

ESTTA Tracking number: **ESTTA84705**

Filing date: **06/09/2006**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91171292
Party	Plaintiff L'Oreal USA Creative, Inc.
Correspondence Address	L'Oreal USA Creative, Inc. 575 Fifth Avenue New York, NY 10017 UNITED STATES rls@paulhastings.com, robertsherman@paulhastings.com
Submission	Other Motions/Papers
Filer's Name	Robert L. Sherman
Filer's e-mail	rls@paulhastings.com, robertsherman@paulhastings.com
Signature	/rls/
Date	06/09/2006
Attachments	Am.NoticeofOppositionGLYMATRIX.pdf (53 pages)(3508810 bytes)

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June 9, 2006

BY ELECTRONIC SUBMISSION

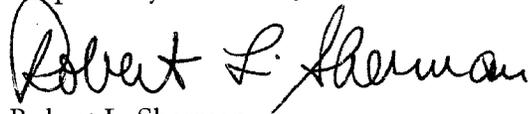
Commissioner For Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

Re: L'Oréal USA Creative, Inc., v. ColBar LifeScience Ltd.,
Opposition No. 91171292

Dear Sir/Madam:

Opposer, L'Oréal USA Creative, Inc., hereby encloses an Amended Notice Of Opposition, which includes exhibits that were not received by the Trademark Office during the June 8, 2006 filing of Opposer's Notice Of Opposition against the registration of U.S. Application No. 78/523,430 for the mark GLYMATRIX.

Respectfully submitted,



Robert L. Sherman
for PAUL, HASTINGS, JANOFSKY & WALKER LLP

RLS/rsk

Enclosures

cc: Natalie Yellin, Esq.
A. Tally Eitan, Esq.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of Application Serial No. 78/523,430
Published in the Official Gazette on April 11, 2006
Mark: GLYMATRIX

_____)	
L'Oréal USA Creative, Inc.,)	
)	
Opposer,)	
)	
v.)	
)	
ColBar LifeScience Ltd.,)	Opposition No. 91171292
)	
Applicant.)	
_____)	

AMENDED NOTICE OF OPPOSITION

Opposer, L'Oréal USA Creative, Inc. ("L'Oréal" or "Opposer"), believes it will be damaged by the registration of GLYMATRIX by applicant ColBar LifeScience Ltd. ("Applicant") in Class 1 for "chemicals for use as ingredients in the manufacture of cosmetics, cosmeceuticals and pharmaceutical preparations;" Class 3 for "cosmetic preparations for use in aesthetic treatment of skin conditions, and the cosmetic reconstructing and augmentation of tissues and organs;" and Class 5 for "pharmaceutical preparations for use in the treatment of skin conditions, reconstructing and augmentation of tissues and organs; surgical implants comprising living and natural tissue; and surgical implants comprising collagen based material."

Opposer hereby opposes the registration of GLYMATRIX, by and through its undersigned attorneys, based on the following grounds:

1. L'Oréal is a Delaware corporation having a business address of 575 Fifth Avenue, New York, NY 10017.

2. L'Oréal and its affiliates are now and for many years past have been engaged in the development, manufacture, distribution, marketing and sale of nearly all categories of beauty products, including skin care products, sun care products, hair care products and cosmetics, as well as salon-oriented products. L'Oréal's products are distributed through various channels, which include department stores, specialty stores, drugstores, food stores, mass merchandisers and beauty salons.

3. L'Oréal is the owner of, *inter alia*, the following trademarks and federal trademark registrations and applications for MATRIX and variations thereof (collectively, the "MATRIX Mark"). Those registrations that have achieved incontestable status are denoted by an asterisk:

Mark	Reg. No./ Appln. Ser. No.	Reg. Date/ Status	Goods/Services
MATRIX	2,529,847	01/15/2002	Printed material, namely, newsletters in the field of hair care distributed to and through professional salons and professionals in the hair care trade
MATRIX	1,569,113*	12/05/1989	Skin care preparations, namely cleansing wash, foaming gel wash, skin freshener, purifying toner, exfoliating scrub, revitalizing masque, hydrating lotion, moisturizing lotion and cream, night cream, firming eye cream, and regeneration skin supplement
MATRIX	2,226,310*	02/23/1999	Hair care products, namely, shampoos, conditioners, rinses, styling lotions, gels,

Mark	Reg. No./ Appln. Ser. No.	Reg. Date/ Status	Goods/Services
			glazes, tonics, permanent waves, hair coloring preparations, color additives, bleaches, hair polish, styling foams, leave-in curl retention preparations, hair spray
MATRIX & Design	1,539,973*	05/23/1989	Non-medicated hair care preparations
MATRIX SYNERGY SALON SUCCESS CLUB	1,555,023*	09/05/1989	Providing hair salons with sales kits consisting of a collection of sales promotion and advertising materials, articles, information, and product samples
MATRIX COLOR GALLERY	78/624,026	Allowed on 4/18/2006	Hair color
MATRIX MEN STYLE CONTROL SYSTEM	78/694,765	Published for opposition on 5/9/2006	Hair products, namely, shampoos, conditioners, hair thickening preparations, hair gel, hair wax, hair paste and combination shampoo and condition; Anti-dandruff shampoo
MATRIX GLOBAL TEXTURE INSTITUTE & Design	78/664,562	Approved by examining attorney for publication on 5/24/2006	Hair straighteners, hair relaxers, neutralizers, hair treatment preparations and permanent wave preparations
MATRIX	78/869,703	Pending	Cosmetics

Mark	Reg. No./ Appln. Ser. No.	Reg. Date/ Status	Goods/Services
MATRIX COLOR INSPIRATION	78/854,861	Pending	Conducting distributor and salon incentive award programs to promote the sale and distribution of hair color and hair care products; conducting salon loyalty reward programs for independent beauty salons; educational, training and informational services in the field of hair care, hair coloring and hair styling for salon professionals; conducting classes, seminars and workshops in the field of hair salon operations and salon management and distributing educational materials in connection therewith; providing information to independent salons concerning the use, sale and promotion of hair care products via the Internet
MATRIX DESTINATION	78/674,560	Pending	Educational services, namely, conducting workshops, classes, seminars and demonstrations relating to hair care, hair styling and hair color products and techniques and hair salon operations and management for professional hair stylists, hair colorists and hair salon owners

A copy of the USPTO Trademark Application and Registration Retrieval System records for the above registrations and applications are attached hereto as Exhibit A.¹

4. L'Oréal acquired rights in MATRIX prior to any rights that may be asserted by Applicant in the subject application.

¹ On January 1, 2001, Matrix, then owner of U.S. Registration Nos. 1,555,023, 1,539,973, 1,569,113 and 2,226,310, assigned those registrations to L'Oréal. Copies of the recorded

(continued...)

5. L'Oréal offers a comprehensive line of hair care, hair color and hair texturizing products and services under its well-known MATRIX Mark. Introduced in 1980, that line has grown to include a wide range of shampoo, conditioning, styling and finishing products, as well as various salon products including hair color and texturizing lotions. L'Oréal has also offered, from time to time, MATRIX skin care preparations.

6. For more than two decades, L'Oréal (including its predecessor-in-interest) has produced, advertised, promoted, distributed and sold, *inter alia*, professional hair care and related products in interstate commerce under its famous MATRIX Mark.

7. Some of L'Oréal's well-known lines of professional hair care products sold under the MATRIX house mark include BIOLAGE, MATRIX ESSENTIALS, SLEEK.LOOK, AMPLIFY, OPTI.SMOOTH, LOGICS, VAVOOM, SOCOLOR, CURL.LIFE, and COLOR.SMART.

8. L'Oréal's MATRIX products are available in tens of thousands of salons throughout North America, as well as in other parts of the world.

9. Thousands of educational events are held annually in classrooms, on stage and in salons by or on behalf of L'Oréal's MATRIX products and services. Those events include demonstrations of the newest methods of cutting, coloring and texturizing, and presentations on business building strategies for salons. A newsletter published under the MATRIX Mark, with a

(...continued)

assignments from the Assignment Division of the U.S. Patent and Trademark Office for those registrations are attached hereto as Exhibit B.

circulation in excess of 200,000 is distributed bi-monthly, and covers a wide variety of topics, including color formulas, new product introductions and hair style trends.

10. More recently, the Matrix Global Academy in New York City was opened, occupying more than 11,000 square feet of state-of-the-art training facilities, and offering a wide range of courses to salon owners and stylists.

11. Consumers and professionals have come to know and trust L'Oréal's MATRIX brand for its premium hair care and related products and services to such an extent that the MATRIX brand is among the most recognizable and famous in the field. As a result, it now is the number one brand in hair care products sold through salons. Printouts from the www.matrix.com web site are annexed hereto as Exhibit C.

12. As a direct result of the continued prominence and visibility of MATRIX products, they long ago acquired widespread recognition and an outstanding reputation among consumers and the trade. Such consumer and trade acceptance has resulted in a brand that is among the most successful of its kind.

13. L'Oréal has exercised great care, skill and diligence in conducting its business, and has maintained uniform standards of high quality in making and selling its MATRIX products. By virtue of those high standards, more than twenty-five years of continuous and substantially exclusive use, and the expenditure of tens of millions of dollars in advertising and promotion, the MATRIX Mark has become famous and symbolizes L'Oréal's extensive and valuable goodwill throughout the United States.

14. On information and belief, Applicant is an Israeli corporation, having a business address of 9 Hamenofim St., Ackerstein Tower A, Herzelia 46725, Israel.

15. On November 29, 2004, Applicant filed the application at issue herein (Serial No. 78/523,430), seeking to register the mark GLYMATRIX on the basis of a foreign registration granted in Israel for goods in Class 1 for “chemicals for use as ingredients in the manufacture of cosmetics, cosmeceuticals and pharmaceutical preparations;” Class 3 for “cosmetic preparations for use in aesthetic treatment of skin conditions, and the cosmetic reconstructing and augmentation of tissues and organs;” Class 5 for “pharmaceutical preparations for use in the treatment of skin conditions, reconstructing and augmentation of tissues and organs; surgical implants comprising living and natural tissue; and surgical implants comprising collagen based material;” and Class 10 for “surgical and medical apparatus for reconstructing tissues and organs; artificial protein-based implants.”

16. Applicant’s mark GLYMATRIX so closely resembles L’Oréal’s MATRIX Mark as to be likely, when used on or in connection with Applicant’s goods, to cause confusion or mistake or to deceive, so that registration thereof would damage L’Oréal. As such, Applicant’s mark is not entitled to registration pursuant to 15 U.S.C. § 1052(d).

17. On information and belief, Applicant began its use of GLYMATRIX after L’Oréal’s MATRIX Mark became famous.

18. Because of the fame of L’Oréal’s MATRIX Mark and the similarity of GLYMATRIX to the MATRIX Mark, Applicant’s use of GLYMATRIX dilutes the ability of

L'Oréal's famous MATRIX Mark to identify L'Oréal's goods. As such, Applicant's mark is not entitled to registration under 15 U.S.C. § 1052(f).

19. Because of the similarity of the parties' marks and their respective goods and/or services, Applicant's use of GLYMATRIX likely will result in consumer confusion as to source, affiliation, connection or association with L'Oréal. Opposer believes it will be damaged by the registration of Applicant's proposed mark within the meaning of 15 U.S.C. § 1063(a).

The Notice Of Opposition is hereby amended to include exhibits that were not received by the Trademark Office in connection with the filing of the Notice Of Opposition on June 8, 2006. The filing fee of \$900.00 was paid on June 8, 2006 in connection with that filing.

WHEREFORE, L'Oréal respectfully requests that

- (i) the registration sought by Applicant be refused;
- (ii) the Amended Notice of Opposition be sustained; and
- (iii) the Trademark Trial and Appeal Board grant such other relief as it deems just and proper.

Dated: June 9, 2006

Respectfully submitted,

PAUL, HASTINGS, JANOFSKY
& WALKER LLP

By: 

Robert L. Sherman
Natalie Yellin

75 E. 55th Street
New York, New York 10022
212-318-6000

Attorneys for Opposer
L'Oréal USA Creative, Inc.

EXHIBIT A

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2006-05-23 15:07:49 ET

Serial Number: 76267047

Registration Number: 2529847

Mark (words only): MATRIX

Standard Character claim: No

Current Status: Registered.

Date of Status: 2002-01-15

Filing Date: 2001-06-05

Transformed into a National Application: No

Registration Date: 2002-01-15

Register: Principal

Law Office Assigned: LAW OFFICE 115

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 900 -File Repository (Franconia)

Date In Location: 2002-02-01

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. L'Oreal USA Creative, Inc.

Address:

L'Oreal USA Creative, Inc.

575 Fifth Avenue

New York, NY 10017

United States

Legal Entity Type: Corporation

State or Country of Incorporation: Delaware

Phone Number: (212) 984-4177

Fax Number: (212) 984-5082

GOODS AND/OR SERVICES

International Class: 016

Class Status: Active

Printed material, namely, newsletters in the field of hair care distributed to and through professional salons and professionals in the hair care trade

Basis: 1(a)

First Use Date: 1998-06-00

First Use in Commerce Date: 1998-06-00

ADDITIONAL INFORMATION

Prior Registration Number(s):

1277

1539973

1555023

1569113

1868380

2187874

2226310

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

2002-01-15 - Registered - Principal Register

2001-10-23 - Published for opposition

2001-10-03 - Notice of publication

2001-09-04 - Approved for Pub - Principal Register (Initial exam)

2001-08-29 - Case file assigned to examining attorney

CORRESPONDENCE INFORMATION

Correspondent

Lisa M. Gigliotti (Attorney of record)

LISA M. GIGLIOTTI
L'OREAL USA CREATIVE, INC.
575 5TH AVE
NEW YORK NY 10017-2422

Phone Number: (212) 984-4177

Fax Number: (212) 984-5082

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2006-05-23 15:08:08 ET

Serial Number: 73789454 Assignment Information

Registration Number: 1569113 Assignment Information

Mark (words only): MATRIX

Standard Character claim: No

Current Status: This registration has been renewed.

Date of Status: 1999-09-20

Filing Date: 1989-03-27

Transformed into a National Application: No

Registration Date: 1989-12-05

Register: Principal

Law Office Assigned: (NOT AVAILABLE)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 900 -File Repository (Franconia)

Date In Location: 2001-05-31

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. MATRIX ESSENTIALS, INC.

Address:

MATRIX ESSENTIALS, INC.

30601 CENTER STREET

SOLON, OH 44139

United States

Legal Entity Type: Corporation

State or Country of Incorporation: Ohio

GOODS AND/OR SERVICES

International Class: 003

Class Status: Active

SKIN CARE PREPARATIONS, NAMELY CLEANSING WASH, FOAMING GEL WASH, SKIN FRESHENER, PURIFYING TONER, EXFOLIATING SCRUB, REVITALIZING MASQUE, HYDRATING LOTION, MOISTURIZING LOTION AND CREAM, NIGHT CREAM, FIRING EYE CREAM, AND REGENERATION SKIN SUPPLEMENT

Basis: 1(a)

First Use Date: 1989-01-19

First Use in Commerce Date: 1989-01-19

ADDITIONAL INFORMATION

Prior Registration Number(s):

773807

1277705

1479259

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

1999-09-20 - First renewal 10 year

1999-07-26 - Section 9 filed/check record for Section 8

1996-05-15 - Section 8 (6-year) accepted

1995-10-11 - Section 8 (6-year) and Section 15 Filed

1989-12-05 - Registered - Principal Register

1989-09-12 - Published for opposition

1989-09-12 - Published for opposition

1989-08-12 - Notice of publication

1989-06-15 - Approved for Pub - Principal Register (Initial exam)

1989-06-13 - Case file assigned to examining attorney

CORRESPONDENCE INFORMATION

Correspondent

SUSAN R. REISS (Attorney of record)

SUSAN R REISS

BRISTOL-MYERS SQUIBB COMPANY

345 PARK AVENUE
NEW YORK NY 10154

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2006-05-23 15:08:42 ET

Serial Number: 75475522 Assignment Information

Registration Number: 2226310 Assignment Information

Mark (words only): MATRIX

Standard Character claim: No

Current Status: Section 8 and 15 affidavits have been accepted and acknowledged.

Date of Status: 2004-09-23

Filing Date: 1998-04-28

Transformed into a National Application: No

Registration Date: 1999-02-23

Register: Principal

Law Office Assigned: LAW OFFICE 107

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 900 -File Repository (Franconia)

Date In Location: 2004-09-28

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. L'OREAL USA CREATIVE, INC.

Address:

L'OREAL USA CREATIVE, INC.

575 FIFTH AVENUE

NEW YORK, NY 10017

United States

Legal Entity Type: Corporation

State or Country of Incorporation: Delaware

GOODS AND/OR SERVICES

International Class: 003

Class Status: Active

Hair care products, namely, shampoos, conditioners, rinses, styling lotions, gels, glazes, tonics, permanent waves, hair coloring preparations, color additives, bleaches, hair polish, styling foams, leave-in curl retention preparations, and hair spray

Basis: 1(a)

First Use Date: 1980-09-25

First Use in Commerce Date: 1980-09-25

ADDITIONAL INFORMATION

Prior Registration Number(s):

1277705
1539973
1555023
1569113
1579510
1667123
1737909
1806648
1868380

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

2004-09-23 - Section 8 (6-year) accepted & Section 15 acknowledged

2004-08-03 - Section 8 (6-year) and Section 15 Filed

2004-08-03 - TEAS Section 8 & 15 Received

1999-02-23 - Registered - Principal Register

1998-12-01 - Published for opposition

1998-10-30 - Notice of publication

1998-09-22 - Approved for Pub - Principal Register (Initial exam)

1998-09-15 - Case file assigned to examining attorney

CORRESPONDENCE INFORMATION

Correspondent

LISA M. GIGLIOTTI
L'OREAL US CREATIVE, INC.
34TH FLOOR, 575 FIFTH AVENUE

NEW YORK, NY 10017

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2006-05-23 15:08:57 ET

Serial Number: 73733807 [Assignment Information](#)

Registration Number: 1539973 [Assignment Information](#)

Mark



(words only): MATRIX

Standard Character claim: No

Current Status: Section 8 and 15 affidavits have been accepted and acknowledged.

Date of Status: 1995-02-03

Filing Date: 1988-06-10

Transformed into a National Application: No

Registration Date: 1989-05-23

Register: Principal

Law Office Assigned: (NOT AVAILABLE)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 900 -File Repository (Franconia)

Date In Location: 1995-02-24

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. MATRIX ESSENTIALS, INC.

Address:
MATRIX ESSENTIALS, INC.
30601 CANTER STREET

SOLON, OH 44139

United States

Legal Entity Type: Corporation

State or Country of Incorporation: Ohio

GOODS AND/OR SERVICES

International Class: 003

Class Status: Active

NON-MEDICATED HAIR CARE PREPARATIONS

Basis: 1(a)

First Use Date: 1980-09-26

First Use in Commerce Date: 1980-10-10

ADDITIONAL INFORMATION

Design Search Code(s):

26.11.03 - Incomplete rectangles; Rectangles (incomplete)

26.11.20 - Rectangles inside one another

26.11.21 - Rectangles that are completely or partially shaded

26.15.20 - Polygons inside one another

26.15.21 - Polygons that are completely or partially shaded

26.15.28 - Miscellaneous designs with overall polygon shape; Polygonal shapes (miscellaneous overall shape)

Prior Registration Number(s):

1479259

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

1995-02-03 - Section 8 (6-year) accepted & Section 15 acknowledged

1994-08-10 - Section 8 (6-year) and Section 15 Filed

1989-05-23 - Registered - Principal Register

1989-02-28 - Published for opposition

1989-01-28 - Notice of publication

1988-12-16 - Approved for Pub - Principal Register (Initial exam)

1988-11-30 - Communication received from applicant

1988-10-04 - Non-final action mailed

1988-08-08 - Case file assigned to examining attorney

CORRESPONDENCE INFORMATION

Correspondent

FRANK H. ANDORKA (Attorney of record)

FRANK H. ANDORKA
BAKER & HOSTETLER
3200 NATIONAL CITY CENTER
CLEVELAND, OHIO 44114

Request Status Info Page 1 of 2
Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2006-05-23 15:09:29 ET

Serial Number: 73771866 [Assignment Information](#)

Registration Number: 1555023 [Assignment Information](#)

Mark (words only): MATRIX SYNERGY SALON SUCCESS CLUB

Standard Character claim: No

Current Status: Section 8 and 15 affidavits have been accepted and acknowledged.

Date of Status: 1996-01-06

Filing Date: 1988-12-27

Transformed into a National Application: No

Registration Date: 1989-09-05

Register: Principal

Law Office Assigned: (NOT AVAILABLE)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 900 -File Repository (Franconia)

Date In Location: 1996-02-05

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. MATRIX ESSENTIALS, INC.

Address:
MATRIX ESSENTIALS, INC.
30601 CARTER STREET
OLON, OH 44139
United States

Legal Entity Type: Corporation
State or Country of Incorporation: Ohio

GOODS AND/OR SERVICES

International Class: 035

Class Status: Active

PROVIDING HAIR SALONS WITH SALES KITS CONSISTING OF A COLLECTION OF SALES PROMOTION AND ADVERTISING MATERIALS, ARTICLES, INFORMATION, AND PRODUCT SAMPLES

Basis: 1(a)

First Use Date: 1988-09-22

First Use in Commerce Date: 1988-09-22

ADDITIONAL INFORMATION

Prior Registration Number(s):

1277705

1479259

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

1996-01-06 - Section 8 (6-year) accepted & Section 15 acknowledged

1995-05-16 - Section 8 (6-year) and Section 15 Filed

1995-05-16 - Section 8 (6-year) filed

1989-09-05 - Registered - Principal Register

1989-06-13 - Published for opposition

1989-05-13 - Notice of publication

1989-03-14 - Approved for Pub - Principal Register (Initial exam)

1989-03-03 - Examiner's amendment mailed

1989-02-28 - Case file assigned to examining attorney

CORRESPONDENCE INFORMATION

Correspondent

SUSAN R. REISS (Attorney of record)

SUSAN R. REISS

C/O BRISTOL-MYERS SQUIBB COMPANY

345 PARK AVENUE

NEW YORK, NY 10154

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2006-05-23 15:09:50 ET

Serial Number: 78624026

Registration Number: (NOT AVAILABLE)

Mark

MATRIX COLOR GALLERY

(words only): MATRIX COLOR GALLERY

Standard Character claim: Yes

Current Status: Opposition period completed, a Notice of Allowance has been issued.

Date of Status: 2006-04-18

Filing Date: 2005-05-05

The Notice of Allowance Date is: 2006-04-18

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 109

Attorney Assigned:
MILLER MONIQUE C Employee Location

Current Location: 700 -Intent To Use Section

Date In Location: 2006-04-18

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. L'Oreal USA Creative, Inc.

Address:

L'Oreal USA Creative, Inc.
575 Fifth Avenue
New York, NY 10017
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Delaware

GOODS AND/OR SERVICES

International Class: 003

Class Status: Active

hair color

Basis: 1(b)

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Disclaimer: COLOR

Prior Registration Number(s):

1737909

2226310

2529847

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

2006-04-18 - Notice of allowance - mailed

2006-01-24 - Published for opposition

2006-01-04 - Notice of publication

2005-12-14 - Law Office Publication Review Completed

2005-12-09 - Assigned To LIE

2005-12-07 - Approved for Pub - Principal Register (Initial exam)

2005-12-07 - Examiner's amendment mailed

2005-12-06 - Examiners Amendment - Written

2005-12-03 - Case file assigned to examining attorney

2005-05-13 - New Application Entered In Tram

CORRESPONDENCE INFORMATION

Correspondent

Lisa M. Gigliotti (Attorney of record)

LISA M. GIGLIOTTI
L'OREAL USA CREATIVE, INC.
575 5TH AVE FL 34
NEW YORK, NY 10017-2422

Phone Number: 212-984-4177

Fax Number: 212-984-5082

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2006-05-23 15:10:05 ET

Serial Number: 78694765

Registration Number: (NOT AVAILABLE)

Mark

**MATRIX MEN STYLE CONTROL
SYSTEM**

(words only): MATRIX MEN STYLE CONTROL SYSTEM

Standard Character claim: Yes

Current Status: Application has been published for opposition.

Date of Status: 2006-05-09

Filing Date: 2005-08-17

The Information will be/was published in the Official Gazette on 2006-05-09

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 106

Attorney Assigned:
HETZEL DANNEAN Employee Location

Current Location: 650 -Publication And Issue Section

Date In Location: 2006-03-29

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. L'Oreal USA Creative, Inc.

Address:

L'Oreal USA Creative, Inc.
575 Fifth Avenue
New York, NY 10017
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Delaware

GOODS AND/OR SERVICES

International Class: 003

Class Status: Active

Hair products, namely, shampoos, conditioners, hair thickening preparations, hair gel, hair wax, hair paste and combination shampoo and conditioner

Basis: 1(b)

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

International Class: 005

Class Status: Active

Anti-dandruff shampoo

Basis: 1(b)

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Disclaimer: "MEN" and "SYSTEM"

Prior Registration Number(s):

1539973

2226310

2529847

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

2006-05-09 - Published for opposition

2006-04-19 - Notice of publication

2006-03-21 - Law Office Publication Review Completed

2006-03-10 - Assigned To LIE

2006-03-07 - Approved for Pub - Principal Register (Initial exam)

2006-03-06 - Case file assigned to examining attorney

2005-08-26 - New Application Entered In Tram

CORRESPONDENCE INFORMATION

Correspondent

Lisa M. Gigliotti (Attorney of record)

LISA M. GIGLIOTTI
L'OREAL USA CREATIVE, INC.
575 5TH AVE FL 34
NEW YORK, NY 10017-2480

Phone Number: 212-984-4177

Fax Number: 212-984-5082

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This page was generated by the TARR system on 2006-05-23 15:10:35 ET

Serial Number: 78664562

Registration Number: (NOT AVAILABLE)

Mark



(words only): MATRIX GLOBAL TEXTURE INSTITUTE

Standard Character claim: No

Current Status: An examiner's amendment affecting this application has been completed but not mailed.

Date of Status: 2006-05-23

Filing Date: 2005-07-06

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 101

Attorney Assigned:
DOMBROW COLLEEN M Employee Location

Current Location: L1X -TMEG Law Office 101 - Examining Attorney Assigned

Date In Location: 2006-05-23

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. L'Oreal USA Creative, Inc.

Address:
L'Oreal USA Creative, Inc.
575 Fifth Avenue

New York, NY 10017

United States

Legal Entity Type: Corporation

State or Country of Incorporation: Delaware

GOODS AND/OR SERVICES

International Class: 003

Class Status: Active

Hair straightening preparations, hair relaxers, hair neutralizers, hair treatment preparations and permanent wave preparations

Basis: 1(b)

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Disclaimer: "INSTITUTE"

Design Search Code(s):

26.01.17 - Circles, two concentric; Concentric circles, two; Two concentric circles

26.17.25 - Other lines, bands or bars

Prior Registration Number(s):

2226310

2529847

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

2006-05-23 - Examiner's Amendment Entered

2006-05-23 - Examiners Amendment -Written

2006-05-19 - Case file assigned to examining attorney

2006-05-10 - Teas/Email Correspondence Entered

2006-04-28 - Communication received from applicant

2006-04-28 - TEAS Response to Office Action Received

2006-01-30 - Non-final action mailed

2006-01-30 - Non-Final Action Written

2006-01-26 - Case file assigned to examining attorney

2005-07-11 - New Application Entered In Tram

CORRESPONDENCE INFORMATION

Correspondent

Lisa M. Gigliotti (Attorney of record)

LISA M. GIGLIOTTI
L'OREAL USA CREATIVE, INC.
575 5TH AVE FL 34
NEW YORK, NY 10017-2422

Phone Number: 212-984-4177

Fax Number: 212-984-5082

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Serial Number: 78869703

Registration Number: (NOT AVAILABLE)

Mark

MATRIX

(words only): MATRIX

Standard Character claim: Yes

Current Status: Newly filed application, not yet assigned to an examining attorney.

Date of Status: 2006-05-08

Filing Date: 2006-04-26

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: (NOT AVAILABLE)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 042 -New Application Processing

Date In Location: 2006-05-08

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. L'Oreal USA Creative, Inc.

Address:

L'Oreal USA Creative, Inc.
575 Fifth Avenue

New York, NY 10017

United States

Legal Entity Type: Corporation

State or Country of Incorporation: Delaware

GOODS AND/OR SERVICES

International Class: 003

Class Status: Active

Cosmetics

Basis: 1(b)

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Prior Registration Number(s):

1569113

2226310

2529847

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

2006-05-02 - New Application Entered In Tram

CORRESPONDENCE INFORMATION

Correspondent

Lisa M. Gigliotti (Attorney of record)

LISA M. GIGLIOTTI

L'OREAL USA CREATIVE, INC.

575 5TH AVE

NEW YORK, NY 10017-2422

Phone Number: 212-984-4177

Fax Number: 212-984-5082

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Assignments on the Web > Trademark Query

Trademark Assignment Abstract of Title**Total Assignments: 4****Serial #:** [73771866](#)**Filing Dt:** 12/27/1988**Reg #:** [1555023](#)**Reg. Dt:** 09/05/1989**Registrant:** MATRIX ESSENTIALS, INC.**Mark:** MATRIX SYNERGY SALON SUCCESS CLUB**Assignment: 1****Reel/Frame:** [0693/0766](#)**Received:****Recorded:** 11/09/1989**Pages:** 0**Conveyance:** SECURITY INTEREST**Assignor:** [MATRIX ESSENTIALS, INC.](#)**Exec Dt:** 10/01/1989**Entity Type:** CORPORATION**Citizenship:** OHIO**Assignee:** [NATIONAL CITY BANK](#)**Entity Type:** A NATIONAL
BANKING
ASSOCIATION**Citizenship:** NONE**Correspondent:** NATIONAL CITYBANK
NATIONAL CITY CENTER
P.O. BOX 5756
CLEVELAND, OH 44101-0756**Assignment: 2****Reel/Frame:** [2075/0092](#)**Received:** 05/24/2000**Recorded:** 05/09/2000**Pages:** 10**Conveyance:** RELEASE OF SECURITY INTEREST**Assignor:** [NATIONAL CITY BANK](#)**Exec Dt:** 04/27/2000**Entity Type:** NATIONAL
BANKING
ASSOCIATION**Citizenship:** UNITED STATES**Assignee:** [MATRIX ESSENTIALS, INC.](#)**Entity Type:** CORPORATION**Citizenship:** OHIO30601 CARTER ROAD
SOLON, OHIO 44139**Correspondent:** BRISTOL-MYERS SQUIBB COMPANY
SUSAN REISS, ESQ.
345 PARK AVENUE
NEW YORK, NEW YORK 10154**Assignment: 3****Reel/Frame:** [2273/0050](#)**Received:** 04/26/2001**Recorded:** 03/23/2001**Pages:** 10**Conveyance:** ASSIGNS THE ENTIRE INTEREST**Assignor:** [MATRIX ESSENTIALS, INC.](#)**Exec Dt:** 01/01/2001**Entity Type:** CORPORATION**Citizenship:** DELAWARE[L'OREAL USA CREATIVE, INC.](#)

CORPORATION

Assignee: 575 FIFTH AVENUE
NEW YORK, NEW YORK 10017

Entity Type:
Citizenship: DELAWARE

Correspondent: L'OREAL USA CREATIVE, INC.
LISA M. GIGLIOTTI, ESQ
575 FIFTH AVENUE
NEW YORK, NEWYORK 10017

Assignment: 4

Reel/Frame: 2339/0555 **Received:** 07/27/2001 **Recorded:** 07/17/2001 **Pages:** 11

Conveyance: CORRECTIVE ASSIGNMENT TO CORRECT ERROR IN THE STATE OF INCORPORATION OF
CONVEYING PARTY, PREVIOUSLY RECORDED ON REEL 2273 FRAME 0050.

Assignor: MATRIX ESSENTIALS, INC.

Exec Dt: 01/01/2001

Entity Type: CORPORATION

Citizenship: OHIO

Assignee: L'OREAL USA CREATIVE, INC.
575 FIFTH AVENUE
NEW YORK, NEW YORK 10017

Entity Type: CORPORATION

Citizenship: DELAWARE

Correspondent: L'OREAL USA CREATIVE, INC.
LISA M. GIGLIOTTI, ESQ.
575 FIFTH AVENUE
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Trademark Assignment Abstract of Title

Total Assignments: 4

Serial #: [73733807](#) **Filing Dt:** 06/10/1988 **Reg #:** [1539973](#) **Reg. Dt:** 05/23/1989

Registrant: MATRIX ESSENTIALS, INC.

Mark: MATRIX

Assignment: 1

Reel/Frame: [0693/0766](#) **Received:** **Recorded:** 11/09/1989 **Pages:** 0

Conveyance: SECURITY INTEREST

Assignor: [MATRIX ESSENTIALS, INC.](#)

Exec Dt: 10/01/1989

Entity Type: CORPORATION

Citizenship: OHIO

Assignee: [NATIONAL CITY BANK](#)

Entity Type: A NATIONAL
BANKING
ASSOCIATION

Citizenship: NONE

Correspondent: NATIONAL CITYBANK
NATIONAL CITY CENTER
P.O. BOX 5756
CLEVELAND, OH 44101-0756

Assignment: 2

Reel/Frame: [2075/0092](#) **Received:** 05/24/2000 **Recorded:** 05/09/2000 **Pages:** 10

Conveyance: RELEASE OF SECURITY INTEREST

Assignor: [NATIONAL CITY BANK](#)

Exec Dt: 04/27/2000

Entity Type: NATIONAL
BANKING
ASSOCIATION

Citizenship: UNITED STATES

Assignee: [MATRIX ESSENTIALS, INC.](#)

Entity Type: CORPORATION

Citizenship: OHIO

30601 CARTER ROAD
SOLON, OHIO 44139

Correspondent: BRISTOL-MYERS SQUIBB COMPANY
SUSAN REISS, ESQ.
345 PARK AVENUE
NEW YORK, NEW YORK 10154

Assignment: 3

Reel/Frame: [2273/0050](#) **Received:** 04/26/2001 **Recorded:** 03/23/2001 **Pages:** 10

Conveyance: ASSIGNS THE ENTIRE INTEREST

Assignor: [MATRIX ESSENTIALS, INC.](#)

Exec Dt: 01/01/2001

Entity Type: CORPORATION

Citizenship: DELAWARE

[L'OREAL USA CREATIVE, INC.](#)

CORPORATION

Assignee: 575 FIFTH AVENUE
NEW YORK, NEW YORK 10017

Entity Type:
Citizenship: DELAWARE

Correspondent: L'OREAL USA CREATIVE, INC.
LISA M. GIGLIOTTI, ESQ
575 FIFTH AVENUE
NEW YORK, NEWYORK 10017

Assignment: 4

Reel/Frame: 2339/0555 **Received:** 07/27/2001 **Recorded:** 07/17/2001 **Pages:** 11

Conveyance: CORRECTIVE ASSIGNMENT TO CORRECT ERROR IN THE STATE OF INCORPORATION OF CONVEYING PARTY, PREVIOUSLY RECORDED ON REEL 2273 FRAME 0050.

Assignor: MATRIX ESSENTIALS, INC.

Exec Dt: 01/01/2001

Entity Type: CORPORATION

Citizenship: OHIO

Assignee: L'OREAL USA CREATIVE, INC.
575 FIFTH AVENUE
NEW YORK, NEW YORK 10017

Entity Type: CORPORATION

Citizenship: DELAWARE

Correspondent: L'OREAL USA CREATIVE, INC.
LISA M. GIGLIOTTI, ESQ.
575 FIFTH AVENUE
NEW YORK, NEW YORK 10017

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Assignments on the Web > Trademark Query

Trademark Assignment Abstract of Title**Total Assignments: 4****Serial #:** [73789454](#) **Filing Dt:** 03/27/1989 **Reg #:** [1569113](#) **Reg. Dt:** 12/05/1989**Registrant:** MATRIX ESSENTIALS, INC.**Mark:** MATRIX**Assignment: 1****Reel/Frame:** [0693/0766](#) **Received:** **Recorded:** 11/09/1989 **Pages:** 0**Conveyance:** SECURITY INTEREST**Assignor:** [MATRIX ESSENTIALS, INC.](#)**Exec Dt:** 10/01/1989**Entity Type:** CORPORATION**Citizenship:** OHIO**Assignee:** [NATIONAL CITY BANK](#)**Entity Type:** A NATIONAL
BANKING
ASSOCIATION**Citizenship:** NONE**Correspondent:** NATIONAL CITYBANK
NATIONAL CITY CENTER
P.O. BOX 5756
CLEVELAND, OH 44101-0756**Assignment: 2****Reel/Frame:** [2075/0092](#) **Received:** 05/24/2000 **Recorded:** 05/09/2000 **Pages:** 10**Conveyance:** RELEASE OF SECURITY INTEREST**Assignor:** [NATIONAL CITY BANK](#)**Exec Dt:** 04/27/2000**Entity Type:** NATIONAL
BANKING
ASSOCIATION**Citizenship:** UNITED STATES**Assignee:** [MATRIX ESSENTIALS, INC.](#)**Entity Type:** CORPORATION**Citizenship:** OHIO30601 CARTER ROAD
SOLON, OHIO 44139**Correspondent:** BRISTOL-MYERS SQUIBB COMPANY
SUSAN REISS, ESQ.
345 PARK AVENUE
NEW YORK, NEW YORK 10154**Assignment: 3****Reel/Frame:** [2273/0050](#) **Received:** 04/26/2001 **Recorded:** 03/23/2001 **Pages:** 10**Conveyance:** ASSIGNS THE ENTIRE INTEREST**Assignor:** [MATRIX ESSENTIALS, INC.](#)**Exec Dt:** 01/01/2001**Entity Type:** CORPORATION**Citizenship:** DELAWARE[L'OREAL USA CREATIVE, INC.](#)

CORPORATION

Assignee: 575 FIFTH AVENUE
NEW YORK, NEW YORK 10017

Entity Type:
Citizenship: DELAWARE

Correspondent: L'OREAL USA CREATIVE, INC.
LISA M. GIGLIOTTI, ESQ
575 FIFTH AVENUE
NEW YORK, NEWYORK 10017

Assignment: 4

Reel/Frame: 2339/0555 **Received:** 07/27/2001 **Recorded:** 07/17/2001 **Pages:** 11

Conveyance: CORRECTIVE ASSIGNMENT TO CORRECT ERROR IN THE STATE OF INCORPORATION OF CONVEYING PARTY, PREVIOUSLY RECORDED ON REEL 2273 FRAME 0050.

Assignor: MATRIX ESSENTIALS, INC.

Exec Dt: 01/01/2001

Entity Type: CORPORATION

Citizenship: OHIO

Assignee: L'OREAL USA CREATIVE, INC.
575 FIFTH AVENUE
NEW YORK, NEW YORK 10017

Entity Type: CORPORATION

Citizenship: DELAWARE

Correspondent: L'OREAL USA CREATIVE, INC.
LISA M. GIGLIOTTI, ESQ.
575 FIFTH AVENUE
NEW YORK, NEW YORK 10017

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Trademark Assignment Abstract of Title**Total Assignments: 2****Serial #:** [75475522](#) **Filing Dt:** 04/28/1998 **Reg #:** [2226310](#) **Reg. Dt:** 02/23/1999**Registrant:** MATRIX ESSENTIALS, INC**Mark:** MATRIX**Assignment: 1****Reel/Frame:** [2273/0050](#) **Received:** 04/26/2001 **Recorded:** 03/23/2001 **Pages:** 10**Conveyance:** ASSIGNS THE ENTIRE INTEREST**Assignor:** [MATRIX ESSENTIALS, INC.](#)**Exec Dt:** 01/01/2001**Entity Type:** CORPORATION**Citizenship:** DELAWARE**Entity Type:** CORPORATION**Citizenship:** DELAWARE**Assignee:** [L'OREAL USA CREATIVE, INC.](#)

575 FIFTH AVENUE

NEW YORK, NEW YORK 10017

Correspondent: L'OREAL USA CREATIVE, INC.

LISA M. GIGLIOTTI, ESQ

575 FIFTH AVENUE

NEW YORK, NEWYORK 10017

Assignment: 2**Reel/Frame:** [2339/0555](#) **Received:** 07/27/2001 **Recorded:** 07/17/2001 **Pages:** 11**Conveyance:** CORRECTIVE ASSIGNMENT TO CORRECT ERROR IN THE STATE OF INCORPORATION OF CONVEYING PARTY, PREVIOUSLY RECORDED ON REEL 2273 FRAME 0050.**Assignor:** [MATRIX ESSENTIALS, INC.](#)**Exec Dt:** 01/01/2001**Entity Type:** CORPORATION**Citizenship:** OHIO**Entity Type:** CORPORATION**Citizenship:** DELAWARE**Assignee:** [L'OREAL USA CREATIVE, INC.](#)

575 FIFTH AVENUE

NEW YORK, NEW YORK 10017

Correspondent: L'OREAL USA CREATIVE, INC.

LISA M. GIGLIOTTI, ESQ.

575 FIFTH AVENUE

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Matrix Celebrity Stylist Enzo Angileri featured in People Magazine
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Matrix Spotlight



Matrix celebrity colorist Jennifer J talks about the "right" red in Marie Claire
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Vision

Matrix inspires all salon professionals to transform a passion for beauty into personal success.

Mission

Be the universal leader and iconic brand of professional salon beauty through our commitment to:

- Partnerships
- Innovation
- Support

Values

- Integrity
- Diversity
- Enthusiasm
- Accountability
- Leadership

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Matrix products racked up the awards in 2005.



In 2005, beauty editors and consumers concluded that Matrix has some of the best products out there for hair. From shampoos and conditioners to styling products, Matrix brands racked up many beauty awards in 2005! [Check out what Matrix won for!](#)

May 2005 - Matrix Wins Top Beauty Awards from *Self* Magazine



The self proclaimed SATs of beauty, *Self* Magazine's Healthy Beauty Awards separate the good from the great. While 1,000 new products were nominated, just 75 of the newcomers were selected as the winners currently featured in the magazine's 6th annual awards issue - including 2 from Matrix. Selected by over 1,200 *Self* readers, Biolage Fortifying Heat Styler, winner for "Best Heat Styling Protector," was praised for dramatically reducing breakage after only a few weeks, while WetTrix captured the prize for "Best Texturizer" and was noted for giving "a slick, just showered sheen that stays put for hours." Check out the May issue of *Self* - on newsstands now - to find out more on your favorite products and see Matrix highlighted with this year's true standouts. Congratulations Matrix!

May 2005 - Matrix received two awards at this year's *Men's Health* "Best Looks Grooming Awards"



Matrix was thrilled to receive two awards at this year's *Men's Health* "Best Looks Grooming Awards," held Tuesday at NYC's Lever House. The May issue announces all winners, listing Amplify Gel-Wax as "Best Wax Runner-up" and DirtyTrix as "Best Clay Best Buy." Beating out a range of top competitors, the two Matrix products were also mentioned in the Awards' program and were recognized with two plaques to add to the trophy case. Congratulations!

April 2005 - Matrix wins at the BTC Stylist Choice Awards!



Twenty-five years later, Matrix is still true to its "for stylists, by stylists" roots. So what better award to win than one given by stylists themselves! This past weekend, Matrix took home three awards at behindthechair.com's 5th Annual Stylist Choice Awards held at Crobar in New York City. The event selected winners from a unique fill-in the blank survey taken by 100,000 stylists on behindthechair.com over the course of two weeks. Matrix honorees included Sleek.look as Favorite Straightening Product, Amplify as Favorite Volumizing Product, and Color.smart as Favorite New Liquid Product. Congratulations Matrix!

Salon Professional Website:

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- Amplify
- Biologie
- Color.smart
- Curl.life
- Logics
- Matrix Essentials
- Sleek.look
- Trix
- Vavoom

Haircolor and Texture

- Colorgraphics
- Colorsync
- Logics Color
- Matrix Texture
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[V-light](#)



amplify

Amplify 4-Step Volumizing System is real patented technology proven to increase the thickness of hair.



BIOLAGE

Discover professional haircare with a therapeutic vision. A collection of therapies fusing Matrix science with customized natural ingredients for a rejuvenating salon experience.



color.smart

Color.smart Protective Luminating System keeps your shade salon-luminous and true to hue.



curl.life

Curl.life 4-Step Defining System's unique technology fuses moisture and control to professionally tame curls every step of the way.



Haircolor and Texture

At Matrix, we know that changing a look can change a life. That's why we have color and texture products for any look you can imagine. Matrix color and texture is available exclusively by professional stylists.



LOGICS

Logics Coloreserve is a unique formula that acts as a UV absorber and photofilter to help prevent the drying and dulling of hair and the loss of hair's strength and elasticity.



essentials

Matrix Essentials is the salon professional's chemical service support partner.



sleek.look

Sleek.look 4-Step Smoothing System is an amazing breakthrough in technology that lets you smooth curls, tame frizz and blow-dry hair straight.



TRIX

Trix styling products let you create multiple styles with just one product or blend together to customize effects.



Vavoom

Vavoom Designing and Finishing System lets you take control of your style. Shape it. Shine it. Define it.

Salon Professional Website:

→

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Matrix:

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Haircare and Styling

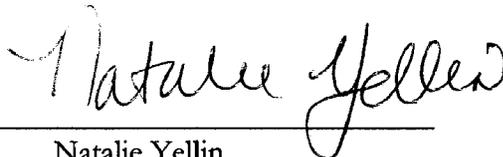
- Amplify
- Biolage
- Color.smart
- Curl.life
- Logics
- Matrix Essentials
- Sleek.look
- Trix
- Vavoom

Haircolor and Texture

- Colorgraphics
- Colorsync
- Logics Color
- Matrix Texture
- Opti.smooth
- Socolor
- Vlight

CERTIFICATE OF SERVICE

The undersigned hereby certifies that a true and complete copy of the foregoing Amended Notice Of Opposition has been served upon A. Tally Eitan, Esq., Eitan Pearl Latzer Cohen Zedek LLP, Suite 1001 10 Rockefeller Plaza, New York, NY 10020, by depositing a true copy of the same with the United States Postal Service as First Class Mail on June 9, 2006.



Natalie Yellin