

From: Maresca, Meredith

Sent: 5/31/2015 1:51:35 PM

To: TTAB E Filing

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85771993 - SKIN LAUNDRY - 119933-2 - Request for Reconsideration Denied - Return to TTAB - Message 2 of 29

Attachment Information:

Count: 19

Files: Avon 10.jpg, L'Oreal.jpg, by-1.jpg, by-2.jpg, by-3.jpg, by-4.jpg, by-5.jpg, by-6.jpg, by-7.jpg, improve1-1.jpg, improve1-2.jpg, improve1-3.jpg, improve1-4.jpg, improve2-1.jpg, improve2-2.jpg, improve2-3.jpg, improve2-4.jpg, improve3-1.jpg, improve3-2.jpg

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- MAGIC by Studio Secrets Professional
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- Makeup Genius
- Pencil Perfect
- Telescopic
- Translucide
- True Match
- True Match Mineral
- Visible Lift
- Visible Lift Blur
- Voluminous
- Voluminous Butterfly
- Voluminous Butterfly Intenza
- Voluminous Miss Manga Mascara
- Voluminous Miss Manga Rock Mascara

Hair Color

- Colorist Secrets
- Colour Rays
- Colour Experte
- Excellence Age Perfect
- Excellence Creme
- Excellence Legends
- Féria
- Féria Ombré
- Frost & Design
- Glam Lights
- Healthy Look
- La Petite Frost
- Mousse Absolue
- Preference
- Preference Ombré Touch
- Root Rescue
- Summer Lights
- Super Blonde
- Touch-On Highlights

Hair Care & Styling

- Advanced Haircare
- Advanced Hairstyle
- Hair Expertise
- Elnett
- EverCrème
- EverCurl
- EverPure
- EverStiek
- EverStyle
- EverStrong
- L'Oréal Kids
- OleoTherapy
- Studio Line

Skin Care

- Advanced Suncare
- Age Perfect
- Go 360° Clean
- Ideal
- Revitalift
- Sublime Bronze
- Youth Code

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by

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My Faves

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Dictionary

by

preposition | vbI, before consonants also bar    

SAVE POPULARITY

- : close to or next to (something or someone)
- : up to and beyond (something or someone)
- : at or to (someone's home)

How we introduced the Comma Queen to Mr. Hyphen

Full Definition of BY

- 1 : in proximity to : NEAR <standing by the window>
- 2 a : through or through the medium of : VIA <enter by the door>
b : in the direction of : TOWARD <north by east>
c : into the vicinity of and beyond : PAST <went right by him>
- 3 a : during the course of <studied by night>
b : not later than <by 2 p.m.>
- 4 a : through the agency or instrumentality of <by force>
b : born or begot of
c : sired or borne by

Words at Play

Mansplaining

dilemma What's a Dilemma?

AppsFlyer

Get mobile analytics data to boost your ROI

Start Today

Word of the Day

MAY 23, 2015

debauch

to emerge or cause to emerge

- 5 : with the witness or sanction of <swear by all that is holy>
- 6 a : in conformity with <acted by the rules>
b : ACCORDING TO <called her by name>
- 7 a : on behalf of <did right by his children>
b : with respect to <a lawyer by profession>
- 8 a : in or to the amount or extent of <win by a nose>
b chiefly Scottish : in comparison with : BESIDE
- 9 —used as a function word to indicate successive units or increments <little by little> <walk two by two>
- 10 —used as a function word in multiplication, in division, and in measurements <divide a by b> <multiply 10 by 4> <a room 15 feet by 20 feet>
- 11 : in the opinion of : from the point of view of <okay by me>
—by the by or by the bye
: INCIDENTALLY 2

See by defined for English-language learners
See by defined for kids

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Examples of BY

- His wife was sitting *by* him.
- They have a house *by* the lake.
- The bus went right *by* him without stopping.
- Some friends stopped *by* our house for a chat.
- Why don't you come *by* my place later?

Origin of BY

Middle English, preposition & adverb, from Old English, preposition, *be*, *ðe*, akin to Old High German *di* by, near, Latin *ambi-* on both sides, around, Greek *amphi*
First Known Use: before 12th century

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Name That Thing 

True or False? 

Spell It 



THE 2013 MAZDA CX-9
THE UTILITARIAN-YET-STYLISH MAZDA CX-9
[SEARCH INVENTORY](#)

Trend Watch

Pedantic
A confrontation with Jeb Bush drove many to their dictionaries...

SAMSUNG



Related to BY

Synonyms
through, via, by way of, by dint of, by means of, (or in) virtue of
[+] [more](#)

Rhymes with BY

ay, aye, bi, Bligh, buy, bye, chai, chi, cry, die, dry, dye, eye, fie, fy, fry, gay, hie, high, Huai, i, i, lie, lye, my, nigh, phi, pi, ...
[+] [more](#)

by 

adverb | \bɪ/

—used with *put* to describe something that is being kept or saved for a future use
: at or to someone's home
: close or near

Full Definition of BY

- 1 a : close at hand : NEAR
b : at or to another's home <stop by>
- 2 : PAST <saw him go by>
- 3 : ASIDE, AWAY

See by defined for English-language learners

Examples of BY

The bus went right by without stopping.
We stood and applauded as the parade went by.
Why don't you come by later?

First Known Use of BY



before 12th century

Related to BY

Synonyms

around, near, close, hard, in, nearby, nigh

[+] [more](#)

by

adjective | \bɪ/

Definition of BY

1 : being off the main route : [SIDE](#)

2 : [INCIDENTAL](#)

Variants of BY

by or **bye**  \bɪ/

First Known Use of BY

14th century

by

noun | \bɪ/

plural **byes**  | \bɪz/

Definition of BY

: something of secondary importance : a side issue

Variants of BY

by or **bye**  \bɪ/

First Known Use of BY

1467

1567

by

interjection | \bɪ\

Definition of BY

—used to express farewell; often used with following *now*

Variants of BY

by or **bye**  \bɪ\

Origin of BY

short for goodbye
First Known Use: 1700

Learn More About BY

-  **Thesaurus:** All synonyms and antonyms for "by"
-  **Spanish Central:** Spanish translation of "by"
-  **SCRABBLE®:** Playable words you can make from "by"

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100 ENTRIES FOUND  

by
by and large
bye
chance
contrary

Next Word in the Dictionary: by—alley
Previous Word in the Dictionary: bad
All Words Near: by

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Seen & Heard

What made you want to look up by? Please tell us where you read or heard it (including the quote, if possible).

17 comments

Comment using...

Gerard O'Neill · Top Commenter · UMass Amherst
I was looking or the Words with Friends EYS. Still not sure if it exists, but the computer just dropped it on me for 21 points.
Reply · Like · December 18, 2014 at 9:05am

John Cacarone · Top Commenter · Senior Lecturer at Illinois Institute of Technology
Stephenson wrote "By the by" in Chapter 5 of "The Strange Case of Dr. Jekyll and Mr. Hyde," and the spelling of "by" made me wonder what is the correct form.
Reply · Like · June 16, 2014 at 5:00pm

Rusty Hodgdon · Works at Self Employed Author
I'm using the colloquial expression, "By the by." Is that how it's written? Or are either of the "by's" spelled "bye"??
Reply · Like · September 15, 2013 at 11:17am

fourdescantons (signed in using yahoo)
Hello, I am translating a text and I would like to know what "by 2020" means in this sentence "This figure is expected to reach 4% by 2020". Does it mean "in 2020" or does it mean "from now and until 2020"??
Reply · Like · August 4, 2013 at 7:00am

Gerard O'Neill · Top Commenter · UMass Amherst
Probably already got your answer -- but it should be that an event or status will happen between now and 2020. So early courts. Late does not. And some people will accept during the year 2020; some will not.
Reply · Like · December 18, 2014 at 9:05am

Jane Howie Clymer · Southeast Missouri State University
The statement is "submit by July 1"...is this on July 1 or before July 1 or say closing of the day of July 1.
Reply · Like · July 3, 2013 at 8:10am



Connie Bowling · Fort Wayne, Indiana
Did you find the answer to this? I would really like to know too. It has the definition of "not later than" in Webster. That would mean it includes July 1. (I think)
Reply · Like · September 9, 2013 at 7:14am

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allure | beauty products

12 Products That Will Give You Better Skin—Instantly

You can transform your skin with the right products—and without a wait. Here's what to do when you need to look good now.

BY JULIE GUSTY



▶ PLAY ▣ VIEW ALL THUMBNAILS

◀ PREVIOUS 1 OF 13 NEXT ▶



MOISTURIZING MASK

Rough, flaky skin means that your face cream isn't cutting it on its own. Once a week, use an intense moisturizing mask.

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○ Hair Products

Click on the product you are looking for.

BLOW-DRYER BRUSH CONDITIONER



that's rich in proteins and amino acids—it'll slough off dead skin and hydrate simultaneously. We like **Fresh Black Tea Instant Perfecting Mask.**

▶ PLAY VIEW ALL THUMBNAILS ◀ PREVIOUS 1 OF 13 NEXT ▶

DIFFUSER SERUM CONDITIONER

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Hair Type

Hair Texture

Hair Concerns

Style

Price

My Selects

Select a Product

WHAT WE'RE READING



Which Haircuts Look Best on Older Women?
ABOUT.COM



10 Hairstyles That Make You Look 10 Years Younger
ABOUT.COM



10 Style Errors That Make You Look Older
ABOUT.COM



4 Hair Mistakes That Make You Look Older
NEWBEAUTY.COM



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HAIR

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FREE BAG

3 comments

Want to post a comment or product review? Upgrade to a compatible browser such as Chrome, Firefox, or Safari now. [close](#)



Newest - Oldest

KathyL
Monala is my preference! Feb 19, 2015

kimberly1966
do you happen to know how much this is I would love to try it May 12, 2014

Irishqueen Mar 7, 2014
I'm looking for something to snag up maybe at Sephora. I have broken capillaries on my cheeks that come out of nowhere (I think it was a mixture of Neige in a jar Night-delus sample from Sephora & reading by the window the next mom. w/ out SPF (I just woke up)! My Dr.'s Nurse Pract. is trying to say it's Rosacea but I'd think so (from pic's & the fact it looks like a light natural flush blush on the apples of my cheeks & NO where else)! Any tips PLEASE??

PHOTOS: ROGER CABELLO, COURTESY OF ZENGL DR. BRANDT; TATCHA; DAVID COOK (2), COURTESY OF JEMMA KIDD; SHISEIDO; MURAD; SONIA DANKAKI CLINIQUE

LATEST BEAUTY BUZZ

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 - We Tried St. Tropez's New In-Shower Self-Tanner
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 - 3 Major Beauty Deals You Need to Know About This Week
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hair
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Jenner opened up about why haircuts were a difficult chore.
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- [How to Deal With Rings in the Summer](#)
- [Do You Know What's in Your Dry Shampoo?](#)



skin
Please Don't Listen to Lady Gaga's Advice About Tanning Beds
We respectfully disagree with her on this one.
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CORRECT

SKIN FIRMING CREAM

Firming repair cream to improve the appearance of signs of environmental damage

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This powerful treatment is designed to visibly improve the early signs of environmental skin damage. Skin Firming Cream contains ingredients that target environmental aggressors, repairing environmental damage while firming the skin.

- Centella asiatica helps firm and accelerate repair
- Estoin protects against stress factors and environmental aggressors
- Enhances hydration
- Suitable for normal, combination, and oily aging skin

SKIN TYPES

[D](#) [N](#) [O](#) [C](#)

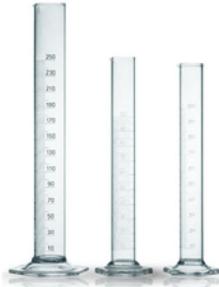
SKIN CONDITION

[O](#)

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SCIENCE

The blend of synergistic ingredients found in Skin Firming Cream reinforce the skin's protective barrier, protect against damage caused by environmental stress for a multifaceted approach that maintains and improves the health and appearance of the skin.



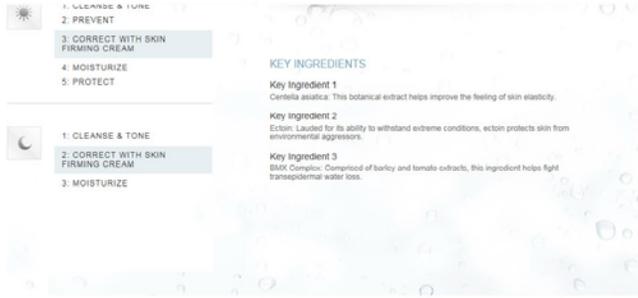
USE

Once or twice daily, apply to the face, neck, and chest. In the morning, use over a SkinCeuticals antioxidant. Follow with a SkinCeuticals sunscreen in the morning.

REGIMEN

1: CLEANSE & TONE





 1. CLEANSE & TONE
2. PREVENT
3. CORRECT WITH SKIN FIRMING CREAM
4. MOISTURIZE
5. PROTECT

 1. CLEANSE & TONE
2. CORRECT WITH SKIN FIRMING CREAM
3. MOISTURIZE

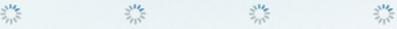
KEY INGREDIENTS

Key Ingredient 1
Centella asiatica. This botanical extract helps improve the feeling of skin elasticity.

Key Ingredient 2
Ectoin. Lauded for its ability to withstand extreme conditions, ectoin protects skin from environmental aggressors.

Key Ingredient 3
BMX Complex. Comprised of barley and tomato extracts, this ingredient helps fight transepidermal water loss.

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Corrective Creams	Combination	Dehydrated	What's New
Corrective Serums	Sensitive		Bestsellers
Exfoliators			
Eye & Lip Care			
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Cleansers			
Toners			
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Skin Systems			

SCIENCE

Dr Shuster's Research
Dr Shuster Prevail
Antioxidant Science
Clinical Studies
Research & Formulations
Ethics Charter

SKIN EXPLAINED

Understanding Skin
Skin Types and Skin Conditions
Environmental Aggressors
Sun Protection and UV Damage
Importance of Proper Regimen
Skinceuticals Insights
Video Library

RESOURCES

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Find a Skincare Professional
Physician Landing Page

http://www.niveausa.com/products/body-care/q10-firming/firming-celulite-gel-cream-q10-plus
05/30/2015 05:51:36 PM

The screenshot shows the Nivea website's product page for 'SKIN FIRMING & TONING GEL-CREAM'. The page features a dark blue header with the Nivea logo, a search bar, and navigation links for 'WHERE TO BUY', 'EXPERIENCE', 'PRODUCTS', 'SAMPLES', and 'ABOUT US'. Below the header, a breadcrumb trail indicates the path: 'HOME > PRODUCTS > BODY CARE > Q10 RANGE > SKIN FIRMING & TONING GEL-CREAM'. The main content area has a dark blue background with the product name in large white text. Below the name, a sub-headline reads 'Works to improve skin's firmness in as little as 2 weeks.' This is followed by a 5-star rating and '11 Reviews' with a 'Write A Review' link. A 'BROWSE THIS RANGE' button is present, with a dropdown menu showing 'Select a product'. To the right, a product image shows a white tube of the cream with the Nivea logo and product name. The tube also features a gold seal and the text 'NET WT. 4.75oz. 135g' and 'CELLULOSE GEL CREAM'.

OVERVIEW **HOW TO APPLY** **RATINGS & REVIEWS**

NIVEA Skin Firming & Toning Gel-Cream is enriched with Coenzyme Q10, Natural Lotus extract, and L-Carnitine. Use regularly to improve the skin's firmness in as little as 2 weeks.

Available in size(s): 6.7oz.

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Select a product

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NIVEA Body Care NIVEA Creme
NIVEA Lip Care NIVEA Soft

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