

ESTTA Tracking number: **ESTTA215622**

Filing date: **06/04/2008**

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

Notice of Opposition

Notice is hereby given that the following parties oppose registration of the indicated application.

Opposers Information

Name	L'Oreal USA, Inc.		
Entity	Corporation	Citizenship	Delaware
Address	575 Fifth Avenue New York, NY 10017 UNITED STATES		

Name	L'Oreal S.A.		
Entity	Societe Anonyme	Citizenship	France
Address	14 rue Royale Paris, 75008 FRANCE		

Attorney information	Robert L. Sherman Paul, Hastings, Janofsky & Walker LLP 75 East 55th Street New York, NY 10022 UNITED STATES rls@paulhastings.com Phone:212.318.6000		
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Applicant Information

Application No	76596736	Publication date	05/06/2008
Opposition Filing Date	06/04/2008	Opposition Period Ends	06/05/2008
International Registration No.	NONE	International Registration Date	NONE
Applicant	Marcon, Robert Victor 3471 Sinnicks Avenue Niagara Falls, Ontario, L2J 2G6 CANADA		

Goods/Services Affected by Opposition

Class 032. All goods and services in the class are opposed, namely: Aloe vera drinks

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration	661746	Application Date	06/25/1956
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No.			
Registration Date	05/13/1958	Foreign Priority Date	NONE
Word Mark	L'OREAL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U051 (International Class 003). First use: First Use: 1921/02/22 First Use In Commerce: 1921/02/22 HAIR COLORINGS, COLOR RINSES, HAIR BLEACHES, COLOR DEVELOPERS, COLOR INTENSIFIERS, AND HAIR CONDITIONERS		

U.S. Registration No.	540541	Application Date	05/11/1950
Registration Date	04/03/1951	Foreign Priority Date	NONE
Word Mark	L'OREAL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U051 (International Class 003). First use: ROUGE, FACE CREAM, HAIR LOTION, HAND CREAM, EYE SHADOW, FACE LOTION, PERFUME, COLOGNE, NAIL POLISH, SUNTAN OIL AND FACE POWDER		

U.S. Application/Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Word Mark	L'OREAL		
Goods/Services	personal care and beauty products, including cosmetics, hair care products, hair color products, hair styling products, skin care products, and fragrances; personal care and beauty information and services		

U.S. Application/Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Word Mark	L'OREAL PARIS		
Goods/Services	personal care and beauty products, including cosmetics, hair care products, hair color products, hair styling products, skin care products, and fragrances; personal care and beauty information and services		

U.S. Registration No.	3109618	Application Date	10/16/2001
Registration Date	06/27/2006	Foreign Priority Date	NONE
Word Mark	L'OREAL ENDLESS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 2001/12/00 First Use In Commerce: 2001/12/00		

	Lipstick		
U.S. Registration No.	3115751	Application Date	12/20/2004
Registration Date	07/18/2006	Foreign Priority Date	NONE
Word Mark	L'OREAL E-STRAT CHALLENGE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 2004/12/20 First Use In Commerce: 2004/12/20 Advertising and advertisement services for others through printed media, intranet, and internet</p> <p>Class 041. First use: First Use: 2000/12/31 First Use In Commerce: 2000/12/31 Education services, namely providing university level training courses and organizing academic competitions in the fields of marketing, business, and economics</p>		
U.S. Registration No.	3081932	Application Date	10/13/2004
Registration Date	04/18/2006	Foreign Priority Date	NONE
Word Mark	L'OREAL PROFESSIONNEL ELITE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: Conducting a loyalty incentive reward program for independent beauty salons whereby participating member salons can redeem earned points for selected rewards</p>		
U.S. Registration No.	3281234	Application Date	08/27/2004
Registration Date	08/21/2007	Foreign Priority Date	03/16/2004
Word Mark	L'OREAL TECHNIQUE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 003. First use: Shampoos; gels, sprays, mousses and balms for hair styling and hair care; hair lacquers; hair colouring and hair decolorant preparations; permanent waving and curling preparations; essential oils for personal use</p>		
U.S. Application No.	77034330	Application Date	11/01/2006
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	L'OREAL PREMIUM		
Design Mark			

Description of Mark	NONE
Goods/Services	Class 003. First use: Perfume, toilet water; gels, salts for the bath and the shower not for medical purposes; toilet soaps, body deodorants; cosmetics, namely, creams, milks, lotions, gels and powders for the face, the body and the hands; non-medicated sun care preparations; make-up preparations; shampoos; gels, sprays, mousses and balms for hair styling and hair care; hair lacquers; hair colouring and hair decolorant preparations; permanent waving and curling preparations; essential oils for personal use

U.S. Application No.	78887070	Application Date	05/18/2006
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	L'OREAL MATCH		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: cosmetics		

U.S. Application No.	78685333	Application Date	08/04/2005
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	L'OREAL INFINIUM		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 2006/10/01 First Use In Commerce: 2006/10/01 Hair spray		

U.S. Application No.	76608926	Application Date	08/27/2004
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	L'OREAL HEAT CURL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: Mascara		

U.S. Application No.	78686350	Application Date	08/05/2005
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	L'OREAL TIME STOP		
Design Mark			

Description of Mark	NONE
Goods/Services	Class 003. First use: hair colorants

U.S. Application No.	77354359	Application Date	12/18/2007
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	L'OREAL OUR WORLD		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: Line of kid's shampoos and conditioners		

U.S. Application No.	77461637	Application Date	04/30/2008
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	L'OREAL VOLUME COLLAGENE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: Mascaras		

U.S. Application No.	77477820	Application Date	05/19/2008
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	L'OREAL EXTRA VOLUME COLLAGENE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: Mascaras		

Attachments	71597300#TMSN.gif (1 page)(bytes) 76325893#TMSN.gif (1 page)(bytes) 76625268#TMSN.gif (1 page)(bytes) 78498989#TMSN.jpeg (1 page)(bytes) 76608927#TMSN.gif (1 page)(bytes) 77034330#TMSN.jpeg (1 page)(bytes) 78887070#TMSN.jpeg (1 page)(bytes) 78685333#TMSN.jpeg (1 page)(bytes) 76608926#TMSN.gif (1 page)(bytes) 78686350#TMSN.jpeg (1 page)(bytes) 77354359#TMSN.jpeg (1 page)(bytes) 77461637#TMSN.jpeg (1 page)(bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/rls/
Name	Robert L. Sherman
Date	06/04/2008

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

In the Matter of Application Serial No. 76/596,736
Published in the Official Gazette on May 6, 2008
Mark: L'OREAL PARIS

L'ORÉAL S.A. and L'ORÉAL USA, INC.,

Opposer,

v.

ROBERT VICTOR MARCON,

Applicant.

Opposition No.

NOTICE OF OPPOSITION

L'Oréal S.A. and L'Oréal USA, Inc. (collectively, "L'Oréal" or "Opposer") believes that it will be damaged by registration of the mark L'OREAL PARIS by Applicant Robert Victor Marcon ("Marcon" or "Applicant") for "aloe vera drinks" in Class 32 as shown in Application Serial No. 76/596,736, and hereby opposes same on the following grounds:

1. L'Oréal S.A. is a French société anonyme having a place of business at 14 rue Royale, Paris, France 75008.
2. L'Oréal USA, Inc. is a Delaware corporation with a principal place of business at 575 Fifth Avenue, New York, New York 10017, and is the exclusive licensee of L'Oréal S.A. trademarks, including the L'ORÉAL brand name, in the United States.
3. L'Oréal and its affiliates are now, and for many years have been, engaged in the development, manufacture, distribution, marketing and sale of nearly all categories of beauty products, including cosmetics, hair care products, skin care products, perfumery, and related goods

and services. L'Oréal's products are distributed through various channels, including beauty salons, department stores, specialty stores, drugstores, food stores, and other mass merchandise stores.

4. L'Oréal is the owner of, among others, the following federal trademark registrations and published or allowed applications for L'ORÉAL- formative marks as well as of common law rights in marks containing the word L'OREAL (collectively, the "L'OREAL Marks"):

Mark	Status	Reg./Ser. #	Goods/Services
L'ORÉAL	Registered	661,746	Hair colorings, color rinses, hair bleaches, color developers, color intensifiers, and hair conditioners (Class 3)
L'ORÉAL (Stylized)	Registered	540,541	Rouge, face cream, hair lotion, hand cream, eye shadow, face lotion, perfume, cologne, nail polish, suntan oil and face powder (Class 3)
L'OREAL ENDLESS	Registered	3,109,618	Lipstick (Class 3)
L'OREAL E-STRAT CHALLENGE	Registered	3,115,751	Education services, namely providing university level training courses and organizing academic competitions in the fields of marketing, business, and economics (Class 41)
L'OREAL PROFESSIONNEL ELITE	Registered	3,081,932	Conducting a loyalty incentive reward program for independent beauty salons whereby participating member salons can redeem earned points for selected rewards (Class 35)
L'OREAL TECHNIQUE	Registered	3,281,234	Shampoos; gels, sprays, mousses and balms for hair styling and hair care; hair lacquers; hair colouring and hair decolorant preparations; permanent waving and curling preparations; essential oils for personal use (Class 3)

L'OREAL PREMIUM	Allowed Application	77/034,330	Perfume, toilet water; gels, salts for the bath and the shower not for medical purposes; toilet soaps, body deodorants; cosmetics, namely, creams, milks, lotions, gels and powders for the face, the body and the hands; non-medicated sun care preparations; make-up preparations; shampoos; gels, sprays, mousses and balms for hair styling and hair care; hair lacquers; hair colouring and hair decolorant preparations; permanent waving and curling preparations; essential oils for personal use (Class 3)
L'OREAL MATCH	Allowed Application	78/887,070	Cosmetics (Class 3)
L'OREAL INFINIUM	Published Use-Based Application	78/685,333	Hair spray (Class 3)
L'OREAL HEAT CURL	Allowed Application	76/608,926	Mascara (Class 3)
L'OREAL TIME STOP	Allowed Application	78/686,350	Hair colorants (Class 3)
L'OREAL OUR WORLD	Pending Application	77/354,359	Line of kid's shampoos and conditioners (Class 3)
L'ORÉAL VOLUME COLLAGENE	Pending Application	77/461,637	Mascaras (Class 3)
L'OREAL EXTRA VOLUME COLLAGENE	Pending Application	77/477,820	Mascaras (Class 3)

Copies of registration certificates printed from the USPTO Web site and/or records from the USPTO Trademark Applications and Registrations Retrieval System (TARR) for the above references are annexed hereto as Exhibit A.

5. Each of the registrations identified in paragraph 4 constitutes *prima facie* evidence of the validity of the mark and of L'Oréal's ownership of and exclusive right to use the marks in commerce, and provides constructive notice of ownership thereof by L'Oréal.

6. L'Oréal also has common law rights in the L'ORÉAL PARIS trademark and service mark in connection with a wide range of personal care products and services.
7. L'Oréal's rights in L'ORÉAL and in L'ORÉAL PARIS predate and are superior to those asserted by Applicant in the subject application.
8. L'Oréal is one of the world's largest beauty products companies.
9. L'Oréal, including its affiliates and predecessors-in-interest, has used the L'ORÉAL brand name in the United States since at least the 1950s.
10. For more than fifty years, L'Oréal, including its affiliates and predecessors-in-interest, has produced, advertised, promoted, distributed, and sold personal care products in interstate commerce under its L'ORÉAL mark.
11. L'ORÉAL is widely acknowledged as one of the most recognized and famous trademarks in the world. The L'ORÉAL brand is identified as one of the world's "100 Top Brands" by Business Week/Interbrand (ranked number 51 in the world in 2007) and as one of the world's "Top 100 Most Powerful Brands" by Millward Brown Optimor (ranked number 46 in the world in 2007). Copies of those rankings are attached hereto as Exhibit B.
12. L'Oréal, including its affiliates and predecessors-in-interest, has used L'ORÉAL PARIS as a trademark in the United States and throughout the world for many years. L'ORÉAL PARIS is among the world's largest and best known beauty brands, and includes a wide range of personal care products sold in interstate commerce.
13. Some of L'Oréal's well-known products sold under the L'ORÉAL PARIS brand include the PREFERENCE, NATURAL MATCH, FERIA, and COULEUR EXPERTE hair color products; VIVE PRO hair care preparations; ADVANCED REVITALIFT, AGE PERFECT, MEN'S EXPERT, SKIN GENESIS, SUBLIME GLOW, and SUBLIME BRONZE skincare

preparations; the STUDIO LINE hair styling products; BARE NATURALE, COLOUR RICHE, TRUE MATCH, and WEAR INFINITE cosmetics collections; VOLUMINOUS, DOUBLE EXTEND, TELESCOPIC, and VOLUME SHOCKING mascaras, and the HIP HIGH INTENSITY PIGMENT line.

14. Many products under the L'ORÉAL PARIS brand contain botanicals ingredients, minerals, and nutrients, such as aloe, green tea, Vitamin E, Vitamin C, soy proteins, calcium, pomegranate, and apricot oils.

15. L'ORÉAL PARIS products are widely available in the United States at national mass retailers, drug stores, and supermarkets, including Albertson's, CVS, Duane Reade, Eckerdts, K-Mart, Long's, Rite-Aid, Target, Walgreens, and Wal-Mart, in addition to L'ORÉAL PARIS stores. In addition, "Style Space" events are conducted throughout the United States to provide personalized beauty information and consultation services to consumers under the L'ORÉAL PARIS brand.

16. L'ORÉAL PARIS products are promoted by world-famous celebrities and spokespeople, such as Diane Keaton, Andie MacDowell, Beyoncé Knowles, Claudia Schiffer, Aishwarya Rai, Eva Longoria, Heather Locklear, Kerry Washington, Milla Jovovich, Penelope Cruz, and Scarlett Johansson. Under its L'ORÉAL PARIS brand, L'Oréal is the exclusive cosmetics sponsor of the Emmy-nominated television show Project Runway, and has been the show's exclusive cosmetics sponsor since its first season.

17. L'Oréal, under its L'ORÉAL PARIS brand, is also one of the largest corporate fundraisers for ovarian cancer research and awareness. For over a decade, L'Oréal has helped raise millions of dollars through fundraising initiatives including the annual COLOR OF HOPE cosmetics collection, the COLOR OF HOPE jewelry collection, and sponsorship of the prestigious L'Oréal Legends Gala, all under its L'ORÉAL PARIS brand.

18. L'ORÉAL PARIS products are routinely praised by both consumers and editors, and are frequently awarded "best product" awards and accolades in fashion and style magazines. For example, Allure Magazine awarded L'ORÉAL PARIS SKIN GENESIS its prestigious "Breakthrough Award" in its 2007 Best of Beauty Awards issue; InStyle Magazine selected L'ORÉAL PARIS TRUE MATCH concealer as a "Best Beauty Buy" of 2006; and L'ORÉAL PARIS COLOUR RICHE LIPCOLOUR in Sugar Plum was one of 56 products awarded a Readers' Choice Award in Allure Magazine. Consumers and professionals have come to know and trust the L'ORÉAL and L'ORÉAL PARIS brands, and recognize products and services offered in connection with those marks as originating only with Opposer.

19. As a direct result of the continued prominence and visibility of L'Oréal, the L'ORÉAL Marks, and the L'ORÉAL PARIS brand, the expenditure of hundreds of millions of dollars in advertising and promotion over the years on the L'ORÉAL PARIS brand alone, and millions more on charitable endeavors and other promotional activities with respect to L'Oréal and the L'ORÉAL Marks, and the long and extensive use of the L'ORÉAL Marks and L'ORÉAL PARIS mark, those marks each have acquired widespread recognition and an outstanding reputation among consumers and the trade, have become famous, and symbolize L'Oréal's extensive and valuable goodwill throughout the United States.

20. On information and belief, Applicant is an individual residing at 3471 Sinnicks Avenue, Niagara Falls, Ontario, Canada L2J 2G6.

21. On June 9, 2004, Applicant filed the intent-to-use application at issue herein, Serial No. 76/596,736 seeking to register the mark L'ORÉAL PARIS in Class 32 for "aloe vera drinks."

22. Applicant's mark L'ORÉAL PARIS so resembles Opposer's L'ORÉAL Marks, trade name and L'ORÉAL PARIS mark, and each of them, as to be likely, when applied to Applicant's goods, to

cause confusion or mistake or to deceive. As such, Applicant's mark is not entitled to registration pursuant to 15 U.S.C. § 1052(d).

23. Applicant's L'ORÉAL PARIS mark so closely resembles Opposer's previously registered L'ORÉAL Marks, previously used L'ORÉAL Marks and trade name, and previously used L'ORÉAL PARIS mark, as to dilute or be likely to cause dilution of the distinctive quality of Opposer's famous L'ORÉAL Marks and L'ORÉAL PARIS mark. As such, Applicant's mark is not entitled to registration pursuant to 15 U.S.C. § 1125(c).

24. For the foregoing reasons, L'Oréal believes it will be damaged by the registration of the mark L'ORÉAL PARIS shown in Application Serial No. 76/596,736 for "aloe vera drinks" in Class 32.

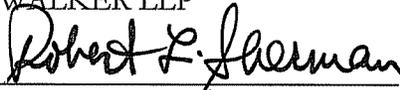
25. This Opposition is timely filed and accompanied with a filing fee of \$300.00.

26. WHEREFORE, L'Oréal requests that the registration sought by Applicant be refused, that the Notice of Opposition be sustained, and that the Trademark Trial and Appeal Board grant such other relief as it deems just and proper.

Dated: June 4, 2008

Respectfully submitted,

PAUL, HASTINGS, JANOFSKY
& WALKER LLP

By: 

Robert L. Sherman
Natalie G. Furman
75 E. 55th Street
New York, New York 10022
212-318-6000
Attorneys for Opposer

EXHIBIT A

United States Patent Office

661,746
Registered May 13, 1958

PRINCIPAL REGISTER Trademark

Ser. No. 10,934, filed June 25, 1956

L'OREAL

Societe Monsavon-L'Oreal, Societe Anonyme (French
corporation)
14 rue Royale
Paris, France

For: HAIR COLORINGS, COLOR RINSES, HAIR
BLEACHES, COLOR DEVELOPERS, COLOR INTEN-
SIFIERS, AND HAIR CONDITIONERS, in CLASS 51.
First use Feb. 22, 1921; in commerce Feb. 22, 1921.
Owner of U. S. Reg. Nos. 540,541 and 564,689.

Registered Apr. 3, 1951

Registration No. 540,541

PRINCIPAL REGISTER
Trade-Mark

UNITED STATES PATENT OFFICE

Eugene Schueller, Paris, France

Act of 1946

Application May 11, 1950, Serial No. 597,300

L'ORÉAL

STATEMENT

Eugene Schueller, a citizen of the Republic of France, residing at Paris, France, and doing business at 14 rue Royale, Paris, Seine, France, has adopted and is using the trade-mark shown in the accompanying drawing, for ROUGE, FACE CREAM, HAIR LOTION, HAND CREAM, EYE SHADOW, FACE LOTION, PERFUME, COLOGNE, NAIL POLISH, SUNTAN OIL AND FACE POWDER, in Class 51, Cosmetics and toilet preparations, and presents herewith five specimens (or facsimiles) showing the trade-mark as actually used in connection with such goods, the trade-mark being applied to labels which are at-

tached to packages containing the goods, and requests that the same be registered in the United States Patent Office on the Principal Register in accordance with the act of July 5, 1946.

Such trade-mark has been registered in France, Registration No. 375,704, dated March 13, 1947, and said registration is now in force and effect.

Mock & Blum, whose postal address is 10 East 40th Street, New York 16, N. Y., is designated as applicant's representative on whom notice or process in proceedings affecting the mark may be served.

EUGENE SCHUELLER.

Int. Cl.: 3

Prior U.S. Cl.: 51

United States Patent and Trademark Office
10 Year Renewal

Reg. No. 540,541
Registered Apr. 3, 1951
Renewal Approved Feb. 7, 1991

TRADEMARK
PRINCIPAL REGISTER

L'ORÉAL

L'OREAL (FRANCE CORPORATION)
14, RUE ROYALE
PARIS CEDEX, FRANCE 75381, ASSIGN-
EE BY ASSIGNMENT AND CHANGE
OF NAME FROM SCHUELLER,
EUGENE (FRANCE CITIZEN) PARIS,
SEINE, FRANCE

OWNER OF FRANCE REG. NO. 375704,
DATED 3-13-1947.

FOR: ROUGE, FACE CREAM, HAIR
LOTION, HAND CREAM, EYE
SHADOW, FACE LOTION, PERFUME,
COLOGNE, NAIL POLISH, SUNTAN OIL
AND FACE POWDER, IN CLASS 51
(INT. CL. 3).

SER. NO. 71-597,300, FILED 5-11-1950.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Mar. 19, 1991.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51, and 52

Reg. No. 3,109,618

United States Patent and Trademark Office

Registered June 27, 2006

**TRADEMARK
PRINCIPAL REGISTER**

L'OREAL ENDLESS

L'OREAL (FRANCE SOCIETE ANONYME)
14, RUE ROYALE
75008 PARIS, FRANCE

FIRST USE 12-0-2001; IN COMMERCE 12-0-2001.

SN 76-325,893, FILED 10-16-2001.

FOR: LIPSTICK, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51
AND 52).

CHRIS WELLS, EXAMINING ATTORNEY

Int. Cls.: 35 and 41

Prior U.S. Cls.: 100, 101, 102 and 107

United States Patent and Trademark Office

Reg. No. 3,115,751

Registered July 18, 2006

**SERVICE MARK
PRINCIPAL REGISTER**

L'OREAL E-STRAT CHALLENGE

L'OREAL (FRANCE SOCIETE ANONYME)
14, RUE ROYALE
PARIS, FRANCE 75008

FOR: ADVERTISING AND ADVERTISEMENT
SERVICES FOR OTHERS THROUGH PRINTED
MEDIA, INTRANET, AND INTERNET, IN CLASS
35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 12-20-2004; IN COMMERCE 12-20-2004.

FOR: EDUCATION SERVICES, NAMELY PRO-
VIDING UNIVERSITY LEVEL TRAINING COUR-
SES AND ORGANIZING ACADEMIC
COMPETITIONS IN THE FIELDS OF MARKETING,
BUSINESS, AND ECONOMICS, IN CLASS 41 (U.S.
CLS. 100, 101 AND 107).

FIRST USE 12-31-2000; IN COMMERCE 12-31-2000.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 540,541, 6,617,46 AND
OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "CHALLENGE", APART FROM
THE MARK AS SHOWN.

SER. NO. 76-625,268, FILED 12-20-2004.

JOHN WILKE, EXAMINING ATTORNEY

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 3,081,932

Registered Apr. 18, 2006

**SERVICE MARK
PRINCIPAL REGISTER**

**L'OREAL
PROFESSIONNEL
ELITE**

L'OREAL (FRANCE SOCIETE ANONYME)
14, RUE ROYALE
PARIS, FRANCE 75008

FOR: CONDUCTING A LOYALTY INCENTIVE
REWARD PROGRAM FOR INDEPENDENT BEAU-
TY SALONS WHEREBY PARTICIPATING MEMBER
SALONS CAN REDEEM EARNED POINTS FOR
SELECTED REWARDS, IN CLASS 35 (U.S. CLS. 100,
101 AND 102).

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

OWNER OF FRANCE REG. NO. 01/3117800, DA-
TED 8-23-2001, EXPIRES 8-23-2011.

OWNER OF U.S. REG. NOS. 540,541, 6,617,46 AND
OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "PROFESSIONNEL", APART FROM
THE MARK AS SHOWN.

THE FOREIGN WORDING IN THE MARK
TRANSLATES INTO ENGLISH AS PROFESSIONAL.

SER. NO. 78-498,989, FILED 10-13-2004.

JOHN WILKE, EXAMINING ATTORNEY

Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51 and 52

Reg. No. 3,281,234

United States Patent and Trademark Office

Registered Aug. 21, 2007

**TRADEMARK
PRINCIPAL REGISTER**

L'OREAL TECHNIQUE

L'OREAL (FRANCE SOCIETE ANONYME)

14, RUE ROYALE

PARIS, FRANCE 75008

FOR: SHAMPOOS; GELS, SPRAYS, MOUSSES AND BALMS FOR HAIR STYLING AND HAIR CARE; HAIR LACQUERS; HAIR COLOURING AND HAIR DECOLORANT PREPARATIONS; PERMANENT WAVING AND CURLING PREPARATIONS; ESSENTIAL OILS FOR PERSONAL USE, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRIORITY CLAIMED UNDER SEC. 44(D) ON FRANCE APPLICATION NO. 043280122, FILED 3-16-2004, REG. NO. 043280122, DATED 3-16-2004, EXPIRES 3-16-2014.

OWNER OF U.S. REG. NO. 540,541.

SER. NO. 76-608,927, FILED 8-27-2004.

HELEN BRYAN, EXAMINING ATTORNEY

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

This page was generated by the TARR system on 2008-06-04 15:40:27 ET

Serial Number: 77034330 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: (NOT AVAILABLE)

Mark

L'OREAL PREMIUM

(words only): L'OREAL PREMIUM

Standard Character claim: Yes

Current Status: A request for the first extension of time to file a statement of use has been granted.

Date of Status: 2008-03-10

Filing Date: 2006-11-01

The Notice of Allowance Date is: 2007-10-30

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 109

Attorney Assigned:
CROSS TRACY L

Current Location: 700 -Intent To Use Section

Date In Location: 2007-10-30

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

1. L'Oreal

Address:

L'Oreal
14 Rue Royale
Paris 75008
France

Legal Entity Type: SOCIETE ANONYME
State or Country Where Organized: France

GOODS AND/OR SERVICES

International Class: 003

Class Status: Active

Perfume, toilet water; gels, salts for the bath and the shower not for medical purposes; toilet soaps, body deodorants; cosmetics, namely, creams, milks, lotions, gels and powders for the face, the body and the hands; non-medicated sun care preparations; make-up preparations; shampoos; gels, sprays, mousses and balms for hair styling and hair care; hair lacquers; hair colouring and hair decolorant preparations; permanent waving and curling preparations; essential oils for personal use

Basis: 1(b)

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Prior Registration Number(s):

540541
661746

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2008-03-10 - Extension 1 granted

2008-03-10 - Extension 1 filed

2008-03-10 - TEAS Extension Received

2007-10-30 - Notice of allowance - mailed

2007-08-07 - Published for opposition

2007-07-18 - Notice of publication

2007-07-02 - Law Office Publication Review Completed

2007-06-29 - Approved for Pub - Principal Register (Initial exam)

2007-06-28 - Amendment From Applicant Entered

2007-06-28 - Communication received from applicant

2007-06-28 - Assigned To LIE

2007-06-19 - PAPER RECEIVED

2006-12-16 - Non-final action e-mailed

2006-12-16 - Non-Final Action Written

2006-12-09 - Assigned To Examiner

2006-11-06 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

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Fax Number: 212-318-6847

Domestic Representative

Robert L. Sherman

Phone Number: 212-318-6037

Fax Number: 212-318-6847

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

This page was generated by the TARR system on 2008-06-04 15:40:50 ET

Serial Number: 78887070 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: (NOT AVAILABLE)

Mark

L'OREAL MATCH

(words only): L'OREAL MATCH

Standard Character claim: Yes

Current Status: A request for the third extension of time to file a statement of use has been granted.

Date of Status: 2008-06-02

Filing Date: 2006-05-18

The Notice of Allowance Date is: 2007-04-03

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 115

Attorney Assigned:
GEARIN AMY L

Current Location: 700 -Intent To Use Section

Date In Location: 2007-04-03

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

1. L'Oreal

Address:

L'Oreal
14, rue Royale
Paris 75008
France

Legal Entity Type: SOCIETE ANONYME
State or Country Where Organized: France

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):
661746
1426174
3109618

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2008-06-02 - Extension 3 granted
2008-06-02 - Extension 3 filed
2008-06-02 - TEAS Extension Received
2008-03-10 - Extension 2 granted
2008-03-10 - Extension 2 filed
2008-03-10 - TEAS Extension Received
2007-05-22 - Extension 1 granted
2007-05-22 - Extension 1 filed

2007-05-22 - TEAS Extension Received
2007-04-03 - Notice of allowance - mailed
2007-01-09 - Published for opposition
2006-12-20 - Notice of publication
2006-11-21 - Law Office Publication Review Completed
2006-11-09 - Assigned To LIE
2006-10-31 - Approved for Pub - Principal Register (Initial exam)
2006-10-25 - Teas/Email Correspondence Entered
2006-10-25 - Communication received from applicant
2006-10-25 - TEAS Response to Office Action Received
2006-10-19 - Non-final action e-mailed
2006-10-19 - Non-Final Action Written
2006-10-17 - Assigned To Examiner
2006-05-24 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

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Fax Number: 212-318-6847

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

This page was generated by the TARR system on 2008-06-04 15:41:05 ET

Serial Number: 78685333 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

L'OREAL INFINIUM

(words only): L'OREAL INFINIUM

Standard Character claim: Yes

Current Status: Application has been published for opposition.

Date of Status: 2008-04-08

Filing Date: 2005-08-04

The Information will be/was published in the Official Gazette on 2008-04-08

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 115

Attorney Assigned:
SCHRODY ALLISON PAIGE

Current Location: 650 -Publication And Issue Section

Date In Location: 2008-03-04

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

1. L'Oreal

Address:

L'Oreal
14, rue Royale
Paris 75008
France

Legal Entity Type: SOCIETE ANONYME
State or Country Where Organized: France

GOODS AND/OR SERVICES

International Class: 003
Class Status: Active
Hair spray
Basis: 1(a), 44(e)
First Use Date: 2006-10-01
First Use in Commerce Date: 2006-10-01

ADDITIONAL INFORMATION

Prior Registration Number(s):
661746
1426174

Foreign Registration Number: 97708935
Foreign Registration Date: 1997-12-15
Country: France
Foreign Expiration Date: 2008-12-15

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2008-04-08 - Published for opposition
2008-03-19 - Notice of publication
2007-08-31 - Attorney Review/Decision On Amendment Required
2007-08-24 - Petition To Director - Change Basis - Granted
2007-08-14 - Assigned To Petition Staff
2007-08-08 - Petition To Director - Change Basis - Received

2007-08-08 - PAPER RECEIVED

2007-02-12 - NON-FINAL ACTION E-MAILED

2007-02-12 - SU - Non-Final Action - Written

2007-01-25 - Statement of use processing complete

2006-11-21 - Amendment to Use filed

2006-11-21 - TEAS Statement of Use Received

2006-07-18 - Notice of allowance - mailed

2006-04-25 - Published for opposition

2006-04-05 - Notice of publication

2006-03-14 - Law Office Publication Review Completed

2006-03-03 - Assigned To LIE

2006-02-28 - Approved for Pub - Principal Register (Initial exam)

2006-02-28 - Examiner's Amendment Entered

2006-02-28 - Examiners amendment e-mailed

2006-02-28 - Examiners Amendment -Written

2006-02-23 - Assigned To Examiner

2005-08-10 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Robert L. Sherman

Correspondent

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Fax Number: 212-318-6847

Domestic Representative

Robert L. Sherman

Phone Number: 212-318-6037

Fax Number: 212-318-6847

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

This page was generated by the TARR system on 2008-06-04 15:41:27 ET

Serial Number: 76608926 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

L'OREAL HEAT CURL

(words only): L'OREAL HEAT CURL

Standard Character claim: Yes

Current Status: A request for the fourth extension of time to file a statement of use has been granted.

Date of Status: 2008-03-18

Filing Date: 2004-08-27

The Notice of Allowance Date is: 2006-05-16

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 114

Attorney Assigned:
STRASER RICHARD A

Current Location: 700 -Intent To Use Section

Date In Location: 2006-05-16

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

1. L'Oreal

Address:
L'Oreal
14, Rue Royale
Paris 75008

France

Legal Entity Type: SOCIETE ANONYME

State or Country Where Organized: France

GOODS AND/OR SERVICES

International Class: 003

Class Status: Active

Mascara

Basis: 1(b)

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Disclaimer: "heat"

Prior Registration Number(s):

540541

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2008-03-18 - Extension 4 granted

2008-03-18 - Extension 4 filed

2008-03-18 - TEAS Extension Received

2007-08-27 - Extension 3 granted

2007-08-27 - Extension 3 filed

2007-08-27 - TEAS Extension Received

2007-02-23 - Extension 2 granted

2007-02-23 - Extension 2 filed

2007-02-23 - TEAS Extension Received

2006-11-14 - Extension 1 granted

2006-11-14 - Extension 1 filed
2006-11-14 - TEAS Extension Received
2006-05-16 - Notice of allowance - mailed
2006-02-21 - Published for opposition
2006-02-01 - Notice of publication
2006-01-10 - Law Office Publication Review Completed
2006-01-06 - Assigned To LIE
2006-01-04 - Approved for Pub - Principal Register (Initial exam)
2006-01-04 - Teas/Email Correspondence Entered
2005-12-29 - Communication received from applicant
2005-12-29 - TEAS Response to Office Action Received
2005-09-06 - NON-FINAL ACTION E-MAILED
2005-09-06 - Non-Final Action Written
2005-09-06 - Assigned To Examiner
2005-08-12 - Amendment From Applicant Entered
2005-08-04 - Communication received from applicant
2005-08-04 - TEAS Response to Office Action Received
2005-03-28 - Priority Action E-Mailed
2005-03-28 - Priority Action Written
2005-03-28 - Assigned To Examiner
2004-09-07 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

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

This page was generated by the TARR system on 2008-06-04 15:56:52 ET

Serial Number: 78686350 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: (NOT AVAILABLE)

Mark

L'OREAL TIME STOP

(words only): L'OREAL TIME STOP

Standard Character claim: Yes

Current Status: A request for the fourth extension of time to file a statement of use has been granted.

Date of Status: 2008-04-11

Filing Date: 2005-08-05

The Notice of Allowance Date is: 2006-07-18

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 102

Attorney Assigned:
FERRAIUOLO DOMINIC J

Current Location: 700 -Intent To Use Section

Date In Location: 2006-07-18

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

1. L'Oreal

Address:

L'Oreal
14, rue Royale
Paris 75008
France

Legal Entity Type: SOCIETE ANONYME
State or Country Where Organized: France

GOODS AND/OR SERVICES

International Class: 003
Class Status: Active
hair colorants
Basis: 1(b)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Prior Registration Number(s):
540541
661746
1426174

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2008-04-11 - Extension 4 granted
2008-04-11 - Extension 4 filed
2008-04-11 - TEAS Extension Received
2007-12-27 - Extension 3 granted
2007-12-27 - Extension 3 filed
2007-12-27 - TEAS Extension Received
2007-04-05 - Extension 2 granted
2007-04-05 - Extension 2 filed

2007-04-05 - TEAS Extension Received
2006-12-27 - Extension 1 granted
2006-12-27 - Extension 1 filed
2006-12-27 - TEAS Extension Received
2006-07-18 - Notice of allowance - mailed
2006-04-25 - Published for opposition
2006-04-05 - Notice of publication
2006-03-10 - Law Office Publication Review Completed
2006-03-10 - Assigned To LIE
2006-03-03 - Approved for Pub - Principal Register (Initial exam)
2006-03-03 - Examiner's Amendment Entered
2006-03-03 - EXAMINERS AMENDMENT E-MAILED
2006-03-03 - Examiners Amendment -Written
2006-03-01 - Non-final action e-mailed
2006-03-01 - Non-Final Action Written
2006-02-24 - Assigned To Examiner
2005-08-11 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Robert L. Sherman

Correspondent

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75 E 55TH ST FL C1
NEW YORK NY 10022-3404
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Fax Number: 212-318-6847

Domestic Representative

Robert L. Sherman
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Fax Number: 212-318-6847

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

This page was generated by the TARR system on 2008-06-04 15:57:03 ET

Serial Number: 77354359 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

L'OREAL OUR WORLD

(words only): L'OREAL OUR WORLD

Standard Character claim: Yes

Current Status: A non-final action has been mailed. This is a letter from the examining attorney requesting additional information and/or making an initial refusal. However, no final determination as to the registrability of the mark has been made.

Date of Status: 2008-03-15

Filing Date: 2007-12-18

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 106

Attorney Assigned:
ELTON DAVID JONATHAN

Current Location: L6X -TMEG Law Office 106 - Examining Attorney Assigned

Date In Location: 2008-03-15

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

1. L'Oreal

Address:

L'Oreal
14 rue Royale
Paris 75008
France

Legal Entity Type: SOCIÉTÉ ANONYME (SA)
State or Country Where Organized: France

GOODS AND/OR SERVICES

International Class: 003
Class Status: Active
Line of kid's shampoos and conditioners
Basis: 1(b)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2008-03-15 - Notification Of Non-Final Action E-Mailed

2008-03-15 - Non-final action e-mailed

2008-03-15 - Non-Final Action Written

2008-03-15 - Assigned To Examiner

2007-12-21 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

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Domestic Representative

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Fax Number: 212-318-6847

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

This page was generated by the TARR system on 2008-06-04 15:57:13 ET

Serial Number: 77461637 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

L'OREAL VOLUME COLLAGENE

(words only): L'OREAL VOLUME COLLAGENE

Standard Character claim: Yes

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

Date of Status: 2008-05-06

Filing Date: 2008-04-30

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: 2008-05-06

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

1. L'Oreal

Address:

L'Oreal

14 Rue Royale

Paris 75008

France

Legal Entity Type: SOCIÉTÉ ANONYME (SA)

State or Country Where Organized: France

GOODS AND/OR SERVICES

International Class: 003

Class Status: Active

Mascaras

Basis: 1(b)

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2008-05-05 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Robert L. Sherman

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Fax Number: 212-318-6847

Domestic Representative

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Fax Number: 212-318-6847

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

This page was generated by the TARR system on 2008-06-04 15:57:20 ET

Serial Number: 77477820 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

**L'OREAL EXTRA VOLUME
COLLAGENE**

(words only): L'OREAL EXTRA VOLUME COLLAGENE

Standard Character claim: Yes

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

Date of Status: 2008-05-23

Filing Date: 2008-05-19

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: 2008-05-23

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

1. L'Oreal

Address:

L'Oreal

14 rue Royale

Paris 75008

France

Legal Entity Type: SOCIÉTÉ ANONYME (SA)

State or Country Where Organized: France

GOODS AND/OR SERVICES

International Class: 003

Class Status: Active

Mascaras

Basis: 1(b)

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2008-05-22 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

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Fax Number: 212-318-6847

Domestic Representative

Robert L. Sherman

Phone Number: 212-318-6037

Fax Number: 212-318-6847

EXHIBIT B

THE 100 TOP BRANDS

Here's how Interbrand calculates the power in a name

INTERBRAND TAKES many ingredients into account when ranking the value of the Best Global Brands. Even to qualify for the list, each brand must derive at least a third of its earnings outside its home country, be recognizable outside of its base of customers, and have publicly available marketing and financial data. Those criteria eliminate heavyweights like Visa, which is privately-held, and Wal-Mart, which sometimes operates under different brand names internationally. Interbrand only ranks the strength of individual brand names, not portfolios of brands, which is why Procter & Gamble doesn't show up. Airlines are not ranked because it's too hard to separate their brands' impact on sales from factors such as routes and schedules. And this year, Interbrand removed pharmaceutical brands from the ranking because consumers typically relate to the product rather than the corporate brand. Insurance companies were

added because they have begun to differentiate themselves and create household names.

BUSINESSWEEK CHOSE Interbrand's methodology because it evaluates brand value in the same way any other corporate asset is valued—on the basis of how much it is likely to earn for the company in the future. Interbrand uses a combination of analysts' projections, company financial documents, and its own qualitative and quantitative analysis to arrive at a net present value of those earnings.

STEP ONE is calculating how much of a company's total sales fall under a particular brand. In some cases the brand encompasses nearly all sales, as with McDonald's. In others it is tied to only one set of products: Marlboro within Altria Group. Using reports from analysts at JPMorgan Chase, Citigroup, and Morgan Stanley, Interbrand projects five years of sales and earnings tied to each brand's products and services.

STEP TWO is calculating how much of those earnings result from the power of the brand itself. To do this, Interbrand strips out operating costs, taxes, and charges for the capital employed to arrive at the earnings attributable to intangible assets. The brand's role is then estimated within those earnings vs. other intangible assets such as patents and management strength.

FINALLY, those future earnings are discounted to arrive at a net present value. Interbrand discounts against current interest rates and also against the brand's overall risk profile to factor in brand strength. Considerations include market leadership, stability, and global reach—or the ability to cross both geographic and cultural borders. The final result values the brand as a financial asset. *BusinessWeek* and Interbrand believe this figure comes closest to representing a brand's true economic worth.

RANK 2007/2006	2007 BRAND VALUE MILLIONS	2006 BRAND VALUE MILLIONS	PERCENT CHANGE	COUNTRY OF OWNERSHIP	DESCRIPTION	
1 1	COCA-COLA	65,324	67,000	-3%	U.S.	Still No.1, but consumers' shift from soda in the West has hurt Coke. Success with Coke Zero hasn't made up for Coca-Cola Classic's continued loss of share.
2 2	MICROSOFT	58,709	56,926	3%	U.S.	The launch of its Windows Vista operating system, coupled with its Xbox game console, keeps the software giant's latest technology in front of consumers.
3 3	IBM	57,091	56,201	2%	U.S.	Big Blue's ads promise to make customers feel "special." With powerful software, servers, and sophisticated services, it's delivering.
4 4	GE	51,569	48,907	5%	U.S.	With big bets in China and an accelerating push to go green, GE aims to be the earth-friendly global brand.
5 6	NOKIA	33,696	30,131	12%	Finland	Nokia built its brand at both ends of the market, with high-end multimedia handsets for upscale buyers and low-priced phones for emerging countries.
6 7	TOYOTA	32,070	27,941	15%	Japan	Quality concerns have increased overall, but Toyota's reliability and its hybrid strategy are leaving auto rivals trailing.
7 5	INTEL	30,954	32,319	-4%	U.S.	Intel shored up its position as the world's leading chipmaker, but sub-brands such as the Viiv entertainment PC and Core processors failed to resonate.
8 9	MCDONALD'S	29,398	27,501	7%	U.S.	McDonald's continues to move beyond its burgers-and-fries image with a growing selection of healthy foods and stylishly remodeled restaurants.
9 8	DISNEY	29,210	27,848	5%	U.S.	Disney picks franchises it can sell throughout the Magic Kingdom, from movies to theme park rides. The strategy has paid off handsomely.
10 10	MERCEDES-BENZ	23,568	21,795	8%	Germany	New models have helped repair a badly dented reputation for quality, but sales are up only 1.8% for the first half of the year, trailing gains by rivals BMW and Audi.
11 11	CITI	23,443	21,458	9%	U.S.	The folding of the Citi umbrella logo demonstrates that strong brands can transcend their visual identity and continue to add value during transitions.
12 13	HEWLETT-PACKARD	22,197	20,458	9%	U.S.	HP last fall edged out Dell as the world's largest PC maker by market share. Sleek new laptops are helping boost its consumer business.
13 15	BMW	21,612	19,617	10%	Germany	It hit home runs with its revamp of the 3 Series and the Z4 coupe. But with Mercedes on the mend and Audi and Lexus coming on, it can't afford any mistakes.
14 12	MARLBORO	21,283	21,350	0%	U.S.	Its latest brand extension, Marlboro Menthol, is a hit, but smoking bans and the threat of higher taxes have hurt.
15 14	AMERICAN EXPRESS	20,827	19,641	6%	U.S.	Although still the preeminent credit-card brand, American Express' focus on points and co-branded cards could be risky to its long-term brand value.

SpecialReport | Rankings

RANK 2007/2006	2007 BRAND VALUE \$MILLIONS	2006 BRAND VALUE \$MILLIONS	PERCENT CHANGE	COUNTRY OF OWNERSHIP	DESCRIPTION	
16 16	GILLETTE	20,415	19,579	4%	U.S.	Gillette owns the men's shaving category by innovating and spending heavily on advertising. Future growth depends on the women's shaving business.
17 17	LOUIS VUITTON	20,321	17,606	15%	France	The world's most powerful luxury brand rolls on, expanding in China and other emerging markets as it introduces Vuitton-branded jewelry and eyewear.
18 18	CISCO	19,099	17,532	9%	U.S.	Although its presence on the Internet is mostly behind the scenes, the networking giant continues to invest in pricey image ads in advance of a bigger push into consumer gear.
19 19	HONDA	17,998	17,049	6%	Japan	Small, fuel-efficient cars and big investments in hybrids, "clean" diesels, and other green technologies make Honda a darling of the environmentalists.
20 24	GOOGLE	17,837	12,376	44%	U.S.	Despite fears of Google's growing power as it moves into services beyond search, the brand still appeals to consumers and businesspeople.
21 20	SAMSUNG	16,853	16,169	4%	S. Korea	Samsung is the leader in LCD panels and now No. 2 in mobile phones. But last quarter's results were tepid and next year could be tougher.
22 21	MERRILL LYNCH	14,343	13,001	10%	U.S.	Merrill's push into private equity and Asia solidifies the firm's position as a global brand that spans brokerage, investment banking, and wealth management.
23 28	HSBC	13,563	11,622	17%	Britain	Despite becoming embroiled in the subprime mortgage mess, global demand for credit cards, mortgages, and loans continues to drive growth.
24 23	NESCAFÉ	12,950	12,507	4%	Switzerland	Expanding beyond instant java, Nescafé is introducing upmarket coffee-based drinks. In Europe, it rolled out Dolce Gusto, a coffeemaking machine.
25 26	SONY	12,907	11,695	10%	Japan	The success of the Sony-Ericsson mobile phones, flat-panel TVs, and digital cameras have helped mitigate a rough start with the Playstation 3.
26 22	PEPSI	12,888	12,690	2%	U.S.	While soft drinks are losing their fizz in the U.S. and Europe, Pepsi remains strong in growing markets such as India.
27 29	ORACLE	12,448	11,459	9%	U.S.	Skeptics had their doubts about Oracle's expensive acquisitions, but the moves seem to be paying off.
28 32	UPS	12,013	10,712	12%	U.S.	Its successful expansion across new markets throughout Europe and Asia is a testament to the consistency, strength, and recognition of "Brown," the brand.
29 31	NIKE	12,004	10,897	10%	U.S.	The innovative Nike+ Web site kept Nike on the cutting edge in sports. Meanwhile, business is up 40% in India, and China is growing fast, too.
30 27	BUDWEISER	11,652	11,662	0%	U.S.	Bud Light sales continued to grow, but the marquee product is under attack from imports and increasingly popular U.S. craft brews.
31 25	DELL	11,554	12,256	-6%	U.S.	While rivals Apple and HP climb, Dell continues to struggle. The company has pledged to shake up its consumer unit, recently launching laptops in bright colors.
32 33	JPMORGAN	11,433	10,205	12%	U.S.	JPMorgan has been critical to the growth of the hedge fund business, making a risky asset class acceptable to risk-averse investors.
33 39	APPLE	11,037	9,130	21%	U.S.	Can you say iPhone? From innovative products to memorable ads, few companies know how to tug the heartstrings of digital consumers the way Apple does.
34 34	SAP	10,850	10,007	8%	Germany	SAP is penetrating the midsize company market, but its image could be hurt by an admission that a U.S. subsidiary improperly downloaded documents from rival Oracle.
35 37	GOLDMAN SACHS	10,663	9,640	11%	U.S.	Goldman maintains its position as Wall Street's gold standard, and leads the pack by raking in investment banking advisory fees and private investments.
36 35	CANON	10,581	9,968	6%	Japan	Technology developments in its pro-level cameras and its computer peripherals are helping Canon keep its advantage against competitors.
37 36	MORGAN STANLEY	10,340	9,762	6%	U.S.	Morgan Stanley is revving up its asset and wealth management services to bring more high-octane investments to wealthy individuals.
38 41	IKEA	10,087	8,763	15%	Sweden	Swedish for style, Ikea has made design affordable for the masses. A renewed push into Japan and expansion in China is fueling growth.
39 42	UBS	9,838	8,734	13%	Switzerland	The "You & Us" brand campaign attracted high-net-worth individuals to its wealth-management business. But the departure of the CEO and subprime woes could hurt this year.
40 40	KELLOGG'S	9,341	8,776	6%	U.S.	Having pledged not to market sugary foods to kids under 12, Kellogg is using its innovation machine to turn out more nutritious products.
41 30	FORD	8,982	11,056	-19%	U.S.	While new CEO Alan Mulally searches for a global CMO, he is selling ill-fitting luxury divisions to concentrate on the Ford brand worldwide.
42 48	PHILIPS	7,741	6,730	15%	Netherlands	After ditching its volatile semiconductors unit, Philips is focused on becoming a health and lifestyle technology powerhouse.
43 44	SIEMENS	7,737	7,828	-1%	Germany	Improved profitability and a more focused corporate structure is offsetting the negative effects of a management turmoil caused by a bribery scandal—for now.
44 51	NINTENDO	7,730	6,559	18%	Japan	The launch of the Wii transformed Nintendo from a quirky also-ran in game consoles into the market's innovation leader.

SpecialReport | Rankings

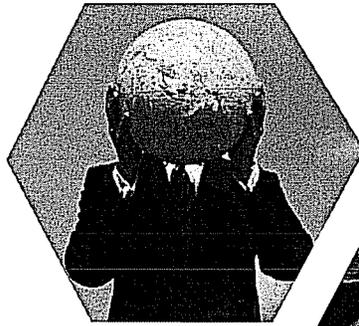
RANK 2007/2006	2007 BRAND VALUE \$MILLIONS	2006 BRAND VALUE \$MILLIONS	PERCENT CHANGE	COUNTRY OF OWNERSHIP	DESCRIPTION
45 45 HARLEY-DAVIDSON	7,718	7,739	0%	U.S.	Long a brand-management model, Harley is looking to Generation X and Y before baby boomers get too old to mount up.
46 46 GUCCI	7,697	7,158	8%	Italy	It has come a long way from men's loafers, with a fast-growing network of global boutiques selling designer Frida Giannini's knitwear and accessories.
47 NEW AIG	7,490	New	New	U.S.	The insurer is pushing harder to make a name. Its sponsorship of Manchester United puts AIG in front of millions of fans throughout Asia and Europe.
48 47 EBAY	7,456	6,755	10%	U.S.	As its core auction business has slowed, eBay has used savvy advertising like the "It" campaign to keep its brand current.
49 NEW AXA	7,327	New	New	France	A push by this French insurer to raise its profile has paid dividends, as it debuts on the list for the first time this year.
50 49 ACCENTURE	7,296	6,728	8%	Bermuda	Of all of the Western IT services giants, Accenture has done a superior job at using low-cost Indian outfits to accentuate its consulting skills.
51 53 L'OREAL	7,045	6,392	10%	France	The global No. 1 beauty-products company is ringing up healthy sales of skin-care products targeting older women, while experimenting with new ideas.
52 50 MTV	6,907	6,627	4%	U.S.	Despite a slip in U.S. ratings and threats from MySpace, MTV continued to be a leader in defining youth culture, thanks to its global presence.
53 54 HEINZ	6,544	6,223	5%	U.S.	By focusing on more individual marketing efforts such as art competitions for ketchup packets, Heinz is giving its brand more personality.
54 56 VOLKSWAGEN	6,511	6,032	8%	Germany	New models are selling in Europe and Asia. But it has to show it can conquer the U.S. market with something besides the aging Beetle.
55 55 YAHOO!	6,067	6,056	0%	U.S.	After losing momentum and a CEO during the past 12 months, Yahoo must retool its search ad business and its brand image as well.
56 57 XEROX	6,050	5,918	2%	U.S.	Investing in research that will help the paper industry better manage forest land is Xerox' attempt to demonstrate environmental responsibility.
57 58 COLGATE	6,025	5,633	7%	U.S.	Going beyond traditional ads and in-store promotions, Colgate has stepped up attempts to build relationships with dental professionals.
58 61 CHANEL	5,830	5,156	13%	France	CEO Maureen Chiquet boosted the consumer-research budget and is targeting younger customers by selling through avant-garde boutiques.
59 59 WRIGLEY'S	5,777	5,449	6%	U.S.	Strong growth in China and extensions into products such as mints and chocolates gave Wrigley's brand a bump.
60 60 KFC	5,682	5,350	6%	U.S.	China has an appetite for fried chicken, and KFC is now the country's biggest and fastest-growing restaurant chain, with 2,000 locations.
61 52 GAP	5,481	6,416	-15%	U.S.	The once-iconic brand failed to offer either the basics or trendy items that customers crave. It's now counting on a former high-end designer to reinvigorate its apparel.
62 65 AMAZON.COM	5,411	4,707	15%	U.S.	Finally viewed by consumers as the superstore it always tried to be, Amazon is adding cool, participatory Web services that may enhance its brand image.
63 63 NESTLE	5,314	4,932	8%	Switzerland	Although best known for chocolate, it's counting on other products, including baby foods and bottled water, to fuel future growth.
64 73 ZARA	5,165	4,235	22%	Spain	The best-known of Spanish parent company Inditex' stable of stylish clothing brands, Zara is opening stores—more than one a day—across the globe.
65 62 AVON	5,103	5,040	1%	U.S.	A dismal 2005 forced the elimination of 25% of its products and seven layers of management, but ad spending got an 83% boost in 2006.
66 68 CATERPILLAR	5,059	4,580	10%	U.S.	In addition to building durable equipment, Caterpillar builds customer loyalty by making service calls no matter how tough or remote the terrain.
67 67 DANONE	5,019	4,638	8%	France	Despite a nasty legal dispute with its Chinese partner, sales of dairy products and bottled water are booming. It sold its cookie business to Kraft Foods.
68 74 AUDI	4,866	4,165	17%	Germany	A slew of dream machines such as the A5 coupe, TT roadster, and R8 sports car is polishing Audi's image as a serious rival to BMW and Mercedes.
69 71 ADIDAS	4,767	4,290	11%	Germany	Building on a boost from the 2006 World Cup in Germany, Adidas showed it could exploit star endorsers like David Beckham on the Internet as well as on TV.
70 64 KLEENEX	4,600	4,842	-5%	U.S.	Because it has failed to articulate a difference between the Kleenex brand and other tissues, consumer demand has been waning.
71 72 ROLEX	4,589	4,237	8%	Switzerland	Still the benchmark for luxury watches, its strong performance in China has further burnished the brand.
72 75 HYUNDAI	4,453	4,078	9%	S. Korea	Having improved the quality and reliability of its cars, Hyundai is pushing to go upscale by introducing premium models.
73 81 HERMÈS	4,255	3,854	10%	France	Playing catch-up with Vuitton, the Paris leather-goods house plans to triple its network of boutiques in China over the next five years.

SpecialReport Rankings

RANK 2007/2006	2007 BRAND VALUE MILLIONS	2006 BRAND VALUE MILLIONS	PERCENT CHANGE	COUNTRY OF OWNERSHIP	DESCRIPTION
74 66 PIZZA HUT	4,254	4,694	-9%	U.S.	Americans still love pizza, but the chain hasn't been able to differentiate itself effectively from rivals or competing grocery-store pies.
75 80 PORSCHE	4,235	3,927	8%	Germany	The revamped 911 sports car and posh \$70,000 Cayenne SUV have stoked a 10-year winning streak.
76 78 REUTERS	4,197	3,961	6%	Britain	CEO Tom Gloer has turned the venerable news-agency-cum-financial-data-provider around and merged it with Thomson making it a big player in data.
77 69 MOTOROLA	4,149	4,569	-9%	U.S.	Motorola's failure to follow its Razr with another hit cell phone was exacerbated by the death of the company's chief marketer, Geoffrey Frost, in late 2005.
78 77 PANASONIC	4,135	3,977	4%	Japan	Panasonic enjoyed robust sales in the plasma TV category. Improved customer support and product development have also aided the company's turnaround.
79 82 TIFFANY & CO.	4,003	3,819	5%	U.S.	Sales have been hot, thanks largely to cheaper silver jewelry. That could hurt the little blue box's premium cachet.
80 NEW ALLIANZ	3,957	New	New	Germany	It fostered goodwill by plastering its name on a World Cup soccer stadium while sponsoring events such as the 2006 India-Pakistan Cricket Test Series.
81 85 ING	3,880	3,474	12%	Netherlands	Innovative home mortgages and insurance and investment in the Renault F1 team combine a state-of-the-art image with high earnings for this financial institution.
82 70 KODAK	3,874	4,406	-12%	U.S.	In spite of new digital cameras and entering the ink-jet printer business with inexpensive ink technology, the Kodak brand continues to lose luster.
83 86 CARTIER	3,852	3,360	15%	France	Its ultra-premium jewelry and watches are selling briskly. Cartier is also expanding its range of lower-priced goods such as perfume and sunglasses.
84 76 BP	3,794	4,010	-5%	Britain	Oil spills in Alaska and a disastrous 2005 refinery explosion in Texas have undermined the promise of "Beyond Petroleum."
85 87 MÛET & CHANDON	3,739	3,257	15%	France	Product innovations, such as smaller package sizes and a new line of Flower Rosé champagnes, helped keep the sparkle in Moët sales.
86 79 KRAFT	3,732	3,943	-5%	U.S.	Kraft has something in the pantry of 199 out of every 200 homes in America. Problem is, many of these brands—think Jell-o or Velveeta—are old and tired.
87 83 HENNESSY	3,638	3,576	2%	France	Its popularity with hip-hop singers fueled spectacular growth in recent years, but now the cognac needs to find new fans.
88 91 STARBUCKS	3,631	3,099	17%	U.S.	With 2,400 new stores opening globally in 2007, Starbucks continues to make itself the world's ubiquitous coffee shop.
89 84 DURACELL	3,605	3,576	1%	U.S.	World Cup and festival sponsorships have built traction with consumers, but Duracell faces a tough road. Batteries are a commodity category rife with imitators.
90 88 JOHNSON & JOHNSON	3,445	3,193	8%	U.S.	Facing a saturated U.S. market for its famed baby goods, J&J is searching for markets in developing countries such as China and India.
91 93 SMIRNOFF	3,379	3,032	11%	Britain	Despite mixed success with new bottled drinks like Raw Tea and Smirnoff Ice, Smirnoff continues to be the No. 1 vodka brand worldwide.
92 92 LEXUS	3,354	3,070	9%	Japan	New high-powered hybrids keep Lexus at the forefront of the U.S. luxury market, but European and Japan German marques are formidable rivals.
93 89 SHELL	3,331	3,173	5%	Britain	Shell was damaged by a scandal over overstated reserves, but it is back on track in a strong oil market.
94 96 PRADA	3,287	2,874	14%	Italy	Playing on its trendsetting image in Italian-chic bags, shoes, and clothing, Prada is pushing the frontier of brand extension with the LG Prada phone.
95 98 BURBERRY	3,221	2,783	16%	Britain	Revenues and margins are on the rise as the label focuses more on higher-end accessories such as handbags and perfumes, where the margins are big.
96 99 NIVEA	3,116	2,692	16%	Germany	Nivea extended its familiar blue-and-white packaging to new products, such as an anti-cellulite cream, while pushing into emerging countries.
97 94 LG	3,100	3,010	3%	S. Korea	The recent launch of super-premium mobile phones is helping LG make an end run around cost wars.
98 90 NISSAN	3,072	3,108	-1%	Japan	A reliance on larger, less fuel-efficient vehicles has hurt Nissan's environmental credentials, but new models may bolster the company's brand.
99 NEW POLO RL	3,046	New	New	U.S.	On its 40th anniversary, Ralph Lauren's iconic American fashion brand is looking to expand its reach in emerging markets.
100 NEW HERTZ	3,026	New	New	U.S.	After separating Hertz from Ford, private equity owners have been slashing costs. Travel agents and customers are worried the cutbacks could hurt service.

The brand valuations draw upon publicly available information, which has not been independently investigated by Interbrand. Valuations do not represent a guarantee of future performance of the brands or companies.

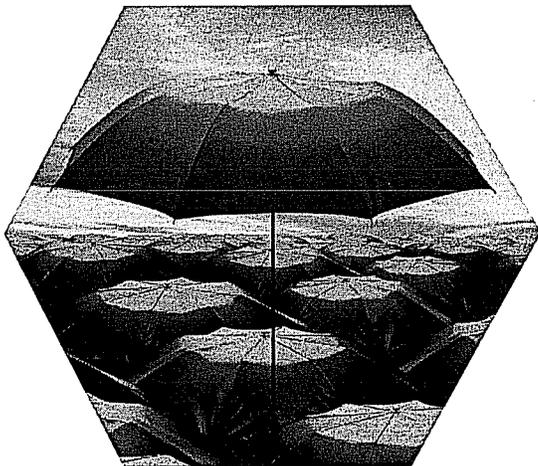
Data: Interbrand, JPMorgan Chase & Co., Citigroup, Morgan Stanley, BusinessWeek



2007

BRANDZ™

Top 100 Most Powerful Brands



BRANDZ Top 100 Brand Ranking

BRANDZ RANKING

#	Brand	Brand Value (\$m)	Brand Value Change (%)
1	Google	66,434	77%
2	GE (General Electric)	61,880	11%
3	Microsoft	54,951	-11%
4	Coca Cola (*)	44,134	7%
5	China Mobile	41,214	5%
6	Marlboro	39,166	2%
7	Wal-Mart	36,880	-2%
8	Citi	33,706	9%
9	IBM	33,572	-7%
10	Toyota	33,427	11%
11	McDonald's	33,138	14%
12	Nokia	31,670	19%
13	Bank of America	28,767	2%
14	BMW	25,751	8%
15	HP	24,987	27%
16	Apple	24,728	55%
17	UPS	24,580	13%
18	Wells Fargo	24,284	N.A.
19	American Express	23,113	23%
20	Louis Vuitton	22,686	16%
21	Disney	22,572	2%
22	Vodafone	21,107	-12%
23	NTT DoCoMo	19,450	0%
24	Cisco	18,812	-10%
25	Intel	18,707	-26%
26	Home Depot	18,335	-33%
27	SAP	18,103	N.A.
28	Gillette	17,954	1%
29	Mercedes	17,813	0%
30	Oracle	17,809	28%
31	HSBC	17,457	26%
32	Tesco	16,649	7%
33	ICBC	16,460	N.A.
34	Verizon Wireless	16,261	9%
35	Starbucks	16,057	45%
36	Honda	15,465	7%

*Source: Millward Brown Optimor (including data from BRANDZ, Datamonitor, and Bloomberg)

BRANDZ Top 100 Brand Ranking

BRANDZ RANKING

#	Brand	Brand Value (\$m)	Brand Value Change (%)
37	Dell	13,903	-24%
38	Bank of China	13,689	N.A.
39	Royal Bank of Canada	13,624	N.A.
40	Porsche	13,372	11%
41	Deutsche Bank	13,210	1%
42	Yahoo!	13,201	-6%
43	eBay	12,927	-2%
44	Samsung	12,742	6%
45	Ford	12,627	-9%
46	L'Oréal	12,303	15%
47	Banco Santander	12,094	-4%
48	Pepsi (*)	11,756	2%
49	Carrefour	11,710	8%
50	Merrill Lynch	11,655	16%
51	UBS	11,591	21%
52	Target	11,560	88%
53	ING	11,539	N.A.
54	Canon	11,413	15%
55	Sony	11,389	22%
56	Morgan Stanley	11,204	6%
57	Chevrolet	11,202	-10%
58	Nissan	11,189	3%
59	Chase	11,182	15%
60	Motorola	10,787	19%
61	China Construction Bank	10,757	N.A.
62	Accenture	10,534	8%
63	Nike	10,290	-5%
64	Harley-Davidson	10,269	3%
65	Wachovia	10,035	-2%
66	Budweiser (*)	9,977	-15%
67	Orange	9,922	5%
68	Marks & Spencer	9,509	192%
69	FedEx	9,310	13%
70	Cingular Wireless	9,260	39%
71	Siemens	9,111	35%

*Source: Millward Brown Optimor (including data from BRANDZ, Datamonitor, and Bloomberg)

BRANDZ Top 100 Brand Ranking

BRANDZ RANKING

#	Brand	Brand Value (\$m)	Brand Value Change (%)
72	State Farm	8,738	11%
73	H&M	8,711	9%
74	JP Morgan	8,490	20%
75	TIM (*)	8,440	N.A.
76	Goldman Sachs	8,239	-7%
77	T-Mobile	8,047	-32%
78	Colgate	7,711	32%
79	Chanel	7,499	15%
80	Subway (**)	7,433	N.A.
81	IKEA	7,373	2%
82	Royal Bank of Scotland	7,200	N.A.
83	VW (Volkswagen)	7,033	4%
84	Cartier	7,021	27%
85	Hermes	6,939	44%
86	Best Buy	6,674	113%
87	Barclays	6,612	30%
88	Avon	6,558	-1%
89	Gucci	6,524	49%
90	Zara	6,469	27%
91	WaMu	6,126	31%
92	Amazon	5,964	0%
93	BP	5,931	8%
94	AIG	5,880	4%
95	ABN AMRO	5,617	72%
96	Auchan	5,570	4%
97	Asda	5,540	19%
98	Lexus	5,421	7%
99	Esprit	5,411	29%
100	Rolex	5,387	9%

*Source: Millward Brown Optimor (including data from BRANDZ, Datamonitor, and Bloomberg)