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PTO Form 1960 (Rev 10/2011)

OMB No. 0651-0050 (Exp 07/31/2017)

Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	86490319
LAW OFFICE ASSIGNED	LAW OFFICE 108
MARK SECTION	
MARK FILE NAME	http://tmng-al.uspto.gov/resting2/api/img/86490319/large
LITERAL ELEMENT	HERBAL ESSENTIALS TRULY NATURAL
STANDARD CHARACTERS	NO
USPTO-GENERATED IMAGE	NO
COLOR(S) CLAIMED (If applicable)	Color is not claimed as a feature of the mark.
DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of the words "HERBAL" essentials "TRULY NATURAL" in a stylized font.
ARGUMENT(S)	
<p>The Examining Attorney has made final the refusal under Section 2(d). Applicant respectfully requests that the Examining Attorney withdraw the refusal for the reasons set forth the attached Arguments.</p> <p>Also, the Examining Attorney states that the attached consent agreement submitted with Applicant's Response to the prior Office Action is insufficient to overcome a likelihood of confusion refusal because it neither (1) sets forth reasons why the parties believe there is no likelihood of confusion, nor (2) describes the arrangements undertaken by the parties to avoid confusing the public. Applicant has amended the identification of goods in its application to exclude hair related products. Applicant believes that the amended identification is sufficient to distinguish Applicant's mark from the marks in the cited registrations owned by Proctor & Gamble and thereby avoid confusion among consumers.</p> <p>Applicant has also amended the identification of goods in its application to exclude cleaning and odor removing products which, according to its website, is the nature of the business of Beaumont Products, the owner of cited Registration No. 4459352.</p>	

EVIDENCE SECTION

EVIDENCE FILE NAME(S)	
ORIGINAL PDF FILE	evi_6520722-20160216133222126430_Arguments - Req for Recon.pdf
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ORIGINAL PDF FILE	evi_6520722-20160216133222126430_ Exhibit A.pdf
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DESCRIPTION OF EVIDENCE FILE	Arguments; Exhibit A - Letter or Consent from Proctor & Gamble; Exhibit B - Web page printouts from online dictionaries; Exhibit C (Parts 1 and 2) - TSDR printouts
GOODS AND/OR SERVICES SECTION (current)	
INTERNATIONAL CLASS	003
DESCRIPTION	
Aloe vera preparations for cosmetic purposes; antiperspirant soap; antiperspirants; non-medicated toiletries; aromatic oils and potpourris; essential oils; cakes of toilet soap; cakes of soap; cleansing milk for toilet purposes; cosmetic creams; skin whitening creams; cream for whitening the skin; cosmetics;	

eau de Cologne; toilet water; lotions for cosmetic purposes; make-up preparations; make-up removing preparations; oils for toilet purposes; oils for cosmetic purposes; perfumery; sunscreen preparations; all the above made in whole or substantial part of natural ingredients	
FILING BASIS	Section 1(b)
GOODS AND/OR SERVICES SECTION (proposed)	
INTERNATIONAL CLASS	003
TRACKED TEXT DESCRIPTION	
Aloe vera preparations for cosmetic purposes; antiperspirant soap; antiperspirants; non-medicated toiletries; aromatic oils and potpourris; essential oils; cakes of toilet soap; cakes of soap; cleansing milk for toilet purposes; cosmetic creams; skin whitening creams; cream for whitening the skin; cosmetics; eau de Cologne; toilet water; lotions for cosmetic purposes; make-up preparations; make-up removing preparations; oils for toilet purposes; oils for cosmetic purposes; perfumery; sunscreen preparations; all the above made in whole or substantial part of natural ingredients ; <u>all the above made in whole or substantial part of natural ingredients and not including hair-related products or cleaning and odor removing products.</u>	
FINAL DESCRIPTION	
Aloe vera preparations for cosmetic purposes; antiperspirant soap; antiperspirants; non-medicated toiletries; aromatic oils and potpourris; essential oils; cakes of toilet soap; cakes of soap; cleansing milk for toilet purposes; cosmetic creams; skin whitening creams; cream for whitening the skin; cosmetics; eau de Cologne; toilet water; lotions for cosmetic purposes; make-up preparations; make-up removing preparations; oils for toilet purposes; oils for cosmetic purposes; perfumery; sunscreen preparations; all the above made in whole or substantial part of natural ingredients and not including hair-related products or cleaning and odor removing products.	
FILING BASIS	Section 1(b)
ADDITIONAL STATEMENTS SECTION	
MISCELLANEOUS STATEMENT	Applicant believes it has sufficiently addressed the issues raised in the Office Action and respectfully requests that the Examining Attorney reconsider and withdraw the refusal to register Applicant's mark.
SIGNATURE SECTION	
RESPONSE SIGNATURE	/julia anne matheson/
SIGNATORY'S NAME	Julia Anne Matheson
SIGNATORY'S POSITION	Attorney of Record, DC Bar member
SIGNATORY'S PHONE NUMBER	202.408.4020
DATE SIGNED	02/18/2016
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL	

NOTICE FILED	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Thu Feb 18 12:35:20 EST 2016
TEAS STAMP	USPTO/RFR-XX.XXX.X.X-2016 0218123520614228-86490319 -550e9d0914926417dfd89a21 323359b1ee308ca193957a5df f80dd69c690b931-N/A-N/A-2 0160218122425169939

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PTO Form 1960 (Rev 10/2011)

OMB No. 0651-0050 (Exp 07/31/2017)

Request for Reconsideration after Final Action

To the Commissioner for Trademarks:

Application serial no. **86490319** HERBAL ESSENTIALS TRULY NATURAL (Stylized and/or with Design, see <http://tmng-al.uspto.gov/resting2/api/img/86490319/large>) has been amended as follows:

ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

The Examining Attorney has made final the refusal under Section 2(d). Applicant respectfully requests that the Examining Attorney withdraw the refusal for the reasons set forth the attached Arguments.

Also, the Examining Attorney states that the attached consent agreement submitted with Applicant's Response to the prior Office Action is insufficient to overcome a likelihood of confusion refusal because it neither (1) sets forth reasons why the parties believe there is no likelihood of confusion, nor (2) describes the arrangements undertaken by the parties to avoid confusing the public. Applicant has amended the identification of goods in its application to exclude hair related products. Applicant believes that the amended identification is sufficient to distinguish Applicant's mark from the marks in the cited registrations owned by Proctor & Gamble and thereby avoid confusion among consumers.

Applicant has also amended the identification of goods in its application to exclude cleaning and odor removing products which, according to its website, is the nature of the business of Beaumont Products, the owner of cited Registration No. 4459352.

EVIDENCE

Evidence in the nature of Arguments; Exhibit A - Letter or Consent from Proctor & Gamble; Exhibit B - Web page printouts from online dictionaries; Exhibit C (Parts 1 and 2) - TSDR printouts has been attached.

Original PDF file:

[evi_6520722-20160216133222126430_. Arguments - Req for Recon.pdf](#)

Converted PDF file(s) (13 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)

[Evidence-8](#)

[Evidence-9](#)

[Evidence-10](#)

[Evidence-11](#)

[Evidence-12](#)

[Evidence-13](#)

Original PDF file:

[evi_6520722-20160216133222126430_. Exhibit A.pdf](#)

Converted PDF file(s) (1 page)

[Evidence-1](#)

Original PDF file:

[evi_6520722-20160216133222126430_. Exhibit B.pdf](#)

Converted PDF file(s) (15 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

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[Evidence-7](#)

[Evidence-8](#)

[Evidence-9](#)

[Evidence-10](#)

[Evidence-11](#)

[Evidence-12](#)

[Evidence-13](#)

[Evidence-14](#)

[Evidence-15](#)

Original PDF file:

[evi_6520722-20160216133222126430_. Exhibit C - Part 1 of 2.pdf](#)

Converted PDF file(s) (33 pages)

[Evidence-1](#)

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[Evidence-4](#)

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[Evidence-25](#)

[Evidence-26](#)

[Evidence-27](#)

[Evidence-28](#)

[Evidence-29](#)

[Evidence-30](#)

[Evidence-31](#)

[Evidence-32](#)

[Evidence-33](#)

Original PDF file:

[evi_6520722-20160216133222126430 . Exhibit C - Part 2 of 2.pdf](#)

Converted PDF file(s) (37 pages)

[Evidence-1](#)

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[Evidence-8](#)

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[Evidence-31](#)
[Evidence-32](#)
[Evidence-33](#)
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[Evidence-35](#)
[Evidence-36](#)
[Evidence-37](#)

CLASSIFICATION AND LISTING OF GOODS/SERVICES

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 003 for Aloe vera preparations for cosmetic purposes; antiperspirant soap; antiperspirants; non-medicated toiletries; aromatic oils and potpourris; essential oils; cakes of toilet soap; cakes of soap; cleansing milk for toilet purposes; cosmetic creams; skin whitening creams; cream for whitening the skin; cosmetics; eau de Cologne; toilet water; lotions for cosmetic purposes; make-up preparations; make-up removing preparations; oils for toilet purposes; oils for cosmetic purposes; perfumery; sunscreen preparations; all the above made in whole or substantial part of natural ingredients

Original Filing Basis:

Filing Basis: Section 1(b), Intent to Use: *For a trademark or service mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to use the mark in commerce on or in connection with the identified goods/services in the application. *For a collective trademark, collective service mark, or collective membership mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by members on or in connection with the identified goods/services/collective membership organization. *For a certification mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by authorized users in connection with the identified goods/services, and the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant.

Proposed:

Tracked Text Description: Aloe vera preparations for cosmetic purposes; antiperspirant soap; antiperspirants; non-medicated toiletries; aromatic oils and potpourris; essential oils; cakes of toilet soap; cakes of soap; cleansing milk for toilet purposes; cosmetic creams; skin whitening creams; cream for whitening the skin; cosmetics; eau de Cologne; toilet water; lotions for cosmetic purposes; make-up preparations; make-up removing preparations; oils for toilet purposes; oils for cosmetic purposes;

perfumery; sunscreen preparations; ~~all the above made in whole or substantial part of natural ingredients;~~
all the above made in whole or substantial part of natural ingredients and not including hair-related
products or cleaning and odor removing products.

Class 003 for Aloe vera preparations for cosmetic purposes; antiperspirant soap; antiperspirants; non-medicated toiletries; aromatic oils and potpourris; essential oils; cakes of toilet soap; cakes of soap; cleansing milk for toilet purposes; cosmetic creams; skin whitening creams; cream for whitening the skin; cosmetics; eau de Cologne; toilet water; lotions for cosmetic purposes; make-up preparations; make-up removing preparations; oils for toilet purposes; oils for cosmetic purposes; perfumery; sunscreen preparations; all the above made in whole or substantial part of natural ingredients and not including hair-related products or cleaning and odor removing products.

Filing Basis: Section 1(b), Intent to Use: *For a trademark or service mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to use the mark in commerce on or in connection with the identified goods/services in the application. ***For a collective trademark, collective service mark, or collective membership mark application:*** As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by members on or in connection with the identified goods/services/collective membership organization. ***For a certification mark application:*** As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by authorized users in connection with the identified goods/services, and the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant.

ADDITIONAL STATEMENTS

Miscellaneous Statement

Applicant believes it has sufficiently addressed the issues raised in the Office Action and respectfully requests that the Examining Attorney reconsider and withdraw the refusal to register Applicant's mark.

SIGNATURE(S)

Request for Reconsideration Signature

Signature: /julia anne matheson/ Date: 02/18/2016

Signatory's Name: Julia Anne Matheson

Signatory's Position: Attorney of Record, DC Bar member

Signatory's Phone Number: 202.408.4020

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the owner/holder in this matter: (1) the owner/holder has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the owner/holder has filed a power of attorney appointing him/her in this matter; or (4) the owner's/holder's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 86490319

Internet Transmission Date: Thu Feb 18 12:35:20 EST 2016

TEAS Stamp: USPTO/RFR-XX.XXX.X.X-2016021812352061422

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N/A-20160218122425169939

ARGUMENT

The Examining Attorney has made final the refusal of registration of Applicant's mark HERBAL ESSENTIALS TRULY NATURAL pursuant to Section 2(d), 15 U.S.C. § 1052(d), claiming that Applicant's mark is likely to cause confusion with the following registrations:

Mark	Reg No./Date	Goods	Owner
ESSENTIALS	4459352 Dec. 31, 2013	Bath soaps; hand soaps, in Class 3	Beaumont Products, Inc.
	4656369 Dec. 16, 2014	Hair coloring preparations, in Class 3	Proctor & Gamble
	4542683 June 3, 2014	Soaps, namely, body wash, in Class 3	Proctor & Gamble
	4514407 April 15, 2014	Soaps, namely body wash, in Class 3	Proctor & Gamble
HERBAL ESSENCES	4456392 Dec. 24, 2013	Soaps, namely, body wash, in Class 3	Proctor & Gamble
HERBAL ESSENCES BODY	4460080 Dec. 31, 2013	Soaps, namely, body wash, in Class 3	Proctor & Gamble
HERBAL ESSENCES NAKED	4538758 May 27, 2014	Hair care preparations, in Class 3	Proctor & Gamble
	3337075 Nov. 13, 2007	Hair care preparations, in Class 3	Proctor & Gamble
	3871444 Nov. 2, 2010	Hair care preparations, in Class 3	Proctor & Gamble
	3392452		Proctor & Gamble

	March 4, 2008	Hair colorants, in Class 3	
HERBAL ESSENCES	2498741 Oct. 16, 2001	Hair coloring preparations, namely, hair dyes and hair tints, in Class 3	Proctor & Gamble
HERBAL ESSENCES	2195829 Oct. 13, 1998	Hair styling mousse, hair styling gel, hair spray gel and hair spray, in Class 3	Proctor & Gamble
HERBAL ESSENCES	2038053 Feb. 18, 1997	Hair shampoo and conditioner, in Class 3	Proctor & Gamble
TRULY NATURAL	4415769 Oct. 8, 2013	Hair care preparations, in Class 3	Proctor & Gamble

Applicant respectfully requests that the Examining Attorney reconsider and withdrawal the refusals for the reasons set forth below. Upon its review of the September 24, 2015 Office Action, and in particular, the Examining Attorney's statement that Applicant responded to the refusal "by attaching evidence consisting of printouts of various registered marks, dictionary definitions, and a consent from Procter & Gamble but has not attached any argument to tie this disparate evidence together," Applicant learned that a glitch occurred in the electronic submission of its argument in response to the prior office action. Accordingly, Applicant respectfully submits below the arguments intended for its August 31, 2015 response to the April 3, 2015 Office Action. For the Examining Attorney's convenience, Applicant resubmits Exhibits A-D.

Applicant believes that these arguments nullify the grounds for the Examining Attorney's sustained refusal such that the application is now in condition for approval for publication.

ARGUMENT

I. As Proctor & Gamble Has Expressly Consented to Applicant's Registration, the Refusal of Registration Based on the Various Proctor & Gamble Registrations Should be Withdrawn

As noted above, the Examining Attorney has refused registration citing a total of 13 registrations owned by Proctor & Gamble for HERBAL ESSENCES-formative marks covering goods in Class 3. Attached as Exhibit A is a Letter of Consent received from Proctor & Gamble memorializing its consent to Applicant's registration of the subject mark. The Letter of Consent reflects that, contrary to the Examining Attorney's conclusion, both parties agree that confusion between their respective marks is unlikely.

The parties agree that confusion is unlikely based upon the overall differences in meaning, commercial impression, appearance, and pronunciation of their respective marks. Based upon the foregoing, Applicant respectfully requests that the refusal of registration relative to the SBC Registration be withdrawn.

The Federal Circuit has repeatedly held that consent agreements are to be accorded great weight. See *Bongrain International (American) Corp. v. Delice de France Inc.*, 811 F.2d 1479, 1484-85 (Fed. Cir. 1987); *Amalgamated Bank of New York v. Amalgamated Trust & Savings Bank*, 842 F.2d 1270 (Fed. Cir. 1988); *In re N.A.D. Inc.*, 754 F.2d 996 (Fed. Cir. 1985); TMEP § 1207.01(d)(viii) (directing that "[t]he Examining Attorney should accord great weight to a consent agreement"). It is well-settled that the parties to a coexistence agreement are generally in the better position to judge likelihood of confusion than the Examining Attorney or the courts. *Bongrain Int'l (American) Corp.*, 811 F.2d at 1485; *In re Fieldcrest Cannon Inc.*, 5 USPQ2d 1142, 1143-44 (TTAB 1987). Indeed, "[a] mere assumption that confusion is likely will rarely prevail against uncontroverted evidence from those on the firing line that it is not." *In re E.I. Du Pont DeNemours & Co.*, 177 USPQ 563, 568 (CCPA 1973). Accordingly, as the

letter of consent between the parties should be accorded great weight, Applicant respectfully requests that the Examining Attorney's refusal of registration based upon the various Proctor & Gamble registrations should be withdrawn.

II. The Refusal of Registration Based Upon Beaumont Products' ESSENTIALS Registration Should Likewise Be Withdrawn

The fundamental inquiry in determining likelihood of confusion goes to the cumulative effect of the differences in the marks and the goods or services at issue. Federated Foods, Inc. v. Fort Howard Paper Co., 192 USPQ 24, 29 (CCPA 1976). In considering the differences in the marks, the focus should be on the effect of the sight, sound, meaning, and commercial impression created by the respective marks. In re E. I. du Pont de Nemours & Co., 177 USPQ 563 (CCPA 1973). In comparing the marks, they should not be dissected, but rather the total commercial impression of each mark in relation to the goods or services to which it is applied should be considered. Franklin Mint Corp. v. Master Mfg. Co., 212 USPQ 233 (CCPA 1981). A number of other factors must also be considered, including the strength of the cited mark. See du Pont, 177 USPQ at 567.

A. The Term "ESSENTIAL" in the Cited Mark Is Weak and Highly Suggestive

A predominant factor in a likelihood of confusion analysis is whether the "senior" mark falls within a category of weak marks. Basic Vegetable Prod., Inc. v. General Foods Corp., 165 USPQ 781 (TTAB 1970). Where the mark is highly suggestive, the scope of protection is limited to "substantially identical designations" used for "substantially identical goods" or services. Id. Applicant submits that the cited mark, comprised of the highly suggestive and laudatory wording ESSENTIALS falls squarely within this category of highly-suggestive marks deserving only a limited scope of protection.

1. Dictionary Definitions Amply Demonstrate that the Term ESSENTIAL Is Weak and Laudatory

The term “essential” is defined, alternatively, to mean:

- (1) vitally important, fundamental, absolutely necessary, indispensable (e.g., the essential feature);
- (2) derived from or relating to an extract of a plant, drug, etc. (e.g., an essential oil);
- (3) completely realized, absolute, perfect (e.g., “essential beauty”); and
- (4) being such by its very nature or in the highest sense; natural; spontaneous (e.g., “essential happiness”).

See, Definition of “Essential” attached from www.merriam-webster.com; www.dictionary.com; and www.thefreedictionary.com at Exhibit B.

As applied to the bath soaps and hand soaps covered by cited Reg. No. 4459352, the term in its plural form arguably conveys to the consumer two alternative meanings; namely, that the covered goods are “derived from or relating to the extract of a plant, etc.” or, in the alternative, that the covered goods are “indispensable,” “completely realized,” or “perfect.” In so doing, the term is either highly suggestive of the ingredients, components, or function of the products or, alternatively, is highly laudatory. Either interpretation results in a mark that is fundamentally weak and, accordingly, entitled to only a narrow scope of protection.

Section 1209.03(k) of the Trademark Manual of Examining Procedure defines laudatory terms as “those that attribute quality or excellence to goods or services” as merely descriptive under Section 2(e)(1) of the Lanham Act. TMEP Section 1209.03(k) citing In re Nett Designs Inc., 57 USPQ2d 1564 (Fed. Cir. 2001) (THE ULTIMATE BIKE RACK found to be merely descriptive); In re Boston Beer Co. L.P., 53 USPQ2d 1056

(Fed. Cir. 1999) (THE BEST BEER IN AMERICA so highly laudatory and descriptive as applied to beer and ale that it is incapable of acquiring distinctiveness). In describing the alleged “merit” of registrant’s product, or conveying information about the ingredients or function of the products, the cited registration is thereby entitled to only a narrow scope of protection.

2. Third-Party Registrations Confirm the Weakness of the Cited Registration

In determining whether a mark is weak, it is proper to consider third-party registrations and approved applications that contain the term, as they can be used to show how a term is used in the trade or industry. See In re Box Solutions Corp., 79 USPQ2d 193, 1957-58 (TTAB 2006) (citing In re J.M. Originals Inc., 6 USPQ2d 1393, 1394 (TTAB 1987) (“[T]hird party registrations are of use only if they tend to demonstrate that the mark or a portion thereof is suggestive or descriptive of certain goods and hence is entitled to a narrow scope of protection.”)). Additionally, the Board has considered third-party applications and registrations as a part of its likelihood of confusion analysis because such evidence demonstrates that purchasers of these goods have been conditioned to look to the other elements of marks to distinguish the source of the goods. See In re Broadway Chicken, Inc., 38 USPQ2d 1559 (TTAB 1996) (reversing the refusal to register “BROADWAY CHICKEN” based on cited marks “BROADWAY PIZZA” and “BROADWAY BAR & PIZZA” in light of widespread third-party use of the term “BROADWAY”).

A review of the PTO Register in this case reveals numerous ESSENTIAL-formative marks that coexist peacefully on the Register and, presumably, in the marketplace with the cited registration. These third-party registrations amply demonstrate that the term ESSENTIAL is highly suggestive and laudatory, and so

commonly used within the personal care products field that the relevant consumers will look to other elements to distinguish their source. TMEP § 1207.01(d)(iii). Examples of just some of these marks include:

Mark	Reg. No.	Goods/ Services	Owner
PURE ESSENTIALS NATURAL SKINCARE BY TERESA PAQUIN	4751247	Non-medicated skin care preparations composed in whole or significant part of natural ingredients	Pure Essentials Natural Skincare by Teresa Paquin Teresa Paquin
OAK & OLIVE ESSENTIALS	4742822	Cosmetics; Foot scrubs; Non-medicated skin care preparations; Toothpaste	Oak & Olive Botanicals
PURE & ESSENTIAL MINERALS	4733504	Fragrances for personal use; hair gels; hair shampoos; hair conditioners; hair styling preparations; hair lotions; hair pomades; non-medicated bath salts, non-medicated bath preparations; all of the foregoing containing minerals	Handcrafted LLC
OIL ESSENTIALS	4732522	Non-medicated skin care preparations; anti-aging skin moisturizers and creams; hair care preparations	Emilia Personal Care Inc.
OVATION ESSENTIAL HAIR OIL	4729252	Hair care preparations	DC Labs, Inc.
ISLAND ESSENTIALS	4713791	Hair care preparations; Hair shampoos and conditioners; Hair styling preparations	Conair Corporation
ESSENTIAL STRENGTHENING FIX	4713651	Non-medicated hair treatment preparation for cosmetic purposes	L'Oreal USA Creative, Inc.
15 ESSENTIALS	4691217	Cosmetic creams for skin care; Cosmetic oils; Cosmetic preparations for skin care; Cosmetics; Essential oils; Massage oil; Skin care products, namely, non-medicated skin serum	Mariso GmbH

DOTERRA SALON ESSENTIALS	4679106	Hair glaze; Hair shampoos and conditioners; Non-medicated hair serums	doTERRA Holdings, LLC
ACTIVE ESSENTIALS	4676813	Ace creams, face oils, face lotions, face masks, face scrubs, face washes, face toners, non-medicated face serums, eye creams, eye gels, soap, body wash, body scrubs, body lotion, body creams, body oils, ... shampoo, hair conditioner, leave-in hair conditioner, non-medicated hair balm, non-medicated hair serum, hair oils, dry hair shampoo, non-medicated hair treatment preparations for cosmetic purposes,	Dubuque, Julie
ADEOLA ESSENTIALS	4588330	Beauty lotions; Essential oils; Shampoos; Shea butter for cosmetic purposes; Soaps for personal use	Aurora International Enterprise LLC
SUPERESSENTIAL	4577581	3-in-1 hair conditioners; 3-in-1 hair shampoos; aromatic body care products, namely, body lotion, shower gel, cuticle cream, shampoo, conditioner	Markens Gaston (individual)
ESSENTIAL ESSENCE	4570172	Body and beauty care cosmetics; Exfoliants for body skin care; Moisturizing solutions for the skin; Non-medicated skin toners; Skin and body topical lotions, creams and oils for cosmetic use; Skin toners; Topical skin sprays for cosmetic purposes	Essential Essence LLC

ZEN ESSENTIALS	4529152	Cosmetic preparations for skin care; Skin cleansers; Skin conditioners; Skin creams; Skin lotions; Skin soaps; Skin toners; Hair care preparations; Hair care lotions; Hair conditioners; Hair creams; Hair lotions; Beauty soap; Cosmetic soaps; Perfumery; Essential oils; Cosmetics and cosmetic preparations; Cosmetics and make-up; Body Lotions; Hand lotions; lip balms; Facial scrubs; Body scrub; Dentifrices	Launa Martin (individual)
MARELUNA ESSENTIALS	4517469	Aromatic body care products, namely, body lotion, shower gel, cuticle cream, shampoo, conditioner, non-medicated lip balm, soap, body polish, body and foot scrub and non-medicated foot cream; Aromatic preparations, namely, body butters, lip balms, skin balms; Non-medicated herbal body care products	Colón, Maribel DBA MareLuna Essentials
SMART ESSENTIALS	4010264	Skincare preparations, namely, facial creams, facial moisturizers, facial cleansers	Johnson & Johnson
SMART ESSENTIALS	4109530	Medicated sun care preparations, namely, sun care lotions	Johnson & Johnson
MOISTURE ESSENTIALS	4301917	Body wash	Johnson & Johnson
GLO ESSENTIALS	4238970	Hair care products, namely, shampoos, dry shampoos, conditioners, leave-in conditioning aids, styling gels, creams, pastes, sprays or mousse, hairsprays, shine or finishing oils, treatment oils, shine sprays, detangling sprays, heat protection	Caleel + Hayden LLC

		sprays and pomades	
CLEARLY NATURAL ESSENTIALS	4240294	Liquid and bar soaps; lotions	Beaumont Products, Inc.
NATURAL ESSENTIALS	3971730	Hair styling aids and fix-it products, namely, shampoos, conditioners, hair mousses, hair gels, hairsprays, hair curling preparations, hair straightening preparations, hair styling preparations for the purpose of hair control and hair shine, and hair styling aids and fixatives, namely, styling paste, clay and foam	Alleghany Pharmaceutical Corporation

TSDR printouts of the above registrations are attached as Exhibit C.

The extensive coexistence of ESSENTIALS-formative marks for Class 3 goods reflects that consumers have been well conditioned to consider elements other than this term as a means of distinguishing between marks. Just as these many third party registrations have been allowed to coexist in the register with the cited mark, so too should Applicant's distinguishable mark be allowed to register.

3. The Cited Registration and Applicant's Mark Differ in Appearance, Pronunciation, Meaning, and Overall Commercial Impression

As noted above, in considering differences between the respective marks, the Examining Attorney should focus on the sight, sound, meaning, and overall commercial impression created by the marks. See In re Du Pont, 177 USPQ 563, 567. Yet the Board and the Federal Circuit have repeatedly cautioned that a proper likelihood of

confusion evaluation must focus on the “overall impression conveyed by the marks and not a dissection of the individual features.” Sun-Fun Products, Inc. v. Suntan Research and Development, Inc., 656 F.2d 186 (5th Cir. 1981). The Examining Attorney’s focus on only certain terms within Applicant’s mark is a clear violation of that anti-dissection rule. See Franklin Mint, 667 F.2d at 1007 (“It is axiomatic that a mark should not be considered piecemeal, rather it must be considered as a whole in determining likelihood of confusion.”).

Moreover, the test is not whether the marks can be distinguished when subjected to a side-by-side comparison, but rather whether the marks in their entireties are sufficiently similar in terms of their overall commercial impressions that confusion is likely to result. Further, the focus is on the recollection of the average purchaser, who normally retains a general rather than a specific impression of trademarks. See Sealed Air Corp. v. Scott Paper Co., 190 USPQ 106 (TTAB 1975).

Further, where a shared portion of a mark is weak, even minor differences in the remaining portions of the marks are sufficient to avoid confusion. TMEP § 1207.01(b)(i); Alpha Industries v. Alpha Steel Tubes and Shapes Inc., 205 USPQ 981 (9th Cir. 1980) (confusion unlikely between ALPHA and ALPHA STEEL TUBE because “ALPHA” is a common term and weak; therefore use with other wording is sufficient to indicate a different origin); Wooster Brush Co. v. Prager Brush Co., 231 USPQ 316 (TTAB 1986) (POLY PRO and POLY FLO both for paint brushes not confusingly similar); Basic Vegetable Prods., Inc., 165 USPQ at 784 (SOUR-MAGIC not likely to cause confusion with MAGIC due to the addition of the word “SOUR,” notwithstanding the suggestive or descriptive connotation thereof).

In this case, the parties’ marks are not identical or even substantially identical, the proper standard when comparing marks comprised of weak terms. Whereas Reg.

No. 4459352 consists of the term ESSENTIALS standing alone, that term appears in Applicant's mark in singular (not plural) format, prefaced with HERBAL, and followed with the terms TRULY and NATURAL, all combined in a stylized format. As evidenced by the many third party ESSENTIALS registrations listed above, this additional wording, use of singular versus plural format, and additional stylization is collectively more than sufficient to bring Applicant's mark well outside the scope of protection properly afforded the cited registration.

These differences in format, word count, meaning, appearance, and overall commercial impression between Applicant's mark and the cited registration are likewise more than sufficient to guard against a likelihood of confusion. Given the weak nature of the single shared term with the cited registration, and the resulting narrow scope of protection to which the cited registration should be afforded, the additional wording and stylization in Applicant's mark and resulting differences in the marks in appearance, meaning, and commercial impression are more than sufficient to avoid a likelihood of confusion. Champagne Louis Roederer S.A. v. Delicato Vineyards, 47 USPQ2d 59 (Fed. Cir. 1998) (no confusion found because the marks "evoked very different images in the minds of relevant consumers": while CRISTAL suggests the clarity of wine in the bottle or the glass, CRYSTAL CREEK suggests a clear, remote stream); Revlon, Inc. v. Jerell, Inc., 11 USPQ2d 1612, 1616 (SDNY 1989) ("Such differences in connotation and meaning are key factors in determining the likelihood of confusion. Differing connotations themselves can be determinative, even where identical words with identical meanings are used).

CONCLUSION

For the reasons stated above, Applicant believes that confusion between Applicant's mark and the cited marks is unlikely. Accordingly, Applicant respectfully

requests that the refusals of registration be withdrawn and its application be approved for publication at an early date.



The Procter & Gamble Company
General Offices
One Procter & Gamble Plaza
Cincinnati, OH 45202-3315
www.pg.com

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Essentials Skincare Ltd.
Serial Number: 86490319
Filing Date: December 24, 2014
Mark: 

LETTER OF CONSENT

We, The Procter & Gamble Company of One Procter & Gamble Plaza Cincinnati OHIO 45202 United States of America declare that we have no objection and therefore give our consent to the use and registration of the following trademark in the United States of America:

Applicant: Essentials Skincare Ltd.
Serial Number: 86490319
Filing Date: December 24, 2014
Mark: 

G & S: Aloe vera preparations for cosmetic purposes; antiperspirant soap; antiperspirants; toiletries; aromatics; essential oils; cakes of toilet soap; cakes of soap; cleansing milk for toilet purposes; cosmetic creams; skin whitening creams; cream for whitening the skin; cosmetics; eau de Cologne; toilet water; lotions for cosmetic purposes; make-up preparations; make-up removing preparations; oils for toilet purposes; oils for cosmetic purposes; perfumery; sunscreen preparations.

For and on behalf of The Procter & Gamble Company


By: Tara M. Rosnell
Title: Assistant Secretary

Signed this 19th day of August 2015



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Dictionary

essential

adjective es·sen·tial \i-ˈsen(t)-shəl\

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- 1 : extremely important and necessary
- 2 : very basic

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Full Definition of ESSENTIAL

- 1 : of, relating to, or constituting essence : INHERENT
- 2 a : of the utmost importance : BASIC, INDISPENSABLE, NECESSARY <an *essential* requirement for admission to college>
b : being a substance that is not synthesized by the body in a quantity sufficient for normal health and growth and that must be obtained from the diet <dietary protein provides the body with *essential* amino acids> — compare NONESSENTIAL 2
- 3 : IDIOPATHIC <*essential* disease> <*essential* hypertension>
— es·sen·tial·ly \i-ˈsench-lē, -ˈsen-che-ə\ *adverb*
— es·sen·tial·ness \i-ˈsen-cheɪ-nəs\ *noun*

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indomitable

incapable of being subdued or conquered

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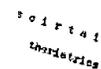
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Words at Play



Figment: You Can't Make This Up!



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Name That Thing

Examples of ESSENTIAL

- As a fighter pilot, he knows that good vision is *essential*.
- Free speech is an *essential* right of citizenship.
- The *essential* problem with this plan is that it will cost too much.
- There's no *essential* difference between the two products.



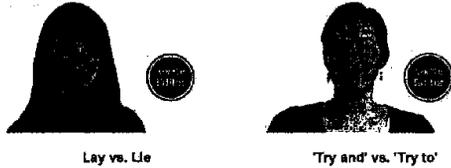
True or False?



Spell It



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First Known Use of ESSENTIAL

14th century

Related to ESSENTIAL

Synonyms

all-important, critical, imperative, indispensable, integral, must-have, necessary, necessitous, needed, needful, required, requisite, vital, of the essence

Antonyms

dispensable, inessential, needless, nonessential, unessential, unnecessary, unneeded

[+] more

Trend Watch



Demagoguery

The Donald's presidential bid stirs emotions ...

Synonym Discussion of ESSENTIAL

ESSENTIAL, FUNDAMENTAL, VITAL, CARDINAL mean so important as to be indispensable. ESSENTIAL implies belonging to the very nature of a thing and therefore being incapable of removal without destroying the thing itself or its character <conflict is *essential* in drama>. FUNDAMENTAL applies to something that is a foundation without which an entire system or complex whole would collapse <*fundamental* principles of algebra>. VITAL suggests something that is necessary to a thing's continued existence or operation <cut off from *vital* supplies>. CARDINAL suggests something on which an outcome turns or depends <a *cardinal* rule in buying a home>.

essential

noun

: something that is basic or necessary : something essential

Full Definition of ESSENTIAL

- 1 : something basic <the *essentials* of astronomy>
- 2 : something necessary, indispensable, or unavoidable

See *essential* defined for English-language learners »

Examples of ESSENTIAL

- <the *essentials* for success include a willingness to work and the right attitude>
- <this will be just an introduction to the *essentials* of computer programming>

First Known Use of ESSENTIAL

15th century

Related to ESSENTIAL

Synonyms

condition, demand, must, must-have, necessary, necessity, need, needful, requirement, requisite, sine qua non

Antonyms

nonessential, nonnecessity

[+] **more**

Rhymes with ESSENTIAL

credential, demential, potential

ESSENTIAL Defined for Kids

essential

adjective es·sen·tial \i-ˈsen-shəl\

Definition of ESSENTIAL for Kids

- 1 : extremely important or necessary <It is *essential* that we all meet here.>
- 2 : forming or belonging to the basic part of something <Free speech is an *essential* right of citizenship.>

— **es·sen·tial·ly** *adverb*

essential

noun

Definition of ESSENTIAL for Kids

- : something that is basic or necessary <I packed the bare *essentials* for the trip.>

Medical Dictionary

essential

adjective es·sen·tial \i-ˈsen-cheɪ\

Medical Definition of ESSENTIAL

- 1 : being, relating to, or containing an essence <an *essential* odor>
- 2 : being a substance that is not synthesized by the body in a quantity sufficient for normal health and growth and that must be obtained from the diet <*essential* fatty acids>—compare nonessential
- 3 : having no obvious or known cause : idiopathic <*essential* disease>

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Spanish Central: Spanish translation of "essential"

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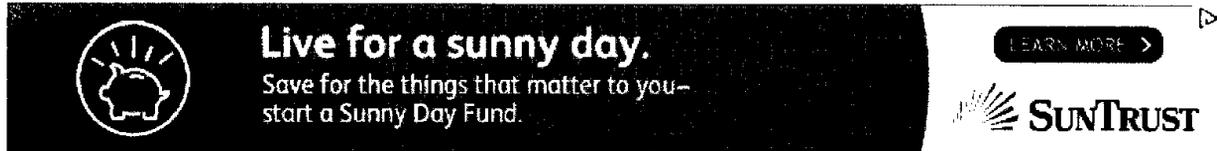
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essential



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 Save for the things that matter to you—
 start a Sunny Day Fund.

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SUNTRUST

essential (<http://static.sfdict.com/staticrep/dictaudio/E03/E0306300.mp3>)

[*uh-sen-shuh* I]

Synonyms Examples Word Origin

adjective

1. absolutely necessary; indispensable:
Discipline is essential in an army.
2. pertaining to or constituting the essence of a thing.
3. noting or containing an essence of a plant, drug, etc.
4. being such by its very nature or in the highest sense; natural; spontaneous:
essential happiness.
5. *Mathematics.*
 - a. (of a singularity of a function of a complex variable) noting that the Laurent series at the point has an infinite number of terms with negative powers.
 - b. (of a discontinuity) noting that the function is discontinuous and has no limit at the point.
 Compare removable (<http://dictionary.reference.com/browse/removable>) (see 2).

noun

6. a basic, indispensable, or necessary element; chief point:
Concentrate on essentials rather than details.

Origin of essential

Late Latin *essentia* (http://dictionary.reference.com/browse/Late%20Latin)
 Middle English *essencial* (http://dictionary.reference.com/browse/Middle%20English)
 Medieval Latin *essenciālis* (http://dictionary.reference.com/browse/Medieval%20Lat

1300-1350

1300-50; Middle English *essencial* < Medieval Latin *essenciālis* for Late Latin *essentiālis*. See essence (http://dictionary.reference.com/browse/essence), -al (http://dictionary.reference.com/browse/-al)¹

Related forms

essentially, adverb

essentialness, noun

preessential, noun, adjective

preessentially, adverb

quasi-essential, adjective

Synonyms

1. fundamental, basic, inherent, intrinsic, vital. See necessary (<http://dictionary.reference.com/browse/necessary>). **2.** Essential, inherent, intrinsic refer to that which is in the natural composition of a thing. Essential suggests that which is in the very essence or constitution of a thing: *Oxygen and hydrogen are essential in water.* Inherent means inborn or fixed from the beginning as a permanent quality or constituent of a thing: *properties inherent in iron.*

Antonyms

2. incidental, extraneous, extrinsic; accidental.

Dictionary.com Unabridged

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Cite This Source (<http://dictionary.reference.com/cite.html?qh=essential&ia=luna>)

Examples from the Web for essential

Contemporary Examples

Sputnik had two, connected consequences for the United States, both of them *essential* for the world we now live in.

~~(http://www.theatlantic.com/)~~ Obama's State of the Union Challenge (<http://www.thedailybeast.com/articles/2011/01/05/obamas-state-of-the-union-source=dictionary>)

Jonathan Alter (<http://www.thedailybeast.com/contributors/jonathan-alter.html?source=dictionary>)

January 4, 2011

We're saying nothing - except its nice and baggy in all the *essential* places, isn't it?

~~(http://www.theatlantic.com/)~~ She Bangs Kate Middleton Has a Fringe! (<http://www.thedailybeast.com/articles/2012/11/27/she-bangs-kate-source=dictionary>)

Tom Sykes (<http://www.thedailybeast.com/contributors/tom-sykes.html?source=dictionary>)

November 26, 2012

So any list of the "*essential*" Balzac inevitably omits a handful of great works.

(<http://www.thedailybeast.com>) The Essential Novels (<http://www.thedailybeast.com/articles/2013/05/20/happy-birthday-source=reference>)
<http://www.thedailybeast.com/articles/2013/05/20/happy-birthday-source=reference> essential-novels.html?source=dictionary)

Ronald K. Fried (<http://www.thedailybeast.com/contributors/ronald-k-fried.html?source=dictionary>)

British Dictionary definitions for essential

essential

/ɪˈsɛnʃəl/

adjective

1. vitally important; absolutely necessary
2. basic; fundamental: *the essential feature*

Collins English Dictionary - Complete & Unabridged 2012 Digital Edition

© William Collins Sons & Co. Ltd. 1979, 1986 © HarperCollins

Publishers 1998, 2000, 2003, 2005, 2006, 2007, 2009, 2012

Cite This Source (<http://dictionary.reference.com/cite.html?qh=essential&ia=ced2>)

Word Origin and History for essential

adj.

mid-14c., "that is such by its essence," from Late Latin *essentialis*, from *essentia* (see *essence* (/browse/essence)). Meaning "pertaining to essence" is from late 14c., that of "constituting the essence of something" is from 1540s; that of "necessary" is from 1520s. *Essentials* "indispensable elements" is from early 16c. Related: *Essentially*.

Online Etymology Dictionary, © 2010 Douglas Harper

Cite This Source (<http://dictionary.reference.com/cite.html?qh=essential&ia=etymon2>)

essential in Medicine

essential es·sen·tial (ĭ-sĕn'shəl)*adj.*

1. Constituting or being part of the essence of something; inherent.
2. Basic or indispensable; necessary.
3. Of, relating to, or being a dysfunctional condition or a disease whose cause is unknown.
4. Of, relating to, or being a substance that is required for normal functioning but cannot be synthesized by the body and therefore must be included in the diet.

n.

1. Something fundamental.
2. Something necessary or indispensable.

es·sen'ti-al'i·ty (-shĕ-āl'ĭ-tĕ) or **es·sen'tial·ness** *n.*

The American Heritage® Stedman's Medical Dictionary

Copyright © 2002, 2001, 1995 by Houghton Mifflin Company. Published by Houghton Mifflin Company.

Cite This Source (<http://dictionary.reference.com/cite.html?qh=essential&ia=ahsmd>)

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Feedback (<http://content.dictionary.com/about/contact>)

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Essential - definition of essential by The Free Dictionary

<http://www.thefreedictionary.com/essential>

essential

Also found in: **Medical, Legal, Acronyms, Encyclopedia, Wikipedia.**

es·sen·tial (ĭ-sĕn'shəl)

adj.

1. Constituting or being part of the nature or essence of something; inherent: "*In that era of general good will ... few Americans doubted the essential goodness of their society*" (David Halberstam).
2. Fundamentally important or necessary: *essential ingredients*. See **Synonyms at indispensable**.
3. *Medicine Of*, relating to, or being a condition or a disease whose cause is unknown: *essential hypertension*.
4. *Biochemistry* Being a substance that is required for normal functioning but cannot be synthesized by the body and therefore must be included in the diet: *essential amino acids*.

n.

1. Something fundamental.
2. Something necessary or indispensable.

es·sen'ti·al'ity (-shĕ-ăl'ĭ-tē), **es·sen'tial·ness** *n.*

es·sen'tial·ly *adv.*

American Heritage® Dictionary of the English Language, Fifth Edition. Copyright © 2011 by Houghton Mifflin Harcourt Publishing Company. Published by Houghton Mifflin Harcourt Publishing Company. All rights reserved.

essential (ĭ'sĕnʃəl)

adj.

1. vitally important; absolutely necessary
2. basic; fundamental: *the essential feature*.
3. completely realized; absolute; perfect: *essential beauty*.
4. (Biochemistry) *biochem* (of an amino acid or a fatty acid) necessary for the normal growth of an organism but not synthesized by the organism and therefore required in the diet
5. (Botany) derived from or relating to an extract of a plant, drug, etc: *an essential oil*.
6. (Logic) *logic* (of a property) guaranteed by the identity of the subject; necessary. Thus, if having the atomic number 79 is an essential property of gold, nothing can be gold unless it has that atomic number
7. (Music, other) *music* denoting or relating to a note that belongs to the fundamental harmony of a chord or piece
8. (Pathology) *pathol* (of a disease) having no obvious external cause: *essential hypertension*.
9. (Geological Science) *geology* (of a mineral constituent of a rock) necessary for defining the classification of a rock. Its absence alters the rock's name and classification

n.

10. something fundamental or indispensable: *a sharp eye is an essential for a printer*.
11. (Music, other) *music* an essential note

essentiality es'sentialness *n.*

Collins English Dictionary – Complete and Unabridged © HarperCollins Publishers 1991, 1994, 1998, 2000, 2003

es•sen•tial (əˈsɛnʃəl)

adj.

1. absolutely necessary; indispensable.
2. pertaining to or constituting the essence of a thing.
3. noting or containing an essence of a plant, drug, etc.
4. being such by its very nature or in the highest sense; natural; spontaneous: *essential happiness*.
5. not associated with an underlying disease: *essential hypertension*.

n.

6. a basic, indispensable, or necessary element; chief point.

[1300–50; Middle English *essencial* < Medieval Latin *essenciālis*, for Late Latin *essentiālis*]

es•sen•tial•ly, *adv.*

es•sen•tial•ness, *n.*

syn: **essential**, **inherent**, **intrinsic** refer to that which is in the natural composition of a thing. **essential** suggests that which is in the very essence or constitution of a thing: *Quiet is essential in a public library.* **inherent** means inborn or fixed from the beginning as a permanent quality or constituent of a thing: *properties inherent in iron.* **intrinsic** implies belonging to the nature of a thing itself and comprised within it, without regard to external considerations or accidentally added properties: *the intrinsic value of diamonds.* See also **necessary**.

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Thesaurus

Legend: ≡ Synonyms ↔ Related Words ≠ Antonyms

Noun 1. **essential** - anything indispensable; "food and shelter are necessities of life"; "the essentials of the good life"; "allow farmers to buy their requirements under favorable conditions"; "a place where the requisites of water fuel and fodder can be obtained"

≡ **necessary, requisite, necessity, requirement**

↔ **thing** - a separate and self-contained entity

↔ **desideratum** - something desired as a necessity; "the desiderata for a vacation are time and money"

↔ **must** - a necessary or essential thing; "seat belts are an absolute must"

↔ **need, want** - anything that is necessary but lacking; "he had sufficient means to meet his simple needs"; "I tried to supply his wants"

≠ **inessential, nonessential** - anything that is not essential; "they discarded all their inessentials"

Adj. 1. **essential** - absolutely necessary; vitally necessary; "essential tools and materials"; "funds essential to the completion of the project"; "an indispensable worker"

≡ indispensable

↔ **necessary** - absolutely essential

2. essential - basic and fundamental; "the essential feature"

↔ **crucial, important** - of extreme importance; vital to the resolution of a crisis; "a crucial moment in his career"; "a crucial election"; "a crucial issue for women"

↔ **indispensable** - not to be dispensed with; essential; "foods indispensable to good nutrition"

↔ **unexpendable** - not suitable to be expended

↔ **important, of import** - of great significance or value; "important people"; "the important questions of the day"

↔ **intrinsic, intrinsical** - belonging to a thing by its very nature; "form was treated as something intrinsic, as the very essence of the thing"- John Dewey

↔ **necessary** - absolutely essential

↔ **primary** - of first rank or importance or value; direct and immediate rather than secondary; "primary goals"; "a primary effect"; "primary sources"; "a primary interest"

≠ **inessential, unessential** - not basic or fundamental

3. essential - of the greatest importance; "the all-important subject of disarmament"; "crucial information"; "in chess cool nerves are of the essence"

≡ all important, all-important, of the essence, crucial

↔ **important, of import** - of great significance or value; "important people"; "the important questions of the day"

4. essential - being or relating to or containing the essence of a plant etc; "essential oil"**5. essential** - defining rights and duties as opposed to giving the rules by which rights and duties are established; "substantive law"

≡ substantive

↔ **law, jurisprudence** - the collection of rules imposed by authority; "civilization presupposes respect for the law"; "the great problem for jurisprudence to allow freedom while enforcing order"



Based on WordNet 3.0, Farlex clipart collection. © 2003-2012 Princeton University, Farlex Inc.

essential

adjective

1. ≡ vital, important, needed, necessary, critical, crucial, key, indispensable, requisite, vitally important *It is absolutely essential that we find this man quickly.*

vital ≠ unnecessary, trivial, unimportant, inessential

2. ≡ fundamental, main, basic, radical, key, principal, constitutional, cardinal, inherent, elementary, innate, intrinsic, elemental, immanent *Two essential elements must be proven: motive and opportunity.*

fundamental ≠ extra, secondary, surplus, accessory, lesser, optional, incidental, superfluous, extraneous, expendable, dispensable, nonessential

3. ≡ concentrated, extracted, refined, volatile, rectified, distilled *essential oils used in aromatherapy*

noun

≡ **prerequisite, principle, fundamental, necessity, must, basic, requisite, vital part, sine qua non**
(*Latin*), **rudiment** *the essentials of everyday life, such as food and water*

Collins Thesaurus of the English Language – Complete and Unabridged 2nd Edition. 2002 © HarperCollins Publishers 1995, 2002

essential *adjective*

1. Constituting or forming part of the essence of something:

≡ **basic, constitutional, constitutive, fundamental, integral, vital.**

2. Of or being an irreducible element:

≡ **basic, elemental, elementary, fundamental, primitive, ultimate, underlying.**

3. Incapable of being dispensed with:

≡ **indispensable, necessary, needful, required, requisite.**

noun

1. A fundamental irreducible constituent of a whole:

≡ **basic, element, fundamental, rudiment** (often used in plural).

Idiom: part and parcel.

2. Something indispensable:

≡ **condition, must, necessity, need, precondition, prerequisite, requirement, requisite, sine qua non.**

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Translations

Select a language: ▼ Spanish / Español ▼

essential [ɪˈsenʃəl]

A. ADJ

1. (= *necessary*) → **esencial, imprescindible**

it is essential that → es **esencial** que, es **imprescindible** que

it is essential to + INFIN → es **esencial** or **imprescindible** + *infin*

it is absolutely essential to remain calm → es **absolutamente esencial** or es **imprescindible**

mantener la calma

in this job accuracy is essential → para este **trabajo la exactitud es esencial** or **imprescindible** or

es un **imperativo**

a list of essential reading → una **lista de lecturas esenciales**

essential services → **servicios mpl básicos**

2. (= *fundamental*) [*quality, fact, difference, element*] → **fundamental, esencial**

play is an essential part of a child's development → el **juego es una parte fundamental** or **esencial**

en el desarrollo del niño

man's essential goodness → la **bondad esencial** or **fundamental** del ser humano

B. N

1. (= necessary thing) *in my job a car is an essential* → en mi trabajo, un coche es una **necesidad**
the essentials of everyday life → las **necesidades básicas de la vida diaria**
we have all the essentials → **tenemos todo lo necesario**
we picked up a few essentials for the trip → **tomamos algunas cosas esenciales** para el viaje
accuracy is one of the essentials → la **exactitud** es uno de los **elementos esenciales** or **fundamentales**
we can only take the bare essentials with us → **sólo** podemos llevarnos lo **imprescindible**
2. essentials (= fundamentals) *the essentials of German grammar* → los **rudimentos de la gramática alemana**
in all essentials → **fundamentalmente**

C. CPD essential oil N → **aceite m esencial**

Collins Spanish Dictionary - Complete and Unabridged 8th Edition 2005 © William Collins Sons & Co. Ltd. 1971, 1988 © HarperCollins Publishers 1992, 1993, 1996, 1997, 2000, 2003, 2005

essential (i'senʃəl) *adjective*

absolutely necessary. *Strong boots are essential for mountaineering; It is essential that you arrive punctually.*
esencial ; imprescindible

noun

a thing that is fundamental or necessary. *Everyone should learn the essentials of first aid; Is a television set an essential?*
esencial ; fundamental

es'sentially *adverb*

basically. *She is an essentially selfish person.*
esencialmente ; básicamente

Kemerman English Multilingual Dictionary © 2006-2013 K Dictionaries Ltd.

essential →

esencial

Multilingual Translator © HarperCollins Publishers 2009

es·sen·tial

a. esencial, indispensable.

English-Spanish Medical Dictionary © Farlex 2012

essential *adj* **esencial**

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A Mode Tend Parenting Partnership

STATUS DOCUMENTS

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Generated on: This page was generated by TSDR on 2015-08-28 09:21:15 EDT**Mark:** PURE ESSENTIALS NATURAL SKINCARE BY TERE**US Serial Number:** 86405842**Application Filing Date:** Sep. 25, 2015**US Registration Number:** 4751247**Registration Date:** Jun. 09, 2015**Filed as TEAS Plus:** Yes**Currently TEAS Plus:** Yes**Register:** Principal**Mark Type:** Trademark**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.**Status Date:** Jun. 09, 2015**Publication Date:** Mar. 24, 2015

Mark Information

Mark Literal Elements: PURE ESSENTIALS NATURAL SKINCARE BY TERESA PAQUIN**Standard Character Claim:** No**Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)**Description of Mark:** The mark consists of "Pure Essentials Natural Skincare by Teresa Paquin" with a leaf to the right of the text.**Color(s) Claimed:** Color is not claimed as a feature of the mark.**Disclaimer:** "NATURAL SKINCARE"**Design Search Code(s):** 05.03.25 - Other leaves; Leaf, single**Name Portrait Consent:** The name "Teresa Paquin" identifies a living individual whose consent is of record.

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *...* identify additional (new) wording in the goods/services.

For: Non-medicated skin care preparations composed in whole or significant part of natural ingredients**International Class(es):** 003 - Primary Class**U.S Class(es):** 001, 004,**Class Status:** ACTIVE**Basis:** 1(a)**First Use:** Mar. 13, 2013**Use in Commerce:** Mar. 13, 2015

Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes
Filed ITU: No	Currently ITU: No
Filed 44D: No	Currently 44D: No
Filed 44E: No	Currently 44E: No
Filed 66A: No	Currently 66A: No
Filed No Basis: No	Currently No Basis: No

Current Owner(s) Information

Owner Name: Pure Essentials Natural Skincare by Teresa Paquin
Composed of: Teresa Paquin, USA
Owner Address: 36 Charles Bancroft Hwy
 Litchfield, NEW HAMPSHIRE 03052
 UNITED STATES
Legal Entity Type: SOLE PROPRIETORSHIP
State or Country Where Organized: NEW HAN

Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent Name/Address: PURE ESSENTIALS NATURAL SKINCARE BY TERESA PAQUIN
 36 CHARLES BANCROFT HWY
 LITCHFIELD, NEW HAMPSHIRE 03052-2601
 UNITED STATES
Phone: 6035950224
Correspondent e-mail: tpaquin@comcast.net
Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jun. 09, 2015	REGISTERED-PRINCIPAL REGISTER	
Mar. 24, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 24, 2015	PUBLISHED FOR OPPOSITION	
Mar. 04, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	

Feb. 18, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	77312
Feb. 16, 2015	ASSIGNED TO LIE	77312
Jan. 28, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 28, 2015	EXAMINER'S AMENDMENT ENTERED	88888
Jan. 28, 2015	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jan. 28, 2015	EXAMINERS AMENDMENT E-MAILED	6328
Jan. 28, 2015	EXAMINERS AMENDMENT -WRITTEN	83185
Jan. 14, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jan. 14, 2015	NON-FINAL ACTION E-MAILED	6325
Jan. 14, 2015	NON-FINAL ACTION WRITTEN	83185
Jan. 14, 2015	ASSIGNED TO EXAMINER	83185
Oct. 04, 2014	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK E-MAILED	
Oct. 03, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 29, 2014	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jun. 09, 2015

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

STATUS DOCUMENTS

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Mark: OAK & OLIVE ESSENTIALS

OAK & OLIVE
E S S E N T I A L S

US Serial Number: 86397216

Application Filing Date: Sep. 17, 2014

US Registration Number: 4742822

Registration Date: May 26, 2015

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: May 26, 2015

Publication Date: Mar. 10, 2015

Mark Information

Mark Literal Elements: OAK & OLIVE ESSENTIALS

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of the stylized text "OAK & OLIVE" with bold line underneath the text and the line. The "&" is olive green while all of the other elements are black.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s): 26.17.13 - Letters or words underlined and/or overlined by one or more strokes or lines; Underlined letters

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Cosmetics; Foot scrubs; Non-medicated skin care preparations; Toothpaste

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004,

Class Status: ACTIVE

Basis: 1(a)

First Use: May 15, 2014

Use in Commerce: Aug. 04, 2014

Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes
Filed ITU: No	Currently ITU: No
Filed 44D: No	Currently 44D: No
Filed 44E: No	Currently 44E: No
Filed 66A: No	Currently 66A: No
Filed No Basis: No	Currently No Basis: No

Current Owner(s) Information

Owner Name: Oak & Olive Botanicals

Owner Address: 9202 Prentice Avenue
Gig Harbor, WASHINGTON 98332
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: WASHING

Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent Name/Address: OAK & OLIVE BOTANICALS
9202 PRENTICE AVE
GIG HARBOR, WASHINGTON 98332-1036
UNITED STATES

Phone: 253-232-5356

Correspondent e-mail: storsetki@gmail.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
May 26, 2015	REGISTERED-PRINCIPAL REGISTER	
Mar. 10, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 10, 2015	PUBLISHED FOR OPPOSITION	
Feb. 18, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Feb. 03, 2015		66213

	LAW OFFICE PUBLICATION REVIEW COMPLETED	
Feb. 02, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 02, 2015	ASSIGNED TO LIE	66213
Feb. 02, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88888
Feb. 02, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88888
Jan. 31, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 29, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jan. 29, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jan. 29, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 21, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jan. 21, 2015	NON-FINAL ACTION E-MAILED	6325
Jan. 21, 2015	NON-FINAL ACTION WRITTEN	83696
Jan. 03, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jan. 02, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jan. 02, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 31, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 31, 2014	NON-FINAL ACTION E-MAILED	6325
Dec. 31, 2014	NON-FINAL ACTION WRITTEN	83696
Dec. 31, 2014	ASSIGNED TO EXAMINER	83696
Sep. 25, 2014	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK E-MAILED	
Sep. 24, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 20, 2014	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: May 26, 2015

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Proceedings - Click to Load

STATUS DOCUMENTS

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Mark: PURE & ESSENTIAL MINERALS

**PURE
& ESSENTIAL MINERALS**

US Serial Number: 86423755

Application Filing Date: Oct. 14, 2015

US Registration Number: 4733504

Registration Date: May 05, 2015

Register: Supplemental

Mark Type: Trademark

Amended to Principal No

Date Amended to Current Feb. 20, 2015

Register:

Register:

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: May 05, 2015

Mark Information

Mark Literal Elements: PURE & ESSENTIAL MINERALS

Standard Character Claim: No

Mark Drawing Type: 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FOR MARKING

Description of Mark: The mark consists of the large word "PURE" above smaller words "& ESSENTIAL MINERALS".

Color(s) Claimed: Color is not claimed as a feature of the mark.

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Cosmetics, namely, after-shave balms, shaving soaps, shaving preparations, pre-shave creams; oils, astringents for cosmetic purposes, beauty masks, facial masks, facial cleansers; facial moisturizers; non-medicated facial skin serum; Facial cleaning preparation, namely, salicylic acne cleanser and acne treatment preparations; skin cleansing creams and skin toners; Skin conditioners, namely, personal deodorants; deodorants for body care; body creams; body lotions; body powders; body soaps; bar soaps; liquid soaps for hands, face and body; non-medicated foot powders; perfume; hair shampoos; hair conditioners; hair styling preparations; hair lotions; hair pomades; non-medicated hair preparations; all of the foregoing containing minerals

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004,

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 01, 2013

Use in Commerce: Apr. 01, 2013

Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes
Filed ITU: No	Currently ITU: No
Filed 44D: No	Currently 44D: No
Filed 44E: No	Currently 44E: No
Filed 66A: No	Currently 66A: No
Filed No Basis: No	Currently No Basis: No

Current Owner(s) Information

Owner Name: Handcrafted LLC

Owner Address: 30 Ocean Parkway, 2H
Brooklyn, NEW YORK 11218
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Christopher J. Day

Attorney Primary Email chris@daylawfirm.com Address:

Attorney Email Authorized: Yes

Correspondent

Correspondent Christopher J. Day

Name/Address: Law Office of Christopher Day
9977 North 90th Street, Suite 155
Scottsdale, ARIZONA 85258
UNITED STATES

Phone: 602-258-4440 Fax: 602-258-4440

Correspondent e-mail: chris@daylawfirm.com Correspondent e-mail Yes Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
May 05, 2015	REGISTERED-SUPPLEMENTAL REGISTER	
Mar. 27, 2015		66121

	LAW OFFICE PUBLICATION REVIEW COMPLETED	
Mar. 25, 2015	APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER	
Mar. 05, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	66121
Mar. 05, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	66121
Feb. 27, 2015	ASSIGNED TO LIE	66121
Feb. 20, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 12, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Feb. 12, 2015	NON-FINAL ACTION E-MAILED	6325
Feb. 12, 2015	NON-FINAL ACTION WRITTEN	74672
Feb. 02, 2015	ASSIGNED TO EXAMINER	74672
Oct. 22, 2014	NOTICE OF PSEUDO MARK E-MAILED	
Oct. 21, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: May 05, 2015

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

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Mark: OIL ESSENTIALS



US Serial Number: 86133443

Application Filing Date: Dec. 03, 2014

US Registration Number: 4732522

Registration Date: May 05, 2015

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: May 05, 2015

Publication Date: May 13, 2014

Notice of Allowance Date: Jul. 08, 2014

Mark Information

Mark Literal Elements: OIL ESSENTIALS

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of the term "OIL" with the depiction of a leaf placed over the letter "I" in the term "OIL" positioned above the term "ESSENTIALS" with a horizontal line appearing between the terms "OIL" and "ESSENTIALS".

Color(s) Claimed: Color is not claimed as a feature of the mark.

Disclaimer: "OIL"

Design Search Code(s): 26.17.13 - Letters or words underlined and/or overlined by one or more strokes or lines; Overlined letters

29.01.07 - Inconspicuous designs functioning as punctuation or parts of letters; Small, inconspicuous punctuation or parts of letters

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *...* identify additional (new) wording in the goods/services.

For: non-medicated skin care preparations; anti-aging skin moisturizers and creams; hair care preparations

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004,

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 20, 2014

Use in Commerce: Jun. 20, 2014

Basis Information (Case Level)

Filed Use: No	Currently Use: Yes
Filed ITU: Yes	Currently ITU: No
Filed 44D: No	Currently 44D: No
Filed 44E: No	Currently 44E: No
Filed 66A: No	Currently 66A: No
Filed No Basis: No	Currently No Basis: No

Current Owner(s) Information

Owner Name: Emilia Personal Care Inc.

Owner Address: 5890 Sawmill Rd, Suite 230
Dublin, OHIO 43017
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Roger H. Bora

Docket Number: 077933.00

Attorney Primary Email trademarks@thompsonhine.com
Address:

Attorney Email Authorized: Yes

Correspondent

Correspondent ROGER H. BORA
Name/Address: THOMPSON HINE LLP
10050 INNOVATION DR STE 400
MIAMISBURG, OHIO 45342-4934
UNITED STATES

Phone: 937.443.6817

Fax: 937.443.6

Correspondent e-mail: trademarks@thompsonhine.com

Correspondent e-mail Yes Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
May 05, 2015	REGISTERED-PRINCIPAL REGISTER	
Apr. 03, 2015	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Apr. 02, 2015	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Mar. 23, 2015	STATEMENT OF USE PROCESSING COMPLETE	69302
Feb. 16, 2015	USE AMENDMENT FILED	69302
Mar. 23, 2015	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Feb. 16, 2015	TEAS STATEMENT OF USE RECEIVED	
Jan. 10, 2015	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jan. 08, 2015	EXTENSION 1 GRANTED	98765
Jan. 08, 2015	EXTENSION 1 FILED	98765
Jan. 08, 2015	TEAS EXTENSION RECEIVED	
Jul. 08, 2014	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
May 13, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 13, 2014	PUBLISHED FOR OPPOSITION	
Apr. 23, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Apr. 07, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	68171
Apr. 02, 2014	ASSIGNED TO LIE	68171
Mar. 14, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 21, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Feb. 20, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Feb. 20, 2014	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 19, 2014	NOTIFICATION OF NON-FINAL ACTION E- MAILED	6325
Feb. 19, 2014	NON-FINAL ACTION E-MAILED	6325
Feb. 19, 2014	NON-FINAL ACTION WRITTEN	74845

Feb. 12, 2014	ASSIGNED TO EXAMINER	74845
Dec. 14, 2013	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Dec. 13, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 06, 2013	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Apr. 02, 2015

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

STATUS DOCUMENTS

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Print

Generated on: This page was generated by TSDR on 2015-08-28 09:49:01 EDT**Mark:** OVATION ESSENTIAL HAIR OIL

Ovation Essential Hair Oil

US Serial Number: 86329452**Application Filing Date:** Jul. 07, 2015**US Registration Number:** 4729252**Registration Date:** Apr. 28, 2015**Filed as TEAS Plus:** Yes**Currently TEAS Plus:** Yes**Register:** Principal**Mark Type:** Trademark**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.**Status Date:** Apr. 28, 2015**Publication Date:** Dec. 16, 2014**Notice of Allowance Date:** Feb. 10, 2015

Mark Information

Mark Literal Elements: OVATION ESSENTIAL HAIR OIL**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK**Disclaimer:** "ESSENTIAL HAIR OIL"

Related Properties Information

Claimed Ownership of US [4082489](#), [4274867](#), [4483760](#) and others
Registrations:

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Hair care preparations**International Class(es):** 003 - Primary Class**U.S Class(es):** 001, 004,**Class Status:** ACTIVE**Basis:** 1(a)**First Use:** Jul. 01, 2014**Use in Commerce:** Oct. 01, 2015

Basis Information (Case Level)

Filed Use: No	Currently Use: Yes
Filed ITU: Yes	Currently ITU: No
Filed 44D: No	Currently 44D: No
Filed 44E: No	Currently 44E: No
Filed 66A: No	Currently 66A: No
Filed No Basis: No	Currently No Basis: No

Current Owner(s) Information

Owner Name: DC Labs, Inc.

Owner Address: PO Box 130008
Carlsbad, CALIFORNIA 92013
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Katherine Bond

Attorney Primary Email Address: katherine.bond@usip.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: KATHERINE BOND
SHELDON MAK & ANDERSON
100 CORSON ST FL 3
PASADENA, CALIFORNIA 91103-3842
UNITED STATES

Phone: 6267964000

Correspondent e-mail: katherine.bond@usip.com
docketingdept@usip.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 28, 2015	REGISTERED-PRINCIPAL REGISTER	
Mar. 24, 2015	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	

Mar. 23, 2015	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Mar. 23, 2015	STATEMENT OF USE PROCESSING COMPLETE	69302
Feb. 12, 2015	USE AMENDMENT FILED	69302
Mar. 23, 2015	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Feb. 12, 2015	TEAS STATEMENT OF USE RECEIVED	
Feb. 10, 2015	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Dec. 16, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Dec. 16, 2014	PUBLISHED FOR OPPOSITION	
Nov. 26, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Nov. 10, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	68123
Nov. 10, 2014	ASSIGNED TO LIE	68123
Oct. 23, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 23, 2014	EXAMINER'S AMENDMENT ENTERED	88888
Oct. 23, 2014	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Oct. 23, 2014	EXAMINERS AMENDMENT E-MAILED	6328
Oct. 23, 2014	EXAMINERS AMENDMENT -WRITTEN	76733
Oct. 17, 2014	ASSIGNED TO EXAMINER	76733
Jul. 10, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jul. 10, 2014	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Mar. 23, 2

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Filed 44D: No	Currently 44D: No
Filed 44E: No	Currently 44E: No
Filed 66A: No	Currently 66A: No
Filed No Basis: No	Currently No Basis: No

Current Owner(s) Information

Owner Name: Conair Corporation

Owner Address: One Cummings Point Road
Stamford, CONNECTICUT 06902
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Docket Number: 16617

Correspondent

Correspondent Name/Address: CONAIR CORPORATION
1 CUMMINGS POINT RD
STAMFORD, CONNECTICUT 06902
UNITED STATES

Phone: 203-708-2107

Fax: 203-975-4

Correspondent e-mail: annemarie_sheridan@conair.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 31, 2015	REGISTERED-PRINCIPAL REGISTER	
Feb. 24, 2015	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Feb. 23, 2015	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Feb. 20, 2015	STATEMENT OF USE PROCESSING COMPLETE	66230
Jan. 12, 2015	USE AMENDMENT FILED	66230
Feb. 17, 2015	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66230
Jan. 12, 2015	TEAS STATEMENT OF USE RECEIVED	

Jan. 12, 2015	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 16, 2014	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jul. 15, 2014	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
May 23, 2014	NOTICE OF PUBLICATION	
May 20, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 20, 2014	PUBLISHED FOR OPPOSITION	
Apr. 30, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Apr. 15, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 13, 2014	ASSIGNED TO EXAMINER	81092
Feb. 12, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Feb. 04, 2014	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Feb. 23, 2

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Mark: ESSENTIAL STRENGTHENING FIX

ESSENTIAL STRENGTHENING FIX

US Serial Number: 86153062

Application Filing Date: Dec. 27, 2

US Registration Number: 4713651

Registration Date: Mar. 31, 2

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance docu

Status Date: Mar. 31, 2015

Publication Date: Oct. 07, 2014

Notice of Allowance Date: Dec. 02, 2

Mark Information

Mark Literal Elements: ESSENTIAL STRENGTHENING FIX

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "STRENGTHENING"

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *...* identify additional (new) wording in the goods/services.

For: Non-medicated hair treatment preparation for cosmetic purposes

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004,

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 01, 2014

Use in Commerce: Jul. 01, 20

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No	Currently 44D: No
Filed 44E: No	Currently 44E: No
Filed 66A: No	Currently 66A: No
Filed No Basis: No	Currently No Basis: No

Current Owner(s) Information

Owner Name: L'Oreal USA Creative, Inc.
Owner Address: 575 Fifth Avenue
 New York, NEW YORK 10017
 UNITED STATES
Legal Entity Type: CORPORATION
State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Lisa M. Gigliotti
Docket Number: MIZ 5050-

Correspondent

Correspondent Name/Address: LISA M. GIGLIOTTI
 L'OREAL USA CREATIVE, INC.
 575 5TH AVE FL 34
 NEW YORK, NEW YORK 10017-2422
 UNITED STATES

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 31, 2015	REGISTERED-PRINCIPAL REGISTER	
Feb. 27, 2015	NOTICE OF ACCEPTANCE OF STATEMENT OF USE MAILED	
Feb. 26, 2015	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Feb. 26, 2015	STATEMENT OF USE PROCESSING COMPLETE	76538
Jan. 15, 2015	USE AMENDMENT FILED	76538
Feb. 20, 2015	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76538
Jan. 15, 2015	TEAS STATEMENT OF USE RECEIVED	
Dec. 02, 2014	NOA MAILED - SOU REQUIRED FROM APPLICANT	

Oct. 07, 2014	PUBLISHED FOR OPPOSITION	
Sep. 17, 2014	NOTICE OF PUBLICATION	
Sep. 02, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	70884
Sep. 02, 2014	ASSIGNED TO LIE	70884
Aug. 21, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 31, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jul. 31, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jul. 31, 2014	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Apr. 07, 2014	NON-FINAL ACTION MAILED	
Apr. 06, 2014	NON-FINAL ACTION WRITTEN	89014
Mar. 30, 2014	ASSIGNED TO EXAMINER	89014
Jan. 13, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Dec. 31, 2013	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Feb. 26, 2

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Generated on: This page was generated by TSDR on 2015-08-28 10:13:28 EDT**Mark:** 15 ESSENTIALS**US Serial Number:** 86272962**Application Filing Date:** May 06, 2015**US Registration Number:** 4691217**Registration Date:** Feb. 24, 2015**Filed as TEAS Plus:** Yes**Currently TEAS Plus:** Yes**Register:** Principal**Mark Type:** Trademark**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.**Status Date:** Feb. 24, 2015**Publication Date:** Dec. 09, 2014

Mark Information

Mark Literal Elements: 15 ESSENTIALS**Standard Character Claim:** No**Mark Drawing Type:** 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FOR**Description of Mark:** The mark consists of a stylized "1" above the word "ESSENTIALS" and the left of and above a series of curves under the "1" and the letters "N", "T", "I", "A", "L", "S".**Color(s) Claimed:** Color is not claimed as a feature of the mark.

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Cosmetic creams for skin care; Cosmetic oils; Cosmetic preparations for skin care; Cosmetics; products, namely, non-medicated skin serum**International Class(es):** 003 - Primary Class**U.S Class(es):** 001, 004,**Class Status:** ACTIVE

Basis: 1(a)

First Use: Jan. 01, 2012

Use in Commerce: Jan. 01, 2012

Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes
Filed ITU: No	Currently ITU: No
Filed 44D: No	Currently 44D: No
Filed 44E: No	Currently 44E: No
Filed 66A: No	Currently 66A: No
Filed No Basis: No	Currently No Basis: No

Current Owner(s) Information

Owner Name: Mariso GmbH

Owner Address: Neuer Holtigbaum 2
Hamburg 22143
GERMANY

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: GERMAN

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Matthew H. Swyers, Esq.

Attorney Primary Email info@thetrademarkcompany.com
Address:

Attorney Email Authorized: Yes

Correspondent

Correspondent MATTHEW H. SWYERS, ESQ.
Name/Address: THE TRADEMARK COMPANY
344 MAPLE AVE W STE 151
VIENNA, VIRGINIA 22180-5612
UNITED STATES

Phone: 1-800-906-8626

Fax: 1-877-351

Correspondent e-mail: info@thetrademarkcompany.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 24, 2015	REGISTERED-PRINCIPAL REGISTER	

Dec. 09, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Dec. 09, 2014	PUBLISHED FOR OPPOSITION	
Nov. 19, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Nov. 03, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	70138
Nov. 03, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 30, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	70138
Oct. 30, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	70138
Oct. 27, 2014	ASSIGNED TO LIE	70138
Oct. 24, 2014	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Aug. 21, 2014	NOTIFICATION OF NON-FINAL ACTION E- MAILED	6325
Aug. 21, 2014	NON-FINAL ACTION E-MAILED	6325
Aug. 21, 2014	NON-FINAL ACTION WRITTEN	74662
Aug. 20, 2014	ASSIGNED TO EXAMINER	74662
May 20, 2014	NOTICE OF PSEUDO MARK E-MAILED	
May 17, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 09, 2014	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Feb. 24, 2

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Mark: DOTERRA SALON ESSENTIALS

đTERRA SALON ESSENTIALS

US Serial Number: 86349920

Application Filing Date: Jul. 28, 20

US Registration Number: 4679106

Registration Date: Jan. 27, 20

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance doc

Status Date: Jan. 27, 2015

Publication Date: Nov. 11, 2014

Mark Information

Mark Literal Elements: DOTERRA SALON ESSENTIALS

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "SALON"

Related Properties Information

Claimed Ownership of US [3641123](#), [3806204](#)

Registrations:

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *...* identify additional (new) wording in the goods/services.

For: Hair glaze; Hair shampoos and conditioners; Non-medicated hair serums

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004,

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 01, 2012

Use in Commerce: Oct. 01, 20

Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes
Filed ITU: No	Currently ITU: No
Filed 44D: No	Currently 44D: No
Filed 44E: No	Currently 44E: No
Filed 66A: No	Currently 66A: No
Filed No Basis: No	Currently No Basis: No

Current Owner(s) Information

Owner Name: doTERRA Holdings, LLC

Owner Address: 389 South 1300 West
Pleasant Grove, UTAH 84062
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: UTAH

Attorney/Correspondence Information

Attorney of Record

Attorney Name: David Doxey

Attorney Primary Email Address: ddoxey@doterra.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: DAVID DOXEY
389 S 1300 W
PLEASANT GROVE, UTAH 84062
UNITED STATES

Phone: 801-437-7929

Correspondent e-mail: ddoxey@doterra.com sray@doterra.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 27, 2015	REGISTERED-PRINCIPAL REGISTER	
Nov. 11, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Nov. 11, 2014	PUBLISHED FOR OPPOSITION	

Oct. 22, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Oct. 09, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	66121
Oct. 09, 2014	ASSIGNED TO LIE	66121
Sep. 24, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 24, 2014	EXAMINER'S AMENDMENT ENTERED	88888
Sep. 24, 2014	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Sep. 24, 2014	EXAMINERS AMENDMENT E-MAILED	6328
Sep. 24, 2014	EXAMINERS AMENDMENT -WRITTEN	76843
Sep. 24, 2014	ASSIGNED TO EXAMINER	76843
Aug. 05, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jul. 31, 2014	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jan. 27, 2015

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Mark: ACTIVE ESSENTIALS

Active Essentials

US Serial Number: 86197465 Application Filing Date: Feb. 19, 2015
 US Registration Number: 4676813 Registration Date: Jan. 20, 2015
 Register: Supplemental
 Mark Type: Trademark
 Amended to Principal No Date Amended to Current Nov. 25, 2015
 Register: Register:
 Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.
 Status Date: Jan. 20, 2015

Mark Information

Mark Literal Elements: ACTIVE ESSENTIALS
 Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.
 Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *...* identify additional (new) wording in the goods/services.

For: face creams, face oils, face lotions, face masks, face scrubs, face washes, face toners, non-medicated skin care preparations, namely, body mist, shampoo, hair conditioner, hair balm, non-medicated hair serum, hair oils, dry hair shampoo, non-medicated hair treatment face powder, tinted skin moisturizer, concealer, liquid foundation, make-up primer, skin bronzer lipstick, eye shadow, eyeliner and mascara

International Class(es): 003 - Primary Class U.S Class(es): 001, 004,
 Class Status: ACTIVE
 Basis: 1(a)
 First Use: Aug. 15, 2014 Use in Commerce: Aug. 30, 2014

Dec. 04, 2014	NOTICE OF ACCEPTANCE OF AMENDMENT TO ALLEGE USE E-MAILED	
Dec. 03, 2014	APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER	
Dec. 03, 2014	USE AMENDMENT ACCEPTED	74304
Nov. 26, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Nov. 25, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Nov. 25, 2014	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Nov. 26, 2014	AMENDMENT TO USE PROCESSING COMPLETE	88889
Nov. 26, 2014	USE AMENDMENT FILED	88889
Nov. 25, 2014	TEAS AMENDMENT OF USE RECEIVED	
Nov. 14, 2014	ATTORNEY REVOKED AND/OR APPOINTED	
Nov. 14, 2014	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jun. 03, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jun. 03, 2014	NON-FINAL ACTION E-MAILED	6325
Jun. 03, 2014	NON-FINAL ACTION WRITTEN	74304
May 27, 2014	ASSIGNED TO EXAMINER	74304
Mar. 04, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jan. 20, 2015

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Mark: ADEOLA ESSENTIALS

ADEOLA ESSENTIALS

US Serial Number: 86160973

Application Filing Date: Jan. 09, 2014

US Registration Number: 4588330

Registration Date: Aug. 19, 2014

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Aug. 19, 2014

Publication Date: Jun. 03, 2014

Mark Information

Mark Literal Elements: ADEOLA ESSENTIALS

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "ESSENTIALS"

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Beauty lotions; Essential oils; Shampoos; Shea butter for cosmetic purposes; Soaps for person;

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004,

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 15, 2013

Use in Commerce: Aug. 15, 2013

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No	Currently ITU: No
Filed 44D: No	Currently 44D: No
Filed 44E: No	Currently 44E: No
Filed 66A: No	Currently 66A: No
Filed No Basis: No	Currently No Basis: No

Current Owner(s) Information

Owner Name: Aurora International Enterprise LLC

Owner Address: 6902 Smith Ave
North Bergen, NEW JERSEY 07047
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: NEW JER

Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent Name/Address: AURORA INTERNATIONAL ENTERPRISE LLC
6902 SMITH AVE
NORTH BERGEN, NEW JERSEY 07047-3717
UNITED STATES

Phone: 4046102511

Correspondent e-mail: auroraint@yahoo.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Aug. 19, 2014	REGISTERED-PRINCIPAL REGISTER	
Jun. 03, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jun. 03, 2014	PUBLISHED FOR OPPOSITION	
May 14, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Apr. 30, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	77312
Apr. 30, 2014	ASSIGNED TO LIE	77312
Apr. 11, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	

Apr. 11, 2014	EXAMINER'S AMENDMENT ENTERED	88888
Apr. 11, 2014	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Apr. 11, 2014	EXAMINERS AMENDMENT E-MAILED	6328
Apr. 11, 2014	EXAMINERS AMENDMENT -WRITTEN	77876
Apr. 11, 2014	ASSIGNED TO EXAMINER	77876
Jan. 21, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jan. 13, 2014	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Aug. 19, 2

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Mark: SUPERESSENTIAL

SUPERESSENTIAL

US Serial Number: 86077655 **Application Filing Date:** Sep. 28, 2013
US Registration Number: 4577581 **Registration Date:** Jul. 29, 2014
Filed as TEAS Plus: Yes **Currently TEAS Plus:** Yes
Register: Principal
Mark Type: Trademark
Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.
Status Date: Jul. 29, 2014
Publication Date: Feb. 18, 2014 **Notice of Allowance Date:** Apr. 15, 2014

Mark Information**Mark Literal Elements:** SUPERESSENTIAL**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK**Goods and Services****Note:**

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *...* identify additional (new) wording in the goods/services.

For: 3-in-1 hair conditioners; 3-in-1 hair shampoos; aromatic body care products, namely, body lotion conditioner, non-medicated lip balm, soap, body polish, body and foot scrub and non-medicated body lotion; bath soaps in liquid, solid or gel form; body lotions; cosmetic preparations for bath and body firming lotions; face and body lotions; hair conditioners; hair conditioners for babies; hair gels; hair conditioners; hair sprays and hair gels; natural cocoa butter based personal care products, namely, body polish, body and foot scrub and non-medicated skin creams; perfumes; shower and bath foam; moisturizing gel

International Class(es): 003 - Primary Class**U.S Class(es):** 001, 004,**Class Status:** ACTIVE**Basis:** 1(a)**First Use:** Nov. 02, 2013**Use in Commerce:** Nov. 02, 2013

Jun. 12, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	70884
Jun. 09, 2014	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 08, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Jun. 08, 2014	NON-FINAL ACTION E-MAILED	
Jun. 08, 2014	SU - NON-FINAL ACTION - WRITTEN	72008
May 08, 2014	STATEMENT OF USE PROCESSING COMPLETE	65362
Apr. 16, 2014	USE AMENDMENT FILED	65362
May 06, 2014	CASE ASSIGNED TO INTENT TO USE PARALEGAL	65362
Apr. 16, 2014	TEAS STATEMENT OF USE RECEIVED	
Apr. 15, 2014	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Feb. 18, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Feb. 18, 2014	PUBLISHED FOR OPPOSITION	
Jan. 29, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jan. 16, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	70884
Jan. 15, 2014	ASSIGNED TO LIE	70884
Jan. 14, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 13, 2014	ASSIGNED TO EXAMINER	72008
Oct. 08, 2013	NOTICE OF PSEUDO MARK E-MAILED	
Oct. 05, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 02, 2013	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jun. 24, 2014

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Filed ITU: No	Currently ITU: No
Filed 44D: No	Currently 44D: No
Filed 44E: No	Currently 44E: No
Filed 66A: No	Currently 66A: No
Filed No Basis: No	Currently No Basis: No

Current Owner(s) Information

Owner Name: Essential Essence LLC

Owner Address: PO Box 4101
Hamden, CONNECTICUT 06514
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: CONNEC

Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent Name/Address: EDWARDS, LYRA C
PO BOX 4101
HAMDEN, CONNECTICUT 06514-0101
UNITED STATES

Phone: 203-654-6823

Correspondent e-mail: lyraedwards@msn.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jul. 15, 2014	REGISTERED-SUPPLEMENTAL REGISTER	
Jun. 10, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	68552
Jun. 06, 2014	APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER	
Jun. 06, 2014	EXAMINER'S AMENDMENT ENTERED	88888
Jun. 06, 2014	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jun. 06, 2014	EXAMINERS AMENDMENT E-MAILED	6328
Jun. 06, 2014	EXAMINERS AMENDMENT -WRITTEN	73708

Jun. 03, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	68552
Jun. 03, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	68552
May 29, 2014	ASSIGNED TO LIE	68552
May 14, 2014	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 13, 2013	NOTIFICATION OF NON-FINAL ACTION E- MAILED	6325
Dec. 13, 2013	NON-FINAL ACTION E-MAILED	6325
Dec. 13, 2013	NON-FINAL ACTION WRITTEN	73708
Dec. 10, 2013	ASSIGNED TO EXAMINER	73708
Sep. 04, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Aug. 28, 2013	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jul. 15, 20

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Mark: ZEN ESSENTIALS

ZEN ESSENTIALS

US Serial Number: 86073882

Application Filing Date: Sep. 25, 2013

US Registration Number: 4529152

Registration Date: May 13, 2014

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: May 13, 2014

Publication Date: Feb. 25, 2014

Mark Information

Mark Literal Elements: ZEN ESSENTIALS

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *...* identify additional (new) wording in the goods/services.

For: Cosmetic preparations for skin care; Skin cleansers; Skin conditioners; Skin creams; Skin lotion preparations; Hair care lotions; Hair conditioners; Hair creams; Hair lotions; Beauty soap; Cosmetics and cosmetic preparations; Cosmetics and make-up; Body Lotions; Hand lotions; lip Dentifrices

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004,

Class Status: ACTIVE

Basis: 1(a)

First Use: May 12, 2012

Use in Commerce: May 12, 2012

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No	Currently ITU: No
Filed 44D: No	Currently 44D: No
Filed 44E: No	Currently 44E: No
Filed 66A: No	Currently 66A: No
Filed No Basis: No	Currently No Basis: No

Current Owner(s) Information

Owner Name: Martin, Launa
Owner Address: 884 Emeralds Bay Rd
 South Lake Tahoe, CALIFORNIA 96150
 UNITED STATES
Legal Entity Type: INDIVIDUAL **Citizenship:** UNITED S

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Raj Abhyanker **Docket Number:** 73897
Attorney Primary Email Address: trademarks@legalforce.com **Attorney Email Authorized:** Yes

Correspondent

Correspondent Name/Address: RAJ ABHYANKER
 RAJ ABHYANKER, P.C.
 1580 W EL CAMINO REAL STE 8
 MOUNTAIN VIEW, CALIFORNIA 94040-2462
 UNITED STATES
Phone: 650 965-8731 **Fax:** 650 989-2
Correspondent e-mail: trademarks@legalforce.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
May 13, 2014	REGISTERED-PRINCIPAL REGISTER	
Feb. 25, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Feb. 25, 2014	PUBLISHED FOR OPPOSITION	
Feb. 05, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jan. 14, 2014		

	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 08, 2014	ASSIGNED TO EXAMINER	68356
Oct. 02, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 28, 2013	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: May 13, 2015

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Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes
Filed ITU: No	Currently ITU: No
Filed 44D: No	Currently 44D: No
Filed 44E: No	Currently 44E: No
Filed 66A: No	Currently 66A: No
Filed No Basis: No	Currently No Basis: No

Current Owner(s) Information

Owner Name: Colón, Maribel

DBA, AKA, Formerly: DBA MareLuna Essentials

Owner Address: 441 W Oakdale Ave 13B
Chicago, ILLINOIS 60657
UNITED STATES

Legal Entity Type: INDIVIDUAL **Citizenship:** UNITED S

Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent COLÓN, MARIBEL
Name/Address: 441 W Oakdale Ave 13B
 CHICAGO, ILLINOIS 60657-5967
 UNITED STATES

Correspondent e-mail: maribel.colriv@gmail.com **Correspondent e-mail Yes**
pabloquiles@yahoo.com **Authorized:**

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 22, 2014	REGISTERED-PRINCIPAL REGISTER	
Feb. 04, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Feb. 04, 2014	PUBLISHED FOR OPPOSITION	
Jan. 15, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Dec. 30, 2013	LAW OFFICE PUBLICATION REVIEW COMPLETED	70633

Dec. 30, 2013	ASSIGNED TO LIE	70633
Dec. 24, 2013	ASSIGNED TO LIE	73797
Dec. 02, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 02, 2013	EXAMINER'S AMENDMENT ENTERED	88888
Dec. 02, 2013	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Dec. 02, 2013	EXAMINERS AMENDMENT E-MAILED	6328
Dec. 02, 2013	EXAMINERS AMENDMENT -WRITTEN	74784
Nov. 25, 2013	ASSIGNED TO EXAMINER	74784
Aug. 21, 2013	NOTICE OF PSEUDO MARK E-MAILED	
Aug. 20, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Aug. 14, 2013	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Apr. 22, 2015

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Mark: SMART ESSENTIALS

SMART ESSENTIALS

US Serial Number: 85041447

Application Filing Date: May 18, 2011

US Registration Number: 4010264

Registration Date: Aug. 09, 2011

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Aug. 09, 2011

Publication Date: Oct. 19, 2010

Notice of Allowance Date: Dec. 14, 2010

Mark Information

Mark Literal Elements: SMART ESSENTIALS

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Skincare preparations, namely, facial creams, facial moisturizers, facial cleansers

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004,

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 09, 2010

Use in Commerce: Dec. 09, 2010

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44D: No

Jun. 21, 2011	STATEMENT OF USE PROCESSING COMPLETE	66230
Jun. 14, 2011	USE AMENDMENT FILED	66230
Jun. 21, 2011	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66230
Jun. 14, 2011	TEAS STATEMENT OF USE RECEIVED	
Dec. 14, 2010	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Oct. 19, 2010	PUBLISHED FOR OPPOSITION	
Sep. 29, 2010	NOTICE OF PUBLICATION	
Sep. 16, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	73787
Sep. 16, 2010	ASSIGNED TO LIE	73787
Sep. 07, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 27, 2010	ASSIGNED TO EXAMINER	81093
May 22, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 21, 2010	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jul. 03, 20

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Mark: SMART ESSENTIALS

SMART ESSENTIALS

US Serial Number: 85041444

Application Filing Date: May 18, 2011

US Registration Number: 4109530

Registration Date: Mar. 06, 2012

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Mar. 06, 2012

Publication Date: May 10, 2011

Notice of Allowance Date: Jul. 05, 2011

Mark Information

Mark Literal Elements: SMART ESSENTIALS

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: medicated sun care preparations, namely, sun care lotions

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004,

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 09, 2010

Use in Commerce: Dec. 09, 2010

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44D: No

Filed 44E: No	Currently 44E: No
Filed 66A: No	Currently 66A: No
Filed No Basis: No	Currently No Basis: No

Current Owner(s) Information

Owner Name: JOHNSON & JOHNSON

Owner Address: One Johnson & Johnson Plaza
New Brunswick, NEW JERSEY 089337001
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: NEW JER

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jake D. Feldman

Docket Number: JDF-TK/C

Correspondent

Correspondent Name/Address: Jake D. Feldman
Johnson & Johnson
ONE JOHNSON & JOHNSON PLAZA
NEW BRUNSWICK, NEW JERSEY 08933
UNITED STATES

Phone: 732 524 1987

Fax: 732 524 6

Correspondent e-mail: TMUS@its.inj.com tkollmye@its.inj.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 24, 2015	ATTORNEY REVOKED AND/OR APPOINTED	
Mar. 24, 2015	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Mar. 06, 2012	REGISTERED-PRINCIPAL REGISTER	
Jan. 28, 2012	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jan. 27, 2012	LAW OFFICE REGISTRATION REVIEW COMPLETED	73797
Jan. 24, 2012	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	

Jan. 23, 2012	STATEMENT OF USE PROCESSING COMPLETE	69302
Dec. 20, 2011	USE AMENDMENT FILED	69302
Jan. 20, 2012	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Dec. 20, 2011	TEAS STATEMENT OF USE RECEIVED	
Dec. 20, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 05, 2011	NOA MAILED - SOU REQUIRED FROM APPLICANT	
May 10, 2011	PUBLISHED FOR OPPOSITION	
Apr. 20, 2011	NOTICE OF PUBLICATION	
Apr. 04, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	73797
Apr. 04, 2011	ASSIGNED TO LIE	73797
Mar. 21, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 01, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Feb. 28, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Feb. 28, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 07, 2010	NON-FINAL ACTION MAILED	
Sep. 07, 2010	NON-FINAL ACTION WRITTEN	81093
Aug. 27, 2010	ASSIGNED TO EXAMINER	81093
May 22, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 21, 2010	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jan. 27, 2012

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Mark: MOISTURE ESSENTIALS

MOISTURE ESSENTIALS

US Serial Number: 85249260

Application Filing Date: Feb. 23, 2012

US Registration Number: 4301917

Registration Date: Mar. 12, 2013

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Mar. 12, 2013

Publication Date: May 08, 2012

Notice of Allowance Date: Jul. 03, 2012

Mark Information

Mark Literal Elements: MOISTURE ESSENTIALS

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "MOISTURE"

Related Properties Information

Claimed Ownership of US [3925994](#)

Registrations:

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: body wash

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004,

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 22, 2012

Use in Commerce: Jan. 22, 2012

Basis Information (Case Level)

Filed Use: No	Currently Use: Yes
Filed ITU: Yes	Currently ITU: No
Filed 44D: No	Currently 44D: No
Filed 44E: No	Currently 44E: No
Filed 66A: No	Currently 66A: No
Filed No Basis: No	Currently No Basis: No

Current Owner(s) Information

Owner Name: Johnson & Johnson

Owner Address: One Johnson & Johnson Plaza
New Brunswick, NEW JERSEY 089337001
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: NEW JER

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Brian T. Jaenicke

Correspondent

Correspondent: BRIAN T. JAENICKE
Name/Address: JOHNSON & JOHNSON
 ONE JOHNSON & JOHNSON PLAZA
 NEW BRUNSWICK, NEW JERSEY 08933-7001
 UNITED STATES

Phone: 732-524-6273

Fax: 732-524-6

Correspondent e-mail: trnus@its.inj.com mkirczo@its.inj.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 12, 2013	REGISTERED-PRINCIPAL REGISTER	
Feb. 07, 2013	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Feb. 06, 2013	LAW OFFICE REGISTRATION REVIEW COMPLETED	77312
Feb. 06, 2013		

	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jan. 15, 2013	STATEMENT OF USE PROCESSING COMPLETE	76874
Dec. 19, 2012	USE AMENDMENT FILED	76874
Jan. 15, 2013	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76874
Dec. 19, 2012	TEAS STATEMENT OF USE RECEIVED	
Dec. 19, 2012	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 03, 2012	NOA MAILED - SOU REQUIRED FROM APPLICANT	
May 08, 2012	PUBLISHED FOR OPPOSITION	
Apr. 18, 2012	NOTICE OF PUBLICATION	
Mar. 31, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	77312
Mar. 31, 2012	ASSIGNED TO LIE	77312
Mar. 14, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 14, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Mar. 13, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Mar. 13, 2012	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 06, 2011	NON-FINAL ACTION MAILED	
Dec. 05, 2011	NON-FINAL ACTION WRITTEN	74677
Nov. 11, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Nov. 10, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Nov. 10, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 10, 2011	NON-FINAL ACTION MAILED	
May 09, 2011	NON-FINAL ACTION WRITTEN	74677
May 04, 2011	ASSIGNED TO EXAMINER	74677
Feb. 27, 2011	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Feb. 26, 2011	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Feb. 06, 2

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Mark: GLO ESSENTIALS

The logo for 'glō·essentials' features the word 'glō' in a lowercase, sans-serif font with a macron over the 'o', followed by a dot and the word 'essentials' in a similar lowercase, sans-serif font.

US Serial Number: 85426373

Application Filing Date: Sep. 19, 2011

US Registration Number: 4238970

Registration Date: Nov. 06, 2012

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Nov. 06, 2012

Publication Date: Feb. 28, 2012

Notice of Allowance Date: Apr. 24, 2012

Mark Information

Mark Literal Elements: GLO ESSENTIALS

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of the words "GLO" and "ESSENTIALS" in stylized form with a dot between the two words.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s): 26.01.21 - Circles that are totally or partially shaded.

26.17.13 - Overlined words or letters; Underlined words or letters; Letters or words underlined and overlined

Related Properties Information

Claimed Ownership of US [3985361](#), [4014199](#), [4014200](#) and others
Registrations:

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: hair care products, namely, shampoos, dry shampoos, conditioners, leave-in conditioning aids, mousse, hairsprays, shine or finishing oils, treatment oils, shine sprays, detangling sprays, heat

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004,

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 01, 2011

Use in Commerce: Dec. 01, 2

Basis Information (Case Level)

Filed Use: No	Currently Use: Yes
Filed ITU: Yes	Currently ITU: No
Filed 44D: No	Currently 44D: No
Filed 44E: No	Currently 44E: No
Filed 66A: No	Currently 66A: No
Filed No Basis: No	Currently No Basis: No

Current Owner(s) Information

Owner Name: Caleel + Hayden LLC

Owner Address: 600 West Bayaud Avenue
Denver, COLORADO 80223
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWAR

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Amanda L. Swaim

Docket Number: 42421.003

Attorney Primary Email doCKET@hollandhart.com
Address:

Attorney Email Authorized: No

Correspondent

Correspondent AMANDA L. SWAIM
Name/Address: HOLLAND & HART LLP
PO BOX 8749
DENVER, COLORADO 80201-8749
UNITED STATES

Phone: 719-475-6427

Correspondent e-mail: doCKET@hollandhart.com

Correspondent e-mail Yes Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Nov. 06, 2012	REGISTERED-PRINCIPAL REGISTER	
Oct. 02, 2012	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Oct. 01, 2012	LAW OFFICE REGISTRATION REVIEW COMPLETED	68171
Sep. 28, 2012	ASSIGNED TO LIE	68171
Sep. 18, 2012	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Sep. 17, 2012	STATEMENT OF USE PROCESSING COMPLETE	69302
Sep. 13, 2012	USE AMENDMENT FILED	69302
Sep. 17, 2012	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Sep. 13, 2012	TEAS STATEMENT OF USE RECEIVED	
Apr. 24, 2012	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Feb. 28, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Feb. 28, 2012	PUBLISHED FOR OPPOSITION	
Feb. 08, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jan. 05, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 05, 2012	ASSIGNED TO EXAMINER	81840
Sep. 23, 2011	NOTICE OF DESIGN SEARCH CODE AND PSEUDO MARK MAILED	
Sep. 22, 2011	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 22, 2011	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Oct. 01, 2012

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Proceedings - Click to Load

STATUS DOCUMENTS

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Mark: CLEARLY NATURAL ESSENTIALS

CLEARLY NATURAL ESSENTIALS

US Serial Number: 85404558

Application Filing Date: Aug. 23, 2012

US Registration Number: 4240294

Registration Date: Nov. 13, 2012

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Nov. 13, 2012

Publication Date: Aug. 28, 2012

Mark Information

Mark Literal Elements: CLEARLY NATURAL ESSENTIALS

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "NATURAL"

Related Properties Information

Claimed Ownership of US [1306698](#)

Registrations:

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *...* identify additional (new) wording in the goods/services.

For: Liquid and bar soaps; lotions

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004,

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 04, 2008

Use in Commerce: Jan. 04, 2008

Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes
Filed ITU: No	Currently ITU: No
Filed 44D: No	Currently 44D: No
Filed 44E: No	Currently 44E: No
Filed 66A: No	Currently 66A: No
Filed No Basis: No	Currently No Basis: No

Current Owner(s) Information

Owner Name: Beaumont Products, Inc.
Owner Address: 1560 Big Shanty Drive
 Kennesaw, GEORGIA 30144
 UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** GEORGIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: George M. Thomas **Docket Number:** 10222-376

Attorney Primary Email Address: trademarks@tkhr.com **Attorney Email Authorized:** No

Correspondent

Correspondent Name/Address: GEORGE M. THOMAS
 THOMAS, KAYDEN, HORSTEMEYER & RISLEY, LLP
 400 INTERSTATE NORTH PKWY SE STE 1500
 ATLANTA, GEORGIA 30339-5029
 UNITED STATES

Phone: 770-933-9500 **Fax:** 770-951-0

Correspondent e-mail: trademarks@tkhr.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Nov. 13, 2012	REGISTERED-PRINCIPAL REGISTER	
Aug. 28, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Aug. 28, 2012	PUBLISHED FOR OPPOSITION	

Aug. 08, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jul. 24, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	67287
Jul. 23, 2012	ASSIGNED TO LIE	67287
Jul. 03, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 19, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 19, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 19, 2012	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 19, 2011	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 19, 2011	NON-FINAL ACTION E-MAILED	6325
Dec. 19, 2011	NON-FINAL ACTION WRITTEN	66508
Dec. 13, 2011	ASSIGNED TO EXAMINER	66508
Aug. 29, 2011	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Aug. 26, 2011	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Nov. 13, 2

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Filed ITU: Yes	Currently ITU: No
Filed 44D: No	Currently 44D: No
Filed 44E: No	Currently 44E: No
Filed 66A: No	Currently 66A: No
Filed No Basis: No	Currently No Basis: No

Current Owner(s) Information

Owner Name: INSPIRED BEAUTY BRANDS, INC.
Owner Address: 277 NORTHERN BLVD.
 GREAT NECK, NEW YORK 11021
 UNITED STATES
Legal Entity Type: CORPORATION
State or Country Where Organized: NEW YORK

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Matthew J. Bresnahan, Esq. **Docket Number:** 39375-900
Attorney Primary Email Address: mbresnahan@wsgr.com **Attorney Email Authorized:** No

Correspondent

Correspondent Name/Address: MATTHEW J. BRESNAHAN, ESQ.
 WILSON SONSINI GOODRICH & ROSATI
 12235 EL CAMINO REAL STE 200
 SAN DIEGO, CALIFORNIA 92130-3002
 UNITED STATES
Phone: (858) 350-2226
Correspondent e-mail: mbresnahan@wsgr.com **Correspondent e-mail Authorized:** No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
May 30, 2012	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
May 31, 2011	REGISTERED-PRINCIPAL REGISTER	
Apr. 29, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Apr. 28, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	66121

Apr. 27, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Apr. 25, 2011	STATEMENT OF USE PROCESSING COMPLETE	76874
Apr. 20, 2011	USE AMENDMENT FILED	76874
Apr. 25, 2011	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76874
Apr. 20, 2011	TEAS STATEMENT OF USE RECEIVED	
Mar. 22, 2011	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Feb. 04, 2011	EXTENSION OF TIME TO OPPOSE PROCESS - TERMINATED	
Oct. 14, 2010	EXTENSION OF TIME TO OPPOSE RECEIVED	
Sep. 21, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Sep. 21, 2010	PUBLISHED FOR OPPOSITION	
Aug. 19, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	66121
Aug. 18, 2010	ASSIGNED TO LIE	66121
Jul. 30, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 29, 2010	EXAMINER'S AMENDMENT ENTERED	88888
Jul. 29, 2010	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jul. 29, 2010	EXAMINERS AMENDMENT E-MAILED	6328
Jul. 29, 2010	EXAMINERS AMENDMENT -WRITTEN	74814
Jul. 13, 2010	ASSIGNED TO EXAMINER	74814
Apr. 14, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Apr. 12, 2010	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Apr. 28, 2011

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