From: Maresca, Meredith

Sent: 5/31/2015 2:09:48 PM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85771993 - SKIN LAUNDRY - 119933-2 - Request for Reconsideration Denied - Return to TTAB - Message 17 of 29

****

Attachment Information:

Count: 12

Files: estee3-6.jpg, estee4-1.jpg, estee4-2.jpg, estee4-3.jpg, estee4-4.jpg, estee4-5.jpg, estee4-6.jpg, estee5-1.jpg, estee5-2.jpg, estee5-3.jpg, estee6-1.jpg, estee6-2.jpg

http://www.esteelauder.com/products/684/Product-Catalog/Skincare/By-Category/Cleansers-Toners
05/30/2015 07:24:26 PM

LongWear Makeup Remover Towelettes
$20.00

FAST, EFFECTIVE, PORTABLE AND TRAVEL-FRIENDLY.
★★★★★ (104)

SHOP NOW +

LightLotion Cleanser
$32.00

GENTLE CLEANSING FOR TRULY SENSITIVE SKIN.
★★★★½ (47)

SHOP NOW +

Crescent White
Full Cycle Brightening Moisture Treatment Lotion
$60.00

HYDRATES AS IT HELPS REDUCE THE LOOK OF DARK SPOTS.
★★★★☆ (3)

SHOP NOW +

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05/30/2015 07:26:10 PM

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

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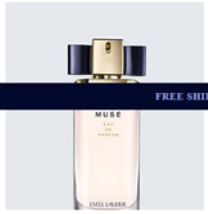
NEW MODERN MUSE CHIC
CAPTURE YOUR DARING, YOUR CREATIVITY, YOUR EXUBERANT STYLE.

EXPLORE

Modern Muse

SORT BY



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LIMITED EDITION
Modern Muse
Limited Edition Gift Collection
$85.00

3-PIECE COLLECTION. WORTH OVER $115.00.

Modern Muse Chic
Eau de Parfum Spray
$60.00 - $100.00

BOLD, CREATIVE, STYLISH

Modern Muse
Eau de Parfum Spray
$60.00 - $100.00

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Modern Muse
Body Lotion
$50.00

LIGHTWEIGHT, SMOOTHING HYDRATION
★★★★★ (5)

SHOP NOW +

Modern Muse
Shower Gel
$50.00

LATHERS RICHLY FOR GENTLY SCENTED CLEANSING
★★★★★ (7)

SHOP NOW +

Modern Muse
Body Lotion
$42.00

LIGHTWEIGHT, SMOOTHING HYDRATION

SHOP NOW +

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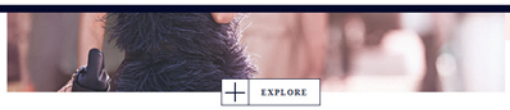

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#ModernMuse

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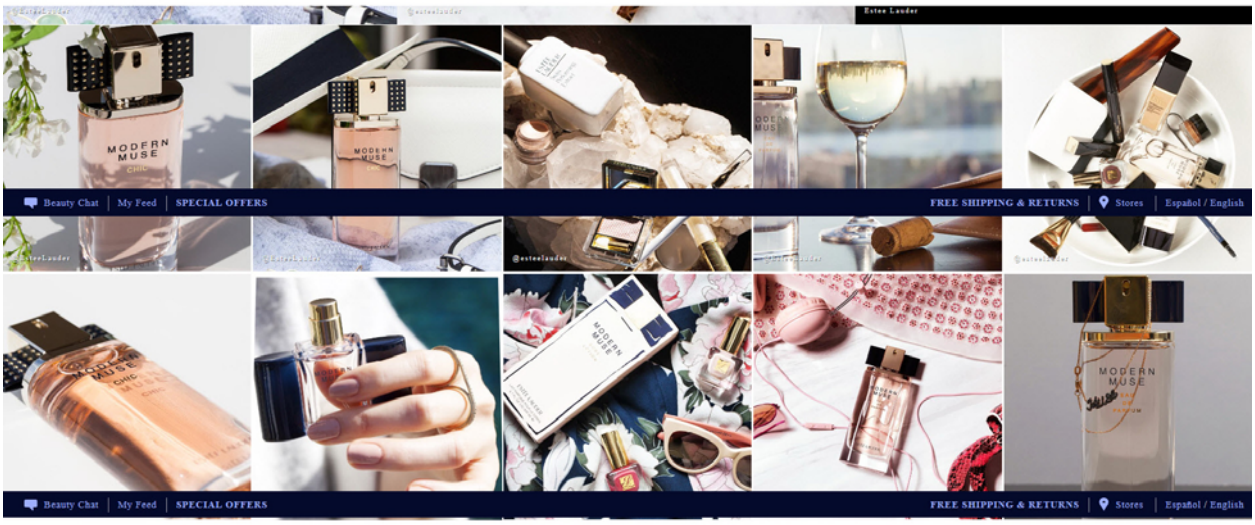

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ACCOUNT

Beautiful

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LIMITED EDITION
Beautiful
Romantic Favorites
$80.00

3-PIECE COLLECTION. WORTH OVER $105.
★★★★★ (4)

SHOP NOW +

Beautiful
Eau de Parfum Spray
$30.00 - $88.00

RICH, ROMANTIC, LUXURIOUS
★★★★★ (307)

SHOP NOW +

Beautiful
Eau de Toilette Spray
$58.00

RICH, ROMANTIC, LUXURIOUS
★★★★★ (20)

SHOP NOW +

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Beautiful Love
Eau de Parfum Spray

Beautiful Sheer
Eau de Parfum Spray

Beautiful
Bath and Shower Gelée

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PASSIONATE, VIBRANT, ROMANTIC
★★★★½ (24)
SHOP NOW +

LIGHTHEARTED, RADIANT, ROMANTIC
★★★★★ (72)
SHOP NOW +

LATHERS RICHLY FOR GENTLY SCENTED CLEANSING
★★★★★ (18)
SHOP NOW +

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Beautiful
Perfumed Body Creme
$42.00

RICH, SMOOTHING MOISTURE
★★★★★ (17)

SHOP NOW +

Beautiful
Perfumed Body Powder
$52.00

SILKY, SMOOTH AND COMFORTING
★★★★☆ (34)

SHOP NOW +

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05/30/2015 07:27:01 PM

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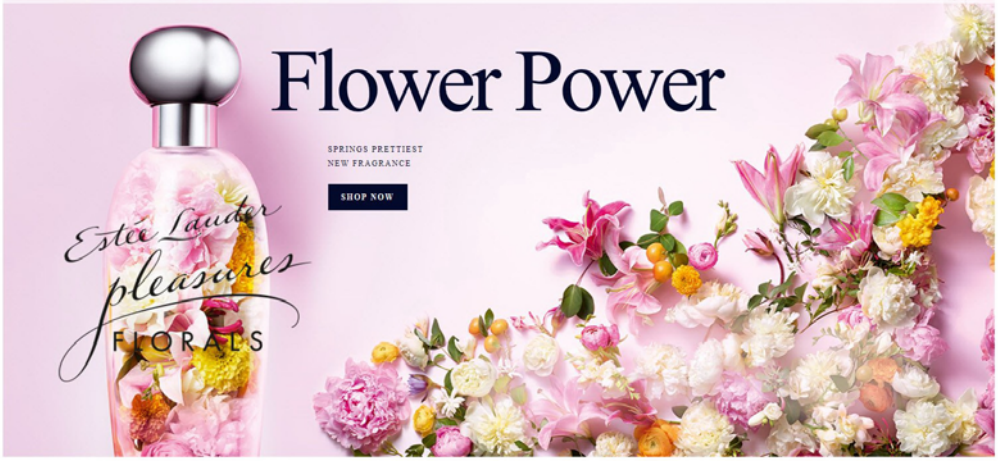

Estée Lauder Pleasures

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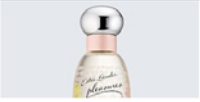

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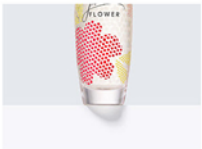
Estée Lauder Pleasures Florals

Estée Lauder Pleasures
Eau de Parfum Spray



Estée Lauder Pleasures Flower
Eau de Parfum Spray

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JOYFUL, SURPRISING, PLAYFUL
★★★★☆ (1)
SHOP NOW +

SHEER, SPIRITED, SHIMMERING
★★★★★ (138)
SHOP NOW +

FREE-SPIRITED, VIBRANT, SPONTANEOUS
★★★★★ (5)
SHOP NOW +

Estée Lauder Pleasures
Eau Fraiche Spray
$55.00 - $75.00

SHEER, SPIRITED, SHIMMERING

Estée Lauder Pleasures Intense
Eau de Parfum Spray
$62.00 - $85.00

VELVETY, VOLUPTUOUS, INTENSELY FEMININE

Estée Lauder Pleasures Bloom
Eau de Parfum Spray
$62.00 - $85.00

LUSCIOUS, VIBRANT, PLAYFUL

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