From: Maresca, Meredith

Sent: 5/31/2015 2:01:22 PM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85771993 - SKIN LAUNDRY - 119933-2 - Request for Reconsideration Denied - Return to TTAB - Message 10 of 29

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Attachment Information:

Count: 20

Files: olay4-7.jpg, olay4-8.jpg, olay4-9.jpg, olay5-1.jpg, olay5-2.jpg, olay6-1.jpg, olay6-2.jpg, olay6-3.jpg, olay7-1.jpg, olay7-2.jpg, olay7-3.jpg, olay7-4.jpg, olay8-1.jpg, olay8-2.jpg, olay8-3.jpg, olay8-4.jpg, olay9-1.jpg, olay9-2.jpg, olay10-1.jpg, olay10-2.jpg

(70)
$17.99 MSRP
COMPARE

(125)
$22.99 MSRP
COMPARE

$25.99 MSRP
COMPARE

Age Defying Classic Protective Renewal Lotion With Sunscreen Broad Spectrum SPF 15
(8)
$9.99 MSRP
COMPARE

Trial Size Regenerist Micro-Sculpting Cream
(0)
$9.99-$10.99 MSRP
COMPARE

Regenerist Regenerating Lotion with Sunscreen Broad Spectrum SPF 50
(94)
$22.99 MSRP
COMPARE

ProX Anti-Aging Hydra Firming Cream
(29)
$29.99 MSRP
COMPARE

Olay Total Effects Fragrance-Free Moisturizer with Sunscreen Broad Spectrum SPF 15
(196)
$17.00-$21.00 MSRP
COMPARE

Olay CC Cream - Total Effects Tone Correcting Moisturizer with Sunscreen Broad Spectrum SPF 15 Light-to-Medium
(88)
COMPARE

ProX Anti-Aging Wrinkle Smoothing Cream

★★★★★ (35)

$29.99 MSRP

COMPARE

Complete Daily Defense All Day Moisturizer with Sunscreen SPF 30 for Sensitive Skin

★★★★★ (59)

$12.99 MSRP

COMPARE

Complete All Day Moisturizer with Sunscreen Broad Spectrum SPF 15– Sensitive

★★★★★ (85)

$9.99 MSRP

COMPARE

Total Effects Night Pore Perfector Moisturizer

☆☆☆☆☆ (0)

$17.99-$21.99 MSRP

COMPARE

Regenerist Luminous Brightening & Protecting Lotion with Sunscreen Broad Spectrum SPF 15 Fragrance Free

☆☆☆☆☆ (0)

COMPARE

Total Effects Night Firming Treatment

★★★★★ (58)

$22.99 MSRP

COMPARE

Total Effects Feather Weight Moisturizer SPF 15

★★★★★ (14)

$17.99-$21.99 MSRP

COMPARE

Total Effects Mature Skin Therapy

★★★★★ (27)

$22.99 MSRP

COMPARE

Trial Size Regenerist Micro-Sculpting Serum

☆☆☆☆☆ (0)

$9.99-$10.99 MSRP

COMPARE

Total Effects Anti Aging Daily Moisturizer SPF 30 with SolaSheer Technology

(0)

$17.99-$21.99 MSRP

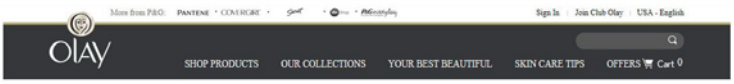
COMPARE

Total Effects Feather Weight Moisturizer SPF 15 Fragrance Free

(20)

$17.99-$21.99 MSRP

COMPARE



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BY CATEGORY:

- Cleanser
- Moisturizer
  - BB & CC Cream
  - Daily Moisturizer
  - Night Cream
  - Serum
  - Sun Protection
- Treatment
- Body
- Facial Hair Remover
- Last Chance

BY COLLECTION:

- Award Winners (3)
- Classics (0)
- Complete (0)
- Fresh Effects (0)
- ProX (0)
- Regenerist (0)
- Total Effects (7)
- What's New (3)

BY NEED:

- Acne & Blemishes (5)
- Anti-Aging (7)
- Body Care (0)
- Dark Circles & Puffiness (0)
- Dry Skin (7)

Showing 7 Products — Sort: Popularity

Total Effects Pore Minimizing CC Cream Medium to Deep
(1)
$19.99 MSRP
COMPARE

Olay CC Cream - Total Effects Tone Correcting Moisturizer with Sunscreen Broad Spectrum SPF 15 Fair-to-Light
(88)
COMPARE

Total Effects Pore Minimizing CC Cream Fair to Light
(13)
$19.99 MSRP
COMPARE

Olay CC Cream - Total Effects Tone Correcting Moisturizer with Sunscreen Broad Spectrum SPF 15 Med-to-Deep
(88)

Total Effects Pore Minimizing CC Cream Light to Medium
(1)
$19.99 MSRP

Olay CC Cream – Total Effects Daily Moisturizer + Touch of Foundation
(70)
$17.99 MSRP

- Fine Lines & Wrinkles (6)
- Oily Skin & Pores (5)
- Sensitive Skin (1)

COMPARE COMPARE COMPARE

Olay CC Cream - Total Effects Tone Correcting Moisturizer with Sunscreen Broad Spectrum SPF 15 Light-to-Medium

★★★★★ (H)

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Classics
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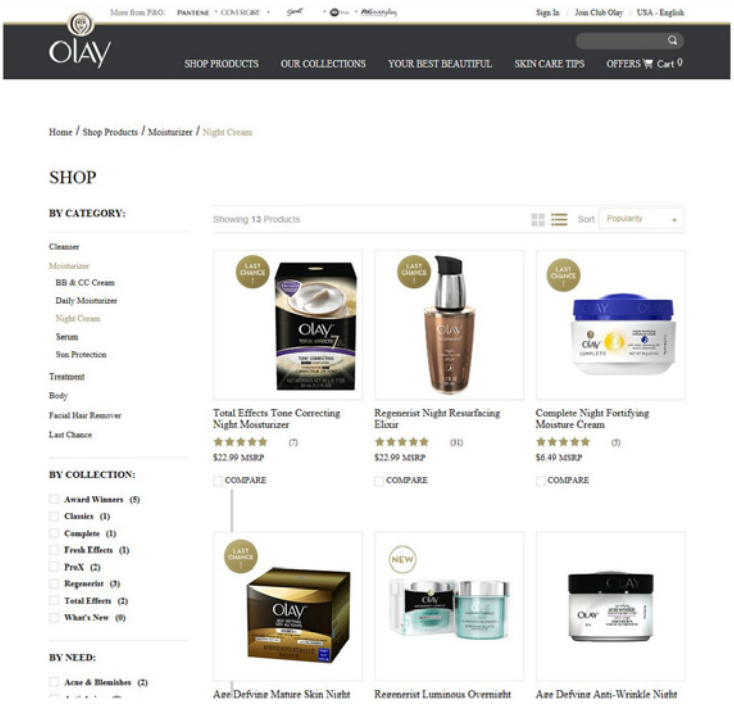

- Anti-Aging (8)
- Body Care (0)
- Dark Circles & Puffiness (1)
- Dry Skin (9)
- Fine Lines & Wrinkles (8)
- Oily Skin & Pores (2)
- Sensitive Skin (0)

Age Defying Mature Skin Night Firming Cream
★★★★★ (1)
$9.99 MSRP
COMPARE

Regenerist Luminous Overnight Mask
★★★★☆ (2)
$25.99 MSRP
COMPARE

Age Defying Anti-Wrinkle Night Cream
★★★★★ (11)
$12.99 MSRP
COMPARE

Regenerist Night Recovery Cream
★★★★★ (417)
$22.99 MSRP
COMPARE

Age Defying Classic Night Cream
★★★★★ (12)
$9.99 MSRP
COMPARE

Night of Olay Firming Cream
★★★★★ (30)
$6.49 MSRP
COMPARE

ProX Anti-Aging Hydra Firming Cream
★★★★★ (29)
$29.99 MSRP
COMPARE

ProX Anti-Aging Wrinkle Smoothing Cream
★★★★★ (35)
$29.99 MSRP
COMPARE

Total Effects Night Pore Perfector Moisturizer
★★★★★ (0)
$17.99-$21.99 MSRP
COMPARE

Total Effects Night Firming Treatment

★★★★★ (58)

$22.99 MSRP

COMPARE

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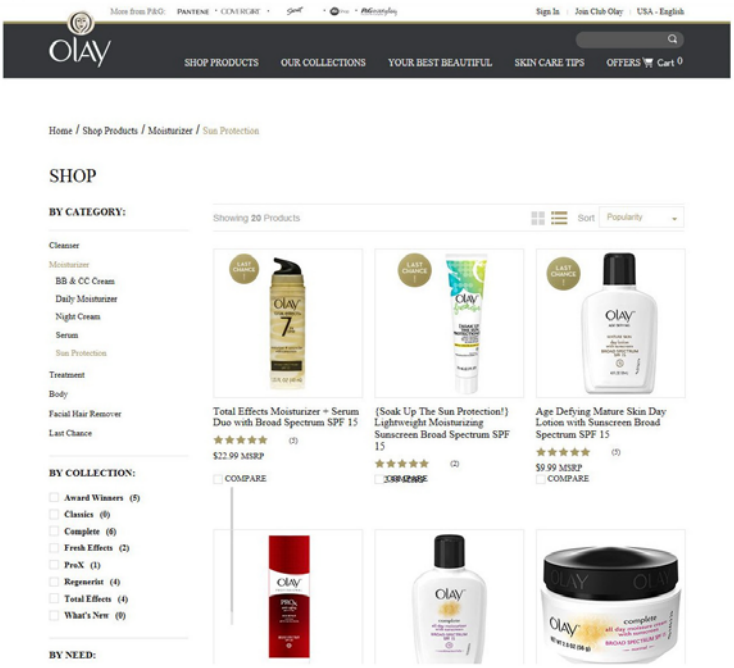

- Acne & Blemishes (6)
- Anti-Aging (11)
- Body Care (0)
- Dark Circles & Puffiness (2)
- Dry Skin (17)
- Fine Lines & Wrinkles (11)
- Oily Skin & Pores (6)
- Sensitive Skin (4)

ProX Age Repair Lotion with Sunscreen Broad Spectrum SPF 30
★★★★★ (47)
$29.99 MSRP
COMPARE

Complete All Day Moisturizer with Sunscreen Broad Spectrum SPF 15 - Combination/Oily
★★★★★ (81)
$9.99 MSRP
COMPARE

Complete All Day Moisture Cream with Sunscreen Broad Spectrum SPF 15— Normal
★★★★★ (118)
$6.49 MSRP
COMPARE

Complete All Day Moisturizer with Sunscreen Broad Spectrum SPF 15 - Normal
★★★★★ (71)
$7.99 MSRP
COMPARE

Regenerist Superstructure Cream with Sunscreen Broad Spectrum SPF 30
★★★★★ (25)
$29.99 MSRP
COMPARE

Total Effects Moisturizer + Serum Duo with Broad Spectrum SPF 15 –Fragrance free
★★★★★ (6)
$22.99 MSRP
COMPARE

Complete All Day Moisture Cream with Sunscreen Broad Spectrum SPF 15 – Sensitive
★★★★★ (105)
$6.49 MSRP
COMPARE

Age Defying Anti-Wrinkle Day Lotion With Sunscreen Broad Spectrum SPF 15
★★★★★ (12)
$12.99 MSRP
COMPARE

Regenerist Regenerating Lotion with Sunscreen Broad Spectrum SPF 15
★★★★★ (122)
$22.99 MSRP
COMPARE

COMPARE COMPARE COMPARE

Age Defying Classic Protective Renewal Lotion With Sunscreen Broad Spectrum SPF 15

★★★★★ (8)

$9.99 MSRP

COMPARE

Regenerist Regenerating Lotion with Sunscreen Broad Spectrum SPF 50

★★★★★ (94)

$22.99 MSRP

COMPARE

Olay Total Effects Fragrance-Free Moisturizer with Sunscreen Broad Spectrum SPF 15

★★★★★ (196)

$17.99-$21.99 MSRP

COMPARE

Complete Daily Defense All Day Moisturizer with Sunscreen SPF 30 for Sensitive Skin

★★★★★ (59)

$12.99 MSRP

COMPARE

Complete All Day Moisturizer with Sunscreen Broad Spectrum SPF 15– Sensitive

★★★★★ (85)

$9.99 MSRP

COMPARE

Regenerist Luminous Brightening & Protecting Lotion with Sunscreen Broad Spectrum SPF 15 Fragrance Free

☆☆☆☆☆ (0)

COMPARE

Total Effects Feather Weight Moisturizer SPF 15

★★★★★ (14)

$17.99-$21.99 MSRP

COMPARE

Total Effects Anti Aging Daily Moisturizer SPF 30 with SolaSheer Technology

★★★★★ (0)

$17.99-$21.99 MSRP

COMPARE

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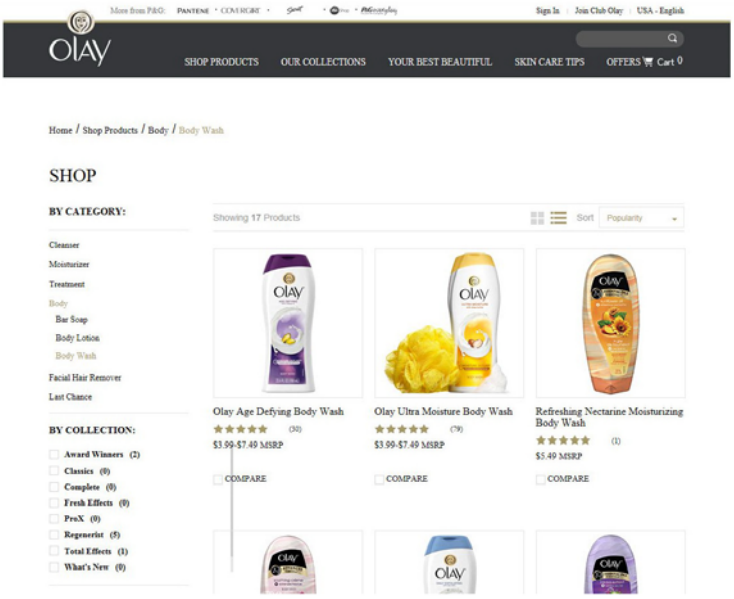


BY NEED:

- Acne & Blemishes (3)
- Anti-Aging (1)
- Body Care (8)
- Dark Circles & Puffiness (0)
- Dry Skin (7)
- Fine Lines & Wrinkles (4)
- Oily Skin & Pores (0)
- Sensitive Skin (1)

2-in-1 Advanced Ribbons™ Soothing Crème + Advanced Moisture Body Wash

★★★★★ (14)

$5.49 MSRP

COMPARE

Daily Exfoliating Body Wash

★★★★★ (4)

$5.49 MSRP

COMPARE

Luscious Orchid Moisturizing Body Wash

★★★★★ (8)

$5.49 MSRP

COMPARE

Olay Daily Moisture Quench Body Wash

★★★★★ (12)

$5.49 MSRP

COMPARE

Olay Fresh Outlast® Cooling White Strawberry & Mint Body Wash

★★★★★ (41401)

$5.49 MSRP

COMPARE

Olay Fresh Outlast® Soothing Orchid & Black Currant Body Wash

★★★☆☆ (4)

$5.49 MSRP

COMPARE

Olay Fresh Outlast® Crisp Pear & Fuji Apple Body Wash
(0)
$5.49 MSRP
COMPARE

Olay Ultra Moisture Coconut Oasis Body Wash
(0)
$5.49 MSRP
COMPARE

2-in-1 Advanced Ribbons™ Firming Butter + Advanced Moisture Body Wash
(23)
$5.49 MSRP
COMPARE

Olay Fresh Outlast® Invigorating Champagne Mango & White Ginger Body Wash
(2)
$5.49 MSRP
COMPARE

Olay Ultra Moisture Sweet Peach Body Wash
(0)
$5.49 MSRP
COMPARE

Olay Sensitive Body Wash
(0)
$5.49 MSRP
COMPARE

Olay Ultra Moisture Vanilla Indulgence Body Wash

(0)

$5.49 MSRP

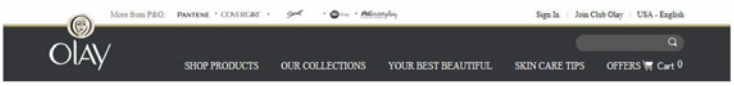
COMPARE

Olay Sensitive Body Wash

(10)

$5.49 MSRP

COMPARE



SHOP

BY CATEGORY:

- Cleanser
- Moisturizer
- Treatment
- Body
  - Bar Soap
  - Body Lotion
  - Body Wash
- Facial Hair Remover
- Last Chance

BY COLLECTION:

- Award Winners (1)
- Classics (0)
- Complete (0)
- Fresh Effects (0)
- ProX (0)
- Regenerist (0)
- Total Effects (0)
- What's New (0)

BY NEED:

- Acne & Blemishes (4)
- Anti-Aging (1)
- Body Care (9)
- Dark Circles & Puffiness (0)
- Dry Skin (9)
- Fine Lines & Wrinkles (4)
- Oily Skin & Pores (1)
- Sensitive Skin (0)

Showing 9 Products — Sort: Popularity

Total Effects Body Lotion
(21)
$7.79 MSRP
COMPARE

Ultra Moisture In-Shower Body Lotion
(74)
$7.99 MSRP
COMPARE

Olay Quench Body Lotion Shimmer
(90)
$5.49 MSRP
COMPARE

Ultra Moisture Lotion
(58)
$5.49 MSRP

Refreshing Nectarine Body Lotion
(0)
$5.49 MSRP

Silky Berry Body Lotion
(9)
$5.49 MSRP

COMPARE COMPARE COMPARE

Quench In-Shower Body Lotion
★★★★★ (27)
$7.99 MSRP

Quench Daily Lotion
★★★☆☆ (23)
$5.49 MSRP

Luscious Orchid Body Lotion
★★★★★ (11)
$5.49 MSRP

COMPARE COMPARE COMPARE

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BY CATEGORY:

- Cleanser
- Moisturizer
- Treatment
- Body
  - Bar Soap
  - Body Lotion
  - Body Wash
- Facial Hair Remover
- Last Chance

BY COLLECTION:

- Award Winners (0)
- Classics (0)
- Complete (0)
- Fresh Effects (0)
- ProX (0)
- Regenerist (4)
- Total Effects (0)
- What's New (0)

BY NEED:

- Acne & Blemishes (2)
- Anti-Aging (1)
- Body Care (3)
- Dark Circles & Puffiness (0)
- Dry Skin (3)
- Fine Lines & Wrinkles (2)
- Oily Skin & Pores (0)
- Sensitive Skin (0)

Showing 7 Products

Sort Popularity

Olay Ultra Moisture Beauty Bar (13)
$2.49-$5.99 MSRP
COMPARE

Olay Age Defying Beauty Bar (9)
$2.49-$5.99 MSRP
COMPARE

Olay Daily Moisture Quench Beauty Bar (11)
$2.49-$5.99 MSRP
COMPARE

Olay Sensitive Beauty Bar (1)
$2.49-$5.99 MSRP
COMPARE

Olay Fresh Outlast® Cooling White Strawberry and Mint Beauty Bar (0)
$5.99 MSRP
COMPARE

Olay Fresh Outlast Soothing Orchid & Black Currant Beauty Bar (0)
$5.99 MSRP
COMPARE

COMPARE COMPARE COMPARE

Olay Ultra Moisture Sweet Peach Beauty Bar

(0)

$5.99 MSRP

COMPARE