From: Maresca, Meredith

Sent: 5/31/2015 2:11:02 PM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85771993 - SKIN LAUNDRY - 119933-2 - Request for Reconsideration Denied - Return to TTAB - Message 18 of 29

****

Attachment Information:

Count: 15

Files: estee6-3.jpg, estee6-4.jpg, estee7-1.jpg, estee7-2.jpg, estee10-1.jpg, estee10-2.jpg, estee10-3.jpg, estee10-4.jpg, estee10-5.jpg, estee10-6.jpg, shis1-1.jpg, shis1-2.jpg, shis2-1.jpg, shis2-2.jpg, shis3-1.jpg

http://www.esteelauder.com/products/9782/Product-Catalog/Fragrance/For-Women/Este-Lauder-Pleasures
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★★★★★ (20)

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★★★★★ (49)

SHOP NOW +

★★★★★ (28)

SHOP NOW +

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Estée Lauder Pleasures

LIMITED EDITION
Estée Lauder Pleasures

LIMITED EDITION
Estée Lauder Pleasures

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LIGHTWEIGHT, SMOOTHING HYDRATION
★★★★★ (14)

SHOP NOW +

SOLID PERFUME COMPACT.
★★★★ (1)

SHOP NOW +

3-PIECE COLLECTION. WORTH OVER $120.
★★★★★ (6)

SHOP NOW +

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SKINCARE MAKEUP FRAGRANCE RE-NUTRIV AERIN BEST SELLERS GIFTS ESTÉE EDIT

ACCOUNT

Estée Lauder Sensuous

SORT BY

Estée Lauder Sensuous Nude

Eau de Parfum Spray

$58.00 - $90.00

MODERN, INTIMATE, FEMININE

★★★★★ (68)

SHOP NOW +

Estée Lauder Sensuous

Eau de Parfum Spray

$58.00 - $90.00

WARM, LUMINOUS, FEMININE

★★★★★ (136)

SHOP NOW +

Estée Lauder Sensuous Noir

Eau de Parfum Spray

$65.00

FEMININE, SEDUCTIVE, MYSTERIOUS

★★★★★ (61)

SHOP NOW +

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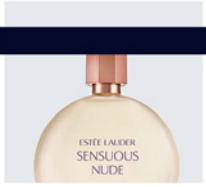

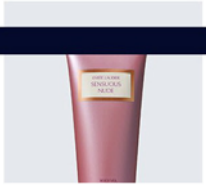

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Estée Lauder Sensuous Nude
Eau de Toilette Spray
$60.00

Estée Lauder Sensuous Nude
Body Veil
$50.00

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MODERN, MAGNETIC, TRANSPARENT
★★★★★ (12)
SHOP NOW +

RICH, SOFTENING MOISTURE
★★★★☆ (23)
SHOP NOW +

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ESTÉE LAUDER

SKINCARE MAKEUP FRAGRANCE RE-NUTRIV AERIN BEST SELLERS GIFTS ESTÉE EDIT

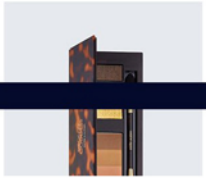
ACCOUNT

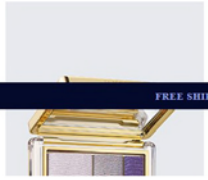
SCULPTING EYESHADOW

EXPLORE

Eyeshadows

SORT BY





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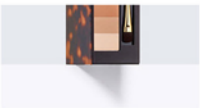
Pure Color Envy
Sculpting EyeShadow 5-Color Palette
$50.00

A COLOR STORY IN A COMPACT.

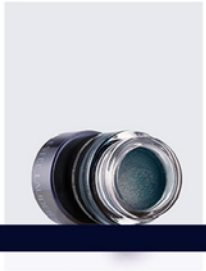


LIMITED EDITION
Bronze Goddess
Shimmering Nudes EyeShadow Palette
$55.00

5 DARING NUDES PLUS 3 HIGH-INTENSITY METALLICS.

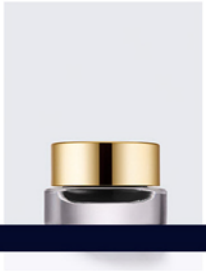
Pure Color
Instant Intense EyeShadow Trio
$36.00

TOTAL EYE LOOK: HIGHLIGHTS, DEFINES AND LINES.



Pure Color
Stay-on Shadow Paint
$24.00

CREAMY SHIMMER SHADOW. SMOKY TO WILDLY INTENSE.
★★★ ★ ★ (43)



Double Wear
Stay-in-Place Gel Eyeliner
$28.00

LONG-WEAR GEL FORMULA. AS PRECISE AS A LIQUID LINER. 15-HOUR WEAR.
★★★★★ (81)

Double Wear
Stay-in-Place EyeShadow Base
$17.00

LONG-WEAR BASE FOR POWDER.
★★★★ ★ (81)

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Blending Shadow Brush
$30.00
LONG, TAPERED BRUSH TO BLEND AND SOFTEN EYESHADOW.
★★★★½ (4)

Contour Shadow Brush
$25.00
TAPERED, ANGLED BRUSH, FOR BASE COLOR, DEFINITION.
★★★★★ (7)

Eyeliner/Brow Brush 20
$25.00
PRECISION-ANGLED BRUSH TO SHAPE BROWS, LINE EYES.
★★★★★ (13)

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Pure Color
EyeShadow
$22.00

COLOR THAT MAKES EYES COME ALIVE.
★★★★★ (142)

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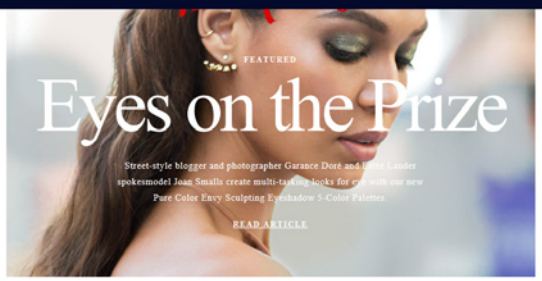

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GET THE LOOK

Burnished Smoky

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SERUM

Skincare Consultation

Category

- Cleanser & Makeup Remover
- Softener
- **Serum**
- Power Infusing Concentrate
- Moisturizer
- Eye & Lip
- Mask & Massage
- Targeted Treatment
- Body & Hair
- Tools & Accessories
- Sets & Kits

Skincare Lines

- FUTURE SOLUTION LX
- ULTIMUNE
- BENEFIANCE
- WHITE LUCENT
- BIO-PERFORMANCE
- EUDERMINE
- IBUKI
- ESSENTIALS
- PURENESS
- THE SKINCARE

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Find the right serum for your skincare needs!

START NOW »

POWER INFUSING CONCENTRATE

Ultimune
Power Infusing Concentrate
From $65.00
★★★★½
DETAILS

SERUM

NEW

Bio-Performance
Glow Revival Serum
$89.00
★★★★★
DETAILS

SERUM

White Lucent
Total Brightening Serum
From $125.00
★★★½
DETAILS

SERUM

SERUM

SERUM

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THE SKINCARE

Features

- What's New

Concern

- All Signs of Aging
- Dark Spots
- Dryness
- Dull Skin Tone
- Loss of Firmness
- Prevent Future Damages

Bio-Performance
Super Corrective Serum
From $80.00
★★★★★
DETAILS

Future Solution LX
Ultimate Regenerating Serum
$225.00
★★★★★
DETAILS

Bio-Performance
Super Refining Essence
$76.00
★★★★☆
DETAILS

SERUM

Future Solution LX
Superior Radiance Serum
$225.00
DETAILS

SERUM

Benefiance
Wrinkle Lifting Concentrate
$63.00
★★★★½
DETAILS

SERUM

Benefiance
Energizing Essence
$56.00
★★★½☆
DETAILS

9 Results

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MOISTURIZER

- Skincare Consultation
- Category
  - Cleanser & Makeup Remover
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  - Serum
  - Power Infusing Concentrate
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  - Eye & Lip
  - Mask & Massage
  - Targeted Treatment
  - Body & Hair
  - Tools & Accessories
  - Sets & Kits
- Skincare Lines
  - FUTURE SOLUTION LX
  - ULTIMUNE
  - BENEFIANCE
  - WHITE LUCENT
  - BIO-PERFORMANCE
  - EUDERMINE
  - IBUKI
  - ESSENTIALS
  - PURENESS
  - THE SKINCARE
- Features
  - What's New
  - Award-Winners
- Concern
  - All Signs of Aging

27 Results ◄ Prev 1 of 3 Next ► View All Sort By: Please Select One

MOISTURIZER
White Lucent
All Day Brightener
$57.00
★★★★☆
DETAILS

MOISTURIZER
Shiseido Ibuki
Refining Moisturizer
$45.00
★★★☆☆
DETAILS

MOISTURIZER
Shiseido Ibuki
Refining Moisturizer Enriched
$45.00
★★★★☆
DETAILS

MOISTURIZER
Shiseido Ibuki
Protective Moisturizer SPF 18
$45.00

MOISTURIZER
Bio-Performance
Advanced Super Revitalizing Cream
From $75.00

MOISTURIZER
Bio-Performance
Advanced Super Restoring Cream
From $99.00

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- Blemishes
- Dark Spots
- Dehydration
- Dull Skin Tone
- Loss of Firmness
- Wrinkles

DETAILS

MOISTURIZER

Perfect Hydrating BB Cream
$35.00
3 shades
DETAILS

MOISTURIZER

White Lucent
Brightening Moisturizing Emulsion W
$59.50
DETAILS

MOISTURIZER

Benefiance
WrinkleResist24 Day Cream
$63.00
DETAILS

MOISTURIZER

White Lucent
Brightening Protective Cream W
$54.50
DETAILS

MOISTURIZER

Future Solution LX
Total Regenerating Cream
$260.00
DETAILS

MOISTURIZER

White Lucent
Brightening Moisturizing Cream W
$59.50
DETAILS

27 Results

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CLEANSER & MAKEUP REMOVER

Skincare Consultation

Category
- **Cleanser & Makeup Remover**
- Softener
- Serum
- Power Infusing Concentrate
- Moisturizer
- Eye & Lip
- Mask & Massage
- Targeted Treatment
- Body & Hair
- Tools & Accessories
- Sets & Kits

Skincare Lines
- FUTURE SOLUTION LX
- ULTIMUNE
- BENEFIANCE
- WHITE LUCENT
- BIO-PERFORMANCE
- EUDERMINE
- IBUKI
- ESSENTIALS
- PURENESS
- THE SKINCARE

Features
- Award-Winners

Concern
- All Signs of Aging
- Blemishes

16 Results ◄ Prev 1 of 2 Next ► View All Sort By: Please Select One

CLEANSER & MAKEUP REMOVER
White Lucent
Brightening Cleansing Foam
$35.00
★★★★☆
DETAILS

CLEANSER & MAKEUP REMOVER
Shiseido Ibuki
Purifying Cleanser
$30.00
★★★★★
DETAILS

CLEANSER & MAKEUP REMOVER
Shiseido Ibuki
Gentle Cleanser
$30.00
★★★★☆
DETAILS

CLEANSER & MAKEUP REMOVER
Benefiance
Extra Creamy Cleansing Foam
$35.00

CLEANSER & MAKEUP REMOVER
Perfect Cleansing Oil
$32.00

CLEANSER & MAKEUP REMOVER
Pureness
Deep Cleansing Foam
$22.50