From: Maresca, Meredith

Sent: 5/31/2015 2:08:36 PM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85771993 - SKIN LAUNDRY - 119933-2 - Request for Reconsideration Denied - Return to TTAB - Message 16 of 29

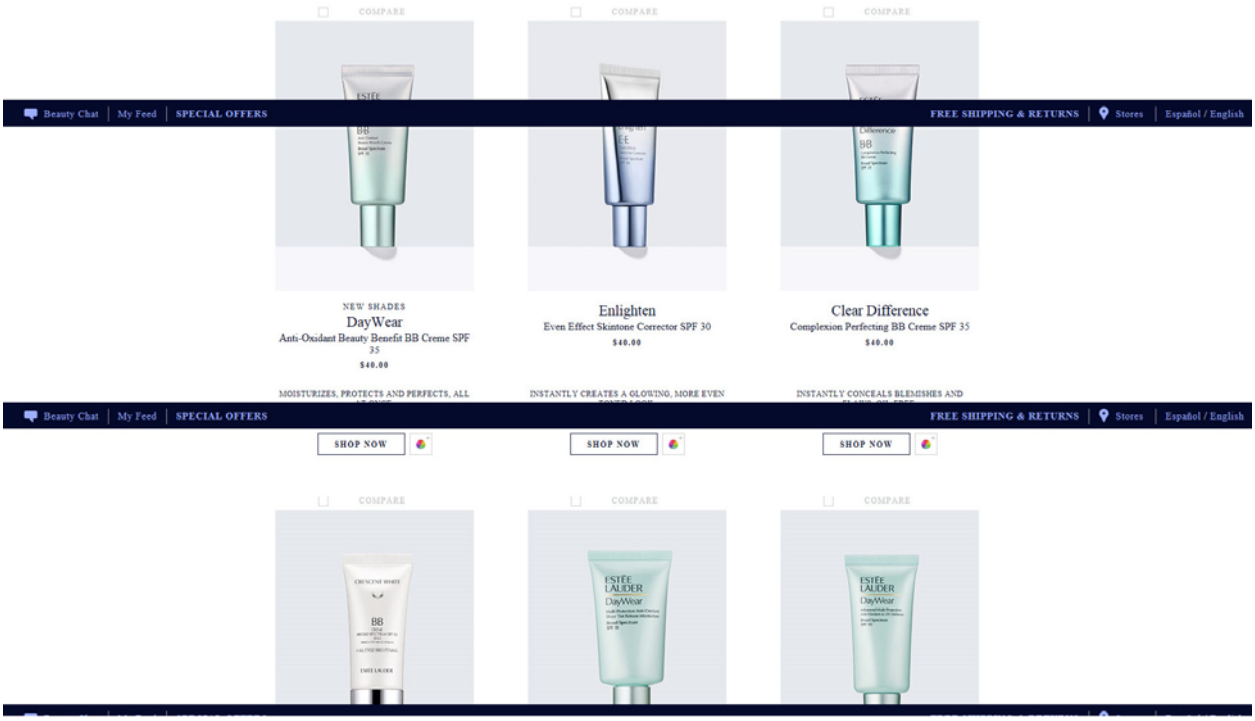
****

Attachment Information:

Count: 13

Files: estee2-05.jpg, estee2-06.jpg, estee2-07.jpg, estee2-08.jpg, estee2-09.jpg, estee2-10.jpg, estee2-11.jpg, estee2-12.jpg, estee3-1.jpg, estee3-2.jpg, estee3-3.jpg, estee3-4.jpg, estee3-5.jpg

http://www.esteelauder.com/products/688/Product-Catalog/Skincare/By-Category/Moisturizers
05/30/2015 07:21:14 PM



http://www.esteelauder.com/products/688/Product-Catalog/Skincare/By-Category/Moisturizers
05/30/2015 07:21:14 PM

NEW!
Crescent White
Full Cycle Brightening BB Creme and Brightening Balm
$60.00
PROTECTS, PERFECTS AND HIGHLIGHTS—ALL IN ONE.
★★★★☆ (7)
SHOP NOW +
COMPARE

DayWear
Multi-Protection Anti-Oxidant Sheer Tint Release Moisturizer SPF 15
$50.00
HELPS PREVENT SIGNS OF AGING. ONE SHEER SHADE.
★★★★☆ (210)
SHOP NOW +
COMPARE

DayWear
Advanced Multi-Protection Anti-Oxidant & UV Defense SPF 50
$40.00
HELPS DEFEND SKIN SO IT LOOKS YOUNGER, LONGER.
★★★★½ (28)
SHOP NOW +
COMPARE

Beauty Chat | My Feed | SPECIAL OFFERS FREE SHIPPING & RETURNS | Stores | Español / English

Resilience Lift
Firming/Sculpting Face and Neck Lotion SPF
CREATES A MORE LIFTED, FIRMER, SCULPTED LOOK.
★★★★☆ (21)
SHOP NOW +

Advanced Time Zone
Age Reversing Line/Wrinkle Hydrating Gel
REDUCES THE LOOK OF WRINKLES—FAST. OIL-CONTROL GEL.
★★★★☆ (41)
SHOP NOW +

DayWear
Advanced Multi-Protection Anti-Oxidant
HELPS PREVENT AND DIMINISH FIRST SIGNS OF AGING.
★★★★☆ (45)
SHOP NOW +

Beauty Chat | My Feed | SPECIAL OFFERS FREE SHIPPING & RETURNS | Stores | Español / English

http://www.esteelauder.com/products/688/Product-Catalog/Skincare/By-Category/Moisturizers
05/30/2015 07:21:14 PM

COMPARE

Hydrationist
Maximum Moisture Lotion
$44.00

BOOSTS MOISTURE ALL DAY. RESISTS THE LOOK OF AGING.
★★★★★ (34)

COMPARE

LIMITED EDITION
Age Prevention: Your Complete System
Includes a Full-Size DayWear Creme SPF 15
$65.00

5-PIECE COLLECTION FOR A FLAWLESS, LUMINOUS LOOK.
★★★★☆ (2)

COMPARE

LIMITED EDITION
Anti-Wrinkle: Your Complete System
Includes a Full-Size Advanced Time Zone Creme SPF 15
$75.00

5-PIECE COLLECTION TO REDUCE THE LOOK OF LINES.
★★★★★ (2)

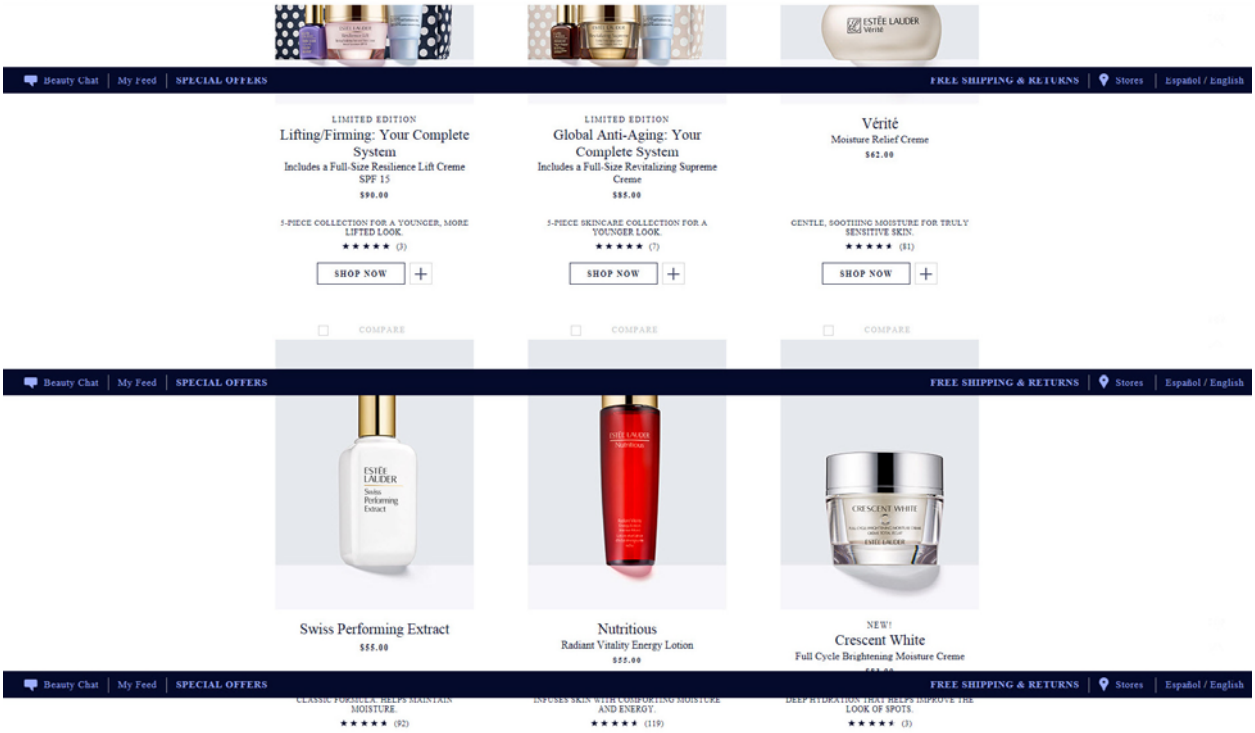
Beauty Chat | My Feed | SPECIAL OFFERS FREE SHIPPING & RETURNS | Stores | Español / English

COMPARE

COMPARE

COMPARE

http://www.esteelauder.com/products/688/Product-Catalog/Skincare/By-Category/Moisturizers
05/30/2015 07:21:14 PM



http://www.esteelauder.com/products/688/Product-Catalog/Skincare/By-Category/Moisturizers
05/30/2015 07:21:14 PM

SHOP NOW + SHOP NOW + SHOP NOW +

COMPARE COMPARE

Beauty Chat | My Feed | SPECIAL OFFERS FREE SHIPPING & RETURNS | Stores | Español / English

NEW!
Crescent White
Full Cycle Brightening UV Protector SPF 50
$50.00

PROTECTS SKIN, CREATES A SMOOTH BASE FOR MAKEUP.
★★★★☆ (3)

SHOP NOW +

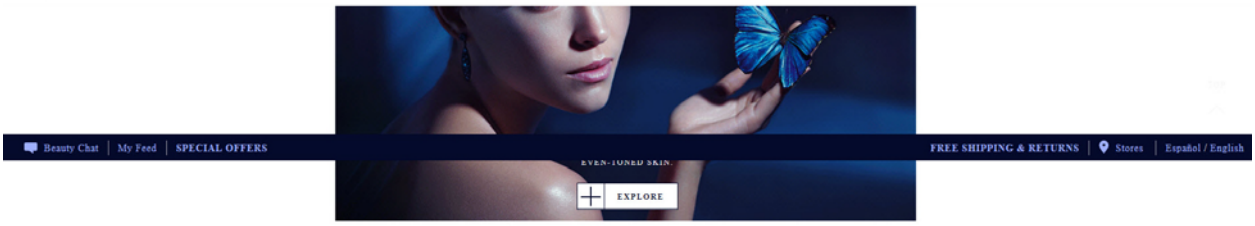
NEW!
Resilience Lift
Restorative Radiance Oil
$70.00

REPLENISHES SKIN WITH A HEALTHY, YOUTHFUL RADIANCE.
★★★★★ (14)

SHOP NOW +

Beauty Chat | My Feed | SPECIAL OFFERS FREE SHIPPING & RETURNS | Stores | Español / English

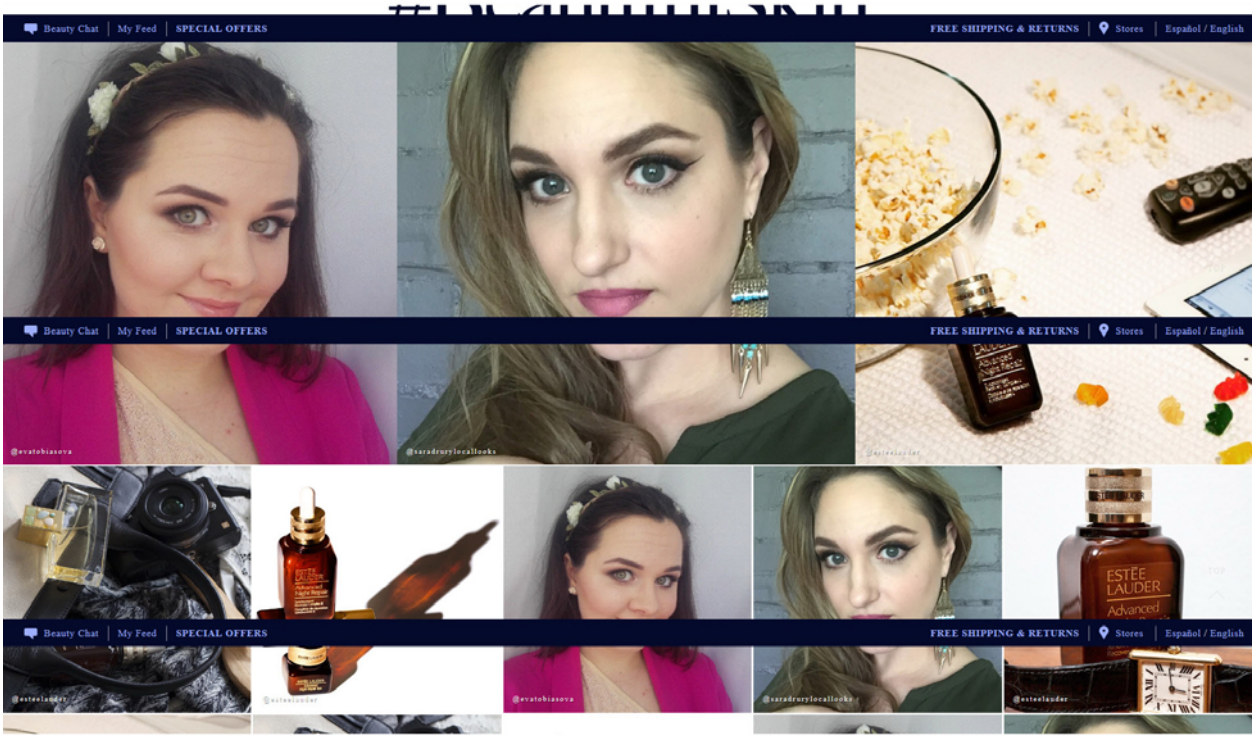
http://www.esteelauder.com/products/688/Product-Catalog/Skincare/By-Category/Moisturizers
05/30/2015 07:21:14 PM



SOME OF OUR FAVORITE POSTS:

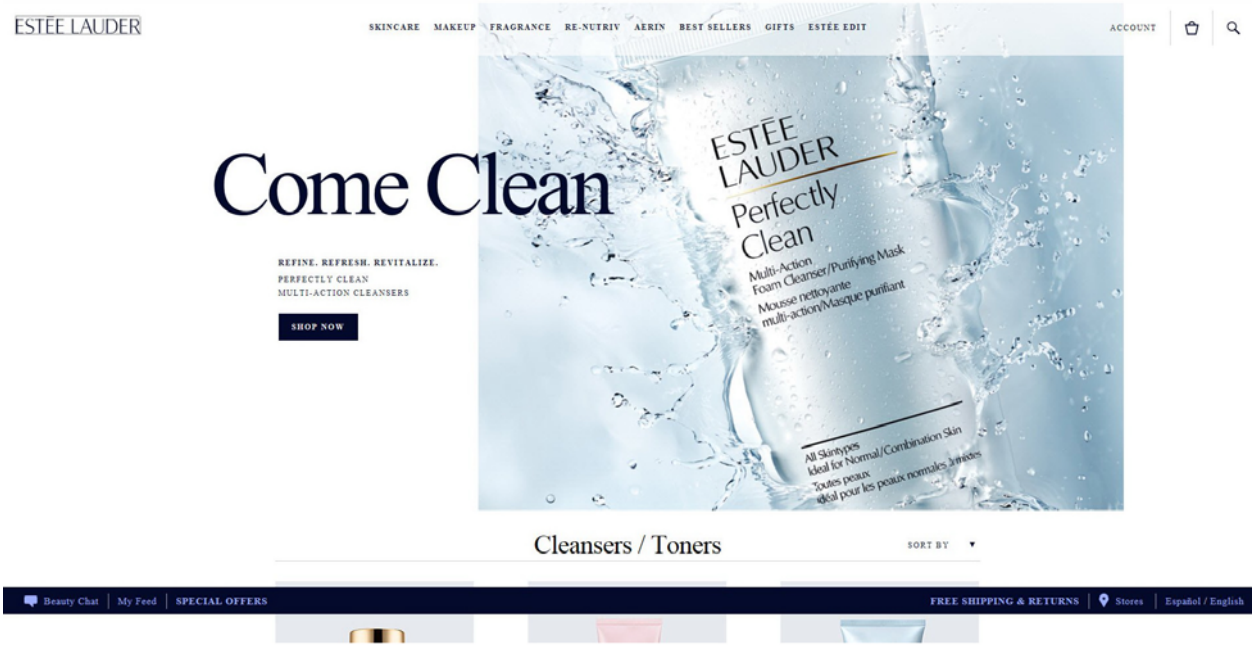
#BeautifulSkin

http://www.esteelauder.com/products/688/Product-Catalog/Skincare/By-Category/Moisturizers
05/30/2015 07:21:14 PM



http://www.esteelauder.com/products/688/Product-Catalog/Skincare/By-Category/Moisturizers
05/30/2015 07:21:14 PM

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



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

NEW!
Nutritious Vitality8™

AN ENERGIZING BURST OF LIGHT HYDRATION, NUTRIENTS.

SHOP NOW +

Soft Clean
Moisture Rich Foaming Cleanser

FOAMS INTO RICH LATHER. LEAVES SKIN SOFT, SATISFIED.

★★★★★ (196)

SHOP NOW +

Perfectly Clean
Multi-Action Foam Cleanser/Purifying Mask

RICHLY LATHERS TO CLEANSE. 3-MINUTE PURIFYING MASK.

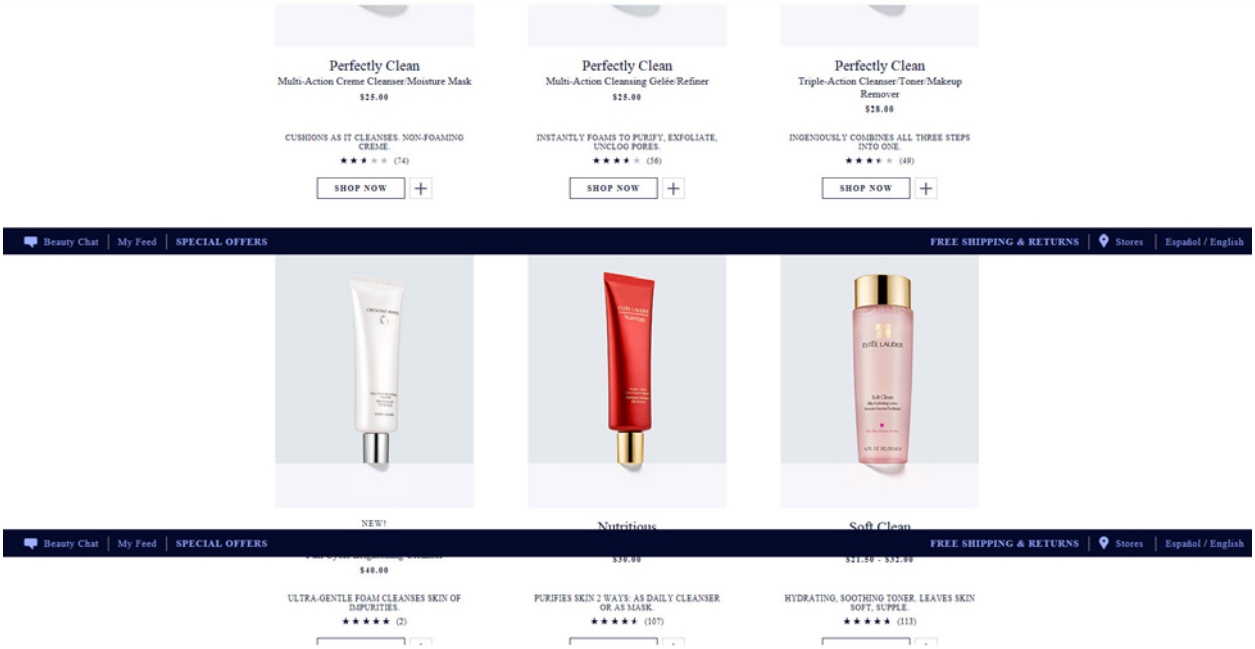
★★★☆☆ (172)

SHOP NOW +

Beauty Chat | My Feed | SPECIAL OFFERS | FREE SHIPPING & RETURNS | Stores | Español / English

Beauty Chat | My Feed | SPECIAL OFFERS | FREE SHIPPING & RETURNS | Stores | Español / English

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



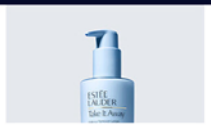
SHOP NOW + SHOP NOW + SHOP NOW +

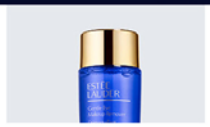
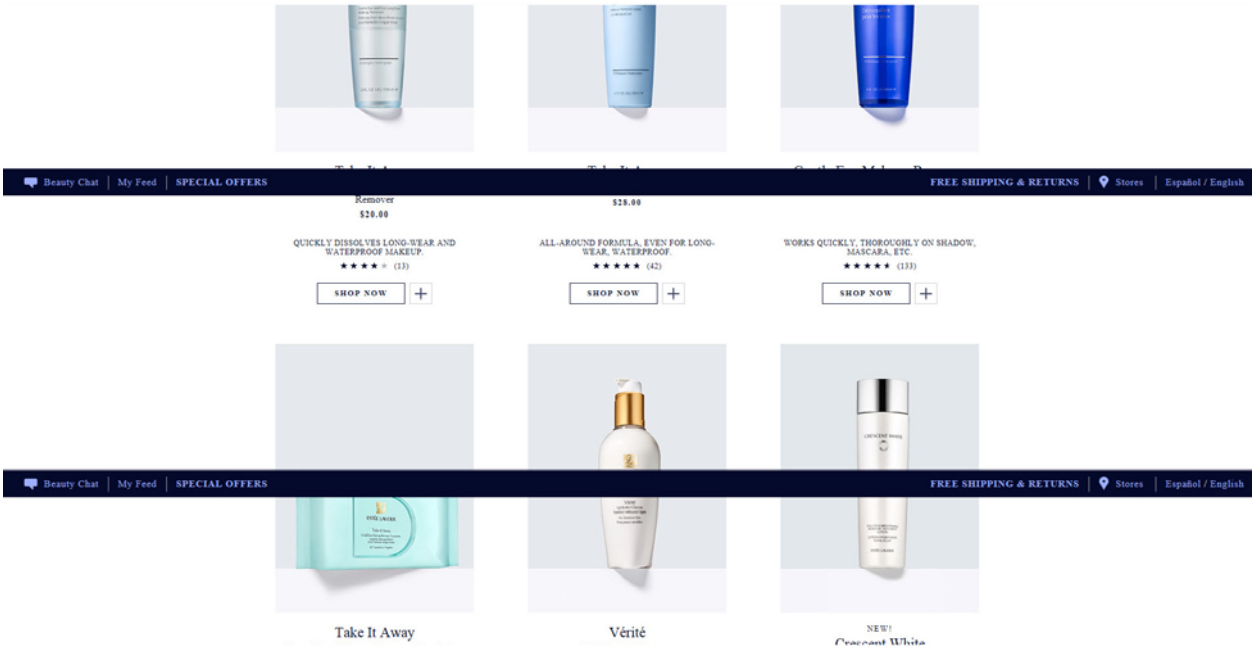
Perfectly Clean
Multi-Action Toning Lotion/Refiner
$28.00
TONES AND EXFOLIATES IN ONE, FOR A BRIGHTER LOOK.
★★★☆☆ (76)
SHOP NOW +

Nutritious
Radiant Vitality Energy Lotion
$48.00
INFUSES SKIN WITH COMFORTING MOISTURE AND ENERGY.
★★★★★ (119)
SHOP NOW +

Perfectly Clean
Fresh Balancing Lotion
$21.50 - $35.00
REVITALIZING TONER CONDITIONS, REBALANCES.
★★★★★ (127)
SHOP NOW +

Beauty Chat | My Feed | SPECIAL OFFERS FREE SHIPPING & RETURNS | Stores | Español / English





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