

This Opinion is Not a
Precedent of the TTAB

Mailed: July 21, 2021

UNITED STATES PATENT AND TRADEMARK OFFICE
Trademark Trial and Appeal Board

In re Shim Phyu Min

Serial Nos. 88255234 and 88258789

Maria Crimi Speth of Jaburg & Wilk P.C.,
for Shim Phyu Min.

Chioma (Bata) Oputa, Trademark Examining Attorney, Law Office 103,
Stacy Wahlberg, Managing Attorney.

Before Wolfson, Adlin and Lebow, Administrative Trademark Judges.

Opinion by Adlin, Administrative Trademark Judge:

Applicant Shim Phyu Min seeks Principal Register registrations for the proposed mark BEAUTY SG (in standard characters) for: “dietary and nutritional supplements,” in International Class 5;¹ and “cleansers for intimate personal hygiene purposes, non medicated; cosmetic preparations; facial masks; hair care preparations; hair conditioner; hair shampoo; nail care preparations; nail polish; nail polish remover; non-medicated skin care preparations, namely, creams, lotions, gels, toners and cleansers; skin lotions; facial cleansers; skin cleansers,” in International

¹ Application Serial No. 88255234, filed January 9, 2019 under Section 1(b) of the Trademark Act, based on an alleged intent to use the mark in commerce (the “234 Application”).

Class 3.² Applicant disclaimed BEAUTY in the '789 Application for the Class 3 goods, but did not disclaim the term in the '234 Application for the Class 5 goods. The Examining Attorney refused registration in both applications under Section 2(e)(2) of the Act, 15 U.S.C. § 1052(e)(2), on the ground that the proposed mark is primarily geographically descriptive of Applicant's goods in both classes.

After the refusals became final, Applicant appealed and filed her Appeal Briefs. The Examining Attorney then requested and was granted remands to introduce additional evidence. When the appeals resumed, Applicant filed a Supplemental Appeal Brief in the '789 Application only, and the Examining Attorney filed her Appeal Briefs in both applications.

I. Appeals Consolidated

These appeals involve common questions of law and fact and the records are quite similar. Accordingly, we consolidate and decide both appeals in this single decision. *See In re Binion*, 93 USPQ2d 1531, 1533 (TTAB 2009); TRADEMARK TRIAL AND APPEAL BOARD MANUAL OF PROCEDURE (TBMP) § 1214 (2020).³

² Application Serial No. 88258789, filed January 11, 2019 under Section 1(b) of the Act, based on an alleged intent to use the mark in commerce (the "789 Application").

³ Citations are to the record in the '234 Application, unless otherwise indicated, and refer to the USPTO's Trademark Status & Document Retrieval ("TSDR") system's online database, by page number, in the downloadable .pdf format. In citations to the Board's online docketing system, TTABVUE, the number preceding "TTABVUE" corresponds to the docket entry number(s), and any number(s) following "TTABVUE" refer to the page number(s) of the docket entry where the cited materials appear.

II. Evidence and Arguments

The Examining Attorney argues that SG is “a widely recognized abbreviation” for, and “substantially synonymous” with, Singapore, an island nation in Southeast Asia, and that Applicant’s goods “originate” there. 16 TTABVUE 5, 6, 13-14; March 25, 2019 Office Action TSDR 49-53 (Columbia Gazetteer of the World). Moreover, according to the Examining Attorney, BEAUTY is merely descriptive of Applicant’s goods in both classes. 16 TTABVUE 9-11.

To support her claim that SG is geographically descriptive, the Examining Attorney relies on evidence that the abbreviation SG refers to Singapore in a number of contexts. For example, the Sustainable Sources and World Atlas websites provide “Country Abbreviations,” which indicate that “SG” identifies Singapore. March 25, 2019 Office Action TSDR 63-87. The World Atlas listing more specifically indicates that the abbreviation is a “2-letter code” which is “supplied by the ISO (International Organization for Standardization),” and is based on “the list of names published by the United Nations.” *Id.* at 70. Another website, “laendercode.net,” identifies “SG” as Singapore’s “Country Code according to ISO standards” as well as its “Country-specific domain (Top Level Domain).” *Id.* at 90-91. More generally, the “abbreviations.com” website indicates that “SG” is simply an abbreviation for Singapore, while the Acronym Finder website lists 33 “five star” meanings for SG, the first of which is “Singapore,” with others on the list including “shooting guard,”

“Secretary-General,” “Senegal,”⁴ “Société Générale (French Corporate, Investment and Retail Bank),” “Spice Girls (band)” and “Seth Green (actor).” March 25, 2019 Office Action TSDR 54-62, 88. In addition, a large number of news articles and other publications from a variety of sources use “SG” as an abbreviation for Singapore, often to indicate where a person or company resides, or to identify a Singapore website. January 14, 2020 Denial of Request for Reconsideration TSDR 6-134.

To support her claim that BEAUTY is merely descriptive of Applicant’s identified goods in each class, the Examining Attorney relies on evidence that third parties use the term to describe their cosmetic, hair, nail and skin products such as those identified in the involved ’789 Application, and their dietary and nutritional supplements, such as those identified in the ’234 Application.

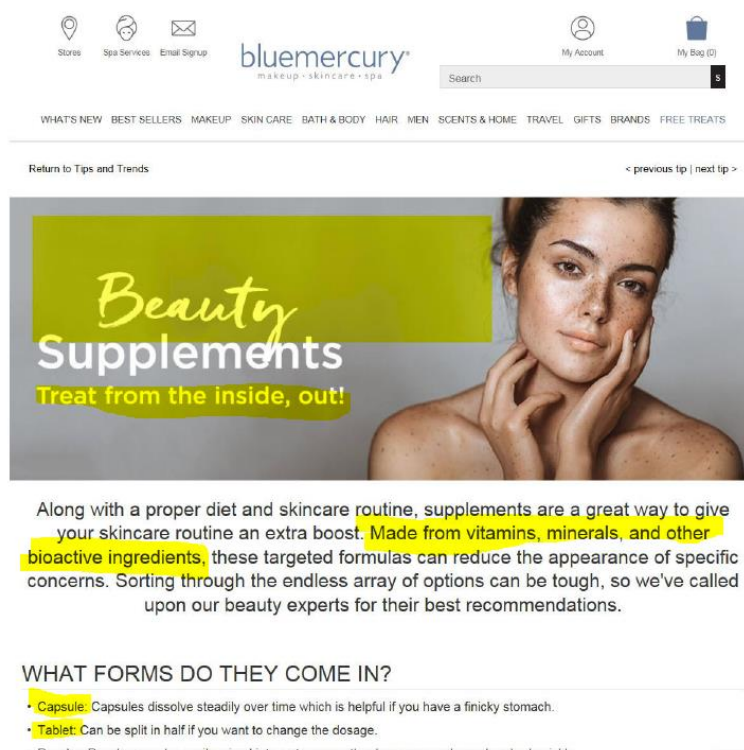
For example, an Into the Gloss article titled “The Definitive Guide to Beauty Supplements” discusses “taking nutrient-dense pills” to obtain “beauty benefits.” It explains that these types of “beauty supplements are having a moment right now,” and states that “the ITG Beauty Closet is stocked with offerings from Murad, Ritual, Olly, Raw Complexions, Catalyst Gold, Dr. Perricone ... chic lines of vitamins, oil gelcaps, and other assorted ingestibles ... beauty nutrition is in, it seems.” Based on an interview with a pharmacist, the article states “if you’re lacking in nutrients, it can show up in your hair, skin and nails.” March 25, 2019 Office Action TSDR 24-25.

⁴ Acronym Finder appears to be an outlier in this regard, as the Sustainable Sources and World Atlas websites indicate that Senegal’s abbreviation is “SN,” not “SG.” March 25, 2019 Office Action TSDR 68, 79.

An Allure article titled “Pretty Pills: How Beauty Supplements Changed the Way We View Wellness” includes the subheading “here’s why everyone wants next-gen supplements right now.” *Id.* at 38. A Byrdie article titled “12 Beauty Supplements Editors Can’t Stop Raving About” echoes the Into the Gloss article, as it concludes that beauty supplements are having a “moment,” stating “now there are legions of beautifying supplements and vitamins, not to mention countless existing health products that have rebranded to tout their benefits for skin, hair ... it seems like an innovative new formula passes across our desk on a near-daily basis,” resulting in the publication’s “ever-growing ingestible beauty collection.” June 4, 2020 Office Action TSDR 42. Everyday Health’s article “Do Skin and Hair Supplements Like Collagen and Resveratrol Really Work?” includes the lede: “Beauty supplements are the magic pill of the moment.” *Id.* at 45. Dermstore’s “Beauty Supplements and Wellness” page offers “a variety of beauty and wellness supplements that target concerns like wrinkles, cellulite, acne and free radical damage.” *Id.* at 44. The Myvitamins website’s “Beauty Supplements” page offers a “range of beauty supplements” which “are designed to maintain healthy hair, skin and nails.” *Id.* at 47. The “naturesbounty.com,” “vitamedica.com,” “hushandhush.com” and “sephora.com” websites also use the terms “beauty supplements” or “beauty vitamin supplements” to describe dietary or nutritional supplements intended to beautify skin or hair. *Id.* at 48-51. Bluemercury’s “Beauty Supplements” webpage includes the subheading “Treat from the inside, out!” and indicates that “beauty supplements” are

Serial Nos. 88255234 and 88258789

“made from vitamins, minerals, and other bioactive ingredients,” and come in capsule and tablet form, as shown below:



March 25, 2019 Office Action TSDR 7 (emphasis added).

As for the cosmetic, skin, hair and nail products identified in the '789 Application, the Examining Attorney relies on a dictionary definition of “cosmetic” as “a preparation, such as powder or skin cream, designed to **beautify** the body by direct application.” March 25, 2019 Office Action ('789 Application) TSDR 7 (emphasis added).⁵ It is therefore not surprising that third parties often use the term BEAUTY or forms thereof in connection with the types of cosmetic and other products identified in the '789 Application. For example, the “intertek.com,” “humblebs.com,” “npd.com,”

⁵ <https://ahdictionary.com/word/search.html?q=cosmetics>.

“lorealparisusa.com” and “makeupmania.com” websites use the term BEAUTY in connection with cosmetics, or hair, nail or skincare-related products or services. September 4, 2019 Office Action (789 Application) TSDR 6-25. The Smithsonian’s National Museum of American History’s Medicine and Science collections include cosmetics and personal care products intended to “beautify the body,” which “provide an important record of American ... beauty norms.” *Id.* at 26.

Finally, the Examining Attorney relies on evidence that a number of Singaporean companies offer cosmetics and other beauty products, with some of them using names, marks or descriptors that include BEAUTY or SG, or both. For example, Balm Kitchen’s Instagram page promotes its “nourishing skin food since 2014,” with the taglines “Conscious beauty infused with Asian botanicals” and “Proudly SG made.” June 4, 2020 Office Action TSDR 6. The company’s website states that it is “proudly a Singaporean owned and Made in Singapore brand.” *Id.* at 7. Another Singaporean skincare company, ESSE PROBIOTIC SKINCARE SG, promotes itself on Facebook and via a website which offers its skincare products. *Id.* at 8-9. Sephora Singapore’s Instagram page indicates that the company can be “tagged” or contacted via “@SephoraSG.” *Id.* at 10. Kiehl’s SG’s Facebook page promoted an open house intended to help consumers “achieve healthy radiant skin.” *Id.* at 12. These are not the only “beauty brands” in Singapore. *Id.* at 27-29.

Various articles indicate that many “beauty” products are made in Singapore, which is sometimes referred to as “SG.” For example, a Women’s Weekly article under the “Beauty” heading entitled “Made in SG” includes the subheading “Formulated in

Singapore, these local brands keep your skin in tip-top shape.” *Id.* at 14. The Curatedition article “World-Class Made-In-Singapore Beauty” states that “**made-in-SG beauty brands** that purvey makeup, skincare, body care and haircare, are back and thriving.” *Id.* at 15, 24-25 (emphasis added). Similarly, the Honeycombers website states “The beauty scene in Singapore is seriously thriving – in the past few years, the industry has exploded with the arrival of more local makeup and skincare brands” *Id.* at 16. The Straits Times article “Local Beauty Businesses Making It Big” states “At least 15 home-grown beauty and skincare brands have popped up in Singapore in the last four years” and “**Singapore’s beauty scene** continues to be very lucrative.” *Id.* at 30-33 (emphasis added).

Applicant counters that BEAUTY merely suggests “a possible purpose or desired outcome from using Applicant’s supplements and requires some imagination, thought or perception to conclude this.” 4 TTABVUE 8. She also points out that SG is an abbreviation for multiple terms besides Singapore, including those cited above, as well as, *inter alia*, the chemical element “Seaborgium,” “Specific Gravity,” “Solicitor General” and “surgeon.” *Id.* at 10. Applicant claims that she uses SG in her mark not to refer to Singapore, but instead “as an acronym for ‘serums and gels’ which are the [cosmetic, hair, nail and skincare] goods Applicant also provides under BEAUTY SG.” *Id.* Moreover, according to Applicant, the Examining Attorney’s evidence “is not sufficient to establish that [SG] is recognized by relevant consumers to be substantially synonymous with the descriptive wording it represents.” *Id.* at 11.

Applicant further contends that even if SG is understood as an abbreviation for Singapore, as a “tiny country with a total population of just 5.7 million people,” and with there being “only an estimated 32,748 people from Singapore (foreign-born) in the United States,” Singapore is not generally known to relevant American consumers. *Id.* at 13. Even if it was, “this does not mean that the dietary and nutritional supplement industry is so associated with Singapore that BEAUTY SG would alert the average American consumer of any ties between Singapore and supplements,” especially because Applicant’s goods are “manufactured in Taiwan.” *Id.* at 14-15. Finally, Applicant argues that her mark was registered in Singapore, which “employs standards similar to the USPTO when it comes to evaluating geographic descriptiveness.” *Id.*

In support of her arguments, Applicant cites to dictionary definitions indicating that SG means “Song of Solomon,” “seaborgium” and “specific gravity.” December 23, 2019 Office Action response TSDR 11-14.⁶ She also relies on another dictionary definition which lists 138 possible meanings of the acronym SG, the first of which is “Singapore.” *Id.* at 15.⁷ Similarly, like the Examining Attorney, Applicant relies on the “abbreviations.com” website, which includes 174 definitions for SG, the first of which is “Singapore.” *Id.* at 17.⁸ And, like the Examining Attorney, Applicant cites

⁶ <https://www.collinsdictionary.com/us/dictionary/english/sg>. We have not considered this dictionary’s definitions in “British English,” because we are concerned with American English, nor have we considered the Medscape definition which appears to relate to “laboratory medicine,” because we are concerned with general consumer products. December 23, 2019 Office Action response TSDR 16.

⁷ <https://acronyms.thefreedictionary.com/SG>.

⁸ <https://www.abbreviations.com/SG>.

the ISO country code for Singapore, which is SG. *Id.* at 18. Finally, Applicant relies on evidence that SG and forms thereof (such as “S-G”) is used in entity and product names and as an abbreviation for various terms. September 22, 2020 Request for Reconsideration TSDR 16-252.

III. Analysis

The record leaves no doubt that BEAUTY SG is geographically descriptive because the Examining Attorney has established a prima facie case, which Applicant has not rebutted, that: (1) the primary significance of the term is the name of a place known generally to the public; (2) the public would make a goods/place association, i.e. believe that the goods for which Applicant seeks registration originate in that place; and (3) the source of the goods is the geographic region named in the proposed mark. *In re Newbridge Cutlery Co.*, 776 F.3d 854, 113 USPQ2d 1445, 1448-49 (Fed. Cir. 2015) (quoting *In re Societe Generale Des Eaux Minerales De Vittel S.A.*, 824 F.2d 957, 3 USPQ2d 1450, 1452 (Fed. Cir. 1987) and *In re Jacques Bernier, Inc.*, 894 F.2d 389, 13 USPQ 1725 (Fed. Cir. 1990)); TRADEMARK MANUAL OF EXAMINING PROCEDURE (TMPEP) § 1210.01(a) (Oct. 2018).

A. The Primary Significance of SG is Singapore

The evidence of record reveals that the primary significance of SG in Applicant’s proposed mark is Singapore. Indeed, SG is identified in several reference works and websites as an abbreviation for Singapore. This abbreviation is sanctioned by the ISO and United Nations, and also used as Singapore’s country-specific top level domain. March 25, 2019 Office Action TSDR 54-88, 90-91. As such, the acronym appears in several Singaporean beauty-related websites and domain names, as well as media

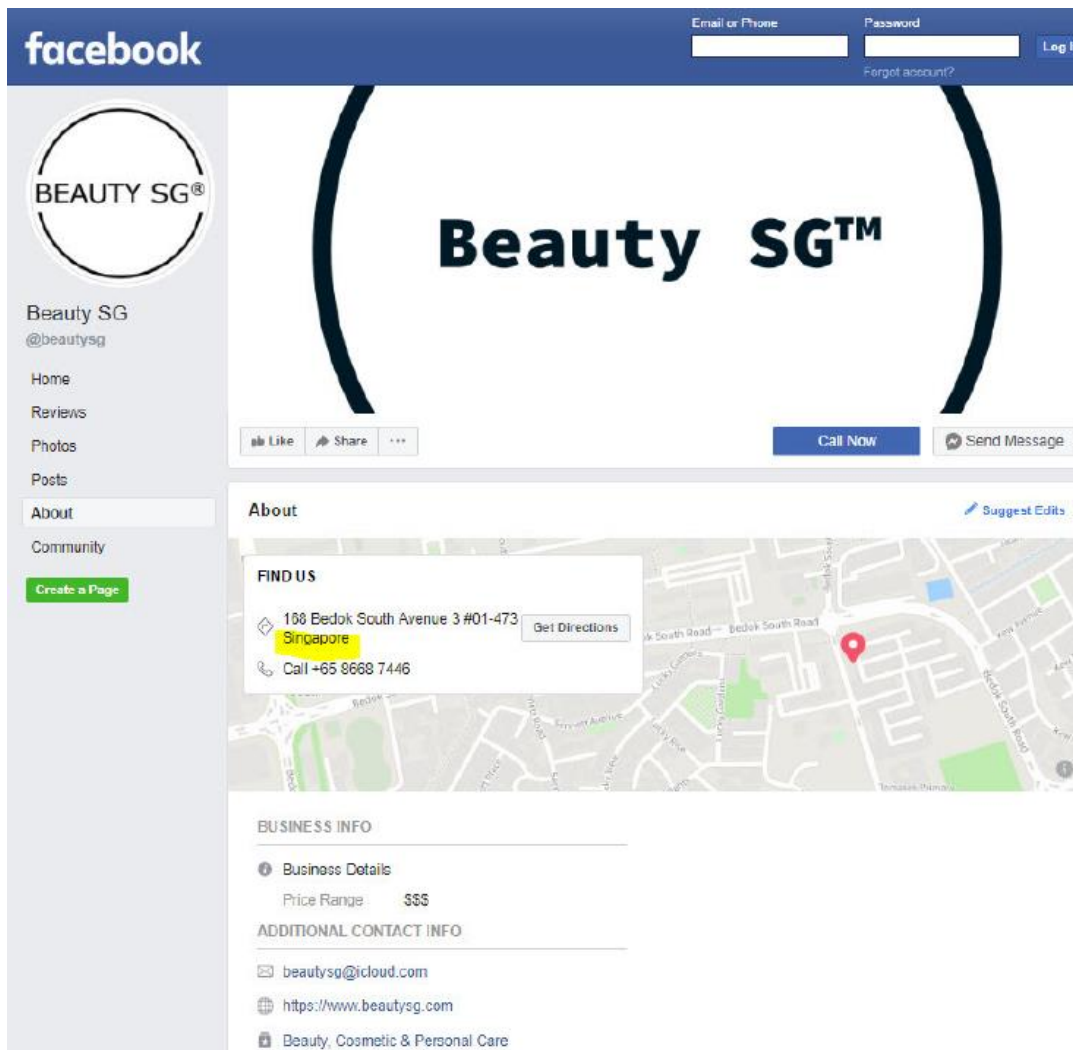
articles and Singaporean beauty-focused social media accounts. June 4, 2020 Office Action TSDR 6-8, 10-12, 14-17, 19-22; January 14, 2020 Denial of Request for Reconsideration TSDR 6-134. Thus, SG is a “recognized abbreviation” for Singapore. *See In re Thomas Nelson, Inc.*, 97 USPQ2d 1712, 1715 (TTAB 2011).

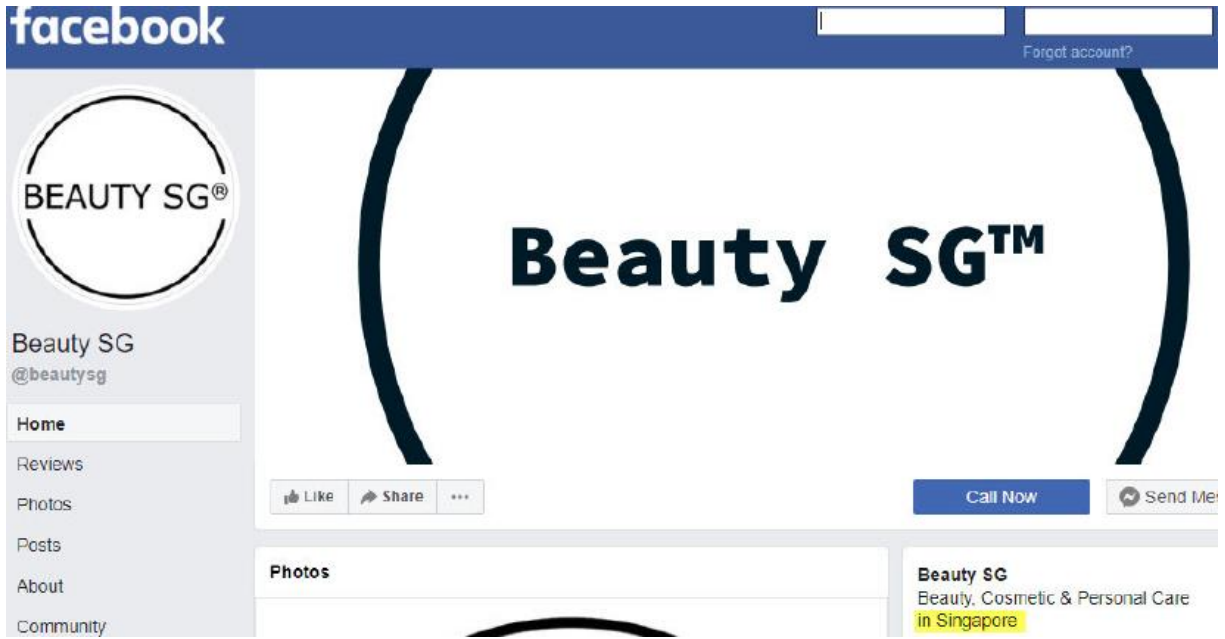
While Applicant correctly points out that SG has other meanings, including “shooting guard,” “Spice Girls” and “seaborgium,” there is no indication in the record that any of these or the other possible meanings of SG relate to the cosmetic and supplement goods identified in the involved applications. Thus, we find that relevant consumers will perceive the SG element of Applicant’s mark as referring to Singapore, Applicant’s domicile and the term’s first meaning according to reference works. *See generally In re Hollywood Lawyers Online*, 110 USPQ2d 1852, 1858 (TTAB 2014) (finding HOLLYWOOD LAWYERS ONLINE primarily geographically descriptive of attorney referrals, pointing out that “without additional elements in the mark to detract from the geographic significance, there is no allusion to the alternative meaning referencing the ‘glamour’ of the film industry”); *In re Opryland USA Inc.*, 1 USPQ2d 1409, 1412-13 (TTAB 1986) (NASHVILLE NETWORK primarily geographically descriptive of television program production and distribution, because the programming has “a substantial enough relation to Nashville, Tennessee,” even though the term “has other imagery than the city of Nashville,” stating “[b]ecause a term may have other meanings does not necessarily alter the primacy of its geographical significance”); *In re Cookie Kitchen, Inc.*, 228 USPQ 873, 874 (TTAB 1986) (MANHATTAN & Design primarily geographically

Serial Nos. 88255234 and 88258789

deceptively misdescriptive of cookies, even though term has other meanings, such as a Manhattan cocktail); *In re Jack's Hi-Grade Foods, Inc.*, 226 USPQ 1028, 1029 (TTAB 1985) (NEAPOLITAN primarily geographically deceptively misdescriptive of sausage even though term has other meanings, such as a type of multi-flavored ice cream).

Indeed, Applicant's use of the term, such as on its Facebook page reproduced below, makes clear that the SG in Applicant's proposed mark refers to Singapore:





June 4, 2020 Office Action TSDR 21-22 (emphasis added). *See In re N.C. Lottery*, 866 F.3d 1363, 123 USPQ2d 1707, 1709-10 (Fed. Cir. 2017) (relying on how a mark is used “in its commercial context” and in “advertising material directed to the goods,” citing cases); *In re Hunter Fan Co.*, 78 USPQ2d 1474, 1476 (TTAB 2006) (“applicant’s own use of the term ERGONOMIC ... highlights the descriptive nature of this term”). Furthermore, the media articles discussed above reveal that Singapore is increasingly associated with beauty products, with several indicating that “SG beauty brands” or Singapore beauty products such as those identified in the involved applications are “thriving,” have “exploded,” or are “making it big.” June 4, 2020 Office Action TSDR 15, 16, 24-25, 30-33.

Applicant’s argument that SG is not sufficiently “recognized by relevant consumers to be substantially synonymous with” Singapore is not well-taken. The

record reveals that the abbreviation is widely used by many Singapore websites,⁹ the domain name system generally, the United Nations and ISO, news organizations, and, significantly, Applicant's competitors in, and media reporting on, the Singapore beauty industry. March 25, 2019 Office Action TSDR 63-88, 90-91; January 14, 2020 Denial of Request for Reconsideration TSDR 6-134; June 4, 2020 Office Action TSDR 6, 8-10, 12, 14-16, 24-25.

We also reject Applicant's argument that Singapore is not generally known to American consumers. According to the Columbia Gazetteer of the World, "Singapore is one of the world's greatest commercial centers and has one of the world's largest and busiest ports." March 25, 2019 Office Action TSDR 52. It is also "a major center of international finance," and the United States is one of its "chief trading partners." *Id.* Moreover, Singapore's "[c]lose strategic ties to the U.S. are reflected in an agreement that provides access to Singapore's naval base by American warships; this is especially important now that the U.S. no longer has its naval base in the Philippines." *Id.* at 50. Finally, Applicant puts Singapore's population at almost 6 million, and claims that there are tens of thousands of Singapore-born people in the United States. 4 TTABVUE 13. We infer from this combination of evidence that a

⁹ Applicant is correct that there is no evidence regarding how many United States consumers have encountered these Singapore websites. 11 TTABVUE (789 Application) 4-6. Nevertheless, it is clear from other cited evidence of record that United States consumers have been exposed to the SG abbreviation in other contexts, and the cited Singaporean websites show that goods and services offered or shipped from Singapore, such as Applicant's goods, are at least sometimes associated with the abbreviation SG, referring to Singapore.

Serial Nos. 88255234 and 88258789

substantial number of relevant United States consumers are familiar with Singapore, as they likely would be with any of the “world’s greatest commercial centers.”

We have not ignored the term BEAUTY in the proposed mark, but adding a descriptive term to a geographic one does not alter the geographic term’s geographic significance. *See e.g. In re Cheezwhse.com, Inc.*, 85 USPQ2d 1917, 1920 (TTAB 2008) (NORMANDIE CAMEMBERT primarily geographically descriptive of Camembert cheese because “[i]t is settled that the primarily geographic significance of a term (like NORMANDIE) is not overcome by the addition of a generic term (like CAMEMBERT)”; *In re JT Tobacconists*, 59 USPQ2d 1080, 1083 (TTAB 2001) (“The additional presence in applicant’s mark of the generic terminology ‘CIGAR COMPANY’ for an entity in the business of selling cigars and related cigar products such as cigar cases and humidors does not detract from or otherwise alter the fact that the primary significance of the mark [MINNESOTA CIGAR COMPANY] as a whole is geographical.”); *In re California Pizza Kitchen Inc.*, 10 USPQ2d 1704, 1705 (TTAB 1988) (same).

Here, there is no question that BEAUTY is descriptive for Applicant’s goods in both classes. Applicant effectively conceded the point in the ’789 Application by disclaiming the term in connection with cosmetics and hair, nail and skincare products. *In re Carlson*, 91 USPQ2d 1198, 1200 (TTAB 2009); *Bass Pro Trademarks LLC v. Sportsman’s Warehouse, Inc.*, 89 USPQ2d 1844, 1851 (TTAB 2008). *See also Alcatraz Media Inc. v. Chesapeake Marine Tours Inc.*, 107 USPQ2d 1750, 1762 (TTAB 2013), *aff’d mem.*, 565 Fed. Appx. 900 (Fed. Cir. 2014). Of course, the dictionary

definition of “cosmetic” also makes this clear. March 25, 2019 Office Action (’789 Application) TSDR 7. *See also* September 4, 2019 Office Action (’789 Application) TSDR 6-26.

As for the dietary and nutritional supplements identified in the ’234 Application, the record leaves no doubt that BEAUTY is also descriptive of them. In fact, the articles of record reveal that “beauty supplement” is essentially a term of art in the industry to refer to dietary and nutritional supplements intended to improve skin, hair or nails or otherwise enhance one’s beauty. March 25, 2019 Office Action TSDR 7, 24-25, 38; June 4, 2020 Office Action TSDR 42, 44, 45, 47-51. This term of art, and more generally, use of the term BEAUTY in connection with supplements is apparently becoming increasingly common, as these cited articles indicate that: “beauty supplements” are “having a moment right now”; “beauty nutrition is in”; “everyone wants next-gen [beauty] supplements right now”; “now there are legions of beautifying supplements and vitamins, not to mention countless existing health products that have rebranded to tout their benefits for skin, hair”; and “beauty supplements are the magic pill of the moment.” March 25, 2019 Office Action TSDR 24-25, 38; June 4, 2020 Office Action TSDR 42, 45. In other words, increasingly, and in this “moment,” the term BEAUTY is being used by third-parties to directly describe dietary and nutritional supplements, to the point that multiple beauty publications now use the term “beauty supplement.” In any event, Applicant’s competitors also use BEAUTY to describe “beauty supplements” and should, like Applicant, have the opportunity to continue to do so. *See In re Boston Beer Co. L.P.*, 47 USPQ2d 1914,

1920-21 (TTAB 1998), *aff'd*, 198 F.3d 1370, 53 USPQ2d 1056 (Fed. Cir. 1999); *In re Abcor Dev.*, 588 F.2d 811, 200 USPQ 215, 217 (CCPA 1978) (“The major reasons for not protecting [merely descriptive] marks are ... to maintain freedom of the public to use the language involved, thus avoiding the possibility of harassing infringement suits by the registrant against others who use the mark when advertising or describing their own products.”).

B. The Public Would Believe that Applicant’s Goods Originate in Singapore

We presume that the public would believe that Applicant’s goods originate in Singapore, because according to the involved application and Applicant’s Facebook page, Applicant is from Singapore. *In re MCO Props. Inc.*, 38 USPQ2d 1154, 1155 (TTAB 1995) (“When it has been demonstrated that the primary significance of the term is geographic, and the services of the applicant are in fact rendered from the place the term names, a public association of the services with the place will be presumed.”); *In re Handler Fenton Westerns, Inc.*, 214 USPQ 848, 850 (TTAB 1982). Of course, the record bolsters this presumption, as it reveals not only that Singapore’s beauty industry is “thriving” and “lucrative,” but that “SG beauty brands” also use the terms SG and BEAUTY for their hair, nail and skincare goods. This element of the test is therefore also satisfied.

C. The Source of Applicant’s Goods is Singapore

Finally, Singapore is the source of Applicant’s goods, as revealed by the involved application and Applicant’s website. Moreover, in response to the Examining Attorney’s information request, Applicant revealed that although her goods are

Serial Nos. 88255234 and 88258789

manufactured in Taiwan, “The goods are packaged and shipped from Singapore. Applicant operates a medical clinic in Singapore and the goods will be sold in connection with that clinic.” August 8, 2019 Office Action response TSDR 1. Because Applicant is from Singapore, her business is based there and her goods are packaged and shipped from there, Singapore is the source of her goods, notwithstanding that the goods are manufactured in Taiwan. *See Corporacion Habanos, S.A. v. Annas*, 88 USPQ2d 1785, 1791 (TTAB 2008) (“a product may be found to originate from a place, even though the product is manufactured elsewhere”); *In re Nantucket Allserve Inc.* 28 USPQ2d 1144, 1145 (TTAB 1993).¹⁰

IV. Conclusion

The record leaves no doubt that: Singapore, often referred to by the recognized abbreviation SG, is known generally to Americans; and Applicant’s beauty-focused supplements, and cosmetics and hair, nail and skincare products originate there. Other providers of beauty products that compete with Applicant have a “legitimate interest ... in truthfully being able to use [the geographic abbreviation SG] to inform the public of the origin of their similar products.” *In re Cambridge Digital Sys.*, 1 USPQ2d 1659, 1662 (TTAB 1986). *See also In re MCO Properties*, 38 USPQ2d at 1156 (“The purpose of the proscription in Section 2(e)(2) of the Act against registration of primarily geographically descriptive terms is to leave place names free for all

¹⁰ Applicant’s registration of the proposed mark in Singapore is irrelevant. *See Double J of Broward Inc. v. Skalongy Sportswear GmbH*, 21 USPQ2d 1609, 1612 (TTAB 1991); *Bureau Nat’l Interprofessionnel Du Cognac v. Int’l Better Drinks Corp.*, 6 USPQ2d 1610, 1618 (TTAB 1988) (“an applicant’s ownership of a foreign registration of its mark is immaterial to applicant’s right to register the mark in the United States”).

Serial Nos. 88255234 and 88258789

businesses operating in particular areas to inform customers where the goods or services originate.”).

Decision: The refusal to register Applicant’s proposed mark under Section 2(e)(2) of the Trademark Act is affirmed.