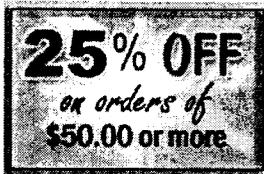
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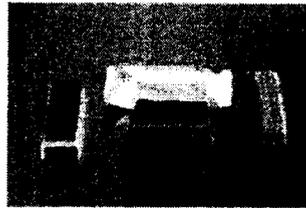
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1-800-800-8940



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Nail Brushes

Nail Brushes



Gentle and durable enough to remove dirt and residue from soiled hands and equipment.

Part No.	Other Information	Brush Material	Brush Trim Inches	Brush Trim cm	Brush Part Inches	Brush Part cm	Block Size Inches	Block Size cm	Price	
630450	Wood Handle	White Tampico	5/8"	1.6	1 1/8" x 4 1/2"	2.8 x 11.4	1 1/4" x 3/4"	3.1 x 11.9	\$3.70	Add to Cart
720446	Disposable - Teal Plastic Handle	Black Nylon	5/8"	1.6	1 1/8" x 3 3/4"	2.8 x 9.3	1 3/8" x 1/4"	3.5 x 10.6	\$4.27	Add to Cart
720448	Autodaveable - White Plastic Handle	Black Nylon	5/8"	1.6	1 1/8" x 3 3/4"	2.8 x 9.3	1 3/8" x 3/4"	3.5 x 9.3	\$8.60	Add to Cart

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EXHIBIT E

**IN SUPPORT OF REQUEST FOR
RECONSIDERATION**

**APPLICANT LOLA COSMETICS LLC
SERIAL NO. 76/684,095
FOR: LOLA**



Soap and Water

- [Soap and Water Home](#)
- [How It Works](#)
- [Be A Germ-Buster](#)
- [With a Nailbrush](#)
- [Fact Sheet](#)
- [Fan of Handwashing Sign](#)
- [Wash Your Hands Posters](#)

Hand Hygiene

- [Hand Hygiene Home](#)
- [Why and When](#)
- [Soap and Water](#)
- [Hand Sanitizer](#)
- [Choosing and Using Soap](#)
- [Teaching Hand Hygiene](#)
- [For Schools and Child Care](#)
- [For Food Handlers](#)
- [For Health Care Professionals](#)
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More From MDH

- [Food Safety](#)
- [Cover Your Cough](#)
- [Infection Control](#)

Handwashing With a Nail Brush

This poster showing the eight steps to washing hands using a nail brush could be hung in restrooms to reinforce proper hand washing technique.

Download a print version of this document: [Handwashing With a Nail Brush \(PDF: 1,265KB/1 page\)](#)



1. Wet hands & brush
2. Soap brush
3. Brush & Lather
4. Rinse
5. Soap hands
6. Lather
7. Rinse
8. Towel dry

"Hand Washing is the single most important means of preventing the spread of infection"
- CDC



Note: If soap and water are not available, use [hand sanitizer](#). Wash your hands with [soap and water](#) when your hands are visibly soiled.

Food handlers in restaurants, schools, delis and grocery stores must wash their hands with soap and water before applying hand sanitizers. [Minn Rules Chap. 4626.0070 - 4626.0085] See [Hand Hygiene for Food Handlers](#) for more information.

EXHIBIT F

**IN SUPPORT OF REQUEST FOR
RECONSIDERATION**

**APPLICANT LOLA COSMETICS LLC
SERIAL NO. 76/684,095
FOR: LOLA**

GENERAL PURPOSE - HAND BRUSHES



BP-1

TYPEWRITER - UTILITY Plastic Handle

ITEM NO.	FILL MATERIAL	TRIM	NO. OF ROWS	BLOCK SIZE	BRUSH PART LENGTH	STD. PK.	LIST PRICE EA.
BP-1	Nylon	1/2	4 x 15	6 5/8 x 1/2	1 3/4	24	\$1.22

SMALL UTILITY BRUSH Light to heavy duty scrubbing. Curved smooth hardwood block



8178-SS



P8178-SS

ITEM NO.	FILL MATERIAL	TRIM	NO. OF ROWS	BLOCK SIZE	BRUSH PART LENGTH	STD. PK.	LIST PRICE EA.
8178-B	Crimped Brass	5/8	6 x 9	6 3/4 x 1 5/8	2 1/2	12	\$3.60
8178-SS	Stainless Steel	5/8	6 x 9	6 3/4 x 1 5/8	2 1/2	12	\$4.72
8178-N	White Nylon	5/8	6 x 9	6 3/4 x 1 5/8	2 1/2	12	\$2.46
8178-A	Crimped Aluminum	1/2	6 x 9	6 3/4 x 1 5/8	2 1/2	12	\$2.80
*P8178-B	Crimped Brass	9/16	6 x 9	7 1/4 x 1 5/8	2 1/2	12	\$3.20
*P8178-SS	Stainless Steel	9/16	6 x 9	7 1/4 x 1 5/8	2 1/2	12	\$4.38
*P8178-N	White Nylon	9/16	6 x 9	7 1/4 x 1 5/8	2 1/2	12	\$2.26

*Molded white plastic handle with hang-up hole



8179-B



P8179-SS

LARGE UTILITY BRUSH Curved smooth hardwood block. White sidewall tire and grill brush

ITEM NO.	FILL MATERIAL	TRIM	NO. OF ROWS	BLOCK SIZE	BRUSH PART LENGTH	STD. PK.	LIST PRICE EA.
8179-B	Crimped Brass	5/8	9 x 10	8 7/8 x 2 5/8	3	12	\$6.50
8179-SS	Crimped Stainless Steel	5/8	9 x 10	8 7/8 x 2 5/8	3	12	\$7.80
*P8179-B	Crimped Brass	5/8	9 x 10	8 1/2 x 2 5/8	3	12	\$4.76
*P8179-SS	Crimped Stainless Steel	5/8	9 x 10	8 1/2 x 2 5/8	3	12	\$6.26
*P8179-N	White Nylon	5/8	9 x 10	8 1/2 x 2 5/8	3	12	\$3.50

*Molded white plastic handle with hang-up hole



R128-B
Standard pack: 12



8118
Standard pack: 72

SUEDE AND NAIL BRUSHES Smooth hardwood block with hand groove

ITEM NO.	FILL MATERIAL	TRIM	NO. OF ROWS	BLOCK SIZE	BRUSH PART LENGTH	STD. PK.	LIST PRICE EA.
8128-B	Crimped Brass	9/16	4 x 11	3 1/4 x 1 1/8	3	12	\$2.16
8118	White Tampico	3/4	4 x 15	5 x 1 1/2	3	72	\$1.88
8118-P	Synthetic	11/16	4 x 15	5 x 1 1/2	3	72	\$1.60
MECHANO -BLACK	Black Nylon Stiff	3/8	7 x 16	4 3/8 x 1 1/4	3	112	\$3.26
MECHANO -WHITE	White Nylon Medium Stiff	7/16	7 x 16	4 3/8 x 1 1/4	3	112	\$3.26



MECHANO-NAIL BRUSH

The ultimate Nail Brush for every Shop and Garage.

White plastic block.

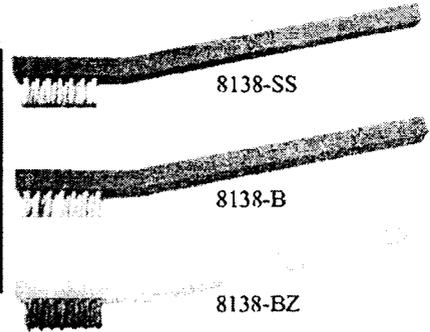
Made in the
USA

FINE WIRE HAND SCRATCH BRUSHES

WELDER, WOOD HANDLE Used by aircraft and missile industries in aluminum welding.
Bent solid hardwood block

ITEM NO.	FILL MATERIAL	TRIM INCHES	NO. OF ROWS	BLOCK SIZE	BRUSH PART LENGTH	STD. PK.	LIST PRICE EA.
8138-SS	Stainless Steel	1/2	3 x 7	7 3/4 x 7/16	1 1/2	36	\$1.12
8138-SS Bulk						306	\$1.06
8138-B	Fine Brass	1/2	3 x 7	7 3/4 x 7/16	1 1/2	36	\$1.18
8138-B Bulk						306	\$1.12
8138-BZ	Bronze	1/2	3 x 7	7 3/4 x 7/16	1 1/2	36	\$1.42
8138-N	Black Nylon	1/2	3 x 7	7 3/4 x 7/16	1 1/2	36	\$1.10
8138-N Bulk						306	\$1.04
8138-HH	Horsehair	1/2	3 x 7	7 3/4 x 7/16	1 1/2	36	\$1.10

* 100 pack pricing available on request



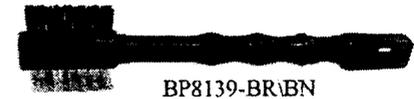
WELDER, PLASTIC HANDLE Plastic handle

ITEM NO.	FILL MATERIAL	TRIM INCHES	NO. OF ROWS	BLOCK SIZE	BRUSH PART LENGTH	STD. PK.	LIST PRICE EA.
P8138-SS	Stainless Steel	1/2	3 x 7	7 1/4 x 7/16	1 1/2	36	\$1.10
P8138-SS Bulk						600	\$1.04
P8138-B	Fine Brass	1/2	3 x 7	7 1/4 x 7/16	1 1/2	36	\$1.14
P8138-B Bulk						600	\$1.08
P8138-BZ	Bronze	1/2	3 x 7	7 1/4 x 7/16	1 1/2	36	\$1.30
P8138-N	Natural Nylon	1/2	3 x 7	7 1/4 x 7/16	1 1/2	36	\$1.06
P8138-N Bulk						600	\$1.00
P8138-HH	Horsehair	1/2	3 x 7	7 1/4 x 7/16	1 1/2	36	\$1.06



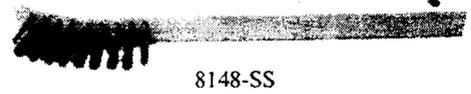
TWO SIDED WELDER, PLASTIC HANDLE Black plastic handle

ITEM NO.	FILL MATERIAL	TRIM INCHES	NO. OF ROWS	BLOCK SIZE	STD. PK.	LIST PRICE EA.
BP8139-BZ/BN	Bronze/Black Nylon	1/2	3 x 7	7 1/4 x 7/16	100	\$2.26
BP8139-SS/BN	Stainless Steel/Black Nylon	1/2	3 x 7	7 1/4 x 7/16	100	\$1.60
BP8139-BR/BN	Brass/Black Nylon	1/2	3 x 7	7 1/4 x 7/16	100	\$1.70
BP8139-SS/BR	Stainless Steel/Brass	1/2	3 x 7	7 1/4 x 7/16	100	\$2.30
BP8139-SS/BZ	Stainless Steel/Bronze	1/2	3 x 7	7 1/4 x 7/16	100	\$2.36



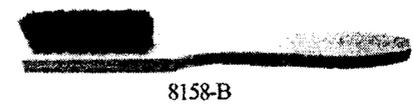
STOVE AND APPLIANCE Scouring brush - curved smooth handle hardwood handle

ITEM NO.	FILL MATERIAL	TRIM INCHES	NO. OF ROWS	BLOCK SIZE	BRUSH PART LENGTH	STD. PK.	LIST PRICE EA.
8148-SS	Stainless Steel	5/8	2 x 9	8 5/8 x 1/2	2 7/8	36	\$2.04
8148-B	Crimped Brass	5/8	2 x 9	8 5/8 x 1/2	2 7/8	36	\$2.00
8148-A	Aluminum	1/2	2 x 9	8 5/8 x 1/2	2 7/8	36	\$1.66
E8148-SS	Economy Stainless Steel	5/8	2 x 9	8 5/8 x 1/2	2 7/8	36	\$1.76



TYPEWRITER - UTILITY Straight hardwood handle Utility brush

ITEM NO.	FILL MATERIAL	TRIM INCHES	NO. OF ROWS	BLOCK SIZE	BRUSH PART LENGTH	STD. PK.	LIST PRICE EA.
8158-SS	Stainless Steel	1/2	3 x 10	6 x 1/2	1 1/2	72	\$1.80
8158-B	Crimped Brass	5/8	3 x 10	6 x 1/2	1 1/2	72	\$1.80
8158-STEEL	Steel	9/16	3 x 10	6 x 1/2	1 1/2	72	\$1.74
8158-BZ	Bronze	5/8	3 x 10	6 x 1/2	1 1/2	72	\$2.10
8158-N	Nylon	9/16	3 x 10	6 x 1/2	1 1/2	72	\$1.46
8158-HH	Horsehair	9/16	3 x 10	6 x 1/2	1 1/2	72	\$1.54



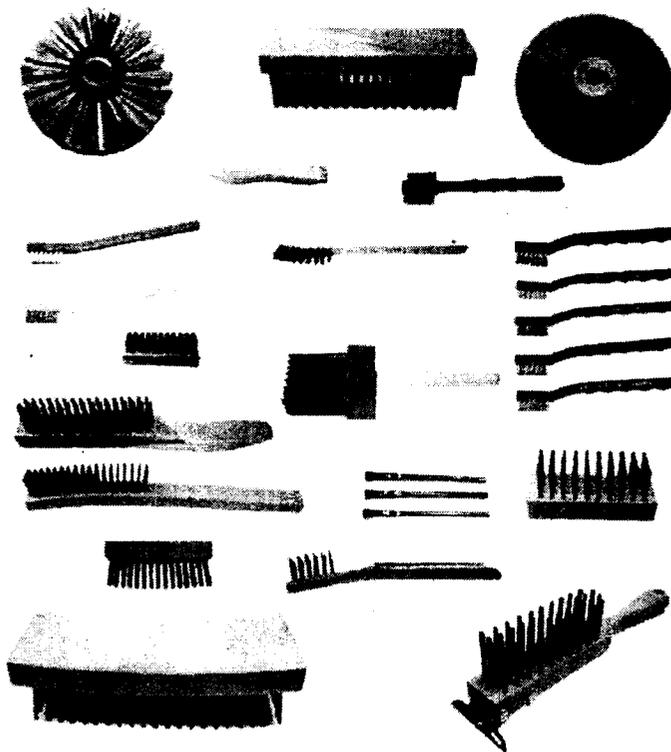
TYPEWRITER - UPRIGHT To clean in those confined inaccessible areas.
Smooth hardwood block

ITEM NO.	FILL MATERIAL	TRIM INCHES	NO. OF ROWS	BLOCK SIZE	BRUSH PART LENGTH	STD. PK.	LIST PRICE EA.
8168-SS	Stainless Steel	1/2	2 x 6	4 3/4 x 1 3/32	7/8	72	\$1.56
8168-B	Brass	1/2	2 x 6	4 3/4 x 1 3/32	7/8	72	\$1.66
8168-STEEL	Steel	1/2	2 x 6	4 3/4 x 1 3/32	7/8	72	\$1.60
8168-N	Nylon	1/2	2 x 6	4 3/4 x 1 3/32	7/8	72	\$1.44
8168-HH	Horsehair	1/2	2 x 6	4 3/4 x 1 3/32	7/8	72	\$1.50



8168-B

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EXHIBIT G

**IN SUPPORT OF REQUEST FOR
RECONSIDERATION**

**APPLICANT LOLA COSMETICS LLC
SERIAL NO. 76/684,095
FOR: LOLA**



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Typed Drawing

Word Mark LOLA

Goods and Services IC 003. US 001 004 006 050 051 052. G & S: skin and body care preparations namely, skin cleansers, skin moisturizers, skin lotions, skin soaps, sun screen preparations, cosmetics, non-medicated hair care preparations, nail care preparations, colognes, perfumes, fragrant oils for personal use, non-medicated bath salts, incense and tooth whitening preparations. FIRST USE: 20011101. FIRST USE IN COMMERCE: 20011101

IC 004. US 001 006 015. G & S: candles. FIRST USE: 20011101. FIRST USE IN COMMERCE: 20011101

(CANCELLED) IC 035. US 100 101 102. G & S: [retail shops featuring cosmetics and beauty care products]. FIRST USE: 20011101. FIRST USE IN COMMERCE: 20011101

Mark Drawing Code (1) TYPED DRAWING

Serial Number 76235183

Filing Date April 3, 2001

Current Filing Basis 1A

Original Filing Basis 1B

Published for Opposition April 16, 2002

Change In Registration CHANGE IN REGISTRATION HAS OCCURRED

Registration Number 2667128

Registration Date December 24, 2002

Owner (REGISTRANT) LOLA COSMETICS, LLC LTD LIAB CO CALIFORNIA 15001 OXNARD STREET

Assignment Recorded VAN NUYS CALIFORNIA 91411
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record DANIEL M CISLO
Prior Registrations 1431668
Type of Mark Register TRADEMARK. SERVICE MARK
Affidavit Text PARTIAL SECT 8 (6-YR).
Live/Dead Indicator LIVE

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	FIRST DOC	PREV DOC	NEXT DOC	LAST DOC					

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Int. Cls.: 3, 4, and 35

Prior U.S. Cls.: 1, 4, 6, 15, 50, 51, 52, 100, 101, and 102

United States Patent and Trademark Office

Reg. No. 2,667,128

Registered Dec. 24, 2002

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**

LOLA

LOLA COSMETICS, LLC (CALIFORNIA LIMITED LIABILITY COMPANY)
4600 ENCINO AVENUE
ENCINO, CA 91316

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FIRST USE 11-1-2001; IN COMMERCE 11-1-2001.

FOR: CANDLES, IN CLASS 4 (U.S. CLS. 1, 6 AND 15).

FIRST USE 11-1-2001; IN COMMERCE 11-1-2001.

FOR: RETAIL SHOPS FEATURING COSMETICS AND BEAUTY CARE PRODUCTS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 11-1-2001; IN COMMERCE 11-1-2001.

OWNER OF U.S. REG. NO. 1,431,668.

SN 76-235,183, FILED 4-3-2001.

RICHARD DONNELL, EXAMINING ATTORNEY



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Typed Drawing

Word Mark LOLA
Goods and Services IC 016. US 002 005 022 023 029 037 038 050. G & S: Sharpeners, namely, eye pencil sharpeners. FIRST USE: 20011101. FIRST USE IN COMMERCE: 20011101
Mark Drawing Code (1) TYPED DRAWING
Serial Number 76486545
Filing Date January 31, 2003
Current Filing Basis 1A
Original Filing Basis 1A
Published for Opposition March 25, 2008
Registration Number 3443308
Registration Date June 10, 2008
Owner (REGISTRANT) Lola Cosmetics, LLC LTD LIAB CO CALIFORNIA 4600 Encino Avenue Encino CALIFORNIA 91316
Attorney of Record Daniel M. Cislo
Prior Registrations 1431668
Type of Mark TRADEMARK
Register PRINCIPAL
Other Data The name "LOLA" does not identify a living individual.
Live/Dead Indicator LIVE

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Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

United States Patent and Trademark Office

Reg. No. 3,443,308

Registered June 10, 2008

**TRADEMARK
PRINCIPAL REGISTER**

LOLA

**LOLA COSMETICS, LLC (CALIFORNIA LTD
LIAB CO)
4600 ENCINO AVENUE
ENCINO, CA 91316**

OWNER OF U.S. REG. NO. 1,431,668.

**FOR: SHARPENERS, NAMELY, EYE PENCIL
SHARPENERS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23,
29, 37, 38 AND 50).**

**THE NAME "LOLA" DOES NOT IDENTIFY A
LIVING INDIVIDUAL.**

SER. NO. 76-486,545, FILED 1-31-2003.

FIRST USE 11-1-2001; IN COMMERCE 11-1-2001.

MARTHA FROMM, EXAMINING ATTORNEY



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LOLA POPS

Word Mark	LOLA POPS
Goods and Services	IC 003. US 001 004 006 050 051 052. G & S: cosmetics, namely eye pencils. FIRST USE: 20040210. FIRST USE IN COMMERCE: 20040210
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	76576131
Filing Date	February 18, 2004
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	March 29, 2005
Registration Number	3032698
Registration Date	December 20, 2005
Owner	(REGISTRANT) Lola Cosmetics, LLC CORPORATION CALIFORNIA 9663 Santa Monica Blvd., Suite 700 Beverly Hills CALIFORNIA 90210
Attorney of Record	Daniel M. Ciso
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51, and 52

United States Patent and Trademark Office

Reg. No. 3,032,698

Registered Dec. 20, 2005

**TRADEMARK
PRINCIPAL REGISTER**

LOLA POPS

**LOLA COSMETICS, LLC (CALIFORNIA CORPORATION)
9663 SANTA MONICA BLVD., SUITE 700
BEVERLY HILLS, CA 90210**

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

FOR: COSMETICS, NAMELY EYE PENCILS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

SN 76-576,131, FILED 2-18-2004.

FIRST USE 2-10-2004; IN COMMERCE 2-10-2004.

ALICIA COLLINS, EXAMINING ATTORNEY



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Typed Drawing

Word Mark LOLA LOVES LASHES
Goods and Services IC 003. US 001 004 006 050 051 052. G & S: cosmetics, namely, mascaras. FIRST USE: 20021115. FIRST USE IN COMMERCE: 20021115
Mark Drawing Code (1) TYPED DRAWING
Serial Number 76483522
Filing Date January 21, 2003
Current Filing Basis 1A
Original Filing Basis 1A
Published for Opposition November 4, 2003
Registration Number 2808162
Registration Date January 27, 2004
Owner (REGISTRANT) Lola Cosmetics, LLC CORPORATION CALIFORNIA 4600 Encino Avenue Encino CALIFORNIA 91316
Attorney of Record DANIEL M CISLO
Prior Registrations 1431668;2667128
Type of Mark TRADEMARK
Register PRINCIPAL
Other Data The name in the mark - LOLA - does not identify any particular living individual.
Live/Dead Indicator LIVE

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Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51 and 52

United States Patent and Trademark Office

Reg. No. 2,808,162

Registered Jan. 27, 2004

**TRADEMARK
PRINCIPAL REGISTER**

LOLA LOVES LASHES

LOLA COSMETICS, LLC (CALIFORNIA COR-
PORATION)
4600 ENCINO AVENUE
ENCINO, CA 91316

FOR: COSMETICS, NAMELY, MASCARAS, IN
CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 11-15-2002; IN COMMERCE 11-15-2002.

OWNER OF U.S. REG. NOS. 1,431,668 AND
2,667,128.

THE NAME IN THE MARK - LOLA - DOES NOT
IDENTIFY ANY PARTICULAR LIVING INDIVI-
DUAL.

SER. NO. 76-483,522, FILED 1-21-2003.

MARTHA FROMM, EXAMINING ATTORNEY



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List At: _____ OR to record: **Record 3 out of 15**

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LOLA'S LIP INDULGENCE

Word Mark LOLA'S LIP INDULGENCE

Goods and Services IC 003. US 001 004 006 050 051 052. G & S: Cosmetics and lip gloss. FIRST USE: 20060900. FIRST USE IN COMMERCE: 20060900

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Trademark Search Facility Classification Code NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters,punctuation and mathematical signs,zodiac signs,prescription marks

Serial Number 77068427

Filing Date December 20, 2006

Current Filing Basis 1A

Original Filing Basis 1B

Published for Opposition July 24, 2007

Registration Number 3419267

Registration April 29, 2008

2

Date
Owner (REGISTRANT) Lola Cosmetics, LLC LTD LIAB CO CALIFORNIA 9663 Santa Monica Boulevard Suite 700 Beverly Hills CALIFORNIA 90210
Attorney of Record Daniel M. Cislo,
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "LIP" APART FROM THE MARK AS SHOWN
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51, and 52

United States Patent and Trademark Office

Reg. No. 3,419,267

Registered Apr. 29, 2008

**TRADEMARK
PRINCIPAL REGISTER**

LOLA'S LIP INDULGENCE

**LOLA COSMETICS, LLC (CALIFORNIA LTD
LIAB CO)**

9663 SANTA MONICA BOULEVARD

SUITE 700

BEVERLY HILLS, CA 90210

**FOR: COSMETICS AND LIP GLOSS, IN CLASS 3
(U.S. CLS. 1, 4, 6, 50, 51 AND 52).**

FIRST USE 9-0-2006; IN COMMERCE 9-0-2006.

**THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.**

**NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "LIP", APART FROM THE MARK
AS SHOWN.**

SN 77-068,427, FILED 12-20-2006.

ROBIN CHOSID, EXAMINING ATTORNEY



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Typed Drawing

Word Mark LOLA
Goods and Services IC 003. US 051 052. G & S: [WOMEN'S SOAPS, PERFUMES,] COLOGNES, TOILET WATER [AND SOAPS,] ALL FOR PERSONAL USE. FIRST USE: 19860214. FIRST USE IN COMMERCE: 19860214
Mark Drawing Code (1) TYPED DRAWING
Serial Number 73585958
Filing Date March 3, 1986
Current Filing Basis 1A
Original Filing Basis 1A
Published for Opposition December 16, 1986
Registration Number 1431668
Registration Date March 10, 1987
Owner (REGISTRANT) DYNAMITE ENTERPRISES, INC. CORPORATION FLORIDA 2440 NORTHWEST 93RD AVENUE MIAMI FLORIDA 33172
 (LAST LISTED OWNER) LOLA COSMETICS, LLC LTD LIAB CO FLORIDA 2330 NORTHWEST 93RD AVENUE MIAMI FLORIDA 33172
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record DANIEL M. CISLO
Type of Mark Register TRADEMARK PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070512.
Renewal 1ST RENEWAL 20070512
Live/Dead
Indicator LIVE

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Int. Cl.: 3

Prior U.S. Cls.: 51 and 52

United States Patent and Trademark Office

Reg. No. 1,431,668

Registered Mar. 10, 1987

**TRADEMARK
PRINCIPAL REGISTER**

LOLA

DYNAMITE ENTERPRISES, INC. (FLORIDA
CORPORATION)
2440 NORTHWEST 93RD AVENUE
MIAMI, FL 33172

FIRST USE 2-14-1986; IN COMMERCE
2-14-1986.

SER. NO. 585,958, FILED 3-3-1986.

FOR: WOMEN'S SOAPS, PERFUMES, CO-
LOGNES, TOILET WATER AND SOAPS, ALL
FOR PERSONAL USE, IN CLASS 3 (U.S. CLS. 51
AND 52).

ROBERT C. CLARK JR., EXAMINING ATTOR-
NEY



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Lola

Word Mark LOLA
Goods and Services IC 003. US 001 004 006 050 051 052. G & S: skin and body care preparations, namely, skin cleansers, skin moisturizers, skin lotions, skin soaps, sun screen preparations, cosmetics, non-medicated hair care preparations, colognes, perfumes, fragrant oils for personal use, non-medicated bath salts, incense and tooth whitening preparations. FIRST USE: 20011101. FIRST USE IN COMMERCE: 20011101
Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number 76667963
Filing Date October 23, 2006
Current Filing Basis 1A
Original Filing Basis 1B
Published for Opposition March 18, 2008
Registration Number 3576609
Registration Date February 17, 2009
Owner (REGISTRANT) LOLA COSMETICS, LLC LIMITED LIABILITY COMPANY CALIFORNIA 9663 Santa Monica Blvd. Suite 700 Beverly Hills CALIFORNIA 90210
Attorney of Daniel M Cislo

Record

Prior Registrations 1431668;2667128;3032698

Description of Mark Color is not claimed as a feature of the mark.

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51, and 52

United States Patent and Trademark Office

Reg. No. 3,576,609

Registered Feb. 17, 2009

**TRADEMARK
PRINCIPAL REGISTER**

Lola

LOLA COSMETICS, LLC (CALIFORNIA LIMITED LIABILITY COMPANY)
9663 SANTA MONICA BLVD. SUITE 700
BEVERLY HILLS, CA 90210

FOR: SKIN AND BODY CARE PREPARATIONS, NAMELY, SKIN CLEANSERS, SKIN MOISTURIZERS, SKIN LOTIONS, SKIN SOAPS, SUN SCREEN PREPARATIONS, COSMETICS, NON-MEDICATED HAIR CARE PREPARATIONS, COLOGNES, PERFUMES, FRAGRANT OILS FOR PERSONAL USE, NON-MEDICATED BATH SALTS, INCENSE AND

TOOTH WHITENING PREPARATIONS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 11-1-2001; IN COMMERCE 11-1-2001.

OWNER OF U.S. REG. NOS. 1,431,668, 2,667,128, AND 3,032,698.

SN 76-667,963, FILED 10-23-2006.

PAULA MAHONEY, EXAMINING ATTORNEY



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Lola
COSMETICS

Word Mark LOLA COSMETICS

Goods and Services IC 003. US 001 004 006 050 051 052. G & S: skin and body care preparations, namely, skin cleansers, skin moisturizers, skin lotions, skin soaps, sun screen preparations, cosmetics, non-medicated hair care preparations, colognes, perfumes, fragrant oils for personal use, non-medicated bath salts, incense and tooth whitening preparations. FIRST USE: 20030101. FIRST USE IN COMMERCE: 20030101

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 76667959

Filing Date October 23, 2006

Current Filing Basis 1A

Original Filing Basis 1B

Published for Opposition March 4, 2008

Registration Number 3561478

Registration Date January 13, 2009

Owner (REGISTRANT) LOLA COSMETICS, LLC LIMITED LIABILITY COMPANY CALIFORNIA 9663 Santa Monica Blvd. Suite 700 Beverly Hills CALIFORNIA 90210

Attorney of Daniel M Cislo

Record

Prior Registrations 1431668;2667128;3032698;AND OTHERS

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "COSMETICS" APART FROM THE MARK AS SHOWN

Description of Mark Color is not claimed as a feature of the mark.

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51, and 52

United States Patent and Trademark Office

Reg. No. 3,561,478

Registered Jan. 13, 2009

TRADEMARK
PRINCIPAL REGISTER

Lola
COSMETICS

LOLA COSMETICS, LLC (CALIFORNIA LIMITED LIABILITY COMPANY)
9663 SANTA MONICA BLVD. SUITE 700
BEVERLY HILLS, CA 90210

FOR: SKIN AND BODY CARE PREPARATIONS, NAMELY, SKIN CLEANSERS, SKIN MOISTURIZERS, SKIN LOTIONS, SKIN SOAPS, SUN SCREEN PREPARATIONS, COSMETICS, NON-MEDICATED HAIR CARE PREPARATIONS, COLOGNES, PERFUMES, FRAGRANT OILS FOR PERSONAL USE, NON-MEDICATED BATH SALTS, INCENSE AND TOOTH WHITENING PREPARATIONS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 1-1-2003; IN COMMERCE 1-1-2003.

OWNER OF U.S. REG. NOS. 1,431,668, 3,032,698, AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "COSMETICS", APART FROM THE MARK AS SHOWN.

SN 76-667,959, FILED 10-23-2006.

PAULA MAHONEY, EXAMINING ATTORNEY



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LOLA EYES

Word Mark LOLA EYES
Goods and Services IC 003. US 001 004 006 050 051 052. G & S: cosmetics, namely, mascara. FIRST USE: 20061001. FIRST USE IN COMMERCE: 20061001
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Trademark Search Facility Classification Code SHAPES-MISC Miscellaneous shaped designs
Serial Number 76660400
Filing Date May 22, 2006
Current Filing Basis 1A
Original Filing Basis 1B
Published for Opposition October 23, 2007
Registration Number 3496330
Registration Date September 2, 2008
Owner (REGISTRANT) LOLA COSMETICS, LLC LIMITED LIABILITY COMPANY CALIFORNIA 9663 Santa Monica Blvd., Suite 700 Beverly Hills CALIFORNIA 90210

Attorney of Record Daniel M. Cislo, Kelly W. Cunningham, , Reg. No. 43,570; Andrew S. Jordan, , Reg. No. 33,917; David B. Sandelands, , Reg. No. 46,023; Sarah A. Brown, , Reg. No. 47,455; Mark D. Nielsen, , Reg. No. 52,068; Sean O'Brien, , Reg. No. 52,080; Peter S. Veregge, , Reg. No. 55,698; C. Wook Pak, , Reg. No. 50,504; Kristin B. Kosinski, , Reg. No. 45,599; Aaron C. Fong, , Reg. No. 61,923

Prior Registrations 1431668;2667128;2808162;3032698

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "EYES" APART FROM THE MARK AS SHOWN

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51, and 52

United States Patent and Trademark Office

Reg. No. 3,496,330

Registered Sep. 2, 2008

**TRADEMARK
PRINCIPAL REGISTER**

LOLA EYES

LOLA COSMETICS, LLC (CALIFORNIA LTD
LIAB CO)
9663 SANTA MONICA BLVD., SUITE 700
BEVERLY HILLS, CA 90210

FOR: COSMETICS, NAMELY, MASCARA, IN
CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 10-1-2006; IN COMMERCE 10-1-2006.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,431,668, 3,032,698,
AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "EYES", APART FROM THE MARK
AS SHOWN.

SN 76-660,400, FILED 5-22-2006.

MARY BOAGNI, EXAMINING ATTORNEY

EXHIBIT H

**IN SUPPORT OF REQUEST FOR
RECONSIDERATION**

**APPLICANT LOLA COSMETICS LLC
SERIAL NO. 76/684,095
FOR: LOLA**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the application of:

LOLA COSMETICS, LLC

Serial Number: 76/660,400

Examining Attorney: Boagni, Mary

Filed: May 22, 2006

Law Office: 114

For: **LOLA EYES**

Commissioner for Trademarks
P.O. Box 1451
Alexandria, Virginia 22313-1451

**DECLARATION OF KIM WILEMAN IN SUPPORT OF
REQUEST FOR RECONSIDERATION**

I, Kim Wileman, declare as follows:

1. I am Vice President of Marketing and Sales of Lola Cosmetics, LLC ("Lola Cosmetics"). I make this declaration of my own personal knowledge, or on information and belief where so stated. If called as a witness, I could and would competently testify to the truth of the matters asserted herein.
2. Lola Cosmetics is the owner of U.S. Trademark Application No. 76/660,400, which is the subject of Applicant's concurrently-filed

Request for Reconsideration of the Examining Attorney's final refusal to register the LOLA EYES mark.

3. Lola Cosmetics also owns Trademark Registration No. 1,431,688 for the typed word mark LOLA for "woman's soaps, perfumes, colognes, toilet water and soaps, all for personal use," which has a filing date of March 3, 1986. Registration No. 1,431,688 is currently valid, subsisting and incontestable, with a Sections 8 & 15 Declaration being filed on or about May 12, 2007. A true and correct copy of the United States Patent and Trademark Office ("USPTO") "TESS" database printout (dated August 3, 2007) for Registration No. 1,431,688 is attached herein as Exhibit A..
4. Lola Cosmetics additionally owns Trademark Registration No. 2,667,128 for the typed word mark LOLA for goods/services including "skin and body care preparations, namely skin cleansers, skin moisturizers, skin lotions, skin soaps, sun screen preparations, nail care preparations, colognes, perfumes, fragrant oils or personal use, non-medicated bath salts, incense and tooth whitening preparations" and "retail shops featuring cosmetics and beauty care products," which has a filing date of April 3, 2001. Registration No. 2,667,128 is currently valid and subsisting. To the best of my knowledge, the LOLA mark that is the subject of Registration No. 2,667,128 has been in use in interstate commerce by Lola Cosmetics and/or its predecessors-in-interest since at least as early as November 1, 2001. A true and correct copy of the

United States Patent and Trademark Office ("USPTO") "TESS" database printout (dated August 3, 2007) for Registration No. 2,667,128 is attached herein as Exhibit B.

5. Lola Cosmetics is also the owner of Trademark Registration No. 2,808,162 for the typed word mark LOLA LOVES LASHES, covering goods including "cosmetics, namely mascaras" in International Class 003, having a filing date of January 21, 2003. Registration No. 2,808,162 is currently valid and subsisting. The LOLA mark that is the subject of Registration No. 2,808,162 has been in use in interstate commerce by Lola Cosmetics LLC and/or its predecessors-in-interest since at least as early as November 15, 2002. A true and correct copy of the United States Patent and Trademark Office ("USPTO") "TESS" database printout (dated August 3, 2007) for Registration No. 2,808,162 is attached herein as Exhibit C.
6. Lola Cosmetics owns Trademark Registration No. 3,032,698 for the typed word mark LOLA POPS for goods including "cosmetics, namely eye pencils" in International Class 003, which was filed on February 18, 2004 and is currently valid and subsisting. The LOLA mark that is the subject of Registration No. 3,032,698 has been in use in interstate commerce by Lola Cosmetics LLC and/or its predecessors-in-interest since at least as early as February 10, 2004. A true and correct copy of the United States Patent and Trademark Office ("USPTO") "TESS"

database printout (dated August 3, 2007) for Registration No. 3,032,698 is attached herein as Exhibit D.

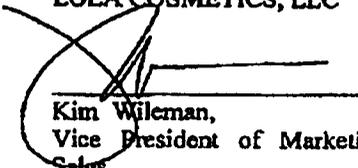
7. Upon information and belief, and to best of my personal knowledge, none of Lola Cosmetics' customers, or any other parties, has ever asked me or anyone at Lola Cosmetics whether there is a relationship between Lola Cosmetics and A. Schmidt & Co or Mathias Andre Schmidt, the listed registrant and last listed owner of Trademark Registration No. 0595922.
8. To the best of my knowledge, Lola Cosmetics has never been contacted by anyone at A. Schmidt & Co, nor by Mathias Andre Schmidt, regarding confusion between Lola Cosmetics and A. Schmidt & Co and/or Mathias Andre Schmidt, or between Lola Cosmetics' products/services offered under its LOLA marks and the products of A. Schmidt & Co/Mathias Andre Schmidt. Nor am I otherwise aware of any instances of confusion whatsoever between Lola Cosmetics and its products on the one hand and A. Schmidt & Co/Mathias Andre Schmidt and their products on the other hand.

The undersigned is hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. §1001, and that such willful false statements may jeopardize the validity of the application or any resulting registration, further declares that she is properly authorized to execute this declaration on behalf of the Applicant, and that all statements made of her own

. knowledge are true and that all statements made on information and belief are believed to be true.

Date: 8/4, 2007

LOLA COSMETICS, LLC



Kim Wileman,
Vice President of Marketing and
Sales



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Typed Drawing

Word Mark	LOLA
Goods and Services	IC 003. US 051 052. G & S: [WOMEN'S SOAPS, PERFUMES,] COLOGNES, TOILET WATER [AND SOAPS,] ALL FOR PERSONAL USE. FIRST USE: 19860214. FIRST USE IN COMMERCE: 19860214
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73585958
Filing Date	March 3, 1986
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	December 16, 1986
Registration Number	1431668
Registration Date	March 10, 1987
Owner	(REGISTRANT) DYNAMITE ENTERPRISES, INC. CORPORATION FLORIDA 2440 NORTHWEST 93RD AVENUE MIAMI FLORIDA 33172 (LAST LISTED OWNER) LOLA COSMETICS, LLC LTD LIAB CO FLORIDA 2330 NORTHWEST 93RD AVENUE MIAMI FLORIDA 33172
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	DANIEL M. CISLO
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070512.
Renewal	1ST RENEWAL 20070512
Live/Dead	LIVE



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Typed Drawing

Word Mark	LOLA
Goods and Services	IC 003. US 001 004 006 050 051 052. G & S: skin and body care preparations namely, skin cleansers, skin moisturizers, skin lotions, skin soaps, sun screen preparations, cosmetics, non-medicated hair care preparations, nail care preparations, colognes, perfumes, fragrant oils for personal use, non-medicated bath salts, incense and tooth whitening preparations. FIRST USE: 20011101. FIRST USE IN COMMERCE: 20011101 IC 035. US 100 101 102. G & S: retail shops featuring cosmetics and beauty care products. FIRST USE: 20011101. FIRST USE IN COMMERCE: 20011101 IC 004. US 001 006 015. G & S: candles. FIRST USE: 20011101. FIRST USE IN COMMERCE: 20011101
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	76235183
Filing Date	April 3, 2001
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	April 16, 2002
Registration Number	2667128
Registration Date	December 24, 2002
Owner	(REGISTRANT) LOLA COSMETICS, LLC LTD LIAB CO CALIFORNIA 4600 ENCINO AVENUE ENCINO CALIFORNIA 91316
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	DANIEL M CISLO

Prior Registrations 1431668
Type of Mark TRADEMARK, SERVICE MARK
Register PRINCIPAL
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Typed Drawing

Word Mark LOLA LOVES LASHES
Goods and Services IC 003, US 001 004 008 050 051 052, G & S: cosmetics, namely, mascaras. FIRST USE: 20021115. FIRST USE IN COMMERCE: 20021115
Mark Drawing Code (1) TYPED DRAWING
Serial Number 76483522
Filing Date January 21, 2003
Current Filing Basis 1A
Original Filing Basis 1A
Published for Opposition November 4, 2003
Registration Number 2808162
Registration Date January 27, 2004
Owner (REGISTRANT) Lola Cosmetics, LLC CORPORATION CALIFORNIA 4800 Encino Avenue Encino CALIFORNIA 91316
Attorney of Record DANIEL M CISLO
Prior Registrations 1431688;2667128
Type of Mark TRADEMARK
Register PRINCIPAL
Other Data The name in the mark - LOLA - does not identify any particular living individual.
Live/Dead Indicator LIVE

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LOLA POPS

Word Mark LOLA POPS
Goods and Services IC 003, US 001 004 006 050 051 052. G & S: cosmetics, namely eye pencils. FIRST USE: 20040210. FIRST USE IN COMMERCE: 20040210
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 76576131
Filing Date February 18, 2004
Current Filing Basis 1A
Original Filing Basis 1B
Published for Opposition March 29, 2005
Registration Number 3032698
Registration Date December 20, 2005
Owner (REGISTRANT) Lola Cosmetics, LLC CORPORATION CALIFORNIA 9863 Santa Monica Blvd., Suite 700 Beverly Hills CALIFORNIA 90210
Attorney of Record Daniel M. Cislo
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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SERIAL NO. 76/684,095
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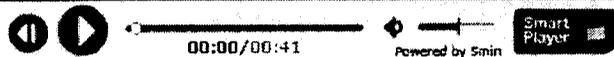
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Choosing the Right Make-Up Brush



Choosing the Right Make-Up Brush

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Video Description: Guinevere provides us with some great beauty tips, and this time: choosing the right make-up brush.

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How To Use Make-Up Brushes

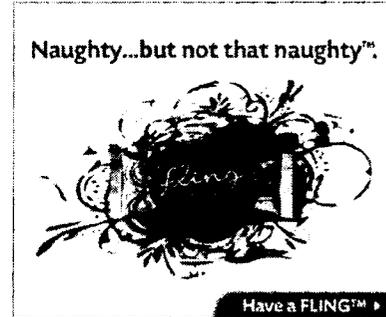
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Blush, Bronzer & Highlighter Make-Up Artist Tips & Trade Secrets
Lisa Glasscock

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eyepaintmakeup (79 days ago)

Keep a dry one! Even though all of these cosmetics are oil free still going to "sweat" if you wear them with a makeup brush it makes and just follow the instructions on the bottle or you can just shampoo and a conditioner. But remember to let your brush/dry eye and lay it flat down on a paper towel. 2) Makeup brushes can be made with hair that ranges from horse, goat, badger and so on. They can also be made with synthetic hair. To find out what's real the company and make sure to mention the brush you are curious about. 3) it is probably better to have more eye shadow brushes than anything but if you need a better explanation on that send me an email at eyepaintmakeup@com and just mention that you read this on videojug. 4) The best brushes to buy aren't always the most expensive ones. When you go to a store to buy brushes, test the brush out by sweeping the bristles on the back of the back of your hand. If it pulls then it is a keeper! If it is rough then it is a different brand for that type of product. If anyone has any other questions check out my website www.eyepaintmakeup.com and all my contact info is on there! Glad to help!



Anonymous (303 days ago)

What hair is a makeup brush made of?



Anonymous (337 days ago)

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Anonymous (378 days ago)

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Professional Cosmetic Advice - Use A Make-Up Brush

By [Steve Hill](#) ☆

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There are a lot of people who nowadays are applying cosmetics using their fingers, in my opinion it looks a lot better if applied using a make-up brush. This article describes the reasons for this and looks at the types of make-up brush which are available.

Blending

A smooth finish is what is required if you really want to look your best. Using your fingers and the fingertips makes it very difficult to get this smooth finish, where as if you use a good quality shaped make-up brush you can.

There are of course various oils in your fingers which can easily transfer to your face to make it look blotchy. This oil can also transfer itself to the make-up itself which can make it difficult to use in the future.

I often see people out and about in pubs and clubs and can tell straight away whether they have used a brush or if they have just simply used their fingers. I know which person I find more attractive.

Control

It is far easier to control the amount of powder or other make-up you are using when you apply it with a make-up brush. If you use your finger tips it is very easy to use too much and your face can become plastered. This can look really horrible and is a huge turn off. I would be thinking, what are you trying to hide beneath all of that make up? It also shows a lack of self-esteem and confidence on the part of the wearer.

This of course was not meant to happen and could have been avoided by using by a brush.

Which type of brush?

Most people believe that long handled brushes are by far the best for applying make-up, this is mainly due to balance.

When looking to purchase these brushes you normally get what you pay for. I would certainly advise where possible to avoid the lower end of the market.

When you look good, you feel good. It is a bit like wearing a new suit which you have spent

a lot of money on. When you wear it for the first time to work or to a wedding, it gives you a bit of extra confidence as you know you are looking very smart.

Good quality brushes should if used correctly last quite a long time, they need to be correctly maintained and cleaned however to keep to their maximum effect.

Types of make-up brushes

These are the common types of make-up brush:

Blusher brush

Eyeliner brush

Eyelash comb

Eyeshadow brush

Eyebrow brush

Powder brush

Lip liner brush

If you do not want to or can not afford to buy make-up brushes, and are still planning to apply your cosmetics using your fingers, you need to ensure:

That you always wash your hands first

That you do not use too much make-up

You do not rush when applying the make-up

I hope this article helps you too look even more beautiful!

Stephen Hill helps to promote a number of websites including:

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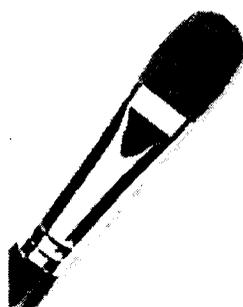
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YES THEY'RE FAKE!™

Cosmetic Plastic Surgery & Beauty Network

All About Makeup Brushes

Submitted By: Treisha Hagensieker



Foundation Brush

Designed for just the right amount of Foundation every time. Great way to create skin that is even and opaque.

HOW TO USE: Blend liquid and creme foundations evenly over face-brushing down and out. Dampen brush for a sheer look!



Powder Brush

Works with your loose, pressed or bronzing power. Designed to achieve the softest finished look without looking powdery cakey. Some pros prefer to patting on powder with Velour puff or sponge, then using a Powder Brush to sweep away excess. This technique is great for a natural looking makeup.



Blush Brush

For a smooth even application of blush with no hard edges and a natural look.

HOW TO USE: Tap brush to remove excess color. Lightly blend on apple of cheeks, hairline and chin.

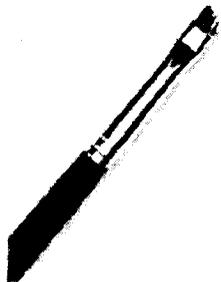
Contour Blush Brush

Designed to apply blush with a soft edge and mistake proof application.

HOW TO USE: Tap off excess color and sweep onto "apple" of cheeks blending



outward and downward.



Eyebrow Brush

Designed to blend eyebrow pencil or place brow color. Stiff badger hairs soften harsh lines. Using eyebrow brush will give you a beautiful shape easily.

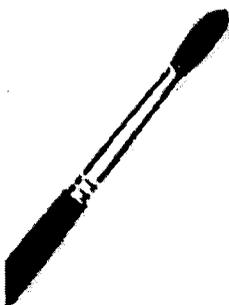
HOW TO USE: Use a matte brow shadow with a shade that matches the color of your brows. Stipple color thru the the sparse areas of the brow, extent brow at ends.



Eye Shadow Brush

Designed to apply just the right amount of color to the eyelid, Use to bend color together with a medium toned eye shadows.

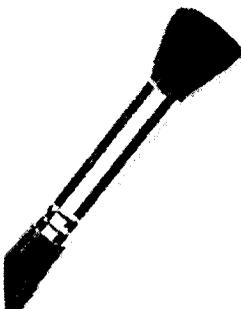
HOW TO USE: You can use this brush to highlight just under brow bone OR sweep over lower lid from lash line to crease.



Eye Crease Blender Brush

A must have for all makeup applications! Fits perfectly in the crease of the eye. Use with medium toned eye shadows OR use CLEAN to blend and soften all colors together.

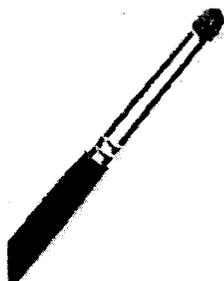
HOW TO USE: Blend from inner to outer corner for a sheer wash of color. Use a light sweeping motion increase of eye to soften all edges.



Contour Brush

This large flat contour brush softens all edges of contour so it looks natural. this shape allows you to blend easily with no harsh lines, great to shade along hairline. ALSO GOOD FOR BLUSH APPLICATION.

Eye Smudge Brush



A Black round tipped sponge brush that is perfectly shaped to create the soft, sexy "smokey eye" look.

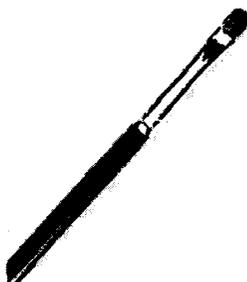
HOW TO USE: Pick up dark eye shadow and drag across lash line, concentrate on outer corners of the eye.



Eye Shader Brush

This sable brush is used to apply your shadow base color, which evens out skin tone and helps the next color blend more easily.

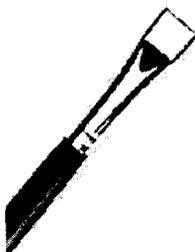
HOW TO USE: Pick up a light toned eye shadow with brush and tap off excess. Brush color over entire lid area. Its easy and quick with this size brush.



Eyeliner-Detailer Brush

These sable brush hairs are tightly packed to allow for a precise and even line.

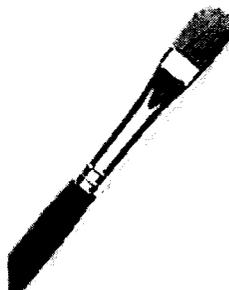
HOW TO USE: Use with dark toned eye shadow and line lids close to lash line, from inner to outer eye corner. Perfect to detail dark colors on top lash line.



Flat Eyeliner Brush

A wide, flat brush for bold or soft eye lining. It can be used wet or dry.

HOW TO USE: Hold brush vertically under bottom lash line a PULL eye shadow color straight down for a smudgy look OR wet brush and dot along lash line. Get as close as possible to lash line.



Concealer/Corrector Brush

This synthetic brush works with creme concealers to reach around the small areas of your eye. Allows you to deposit just the right amount of concealer so it never looks heavy or cakey.

HOW TO USE: Dab tip of Brush into concealer and use around hard to reach small areas of the eye.. Inner corners & around the nose.



How To Do Just About Everything

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How to Clean Make Up Brushes with Witch Hazel

by Jennifer Glennon

Introduction

To allow your colors in your make-up to ring true, you need to wash your make-up brushes with witch hazel after every use. Make-up accumulates inside of the bristles of make-up brushes and will carry over from one use to the next. So if today you are wearing green eyeshadow, that green will be mixing with tomorrow's purple. Follow these simple steps to clean your make-up brushes after every use with witch hazel.

Instructions

Difficulty: Easy

Make Your Make-up Brushes Ring True

Things You'll Need

- Your set of make-up brushes
- 1 bottle witch hazel
- 1 empty spritz bottle
- 1 roll of paper towels

Steps

1 Step One

Take the bottle of witch hazel and fill the empty spritz bottle with the witch hazel. The spritz bottle will make for easy daily cleaning of your make-up brushes with witch hazel.

2 Step Two

Spray the bristles of the make-up brush with witch hazel. Saturate the make-up brush bristles with the witch hazel

3 Step Three

Lay a paper towel flat on a hard surface. Brush the make-up brush with the witch hazel on it back and forth on the paper towel. You will notice color coming off on the paper towel. Re-spritz the make-up brush and keep brushing until no more color comes out. Change to a clean paper towel when the first one is covered with the make-up color.

4 Step Four

Repeat steps 2 and 3 cleaning all dirty make-up brushes.

5 Step Five

Use your make-up brushes as soon as you are done brushing them on paper towels, or pack them in your make-up bag for next time.

Tips & Warnings

You will have to repeat spritzing the make-up brushes with witch hazel and brushing them on paper towels longer with cream make-up than with powder.

Daily cleaning of your make-up brushes with witch hazel should not replace weekly deep cleaning of your make-up brushes.

Member Comments

Find this article at: http://www.ehow.com/how_2311082_clean-up-brushes-witch-hazel.html

EXHIBIT J

**IN SUPPORT OF REQUEST FOR
RECONSIDERATION**

**APPLICANT LOLA COSMETICS LLC
SERIAL NO. 76/684,095
FOR: LOLA**

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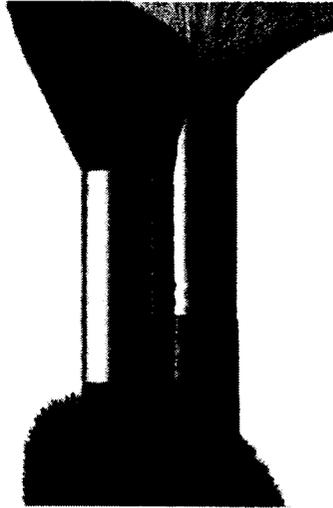
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- Cheek Brushes**
- Concealer Brushes
- Eye Brushes
- Foundation Brushes
- Lip Brushes
- Portable Brushes
- Powder Brushes

MAKEUP APPLICATION

MAKEUP CASES

OTHER ACCESSORIES



"Behind its forms and colors, there are thoughts of the creator."

Accent and define cheeks with these all natural, handmade brushes and synthetic brushes.

shu uemura brushes are classified into three central categories based on hair quality and desired finish: Synthetic, Natural and Kolinsky.



NATURAL BRUSH 7.5EX Fan shaped for vivid cheek color application, or soft blending and dusting of excess loose powders with a firm touch.

[View Details](#)

Price: \$45.00

Quantity:

1

[ADD TO SHOPPING BAG](#)



SYNTHETIC BRUSH 14 Ultra-smooth bristles for targeted highlighting or application of cream color to the cheek area.

[View Details](#)

Price: \$40.00

Quantity:

1

[ADD TO SHOPPING BAG](#)



NATURAL BRUSH 14H Angled design and tightly-packed hair for targeted nose shading or sharply defined cheeks.

[View Details](#)

Price: \$35.00

Quantity:

1

[ADD TO SHOPPING BAG](#)



NATURAL BRUSH 16DF Medium-sized brush angled for highlighting or contouring of the cheek area. Limited Edition.

[View Details](#)

Price: \$60.00

temporarily unavailable

shu uemura

SHOPPING BAG > 0 ITEMS
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- ABOUT SHU UEMURA

HOME > TOOLS & ACCESSORIES > MAKEUP BRUSHES > EYE BRUSHES

TOOLS & ACCESSORIES

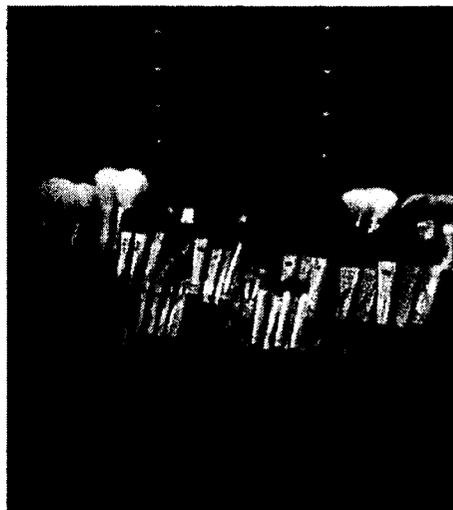
MAKEUP BRUSHES

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- Concealer Brushes
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MAKEUP APPLICATION

MAKEUP CASES

OTHER ACCESSORIES



"Behind its forms and colors, there are thoughts of the creator."

Coming from the fusion of professional functionality and artistic design, each shu uemura makeup brush is hand-laid in place for shape and optimal makeup results. Honored as "the best makeup brush line" by InStyle Magazine, shu uemura has a brush for every makeup purpose.

shu uemura brushes are classified into three central categories based on hair quality and desired finish: Synthetic, Natural and Kolinsky.



KOLINSKY BRUSH 4R Rounded tip and long flexible bristles for soft precision contouring of wet or dry color with a soft touch.

[View Details](#)

Price: \$45.00

Quantity:

1

ADD TO SHOPPING BAG



KOLINSKY BRUSH 5R Rounded tip with short, firm bristles for bolder eyeliner application and smudging of wet or dry color.

[View Details](#)

Price: \$58.00

Quantity:

1

ADD TO SHOPPING BAG



NATURAL BRUSH 8HR Sloped with a round edge for crease contouring of the eye area or blending of eye shadow to the outer corner of the eye.

[View Details](#)

Price: \$60.00

Quantity:

1

ADD TO SHOPPING BAG



NATURAL BRUSH 10 Rounded brush for precise eye color application between the lash line and crease area.

[View Details](#)

Price: \$67.00

Quantity:

1

ADD TO SHOPPING BAG



SYNTHETIC BRUSH 10 Rounded brush for precise eye color application between the lash line and crease area. Ideal for cream color application.

[View Details](#)

Price: \$35.00

Quantity:

1

[ADD TO SHOPPING BAG](#)



NATURAL BRUSH 10DF Sharp angled brush with firm, tightly packed bristles for contouring with intense color.

[View Details](#)

Price: \$45.00

Quantity:

1

[ADD TO SHOPPING BAG](#)



KOLINSKY BRUSH 11 Rounded brush with longer bristles for standard cream or powder color application to the entire eyelid area. For color application to entire eyelid area.

[View Details](#)

Price: \$135.00

Quantity:

1

[ADD TO SHOPPING BAG](#)



SYNTHETIC BRUSH 12 Wider set brush with rounded and firm tip for ideal wide-area application and blending of concealer or standard application of cream color to the eyelid area.

[View Details](#)

Price: \$40.00

Quantity:

1

[ADD TO SHOPPING BAG](#)



NATURAL BRUSH 12 Rounded tip in a wider setting for quick cream or powder color application to the eyelid area.

[View Details](#)

Price: \$130.00

Quantity:

1

[ADD TO SHOPPING BAG](#)



KOLINSKY BRUSH 12S Rounded tip in a wider setting for quick cream or powder color application to the eyelid area. Premium hair allows for truest application of color.

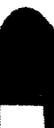
[View Details](#)

Price: \$200.00

Quantity:

1

[ADD TO SHOPPING BAG](#)



NATURAL BRUSH 13G Flat and triangular shaped for all over application on the eye area. Soft hair creates a light touch for light layering of color.

[View Details](#)

Price: \$45.00

Quantity:

1

[ADD TO SHOPPING BAG](#)



KOLINSKY BRUSH 15 Rounded tip in an extra wide setting with long bristles for wide area application of cream or shadow color to the entire eyelid area. Designed for professional use.

[View Details](#)

Price: \$270.00

Quantity:

1

[ADD TO SHOPPING BAG](#)

EXHIBIT K

**IN SUPPORT OF REQUEST FOR
RECONSIDERATION**

**APPLICANT LOLA COSMETICS LLC
SERIAL NO. 76/684,095
FOR: LOLA**

Welcome to the Lola Products Website!

We have been an industry leader for over 34 years, supplying high quality and time saving cleaning solutions for everyday use.

As you browse through our website, you will see our fresh, new packaging and new products such as the award winning "Lola Rola Sticky Mop" the new colors collection brushes, our brand new "Spritz n' Scrub" as well as our core brush, sponge and scourer programs.

Thank you for your support over the years. Enjoy our website.



Click [Here](#) for our Privacy and Return Policies

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About Us

The year 2003 marks the 34th anniversary of Lola Products. When Lola introduced it's first few kitchen brushes back in 1969, little did we realize the impact we would have on the retail scene. Lola literally changed the face of cleaning aids merchandising.

Although Lola continues its award winning strategies, the standards set by Lola in its early years has been adapted by the entire industry. And Lola, well Lola continues to bring innovative products and ideas to the market.

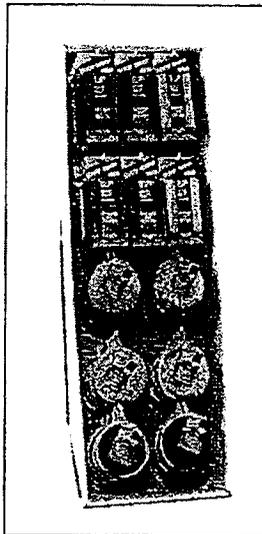
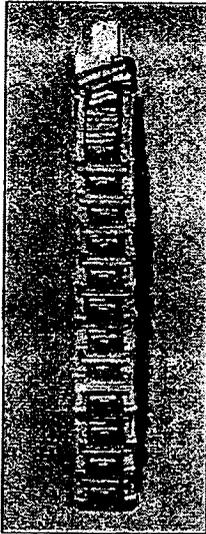
We import our product from over a dozen countries and manufacture 30 percent of our product line in our New Jersey Facility.

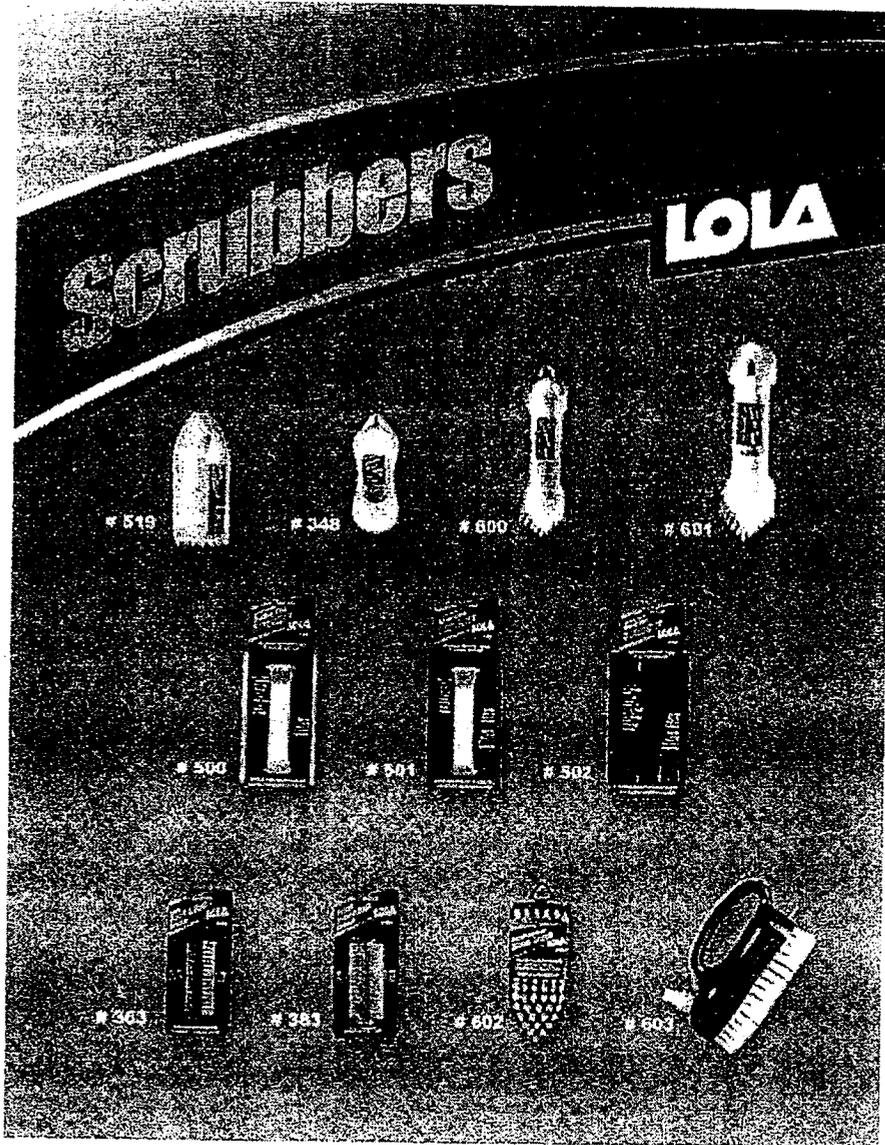


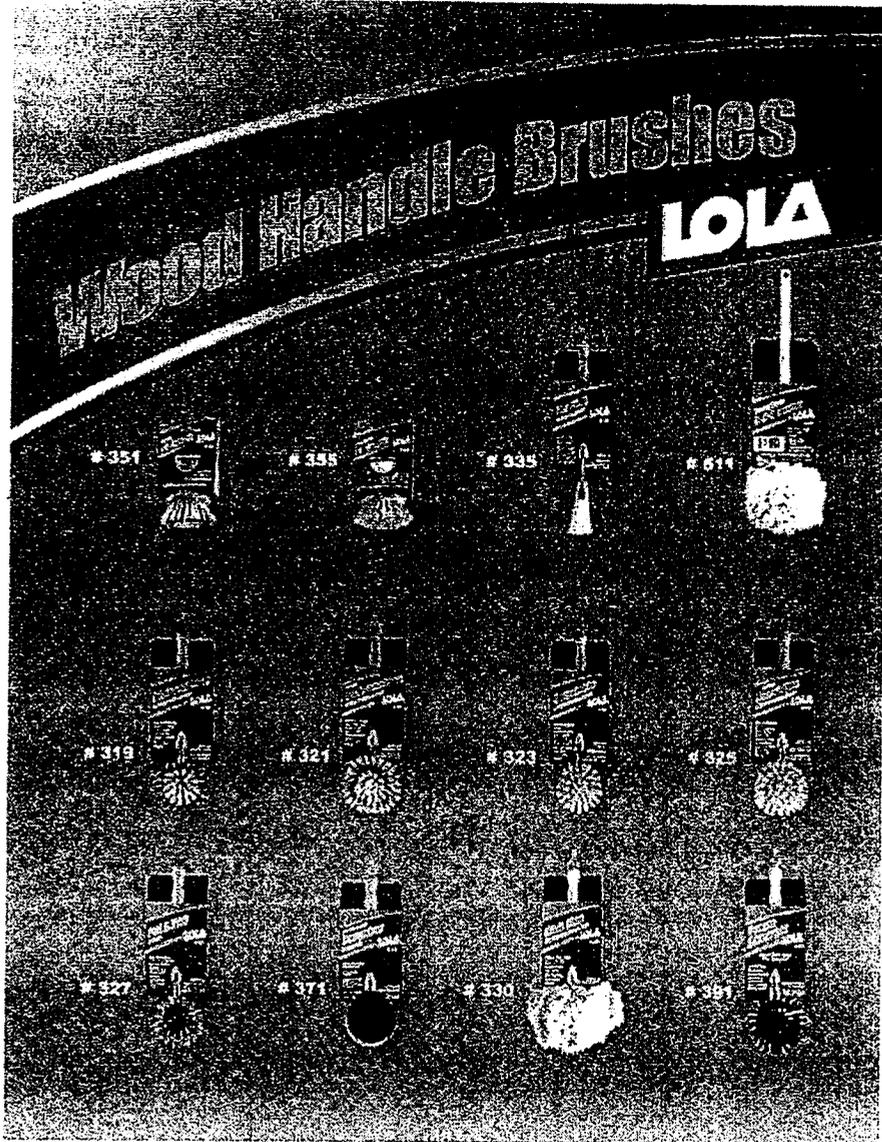
Lola is constantly upgrading its computer systems to keep in line with the needs of today's complex information technology infrastructure. We have the capability of meeting or exceeding any trading standard set by our customers. We also pledge to maintain our policy of 100% on time shipping.

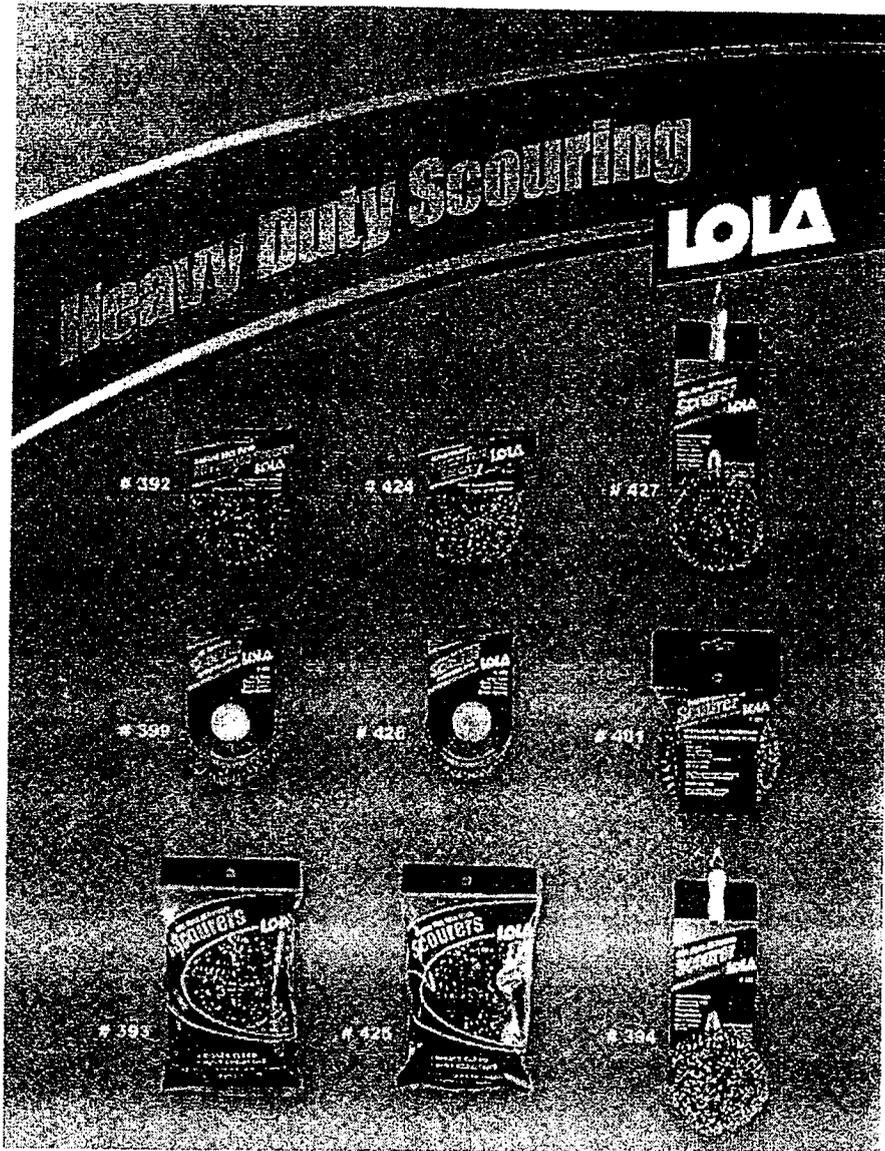
Our marketing department has developed comprehensive POP display programs, including Power Panels, Clip Strips®, J-trees, floor displays, as well in line, dollar and pallet programs. We also carry a large line of seasonal and competitively priced promotional items that will increase your bottom line and create customer traffic. In addition, we can custom create a program that will suit your individual needs.

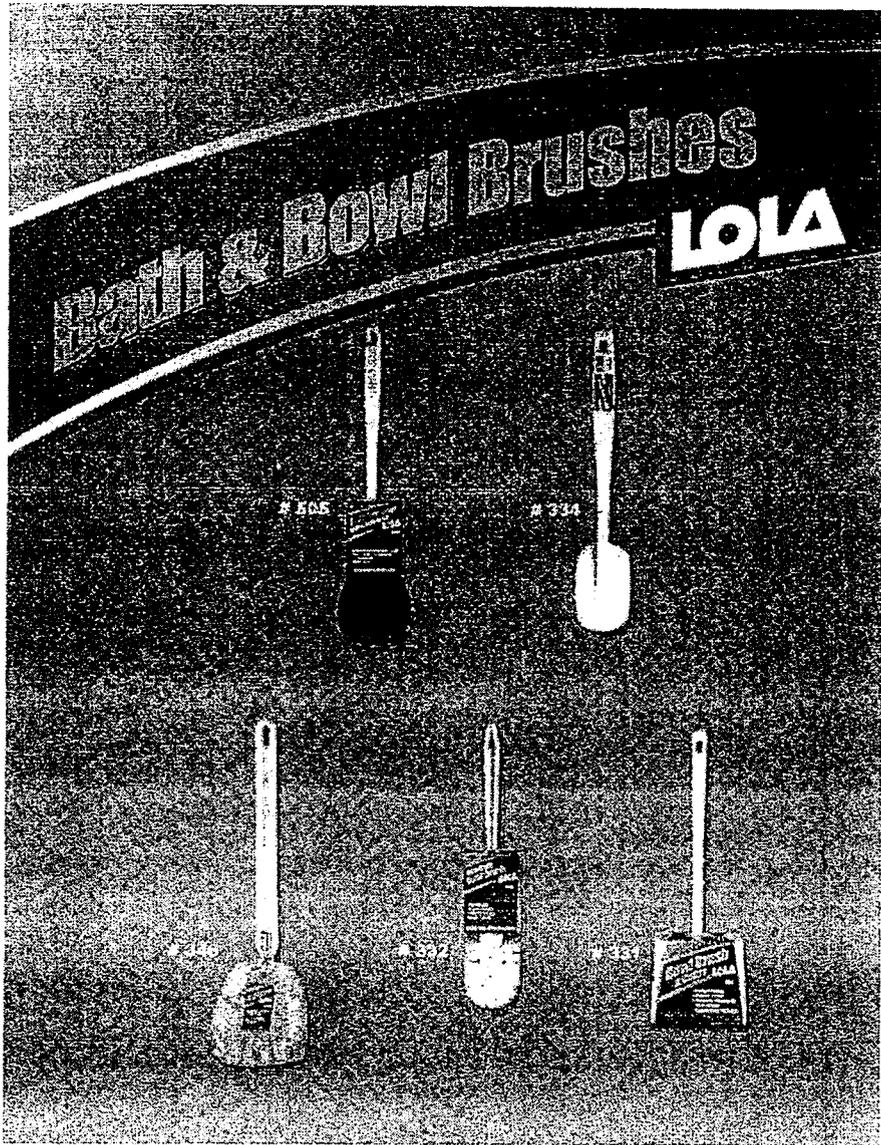
Lola has always taken pride in providing cleaning solutions that help make the everyday chore of cleaning a bit easier and more enjoyable. We want to be your cleaning aids source for the next 34 years.









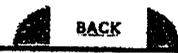




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LOLA PRODUCTS

Operations Manager - Charles Spitaletta

343 South River Street,
Hackensack,
NJ
07601
United States

Tel: +1 201 343 1243
Fax: +1 201 489 6477

Lola Products
Lola Products is the oldest
manufacturer and importer of
cleaning aids, kitchen brushes and
scourers in the United States. We
have a full line of products for the
Kitchen, Bath, Home.

Operations Manager - Charles Spitaletta
VP of Sales - Robert Spitaletta
VP of Marketing - Richard Spitaletta

Brands: Lola, Wonder Scourer, Clinger,
Amazin Scourer, Clip Strip, J-Trees, Le
Brush, Le Sudser, Pot-Brite, Lola Rola
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For more information contact Josie Wadd at Brush Expert Limited. Tel: ++44 (0)1293 884103 Fax: ++44 (0)1293 884103

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EXHIBIT L

**IN SUPPORT OF REQUEST FOR
RECONSIDERATION**

**APPLICANT LOLA COSMETICS LLC
SERIAL NO. 76/684,095
FOR: LOLA**



THE MAGAZINE ABOUT SHOPPING AND STYLE

www.luckymag.com

Lucky

AUGUST 2007

Sexy hair

Glamorous looks in an instant
PAGE 126

DRESS TO PERFECT YOUR SHAPE

Free!

Amazing sprees, giveaways, and deals—all for you!
LUCKY BREAKS
PAGE 177

Double-duty clothes

Wear them now, wear them later

674

SEXY FINDS WE'VE FOUND RIGHT NOW!

Special Shopping Guide:

Find all the best styles and most flattering fits

Tyler

teaches us a thing or two about fashion

THE MAGAZINE ABOUT SHOPPING AND STYLE www.luckymag.com

Lucky

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NEW FINDS FOR RIGHT NOW!

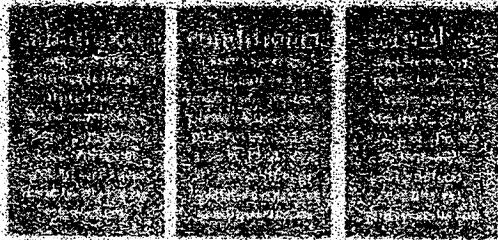
Special denim shopping guide:
We found all the best styles and most flattering fits

Liv Tyler
teaches us a thing or two about fashion

beauty

the ultra-luxe hair routine

The packaging and scents are out-of-this-world glamorous—plus, they really work.



eyeshadow converter

These two products make it so easy to get that five-star, about-the-thickness-of-a-shape hair, only you can make it your own. It's the perfect balance of form and silver for your hair, and it's the perfect balance to add a little shimmer to your hair.



CORAL-SPIKED GLOSS

So flattering against bronzy skin.

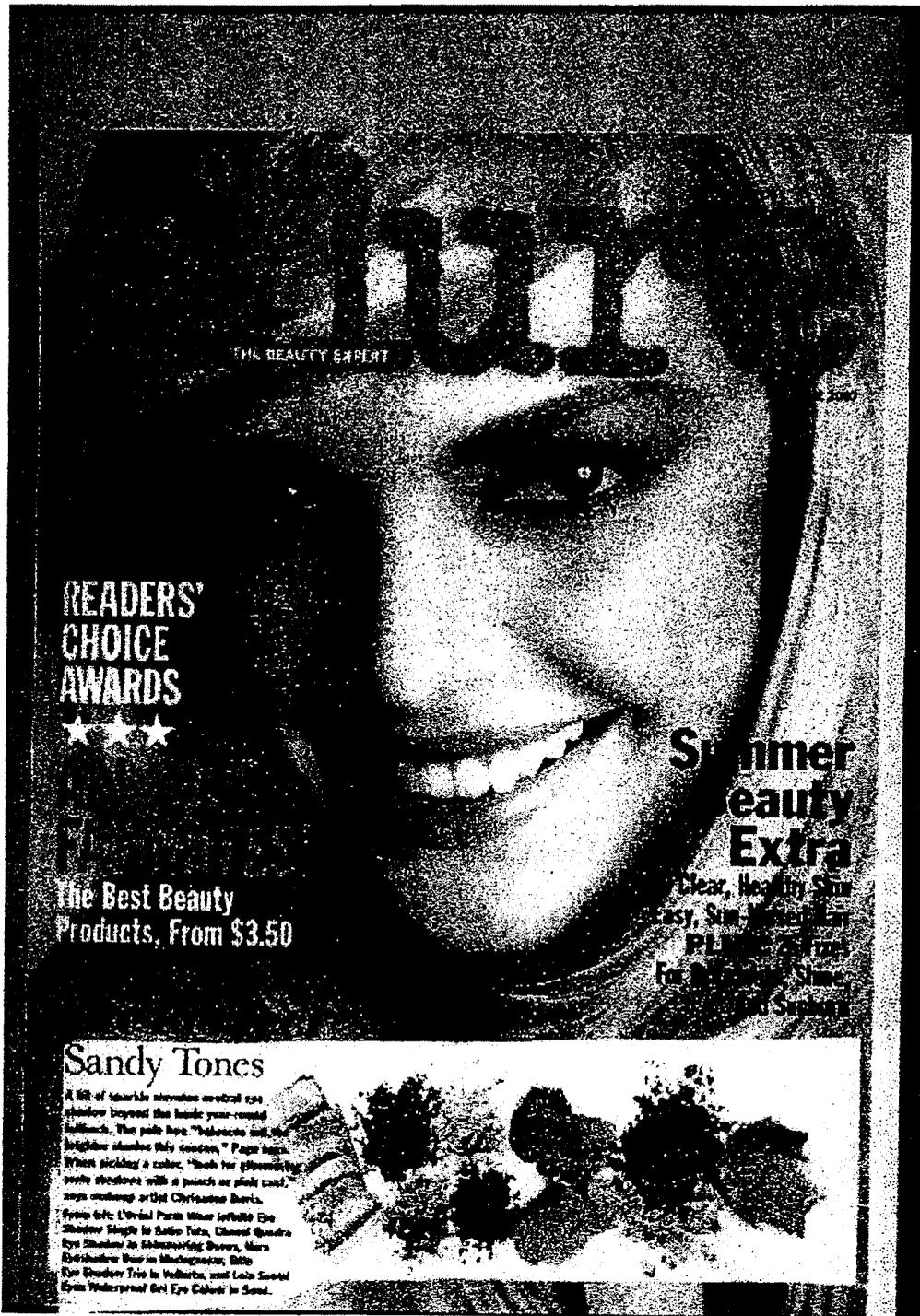
It's the perfect balance of form and silver for your hair, and it's the perfect balance to add a little shimmer to your hair.



It's the perfect balance of form and silver for your hair, and it's the perfect balance to add a little shimmer to your hair.



It's the perfect balance of form and silver for your hair, and it's the perfect balance to add a little shimmer to your hair.



11.11

THE BEAUTY EXPERT

**READERS'
CHOICE
AWARDS**
★ ★ ★

**The Best Beauty
Products, From \$3.50**

**Summer
Beauty
Extra**

Clear, Healthy Skin
Easy, Sun-Resistant
Playful Lip
For Beautiful Skin
All Summer

Sandy Tones

A lot of sparkle means a lot of fun beyond the basic your-eyes-are-bugging-me look. The girls here "delicious and the biggest stars this season." Page 100. When picking a color, "look for glowing, soft shades with a touch of pink and, yes, makeup artist Christmas Eve's.

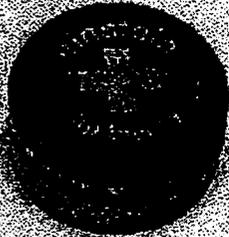
From left: L'Oréal Paris True Match Eye Shadow Single in L'Oréal True Match Eye Shadow in Illuminating Shimmer, Marc Jacobs Eye in Makeover, Bitch Eye Shadow Trio in Velvet, and L'Oréal Paris Eye Waterproof Gel Eye Color in Sand.



BEAUTY <color>

Red Hot!

Whether you're giving—or just hoping to get—our spirited stocking stuffers are the perfect fit.



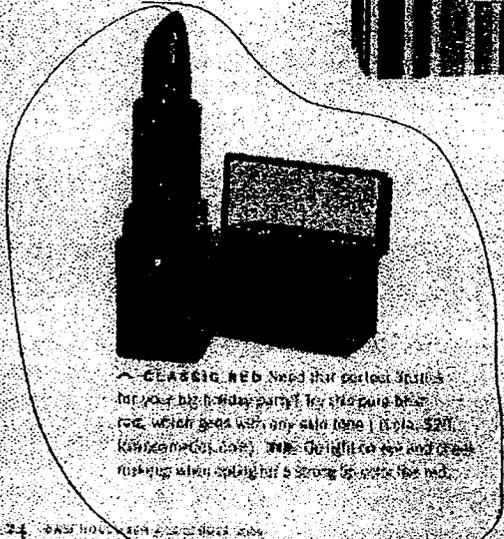
SOFTEN UP The skin looks shiny and feels charged up. (L'Oréal, \$6, loreal.com)
TIP: Dip index finger into palm, then into a powder blush, massage onto face for smooth color.



HOLIDAY SCENT A splash of bergamot and blackberry adds an exotic, feminine twist. (Estée Lauder, \$42.50, estelauder.com)
TIP: For ultimate fragrance, spray your perfume over an unscented moisturizer to strengthen your scent.

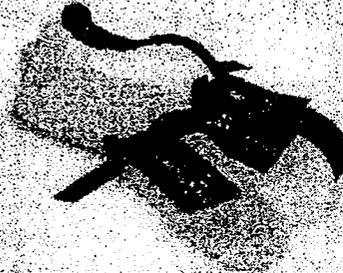


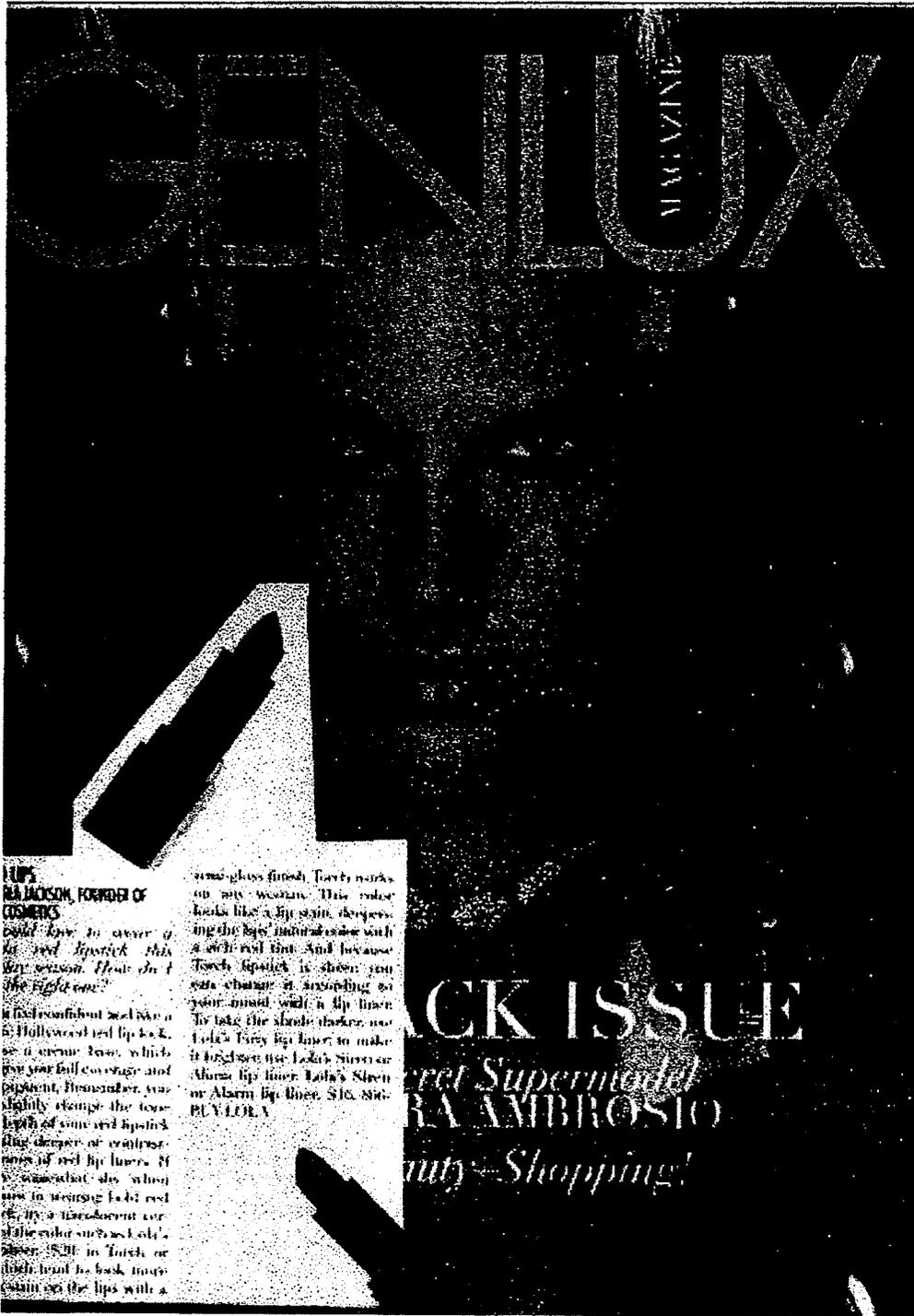
LIFE IS SWEET Enjoy a sweet treat without the POINTS take with this candy-scented shower gel, body lotion, and lip shine kit. (Philosophy, \$33, philosophy.com)
TIP: Store your lotions and shower gels in the fridge—they'll last longer.



CLASSIC RED Need that perfect pop of color for your big holiday party? It's the pure, true red, which goes with any skin tone. (Diplo, \$20, kissmycolor.com)
TIP: Go right to red and avoid rushing when applying a strong lip color like red.

GREAT FEET Super-soft, extra socks keep feet cozy, even without heating pads. (Bath & Body Works, \$4, bathandbodyworks.com)
TIP: At bed time, massage feet with a foot cream, then slip on socks—you'll awake with smooth, moisturized feet.





LIPS
RA JACKSON, FOUNDER OF
COSMETICS

*Could you, in cover of
 the red lipstick this
 fall season. How do I
 the right one?*

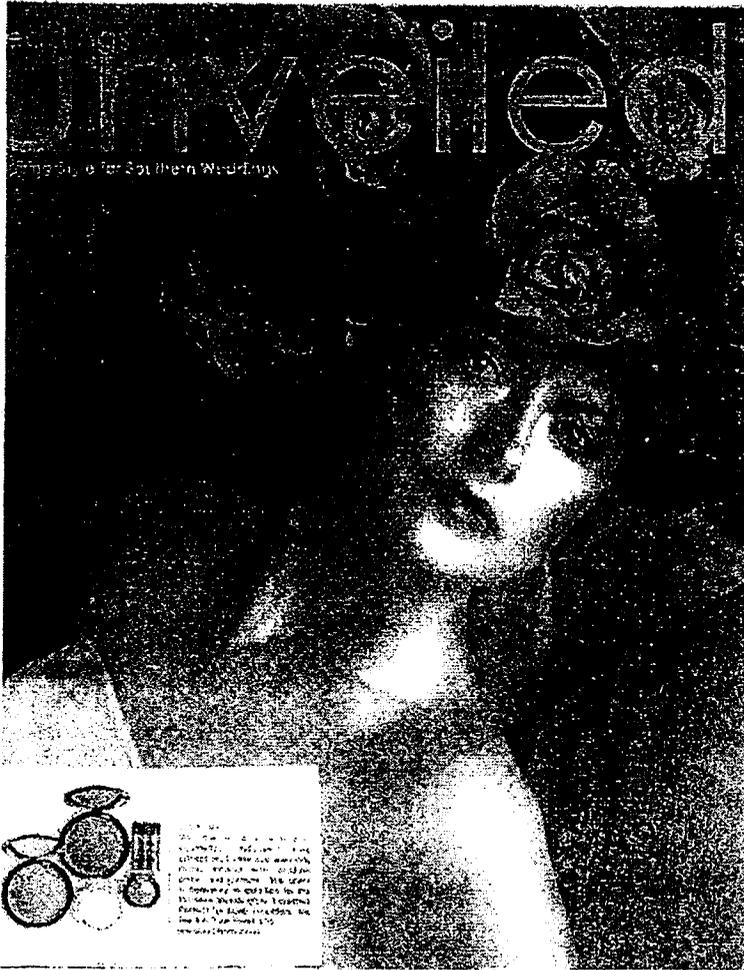
It had confidence and was a
 Hollywood red lip look.
 as a cream base, which
 give you full coverage and
 pigment. Remember, you
 slightly change the con-
 sistent of your red lipstick
 the deeper or contrast-
 ness of red lip liners. If
 you want to do what you
 are in wearing a red lip
 liner, a translucent cor-
 ally color such as Lola's
 sheer, S10 in Touch or
 full-time to look more
 certain on the lips with a

semi-gloss finish. That's marks
 on my website. This color
 looks like a lip stain, deepens
 up the lips' natural color with
 a rich red tint. And because
 Touch lipstick is sheer, you
 can change it according to
 your mood with a lip liner.
 To take the shade darker, use
 Lola's Tary lip liner to make
 it darker use Lola's Shere or
 Alura lip liner. Lola's Sheer
 or Alura lip liner. S10, S10-
 BUY LOLA

CK ISSUE

ret Supermodel
RA AMBROSIO
nty Shopping!





WINTER 2006

People STYLE WATCH

GREAT GIFTS UNDER \$25!

- sparkly earrings
- chic bags
- fab finds
- fun jewels

127 HOT CELEB STYLES

EVERY LOOK YOU NEED

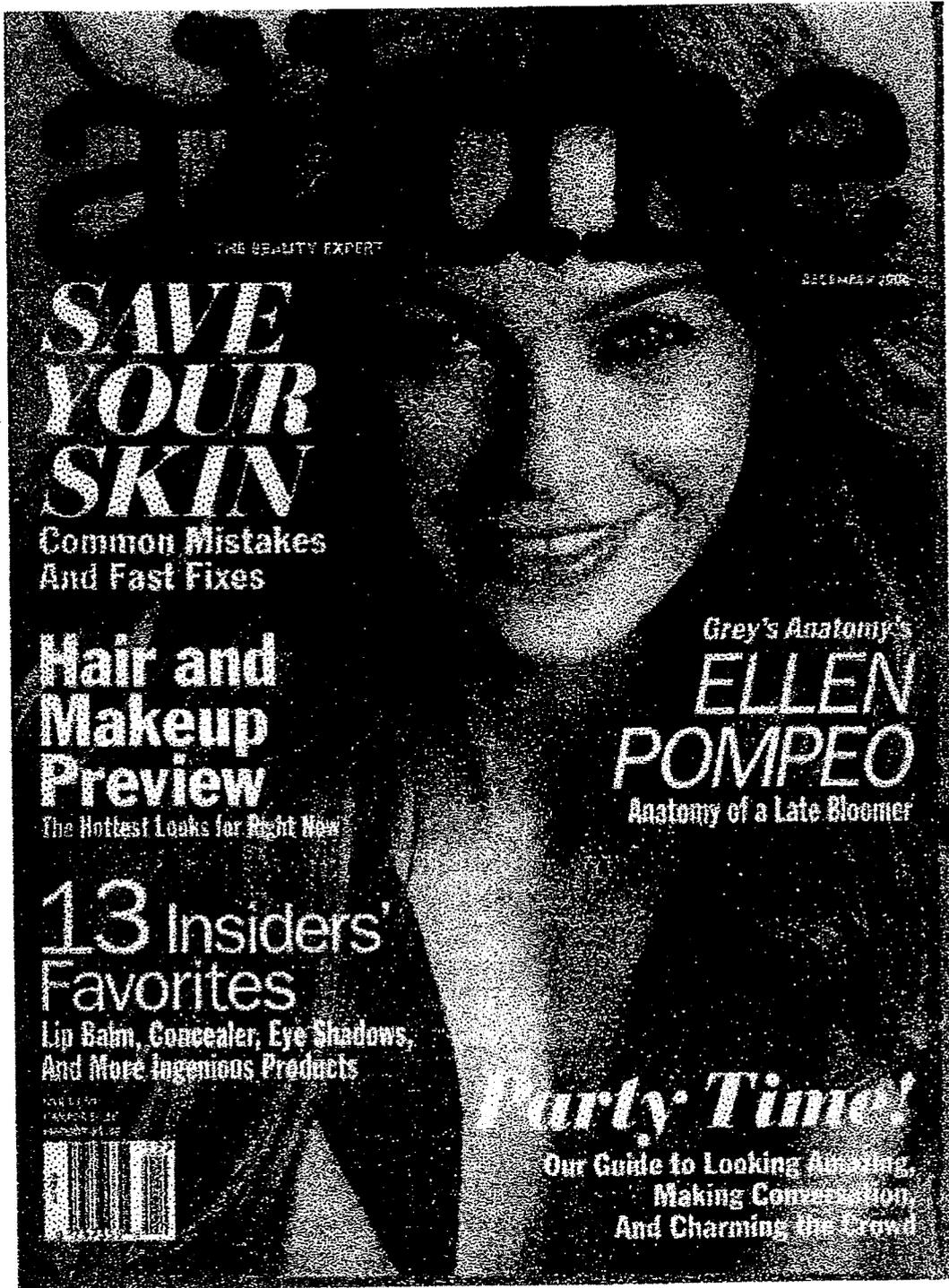
From jeans to Little Black Dresses
Get Rachel Bilson's Look

SEXY PARTY MAKEUP

COZY COATS & COMFY SWEATERS

People SPECIALS

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THE BEAUTY EXPERT

DECEMBER 2006

SAVE YOUR SKIN

Common Mistakes And Fast Fixes

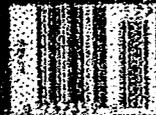
Hair and Makeup Preview

The Hottest Looks for Right Now

13 Insiders' Favorites

Lip Balm, Concealer, Eye Shadows, And More Ingenious Products

ISSN 1080-2039
USPS 011-240
POSTMASTER: PAID



Grey's Anatomy's
ELLEN POMPEO
Anatomy of a Late Bloomer

Party Time!

Our Guide to Looking Amazing, Making Conversation, And Charming the Crowd

All-day Makeup

If you start the day with the right makeup, your evening look can take just a few minutes, according to the pros.

MORNING PREP

LIGHTEN UP "Moisturize your skin well in the morning, but go easy on foundation," says makeup artist Chantelle Davis. Heavy base and concealer can clog the skin or look, so "be light-handed with the intention of adding more later," she advises. The same thing holds true for lips—keep them moist with balm during the day.

CHOOSE LIQUID FOUNDATION Make sure that comes from a bottle, it has sticky that powder formulas to get thick, heavy, or cakey, according to makeup artist Pat McNeill. It also is an issue, very oil-absorbing papers. **KEEP LASHES SIMPLE** "Use a smooth, black mascara on lashes in the morning," says makeup artist Brigitte Hales-Anderson—avoid anything that coats others in the formula or is called a "lash curler." "That way, you can curl your lashes at night and apply another coat of mascara without waking up with sleepies," she says.

EVENING PROMP

BE A BOLD BEAUTY Don't forget to the shade that fastest way to make your face look just ready. "Use don't need to change the rest of your makeup," says Davis, simply adding richly colored lips to an otherwise natural face "looks modern." Concealer shades preparing the mouth first will help for the smoothest effect: "With a strong color, your lips need to be in great shape—no cracks or dryness. Put on a heavy lip balm at night—I love Nourish, a line made by Dr. Dennis Reardon in Europe or natural—and use a soft, wet toothbrush to exfoliate lips in the morning."

DEFINE THE LINE... If bright lips are the Courtney Love for your look, focus on eyes instead. "Draw along the upper and lower lashes with a black, dark blue, or gray pencil," advises artist Micky Rowland says. "I do this when I need to get a day look into an evening look to save the nerves."

...ON PINK IT If you're taking eyes in the evening, use a brush. "Liquid eyeliner is the easiest, but it stays put the longest, and you can control the thickness of the line," Chantelle says. If you prefer powder, "use a synthetic eyeliner brush—it transfers the product better than natural ones."



Double Agents

1. **Wash** Wash your hair with shampoo and conditioner in the shower. 2. **Condition** Apply conditioner to your hair. 3. **Shampoo** Wash your hair with shampoo again. 4. **Condition** Apply conditioner again. 5. **Shampoo** Wash your hair with shampoo again. 6. **Condition** Apply conditioner again. 7. **Shampoo** Wash your hair with shampoo again. 8. **Condition** Apply conditioner again. 9. **Shampoo** Wash your hair with shampoo again. 10. **Condition** Apply conditioner again.

Hair Change

When hair is bleached and processed in the morning, expect your scalp to be itchy and irritated. **WASH YOUR HAIR** Pulling hair back into a bun when you're a professional in a high-stress environment can cause stress. **WASH YOUR HAIR** Pulling hair back into a bun when you're a professional in a high-stress environment can cause stress. **WASH YOUR HAIR** Pulling hair back into a bun when you're a professional in a high-stress environment can cause stress.

OUR BIGGEST BEST HOLIDAY GUIDE

November/December 2006

Weight Watchers

Enjoy!

50 Delicious Recipes

38

Don't Blow It!
MANAGE THE COCKTAIL HOUR,
OFFICE PARTIES, BIG FEASTS

visit us at WeightWatchers.com

Make-over Your MENU

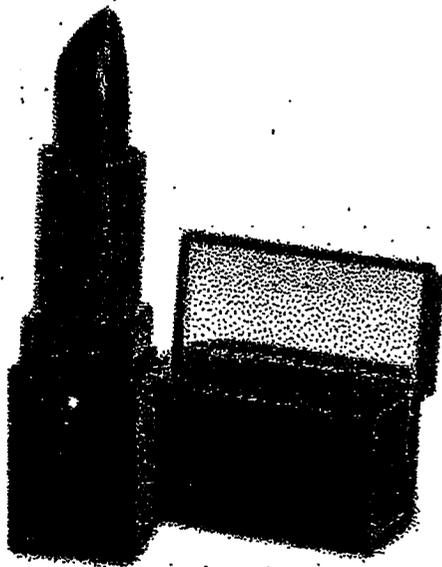
DIABETES

Weight Watchers

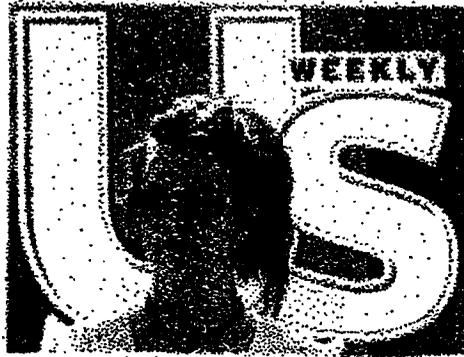
BEAUTY <color>

Red Hot!

Whether you're giving—or just hoping to get—our spirited stocking stuffers are the perfect fit.



^ **CLASSIC RED** Need that perfect lipstick for your big holiday party? Try this pure blue red, which goes with any skin tone (Lola, \$20, lolacosmetics.com). **TIP:** Go light on eye and cheek makeup when opting for a strong lip color like red.



September 18, 2006

LOOK 2 SEXY BRONZED SHADES

Let your golden glow into fall by switching to darker shades, such as bronze and copper. To get the look, makeup artist Steven Altieri, mix a few drops of a liquid bronze shimmer from foundation before applying to cheeks and forehead. For eyes, sweep a copper shadow over lids and smudge a bronze shadow along both lash lines.



IT'S GOOD TO BE YOU™ Women's Health

NEW!

SEPTEMBER 2006

BEAUTY IN FOCUS

Old School

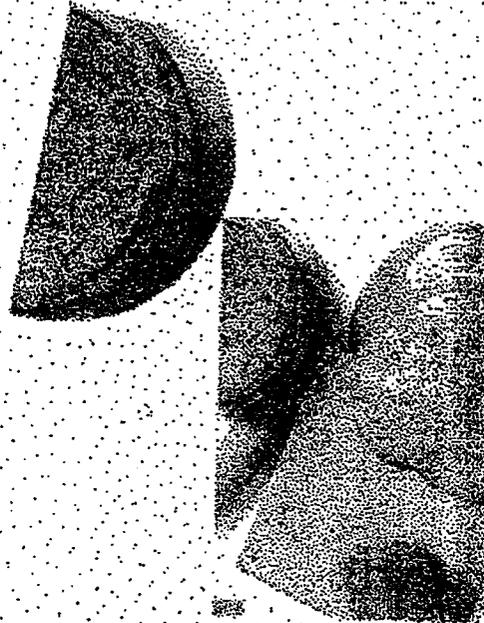
In the age of bare, bronzed women, it's called on a wave back to old-school cosmetics. No more flat, opaque foundations; instead, you'll find new formulas that make

your complexion glow. Forget the heavy, matte foundation of the '80s. Instead, you'll find formulas that are more like a liquid. And when it comes to eye makeup, you'll find more than just the classic winged liner. You'll find eye makeup that's more like a liquid. And when it comes to eye makeup, you'll find more than just the classic winged liner. You'll find eye makeup that's more like a liquid.





October 2006

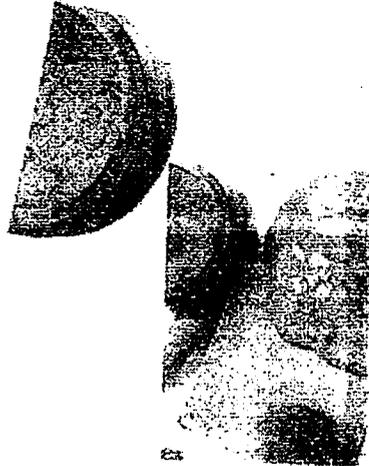


Strength Training: Face

- 1 Lala Eye Ultra-Mousse Eye Mascara and Primer Make your sticky eyes last longer by applying this mousse primer first. (\$20; select Sephora & Ulta, select Victoria's Secret)



October 2006



Strength Training: Face

1. **Late Eye Base** **Moist Eye Base and Primer** Make your smoky eyes last longer by getting this moisture primer first. (S20; select Sephora & Ulta, select Victoria's Secret)

marie claire

October 2006

beauty

EXPERIMENTAL

MAKEOVER

[REDACTED]

marie claire october 2006 *beauty*

EXTREME

MAKEOVER

THE NEW VIBRANT LIP BALM

4

SELVA

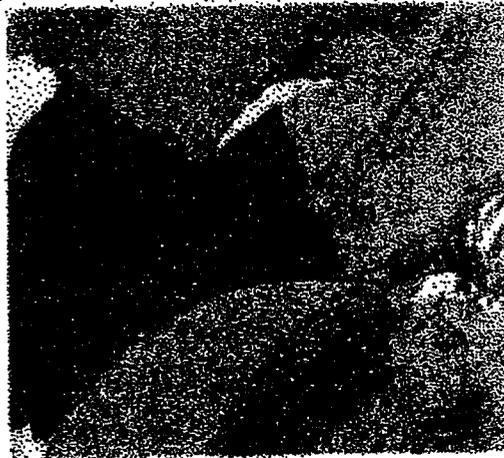
YOU
AT YOUR
BEST

September 2006



Hey, bright eyes!

Fall's vibrant palette is not only fun to wear but foolproof, too.



SELA

September 2006

beauty update

Hey, bright eyes!

Fall's vibrant palette is not only fun to wear but foolproof, too.



UPDATE YOUR MAKEUP Allure THE BEAUTY EXPERT

September 2006

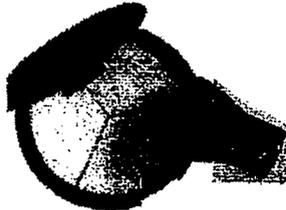
Shades of Fall

There's no reason to be afraid of this season's strong colors. Just get in there and start squinting.



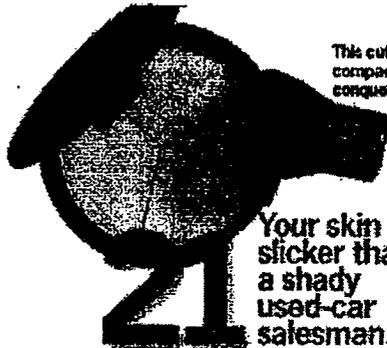
Iridescent Shadow

In the fall, male peacocks display their bright plumage to the females. As for humans, the women do the strutting with blue-green and purple eye shadows that Peacock describes as "iridescent." To give the iridescent colors a more elegant edge, look for more and lower lash lines and a black smoky pencil, then finish with a black mascara on the top and black mascara on the bottom for a sophisticated look. For eye shadow and eye liner, Peacock says: "Look for both the iridescent eye shadow in shades of blue, green, purple, and violet. Other eye colors in Violet Electric, Rich Eyeshadow in Crackle, Cassiopeia Jet Set Eyeliner in Purple and Green, M.A.C. Pigment Powder in Blue Brown, L'Oréal Eye Shadow Duo in Zenithal, and Black Radiance Eyeshadow Quicks in Butter Check.



**Cures for
Summer
Beauty
Bummers**
Say hi to the
bummers that will
ruin your summer.

BEAUTY BOOK



This cute
compact
conquers oil.

Your skin is
slicker than
a shady
used-car
salesman.

A mattifying lotion will help avoid an oil spill. Try Biotherm Biopur Mattifying Fluid SPF 15, \$27. Also, skip foundation for use an oil-free one, and just dot concealer where needed. Top with powder. Try Lola Geisha Glow Highlighting Powder, \$35 (above).



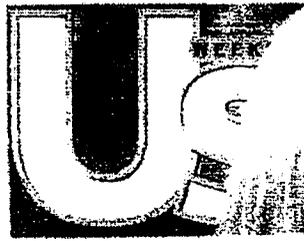
**STAR
BEAUTY**

Blisters!
Bug bites!
Bikini bumps!
The pros show
Us how to
stay gorgeous
head to toe

10 QUICK SUMMER FIX-ITS

FACE FIXERS

8 Get rid of an oily T-zone. Loose and pressed powders may soak up shine, but they can also feel heavy on summertime skin. A lighter option? Apply an oil-absorbing gel like Lola Cosmetics Refine Shine gel (\$26, [lolacosmetics.com](http://www.lolacosmetics.com)) before applying makeup to prevent slick spots. Touch up your skin throughout the day with oil blotting sheets.



**STAR
BEAUTY**

Summer Scents at Every Price

It's time to torch up rising temperatures with sweeter, more subtle fragrances like these A-list-approved buys.

Body Shimmers & Moisturizers

■ "Scented lotions and oils are great alternatives to perfumes in the summer because they impart a gentle fragrance that rises with your body heat," says Brande. Smooth on post-shower; try floral like magnolia or fuchsia.

■ Going out? Spritz on a fragrant body oil with shimmer. Says Brande, "They're perfect if you're showing off a lot of skin."



\$45

► Jessica Biel loves the magnolia-scented Lola Gio La Dry shimmering body oil. (lophorz.com)

Family Circle

GENIUS

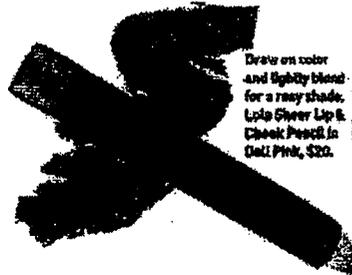
A rosy glow instantly makes you look healthy. To create a natural flush, pinch your cheeks, then choose the shade of pink that most closely matches this color:



Family Circle

GETTING

A rosy glow instantly makes you look healthy. To create a natural flush, pinch your cheeks, then choose the shade of pink that most closely matches this color.



Draw on color
and lightly blend
for a rosy shade.
Lips: Sheer Lip &
Cheek Powder in
Dust Pink, \$20.

EXHIBIT M

**IN SUPPORT OF REQUEST FOR
RECONSIDERATION**

**APPLICANT LOLA COSMETICS LLC
SERIAL NO. 76/684,095
FOR: LOLA**

A133579

Photos



 ZOOM

ENLARGE

Lola Angled Blush Brush

QVC Price:

\$30.00

Shipping & Handling: \$5.22

Save! Buy two or more and save on S & H.

[See Details](#)

Be the first to write a review

Share this Product:   

Description **Delivery Date Estimate**

Your face, the canvas. The Lola blush brush, the tool. The result, perfection. With a slanted, angled shape, this brush is ideal for defining, contouring, and highlighting your cheeks.

Made in China.

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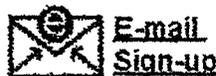
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About QVC

QVC, Inc. was founded in 1986 by Joseph Segel, founder of The Franklin Mint. The company established a new record in American business history for first full-fiscal-year sales by a new public company, with revenues of over \$112 million. By 1993, QVC had become the number one televised shopping service in sales, profits, and reputation in the United States, reaching over 80% of all U.S. cable homes and 3 million satellite dishes. In 2004, more than 137 million units were shipped to customers around the world as a result of more than 192 million phone calls, leading to more than \$5.7 billion in sales. QVC is the world's preeminent electronic retailer.

Take a more in-depth look into the [Business Structure](#), [Corporate Facts](#), [Key Departments](#), and [Milestones](#) of QVC's first 20 years. Then, visit our [Meet the Hosts](#) page to learn more about the men and women who bring thousands of products to you each week and the [Press Release](#) page to read the most recent QVC news.

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QVC Homepage



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Men's

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Home Improvement

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Sports & Fitness

Toys, Crafts & Leisure

Clearance

Summer

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QVC Program Guide

Welcome! This is your area to find out more about your favorite shows. Please highlight your time zone, then click the "QVC Program Guide" button below to browse through our Guide. Once we know your time zone, your Program Guide will always be tailored to your area.



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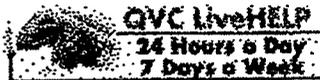
Please specify your time zone:

- Eastern
- Central
- Mountain
- Pacific

[QVC Program Guide](#)

[Watch QVC TV NOW!](#)

Can't find QVC on your TV? Check out our [Channel Guide](#) for more information.



Questions? Call 1-888-345-5788 or click to the left to chat with a QVC Customer Service Representative online.

Can't find QVC on your TV?
Use our [Channel Guide](#) to locate QVC on your lineup!



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- Women's
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- Beauty
- Jewelry
- Cooking & Dining
- Gourmet Food
- Home Decor
- Home Improvement
- Electronics
- Sports & Fitness
- Toys, Crafts & Leisure
- Clearance
- Summer

Search for: in All of QVC.com

- 24-Hour Product Review
- Today's Special Value
- Ultra On-Air
- Watch 24/7 LIVE
- TV Program Guide
- Watch QVC Videos

Search Results > Product Detail

Previous Next

Item Number A146252

Lola Refine Shine Anti-Shine Gel

QVC Price \$24.00
Shipping and Handling \$4.72

Save! Buy two or more and save on S & H.
[Click here for S & H details.](#)

Overall Rating 1 out of 5
0 of 1 (0%) customers would recommend this product to a friend.
[Read all reviews](#) [Write a review](#)

Target shine and visible pores with this daily anti-shine gel from Lola. Full of potent antioxidants like guava and grape seed, this water-based gel helps tighten pores and soften fine lines. It can be worn alone for a natural, smooth finish, or under makeup to help your look last longer. For a quick, easy touch up, blot it on over makeup to reduce the look of oiliness.

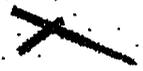
Net weight 1.25 fl oz.

Made in USA.



Enlarge

You Might Also Consider...



A132573 • \$17.00
Lola Eyebrow Pencil - Taupe



A132591 • \$14.00
Lola Finesline Eye Pencil - Brown



A134172 • \$35.00
Lola Cosmetics Oil-Free Sheer Creme Foundation Duo - Medium

- Quantity:
- Gift Options

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or you can

Speed Buy This Item

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1-888-345-5788

Shipping Options & Estimated Delivery Dates

Ship-To Postal Code:

• [QVC Homepage](#)



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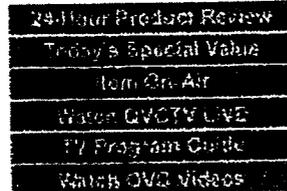
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FAST FACTS

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- QVC Studio Park is located in West Chester, Pennsylvania (30 miles west of Philadelphia).
- QVC is the leader in electronic retailing, reaching approximately 96% of all U.S. cable homes, as well as nearly 25.3 million satellite homes equating to over 160 million homes worldwide.
- QVC employs approximately 16,900 employees worldwide.
- In 2005, QVC received more than 178 million phone calls in the U.S. alone. The record for calls handled in a 24-hour period is 1,246,387, set on April 8, 2006. Over the past 19 years, QVC has shipped over 890 million packages to more than 26 million customers. Annually, QVC ships more than 100 million packages.
- In 2001, QVC achieved its best sales day ever with over \$80 million in orders taken. A Dell Intel Pentium IV personal computer was the most popular item on QVC's most successful day in its 19-year history.
- In terms of revenue, QVC is ranked the 2nd largest television network in the U.S. after CBS (according to 2005 revenue estimates in *Broadcasting & Cable*).
- QVC broadcasts live 24 hours a day, 364 days a year, and introduces over 1,600 products every week to viewers in over 87 million homes across the United States. Of those 1,600 products, 250 of them are brand new to the QVC customer.
- With 2005 net sales totaling more than \$6.5 billion, QVC is now significantly larger than many well-established traditional retailers like Bloomingdale's and catalogue L.L. Bean.
- In 2005, QVC shipped over 137 million units worldwide.
- Of the nearly 10 million U.S. customers who shopped with QVC in 2005, over 2 million were shopping with us for the first time.
- Over the past 12 years, QVC and the Fashion Footwear Charitable Foundation's "Shoes on Sale" event has sold over 1,000,000 pairs of shoes and raised more than \$22 million for breast cancer research and education programs.
- QVC's worldwide corporate headquarters, more commonly known as Studio Park, sits on 84 acres of land and the building is roughly the size of 15 football fields.
- QVC's worldwide warehouse space is the size of approximately 85 U.S. football fields.
- The emergency electric generators for Studio Park could supply enough electricity to power almost 3,000 typical residential homes.
- QVC's buying staff of more than 100 people searches the world for quality merchandise. Product categories include: Home, Electronics, Cooking and Dining, Collectibles, Health

and Fitness, Beauty, Books, Movies and Music, Jewelry, Fashion and more.

- QVC's high-tech data center stores as much as 19 terabytes of data. To put it in perspective, it would take 50,000 trees to produce enough paper to print a terabyte of data, and it would take a forest of 750,000 trees to hold what the data center stores.
- QVC's U.S. distribution centers can pack up to 300,000 packages daily and strive to achieve the goal of shipping 95% of packages within 48 hours of taking the order.
- Over the company's 20 years of business, QVC has shipped almost one billion packages.
- QVC.com (U.S. site only) receives an average of 5 million new viewers each month.



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**Shop with
Confidence**

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EXHIBIT N

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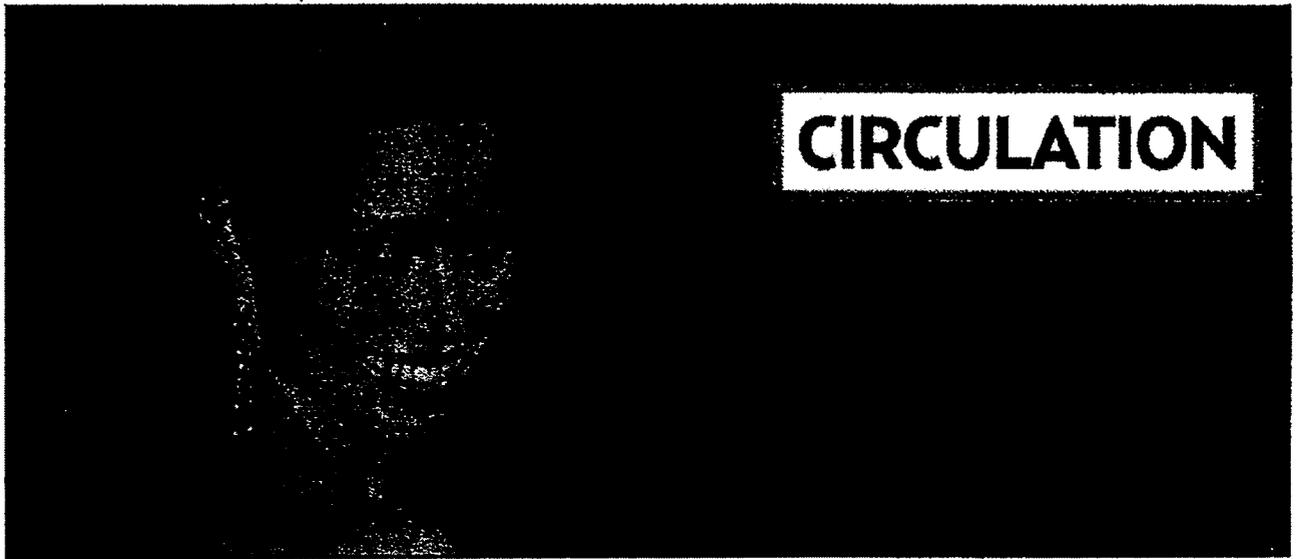
**APPLICANT LOLA COSMETICS LLC
SERIAL NO. 76/684,095
FOR: LOLA**



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2007 Rate Base: 1,850,000

2006 Rate Base: 1,750,000

	12/31/2006	6/30/2006	12/31/2005	6/30/2005	12/31/2004	6/30/2004	12/31/2003	6/30/2003	12/31/2002
Rate Base	1,750,000	1,750,000	1,400,000	1,400,000	1,200,000	1,200,000	1,050,000	1,050,000	950,000
% +/- Ratebase	0.1%	2.6%	18.7%	19.6%	22.9%	12.6%	24.6%	9.6%	15.9%
Subscriptions	773,424	788,670*	707,111	685,256	624,189	605,276	610,139	644,310	566,054

[View detailed ABC Publisher's Statement](#)

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Source: ABC Publisher's Statements December 2002–December 2006
*Paid & Verified

People

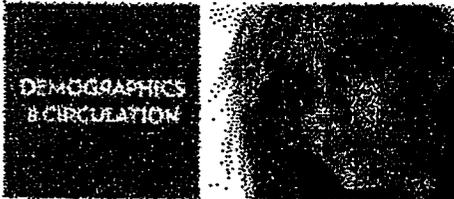
'07

RATE CARD #42

EFFECTIVE JANUARY 1, 2007 RATE BASE 3,450,000



www.peoplemediakit.com



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General Information

PAGE

The following are certain general terms and conditions governing advertising published in PEOPLE Magazine (the "Magazine") published by Time Inc. (the "Publisher").

1) Rates are based on average total audited circulation, effective with the issue dated January 8, 2007. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine's advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its respective on-sale dates.

2) The Magazine is a member of the Audit Bureau of Circulations (ABC). Total audited circulation is reported on an issue-by-issue basis in publisher's statements audited by the ABC. Total audited circulation for the Magazine is comprised of paid plus verified plus analyzed non-paid.

3) Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.

4) The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.

5) The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating the Magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.

6) All advertisements, including without limitation those for which Publisher has provided creative services, are accepted and published in the Magazine upon the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions of the Magazine and that such publication will not violate any law or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) (collectively, "Losses") arising out of the publication of such advertisements in all applicable editions of the Magazine, including, without limitation, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all similar claims now known or hereafter devised or created (collectively "Claims"). In the event the Publisher has agreed to provide contest or sweepstakes management services, email design or distribution or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and advertiser that they will, jointly and severally, indemnify and hold the Publisher harmless from and against any and all losses arising out of the publication, use or distribution of any materials, products (including, without limitation, prizes) or services provided by or on behalf of the agency or advertiser, their agents and employees, including, without limitation, those arising from any Claims.

7) In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance.

8) No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary or add to these Terms and Conditions or the provisions of the Magazine's Rate Card will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions. The Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, complete separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

9) The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.

10) Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned advertiser discounts.

11) Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within 20 days from the billing date. The Publisher reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.

12) Any and all negotiated advertiser discounts are only applicable to ad available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they were earned. Unused rebates will expire six months after the end of the period in which they were earned.

13) Special advertising production premiums do not earn any discounts or agency commissions.

14) The Magazine is subject to the Time Inc. 2007 issue-by-issue tally (IBT) pricing system.

Audience Profile

% of comp.

	%
Adult (18+)	16.9
Age 18-24	36.8
Age 25-34	71.0
Age 35-44	63.5
Age 45-54	22.9
Age 55+	20.8
Baby Boomers (35-54)	19.6
Generation X (20-34)	43.6
Attended/Graduated College*	31.4
Dual-Income Households	63.2
Adults with Children in Household	23.0
\$50,000+ Household Income	46.2
Live in A, B, C Counties	51.9
Own Home	78.9
Working Women (of women readers)	69.2
Total Adults	88.8
Total Women	41,537,800
Percentage	29,873,800
Total Men	69%
Percentage	12,664,000
Median Age (Adult)	31%
Median Household Income	41.0
	\$62,262

Source: MRI Fall 2006

Note: Above audience profile does not reflect special issues that deliver increased rate base.

People

Rate Card #42
Effective January 1, 2007
Rate Base: 3,450,000
www.peoplemedia.net

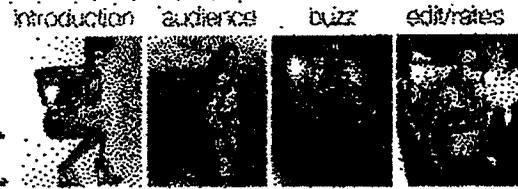
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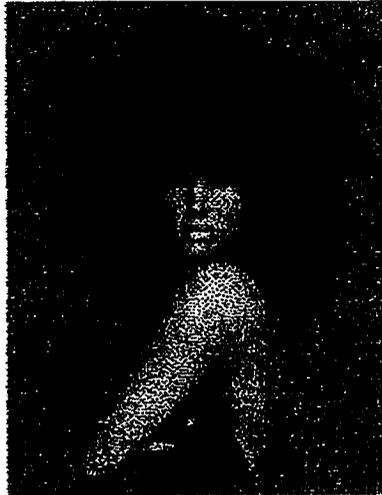
marie claire

FOR THE PRICELESS CONSUMER

media kit



- where price is no object
- reach a priceless consumer
- reach a reader like no other
- capture a devoted reader in *Marie Claire*
- get on the A list with *Marie Claire*



REACH A
PRICELESS
CONSUMER
WITH MARIE
CLAIRE

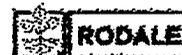
	Marie Claire	Elle	InStyle	Lucky	Vogue
Total Audience (000)	3,210	4,536	8,665	2,566	9,696
Readers-Per-Copy	3.50	4.49	5.03	2.31	7.97
Median HH \$	\$84,357	\$85,546	\$70,250	\$69,944	\$60,152
Median Age	31.6	32.6	32.9	29.5	35.0
Age 18-24 (%)	31	30	27	38	28
Age 18-34 (%)	58	55	55	61	50
Age 18-49 (%)	84	81	84	85	79
Age 25-49 (%)	53	52	57	48	51
Age 25-54 (%)	60	59	64	57	59
Single (%)	44	48	43	52	42
Attended College+ (%)	72	67	75	70	67
Employed (%)	73	72	74	71	67
Professional/ Managerial (%)	29	28	33	32	26
Home Owned (%)	60	57	63	60	57

Source: MRI Fall 2006. Base: Women.

REACH A SINGULAR SENSATION WITH MARIE CLAIRE
Marie Claire readers are young, affluent, and single—clearly, they are the
 must-have audience for your advertising message.

marie claire

FOR THE PRICELESS CONSUMER



AUDIENCE

DEMOGRAPHICS

Reader Demographic Profile

AUDIENCE: 3,187,000

	% COMP	INDEX
Women	92.4%	178
AGE MEDIAN: 34.1 years		
Age 18-24	21.8%	169
Age 18-34	50.6%	163
Age 18-49	88.9%	145
Age 25-54	73.2%	128
HOUSEHOLD INCOME MEDIAN: \$73,915		
HHI \$40,000+	77.5%	124
HHI \$50,000+	69.7%	132
HHI \$75,000+	49.1%	149
HHI \$100,000+	31.5%	159
STATUS		
Married	48.4%	86
Single	37.7%	152
Engaged	9.3%	185
Working Parent	37.7%	125
CHILDREN IN HOUSEHOLD		
Any Child	51.7%	127
Children Under 2	9.7%	123
Children 2-5	19.4%	130
Children 6-11	24.4%	132
EDUCATION & EMPLOYMENT		
Attended/Graduated College +	77.3%	148
Graduated College +	45.0%	179
Employed	77.1%	120
COUNTY SIZE		
A/B County	78.2%	110
C/D County	21.8%	76

Source: MRI, Fall 2006. Prototype based on Publisher's estimate.



AUDIENCE

DEMOGRAPHICS

Reader Demographic Profile

AUDIENCE: 3,187,000

	% COMP	INDEX
Women	92.4%	178
AGE MEDIAN: 34.1 years		
Age 18-24	21.8%	169
Age 18-34	50.6%	163
Age 18-49	88.9%	145
Age 25-54	73.2%	128
HOUSEHOLD INCOME MEDIAN: \$73,915		
HHI \$40,000+	77.5%	124
HHI \$50,000+	69.7%	132
HHI \$75,000+	49.1%	149
HHI \$100,000+	31.5%	159
STATUS		
Married	48.4%	86
Single	37.7%	152
Engaged	9.3%	185
Working Parent	37.7%	125
CHILDREN IN HOUSEHOLD		
Any Child	51.7%	127
Children Under 2	9.7%	123
Children 2-5	19.4%	130
Children 6-11	24.4%	132
EDUCATION & EMPLOYMENT		
Attended/Graduated College +	77.3%	148
Graduated College +	45.0%	179
Employed	77.1%	120
COUNTY SIZE		
A/B County	78.2%	110
C/D County	21.8%	76

Source: MRI, Fall 2006. Prototype based on Publisher's estimate.

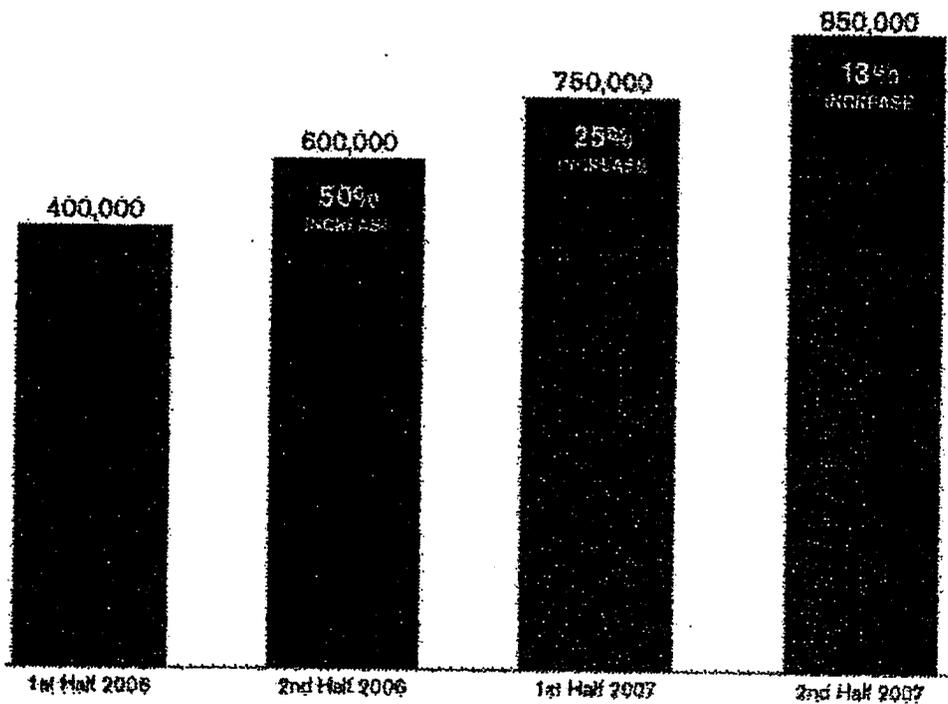


CIRCULATION

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The **Women's Health** mission of offering smart and inspiring information is making a serious connection with women. One important measurement of a magazine's success is its circulation vitality -- and **Women's Health** has an amazing story to report.

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CIRCULATION/DEMOGRAPHICS

UPDATED 9.2006

Subscription:	839,234	74.2%
Newsstand:	292,028	25.8%
Total Average Paid Circulation:	1,131,262	100%

Ratebase: 1,050,000
effective
October 2007

~~TOTAL AUDIENCE~~ 5,326,000
% Female 91.8%

CIRCULATION/DEMOGRAPHICS

Median HHI \$61,450
Median Age 30.1

Age 21+ 84.5%
Age 18-34 59.8%
Age 25-49 50.5%

INFLUENCERS:

- She's the main source of information about beauty and beauty products among her family and friends: index 185
- Spreading the word on beauty and fashion to more than 12 people each month—70% more than the average woman
- Her expertise expands beyond personal style, as she can often be found giving entertainment (82%), nutrition (82%), and health/fitness advice (61%)
- She trusts what she sees in Allure; 88% of Allure readers take action on advertisements they see in the magazine

Sources: ABC Statement December 31, 2006; MRI Doublebase 2007; The Catalyst Report 2006; Allure Experts Reader Panel 2006

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UPDATED 09.2006

Subscription:	1,125,381	75%
Newsstand:	364,638	25%
Total Average Paid Circulation:	1,490,019	100%

Release: 1,400,000

TOTAL AUDIENCE 5,273,000
 Median Age: 38
 Median HHI: \$71,875

78% employed
 37% professional/managerial
 78% college educated

CIRCULATION/DEMOGRAPHICS

Sources: ABC Statement June 2006; MRI Spring 2006

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EXHIBIT O

**IN SUPPORT OF REQUEST FOR
RECONSIDERATION**

**APPLICANT LOLA COSMETICS LLC
SERIAL NO. 76/684,095
FOR: LOLA**



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Search Results

victoria's secret

by Name / Ficker

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Your search for "victoria's secret" returned these results:

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[228 D&B Basic North American matches](#)

D&B Basic Matches Refine Results by	Location	Location Type	D&B Reports
<input type="text" value="State/Province"/>			
Victoria's Secret Direct Holding Llc	Columbus, OH	Headquarters	Buy Report
Victoria's Secret Direct Llc (dba "Victorias Secret")	Columbus, OH	Headquarters	Buy Report
Victoria's Secret Stores, Inc (dba "Victorias Secret")	Reynoldsburg, OH	Headquarters	Buy Report
Victoria's Hot Secret (dba "Website Based Lingerie Bus")	Middle Grove, NY	Single	Buy Report
Victoria's Secret (dba "Victorias Secret")	Durham, NC	Single	Buy Report
Victoria's Secret Gardening Services Ltd	Victoria, BC	Single	Buy Report
Victorias Secret Store 1264	Clovis, CA	Single	Buy Report
The Limited Brands Inc (dba "Limited; Limited The; Victoria's Secret")	Roseville, CA	Branch	Buy Report
The Limited Brands Inc (dba "Limited The; Victoria's Secret")	Raleigh, NC	Branch	Buy Report
The Limited Brands Inc	Bay Shore, NY	Branch	Buy



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D&B Basic Matches

Refine Results by

Location Location Type D&B Reports

Company Name	Location	Location Type	D&B Reports
<u>The Limited Brands Inc</u> (dba "Victorias Secret; Limited, The")	Cupertino, CA	Branch	Buy Report
<u>Victoria's Secret Direct Llc</u> (dba "Victorias Secret")	Plano, TX	Branch	Buy Report
<u>Victoria's Secret Direct Llc</u> (dba "Victorias Secret")	Florissant, MO	Branch	Buy Report
<u>Victoria's Secret Inc</u> (dba "Victorias Secret")	Alpharetta, GA	Branch	Buy Report
<u>Victoria's Secret Stores, Inc</u> (dba "Victorias Secret")	Citrus Heights, CA	Branch	Buy Report
<u>Victoria's Secret Stores, Inc</u> (dba "Victorias Secret")	Brea, CA	Branch	Buy Report
<u>Victoria's Secret Stores, Inc</u> (dba "Victorias Secret; Victoria's Secret 522")	Brea, CA	Branch	Buy Report
<u>Victoria's Secret Stores, Inc</u> (dba "Victorias Secret; Victoria's Secret 508")	Riverside, CA	Branch	Buy Report
<u>Victoria's Secret Stores, Inc</u> (dba "Victorias Secret")	Fairfield, CA	Branch	Buy Report
<u>Victoria's Secret Stores, Inc</u> (dba "Victorias Secret")	Beaumont, TX	Branch	Buy Report
<u>Victoria's Secret Stores, Inc</u> (dba "Victorias Secret; Victoria's Secret 181")	New Hartford, NY	Branch	Buy Report
<u>Victoria's Secret Stores, Inc</u> (dba "Victorias Secret; Victoria's Secret 503")	Montclair, CA	Branch	Buy Report
<u>Victoria's Secret Stores, Inc</u> (dba "Victorias Secret")	Cranston, RI	Branch	Buy Report



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Victoria's Secret Stores, Inc (dba "Victorias Secret")	Racine, WI	Branch	Buy Report
Victoria's Secret Stores, Inc (dba "Victorias Secret")	Harrisonburg, VA	Branch	Buy Report
Victoria's Secret Stores, Inc (dba "Victorias Secret")	Glendale, CA	Branch	Buy Report
Victoria's Secret Stores, Inc (dba "Victorias Secret")	San Antonio, TX	Branch	Buy Report
Victoria's Secret Stores, Inc (dba "Victorias Secret")	Salinas, CA	Branch	Buy Report
Victoria's Secret Stores, Inc (dba "Victorias Secret")	Monaca, PA	Branch	Buy Report
Victoria's Secret Stores, Inc (dba "Victorias Secret; Victoria S Secret")	Lancaster, OH	Branch	Buy Report
Victoria's Secret Stores, Inc (dba "Victorias Secret; Victoria's Secret 67")	Greenville, SC	Branch	Buy Report
Victoria's Secret Stores, Inc (dba "Victorias Secret")	Chicago, IL	Branch	Buy Report
Victoria's Secret Stores, Inc (dba "Victorias Secret")	Hyannis, MA	Branch	Buy Report
Victoria's Secret Stores, Inc (dba "Victorias Secret; Victoria's Secret 408; Victory Secrets Beauty Company")	Eugene, OR	Branch	Buy Report
Victoria's Secret Stores, Inc (dba "Victorias Secret")	Florence, KY	Branch	Buy Report
Victoria's Secret Stores, Inc (dba "Victorias Secret; Victoria's Secret 158")	Braintree, MA	Branch	Buy Report



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victoria's secret

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D&B Basic Matches

Refine Results by

	Location	Location Type	D&B Reports
Victoria's Secret Stores, Inc (dba "Victorias Secret")	Washington, DC	Branch	Buy Report
Victoria's Secret Stores, Inc (dba "Victorias Secret; Victoria's Secret 672")	Taylor, MI	Branch	Buy Report
Victoria's Secret Stores, Inc (dba "Victorias Secret")	Trenton, NJ	Branch	Buy Report
Victoria's Secret Stores, Inc (dba "Victorias Secret")	Newark, DE	Branch	Buy Report
Victoria's Secret Stores, Inc (dba "Victorias Secret")	Wilmington, DE	Branch	Buy Report
Victoria's Secret Stores, Inc (dba "Victorias Secret; Victoria's Secret 712")	Harlingen, TX	Branch	Buy Report
Victoria's Secret Stores, Inc (dba "Victorias Secret; Victorias Secret 676")	Lafayette, IN	Branch	Buy Report
Victoria's Secret Stores, Inc (dba "Victorias Secret; Victoria's Secret 139")	Greenwich, CT	Branch	Buy Report
Victoria's Secret Stores, Inc (dba "Victorias Secret; Victoria's Secret 686; South Shore Mall; Victoria's Secret 686")	Bay Shore, NY	Branch	Buy Report
Victoria's Secret Stores, Inc (dba "Victorias Secret")	Downey, CA	Branch	Buy Report
Victoria's Secret Stores, Inc (dba "Victorias Secret")	Niles, OH	Branch	Buy Report
Victoria's Secret Stores, Inc (dba "Victorias Secret; Victorias Secret")	Capitola, CA	Branch	Buy Report
Victoria's Secret Stores, Inc (dba "Victorias Secret")	Elyria, OH	Branch	Buy Report

VICTORIA'S SECRET

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Loia Cosmetics GloLa Dry Shimmering Dry Body Oil

Go for the glow (and divinely soft skin) with this 2-in-1 shimmer potion that combines all-over body shine with moisturizing skin care benefits. Domestic.

1.7 oz. #208-674 \$45.

Roll over to see enlarged colors:

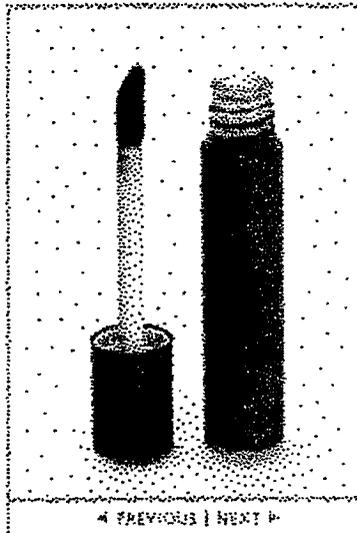


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quantity

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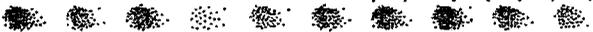
→ LARGER VIEW

Loia Cosmetics

Lip Gloss
Pucker up to a minty kiss with divine shine. This nourishing gloss contains jojoba, green tea and Vitamin E to give you soft, ultra-shiny lips and mint extract to freshen breath. Domestic.

#208-726 \$16.

Roll over to see enlarged colors:



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**APPLICANT LOLA COSMETICS LLC
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FOR: LOLA**

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Lola Cosmetics Defining Eyebrow Brush

Makeup application is simply a dream with Lola's perfect assortment of brushes! Each brush in this extensive collection allows for precise, polished makeup application. LOLA BRUSHES are made with the finest blend of hair, using both synthetic and natural fibers.

Write your review
 Read reviews (0)

Description	Price	Qty	Purchase
 Defining Eyebrow Brush	\$ 20.00 USD	1	Add to wish List <input type="button" value="ADD TO CART"/>

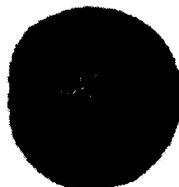
Suggested Products

Lola Cosmetics
 SocialEyes Waterproof Gel Eye Colour
 \$ 20.00 USD



Makeup.com

Lola Cosmetics
 Silky Eye Shadows
 \$ 18.00 USD



Suki

Lola Cosmetics
 Creme Lipstick
 \$ 20.00 USD



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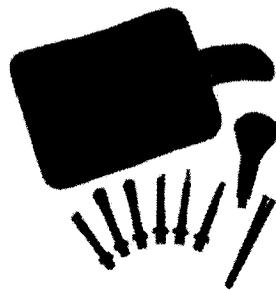
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Lola Cosmetics La Petite Brush Set

Lola's clever little brush set is the only one you will ever need for travel. The elegant handle is equipped to fit on all seven brush heads, making each a full-sized Professional Make-Up Brush. The beautiful and convenient Red Lola Leatherette Case features a secure magnetic closure and Slay-Clean cover to keep the brushes free from dust and in their place. Contains: Secure Twist-On Full-Length Brush Handle, Red Leatherette Case, Large Powder Brush, Concealer Brush, Full Coverage Eye Shadow Brush, Small Eye Colour Brush, Defining Brow Brush, Pointed Lip Brush and Flat Lip Brush.

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Description	Price	Qty	Purchase
Brush Set - 7 piece set	\$ 55.00 USD	1	Add to wish List <input type="button" value="ADD TO CART"/>

Suggested Products



Lola Cosmetics Eye Shadow Duo's
 \$ 22.00 USD



Lola Cosmetics Social Eyes Waterproof Gel Eye Colour
 \$ 20.00 USD



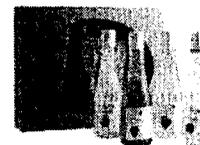
Lola Cosmetics Sheer Lip Gloss
 \$ 16.00 USD



Astara



Astara



100% Pure

BEAUTY PERKS: 3 free samples with every order. | Free standard shipping on orders over \$50. No code required.
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Lola Cosmetics Angled Blush Brush

Lola's ANGLED BLUSH BRUSH has a slanted edge to define, contour and highlight. Ideal for use with multiple shades of blush.

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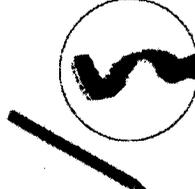
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Description	Price	Qty	Purchase
 Angled Blush Brush	\$ 30.00 USD	1	Add to wish List <input type="button" value="ADD TO CART"/>

Suggested Products



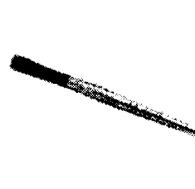
Lola Cosmetics
 Eye Liner Pencils
 \$ 16.00 USD



Lola Cosmetics
 Eye Shadow Tins
 \$ 24.00 USD



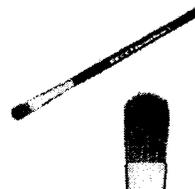
Lola Cosmetics
 Defining Lip Pencil
 \$ 16.00 USD



Paula Dorf



Alison Raffaele



Becca Cosmetics

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Lola Cosmetics Powder Brush

Fuller and softer than traditional powder brushes, Lola's POWDER BRUSH is great for an all-over application of color depositing color softly and without streaks. For application of bronzers, blushes, loose or pressed powders.

Write your review

Read reviews (0)

Description

Price

Qty

Purchase



Powder Brush

\$ 40.00 USD

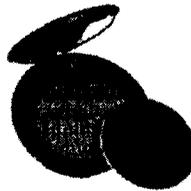
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Suggested Products



Lola Cosmetics
Sheer Lip Gloss
\$ 16.00 USD



Lola Cosmetics
Silky Powder Blushes
\$ 22.00 USD



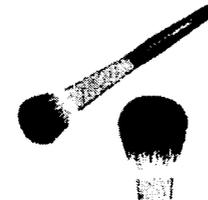
Lola Cosmetics
Lip Indulgence Full Coverage Lip Gloss
\$ 16.00 USD



Global Goddess Beauty



Organic Complexion



Becca Cosmetics

BEAUTY PERKS*: 3 free samples with every order. Free standard shipping on orders over \$50. No code required.
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Lola Cosmetics Foundation & Concealer Brush

Lola's best-selling FOUNDATION & CONCEALER BRUSH picks up product exceptionally well. Perfect for liquid and creme foundations for all over application, concealing and touch-ups. Great for spot application, distributing eye base, application of creme blush and will even blend highlighter pencils and concealers too.

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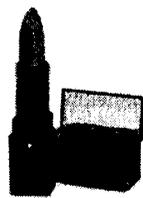
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Description	Price	Qty	Purchase
 Concealer Brush	\$ 25.00 USD	1	Add to wish List <input type="button" value="ADD TO CART"/>

Suggested Products



Lola Cosmetics All Over Brush
\$ 35.00 USD



Lola Cosmetics Sheer Lipstick
\$ 20.00 USD



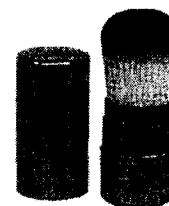
Lola Cosmetics Oil-Free Sheer Liquid Foundations
\$ 30.00 USD



Suki



Makeup.com



Too Faced

BEAUTY PERKS*: 3 free samples with every order. Free standard shipping on orders over \$50. No code required.
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Lola Cosmetics Jeweled Brush Collection - Limited Edition

Ultra luxury and quality make Lola's JEWELLED BRUSH COLLECTION the smart splurge of the season. LOLA's professional quality powder brush, concealer brush, shadow/contour brush and all-over shadow brush have taken a trip uptown with pearl handles and lavish crystals. The ingenious travel tube in glorious pearl python doubles as an elegant display cup.

Write your review

Read reviews (1) ★★★★★

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Description	Price	Qty	Purchase
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Brush_Set	\$ 78.00 USD	1	Add to wish List
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Lola Cosmetics Jeweled Brush Collection - Limited Edition Reviews

★★★★★ products - Review by

i think that this is great i even bought some for my friends

Suggested Products



Lola Cosmetics
Lola Eyes Shadow Trio
\$ 24.00 USD



Lola Cosmetics
Eye Colour Brush
\$ 22.00 USD



Lola Cosmetics
Oil-Free Sheer Liquid Foundations
\$ 30.00 USD

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MOM & BABY (25)

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BODY & BATH (328)

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GROOMING (6)

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CLASSIC BRANDS



Lola Cosmetics Refine Shine Anti-Shine Gel

Water based and full of potent antioxidants like guava and grape seed, this daily treatment helps lighten pores and soften fine lines. Wear alone for a natural smooth finish or apply before make up to help your look last longer. Take along for easy touch ups to blot oilness - even over makeup!

Write your review

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Suggested Products



Lola Cosmetics Lip Indulgence Full Coverage Lip Gloss
 \$ 16.00 USD



Lola Cosmetics All Over Brush
 \$ 35.00 USD



Sundari Naam A Avocado Balancing Moisturizer for Normal/Comb Skin
 \$ 46.00 USD



Anthony Logistics Glycolic Facial Cleanser
 \$ 18.00 USD



100% Pure Lavender Sea Foam Facial Cleanser
 \$ 18.00 USD



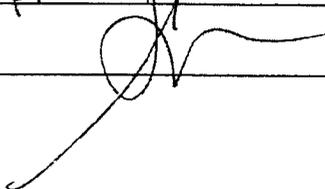
Suki Moisture Rich Cleansing Lotion
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