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Title: OPPOSER'S RESPONSE AND
OBJECTION TO APPLICANT'S MOTION FOR
SUMMARY JUDGEMENT AND OPPOSER'S
CROSS MOTION FOR SUMMARY
JUDGEMENT

Part 1 of 2

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February 9, 2010

Via U.S. First Class Mail
U.S. Patent and Trademark Office
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, VA 22313-1451

RE: Opposition No. 91189629
Mark: PRINCE LORENZO BORGHESE'S LA DOLCE VITA
Borghese Trademarks, Inc. v. Multi Media Exposure, Inc.

Dear Sir/Madam:

Enclosed for filing in the above referenced Opposition, please find Opposer's Response and Objection to Applicant's Summary Judgment Motion and Opposer's Cross Motion for Summary Judgment together with Exhibits A through E.

Sincerely,

BAKER AND RANNELLS, P.A.


Moira J. Selinka

/ms
Encl.



02-16-2010

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

-----X
Borghese Trademarks, Inc.

Opposer,

v.

Multi Media Exposure, Inc.

Applicant.
-----X

Opposition No.: 91189629

Mark: PRINCE LORENZO BORGHESE'S
LA DOLCE VITA

Appl. Serial No.: 77/435,171

**OPPOSER'S RESPONSE AND OBJECTION TO APPLICANT'S MOTION FOR
SUMMARY JUDGMENT AND OPPOSER'S CROSS MOTION FOR SUMMARY
JUDGMENT**

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

-----X
Borghese Trademarks, Inc.

Opposition No.: 91189629

Opposer,

Mark: PRINCE LORENZO BORGHESE'S
LA DOLCE VITA

v.

Appl. Serial No.: 77/435,171

Multi Media Exposure, Inc.

Applicant.

-----X

**OPPOSER'S RESPONSE AND OBJECTION TO APPLICANT'S MOTION FOR
SUMMARY JUDGMENT AND OPPOSER'S CROSS MOTION FOR SUMMARY
JUDGMENT**

Opposer, Borghese Trademarks, Inc. ("Opposer"), hereby responds to Applicant, Multi Media Exposure's Motion for Summary Judgment and cross moves for summary judgment in Opposer's favor.

INTRODUCTION

The marks in issue in this proceeding are:

Opposer's "Borghese" mark and registrations, and "Princess Marcella Borghese" mark and registration for a wide variety of hair care, skin care and personal care products in Class 003.

Applicant's "Prince Lorenzo Borghese's La Dolce Vita" for pet shampoos, conditioners and body sprays in Class 003. Relevant to this motion and discussed herein is Applicant's concurrent use of the mark "Prince Lorenzo Borghese" on its "Prince Lorenzo Borghese / Royal Treatment / Italian Pet Spa" pet shampoos, conditioners and sprays.

Based upon the indisputable facts made of record, likelihood of confusion is inevitable and Opposer's cross motion for summary judgment should be granted.

STATEMENT OF UNDISPUTED FACTS

1. Opposer is the owner of U.S. Registration No. 3,369,371 for the mark PRINCESS MARCELLA BORGHESE, U.S. Registration No. 1,134,398 for the mark BORGHESE, U.S. Registration No. 3,387,006 for the mark BORGHESE, and U.S. Registration No. 3,506,702 for the mark BORGHESE as applied to a wide range of goods and services, including hair care, skin care and personal care products directed to retail consumers. Opposer's use of these marks goes back to 1958.
2. Applicant filed U.S. Trademark Appl. Serial No. 77/435,171 for the mark PRINCE LORENZO BORGHESE'S LA DOLCE VITA on March 20, 2008 on an intent-to-use basis.
3. Opposer has priority.
4. As testified to by Applicant's Executive Vice President, Lorenzo Borghese, it is common for companies that offer human products to also offer pet products using the same or substantially identical marks on both.
5. As testified to by Applicant's Executive Vice President, Lorenzo Borghese, various companies produce both human and pet products including: Kiehl's, Paul Mitchell/John Paul Pet, TIGI, Ralph Lauren, Juicy Couture, Brooks Brothers, Louis Vuitton, Old Navy. (See Exhibit A, Borghese Deposition pgs. 100 through 118; see also Exhibit D, Friedman Decl. ¶4, Ex. 5-13 thereto).
6. As testified to by Applicant's Executive Vice President, Lorenzo Borghese various stores sell human and pet products offered by the same manufacturers including: Rite Aid, Bloomingdales, Saks Fifth Avenue, Neiman Marcus. (See Exhibit A, Borghese Deposition pgs. 112-115 and 130-131; see also Exhibit D, Friedman Decl. ¶4, Ex. 9 and 13 thereto).

7. During the prosecution of the application in issue here, Applicant's Executive Vice President, Lorenzo Borghese averred in a sworn declaration (to Response to Suspension Inquiry) that "the dominant portion of [Applicant's] mark is 'Prince Lorenzo Borghese'", and that the first word (or in this case three words) is often the visual cue to the consumer", and "Thus the 'Prince Lorenzo Borghese' portion of the mark is even more predominant . . ." (See Exhibit A, Borghese Deposition pgs. 89-92; See also, Exhibit D, Friedman Decl. ¶4).

8. Applicant's Executive Vice President has promoted his "By Prince Lorenzo Borghese / Royal Treatment / Italian Pet Spa" pet products to consumers asserting that his pet shampoos can be used on humans and are used by humans (including without limitation himself). (See Exhibit E, Rannells Decl. ¶4).

9. Applicant's Executive Vice President has promoted his "By Prince Lorenzo Borghese / Royal Treatment / Italian Pet Spa" pet products to consumers asserting that it is made in Italy in one of the top human cosmetic manufacturers," and that "[His] family has been producing cosmetics for 50 years, so with their help and their manufacturing facilities I created this pet line." (See Exhibit E, Rannells Decl. ¶4).

10. Applicant's Executive Vice President has promoted his "By Prince Lorenzo Borghese / Royal Treatment / Italian Pet Spa" pet products to consumers asserting that "[He] could sell this [conditioner set] at the highest end department stores for a lot more than [he is] selling on the HSN (Home Shopping Network)", and further representing that "Again, if I sold this [conditioner set] in a department store, which I could, because I know the products of skin care and creams, I know the products of everything, my family has been in cosmetics since the 50's, so I know what that would retail in a high end department store it would be \$80 and above." (See Exhibit E, Rannells Decl. ¶4).

11. At least 66 U.S. “live” Section 1A trademark registrations exist that include both pet products and human products in the recitation of goods in Class 3. (See Exhibit E, Rannells Decl. ¶5).
12. According to the U.S. Census bureau, only 315 persons with the last name “Borghese” live in the United States. (See Exhibit E, Rannells Decl. ¶6 and Ex. 3 thereto).
13. Borghese is a relatively rare surname in the United States. (See Exhibit E, Rannells Decl. ¶¶6-9 and Ex. 3-7 thereto).
14. Applicant has deliberately associated itself with Opposer for at least the last eight years and continues to do so. (See Exhibit A, Borghese deposition pg. 75-76 and pg. 81; see also, Exhibit D, Friedman Decl. ¶4, Ex. 1 and 2 thereto).
15. As testified to by Applicant’s Executive Vice President, Lorenzo Borghese, since 2002, to at least as recently as August 2009, the website for Applicant’s Executive Vice President’s “Italian Pet Spa” product line referred to Opposer’s founder, Princess Marcella Borghese, and her cosmetics line. (See Exhibit A, Borghese deposition pg. 81; see also Exhibit D, Friedman Decl. ¶4, Ex. 2 thereto).

ARGUMENT

A. Summary Judgment Standard

Summary judgment is only appropriate when there are no genuine issues of material fact in dispute, thus leaving the case to be resolved as a matter of law. Fed.R.Civ.P. 56(c). The burden is on the party bringing the summary judgment motion to establish the absence of any genuine issue of material fact and its entitlement to judgment as a matter of law. See, Celotex Corp. v. Catrett, 477 U.S. 317, 322 (1986). Opposer as non-movant must be given the benefit of all reasonable doubt as to whether a genuine issue of material fact exists, the evidence must be

viewed in a light favorable to Opposer as non-movant, and all justifiable inferences should be drawn in Opposer's favor as non-movant. See Opryland USA, Inc. v. Great American Music Show, Inc., 23 USPQ2d 1471, 1472 (Fed.Cir. 1992). The Applicant has not and cannot meet its burden. On the other hand, Opposer will demonstrate that a likelihood of confusion does exist and it is therefore entitled to an order sustaining the Opposition.

B. An analysis of the DuPont factors proves there is a likelihood of confusion between Opposer's Marks and Applicant's Mark

In In re E.I. DuPont de Nemours & Co., 177 USPQ 563, 567 (CCPA 1973) thirteen factors were propounded for determining likelihood of confusion in trademark cases, each of which must be considered when there is sufficient evidence of record and where the same are relevant. Cunningham v. Laser Golf Corp., 222 F.3d 943, 946 (Fed. Cir. 2000). Any one or more of the factors may control a particular case. See In re Dixie Restaurants Inc., 41 USPQ2d 1531, 1533 (CAFC 1997).

There is in fact a likelihood of confusion between Applicant's Mark PRINCE LORENZO BORGHESE'S LA DOLCE VITA and Opposer's Marks PRINCESS MARCELLA BORGHESE and BORGHESE. "The ultimate question of the likelihood of consumer confusion has been termed a question of fact." In re E.I. DuPont De Nemours & Co., 177 USPQ 563, 567 (CCPA 1973).

The factors considered applicable in determining a likelihood of confusion in the present case include: 1) the similarity or dissimilarity of the marks; 2) the similarity or dissimilarity and nature of the goods or services with which a mark is in use; 3) the similarity or dissimilarity of trade channels; 4) the conditions under which and buyers to whom sales are made; and 13) any other established fact probative of the effect of use. In re E.I. DuPont at 567. No one factor is

dispositive and the factors that play a dominant role in a likelihood of confusion determination vary from case to case. An analysis of each of these factors below shows that genuine issues of fact remain with regard to likelihood of confusion between the parties' marks.

1. The marks are similar as to sight, sound, connotation and commercial impression as "PRINCE LORENZO BORGHESE" is the dominant portion of Applicant's Mark

Applicant claims that its mark PRINCE LORENZO BORGHESE'S LA DOLCE VITA and Opposer's mark PRINCESS MARCELLA BORGHESE are dissimilar in sound and appearance. However, comparing the dominant portions of the marks clearly shows the marks are similar in appearance and commercial impression. Although the basic rule is that marks must be compared in their entireties, the courts have found "in articulating reasons for reaching a conclusion on the issue of confusion, there is nothing improper in stating that, for rational reasons, more or less weight has been given to a particular feature of a mark, provided that the ultimate conclusion rests on consideration of the marks in their entireties." In re National Data Corp., 224 USPQ 749, 751 (CAFC 1985).

In most composite marks, some portion of the mark is more dominant in its total impact upon the ordinary buyer, over and above the 'peripheral' elements of the mark. See McCarthy on Trademarks, §23.44. "If the 'dominant' portion of both marks is the same, then confusion may be likely, notwithstanding peripheral differences." Standard Oil Co. v. Standard Oil Co., 56 F.2d 973 (10th Cir. 1932) (STANDARD OIL CO. OF NEW MEXICO held infringement of STANDARD OIL CO. OF CALIFORNIA). See also, Michelin Tire Corp. v. General Tire & Rubber Co., 202 USPQ 294 (TTAB 1979) (the rule of comparing marks in their entireties "is not inviolate"; "one feature of a mark may be dominant and given greater force and effect...in resolving the question of likelihood of confusion.").

In its Suspension Inquiry response submitted to the U.S. Patent and Trademark Office on November 10, 2008, to which Applicant's Vice President, Lorenzo Borghese's sworn declaration was attached, Applicant stated that "the dominant part of the mark is "Prince Lorenzo Borghese" and "The first word (or in this case three words) is often the predominant visual cue to the consumer;" and "Thus the 'Prince Lorenzo Borghese' portion of the mark is even more predominant and eliminates any likelihood of confusion" [i.e. with the cited mark "La Dolce Vita"]; and "Finally, the term 'La Dolce Vita' alone is apparently not the predominant portion of the entire trademark, when considered as a whole." (See Exhibit D, Friedman Decl. ¶4)

As the above illustrates, even Applicant believes the PRINCE LORENZO BORGHESE portion of its mark is the predominant portion. In fact, BORGHESE being a rare surname and being a well-known mark to consumers is necessarily the dominant portion of the mark. (See Exhibit E, Rannells Decl. ¶¶6-9). And, as that is in fact the case, then the PRINCE LORENZO BORGHESE portion of the mark is the portion that will ultimately catch the ordinary consumer's eye thereby creating a much greater likelihood of confusion with Opposer's marks, PRINCESS MARCELLA BORGHESE and BORGHESE.

As to Applicant's argument that " 'Princess Marcella' clearly refers to a different person than 'Prince Lorenzo'" and " 'Prince Lorenzo Borghese' is a more specific person than 'Borghese'," Applicant misses the point that a determination of likelihood of confusion as to similarity between marks hinges on comparison of sight, sound, connotation and commercial impression as is experienced by the general consuming public. To the average consumer, "prince" and "princess" go together. "Prince" is defined as "a non-reigning male member of a royal family." "Princess" is defined as "a non-reigning female member of a royal family." www.dictionary.com. (See Exhibit D, Friedman Decl. at ¶6) As explained in Wikipedia, "Most

often, the term [princess] has been used for the consort of a prince, or his daughters.”

<http://en.wikipedia.org/wiki/Princess> (See Exhibit D, Friedman Decl. at ¶6) People everywhere understand the meaning of these terms and automatically assume they go together. Therefore, whether the marks at issue in this case represent different persons, the connotation and commercial impression is that PRINCE LORENZO BORGHESE and PRINCESS MARCELLA BORGHESE belong together and emanate from the same source.

This factor favors Opposer and requires that the marks be found confusingly similar.

2. The goods of Applicant and the goods of Opposer are similar and clearly capable of coming from the same source.

Goods are considered related if customers are likely to mistakenly think that the infringer’s goods come from the same source as the senior user’s goods or are sponsored by, affiliated with or connected with the senior user. E.Remy Martin & Co., S.A. v. Shaw-Ross International Imports, Inc., 225 USPQ 1131 (11th Cir. 1985). (“F. Remy” or “Remy” for wines held highly similar or identical to “Remy Martin,” “St. Remy,” or “Remy” for cognacs and brandies).

Both in its responses to discovery and the deposition testimony of its Executive Vice President, Lorenzo Borghese, Applicant clearly indicated that its goods and the goods of Opposer could issue from the same source. In its response to Opposer’s Request for Admission No. 24, Applicant admitted that its goods were being formulated in a human cosmetic facility. (See Exhibit C) Furthermore, in his deposition testimony, Lorenzo Borghese admitted that he was familiar with companies manufacturing and offering similar products for use by both humans and pets. The following exchanges are taken directly from Mr. Borghese’s deposition transcript from pg. 100, line 21 through pg. 118, line 2. (See Exhibit A)

Pg. 100-101:

Q: Are you familiar with a particular company offering brands for both – or offering products, rather, for both humans and for pets coming from the same manufacturer, the same source?

A: Yes

Q: Can you give some examples?

A: I believe Juicy Couture did a pet line.

Q: Okay, anyone else?

A: I believe Paul Mitchell did a pet line.

Q: And just to back up, Paul Mitchell offers both human – what, hair care products?

A: Yes

Q: And they offered pet products. Do you know what that pet product was?

A: Yes, I believe his shampoos. Paul Mitchell – and his dog products are John Paul Pet.

Pg. 102:

Q: And Juicy Couture is a clothing brand, right?

A: That is correct. I don't know what else they do.

Q: Well, I'm saying you referenced Juicy couture.

A: Yes, they do clothing

Q: They do clothing. Do you know if they have any sort of cosmetic line?

A: I do not know if they have a cosmetic line.

Q: Okay, but you are aware that they offer pet products?

A: I am aware that they did offer pet products. I do not know if they still do offer pet products.

Q: What pet products did they offer?

A: They offered a shampoo.

Pg. 103-104:

Ex. 9 Opposer's attorney introduces web printouts pertaining to human/pet products from the Kiehl's company.

Q: Are you familiar with Kiehls?

A: Yes.

Q: How are you familiar with Kiehls?

A: I have used their shaving cream.

Q: So they make products for humans?

A: Yes.

Q: Now through this exhibit do you also notice both a link and offerings for pet products?

A: If you're referring to the last page, which is extremely difficult to see, perhaps.

Q: Okay. And so you recognize that they are offering both human products and pet products?

A: Yes.

Pg. 106:

Ex. 11 Opposer's attorney introduces a web printout pertaining to human/pet products from the TIGI company--the TIGI website.

Q: Are you familiar with the company known as TIGI?

A: No, I am not.

Q: Well, take a look at this exhibit, if you would.

A: I know their brands.

Q: You're familiar with these brands?

A: I know Bed Head, yes.

Q: Okay. And what is Bed Head?

A: I believe it's shampoos. People shampoos.

Q: And that's for humans, right—Bed Head?

A: I believe so, yes.

Q: And if you would just advance a page, I believe, in your exhibit.

A: (Referring to document.)

Q: Do you see offerings for pets?

A: Yes.

Q: And can you just refer to the name of these products?

A: Pet Head.

Q: And are you familiar with this brand?

A: Not – no.

Q: But you recognize that these products are –

A: Are for pets.

Q: –being offered for pets, right?

A: Right.

Pg. 109:

Q: Okay, Now besides grooming products for both humans and pets, are you familiar with further overlap between human product companies and animal product companies for other items and accessories?

A: Yes

Q: Okay. Are you familiar with any offers by Ralph Lauren, for instance, for both pets as well as humans?

A: Yes

Pg. 110:

Q: Okay. Are you familiar with any brands that both offer food products for humans as well as dogs?

A: Yes

Q: What brands?

A: Paul Newman.

Pg. 111:

Q: So based upon our discussion, I think it's clear that there is overlap as far as human products and pet products are concerned from the same source?

Raskopf: Note my objection to the form of your questions and to the characterization.

Friedman: You can answer.

Raskopf: No, I instruct the witness not to answer.¹

Pg. 112:

Ex. 13 Opposer's attorney introduces a web printout pertaining to human/pet products from the Ralph Lauren company--the Ralph Lauren website.

Q: Again, based upon your answers a few moments ago, do you recognize what this document is?

A: Yes.

Q: What do you recognize it to be?

A: Something from Ralph Lauren's website, it looks like.

Q: And this exhibit reflects Ralph Lauren's offerings of pet products; is that right?

A: I think it reflects Ralph Lauren's clothing for pets.

Pg. 112-115:

Ex. 14 Opposer's attorney introduces a web printout pertaining to human/pet products from the Juicy Couture company--the Juicy Couture website as well as the Saks, Neiman Marcus and Bloomingdale websites where Juicy Couture products are sold.

Q: Does this exhibit confirm your statements earlier about Juicy Couture offering for sale both products for humans and for pets?

A: This shows me that Juicy Couture is selling pet items.

Pg. 115:

Ex. 15 Opposer's attorney introduces a web printout pertaining to human/pet products from the Brooks Brothers company--the Brooks Brothers website.

Q: Mr. Borghese, are you familiar with Brooks Brothers?

A: Yes.

Q: How do you know Brooks Brothers?

A: I buy some of their clothing.

Q: Clothing for humans, right?

A: Yes.

¹ The refusal to answer without a proper objection must be construed against the non-answering party. See, Levi Strauss & Co. v. R. Josephs Sportwear, Inc., 28 USPQ2d 1464, 1467. As such, a finding that there is overlap as far as human products and pet products are concerned from the same source, is warranted.

Q: Looking at this exhibit, do you now know that Brooks Brothers offers for sale pet products?

A: I am now aware that Brooks Brothers sells clothing and leashes for pets.

Pg. 117-118:

Ex. 17 Opposer's attorney introduces a web printout pertaining to human/pet products from the Old Navy company--the Old Navy website.

Q: Are you familiar with Old Navy?

A: Yes.

Q: How do you know Old Navy?

A: Because I buy some of their shirts.

Q: For humans, right?

A: Yes.

Q: And looking at this exhibit from the Old Navy dot gap dot com website, were you aware that Old Navy also offers for sale pet products?

A: I was not aware.

Q: But you do recognize those items being offered for sale on this website page, is that right?

A: Yes.

It is abundantly clear from the testimony and evidence cited above, that numerous companies manufacture and offer to the general public similar products for both humans and pets.

Crossover from human to pet products is occurring in practically every category of goods and the average consumer is well aware of this trend. With companies that traditionally produced food, clothing and personal care products now producing those same products for pets, it is not unreasonable to conclude that the average consumer would naturally assume that Opposer—having produced well known beauty care and bath products for so many years—would also offer those same types of products for pets. Customers are likely to mistakenly think that Applicant's goods come from the same source as Opposer's goods or are sponsored by, affiliated with or connected with Opposer. In fact, there are 66 live registrations in class 003 that list both human

and pet hair care and skin care products in the same registration coming from the same source.
(See Exhibit E, Rannells Decl. ¶5)

Further debunking Applicant's claim that the goods are dissimilar is the fact that many consumers use human shampoo and conditioning products on their pets. In fact, Mr. Borghese himself testified that people, including himself, use his pet products on themselves. (See Exhibit E, Rannells Decl. ¶4). In his sworn Declaration in support of Applicant's summary judgment motion, Lorenzo Borghese makes the claim that "using regular shampoos on pets, especially dogs, is likely to injure the animals, because human skin and dog skin have different pH levels" and cites various articles downloaded from the web. Mr. Borghese, however, has no veterinary or scientific background from which to make that claim as evidenced by his deposition testimony cited below. The following exchange is taken directly from Mr. Borghese's deposition transcript from pg. 12, lines 1-18 and pg. 16, line 12 through pg.18, line 7. (See Exhibit A)

Pg. 12:

Q: Do you have any special training with respect to animal care?

A: My training is based on my research.

Q: And what research have you conducted?

A: I have conducted extensive research online and talking to vets.

Pg. 16-18:

Q: Okay. And have you done any research specifically with respect to uses of the products and applicable uses that people may apply to pets?

A: Can you rephrase the question?

Q: Other than marketing trends, as far as researching what you believe may sell or may have a consumer market, do you do any research whatsoever with respect to pet products as to their uses and their makeup?

A: I research product – I research what works with pets, what is wrong with products in the pet industry and I fix it.

Q: Okay. And have you done similar research in connection with pet shampoo products?

A: I research – yes. Yes.

Q: And how do you make the determination that a particular pet product is not safe or is not the best product for a pet?

A: If it's not tearless, I feel it's not safe.

Q: Have you done any testing with respect to these types of products to make those determinations, or are you simply reading the bottles and what a particular manufacturer offers?

A: I read the labels and I read what's on the Internet.

Applicant claims in its motion “Applicant respectfully submits that, because the alleged use of Opposer’s goods...are unintended and/or inappropriate, granting such opposition would improperly serve to protect such unintended or inappropriate use.” (See Applicant’s Summary Judgment Motion, pg. 12) The fact is that neither Opposer’s registrations nor Applicant’s application limits how the goods under their respective marks may be used. Applicant apparently wishes to give the Board the added burden of acting on behalf of the FDA in protecting consumers from allegedly unsafe uses of personal care products. Contrary to the implications of unsafe use, during various television appearances to promote and sell its products, Applicant’s Executive Vice President, Lorenzo Borghese, noted how safe Applicant’s products were, how they can be used on humans, and how he (and a former roommate) even used and/or tested the products on themselves. (See Exhibit E, Rannells Decl. at ¶4) This sort of cross promotion, that pet and human personal care products—appearing to emanate from the same source (PRINCESS MARCELLA BORGHESE versus PRINCE LORENZO BORGHESE)—may be used interchangeably, is just the sort of action on the part of Applicant that is likely to cause confusion among customers and damage to Opposer.

3. The channels of trade for Applicant’s and Opposer’s respective goods are legally identical.

It is well established that, “If a registration describes goods...broadly, and there is no limitation as to the nature, type, channels of trade or class of purchasers, it is presumed that the registration encompasses all goods...of the type described, and that they move in all normal channels of trade...” See, e.g., In re Jump Designs, LLC, 80 USPQ2d 1370, 1374 (TTAB 2006).

See, also, In re Linkvest S.A., 24 USPQ2d 1716 (TTAB 1992); Warnaco, Inc. v. Adventure Knits, Inc., 210 USPQ 307 (TTAB 1981).

The cases cited by Applicant to support its conclusion that the trade channels of the parties respective products are dissimilar, specifically noted that their holding of no likelihood of confusion with regard to this duPont factor came about because of an *absence* of evidence to the contrary. In contrast, in the present case, there is an abundance of evidence to prove that the parties' respective products move in similar trade channels.

In its response to Opposer's Interrogatory No. 5 "Identify all trade channels through which Applicant's Goods bearing Applicant's Mark will be sold in the United States," Applicant stated "PetSmart's retail stores and web site." (See Exhibit C) In the Declaration attached to its motion, Applicant's Vice President Lorenzo Borghese stated, "Since November 2008, Applicant has sold its goods exclusively in pet dedicated to pets on direct television (such as Home Shopping Network), and through web sites for pet goods. Applicant does not intend to sell its goods in spas (for people), department stores, drug stores, or pharmacies. Even if Applicant's goods were sold in such stores, pet goods would be in a section separate and apart from the pharmacy, beauty or bath and body products departments of any such stores." (See Exhibit B, Borghese Decl. at ¶3) However, when asked in deposition, "Have you conducted any surveys in connection with the placement of goods in those types of stores to make that statement?" Lorenzo Borghese answered "No." (See Exhibit A, Borghese deposition, pg. 128, lines 14-20.)

Again, in his summary judgment motion declaration, at paragraph 4, Lorenzo Borghese stated, "Although Applicant intends to sell its goods on the Internet, GOOGLE searches for pet goods or hair products for humans like those sold by Opposer simply do not result in the same web sites." (See Exhibit B, Borghese Decl. at ¶4) In direct contrast to that statement, a

GOOGLE search by Opposer of “Borghese shampoo” resulted in finding both Opposer’s products and Applicant’s products listed on the *same* results page. (See Exhibit D, Friedman Decl. at ¶7) Further, as Lorenzo Borghese’s deposition testimony cited above indicates, pet products are sold in many of the same channels of trade as their corresponding human products. For example, Juicy Couture clothing—for both humans and pets—is sold over the internet and in department stores such as Saks, Neiman Marcus and Bloomingdales. Pet grooming products and human grooming products are both sold in drug stores, pharmacies such as Rite Aid, Walgreens and CVS. (See Exhibit D, Friedman Decl. ¶4, Ex. 13 thereto). They are also sold in big box stores such as Costco and over the Internet at sites such as the Home Shopping Network. (See Exhibit D, Friedman Decl. at ¶4, Ex. 13 thereto). Indeed, confusion is also likely to occur at the Home Shopping Network website, a retail source for both human and pet consumer products, where if a consumer searches for “Borghese” in an effort to find Opposer’s products, they are immediately redirected to Royal Treatment, one of Applicant’s pet products. (See Exhibit D, Friedman Decl. ¶4, Ex. 13 and ¶9) In his deposition testimony, Lorenzo Borghese acknowledged that pet products and human products were both sold by the same drug store. The following exchange is taken directly from Mr. Borghese’s deposition transcript from pg. 130, line 17 through pg. 131, line 13. (See Exhibit A)

Pg. 130-131:

Ex. 19 Opposer’s attorney introduces a web printout pertaining to human/pet products being sold together on Rite Aid’s web site.

Q: What do you recognize this exhibit to be?

A: It looks like a Rite Aid website.

Q: And you’re familiar with Rite Aid?

A: Yes.

Q: It’s a drug store or pharmacy?

A: I think it’s a drug store.

Q: Okay. And if you could look through the exhibit, I think you would notice that there are pet products, shampoos and such that are being offered for sale from the same source, Rite Aid. Do you recognize that to be the case?

A: Yes, in two different departments.

Q: Maybe you could explain.

A: One says "pet store" and one says "hair care."

Q: You're saying that as far as the browse terms are concerned?

A: I'm saying what I see. I see two different sections.

In spite of Applicant's lengthy argument to the contrary, the facts in evidence show that neither Opposer's registrations nor Applicant's application are limited with regard to channels of trade and there is substantial overlap in the channels of trade for all sorts of pet products and human products, enough, certainly to lead the average consumer to believe Applicant's products emanate from the same source as Opposer's. This factor, therefore, favors Opposer and requires that the marks be found confusingly similar.

4. The conditions under which and buyers to whom sales are made constitute "impulse purchasing."

Applicant claims that due to the high cost of Opposer's shampoo product, consumers would not purchase Opposer's products on impulse. It is well settled that the courts recognize the ordinary consumer does not give much care or thought to the everyday purchase of relatively inexpensive items. "The discernment exercised by a reasonably prudent purchaser varies with the circumstances. One can expect, for example, more careful inquiry in purchasers of expensive rather than inexpensive items." McGregor-Doniger, Inc. v. Drizzle, Inc., 202 USPQ 81, 92 (2d Cir. 1979). Shampoo, whether for humans or pets, does not rise to the level of an expensive product purchased by a sophisticated consumer. Applicant claims Opposer's product costs "more than most shampoos" (See Applicant's Summary Judgment Motion, pg. 20) suggesting consumers would not buy the product on impulse. However, the shampoo and conditioner

products Applicant is currently selling on its website, similar to those to be offered under the PRINCE LORENZO BORGHESE LA DOLCE VITA mark sell in a range of sizes and prices from \$9.97 up to \$49.95 (See Exhibit D, Friedman Decl. at ¶8) Further, in Lorenzo Borghese's deposition testimony he claimed he did not know what his products were currently selling for. The following exchanges are taken directly from Mr. Borghese's deposition transcript from pg. 44, line 10-14. (See Exhibit A)

Pg. 44

Q: Well, what is the most expensive retail price point, or manufacturer's suggested retail price point for any La Dolce Vita product today?

A: I don't know.

One would think that, before claiming consumers do not purchase Opposer's products in an impulsive manner, Applicant would have at least a sense of how much its products cost in comparison. Because there are no limitations in Opposer's registrations or Applicant's application, it must be found that the parties' respective goods are provided under any price points applicable to such goods and that a likelihood of confusion exists as neither pet shampoo nor human shampoo rises to the level of expensive goods such as yachts and race cars. This factory favors Opposer and requires that the marks be found confusingly similar.

C. Applicant's deliberate association with Opposer's founder adds to the likelihood of confusion between the marks.

By describing its association with Opposer's founder, Applicant is deliberately trying to create an association between Opposer and itself, thereby leading to confusion on the part of potential customers. "Proof of an intent to confuse the public is not necessary to a finding of a likelihood of confusion." Elvis Presley Enterprises Inc. v. Capece, 46 USPQ2d 1737, 1748 (5th Cir. 1998) (THE VELVET ELVIS service mark found to infringe ELVIS PRESLEY marks) citing Fuji Photo Film Co. v. Shinohara Shoji Kabushiki Kaisha, 225 USPQ 540 (5th Cir. 1985).

In addition, “The use of a mark in advertising is highly probative of whether the mark creates a likelihood of confusion in relation to another mark. ‘Evidence of the context in which a mark is used on labels, packages, or in advertising material directed to the goods is probative of the reaction of prospective purchasers to the mark.’” Elvis Presley Enterprises Inc., at 1743 citing In re Abcor Dev. Corp., 200 USPQ 215 (CCPA 1978). “In addition, the context of the presentation of a mark, including advertising, is relevant to the meaning that the mark conveys.” Id., citing McGregor-Doniger Inc. v. Drizzle Inc., 202 USPQ 81 (2nd Cir. 1979).

By his own admission, Applicant’s Executive Vice President, Lorenzo Borghese, has been using the name of Opposer’s cosmetics line founder, Princess Marcella Borghese, on his pet care products website. Specifically, Applicant’s Executive Vice President claims, “My grandmother, Princess Marcella Borghese, offered her “homemade” cosmetics to the world through the Princess Marcella Borghese Cosmetics Line...[I] utilize my connections in the cosmetics industry to develop a prestigious line of all-natural, human-grade, gentle and effective bath and body pet products. With the assistance of one of the world’s finest cosmetics research and development departments, I was able to create the ideal grooming line...” (See Exhibit A, Borghese deposition, pg. 86-87) The following exchange is taken directly from Mr. Borghese’s deposition transcript from pg. 80, line 12 through pg. 81, line 20: Q: And what was the purpose of making the reference to Princess Marcella Borghese on this website? A: Because she is my grandmother and she’s a public figure...Q: Why did you elect to change that reference—why did you elect to remove that reference from the website? A: I did it in good faith... Q: How long was the reference to Princess Marcella Borghese on the website prior to your removal? A: Since, I would say, probably 2002. (See Exhibit A) Applicant also refers to Opposer’s cosmetics line

founder, Princess Marcella Borghese, on its company "Get to know the Management" website page.

By using Opposer's founder's name in association with company management and in the context of advertising for his own pet care products, Applicant's Executive Vice President has purposely created an association in the minds of consumers between Applicant's products and Opposer. In addition to all the other factors noted above, this use by Applicant's principal of Opposer's PRINCESS MARCELLA BORGHESE mark can only be found to lead to a likelihood of confusion between the parties marks.

CONCLUSION

For any and all of the foregoing reasons, Applicant's motion for summary judgment should be denied in its entirety. Based upon the foregoing and the accompanying exhibits and declarations, Opposer, Borghese Trademarks, Inc. moves for a grant of summary judgment in its favor, refusing registration to the Applicant.

Respectfully submitted,
BAKER AND RANNELLS, P.A.

Date: February 9, 2010

By:


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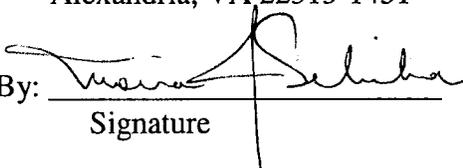
CERTIFICATE OF MAILING

I hereby certify that this correspondence, namely, **OPPOSER'S RESPONSE AND OBJECTION TO APPLICANT'S MOTION FOR SUMMARY JUDGMENT AND**

OPPOSER'S CROSS MOTION FOR SUMMARY JUDGMENT together with EXHIBITS A through E, in re Borghese Trademarks, Inc. v. Multi Media Exposure, Inc., Opposition No. 91189629 is being deposited with the United States Postal Service with sufficient postage as First-Class mail in an envelope addressed to:

UNITED STATES PATENT AND TRADEMARK OFFICE
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, VA 22313-1451

On: February 9, 2010
Date

By: 
Signature

Moira J. Selinka

Typed or printed name of person signing certificate

CERTIFICATE OF SERVICE

I hereby certify that a copy of the foregoing **OPPOSER'S RESPONSE AND OBJECTION TO APPLICANT'S MOTION FOR SUMMARY JUDGMENT AND OPPOSER'S CROSS MOTION FOR SUMMARY JUDGMENT together with EXHIBITS A through E**, in re Borghese Trademarks, Inc. v. Multi Media Exposure, Inc., Opposition No. 91189629 was served on counsel for Applicant, this 9th day of February, 2010, by sending same via First Class Mail, postage prepaid, to:

Robert L. Raskopf, Esq.
Claudia Bogdanos, Esq.
Quinn Emanuel Urquhart Oliver & Hedges LLP
51 Madison Avenue, 22nd Floor
New York, NY 10010


Moira J. Selinka

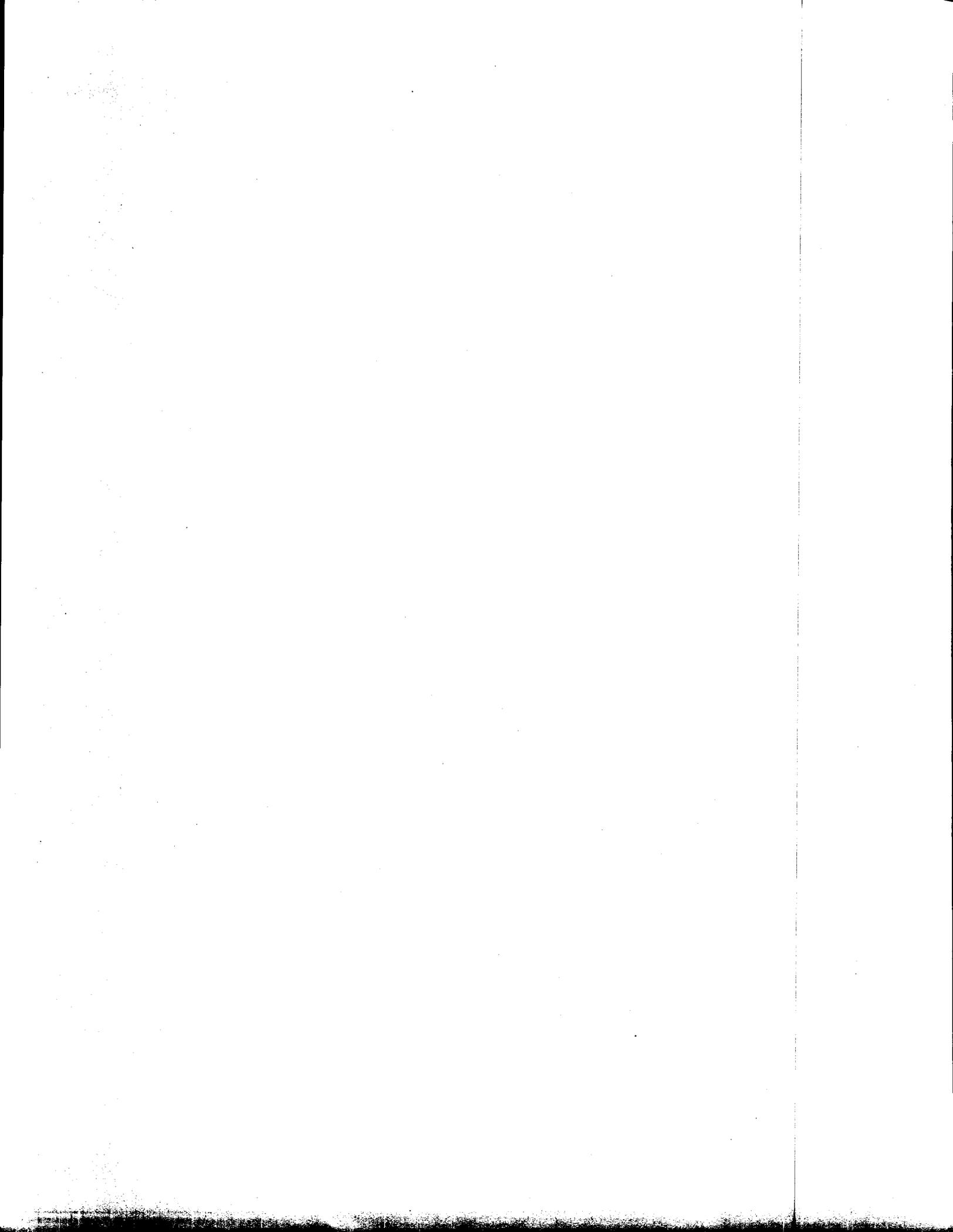


EXHIBIT A

to

Opposer's Response and Objection to Applicant's Motion for Summary Judgment and Opposer's
Cross Motion for Summary Judgment
Opposition No. 91189629

1 A P P E A R A N C E S:

2
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19 ALSO PRESENT:

20 Mark N. Mutterperl, Esq., Fulbright
21 Jessica Parise, Esq., Fulbright
22 Neil A. Petrocelli, Borghese
23
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I N D E X

WITNESS	EXAMINATION
LORENZO BORGHESE	
Mr. Friedman	5

E X H I B I T S

NUMBER	DESCRIPTION	PAGE
BORGHESE		
1	Notice	5
2	Italian Pet SPA products	34
3	Label	57
4	Label	57
5	MME website info	68
6	Royal Treatment "About"	77
7	Royal Treatment "About"	86
8	Response to Suspension Enquiry	89
9	Kiehls website printout	103
10	John Paul Pet web printout	104
11	TIGI web printout	106
12	Re pet product lines	108
13	Ralph Lauren web printout	111

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E X H I B I T S, continued.

14	Juicy Couture web printout	112
15	Brooks Brothes web printout	115
16	Louis Vuitton web printout	116
17	Old Navy web printout	117
18	Declaration	118
19	Rite Aide web printout	130

1 P R I N C E L O R E N Z O B O R G H E S E ,
2 having been sworn, was examined
3 and testified as follows:

4 (Exhibit 1 marked for
5 identification.)

6 DIRECT EXAMINATION
7 BY MR. FRIEDMAN:

8 Q Good morning. We're here this
9 morning to conduct a 56(f) deposition in the
10 matter before the Trademark Trial and Appeal
11 Board with the title "Borghese versus Multi
12 Media Exposure."

13 And I'm going to -- well, we've already
14 marked as Exhibit number 1 the Notice of
15 Deposition. I'm sure you've seen that. You
16 can take a look at it. That's Exhibit
17 number 1, Mr. Borghese.

18 If you could take a look at it, and let me
19 know if you are familiar with that document.

20 A (Reviewing document.) Yes.

21 Q And you understand you're here
22 pursuant to that notice of deposition this
23 morning?

24 A Yes.

25 Q Thank you. Mr. Borghese, by whom are

1 Q Do you have any special training with
2 respect to animal care?

3 MR. RASKOPF: Note my objection to
4 the form of the question. You may answer.

5 THE WITNESS: Can you repeat the
6 question?

7 BY MR. FRIEDMAN:

8 Q Do you have any special training with
9 respect to animal care?

10 MR. RASKOPF: Again, note my
11 objection to the form of the question.

12 You may answer.

13 THE WITNESS: My training is based on
14 my research.

15 BY MR. FRIEDMAN:

16 Q And what research have you conducted?

17 A I have conducted extensive research
18 online and talking to vets.

19 Q And is there a particular area that
20 you've researched with respect to pet care?

21 A Not one particular area, no.

22 Q What other types of areas have you
23 researched?

24 A I have researched supplements; I have
25 researched bedding, I have researched grooming,

1 prior testimony.

2 You may answer.

3 THE WITNESS: Marketing trends, yes.

4 BY MR. FRIEDMAN:

5 Q Now with respect to the pet products
6 that your company offers, was the research that
7 you conducted a similar type of research,
8 marketing trends?

9 A No, not specific to human cosmetics.
10 To pet grooming products, yes, I look at
11 trends.

12 Q Okay. And have you done any research
13 specifically with respect to uses of the
14 products and applicable uses that people may
15 apply to pets?

16 A Can you rephrase the question?

17 Q Other than marketing trends, as far
18 as researching what you believe may sell or may
19 have a consumer market, do you do any research
20 whatsoever with respect to pet products as to
21 their uses and their makeup?

22 MR. RASKOPF: Objection to the form.

23 MR. FRIEDMAN: You can answer.

24 THE WITNESS: I research product -- I
25 research what works with pets, what is

1 wrong with products in the pet industry,
2 and I fix it.

3 BY MR. FRIEDMAN:

4 Q Well, what would you say is wrong
5 with products in the pet industry?

6 MR. RASKOPF: Note my objection to
7 the form.

8 You may answer.

9 THE WITNESS: Some toys are made
10 improperly. Some toys are unsafe for
11 pets. Some beds are not made for the way
12 a pet sleeps. And that's the type of
13 research I do.

14 BY MR. FRIEDMAN:

15 Q Okay. And have you done similar
16 research in connection with pet shampoo
17 products?

18 A I research -- yes. Yes.

19 Q And how do you make the determination
20 that a particular pet product is not safe or is
21 not the best product for a pet?

22 A If it's not tearless, I feel it's not
23 safe.

24 Q Have you done any testing with
25 respect to these types of products to make

1 those determinations, or are you simply reading
2 the bottles and what a particular manufacturer
3 offers?

4 MR. RASKOPF: Note my objection to
5 the form of the question.

6 THE WITNESS: I read the labels and I
7 read what's on the Internet.

8 BY MR. FRIEDMAN:

9 Q How would you rate your knowledge of
10 grooming products in the pet industry?

11 A I don't know.

12 MR. RASKOPF: Note my objection to
13 the form of the question.

14 MR. FRIEDMAN: You can answer.

15 THE WITNESS: I don't know what your
16 rating is based on.

17 BY MR. FRIEDMAN:

18 Q Well, if you had to give it a scale
19 and you said, "I'm very knowledgeable,
20 knowledgeable"?

21 MR. RASKOPF: Objection to the form
22 of the question. I instruct the witness
23 not to answer that question. We'll get a
24 ruling.
25

1 the receipt for these purchases at PETCO
2 similar to what the prices would be at
3 PetSmart?

4 A I don't remember. I don't know.

5 Q The document doesn't refresh your
6 recollection in any way?

7 MR. RASKOPF: Objection.

8 THE WITNESS: No.

9 BY MR. FRIEDMAN:

10 Q Well, what is the most expensive
11 retail price point, or manufacture's suggested
12 retail price point for any La Dolce Vita
13 product today?

14 A I don't know.

15 Q Now, in your declaration you talk
16 about the price points for pet products and the
17 amount of care that a consumer uses in making
18 those purchases.

19 Now, as you sit here today, you have no
20 idea what your products sell for in the retail
21 stores?

22 MR. RASKOPF: Objection. That's
23 not -- that's a mischaracterization of his
24 testimony.

25 MR. FRIEDMAN: Well, if you could

1 people that are involved, how many of these
2 people are actually involved in the day-to-day
3 activities of the company?

4 A Two.

5 Q So Amanda, as it's mentioned over
6 here, did she have any involvement whatsoever?

7 A I'm sorry. (Referring to document.)
8 Everyone on this list has day-to-day
9 involvement, except for my mother and father.

10 Q What's Amanda's involvement?

11 A She helps find clients.

12 Q For pet products at Multi Media
13 Exposure?

14 A No, for TV.

15 Q For the TV agency?

16 A That's correct.

17 Q I see. And can you tell us why there
18 is references to the Princess Marcella Borghese
19 cosmetic line or company in these various bios?

20 A You have to ask the people that wrote
21 it.

22 Q So you have no idea why it's on here?

23 A I'm not going to answer questions for
24 people that aren't here. I do not -- you have
25 to ask them.

1 Q Well, Francesco doesn't work for the
2 company, okay, neither does your mother, but
3 references to Princess Marcella Borghese are on
4 this website.

5 Have you done anything at any point in
6 time to advise anyone to remove their names or
7 any of the content involving Princess Marcella
8 Borghese from this website?

9 MR. RASKOPF: Note my objection to
10 the characterization of the witness's
11 prior testimony.

12 MR. FRIEDMAN: You can answer.

13 THE WITNESS: No.

14 BY MR. FRIEDMAN:

15 Q Do you have any intention when you
16 leave here today to remove Princess Marcella
17 Borghese references, or your father or your
18 mother from the management team on this
19 website?

20 A No.

21 Q Have you discussed with anyone
22 whether or not references to Princess Marcella
23 Borghese or your parents should be on this
24 website?

25 MR. RASKOPF: Note my objection to

1 website?

2 A I took out my Grandmother's name.

3 Q The Princess Marcella Borghese?

4 A Correct.

5 Q And what references appeared on the
6 "About" page of this website to Princess
7 Marcella Borghese?

8 A I stated she was my grandmother.

9 Q Anything else?

10 A I don't remember the exact statement,
11 no.

12 Q And what was the purpose of making
13 the reference to Princess Marcella Borghese on
14 this website?

15 A Because she is my grandmother and
16 she's a public figure.

17 Q And was there any commercial purpose
18 to including her on the website?

19 A No.

20 MR. RASKOPF: Objection to the form
21 of the question.

22 THE WITNESS: No.

23 BY MR. FRIEDMAN:

24 Q Why did you elect to change that
25 reference -- why did you elect to remove that

1 reference from the website?

2 A I did it in good faith.

3 Q In response to what?

4 A In response to threats from DTI.

5 Q What kind of threats?

6 A Threats on allowing -- or, well, let
7 me, uhm -- I don't recall the notice I
8 received, but there were threats.

9 Q There was a notice of some sort?

10 A There was a letter.

11 Q Okay. And other than the letter,
12 there has been no threats made; is that right?

13 MR. RASKOPF: Objection to the form
14 of the question.

15 THE WITNESS: No, not to me.

16 BY MR. FRIEDMAN:

17 Q How long was the reference to
18 Princess Marcella Borghese on the website prior
19 to your removal?

20 A Since, I would say, probably 2002.

21 Q And when did you make the change to
22 the website?

23 A After I received a letter. Shortly
24 after.

25 Q Approximately when did that occur?

1 Q -- La Dolce Vita product line, beyond
2 the shampoo, the spritz and conditioner that's
3 currently being offered?

4 MR. RASKOPF: Objection to the form
5 of the question.

6 You can answer.

7 THE WITNESS: No.

8 MR. FRIEDMAN: I'm going to show you
9 now what we're going to mark as Exhibit
10 number 7.

11 (Exhibit 7 marked for
12 identification.)

13 MR. RASKOPF: You want him to look at
14 it, counsel?

15 MR. FRIEDMAN: Please.

16 BY MR. FRIEDMAN:

17 Q Mr. Borghese, if you can look at that
18 and tell us what it is.

19 A (Referring to document.) It's the
20 "About" section from the Royal Treatment
21 website.

22 Q And with reference to a time frame,
23 this document was printed from the web archives
24 dated 2008 -- April 7th, 2008, specifically.

25 Does this document, Exhibit number 7, does

1 this fairly and accurately reflect what the
2 "About" page looked like, and the information
3 that it contained in 2008?

4 A Yes.

5 Q Now with respect to the trademark
6 application, Prince Lorenzo Borghese La Dolce
7 Vita, what, in your opinion, is the dominant
8 portion of your trademark?

9 MR. RASKOPF: Objection to the form
10 of the question.

11 MR. FRIEDMAN: You can answer.

12 THE WITNESS: The entire name.

13 BY MR. FRIEDMAN:

14 Q The entire name?

15 A Yes.

16 Q You don't believe that there is any
17 component or terms in this application or in
18 your mark that's more dominant than another?

19 A No.

20 Q Do you know that you previously
21 argued that there was a more dominant portion
22 in your mark?

23 MR. RASKOPF: Objection to the form
24 of the question.

25 THE WITNESS: I don't recall.

1 BY MR. FRIEDMAN:

2 Q Well, if in a prior response to the
3 trademark office you claimed that the "Prince
4 Lorenzo Borghese" portion of your mark was the
5 dominant portion that consumers would be
6 referring to.

7 Are you agreement with that?

8 MR. RASKOPF: Objection. Are you
9 talking about a memorandum of law or
10 something?

11 MR. FRIEDMAN: I'm referring to his
12 response that was filed in the trademark
13 office.

14 MR. RASKOPF: What's the form of the
15 response? Let me see the response.

16 MR. FRIEDMAN: It was a response to
17 an office action.

18 MR. RASKOPF: Did Mr. Borghese send a
19 response in?

20 MR. FRIEDMAN: It was filed on behalf
21 of Multi Media Exposure.

22 MR. RASKOPF: Well, that's completely
23 different. It's a lawyer submission.

24 MR. FRIEDMAN: Yes.

25 MR. RASKOPF: So lawyers argue

1 whatever they argue. Whatever they want
2 to argue.

3 MR. FRIEDMAN: I understand.

4 MR. RASKOPF: Yeah.

5 MR. FRIEDMAN: I'm asking him whether
6 or not he agrees.

7 MR. RASKOPF: No, that's not what you
8 asked him. You asked him if he filed a
9 submission. And the answer is no. And I
10 guess if that's what you're saying, he
11 didn't.

12 MR. FRIEDMAN: Okay.

13 MR. RASKOPF: His lawyer filed a
14 legal argument.

15 MR. FRIEDMAN: Okay, I'm going to
16 show you this submission. I'm going to
17 mark it right now as Exhibit number 8.

18 (Exhibit 8 marked for
19 identification.)

20 BY MR. FRIEDMAN:

21 Q I'm going to show you now what I've
22 had marked as Exhibit number 8. If you could
23 just take a look at that.

24 A (Referring to document.)

25 Q And I'm going to refer you --

1 MR. RASKOPF: Can I have a copy?

2 Right.

3 MR. FRIEDMAN: And I'm going to refer
4 you to page 16.

5 MR. RASKOPF: This is entitled
6 "Response to Suspension Enquiry or Letter
7 of Suspension", and signed by Mark
8 Kaufman. What page do you want?

9 MR. FRIEDMAN: If you could refer to
10 page 16, first.

11 MR. RASKOPF: Sixteen?

12 MR. FRIEDMAN: Yes. I just note for
13 the record that this exhibit actually had
14 no page numbers on it, and I have inserted
15 on the exhibit handwritten page numbers
16 for ease of reference.

17 THE WITNESS: (Reviewing document.)

18 MR. RASKOPF: Okay.

19 BY MR. FRIEDMAN:

20 Q Okay, looking at the document or the
21 exhibit in its entirety, there is a declaration
22 here which purports to have your sworn
23 declaration, on page 16, to the submission.

24 Do you recognize this declaration?

25 MR. RASKOPF: What document is this?

1 MR. FRIEDMAN: This is all one
2 submission. Page 16.

3 MR. RASKOPF: Okay, got it.

4 BY MR. FRIEDMAN:

5 Q Okay. Do you see a declaration there
6 which provides that the submission is being
7 submitted by you under penalty of perjury?

8 MR. RASKOPF: We agree that it
9 says -- we see the declaration, yes.

10 MR. FRIEDMAN: Well, I think we all
11 agree that the declaration speaks for
12 itself; is that right? The content of the
13 declaration speaks for itself.

14 MR. RASKOPF: Right.

15 BY MR. FRIEDMAN:

16 Q But this is a submission to the
17 trademark office with your name on it, and it's
18 your declaration.

19 You understand that; right?

20 A Yes.

21 Q Okay. Now I'm going to ask you to
22 refer to the back to the highlighted, with
23 stickies, I believe there are some page
24 references with stickies on it.

25 Can you take a look at the content that's

1 referenced by the sticky note, and just read
2 that for the reporter.

3 A "Thus the Prince Lorenzo Borghese
4 portion of the mark is even more predominate,
5 and eliminates any likelihood of confusion."

6 Q Okay. And can you fast forward a
7 couple more pages, there is another set of
8 stickies.

9 MR. RASKOPF: What page?

10 MR. FRIEDMAN: I'm sorry, right

11 there.

12 BY MR. FRIEDMAN:

13 Q If you could read that paragraph on
14 page number -- I'm sorry, if you could just
15 reference the page.

16 A Seven.

17 Q Page 7, thank you.

18 A "Finally, the term 'La Dolce Vita'
19 alone is apparently not the predominate portion
20 of the entire trademark when considered as a
21 whole to prevent the co-registration and
22 coexistence of other marks incorporating that
23 term and incorporating a similar La Dolce
24 Vita -- La Dolce Viva, as set forth below."

25 Q Okay, now this submission to the

1 THE WITNESS: I don't understand your
2 question.

3 MR. FRIEDMAN: Can you read that
4 back.

5 THE WITNESS: Can you rephrase it?
6 Is there another way?

7 MR. RASKOPF: Let her read it back.
8 You don't have to answer it if you don't
9 understand it.

10 THE WITNESS: Okay.

11 MR. RASKOPF: Let her read it back.

12 (The pending question was read back
13 by the reporter.)

14 MR. RASKOPF: Same objection,
15 objection to the form of the question.

16 MR. FRIEDMAN: I will rephrase.

17 BY MR. FRIEDMAN:

18 Q You have done, as you have mentioned
19 during this deposition, research on the
20 Internet, okay.

21 Are you familiar with a particular company
22 offering brands for both -- or offering
23 products, rather, for both humans and for pets
24 coming from the same manufacturer, the same
25 source?

1 MR. RASKOPF: Objection to the form
2 of the question.

3 MR. FRIEDMAN: You can answer.

4 THE WITNESS: Yes.

5 BY MR. FRIEDMAN:

6 Q Can you give us some examples?

7 A I believe Juicy Couture did a pet
8 line.

9 Q Okay, anyone else?

10 A I believe Paul Mitchell did a pet
11 line.

12 Q And just to back up, Paul Mitchell
13 offers both human -- what, hair care products?

14 A Yes.

15 Q And they offered pet products. Do
16 you know what that pet product was?

17 A Yes, I believe his shampoos. Paul
18 Mitchell -- and his dog products are John Paul
19 Pet.

20 Q Okay.

21 A And I'm also aware that Borghese
22 doesn't do pet products.

23 Q Well, that's not my question. My
24 question to you is the Paul Mitchell line that
25 you just referred to, the pet products that

1 they are offering are also shampoo products?

2 A Yes.

3 Q And Juicy Couture is a clothing
4 brand; right?

5 A That is correct. I don't know what
6 else they do.

7 Q Well, I'm saying you referenced Juicy
8 Couture.

9 A Yes, they do clothing.

10 Q They do clothing. Do you know if
11 they have any sort of cosmetic line?

12 A I do not know if they have a cosmetic
13 line.

14 Q Okay, but you are aware that they
15 offer pet products?

16 A I am aware that they did offer pet
17 products. I do not know if they still do offer
18 pet products.

19 Q What pet products did they offer?

20 A They offered a shampoo.

21 Q Anybody else that you could think of?

22 A No.

23 MR. FRIEDMAN: Okay. I'm going to
24 show you now what we're going to mark as
25 Exhibit number 9.

1 (Exhibit 9 marked for
2 identification.)

3 BY MR. FRIEDMAN:

4 Q If you could take a look at that.

5 A (Reviewing document.)

6 Q Do you recognize what these documents
7 are in Exhibit number 9?

8 A Yeah, it looks like Kiehls.

9 Q This is website printouts from Kiehls
10 dot com?

11 A Um hum.

12 Q Is that right?

13 A That's correct.

14 Q Are you familiar with Kiehls?

15 A Yes.

16 Q How are you familiar with Kiehls?

17 A I have used their shaving cream.

18 Q So they make products for humans?

19 A Yes.

20 Q Now through this exhibit do you also
21 notice both a link and offerings for pet
22 products?

23 A (Reviewing document.) If you're
24 referring to the last page, which is extremely
25 difficult to see, perhaps.

1 Q Okay.

2 A Do you have a bigger image?

3 Q Well, maybe here on the color image.
4 There is a color image of the same last page.

5 A (Referring to document.) Yes.

6 Q Okay. And so you recognize that they
7 are offering both human products and pet
8 products?

9 A Yes.

10 Q And by the way, Kiehls, that's a sur
11 name; right?

12 A I don't know. Is it? I haven't done
13 my research on Kiehls. I don't know. Do you
14 know?

15 Q If you don't know, that's fine.

16 A I don't know.

17 MR. FRIEDMAN: I'm going to show you
18 now another exhibit. I'm going to mark
19 this as Exhibit number 10.

20 (Exhibit 10 marked for
21 identification.)

22 BY MR. FRIEDMAN:

23 Q If you could take a look at that
24 exhibit and let me know what that is.

25 A (Reviewing document.) It's John Paul

1 Pet. It looks like a website.

2 Q Okay, and if you go towards the end,
3 I think you'll see also the Paul Mitchell
4 website?

5 A Yes.

6 Q Now, would you agree that these
7 documents fairly and accurately reflect what
8 you just testified to earlier, that Paul
9 Mitchell offers both a pet product line as well
10 as a human product line; is that right?

11 A I don't know if Paul Mitchell, the
12 company, is involved with both, but what I can
13 tell you is that Paul Mitchell offers hair care
14 products and John Paul Pet offers pet products.

15 Q Now, John Paul from John Paul
16 Mitchell is a fairly well known person.
17 Looking at the first page of the exhibit, would
18 you agree that that's a picture of John Paul
19 from Paul Mitchell?

20 MR. RASKOPF: Note my objection to
21 the characterization.

22 THE WITNESS: I would -- yes. That
23 is the same person.

24 BY MR. FRIEDMAN:

25 Q Now, turning towards the end on the

1 Paul Mitchell dot com website pages, do you see
2 the same person in the images printed from that
3 website?

4 A It looks like the same person, yes.

5 Q Okay, thank you.

6 MR. FRIEDMAN: Okay. I'm going to
7 show you now what's going to be marked
8 Exhibit number 11.

9 (Exhibit 11 marked for
10 identification.)

11 BY MR. FRIEDMAN:

12 Q Are you familiar with the company
13 known as TIGI?

14 A No, I am not.

15 Q Well, take a look at this exhibit, if
16 you would.

17 A I know their brands.

18 Q You're familiar with these brands?

19 A I know Bed Head, yes.

20 Q Okay. And what is Bed Head?

21 A I believe it's shampoos. People
22 shampoos.

23 Q And that's for humans; right -- Bed
24 Head?

25 A I believe so.

1 Q And if you would just advance a page,
2 I believe, in your exhibit.

3 A (Referring to document.)

4 Q Do you see offerings for pets?

5 MR. RASKOPF: What page are you on?

6 MR. FRIEDMAN: I believe this is page
7 number 3 in the exhibit.

8 A Yes.

9 Q And can you just refer to the name of
10 these products?

11 A Pet Head.

12 Q And are you familiar with this brand?

13 A Not -- no.

14 Q But you recognize that these products
15 are --

16 A Are for pets.

17 Q -- being offered for pets; right?

18 A Right.

19 Q Are you familiar with the Mundo
20 Botanica dog products -- pet products?

21 A No.

22 MR. FRIEDMAN: Okay. I'm going to
23 show you now what I'm going to be marking
24 as Exhibit number 12.

25 (Exhibit 12 marked for

1 identification.)

2 THE WITNESS: (Reviewing document.)

3 BY MR. FRIEDMAN:

4 Q Okay, if you could take a look at
5 this Exhibit number 12.

6 MR. RASKOPF: Anything specific?

7 BY MR. FRIEDMAN

8 Q Exhibit number 12, the Mundo Botanica
9 products for pets, looking at the images, does
10 this refresh your recollection as to this brand
11 in any way?

12 A I think the brown bottle looks
13 familiar, but I'm not sure about the name.

14 Q Okay, but you are, at least from your
15 review of this exhibit, in the understanding
16 that these are products that are being offered
17 for pets; right?

18 A Yes.

19 Q And if you flip through the exhibit
20 to the fifth page, to the Sevi line, cosmetic
21 line, are you familiar with that brand?

22 A No.

23 Q Well, if you take a look at this
24 exhibit, I believe you're going to see that
25 these are products for humans. And if you look

1 at the copyright information, you will see that
2 these products are coming from the same source.

3 Just, I'm asking if you have any reference
4 to Sevi, really?

5 A I don't know Sevi.

6 Q Okay. Now besides grooming products
7 for both humans and pets, are you familiar with
8 further overlap between human product companies
9 and animal product companies for other items
10 and accessories?

11 MR. RASKOPF: Objection to the form
12 of the question and the characterization
13 of the testimony.

14 MR. FRIEDMAN: You can answer.

15 THE WITNESS: Yes.

16 BY MR. FRIEDMAN:

17 Q Okay. Are you familiar with any
18 offers by Ralph Lauren, for instance, for both
19 pets as well as for humans?

20 A Yes.

21 Q How about Brooks Brothers?

22 A No.

23 Q Any other brands that can you think
24 of that offer both products for humans and for
25 pets?

1 A Off the top of my head, no, I can't
2 think of anything.

3 Q How about Coach? Are you familiar
4 with Coach?

5 A Yes.

6 Q Do you know if Coach offers products
7 for both humans and pets?

8 A I do not know.

9 Q You are a pet owner, as well; right?

10 A No.

11 Q You had a pet?

12 A Yes.

13 Q Belle, I believe?

14 A Yes.

15 Q You obviously cared for your pet?

16 A Yes.

17 Q Fed it? Right?

18 A Yes.

19 Q Okay. Are you familiar with any
20 brands that both offer food products for humans
21 as well as dogs?

22 A Yes. Yes.

23 Q What brands are you aware of?

24 A I know Paul Newman.

25 Q Anyone else?

1 A No.

2 Q So based upon our discussion, I think
3 it's clear that there is overlap as far as
4 human products and pet products are concerned
5 from the same source?

6 MR. RASKOPF: Note my objection to
7 the form of your question and to the
8 characterization.

9 MR. FRIEDMAN: You can answer.

10 MR. RASKOPF: No, I instruct the
11 witness not to answer.

12 MR. FRIEDMAN: You instruct him not
13 to answer?

14 MR. RASKOPF: Yes, I do.

15 MR. FRIEDMAN: All right, let's mark
16 the declaration now as Exhibit 13.

17 You know what, not to drive you
18 crazy, put this aside for the moment and
19 mark this one as 13.

20 (Exhibit 13 marked for
21 identification.)

22 BY MR. FRIEDMAN:

23 Q Okay, I'm going to show you now
24 Exhibit 13 and ask you to take a look at that.

25 A (Referring to document.)

1 Q Again, based upon your answers a few
2 moments ago, do you recognize what this
3 document is?

4 A Yes.

5 Q What do you recognize it to be?

6 A Something from Ralph Lauren's
7 website, it looks like.

8 Q And this exhibit reflects Ralph
9 Lauren's offerings of pet products; is that
10 right?

11 MR. RASKOPF: Objection to the form
12 of the question.

13 THE WITNESS: I think it reflects
14 Ralph Lauren's clothing for pets.

15 MR. FRIEDMAN: Right. Thank you.

16 Okay, I'm going to show you now
17 Exhibit number 14.

18 (Exhibit 14 marked for
19 identification.)

20 BY MR. FRIEDMAN:

21 Q Okay, could you take a look at this
22 exhibit, please.

23 A (Referring to document.)

24 Q What do you recognize this exhibit to
25 be?

1 A Juicy Couture. Actually, it looks
2 like a Saks Fifth Avenue website.

3 Q Sorry?

4 A It looks like a Saks Fifth Avenue
5 website. It's all different websites.

6 Q Right. Well, let's go through them,
7 then. The first page is referring to a Juicy
8 Couture website?

9 A Yes.

10 Q The second page is a Saks Fifth
11 Avenue website, as well as the third page?

12 MR. RASKOPF: That's what they all
13 say, Counsel.

14 Q The fourth page, Neiman Marcus.

15 A Neiman Marcus, you got it. Yes.

16 Q And that continues to the end, the
17 last page being a Bloomingdale's?

18 A Um hum.

19 Q Now looking at these pages in this
20 Exhibit number 14, do these fairly and
21 accurately represent offerings of Juicy Couture
22 products for dogs?

23 MR. RASKOPF: Objection, and I
24 instruct the witness not to answer that
25 question.

1 MR. FRIEDMAN: On what basis?

2 MR. RASKOPF: It's totally out of
3 bounds. Outside the scope of this
4 deposition. It's clearly argumentative.

5 He didn't do this research, you did
6 this research; right? So you're asking
7 him to tell you what --

8 MR. FRIEDMAN: Well, he testified
9 just a moment ago about Juicy Couture
10 offering products for both humans and
11 pets.

12 MR. RASKOPF: Right.

13 MR. FRIEDMAN: I'm just asking him if
14 this fairly and accurately represents his
15 testimony.

16 MR. RASKOPF: No, that's not what you
17 asked him.

18 MR. FRIEDMAN: Then I'll rephrase
19 that question, then.

20 BY MR. FRIEDMAN:

21 Q Does this exhibit confirm your
22 statements earlier about Juicy Couture offering
23 for sale both products for humans and for pets?

24 MR. RASKOPF: Objection to the form
25 of the question.

1 MR. FRIEDMAN: You can answer.

2 THE WITNESS: This shows me that
3 Juicy Couture is selling pet items.

4 MR. FRIEDMAN: Thank you. Okay, I'm
5 going to show you now Exhibit 15.

6 (Exhibit 15 marked for
7 identification.)

8 BY MR. FRIEDMAN:

9 Q Mr. Borghese, are you familiar with
10 Brooks Brothers?

11 A Yes.

12 Q How do you know Brooks Brothers?

13 A I buy some of their clothing.

14 Q Clothing for humans; right?

15 A Yes.

16 Q Are you familiar that Brooks Brothers
17 offers for sale dog products as well?

18 A I was not familiar with that.

19 Q Looking at this exhibit, do you now
20 know that Brooks Brothers offers for sale pet
21 products?

22 A I am now aware that Brooks Brothers
23 sells clothing and leashes for pets.

24 MR. FRIEDMAN: I'm going to show you
25 now Exhibit number 16.

1 (Exhibit 16 marked for
2 identification.)

3 BY MR. FRIEDMAN:

4 Q Are you familiar with Louis Vuitton
5 products?

6 A Yes.

7 Q Do they offer products for humans?

8 A Yes.

9 Q Have you purchased any of their
10 products?

11 A No.

12 Q Are you familiar with Louis Vuitton's
13 pet products?

14 A No.

15 Q Well, looking at Exhibit number 16,
16 do you recognize that Louis Vuitton offers a
17 pet carrier?

18 A Yes.

19 Q Are you familiar with the monogram
20 that appears on the bag in that exhibit?

21 A I --

22 MR. RASKOPF: I object to the
23 question.

24 BY MR. FRIEDMAN:

25 Q Just asking.

1 A I don't know.

2 Q You don't know the monogram?

3 A No, I don't know the monogram.

4 Q Okay.

5 MR. FRIEDMAN: I'm going to show you
6 now Exhibit number 17.

7 (Exhibit 17 marked for
8 identification.)

9 BY MR. FRIEDMAN:

10 Q Are you familiar with Old Navy?

11 A Yes.

12 Q How do you know Old Navy?

13 A Because I buy some of their shirts.

14 Q For humans; right?

15 A Yes.

16 Q And looking at this exhibit from the
17 Old Navy dot gap dot com website, were you
18 aware that Old Navy also offers for sale pet
19 products?

20 A I was not aware.

21 Q But you do recognize those items
22 being offered for sale on this website page; is
23 that right?

24 MR. RASKOPF: Objection to the form
25 of the question.

1 MR. FRIEDMAN: You can answer.

2 THE WITNESS: Yes.

3 MR. FRIEDMAN: Okay, I'm going to
4 show you now Exhibit number 18.

5 (Exhibit 18 marked for
6 identification.)

7 BY MR. FRIEDMAN:

8 Q Do you recognize that document?

9 MR. RASKOPF: Can I have a copy?

10 MR. FRIEDMAN: I don't have an
11 additional copy, except my markup. I'm
12 sorry.

13 MR. RASKOPF: I'll look over it with
14 him.

15 THE WITNESS: (Reviewing document.)

16 MR. RASKOPF: What do you want him to
17 do?

18 BY MR. FRIEDMAN:

19 Q Well, first do you recognize the
20 document?

21 A Yes.

22 Q Now on page 2, that's your signature
23 on the document; right?

24 A That is correct.

25 Q Referring first to the second

1 to state there.

2 A Sure. The last word "pet" should
3 have been "stores" on the last page -- on the
4 first page.

5 Q Okay. Now referring towards the end
6 of paragraph 3: "Applicant does not intend to
7 sell its goods in spas for people, department
8 stores, drug stores or pharmacies."

9 You go on further to say that, "Even if
10 applicant's goods were sold in such stores, pet
11 goods would be in a separate section and apart
12 from the pharmacy, beauty or bath and body
13 products departments of any such stores."

14 Have you conducted any surveys in
15 connection with the placement of goods in those
16 types of stores to make that statement?

17 MR. RASKOPF: Note my objection to
18 the form of the question.

19 MR. FRIEDMAN: You can answer.

20 THE WITNESS: No.

21 BY MR. FRIEDMAN:

22 Q Have you ever visited a Kiehls store
23 when you went to buy shaving cream?

24 A I have never been in a Kiehls store.

25 Q Okay. Have you been in drug stores

1 to. So my question is: Would you ever want
2 your products in a drug store or pharmacy?

3 MR. RASKOPF: Objection to the form
4 of the question.

5 MR. FRIEDMAN: You can answer.

6 THE WITNESS: I have never thought of
7 having my products there, no.

8 MR. FRIEDMAN: Okay. I'm going to
9 show you now what I'm going to have marked
10 as Exhibit 19.

11 (Exhibit 19 marked for
12 identification.)

13 BY MR. FRIEDMAN:

14 Q If you could take a look at the
15 exhibit.

16 A (Referring to document.) Um hum.

17 Q What do you recognize this exhibit to
18 be?

19 A It looks like a Rite Aid website.

20 Q And you're familiar with Rite Aid?

21 A Yes.

22 Q It's a drug store or pharmacy?

23 A I think it's a drug store.

24 Q Okay. And if you could look through
25 the exhibit, I think you would notice that

1 there are pet products, shampoos and such that
2 are being offered for sale, as well as human
3 shampoo products being offered for sale from
4 the same source, Rite Aid.

5 Do you recognize that to be the case?

6 A Yes, in two different departments.

7 Q Maybe you could explain.

8 A One says "pet store" and one says
9 "hair care".

10 Q You're saying that as far as the
11 browse terms are concerned?

12 A I'm saying what I see. I see two
13 different sections.

14 Q Okay. Well, looking at the address
15 bars as they appear at the bottom of the pages.
16 And I believe it's consistent as far as what
17 website all of these products are obtained
18 from -- or all of these printouts, rather, are
19 obtained from.

20 Do you recognize this to be the Rite Aid
21 website for all of the products within this
22 exhibit?

23 MR. RASKOPF: Objection to the form
24 of the question.

25 THE WITNESS: I don't know. I have

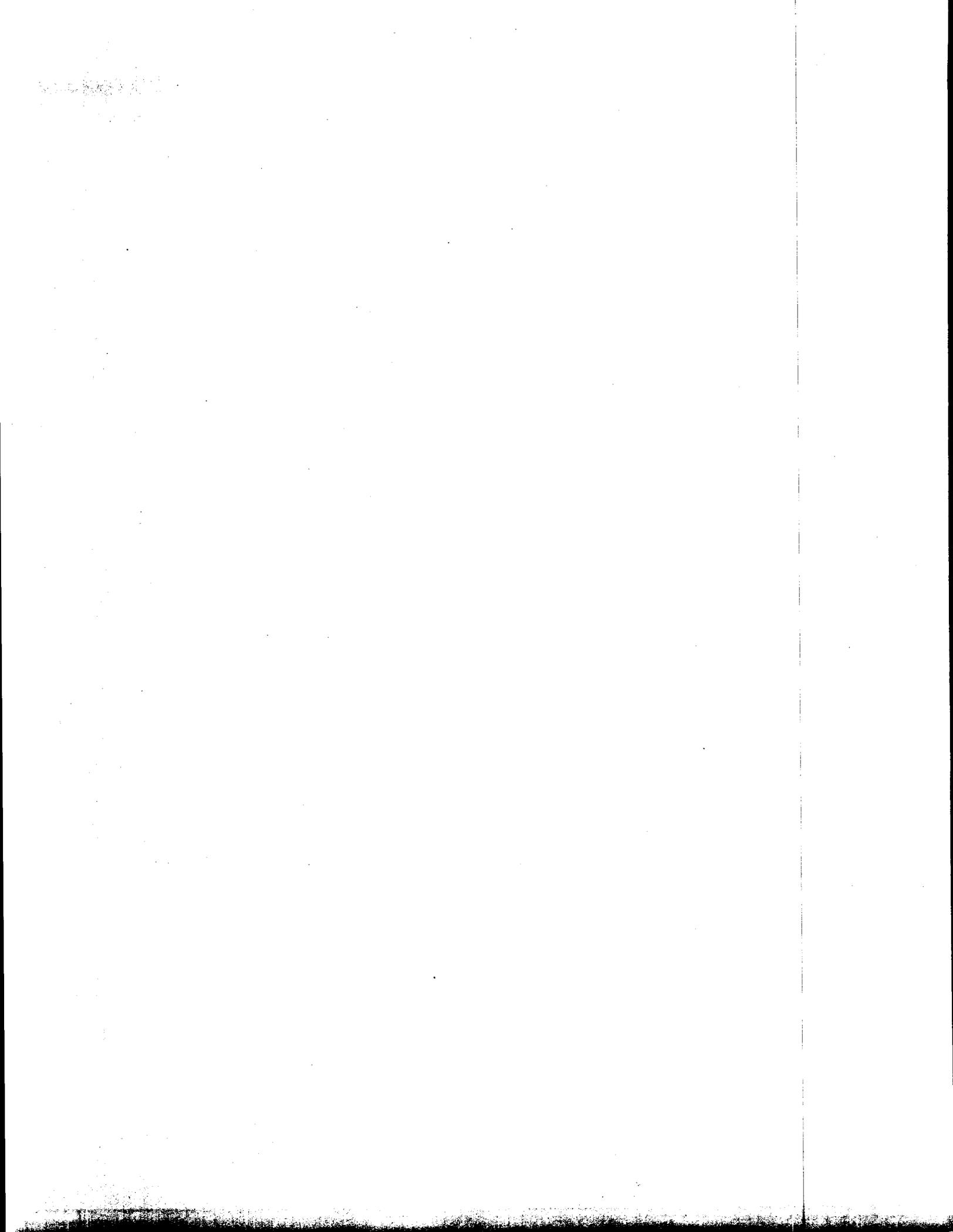


EXHIBIT B

to

Opposer's Response and Objection to Applicant's Motion for Summary Judgment and Opposer's
Cross Motion for Summary Judgment
Opposition No. 91189629

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

-----	x	
BORGHESE TRADEMARKS, INC.	:	Opposition Proceeding
	:	No. 91189629
Plaintiff-Opposer,	:	
-- against --	:	Mark: PRINCE LORENZO
	:	BORGHESE'S LA DOLCE
MULTI MEDIA EXPOSURE, INC.	:	VITA
	:	Serial No. 77435171
Defendant-Applicant	:	
-----	x	

DECLARATION OF LORENZO BORGHESE

LORENZO BORGHESE declares the following to be true under penalties of perjury of the laws of the United States of America:

1. I am the Vice President of defendant-applicant Multi-Media Exposure, Inc. ("Applicant") and make this Declaration in support of Applicant's motion for summary judgment.

2. Applicant's pet shampoos and conditioners are most likely to be used on dogs, since other pets are less tolerant of being bathed. Opposer alleges that some people use regular shampoo (manufactured for human use) on pets, resulting in a likelihood of confusion between the marks at issue. However, using regular shampoos on pets, especially dogs, is likely to injure the animals, because human skin and dog skin have different pH levels; human skin is acidic while dog skin is alkaline. Dog's skin also is thinner and more sensitive than human skin. Further, dogs irritate their skin by scratching. (Articles from PetMD.com and veterinarians Foster and Smith are annexed and made Exhibit C hereto.)

3. Since November 2008, Applicant has sold its goods exclusively in pet

dedicated to pets on direct television (such as Home Shopping Network), and through web sites for pet goods. Applicant does not intend to sell its goods in spas (for people), department stores, drug stores, or pharmacies. Even if Applicant's goods were sold in such stores, pet goods would be in a section separate and apart from the pharmacy, beauty or bath and body products departments of any such stores.

4. Although Applicant intends to sell its goods on the Internet, GOOGLE searches for pet goods or hair products for humans like those sold by Opposer simply do not result in the same web sites. (Copies of the first 20 "hits" from GOOGLE searches for "shampoos" and "pet shampoos", "hair conditioners" and "pet conditioners" are annexed and made Exhibit D hereto.)

5. The relevant goods are not subject to impulse purchasing. Opposer's shampoos sell for \$17.50 for an 8.4-ounce bottle, which is relatively more than most shampoos. (Copies of a web page from Bloomingdales' web site depicting Opposer's shampoo, and an article comparing the qualities and prices of 28 other shampoos, are annexed and made Exhibit E-1 and E-2 hereto, respectively.) Further, consumers do not impulsively buy pet shampoo and conditioner for use on their own hair, but only make such a purchase upon visiting a pet store with the intent of caring for pets.

6. Borghese is primarily a surname. (A copy of an article from Encyclopedia Britannica regarding the Borghese family is annexed and made Exhibit F hereto.)

WHEREFORE, Applicant Multi Media Exposure, Inc., respectfully requests that the Board grant summary judgment to Applicant and dismiss Opposer's opposition.

Dated: New York, New York
September 22, 2009



Lorenzo Borghese

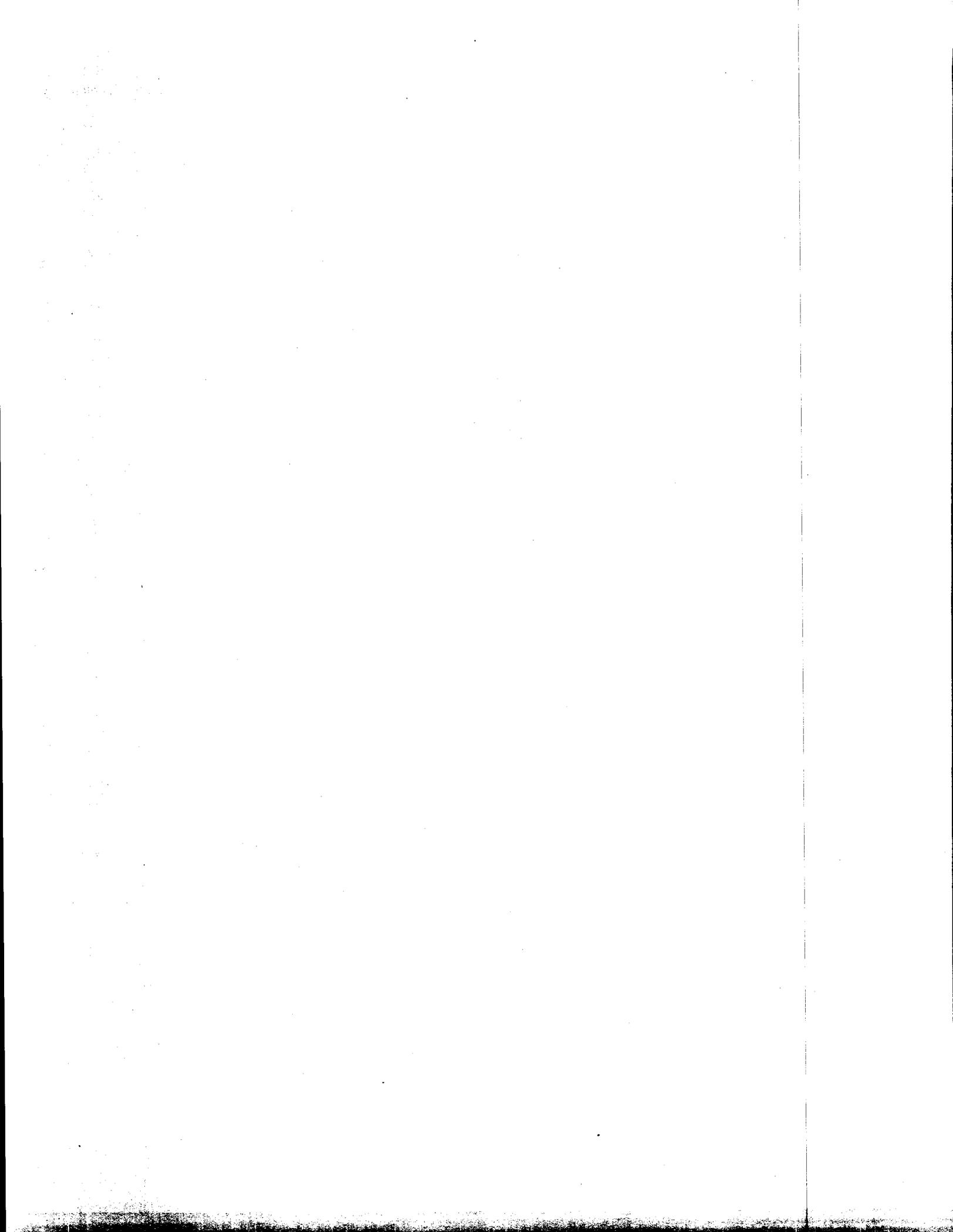


EXHIBIT C

to

Opposer's Response and Objection to Applicant's Motion for Summary Judgment and Opposer's
Cross Motion for Summary Judgment
Opposition No. 91189629

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

-----	x	
BORGHESE TRADEMARKS, INC.,	:	Opposition Proceeding No. 91189629
Applicant-Opposer,	:	Mark: PRINCE LORENZO BORGHESE'S LA DOLCE VITA
-- against --	:	Serial No. 77435171
MULTI MEDIA EXPOSURE, INC.	:	
Defendant-Applicant	:	
-----	x	

**APPLICANT'S RESPONSES TO LIMITED DISCOVERY REQUESTS OF
OPPOSER BORGHESE TRADEMARKS, INC.**

Applicant Multi Media Exposure, Inc. ("Applicant") responds to the First Set of Interrogatories, First Set of Request for Production of Documents, and First Set of Requests for Admission (together "Discovery Requests") of Opposer Borghese Trademarks, Inc. ("Opposer"), as directed and limited by the TTAB's Order dated November 25, 2009, as follows:

GENERAL OBJECTIONS

1. The following general objections are incorporated by reference in Applicant's response to each and every Discovery Request set forth below.
2. The specific responses set forth below are for the purposes of discovery only, and Applicant neither waives nor intends to waive, but expressly reserves, any and all objections it may have to the relevance, competence, materiality, admission, admissibility or use at trial of any information, documents or writing produced, identified

12. Applicant objects to the Discovery Requests to the extent that they require Applicant to undertake any investigation to ascertain information not presently within its possession, custody or control on the grounds of undue burden and because information and documents from other sources are equally available to Applicant.

13. Applicant objects to the Discovery Requests to the extent that they require Applicant to undertake such an extensive review of information, persons, or documents and are unduly burdensome and that such requests are harassing.

14. Applicant objects to the Discovery Requests to the extent that they are vague, ambiguous and overbroad and therefore not susceptible to a response as propounded.

15. Applicant objects to these Discovery Requests to the extent that they are not limited to use and registration of the marks in issue in the United States.

SPECIFIC RESPONSES TO DISCOVERY REQUESTS

INTERROGATORY NO. 4: Identify all of Applicant's intended distributors, suppliers, sellers, and licensees of Applicant's Goods bearing Applicant's Mark and identify the goods involved.

RESPONSE: PetSmart, Inc. ("PetSmart"). Pet shampoos, pet conditioners, pet spritzes, and paw moisturizing creams.

INTERROGATORY NO. 5: Identify all trade channels through which Applicant's Goods bearing Applicant's Mark will be sold in the United States.

RESPONSE: PetSmart's retail stores and web site.

INTERROGATORY NO. 9: Identify all ingredients to be used in the formulation of Applicant's goods that are pet-specific, that is, to be used only on animals.

REQUEST FOR ADMISSION NO. 23: Admit that the mention of Princess Marcella Borghese Cosmetic Line on Prince Lorenzo Borghese's Royal Treatment website located at www.getroyaltraetment.com/about.thtm (attached hereto at Exhibit A) could lead Potential customers to believe Applicant's goods and Opposer's goods originate from the same source.

RESPONSE: Denied.

REQUEST FOR ADMISSION NO. 24: Admit that Applicant's Goods are being formulated in a human cosmetic facility.

RESPONSE: Admitted.

REQUEST FOR ADMISSION NO. 25: Admit that the executive Vice President of Applicant, namely, Prince Lorenzo Borghese, uses the name of Princess Marcella Borghese for publicity purposes.

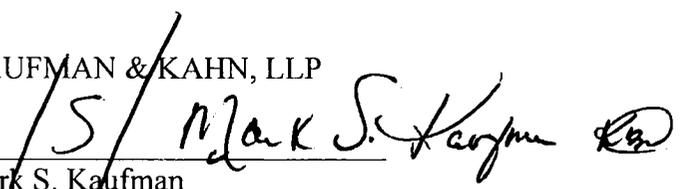
RESPONSE: Denied.

REQUEST FOR ADMISSION NO. 26: Admit that the Executive Vice President of Applicant, namely, Prince Lorenzo Borghese, uses the name of Princess Marcella Borghese Cosmetic Line for publicity purposes.

RESPONSE: Denied.

Dated: New York, New York
January 8, 2010

KAUFMAN & KAHN, LLP


Mark S. Kaufman

747 Third Avenue, 32nd Floor

New York, NY 10017

Tel.: (212) 293-5556

Fax: (212) 355-5009

Email: kaufman@kaufmankahn.com

LORENZO BORGHESE declares that he is the Vice President of Applicant Multi Media Exposure, Inc. (the "Corporation"); that as such he is authorized to execute this declaration on behalf of the Corporation; that he has read and approved the foregoing Responses (the "Responses") to the Limited Discovery Requests (the "Requests") of Opposer Borghese Trademarks, Inc; that the Responses represent the Applicant's best efforts in good faith to respond to the Opposer's Requests; and that the Responses are not interposed for delay or for any improper purpose.

Pursuant to 28 U.S.C. §1746, I declare under penalty of perjury, that the foregoing is true and correct.

Dated: New York, New York
January 8, 2010



Lorenzo Borghese

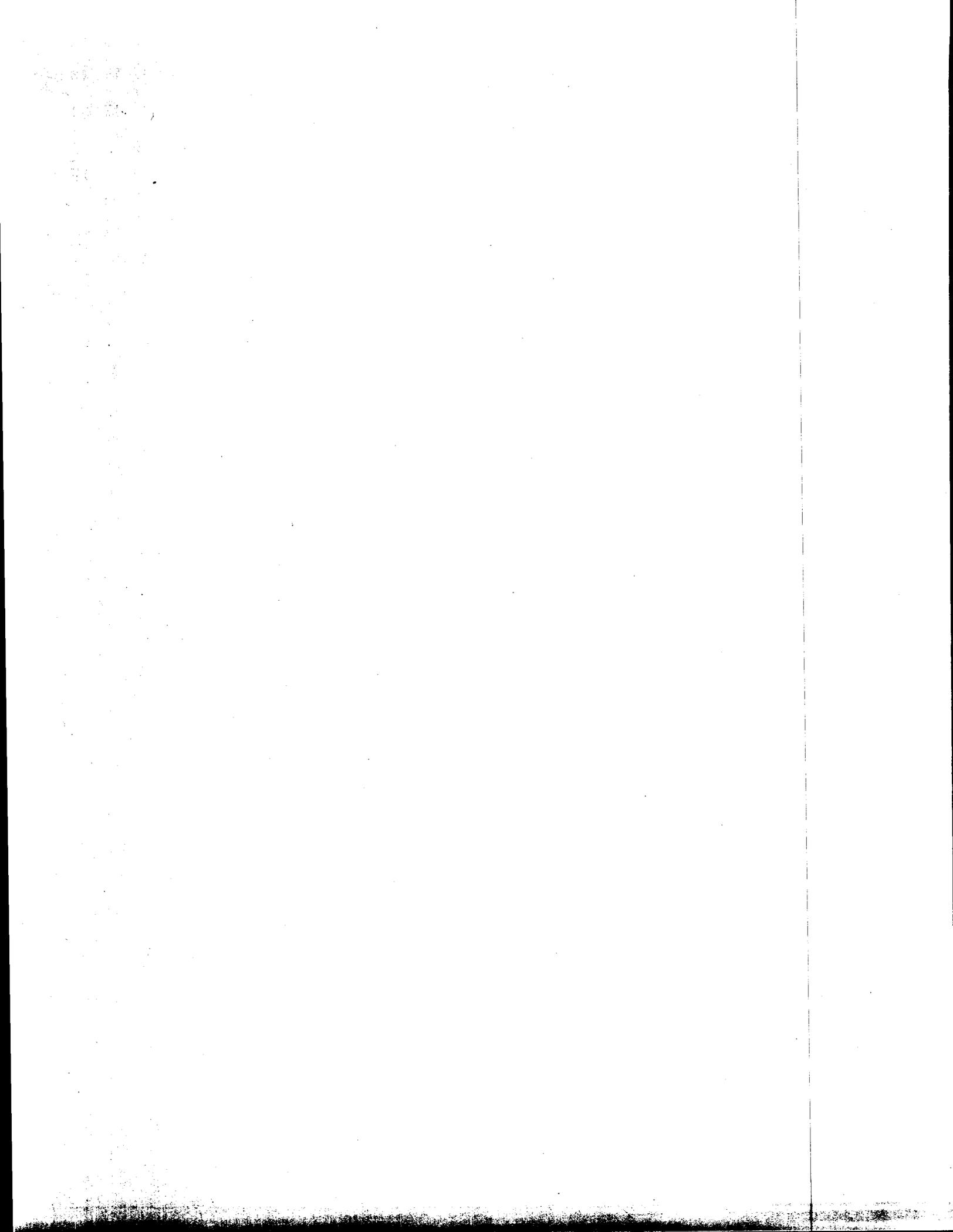


EXHIBIT D

to

Opposer's Response and Objection to Applicant's Motion for Summary Judgment and Opposer's
Cross Motion for Summary Judgment
Opposition No. 91189629

obtained and downloaded by me from Internet searches I conducted. Certain of the exhibits are annexed hereto as identified below. Such exhibits consist of true and correct copies of the web pages I visited during my searches. Where present, the web address for each of the downloaded exhibit pages is identified in the lower left corner of the printouts and the date of download is identified in the lower right corner of the printouts. The attached exhibits are:

Exhibit 1 hereto (introduced as Ex. 5, p. 68, at Borghese Deposition - see Exhibit A to response and cross-motion): Applicant, Multi Media Exposure (“MME”) website (i.e., the “Get to know the management” page at www.multimediaexposure.com/staffbios). The web pages provide a list of “management” persons and bio for each person. The list of management includes Lorenzo Borghese’s father (Prince Francesco Borghese) with references to Lorenzo Borghese’s grandmother (the Princess Marcella Borghese and her Princess Marcella Borghese cosmetic line), and Mr. Borghese’s mother (Princess Amanda Borghese). The exhibit also references the “family cosmetics business.”

Exhibit 2 hereto (introduced as Ex. 7, p. 86, at Borghese Deposition - see Exhibit A to response and cross-motion): Website printouts from the Royal Treatment website (“getroyaltreatment.com”) for “Royal Treatment / Italian pet spa / Prince Lorenzo Borghese” products, circa 2008. The exhibit also references Princess Marcella Borghese, namely “My ancestors created homemade cosmetics . . . This family tradition continued when my grandmother, Princess Marcella Borghese offered her ‘homemade’ cosmetics to the world through the Princess Marcella Borghese Cosmetics Line.” Based upon the testimony of Lorenzo Borghese, reference to “Princess Marcella Borghese” appeared on this website from 2002-approximately October 2009. (See Exhibit A to response and cross-motion, Borghese Dep. at pg. 81).

Exhibit 3 hereto (introduced as Ex. 8, p. 89, at Borghese Deposition - see Exhibit A to response and cross-motion): Copy of Applicant Response to Suspension Inquiry (i.e., response to suspension inquiry) from prosecution of the application in issue (i.e., Ser. No. 77435171 - PRINCE LORENZO BORGHESE LA DOLCE VITA). The exhibit and response is affirmed under sworn declaration of Lorenzo Borghese and states, *inter alia*, that “. . . the dominant part of the mark is ‘Prince Lorenzo Borghese;’ and ‘The first word (or in this case three words) is often the predominant visual cue to the consumer;’ and ‘Thus the ‘Prince Lorenzo Borghese’ portion of the mark is even more predominant and eliminates any likelihood of confusion’ [i.e. with the cited mark ‘La Dolce Vita’]; and ‘Finally, the term ‘La Dolce Vita’ alone is apparently not the predominant portion of the entire trademark, when considered as a whole.’”

Exhibit 4 hereto (introduced as Ex. 9, p. 103, at Borghese Deposition - see Exhibit A to response and cross-motion): Website printouts from “Kiehls.com” showing Kiehl’s brand cosmetics, shampoo, conditioner, etc. for humans and Kiehl’s brand shampoo, conditioner and cleansing spritz for dogs.

Exhibit 5 hereto (introduced as Ex. 10, p. 104, at Borghese Deposition - see Exhibit A to response and cross-motion): Website printouts from the Paul Mitchell website (www.paulmitchell.com) showing offerings of “Paul Mitchell” human hair products and offerings from his “John Paul” pet products website (www.johnpaulpet.com) showing pet shampoos and conditioners. Both sites contain photos of Paul Mitchell and information about him.

Exhibit 6 hereto (introduced as Ex. 11, p. 106, at Borghese Deposition - see Exhibit A to response and cross-motion): Website printouts from the TIGI websites (“www.tigihaircare.com”

and “www.petheadshop.com”) referencing “Bed Head” shampoo for humans and “Pet Head By Bed Head” shampoo’s rinses and sprays for pets.

Exhibit 7 hereto (introduced as Ex. 12, p. 108, at Borghese Deposition - see Exhibit A to response and cross-motion): Website printouts from the Mundo Botanica pet care website (“www.cybercanine.com”) offering shampoo, conditioner and spray for dogs, and Mundo’s Sevi (www.sevicosmetics.com and www.ecosevi.com) websites offering skin care, cosmetics, shampoo, conditioner, etc. products for humans.

Exhibit 8 hereto (introduced as Ex. 13, p. 111, at Borghese Deposition - see Exhibit A to response and cross-motion): Website printouts from the Ralph Lauren website (www.ralphlauren.com) showing his “Ralph Lauren” pet clothing/accessory line. Also attached with the exhibit (but not a part of the deposition exhibit) are pages from the Ralph Lauren website (www.ralphlauren.com) showing offerings of “Ralph Lauren” clothing for humans.

Exhibit 9 hereto (introduced as Ex. 14, p. 112, at Borghese Deposition - see Exhibit A to response and cross-motion): Website printouts from the Juicy Couture, Saks Fifth Avenue, Neiman Marcus, and Bloomingdale’s websites (www.juicycouture.com, www.saksfifthavenue.com, www.neimanmarcus.com, and www1.bloomingdales.com) showing offerings of “Juicy Couture” pet clothing/accessories. Also attached with the exhibit (but not a part of the deposition exhibit) are pages from the Juicy Couture site (www.juicecouture.com) showing offerings of “Juicy Couture” clothing for humans.

Exhibit 10 hereto (introduced as Ex. 15, p. 115, at Borghese Deposition - see Exhibit A to response and cross-motion): Website printouts from the Brooks Brothers website (www.brooksbrothers.com) offering pet clothing/accessories. Also attached with the exhibit (but

not a part of the deposition exhibit) are pages from the Brooks Brothers site (www.brooksbrothers.com) showing offerings of "Brooks Brothers" clothing for humans.

Exhibit 11 hereto (introduced as Ex. 16, p. 115, at Borghese Deposition - see Exhibit A to response and cross-motion): Website printouts from the Louis Vuitton website offering a "dog bag" with the Louis Vuitton repeat logo. Also attached with the exhibit (but not a part of the deposition exhibit) are pages from the Louis Vuitton site showing offerings of "Louis Vuitton" bags for humans.

Exhibit 12 hereto (introduced as Ex. 17, p. 117, at Borghese Deposition - see Exhibit A to response and cross-motion): Website printouts from the Old Navy website (www.oldnavy.com) offering pet clothing/accessories. Also attached with the exhibit (but not a part of the deposition exhibit) are pages from the Old Navy site (www.oldnavy.com) showing offerings of "Old Navy" clothing and accessories for humans.

Exhibit 13 hereto (introduced as Ex. 19, p. 130, at Borghese Deposition - see Exhibit A to response and cross-motion): Website printouts from the Rite Aid website (www.riteaidonlinestore.com) offering third party hair products for both humans and pets. Also attached with the exhibit (but not a part of the deposition exhibit) are web pages I downloaded at the Walgreens site (www.walgreens.com/store/), the CVS Pharmacy site (www.cvs.com), and the Costco.com site showing offerings by each company of third party pet and human products (including Kirkland by BORGHESE cosmetics and skin care products (Opposer's products).)

5. On January 20, 2010, I took the deposition of Applicant's Executive Vice President, Lorenzo Borghese. Opposer's brief in response to Applicant's Summary Judgment motion and Opposer's cross-motion contain numerous excerpts from said deposition. True and accurate copies of the pages from the deposition containing the cited excerpts are attached to Opposer's

Response to Applicant's Summary Judgment Motion and Opposer's Cross Motion for Summary Judgment at Exhibit A.

6. Annexed hereto as Exhibit 14 are copies of the relevant definition pages from www.dictionary.com for the words "prince" and "princess" as well as the relevant encyclopedia pages from www.wikipedia.com for the titles of "prince" and "princess." The website pages were downloaded by the undersigned on the dates and at the web addresses shown at the bottom of each page. The exhibit is relevant to the issue of likelihood of confusion between Applicant's mark and Opposer's marks.

7. Annexed hereto as Exhibit 15 is a copy of the relevant result page from a GOOGLE search that I conducted over the Internet for "Borghese shampoo." The website page was downloaded by the undersigned on the date and at the web address shown at the bottom of each page. The exhibit is relevant to the issue of likelihood of confusion between Applicant's mark and Opposer's marks and the similarity of the channels of trade for their respective goods.

8. Annexed hereto as Exhibit 16 are copies of the ordering pages for shampoo and conditioner products that Applicant's Executive Vice President is currently offering on his website—similar to the products to be offered under the PRINCE LORENZO BORGHESE'S LA DOLCE VITA mark—showing current retail prices for the goods. Also attached are website pages from Petco.com showing prices for Mr. Borghese's "Italian Pet Spa" pet shampoo and spritz. The website pages were downloaded by the undersigned on the date and at the web address shown at the bottom of each page. The exhibit is relevant to the issue of likelihood of confusion between products that are bought on impulse.

9. Annexed hereto as Exhibit 17 are true copies of pages from the Home Shopping Network website, showing that when one enters the site and searches for "borghese" the potential customer is directed to Mr. Boghese's "Royal Treatment" pet products.

I declare under the penalty of perjury that the foregoing is true and correct and that this Declaration was executed on February 9, 2010.



Neil B. Friedman

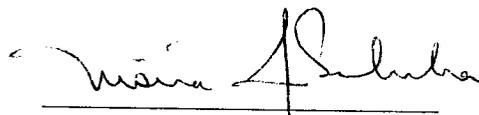
CERTIFICATE OF SERVICE

I hereby certify that a copy of the foregoing

**DECLARATION OF NEIL B. FRIEDMAN IN SUPPORT OF
(1) OPPOSER'S RESPONSE AND OBJECTION TO APPLICANT'S MOTION FOR
SUMMARY JUDGMENT AND (2) OPPOSER'S CROSS MOTION FOR
SUMMARY JUDGMENT**

in re: Borghese Trademarks, Inc. v. Multi Media Exposure, Inc., Opposition No. 91189629 was served on counsel for Applicant, this 9th day of February, 2010 by sending same via First Class, postage-prepaid mail, to:

Robert L. Raskopf, Esq.
Claudia Bogdanos, Esq.
Quinn Emanuel
51 Madison Avenue, 22nd Floor
New York, NY 10010



Moira J. Selinka

EXHIBIT 1

to

Declaration of Neil B. Friedman in Support of
Opposer's Response and Objection to Applicant's Motion for Summary Judgment
and Opposer's Cross Motion for Summary Judgment

Opposition No. 91189629

from: www.multimediaexposure.com / staff bios



Get to know the Management...

Prince Francesco Borghese

Prince Francesco Borghese was born in Bomarzo, Italy, north of Rome. He is the son of Princess Marcella Borghese - Creator of the Princess Marcella Borghese Cosmetic Line. He attended the Swiss School, Le Rosey, and then went to Rome Law school, Oxford in England and the Wharton Graduate School in the USA. He began working in New York with the Princess Marcella Borghese Cosmetic Company. After three years in New York, he returned to Rome as General Manager in Italy. In 1969 he joined Max Factor as General Manager President of the Italian subsidiary. In 1974 he moved to Paris to become General Manager of Europe. Four years later he joined the Mennen Company as General Manager of their International subsidiaries and moved back to the United States.

In 1983 Prince Borghese formed his own cosmetic company, L.P.I Inc. in New York. After seventeen years he opened a consulting business, as well as, being one of founding members of MME Inc.

Princess Amanda Borghese

Princess Amanda Borghese was born in Boston, Mass. She spent the first 18 years of her life in Connecticut, and then moved to Madrid, Spain. At a wedding in Florence, Italy, in 1965, at the age of 21, she met her husband, Prince Francesco Borghese. Upon marrying in 1966, she moved to Rome, Italy. Her first two children, Scipione and Ilaria, were born in Rome. Her youngest son, Lorenzo, was born in Milan. In 1974 the family moved to Paris, France, where they stayed until 1977, when they moved to the United States.

Princess Borghese has created, managed, and participated in a myriad of successful businesses. While in Rome, she designed and created her own jewelry line. Upon moving back to Connecticut, Princess Borghese became the National Representative for **The Barton Connett's Chateau Country Cooking School**, as well as the International Coordinator for **Previews Fine Real Estate**. In 1980, the family moved to New Jersey, where Princess Borghese started a 6-state, 11-store boutique franchise which she sold in 1986. Six months later, Princess Borghese headed the US division of the famed London based perfumery, **Floris of London**, with stores in Short Hills, N.J. and on Madison Ave in New York City. For the past 15 years Princess Borghese has worked with her son, Scipione, representing **Perlier & Elaria** Italian Bath and Body products - first on QVC, and up to the present, on HSN. Princess Amanda Borghese will also be debuting her new Jewelry line on HSN starting in July 2008. She also

manages to travel extensively around the world, both for business and pleasure, while at the same time enjoying strong family ties. Princess Borghese enjoys spending as much of her time as possible with her three grandchildren. She is also involved in many charities, among her favorites: Habitat for Humanity, City Harvest, Saint Anthony's Breadline for the Homeless, Susan G. Comen Breast Cancer Foundation and Boys Scouts of America, where in 2003, she and her husband were honored with the Man and Women of the Year award.

Scipione Antonio Borghese

Scipione Antonio Borghese (Skip), was born September 21st, 1967 in Rome Italy. He was the first son of Prince Francesco Borghese (son of Princess Marcella Borghese - Creator of the Princess Marcella Borghese Cosmetic Line) and his wife Princess Amanda Borghese. Scipione's illustrious family can be traced back to the 1100's in Siena and is world-renowned for their influence in promoting the arts and for several famous and powerful Cardinals and Popes at the Vatican.

At the age of 6, Skip moved to Paris France for 4 years where he attended the Lycee International De Saint Germain en Lait. In 1977 he moved to the USA. In 1990 at the age of 22, after graduating College and spending a year working for Bear Stearns in NYC, he joined the family business making a third generation of Borghese's in the cosmetic Industry.

In 1983 Prince Francesco Borghese, Skip's Father, brought Perlier Inc. to the USA and was the first person to launch a treatment Bath & Body Line from Italy at Macy's Herald Square. Skip started working with his father in 1990 and helped him launch some of the largest upscale Cosmetic brands in the USA. i.e.: Fendi Perfumes, La Perla Perfumes, Diego Della Palma, Gayle Hayman and Orlane Cosmetics to name a few.

In 1991, at the age of 23, Skip debuted on QVC with the Perlier line of Bath & Body products. After 5 successful years on QVC, Skip made a business decision and brought the business to HSN. In January 2002, Skip and his Mother Amanda, launched their new Bath & Body line, Elaria, inspired from the Valley of San Pellegrino, which they had spent 2 years creating. In November 2008, Skip and Amanda will be celebrating their 12year anniversary on HSN. They are now credited with having the largest Bath & Body Business on Television world-wide.

Skip is also the President of Multi Media Exposure Inc (MME). MME was created in response to the demand from traditional vendors who needed assistance with marketing, distribution and an introduction to the exciting world of TV retailing. MME now owns and represents some of the most

successful brands on HSN. MME also owns and distributes several large Italian Beauty and Pet Care lines. Recently MME co-founded Total Concept Initiative LLC. (TCI). TCI has been established primarily to work closely with HSN and their vendors in an effort to identify opportunities, strategically position products for maximum selling potential, and to assist vendors on all aspects of the HSN process.

Skip is also involved in many charities and has chaired or been a Board Member of "The Somerset Hills Handicap Riding Center", "St. Anthony's Bread Line", "Sharing Village Cancer Surviving Group" and "The Boy's Scout of America."

In 2001 Skip married Katherine Melissa Long; they married in the Borghese Chapel at Santa Maria Maggiore Church in Rome Italy. They have been gifted with three children. Skip is fluent in three languages, Italian, French and English.

Lorenzo Livio Borghese

Lorenzo Livio Borghese is an American citizen who has resided in Manhattan since 1997. He was born in Milan, and lived in Monza, outside of Milan, for several years. Then he moved to France and lived outside Paris for three more years, before moving to Connecticut at the age of five. Lorenzo graduated from Pomfret School and Rollins College, in Winter Park, Florida. He received his MBA from Fordham University in New York and currently juggles a variety of challenging positions in the cosmetics industry. He is the founder and President of Royal Treatment Pet Spa, a high-end bath, body and skin care line for pets, using the finest natural cosmetics from Italy. Lorenzo is also a partner of LB2, LLC with his father, Francesco, and works on the development of private label Italian cosmetics selling to major USA retailers. In addition, Lorenzo is Executive Vice President of Multimedia Exposure, Inc., the family-owned business which acts as an agency for various products for television shopping channels in the U.S. and Europe. Most recently, Lorenzo launched a social networking site for pet lovers called, www.Nuzzleplanet.com

In the Fall of 2006 Prince Lorenzo Borghese, at 34-years-of-age, became ABC's Bachelor, having been selected to star in "The Bachelor: Rome," the ninth edition of ABC's popular romance reality series. The series was set outside the United States in one of the most glamorous, romantic capitals of the world - Rome!

About The Borghese Family

The Borghese family dates back to the 1100's. The family originated in Siena, Italy, where they founded the banking business, which, even today, is still represented in Italy. Becoming very wealthy

and influential throughout Italy, one of the family members, Camillo Borghese, became Pope Paul V, in 1605. His nephew, Cardinal Scipione Borghese, finished the facade of St. Peter's in Rome (where his name and coat of arms is prominently inscribed), as well as sponsoring most of Bernini's work, on exhibit, daily, in the world-renowned Borghese Gallery - also in Rome and also built by Cardinal Scipione Borghese.

Titles were then bestowed upon the various heads of the Borghese family by Pope Paul V. The Pope, at that time, was equivalent to a King - owning large territories of land, armies, etc. In those days, titles went together with the territories of land owned. (In essence, titles represented titles to land). Eventually over time, the possessions and the titles separated. Some were sold, some were given away, and some were even lost in battles. Today, most of the Borghese titles are not related to territories owned, but are kept out of respect to the past, and can be traced through the office of Araldica (Heraldry) in Rome. This office was instituted to keep alive the old traditions, and this is where all past history is recorded. The public is permitted to ask this office about information pertaining to any titled families.

Tracy Cruise

Tracy Cruise, the VP of Sales at MME Inc's Canadian resident, born and raised in the Province of Manitoba. After graduating College, Tracy moved to Vancouver, British Columbia where she discovered her love for skiing (downhill, back country and cross country), mountain biking, hiking and riding her motorcycle. While she was expanding her outdoor adventures, Tracy also launched her career in Sales and Marketing, mainly in the beverage industry. She began with a start-up alternative beverage company, Urban Juice and Soda where she quickly became National Account Manager for Canada and later the United States. Tracy was a key player in the launch of new brands from the drawing board to sales and marketing in Canada and the United States. She launched Odwalla juice in Canada, a perishable beverage, including designing the inventory and distribution system.

Tracy was recruited by Naya Spring Water where she landed her most prestigious client for sales but, mainly from a marketing perspective, a small coffee company called Starbucks. She took a short break from the beverage world and moved to the ski resort of Whistler, British Columbia where she started her own company selling and marketing national brands to businesses in the area. It was during that time that she was approached by Coca-Cola where Tracy became the 1st female District Sales Manager in Canada, covering 3 divisions.

In 2002, Tracy married Scott Daal (an adventure racer/banker) and moved to the USA. It was through

volunteer work she met the Borghese family and started working at MME Inc in 2003. Tracy manages all aspects of the business from managing the sales team, presenting new products and vendors to the shopping networks, working through the shipping and quality control process to strategizing the presentation and message for the live "on air" shows. Her latest quest is the study of Feng shui to which she has received her certification to practice. When Tracy is not doing business you can still find her playing outside.

Lori Wall

Lori Wall is our Sr. Account Manager based in St. Petersburg, Florida. She has over 10 years experience in retail marketing, including 5 years as a Director at HSN. Lori is a native of St. Louis, Missouri and a graduate of the journalism school at the University of Missouri - Columbia. After spending several years in television news as a reporter, producer and anchor, Lori made the move to Washington, DC and a switch to the marketing/public relations fields.

She served as Manager of Broadcast Communications for the Investment Company Institute - the lobbying arm of the mutual fund industry. While there, she expanded awareness of investing and mutual funds to younger generations and non-traditional media outlets, such as MTV. She also wrote, produced and anchored a nationally distributed radio segment called "The Money Minute."

One too many cold winters and the opportunity to help shape a new image for a growing electronic retailer lured Lori to Home Shopping Network and to Florida. While at HSN she oversaw the on-air branding and image of numerous product lines and licensing partners such as NFL. Eventually she left HSN to undertake another challenge - owning her own business.

Lori founded a successful 10,000 square foot furniture store and design center where she was in charge of all marketing and merchandising. In five years, she built up her store's annual sales to over a million dollars and a loyal clientele including developers and local celebrities.

Lori joined MME in the Fall of 2007 and is happy to be working with the Borghese's and in the world of electronic retailing again. In her spare time, she will likely be boating or fishing with her dog, Chloe.

Jennifer Williams

Jennifer Williams is proud to be part of the MME family working as a Sales Associate. She's a graduate of Union High School in Union, NJ and earned her Bachelor of Science in Communication Arts from St. John's University in New York. During her time at St. John's she interned at Wenner Media - home of Rolling Stone Magazine, Men's Journal, and US Weekly working in the marketing department. After college Jennifer began working at Katz Media Group/Eagle Television Sales Division as a Sales Assistant, followed by a stint at Conde Nast Publications, working as an assistant at Golf Digest and

Golf World Magazines. Following her time at Conde Nast, Jennifer took a different route and began teaching dance at a local performing arts school. It was there that she met the Borghese family, and the rest is history.

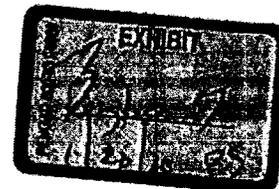
When she is not at work she spends her time hanging out w/ her family, friends and her little dog Cocoa. You can also find her in the city taking dance classes any free moment she can. She is an accomplished choreographer having choreographed numerous productions for various companies around the state. She has been nominated for two Papermill Rising Star Awards for her work on productions of *Aida* and *The Wiz*. The Rising Star Awards honor excellence in High School Theatre's around New Jersey.

EXHIBIT 2
to
Declaration of Neil B. Friedman in Support of
Opposer's Response and Objection to Applicant's Motion for Summary Judgment
and Opposer's Cross Motion for Summary Judgment

Opposition No. 91189629



[PRODUCTS](#) |
 [ABOUT](#) |
 [PRESS](#) |
 [CONTACT](#) |
 [IN MY OPINION TESTIMONIALS](#)



My ancestors created homemade cosmetics using fresh fruits and flowers harvested out of their Italian garden. This timely process created the finest natural cosmetic line in the world as these cosmetics not only cleaned and moisturized the skin, they healed, rejuvenated and fragranced it. The fragrance was never too heavy or powerful - it was light and natural. This family tradition continued when my grandmother, Princess Marcella Borghese, offered her "homemade" cosmetics to the world through the Princess Marcella Borghese Cosmetics Line.

I followed my ancestor's tradition of formulating the finest natural products in the world when I created Royal Treatment's bath and body line. However, this skin care line is for pets, not people! I created this line out of necessity as I came up empty-handed when searching for effective safe products to use on Belle, my eleven-year-old black lab (pictured to the left) as the products I used simply didn't work. They left her skin dry and itchy, her coat became dull and I had to wash her constantly because, well because....she smelled like a dog.

So I decided to do something about it - utilize my connections in the cosmetics industry to develop a prestigious line of all-natural, human-grade, gentle and effective bath and body pet products. With the assistance of one of the world's finest cosmetics research and development departments, I was able to create the ideal grooming line that not only thoroughly cleans a pet's fur, but also moisturizes the skin, promotes a healthy shiny coat, neutralizes pet odors and leaves your pet smelling delicious as a result of the natural fragrance oils we import from all over the world.

It took over two years of extensive research and development to create these safe, natural and effective products but it was well worth the time and effort.

Although the Royal Treatment is growing rapidly, one constant remains the same. The world's finest products for your royal pet! Please visit this site every few weeks as new revolutionary products are continually being developed - products that help you help your pet.

Our goal at the Royal Treatment is 100% satisfaction for both you and your pet. For this reason, if you have any suggestions or comments, please feel free to contact us at contact@getroyaltreatment.com. I or another pet lover will

be sure to get back to you.

With warm regards,
Lorenzo Borghese

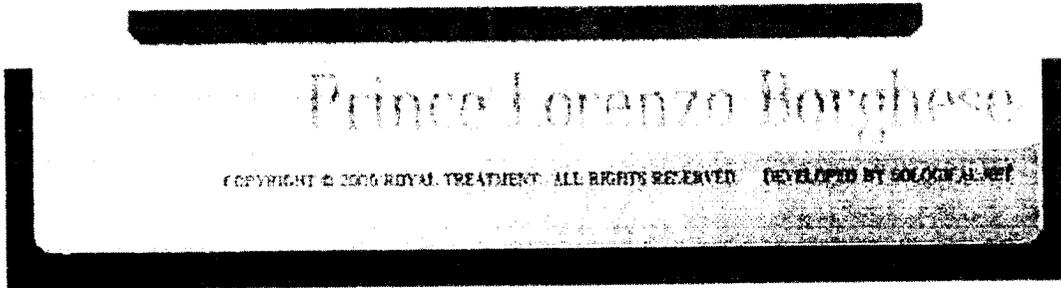
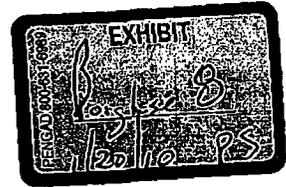


EXHIBIT 3
to
Declaration of Neil B. Friedman in Support of
Opposer's Response and Objection to Applicant's Motion for Summary and Opposer's
Cross Motion for Summary Judgment

Opposition No. 91189629



Response to Suspension Inquiry or Letter of Suspension

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77435171
LAW OFFICE ASSIGNED	LAW OFFICE 110
PENDING SERIAL NUMBER(S)	Serial number(s) 77110025 should not be used as a citation(s) under Section 2(d) of the Trademark Act, in the event that said serial number(s) mature(s) into a registration(s). The applicant hereby requests removal of this application from suspension, based on the following arguments. In the event that the examining attorney is not persuaded by these arguments, the applicant hereby requests that this application be returned to suspended status, awaiting ultimate disposition of the referenced serial number(s).
ARGUMENT FILE NAME(S)	
ORIGINAL PDF FILE	<u>PE_748237126-153206999 . PRINCE LORENZO.roa1.pdf</u>
CONVERTED PDF FILE(S) (12 pages)	<u>\\TICRS\EXPORT4\IMAGEOUT4\774\351\77435171\xml\RSI0002.JPG</u>
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SIGNATURE SECTION	
RESPONSE SIGNATURE	/Mark S. Kaufman/
SIGNATORY'S NAME	Mark S. Kaufman
SIGNATORY'S POSITION	Applicant's Attorney
DATE SIGNED	11/10/2008
AUTHORIZED SIGNATORY	YES
FILING INFORMATION SECTION	

SUBMIT DATE	Mon Nov 10 15:35:43 EST 2008
TEAS STAMP	USPTO/RSI-74.8.237.126-20 081110153543318172-774351 71-430c910e4ddb31899d6fcf 0f864af5a1f4f-N/A-N/A-200 81110153206999785

PTO Form 8/2 (Rev. 1/2007)
GW5 No. 651-915 (Ed. 4/30/2009)

**Response to Suspension Inquiry or Letter of Suspension
To the Commissioner for Trademarks:**

Application serial no. 77435171 has been amended as follows:

PENDING SERIAL NUMBER(S)

Serial number(s) 77110025 should not be used as a citation(s) under Section 2(d) of the Trademark Act, in the event that said serial number(s) mature(s) into a registration(s). The applicant hereby requests removal of this application from suspension, based on the following arguments. In the event that the examining attorney is not persuaded by these arguments, the applicant hereby requests that this application be returned to suspended status, awaiting ultimate disposition of the referenced serial number(s).

Argument(s):

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Pending File3

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SIGNATURE(S)

Response Suspension Inquiry Signature

Signature: /Mark S. Kaufman/ Date: 11/10/2008

Signatory's Name: Mark S. Kaufman

Signatory's Position: Applicant's Attorney

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

Serial Number: 77435171

Internet Transmission Date: Mon Nov 10 15:35:43 EST 2008

TEAS Stamp: USPTO/RSI-74.8.237.126-20081110153543318

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TRADEMARK LAW OFFICE 110

Applicant: Multi Media Exposure, Inc.
Mark: PRINCE LORENZO BORGHESE'S LA DOLCE VITA
Serial Number: 77435171
Examining Attorney: Priscilla Milton, Law Office 110
(571) 272-9199
Mailing Date of Action: June 25, 2008
Applicant's Attorney: Mark S. Kaufman
Kaufman & Kahn, LLP
747 Third Avenue, 32nd Floor
New York, NY 10017
Tel.: (212) 293-5556

RESPONSE TO OFFICE ACTION

To: The Assistant Commissioner for Trademarks

This is to serve as Applicant's response to the Office Action 01, dated June 25, 2008.

Applicant hereby requests reconsideration of this application for registration of the mark PRINCE LORENZO BORGHESE'S LA DOLCE VITA (the "Mark") in the United States Patent and Trademark Office on the Principal Register, on the ground that the Mark is not likely to be confused by the relevant public with LA DOLCE VITA (the registered mark cited by the Examining Attorney).

Applicant's application for registration on the Principal Register was suspended upon the Examiner's determination that the Mark "is likely to cause confusion, cause mistake or deceive" under Section 2(d) of the Trademark Act ("the Act") (15 U.S.C. § 1052(d)).

In response to the Examiner's determination that Applicant's mark is confusingly similar to LA DOLCE VITA, Applicant submits that the Mark is substantively different in sound and appearance from the cited mark; that the dominant part of the mark is "Prince Lorenzo Borghese"; that such dominant portion has independently acquired secondary meaning; that applicant's mark is one of more than sixteen "live" trademarks and service marks registered by the PTO that incorporate the terms "La Dolce Vita" (or "La Dolce Diva"), apparently without

causing any confusion among other marks in related fields; and that the goods of the applicant's mark and the cited mark are substantially different and sell for substantially different prices. As a result of the foregoing, and as set out in more detail below, Applicant's mark is entitled to registration on the Principal Register.

1. INTRODUCTION AND BACKGROUND

A. Cited Mark Is Different in Sound and Appearance from Applicant's Mark

OLCE VITA is substantively different in sound and appearance
s mark is not dominated by the common term "La Dolce Vita"
ance because of the mark's additional terms: PRINCE
LCE VITA. The first word (or in this case the first three
ual cue to the consumer. The addition of three words and
sound of the mark.
ghese", though not separately the subject of a trademark
secondary meaning, independent of the applied-for mark.

Thus, the "Prince Lorenzo Borghese" portion of the mark is even more predominant and eliminates any likelihood of confusion.

— a principal of the applicant, Multi Media Exposure, Inc. —
me Shopping Network since 2002 to promote pet care and
for, and appeared in, the title role in for the primetime,
h 2006. A GOOGLE search of "Borghese +pet" reveals the
(see Registration Nos. 2878982 and 2901109) through which
and conditioner products for pets. The GOOGLE search
media articles regarding Prince Borghese, including the
arch results, alone: the Royal Treatment Italian Pet Spa,

featuring an article entitled "About Prince Lorenzo Borghese"; an ABOUT.COM article entitled "Lorenzo Borghese: The Bachelor Prince, the Cosmetics Entrepreneur"; a U.S. Newswire article dated February 2007, and several other website links, entitled "Home Shopping Network's Prince Borghese Pet Segments to Benefit American Humane Association Second Chance(tm) Fund"; at least three links to articles and a YOUTUBE video in which Prince Borghese is interviewed

zoo Borghese – Pet Insurance"; links to
w Pet Site" for pet care discussion; an
(14 pages of entries) dated May 15, 2006 entitled
Bachelor"; he is featured in a press release, dated
AMERICASMART, entitled "Prince Lorenzo Borghese
products tradeshow; and he has his own WIKIPEDIA
earch for "Borghese +pet" and each of the above
eto.)

Finally, the term "La Dolce Vita" alone is apparently not the predominant portion of the entire trademark, when considered as a whole, to prevent the co-registration, and co-existence, of other marks incorporating that term (or incorporating the similar "La Dolce Diva"), as set forth below.

marks Incorporating "La Dolce Vita" and "Dolce Vita"

is a difference between trademarks incorporating the
and trademarks incorporating those terms with
stered both types of trademarks for the same goods or
ned that such marks can co-exist without causing
following trademarks in connection with food and food

services:

<u>Registration No.</u>	<u>Trademark/Service Mark</u>	<u>Goods and Services</u>
3201558	LA DOLCE VITA	Beer
2713529	DOLCE VITA	Restaurant and catering
2955374	DOLCE VITA	Canned goods, tomato-based sauces
2917678	DOLCE VITA	Syrups for soft drinks and fruit drinks

2. The PTO has registered the following trademarks in connection with recreational facilities:

<u>Registration No.</u>	<u>Trademark/Service Mark</u>	<u>Goods and Services</u>
3250466	DOLCE VITA	Providing recreational facilities services
2969435	LA DOLCE VITA	Longevity and spa services

3. The PTO has registered the following trademarks in connection with perfumes and soaps:

<u>Registration No.</u>	<u>Trademark/Service Mark</u>	<u>Goods and Services</u>
2027820	DOLCE VITA CHRISTIAN DIOR	Perfume (owned by Christian Dior)
2027819	DOLCE VITA	Perfume (also owned by Christian Dior)
3274964	WHOLE FRAGRANCE BY LA DOLCE Y VITO, LTD.	Perfume
2336455	LA DOLCE FRUTTA	Soaps

4. The PTO has registered the following trademarks in connection with luggage and clothing:

	<u>Registration No.</u>	<u>Trademark/Service Mark</u>	<u>Goods and Services</u>
	2413662	DOLCE VITA COLLECTION NEW YORK	Ladies handbags (owned by Jackson Corporation)
	1879759	DOLCE VITA	Ladies handbags and wallets (also owned by Jackson Corporation)
	3291557	LA DOLCE DIVA	Luggage, handbags and clothing
5.	2696790	DOLCE VITA	Footwear

he PTO has registered the following trademarks in connection with candy:

	<u>Registration No.</u>	<u>Trademark/Service Mark</u>	<u>Goods and Services</u>
	3230632	LA DOLCE DIVA	Candy
	3012568	LA DOLCE GOURMET CONFECTIONS & NUTS	Candy

Such third party registrations indicate that marks incorporating “[La] Dolce Vita” and “Dolce Diva” can co-exist without causing confusion among consumers. Thus, the PTO should similarly allow the co-registration of Applicant’s mark, PRINCE LORENZO BORGHESE’S LA DOLCE VITA and the cited mark, LA DOLCE VITA.

Further, the plethora of registered trademarks for goods and services that are related indicates that the addition of a proper noun – in this case, “Prince Lorenzo Borghese” – would be significant enough to distinguish the mark for purposes of eliminating any likelihood of confusion.

C. The Marks Are Used in Connection With Different Products and Sold at Substantially Different Prices

PRINCE LORENZO BORGHESE’S LA DOLCE VITA (for shampoo and conditioners for pets) and LA DOLCE VITA (for heated pet beds) are used in connection with substantially different products. The products’ respective purposes are extremely different: daily grooming and physical therapy, respectively, for pets.

Moreover, applicant intends to sell its shampoo and conditioner for \$12 to \$20 per bottle, while the cited mark's heated beds – which come in dozens of sizes and models – generally sell for \$100.00 to \$200.00. (Copies of pages from the website www.become.com, for prices of the beds sold in connection with the cited mark are annexed and made Exhibit B hereto.) Consumers are unlikely to confuse the two products when such a wide range of costs would prompt them to consider more carefully the products that they are buying.

Thus, the Applicant's trademark, PRINCE LORENZO BORGHESE'S LA DOLCE VITA is substantively different from the mark LA DOLCE VITA cited by the Examining Attorney.

2. SUMMARY OF APPLICABLE LAW

A. Different Sounds and Appearances

The marks, when considered in their entireties, are dissimilar and convey different commercial impressions. The Federal Circuit has held that where the marks do not present a similar sound, meaning, or commercial impression, there is no likelihood of confusion. For example:

The MAGNIVISION mark is a single word; the MAGNA• DOT mark consists of two words separated by a darkened circle. The MAGNIVISION mark has four syllables; the MAGNA• DOT mark has three. The MAGNIVISION mark displays eleven letters, the last seven of which do not appear in the MAGNA• DOT mark; the MAGNA• DOT mark has eight letters and a dot. The only similarity between the marks is the MAGNA/MAGNI prefix.

Al-Site Corp. v. VSI Intern., Inc., 174 F.3d 1308, 1330 (Fed. Cir. 1999). Here, PRINCE LORENZO BORGHESE'S LA DOLCE VITA is six words, including a proper name; LA DOLCE VITA is three words. Applicant's mark has twelve syllables; the cited mark has five. Applicant's mark displays 33 letters; the cited mark displays 11. Thus, the similarities are minimized, if not eliminated as a whole.

Applicant's mark, and the mark cited by the Examining Attorney, each include the term "La Dolce Vita" to indicate the type of services the owners provide, but each mark when viewed in its entirety is different in sound and appearance. The TTAB has found that relatively small differences in sound and appearance are significant in connection with allowing registration of trademarks:

reinforcing our conclusion is the fact that while both marks are similar in that they share the common term "FAZER" or its phonetic equivalent "FASER," applicant's mark "MICROFAZER" is specifically different in appearance and pronunciation from the cited mark.

In re Quadram Corp., 228 USPQ 863, 865 (TTAB 1985). In connection with allowing registration of KNOWLEDGE FINDER for software for use by primary and secondary school educators, despite the opposer's mark INFORMATION FINDER for medical professionals, the TTAB noted as follows.

Moreover, when considered in their entireties, the marks have somewhat different connotations, due to their highly suggestive nature, when applied to specifically different products. Opposer's mark suggests a product designed to locate particular knowledge about a topic, whereas applicant's mark conveys the idea of a product useful for finding more generalized information on a subject. These distinctions in the marks make it less likely that confusion, mistake or deception will occur with respect to origin or affiliation of the parties' products.

Aries Systems Corp. v. World Book Inc., 26 U.S.P.Q.2d 1926, 1993 WL 222336 (TTAB 1993).

The TTAB found "EXPRESS" and "X*PRESS" created "distinctly different commercial impressions". Like the marks at issue herein,

these two marks are quite similar in sound, [but] prospective purchasers are likely to encounter the marks visually rather than orally, and the marks differ significantly in appearance. As to meaning, opposer's mark, when applied to its goods, is likely to suggest the speed and efficiency of its software (i.e., as opposer's witness testified, that opposer's product is a "much faster way of addressing the systems problems that the product was designed to address"). When applicant's mark "X*PRESS" is applied to its services, on the other hand, it suggests not just speed (in transmission) but also, because of the separation of the term "PRESS" from the letter "X", something to do with journalism.

Information Resources Inc. v. X*Press Information Services, 6 U.S.P.Q.2d 1034, 1988 WL 252474 (TTAB 1988).

As a result of the foregoing, the differences in appearance and sound among Applicant's PRINCE LORENZO BORGHESE'S LA DOLCE VITA and the other mark cited by the Examining Attorney are significant.

B. Secondary Meaning

As set forth above, "PRINCE LORENZO BORGHESE" has acquired secondary meaning in connection with pet care products. Thus, at a minimum, that portion of the mark has become distinctive. In this case, the composite mark is thus entitled to registration.

In one case, an applicant applied to register a composite mark consisting of the words DEL WEBB'S NEVADA CLUB (with a design), claiming that the words had become distinctive under § 2(f). The Examining Attorney rejected evidence proving secondary meaning in the whole phrase DEL WEBB'S NEVADA CLUB, taking the position that the name DEL WEBB'S was inherently distinctive and that acquired distinctiveness could only be claimed for NEVADA CLUB, which was the only descriptive portion, in the Examiner's view. The Board reversed, stating that a claim of secondary meaning and acquired distinctiveness under § 2(f) can be made as to an entire composite mark or phrase which contains both an inherently distinctive part and a non-inherently distinctive part. In re Del E. Webb Corp., 16 U.S.P.Q.2d 1232 (T.T.A.B. 1990).

Indeed, as provided in TMEP § 1212.02(d): "if the applicant wishes, a claim of acquired distinctiveness under §2(f) may be made as to an entire mark or phrase that contains both inherently distinctive matter and matter that is not inherently distinctive. In re Del E. Webb Corp., 16 USPQ2d 1232, 1234 (TTAB 1990)."

In this case, as in the Del Webb decision, applicant is claiming acquired distinctiveness in

an entirely different mark: the composite that consists of both inherently and (based on the prior application for LA DOLCE VITA) non-inherently distinctive components. Thus, the applied-for mark, as a composite, merits registration.

C. Different Goods

The PTO has consistently found that where goods and services are non-competitive, even in related fields for relatively similar marks, consumers are not likely to be confused. See, e.g., Lever Bros. Co. v. American Bakeries Co., 693 F.2d 251, 216 U.S.P.O. 177 (2d Cir. 1982) (AUTUMN for margarine and AUTUMN GRAIN for bread); Beneficial Corp. v. Beneficial Capital Corp., 529 F. Supp. 445, 213 U.S.P.O. 1091 (S.D.N.Y. 1982) (BENEFICIAL for consumer loans and BENEFICIAL CAPITAL for business loans); Pabst Brewing Co. v. Decatur Brewing Co., 284 F. 110 (7th Cir. 1922) (BLUE RIBBON for beer and BLUE RIBBON for malt extract); Vitarroz Corp. v. Borden, Inc., 644 F.2d 960, 209 U.S.P.O. 969 (2d Cir. 1981) (BRAVO'S for crackers and BRAVOS for tortilla chips); Consumers Petroleum Co. v. Consumers Co. of Illinois, 169 F.2d 153, 78 U.S.P.O. 227 (7th Cir. 1948), cert. denied, 335 U.S. 902, 69 S. Ct. 406, 80 U.S.P.O. 600 (1949) (CONSUMERS for fuel oil and CONSUMERS for coal and wood fuel); Cowles Magazines & Broadcasting, Inc. v. Elysium, Inc., 255 Cal. App. 2d 731, 63 Cal. Rptr. 507 (2d Dist. 1967) (LOOK for magazine and NUDE LOOK for nude magazine); Zazu Designs v. L'Oreal S.A., 979 F.2d 499, 24 U.S.P.O.2d 1828 (7th Cir. 1992) (ZAZU for hair salons and ZAZU for hair products).

Here, the products are substantially different – therapeutic warming beds and shampoo/conditioners -- thus minimizing if not eliminating any likelihood of confusion. Additionally, the substantive differences in prices -- \$12 to \$20 for a bottle of shampoo/conditioner versus \$60 to \$200 for a pet bed – means that consumers are unlikely to be confused by the two marks.

C. Third-Party Registrations

The fact that there are so many registered trademarks with the term "Dolce Vita" or "Dolce Diva" indicates that the mark cited by the Examining Attorney is relatively weak, so that substantive differences with the applicant's mark eliminates any likelihood of confusion. As Professor McCarthy has noted in his treatise: "If the common element of conflicting marks is a word that is 'weak' then this reduces the likelihood of confusion. A portion of a mark may be 'weak' in the sense that such portion is descriptive, highly suggestive, or is in common use by many other sellers in the market." McCarthy on Trademarks and Unfair Competition, § 23:48 (3rd Ed.). See, e.g., Gruner + Jahr USA Publishing v. Meredith Corp., 991 F.2d 1072, 26 U.S.P.Q.2d 1583 (2d Cir. 1993) (no likely confusion between PARENTS vs. PARENTS DIGEST for magazines because "parents" portion "was extremely weak").

As set forth in TMEP 1207.01(d)(iii):

Third-party registrations may be relevant to show that the mark or a portion of the mark is descriptive, suggestive, or so commonly used that the public will look to other elements to distinguish the source of the goods or services. See, e.g., AMF Inc. v. American Leisure Products, Inc., 474 F.2d 1403, 1406, 177 USPQ 268, 269-70 (C.C.P.A. 1973); Plus Products v. Star-Kist Foods, Inc., 220 USPQ 541, 544 (TTAB 1983). Properly used in this limited manner, third party registrations are similar to dictionaries showing how language is generally used. See, e.g., Specialty Brands, Inc. v. Coffee Bean Distributors, Inc., 748 F.2d 669, 675, 223 USPQ 1281, 1285-86 (Fed. Cir. 1984); Tektronix, Inc. v. Daktronics, Inc., 534 F.2d 915, 917, 189 USPQ 693, 694-95 (C.C.P.A. 1976); In re Melville Corp., 18 USPQ2d 1386, 1388 (TTAB 1991); In re Dayco Products-Eagle Motive Inc., 9 USPQ2d 1910, 1911 (TTAB 1988); In re J.M. Originals Inc., 6 USPQ2d 1393, 1394 (TTAB 1987); United Foods Inc. v. J.R. Simplot Co., 4 USPQ2d 1172, 1174 (TTAB 1987).

Because "La Dolce Vita" is so common, even among marks registered or approved for registration by the PTO, the public will look to the "PRINCE LORENZO BORGHESE'S" portion of Applicant's PRINCE LORENZO BORGHESE'S LA DOLCE VITA in order to distinguish the source of its goods.

CONCLUSION

For all of the foregoing reasons, it is respectfully requested that this application for registration of the mark PRINCE LORENZO BORGHESE'S LA DOLCE VITA on the Principal Register be granted, and that the suspension therefor be lifted.

Dated: November 10, 2008

Respectfully submitted,

KAUFMAN & KAHN, LLP

By: Mark S. Kaufman/
Mark S. Kaufman

DECLARATION

The undersigned being hereby warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. §1001, and that such willful false statements and the like may jeopardize the validity of this document, declares that he/she is properly authorized to execute this document on behalf of the Owner; and all statements made of his/her own knowledge are true and that all statements made on information and belief are believed to be true.

Dated: November 10, 2008

/Lorenzo Borghese/
Lorenzo Borghese
Vice President of Multi Media Exposure, Inc.

16

EXHIBIT 4
to
Declaration of Neil B. Friedman in Support of
Opposer's Response and Objection to Applicant's Motion for Summary Judgment and Opposer's
Cross Motion for Summary Judgment

Opposition No. 91189629

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Home > Hair > Shampoos

SHAMPOOS

Browse HAIR products

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VIEW PRODUCTS:

by Collections

- Amino Acid
- Back To School Collection
- Olive Fruit Oil Hair
- Rice and Wheat
- SunFlower Color Preserve

by Concern

- Adding Shine
- Color Treated Hair

by Hair Type

- Normal
- Normal to Oily Hair
- Color Treated
- Dry to Very Dry
- Fine, Thin or Lifeless

by Hair Texture

- Fine
- Normal
- Thick and Coarse
- Damaged

CLEAR

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AMINO ACID SHAMPOO



- With Pure Coconut Oil
- Wheat Proteins helps add body
- Delightful, Creamy lather

2.5 fl. oz. Bottle	\$7.00
4.2 fl. oz. Bottle	\$12.00
8.4 fl. oz. Bottle	\$18.00
16.9 fl. oz. Bottle	\$28.00

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OLIVE FRUIT OIL NOURISHING SHAMPOO

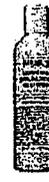


- With Avocado Oil, Lemon Extract, and Olive Fruit Oil
- For dehydrated, damaged hair

2.5 fl. oz. Bottle	\$7.00
8.4 fl. oz. Bottle	\$18.00
16.9 fl. oz. Bottle	\$28.00

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ULTIMATE THICKENING SHAMPOO



- Thickens hair texture
- Improved scalp coverage
- May be used daily

8.4 fl. oz. Bottle	\$18.00
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SUNFLOWER COLOR PRESERVING SHAMPOO



- Sulfate, silicone, and paraben-free
- Antioxidant-rich formula helps repair damage
- Gently cleanse without stripping color

8.4 fl. oz. Bottle	\$18.00
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PROTEIN CONCENTRATE SHAMPOO FOR NORMAL TO DRY HAIR



- With conditioning ingredients and oils of rosemary, sage, and lavender and panthenol

4.2 fl. oz. Bottle	\$11.50
8.4 fl. oz. Bottle	\$15.50

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HERBAL SHAMPOO AND SCALP TREATMENT FOR DANDRUFF



- For Dandruff-Prone Hair and Scalp
- Fortified with a unique blend of Eucalyptus Extract and Aloe Leaf Juice

8.4 fl. oz. Bottle	\$17.50
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RICE & WHEAT VOLUMIZING SHAMPOO



- With Lightweight Proteins and Poly-Sugar
- For Flat, Thin, or Lifeless Hair

2.5 fl. oz. Bottle	\$7.00
8.4 fl. oz. Bottle	\$18.00

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ALL-SPORT EVERYDAY SHAMPOO



- For frequent hair washing
- Excellent for swimmers or other sports-participants

8.4 fl. oz. Bottle	\$15.50
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ALL-SPORT SWIMMER'S CLEANSING RINSE FOR HAIR AND BODY



- Excellent for swimmers
- Neutralizes odor and drying effects of chlorine

8.4 fl. oz. Bottle	\$18.00
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TEA TREE OIL SHAMPOO

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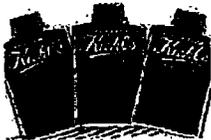
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CANINE

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SPRAY-N-PLAY CLEANSING
SPRITZ



- No-Rinse Cleansing Spritz
- Removes Stains, Spot Cleans, and Deodorizes

8.0 fl. oz. Bottle

\$12.00

CUDDLY-COAT CONDITIONING
RINSE



- Treat and Condition Dogs' Coat and Skin
- Leaves Coat and Skin with a Soft Feel and Glossy Sheen

12.0 fl. oz. Bottle

\$18.00

CUDDLY-COAT GROOMING
SHAMPOO



- Formulated for all Dogs
- Effectively Removes Dirt, Debris, and Odor

12 fl. oz. Bottle

\$18.00

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EXHIBIT 5
to
Declaration of Neil B. Friedman in Support of
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Opposition No. 91189629



John Paul Pet

Professional Pet Products

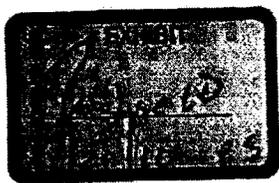
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John Paul Pet

Our Mission Grooming and Hygiene Products Testimonials

Dog Shampoo



OATMEAL



TEARLESS PUPPY AND KITTEN



TEA TREE



CALMING MOISTURIZING



SUPER BRIGHT



WATERLESS FOAM



While it is true that most dogs take pleasure in going for a swim, they still need to be properly bathed. Dog shampoo can remove oils, odors, dirt and other grime from the skin and coat to keep your dog looking and feeling healthy. Having the right dog shampoo can make all the difference when it comes to getting the most out of your dog's skin and coat without compromising the natural oils and elements that keep your dog looking and feeling good. Dogs need a shampoo with a higher pH balance than their owners require. John Paul Pet shampoos benefit your dog and his or her unique skin and coat situation by providing a line of shampoos with the proper pH balance.

John Paul Pet Calming Moisturizing Shampoo: This is a luxury style shampoo, perfect for your pampered pooch, it is ultra rich, and it is formulated to be moisturizing and conditioning. Aloe Vera gel and botanical extracts are used to nourish skin and replenish your dog's dry and dull coat. Sweet almond oil is an effective emollient and a natural moisturizer.

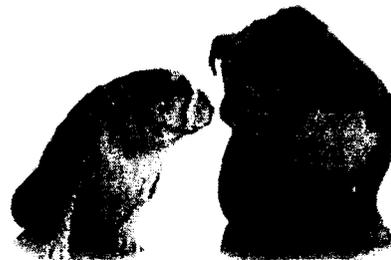
John Paul Pet Oatmeal Shampoo for Sensitive Skin: This shampoo is formulated to moisturize and soothe sensitive skin. The oatmeal shampoo is just right for dogs with dry itchy and sensitive skin. This all-purpose shampoo deep-cleans, soothes and conditions dried out, sensitive dog skin while leaving the coat fresh and odor free.

John Paul Pet Super Bright Shampoo: This whitening shampoo is an extraordinary formula that was developed to make coats brighter, while still controlling issues like matting, tangling, and fly-away hair. Salon quality natural ingredients are used to fortify the shampoo making it thoroughly clean rinsing Super Bright leaves your dog's coat shiny and full of luster.

John Paul Pet Tea Tree Shampoo: This shampoo uses an environmentally safe and very effective formula that is designed to help cool hot spots that affect your dog. The formula uses tea tree oil to soothe skin.

John Paul Pet Waterless Foam Shampoo: This is a shampoo with rich, thick foam that cleans your dog's coat and soothes its skin without needing any water. This formula's special waterless design means you will not need to rinse your pet, making it great for the dog that does not like baths, or for use in colder climates where rinsing can be problematic.

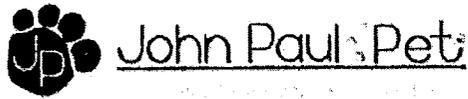
Choosing the right dog shampoo can really go a long way in making sure that your dog's coat is clean and shiny and that his or her skin is in good shape. Having healthy skin and coat is vitally important to the overall health of your dog, so do not make compromises when it comes to choosing a shampoo product that is healthy, natural, and gentle on your dog's unique coat and skin. Always select salon quality grooming products for your dog.



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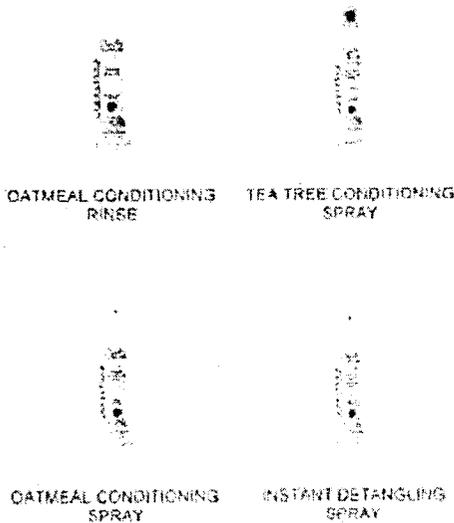
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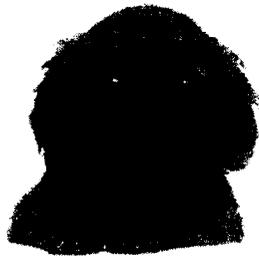


Our Mission Grooming and Hygiene Products Testimonials

Dog Conditioner



Just as having the right dog shampoo can help to keep your dog in good hygiene, having the right dog conditioning product is essential to good grooming as well. Your dog's coat needs to be moisturized just like human skin requires lotion. Dog conditioner products can improve your pet's skin and coat by infusing them with natural minerals and botanicals. Using the right materials like oatmeal, tea tree oil, botanicals and other natural elements, the following John Paul Pet products can help your dog look his or her best and smelling fresh and clean.



John Paul Pet Instant Detangling Spray: Is a no rinse dog conditioner and grooming aid. This dog conditioner product has been formulated specifically to penetrate into your dog's fur, helping to release unruly snags for easy detangling. This instant detangling spray is excellent for using in between visits to your local groomer, and it is capable of being sprayed evenly over damp coats or dry coats, just make sure that you dispense it thoroughly in order to evenly distribute it in the fur for the finest results.

John Paul Pet Oatmeal Conditioning Spray: This oatmeal based leave



John Paul Pet Tea Tree Conditioning Spray: Is a tea tree based conditioning spray that can be used on both, dry or damp coats to naturally cool hot spots and irritations. This dog conditioning product adds a fresh, clean scent and shines up a dull or dry coat and is excellent for use between groomer visits and baths.

John Paul Pet Oatmeal Conditioning Rinse: This oatmeal based conditioning rinse for your dog is an excellent detangling, rich and restorative formula that adds a silky feel to your dog's coat. This product is also excellent for enhancing the overall level of manageability for your dog's coat by taking out most of the more difficult tangles and mats. The Oatmeal Conditioning Rinse is ideally suited for use after shampooing to restore the silky, shiny, healthy feel to your dog's coat while improving manageability.



Keep your dog clean, fresh and healthy with John Paul Pet

dog's coat and soothe their skin. This is an excellent product to use between visits to the groomer as its natural base is good for your dog's skin. This conditioning spray was formulated specifically to penetrate into the coat and skin, helping to revitalize dull coats and sensitive, dry skin with sweet almond oil. You can spray it evenly over a damp coat or a dry one, but make sure to apply it evenly so that it is properly distributed for the best results.

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Our Mission >>>

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John Paul Pet is dedicated to the proper care of all pets and we actively support outreach programs that enrich the lives of all animals worldwide.

Our complete grooming and hygiene system is designed with our pets in mind and heart. John Paul Pet products are "tested on humans" to ensure that they are safe and effective. John Paul Pet products are made with the highest quality ingredients. All John Paul Pet Shampoos have been carefully formulated to have the correct pH level for your pet!

We hope you enjoy our site and would love to see you in our "Pet Lovers Community" where you can get the latest on what we're up to and interact with a community of pet lovers like you - share photos and thoughts about your favorite pet!



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John Paul Pet: More Than a Pet Project

Devoted to making the world a better place, John Paul DeJoria, CEO and Co-Founder of Paul Mitchell, ensures that Paul Mitchell—the first hair care brand to publicly oppose animal testing—follows animal-friendly policies and strategies at all times.

John Paul DeJoria believes pets deserve the royal treatment, and in 2005 he launched John Paul Pet, a line of grooming and hygiene products made especially for four-legged friends. John Paul Pet Shampoos, Conditioners and Wipes are specially formulated with an exclusive botanical extract blend to clean and soften your pet's skin and coat. Using extensive hair and skin care research, these products contain an optimum pH balance for pets—significantly higher than human shampoos—in order to meet the needs of a pet's sensitive skin and coat.

John Paul is also an avid supporter of Last Chance for Animals in addition to the World Wildlife Federation and the Sea Shepherd Conservation Society. John Paul Pet is also involved in local programs and events, including the Humane Society of America chapters, The Bark and Whine Ball, PAVAs and various ASPCA events and activities. Additionally, DeJoria provides financial support to the California Wildlife Association, which provides refuge for injured wildlife and to various local animal shelters.

Through his motto "Success Unshared is Failure," DeJoria shows the world what it means to make a difference.



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ABOUT US

From the 1920s, we've spent two lifetimes, had a vision to revolutionize the hair care industry. One that would provide revolutionary products for every hair type, salon and the entire beauty industry. Today, their vision has become a reality with John Paul Mitchell Systems. Our goal is to help you grow your business, hold beauty company in the world. Our commitment to creating quality, professional products is never wavered.

If you have a question about a John Paul Mitchell System product, you're invited to contact us from a professional hair salon, please call:

Customer Service

1-800-451-8730

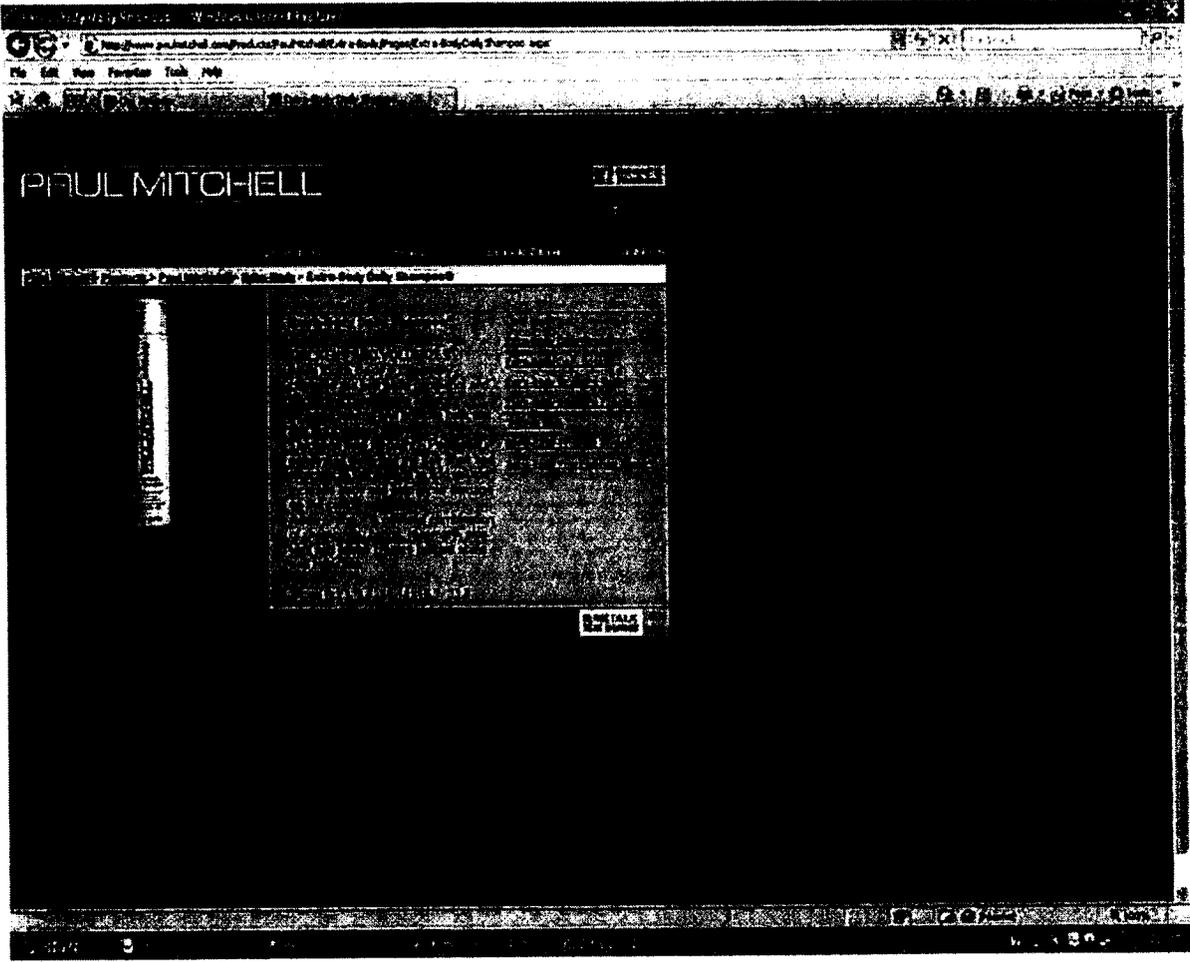
Product Control/Infoline

1-888-388-8864

Product Collection/Infoline

1-888-388-8864

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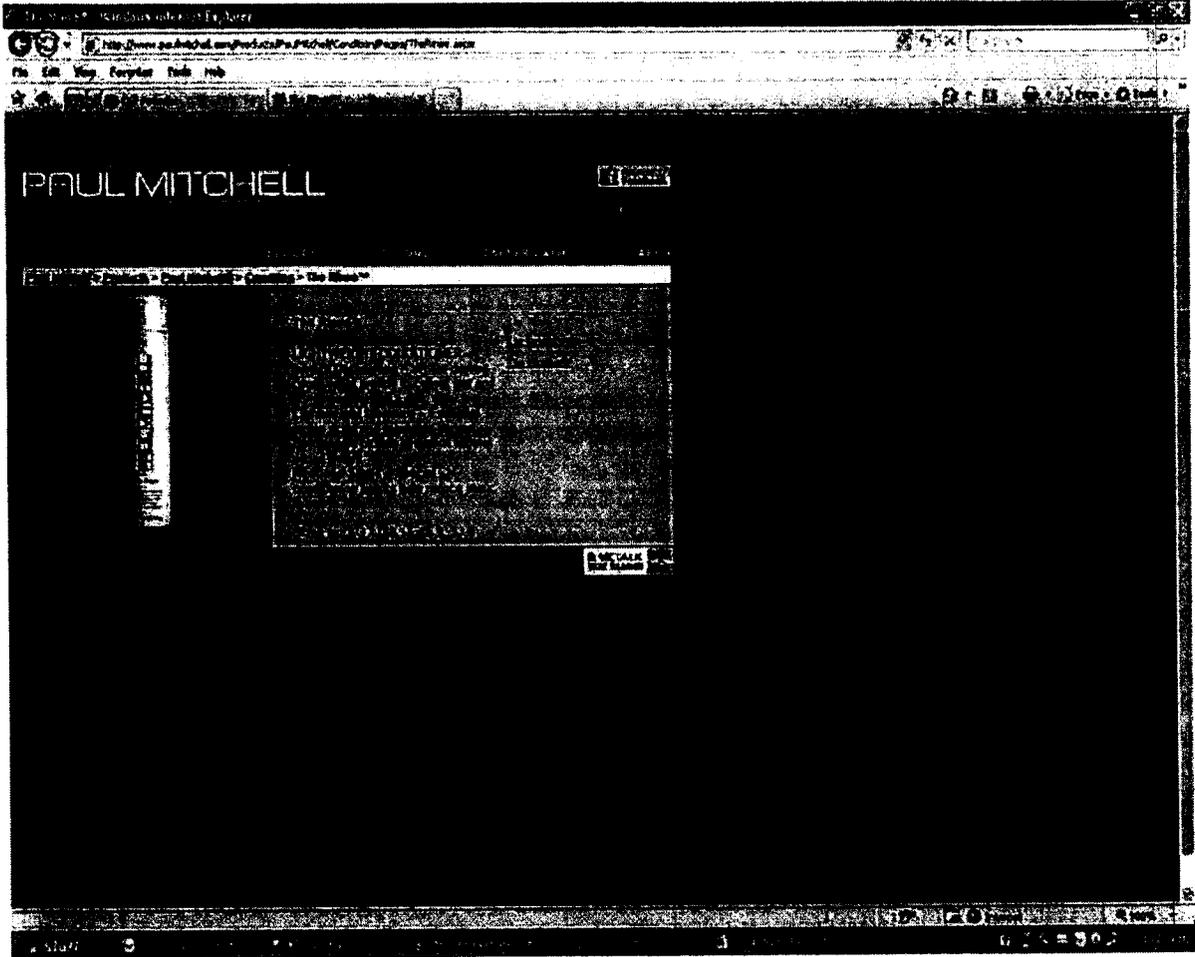


EXHIBIT 6
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Declaration of Neil B. Friedman in Support of
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Opposition No. 91189629

TIGI

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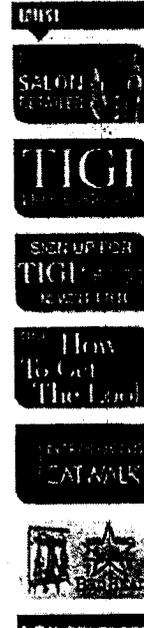
At TIGI, we work with hairdressers across the Globe ensuring the latest styles and products are in salons - for the use of the professional hairdresser and their clients. But TIGI isn't just about products, it's about sharing ideas and inspiration. TIGI - it's a way of life!

Bruno Mascolo, Chairman and CEO



TIGI translates fashion trends into an image statement and provides the products to do it! Whether your personal vision is to be a Rockstar, a red-carpet glamour queen, or sleek and sophisticated, TIGI has the right products for your personality and lifestyle.

Anthony Mascolo, International Creative Director.



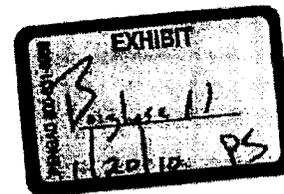
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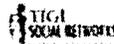
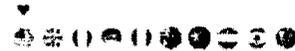
TIGI Francis Newsletter

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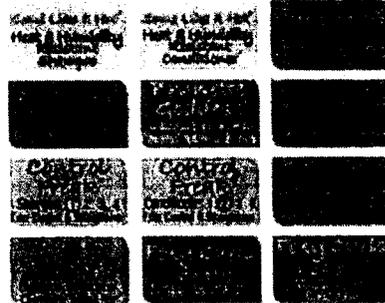
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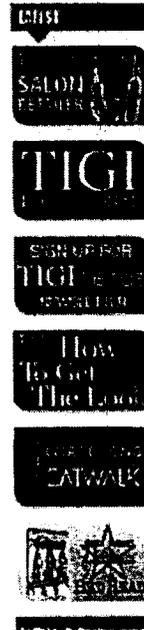
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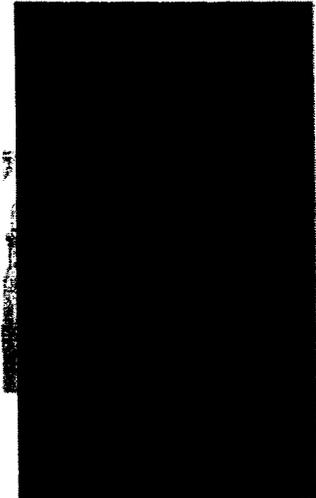
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Come see us at the Global Pet Expo on March 25-27, 2010 at Booth 470!

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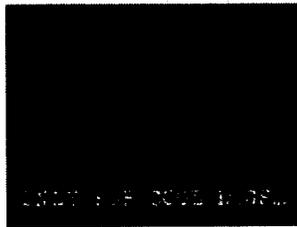


ABOUT PET HEAD

Pet Head™ by Bed Head®, a new line of grooming products, apparel and accessories licensed to Staffies LLC, is now available for cool dogs! The edgy fashion forward line will perfect every doggie's 'do and style! Man's best friend will be living the lifestyle of the leashed and famous in no time!

Pet Head's line of grooming products includes shampoos, crème rinses and sprays that suit every type of furry situation. Whether it's a stinky mutt who needs "Dirty Talk" shampoo or a purebred you want to indulge with "So Spoiled" conditioning crème rinse, Pet Head will have them smellin' and lookin' fabulous!

Once you've perfected your pet's furry do, Pet Head completes the total look with four rockin' collections of K-9 clothing, trendy accessories, fun toys and fashionable carriers. The "City Soul," "Punk Princess," "Biker" and "Ghirty Pop" collections will have your four-legged friend stylin' from head to paws!



- Come visit it us at the following pet shows!
- 1) Global Pet Expo / Orlando / Mar 25 - Mar 28
 - 2) InterZoo / Nuremberg, Germany / May 13 - May 15
 - 3) SuperZoo / Las Vegas, NV / Sept 14 - Sept 16
 - 4) HH Backer Christmas Show / Chicago, IL / Oct 8 - Oct 10



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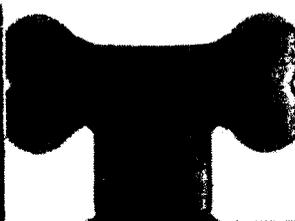
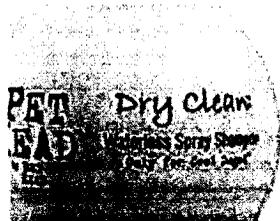
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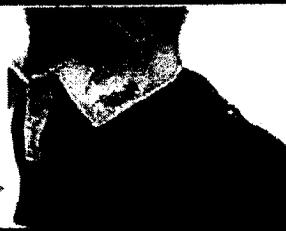
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GROOMING



ACCESSORIES



ONLY FOR COOL DOGS!

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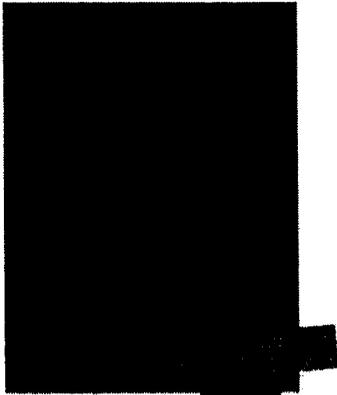
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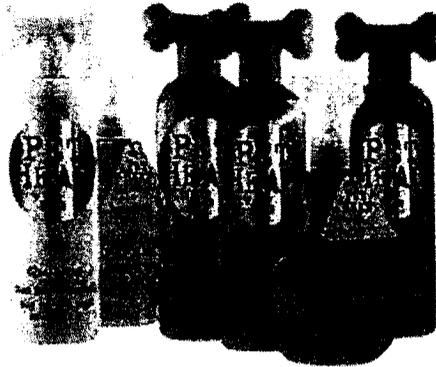
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GROOMING



Whether it's a frisky pup in need of a "Quackie" bath or a knotted mutt that needs to go from "Furball" to fabulous, Pet Head has the perfect product to suit every dogs needs. The line of shampoo, cr me rinses and sprays are made with ingredients specially formulated to pamper and indulge all doggies making them clean, fluffy, silky and smell oh' so good! All Pet Head™ formulas are pH adjusted and free of parabens, petroleum derivatives, propylene glycol, sulfate and DEA. The product line includes:

- Life's An Itch- skin soothing shampoo so doggies won't scratch
- Dirty Talk- deodorizing shampoo to make mutts smell sweet
- Fears for Years- tearless shampoo for pups who squirm in the bath
- Quickie- quick rinsing shampoo perfect for a fido who won't sit still
- Feeling Flaky- dry & sensitive skin shampoo to add extra moisture to your pups coat
- Dry Clean- waterless spray shampoo for puppies afraid to get wet or ones on the go
- Furtastic- cr me rinse for curly and long coats to make your K-9 silky and smooth
- So Spoiled- conditioning cr me rinse to give any dog an extra pampering treatment
- Furball- detangling spray that makes for smooth brushing
- Poof!- magical deodorizing spray to blast any stinky smell away

ONLY FOR DOGS!

Come visit it us at the following pet shows! 1) Global Pet Expo / Orlando / Mar 25 - Mar 28
 2) InterZoo / Nuremberg, Germany / May 13 - May 15
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EXHIBIT 7

to

Declaration of Neil B. Friedman in Support of
Opposer's Response and Objection to Applicant's Motion for Summary Judgment and
Opposer's Cross Motion for Summary Judgment

Opposition No. 91189629



Hot Spot Blend



Chamomile Shampoo



Ingredient 411

Finally summer is here! Even though we are busy between swimming and trips to the woods, we must not neglect our fur health. In that case, a truly handcrafted canine shampoo and mundo's botanical canine conditioner may fit the bill perfectly.

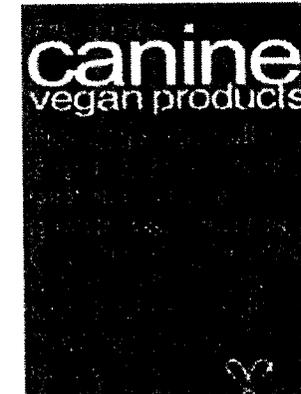
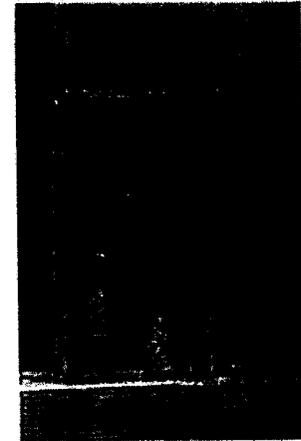
Keep in mind that rolling around and playing is super healthy for our minds and bodies, as long as we tend to our aromatic fur afterwards – have no worries our canine pals, we at Mundo Botanica ha've got you covered again. Play, romp, roll around, chase that spunky Golden and when done, spritz one of the hydrosol based coat sprays and you are done! Fresh as a new born pupper!

Now, how will your best canine or human pal feel when in the midst of a earth shatteringly fun game session, your pads run across her face? "Ouch!" is not something you ever want to hear from a dear best pal, so keep a tin of our handmade and poured (yes, our humans do it all), organic Paw Care products by your bed and ask your human to please stop stealing it from your crib!

Lastly, remind your human pals that though you love them endlessly, using your vegan & eco friendly canine products just has got to stop. Kindly point their mouse towards our vegan mundo skincare and cosmetic products created with the kind human in mind.

Now, sit back and enjoy life – all is as it should be. Honest, straightforward, in harmony with Mother Nature...

Wags,
Marduk
CK9 Co-Pilot



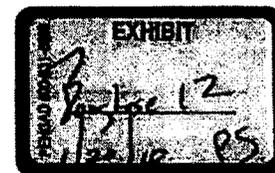
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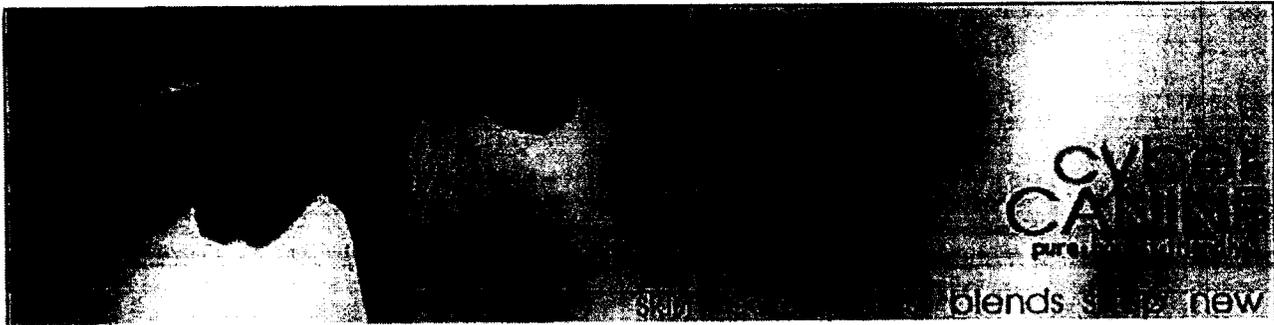
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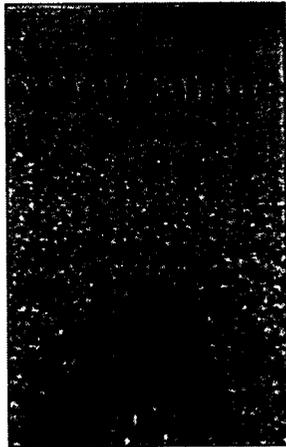
mundo you are missed every second, every breath, always. we love you girl!





Aromatic Dog Shampoos

- Bite This! Flea
- Chamomile
- Citrus Peel
- Earth + Bark
- FurBaby™
- Lavender Fresh
- Wild Oats



Grrroom Dog Botanical Shampoos made for your Best Friend!
Our natural dog shampoos are 100% biodegradable and free from harsh detergents. We fully disclose our ingredients.

Created with gentle surfactants such as Decyl Glucoside (a fatty polyglycoside prepared by reacting cornstarch glucose with a natural fatty alcohol) and aromatherapy grade essential oils, certified organic herbs and botanicals in our natural dog shampoos.

- Bite This!
- Chamomile
- Citrus Peel
- Earth + Bark
- FurBaby™ Line
- Lavender Fresh
- Wild Oats

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Breaking Canine News - We have recently reformulated our entire line to make them even better – the changes are minor when it comes to the ingredient list, but now our line packs a bigger punch when it comes to making your pup feel at his/her best. We have been called the "pack leader" of botanical canine grooming revolution and now due to these new additions, we are told that we have gone and done it yet again.

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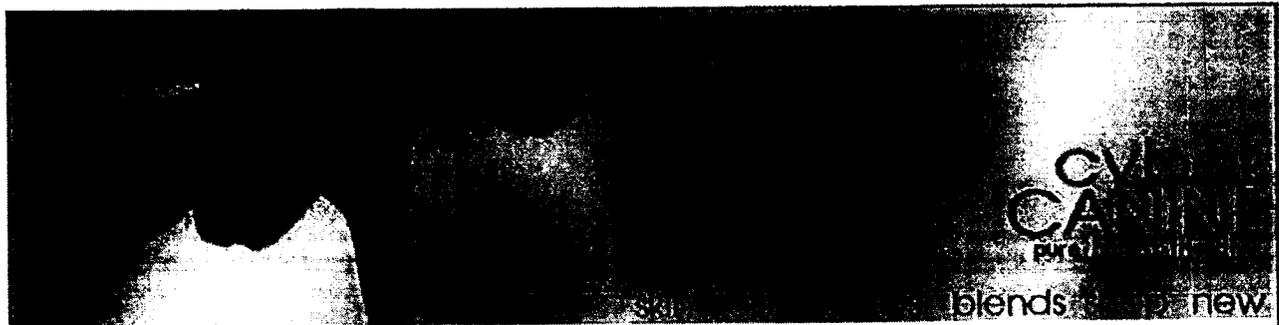


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\$16.00
8 oz

ADD TO SHOPPING CART

Ingredients

Chestnut Coat Rinse

Grrroom Dog's new Chestnut Coat Rinse is 100% biodegradable, contain certified organic botanicals and essential oils. It will help dry and flaky skin and are wonderful for dogs and puppies with sensitive skin and coat.

No synthetic fragrances (peach, pear, berry), FD&C colors, Propylene Glycol, SLS, SLES, Cocamide DEA and mica. We are proud of our ingredients and disclose them fully. Great for your dog's skin, coat and health. Wonderful for mother nature too!

Skin Type & Age Guidelines: Dry, Sensitive, Inflamed Skin, Minor rashes & skin conditions. Puppies 3+ month.

Storage Tips: Away from heat and light.

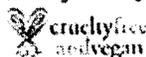
Usage Info: For dogs with double coats, using too much conditioner can cause it to get oil faster -- we suggest that you use our better than human conditioner on trouble spots (dry, itchy, inflamed, irritated) on such dogs and rinse well.

Aroma: Herbaceous fresh aroma.

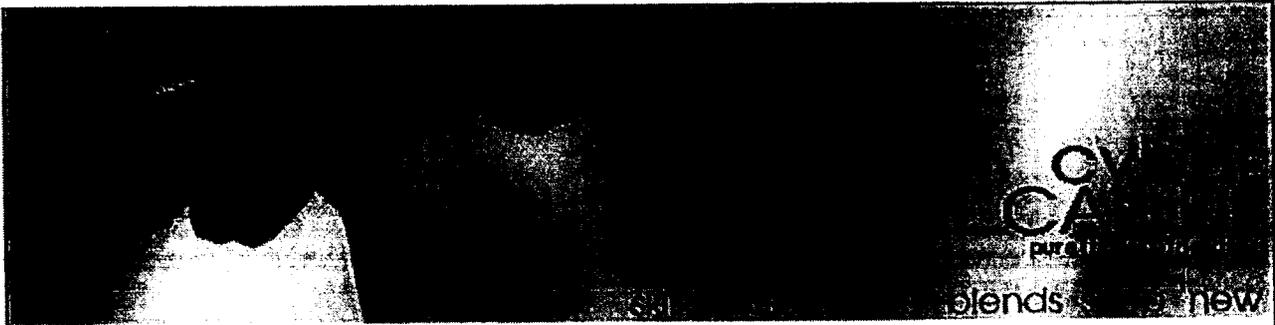
Products of Interest: Natural Shampoos, Natural Coat Mist, Spot Care Oil Blend, Ear Cleanser

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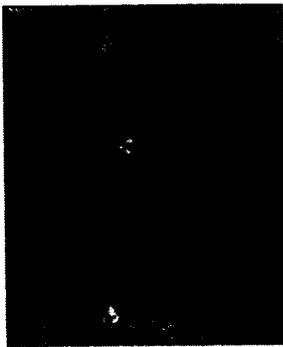


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Aromatic Dog Mists

- Bite This! Flea
- Chamomile
- Citrus Peel
- Earthy
- Lavender Fresh
- Marjoram Calming



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Canine Coat Mists

Our dog mists are gentle, non-drying and contain pure aromatherapy essential oils, certified organic hydrosols and botanical infusions.

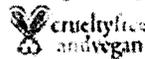
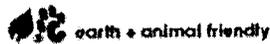
Have no worries - our earth and canine friendly mists do not contain synthetic fragrances such as banana, pear, blueberry, baby powder or nature inspired essences and adulterated essential oils (essential oils cuts with cheap solvents and fragrance oils).

Just spritz your dog whenever he or she needs a bit of refreshing.

- Bite This!
- Chamomile
- Citrus Peel
- Earthy
- Marjoram Calming
- Lavender Fresh

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sevi
eco vegan bodycare

handmade in baltimore, md

Love is more than a noun (Sevi = Love in Turkish)
at Sevi - it is the foundation of all we do here and in
life.

Each and every raw material we use to handcraft
with is researched to insure that they are free from
animal by products and not tested on animals.

We spend our days formulating (or day dreaming
about) exotic skincare infusions, unrefined soothing
butters, pure mineral cosmetics, clay masks,
natural aromatics....

In short, honest products, created by hardworking
hands + passionate hearts

If you are near Baltimore area, please stop by at
our new flagship store and experience our vision
and products first hand.



♦ Shop for Sevi's vegan skincare and cosmetics

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Shampoos

Haircare / Shampoos

Sort By: Alphabetical

View: Thumb-Three Columns Go

2 Item(s) Page 1 of 1 | 1



Pumpkin Seed Shampoo

Price: \$15.00

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Sea Berry Shampoo

Price: \$15.00

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Conditioners

Haircare / Conditioners

Sort By: Alphabetical

View: Thumb-Three Columns

2 Item(s) Page 1 of 1 | 1



Pumpkin Seed Cream Conditioner

Price: \$16.00

[Click to view](#)



Sea Buckthorn Berry Conditioner

Price: \$16.00

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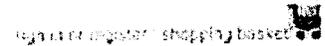
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 - Canine Mists
 - Cream Rinses
 - Ear Cleaners
 - Pet Shampoos
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- Haircare
- Lip Care
- Natural Fragrances
- Skincare
- Toats
- Packaging
- New Products & Specials

Organic Canine Products

Fur Family

Aromatherapy Blends



Ear Cleaners



Canine Healing Ointments



Pet Shampoos



Canine Mists



Cream Rinses



Since 1997 Grrroom Dog manufactures earth-friendly botanical dog shampoos, aromatherapy mists, organic paw care products, healing balms, canine aromatherapy products, spa products. Since 1997 Grrroom Dog manufactures earth-friendly botanical dog shampoos, aromatherapy mists, organic paw care products, healing balms, canine aromatherapy products, spa products. Our natural dog shampoos are 100% biodegradable and free from harsh detergents.



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Fur Family / Pet Shampoos

Printable Version



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Natural Pet Shampoos

Price: \$15.00

Order

pick your aroma:

Bite This

Quantity: 1

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Description

Bite This! Shampoo - Go ahead, make my day!

Our Bite This! shampoo is a gentle yet effective and is made only with aromatherapy grade essential oils and organic botanicals. A great alternative for dogs that are allergic or are sensitive against harsh chemicals and pesticides in commercial shampoos.

Chamomile Shampoo - Soothe Me!

Our gentle conditioning chamomile dog shampoo is made with botanicals and pure essential oils. Our handcrafted botanical canine shampoo is wonderful for itchy, dry and flaky dog skin and will leave your dog's coat clean, moisturized, soft and smelling simply fresh.

Citrus Peel - Green and Clean

Wonderful after a swim in the lake, roll in the dirt, camping, hiking and all other happy canine occasions where your dog needs a touch of refreshing.

Earth + Bark™ Canine Shampoo - for your Groovy Dog!

This deodorizing natural shampoo will change your dog's whole attitude and latitude! It will keep your dog deodorized and bring the relaxing fresh scent of the forest to your door steps.

It's purifying and great for skin infections and other skin problems such as canine dermatitis, skin rashes, oily coat and chapped skin.

Lavender Fresh™ Dog Shampoo - Fresh and healing

Fresh, rejuvenating, healing, soothing, refreshing – these are some of the wonderful benefits of pure aromatherapy grade Lavender Essential Oil.

We have concocted our most famous biodegradable canine shampoo with French and Bulgarian Lavender Essential Oils as well as other pure essential oils.

Wild Oats Canine Shampoo - Simple yet effective!

This gentle shampoo contains soothing hydrolyzed oatmeal, organic Aloe Vera and aromatherapy grade essential oils of Myrrh and Rose Geranium.

Our handcrafted Colloidal oatmeal based shampoo is great for young dogs and dogs with allergies, dermatitis, itchy skin or very sensitive skin.

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Fur Family / Canine Mists

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 - Canine Healing Ointments
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 - Ear Cleaners
 - Pet Shampoos
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Canine Coat Mists

Price: \$13.00

Order

pick your aroma:

Bite This

Quantity: 1

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Browse more in Canine Mists category

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Description

Our dog mists are gentle, non-drying and contain pure aromatherapy essential oils, certified organic hydrosols and botanical infusions.

Have no worries - our earth and canine friendly mists do not contain synthetic fragrances such as banana, pear, blueberry, baby powder or nature inspired essences and adulterated essential oils (essential oils cuts with cheap solvents and fragranca oils). Just spritz your dog whenever he or she needs a bit of refreshing.

Bite This! Coat Tonic

Here is a perfectly gentle yet effective coat mist for your best dog. We do not use pesticides in our Bite This spray, rather we have incorporated aromatherapy grade essential oils such as Lemon Eucalyptus and Lemon Tea Tree and created a safe and effective coat spray. Our Bite This! Mist can be a great alternative for dogs with allergies and chemical sensitivities.

Chamomile Mist - sensitive skin line

Our mild and skin soothing Chamomile Mist is wonderful for sensitive dogs -- contains Aloe Vera, Lavender and Chamomile Hydrosols.

Citrus Peel Mist - Green and Clean!

Citrus Peel aromatic mist is fragrant and refreshing for any dog. Wonderful after a swim in the lake, roll in the dirt, camping, hiking and all other happy canine occasions where your dog needs a touch of refreshing. Although everyone loves the crisp scent of this mild citrus combo, it is highly disliked by many bugs.

Earth + Bark™ - for your Groovy Dog!

This deodorizing natural shampoo will change your dog's whole attitude and latitude! It will keep your dog deodorized and bring the relaxing fresh scent of the forest to your door steps.

It's purifying and great for skin infections and other skin problems such as canine dermatitis, skin rashes, oily coat and chapped skin

LAVENDER FRESH™

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For the Lavender lovers out there. One of our favorite mists and is wonderful for dogs with sensitive and troubled skin.

This mist, just like the rest of our products, is more than scenting your dog, it contains pure and tested lavender hydrosol and GC tested aromatherapy grade essential oils such as Helichrysum italicum.

Marjoram Calming Tonic

Our canines feel pressure and get nervous and upset just like us. Some hate car rides, some hate to take a bath or the thunderstorms scare some of our canines.

Our Marjoram Calming Mist is created with pure aromatherapy grade essential oils of Marjoram, treasured unadulterated Turkish Rose Otto and Roman Chamomile -- it will calm your dog's nervous system gently and naturally via inhalation.

It is a great addition to your desensitization training!

Mundo says - "Did you know?" - All mass-produced sprays contain at least one of the following - Ethyl Alcohol, artificial fragrances (such as pear, banana, baby powder, berry scents), parabens, formaldehyde releasing preservatives such Quaternium-15, Imidazolidinyl urea, OMDM Hydantoin, adulterated essential oils (essential oils cut with cheap chemicals in order to stretch the product), glycols (propylene glycol), artificial colors. All of our canine products contain the same aromatherapy grade essential oils used in our human skin care line. Just peak at the ingredients before using products - you deserve to know what you are paying for, woof!

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Fur Family / Cream Rinses

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- Body Care
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 - Cream Rinses
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 - Pet Shampoos
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- Haircare
- Lip Care
- Natural Fragrances
- Skincare
- Toots
- Packaging
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Click over image to enlarge

FurBaby Cream Rinse

Price: \$15.00

Order

Quantity: 1

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email to a friend

Description

FurBaby Cream Rinse Grrroom Dog's new 100% biodegradable coat rinse made with certified organic botanicals. It will help dry and flaky skin and are wonderful for cats, horses, dogs...for your entire fur family!

Skin Type & Age Guidelines: Dry, Sensitive, Inflamed Skin, Minor rashes & skin conditions. Cats, horses, dogs etc.

Storage Tips: Away from heat and light.

Usage Info: For dogs with double coats, using too much conditioner can cause it to get oil faster - we suggest that you use our better than human conditioner on trouble spots (dry, itchy, inflamed, irritated) on such dogs and rinse well.

Aroma: Herbaceous fresh aroma.

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EXHIBIT 8
to
Declaration of Neil B. Friedman in Support of
Opposer's Response and Objection to Applicant's Motion for Summary Judgment and
Opposer's Cross Motion for Summary Judgment

Opposition No. 91189629

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BY COLOR

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\$95.00
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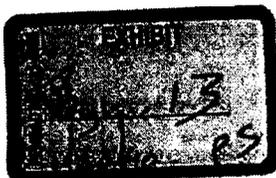
Reversible Tartan Vest
\$125.00
Sale Price: \$84.00



Shearling and Suede Vest
\$250.00
Sale Price: \$174.00



Aran Dog Sweater
\$125.00
Sale Price: \$78.00
More Colors Available





Reversible Sporty Puffer Vest
\$125.00
Sale Price: \$93.75



Classic Dog Polo
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Dual Match Polo
\$45.00
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 Personalization Available



Team Polo
\$55.00
Sale Price: \$38.00



Jockey Rugby
\$50.00
Sale Price: \$30.00



Macall Color-Blocked Rugby
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Sale Price: \$30.00



USA Sporting Shawl Fleece
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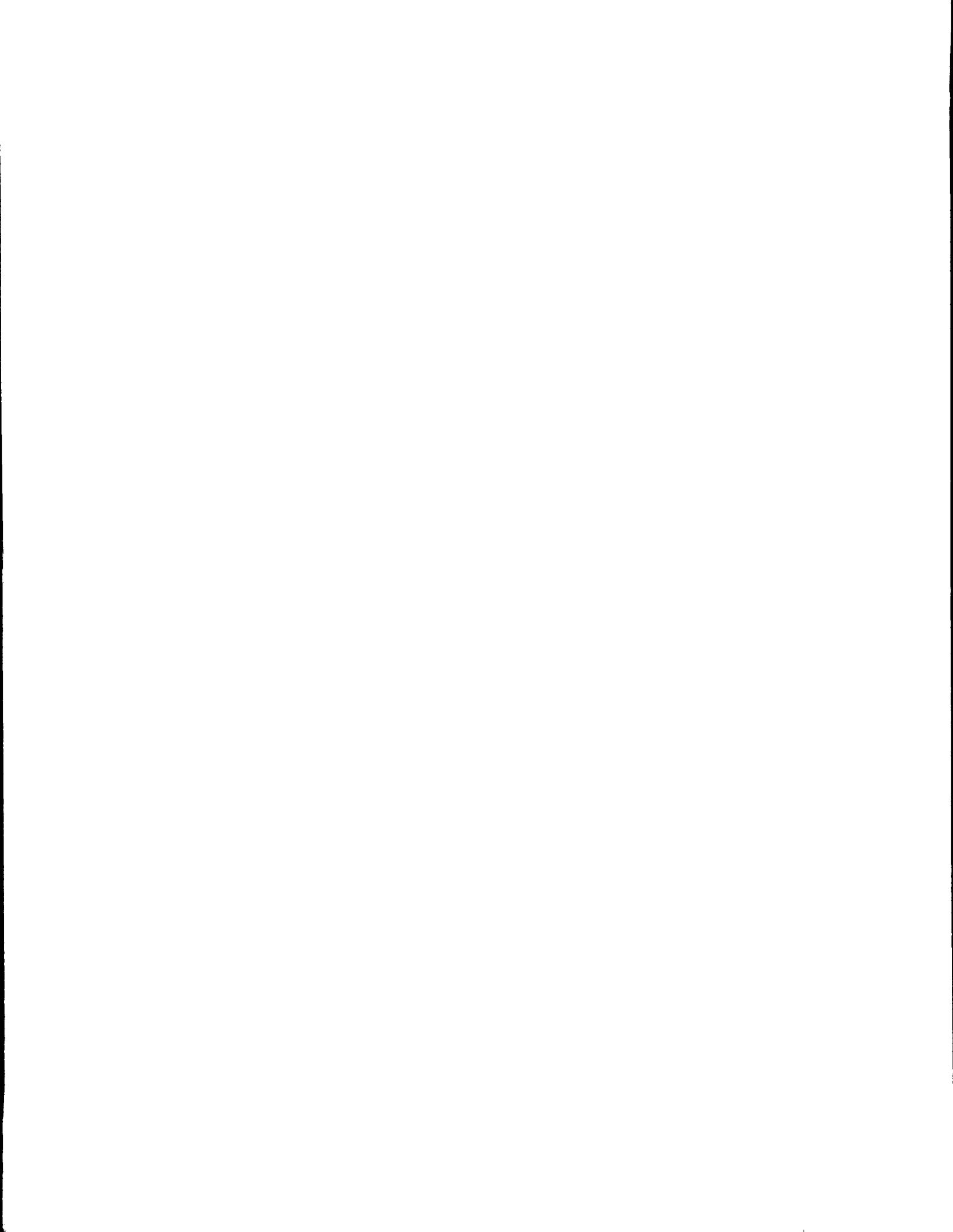


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STYLE

Expert craftsmanship and rich details define these luxurious additions to your spring wardrobe

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SHOP MEN

SHOP WOMEN

THIS SEASON'S FAVORITES

FOR HIM

DEERFIELD VACHETTA MAILBAG

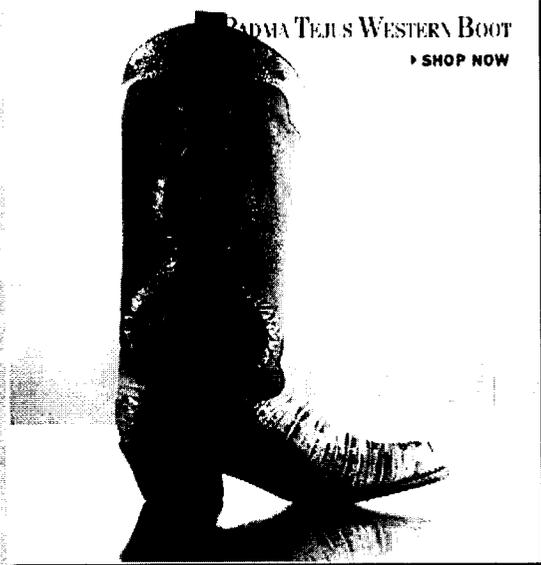
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ADAMA TEJUS WESTERN BOOT

▶ SHOP NOW



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Apparel

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- Sport Shirts
- Dress Shirts
- Sweaters
- Jackets & Coats
- Sweatshirts & Tees
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- Pants
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- Jeans
- Shorts
- Swim
- Sport Coats
- Suits
- Formalwear
- Big & Tall

Shoes & Accessories

- Shoes
- Ties & Pocket Squares
- Belts
- Leather Goods
- Silver Accessories
- Hats, Gloves, Scarves
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THE RALPH LAUREN STYLE GUIDE
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Purple Label

Black Label

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RALPH LAUREN

RALPH LAUREN TV
THE WORLD OF RALPH LAUREN IN MOTION

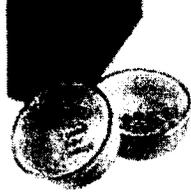
FL TV
VANCOUVER 2010 OLYMPIC WINTER GAMES

EXHIBIT 9
to
Declaration of Neil B. Friedman in Support of
Opposer's Response and Objection to Applicant's Motion for Summary Judgment and
Opposer's Cross Motion for Summary Judgment

Opposition No. 91189629

Juicy Couture

7 RESULTS FOR "DOG CLOTHES" | SEARCH AGAIN



Set of Two Dog Bowls
\$45.00



Daisy Chew Toy
\$18.00



Daisy Dog Barrettes
\$25.00
MORE COLORS AVAILABLE



Dog Choose Juicy Terry Hoodie
\$45.00
MORE COLORS AVAILABLE



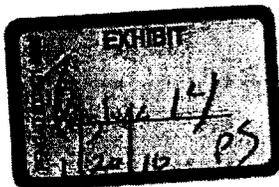
Leopard-Print Dog Coat
\$75.00



Dog Be Mine Ringer T-Shirt
\$35.00



Collar & Leash Set
\$95.00
MORE COLORS AVAILABLE



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All Categories



0 Items

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- The Men's Store (1)
- Just Kids (2)
- Home & Gourmet (12)
- Gift Shop (2)

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- Under \$100
- \$101 - \$350
- \$351 - \$500

SALE

Your Selection

Search Term: [pets \(remove\)](#)

We found 15 product matches.

Display: [View 60](#)

Sort by: [Relevance](#)



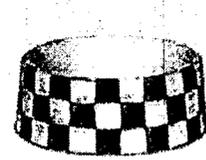
Graphic Image
Personalized Pet Brag Book
\$60.00



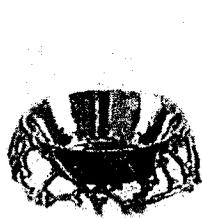
Graphic Image
Pet Brag Book
\$50.00



Juicy Couture
Pet Bowler
\$258.00



MacKenzie-Childs
Courty Check Pet Dish/Large
\$38.00



Michael Aram
Dog Bone Pet Bowl
\$195.00



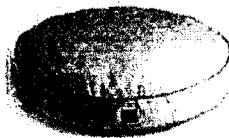
Prada
Leather Oxford Lace-Ups
\$430.00



Juicy Couture
Bed Dog Terry Tee
\$35.00



Juicy Couture
Camo Doggie Tee
\$35.00



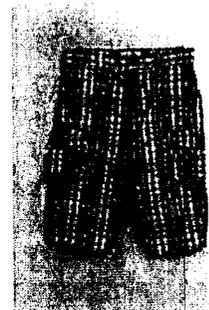
Harry Barker
Round Ombre Dog Bed
\$70.00



Harry Barker
Striped Hemp Dog Bed
\$130.00



Armani Junior
Infant Boy's Snow Suit
\$289.00
Sale \$273.00



Original Penguin Kids
Toddler & Little Boy's Pants
\$42.00
Sale \$29.99



Kiehl's Since 1851
Spray-n-Play Cleansing Spritz
\$12.00



SweetBites
Chocolate Turtle
\$75.00



Harry Barker
Windsor Dog Bowl
\$18.00

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SEARCH: See our complete Juicy Couture collection.

< PREV | NEXT >



Leopard-Print Dog Coat

Keep your best friend warm on wintertime walks—and make all the other dogs at the park jealous.

- Choose brown or pink leopard print faux fur
- Spread collar; faceted buttons down front
- Metal logo plate behind neck
- Imported

Dog Size Guide: XS 2 - 4 lbs., S 4 - 7 1/2 lbs., M 7 1/2 - 8 1/2-8 1/2 lbs., L 8 1/2 - 12 lbs.

Send to a friend

Items Available

Quantity

Available Sizes/Colors

Juicy Couture
 Leopard-Print Dog Coat
 Price: \$75.00
 NM110_00006
 In Stock

1

X-LARGE/12-14LB

PINK LEOPARD

PHOTO GALLERY

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< PREV | NEXT >



Dog Be Mine Ringer T-Shirt

Mine, all mine: Spoil your Juicy doggy with a lovey-dovey tee.

- Angel (white)
- Red "Love G & P" embroidery on chest
- Red/golden "Be Mine," "Juicy Couture," and lipstick print on back
- Short raglan sleeves; "Doggy" embroidery on left
- Distressed edges.
- Imported

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- E-mail Us
- Online Chat
- Shipping Information
- Return Policy
- Size Guide

Email to a friend

Items Available

Quantity

Available Sizes/Colors

Juicy Couture
Dog Be Mine Ringer T-Shirt
Price: \$115.00
NMF10_BLACK

1

First, Select Size
Then, Select Color

ADD TO WISHLIST

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SEARCH: See our complete Juicy Couture collection.

< PREV



Daisy Dog Barrettes

Too-cute barrettes for the well-groomed pooch.

- Choose lemon (yellow) or vivid (hot pink) enamel
- Golden hardware.
- Rhinestone center detail
- Imported

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Items Available

Quantity

Available Sizes/Colors

Juicy Couture
Daisy Dog Barrettes
Price: \$25.00
NMF10 DDBAL

1

Please Select Color

PHOTO GALLERY

ADD TO SHOPPING BAG

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NARROW RESULTS

CATEGORY

Womens (2)
Mens (1)

BRAND

Juicy Couture (3)
Kenix (2)

PRICE

\$0 to \$25 (2)
\$25 to \$50 (2)
\$50 to \$75 (1)

COLOR

Green (1)
Multi (1)
Red (1)



SEARCH RESULTS FOR "pets": 5 items found

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TAKE 30% OFF
Juicy Couture Doggie Coat in
Leopard Print
\$75.00



TAKE 30% OFF
Juicy Couture Doggie Velour
Hoodie with Embroidery
\$45.00



Kenix Spray-N-Play
Cleaning Spray
\$12.00



Kenix Cuddly-Coat
Conditioning Rinse
\$16.00



TAKE 30% OFF
Juicy Couture Doggie Velour
Hoodie with Sequin
\$45.00
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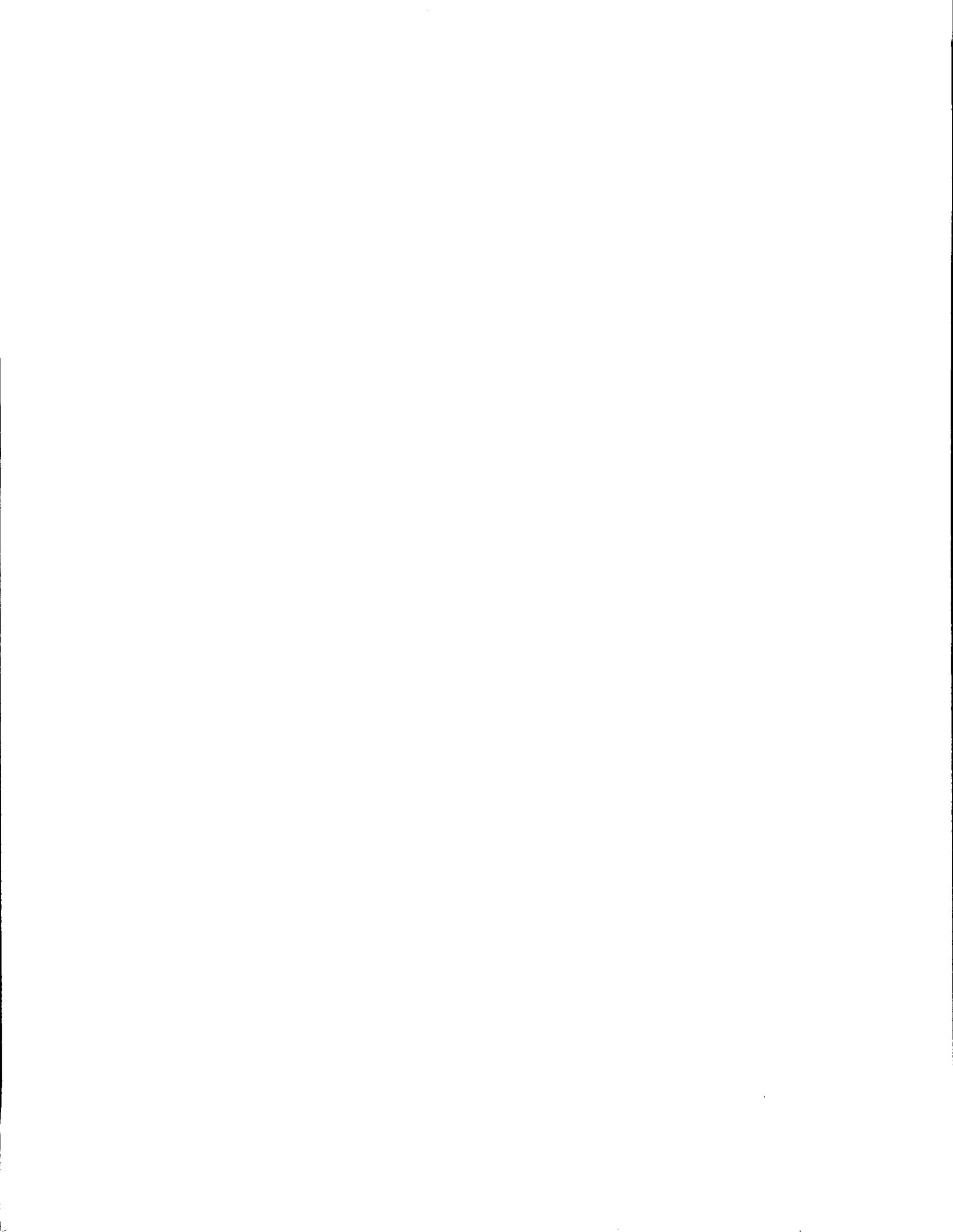
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* FIRST NAME

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COUNTRY

* DATE OF BIRTH

Automatic entry for a chance to win a \$1500 JuicyCouture.com shopping spree
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GU P U E
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SHARE the LOVE with the JUICY COUTURE LOVE-O-METER!
February 14TH

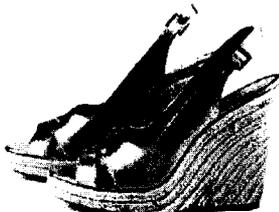
JAN 01, 2010, 9:03 PM

JUICY HOSTS TEEN VOGUE PARTY

Hundreds of fabulous girls from forty different countries kicked off Teen Vogue's annual Fashion University with Juicy Couture. The launch cocktail party wa...
[more](#)

Juicy Couture

HANDBAGS & SHOES



Juicy Couture

WOMEN



Juicy Couture

FRAGRANCE & BEAUTY



EXHIBIT 10
to
Declaration of Neil B. Friedman in Support of
Opposer's Response and Objection to Applicant's Motion for Summary Judgment and
Opposer's Cross Motion for Summary Judgment

Opposition No. 91189629



SEARCH

MEN WOMEN BOYS COUNTRY CLUB BLACK FLEECE BROOKS BUYS GIFT CARD

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REFINE SEARCH:

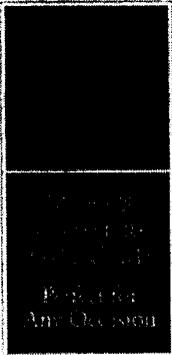
- Men (5)
- Women (1)

Search Results

You searched for **dog**
Items shown may be available in additional colors. [Click a product for color availability.](#)

7 items found **Men** and **Women**

MEN 5 items - [View all Men](#)



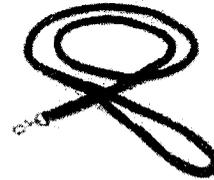
Cambridge Cable Dog Sweater
\$98.00



Extra-Long Dog Tie
\$35.00 \$37.50

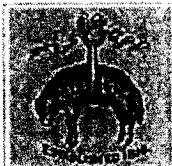


Braided Leather Dog Collar Strap
\$58.00



Braided Leather Dog Leash Strap
\$78.00

WOMEN 1 items - [View all Women](#)



FROM THE ARCHIVES

The Golden Fleece
In 1853, this symbol was adopted as the company's trademark. A sheep suspended in a ribbon had long been a symbol of British woolen merchants. During the 15th century it had been the emblem of the Knights of the Golden Fleece, founded by Philip the Good, Duke of Burgundy.



Field Dog Silk Scarf
\$200.00 \$119.00

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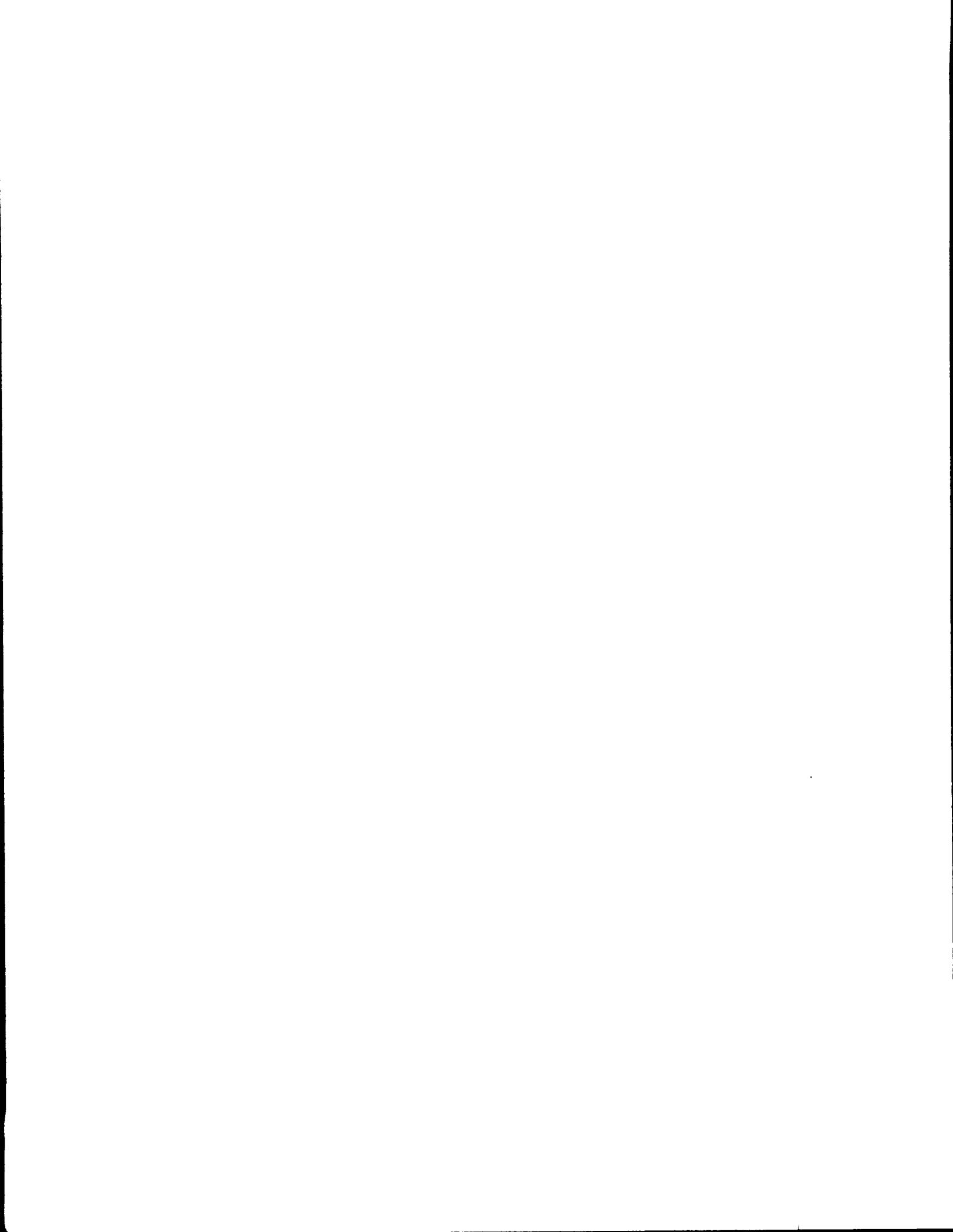
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BLACK FLEECE

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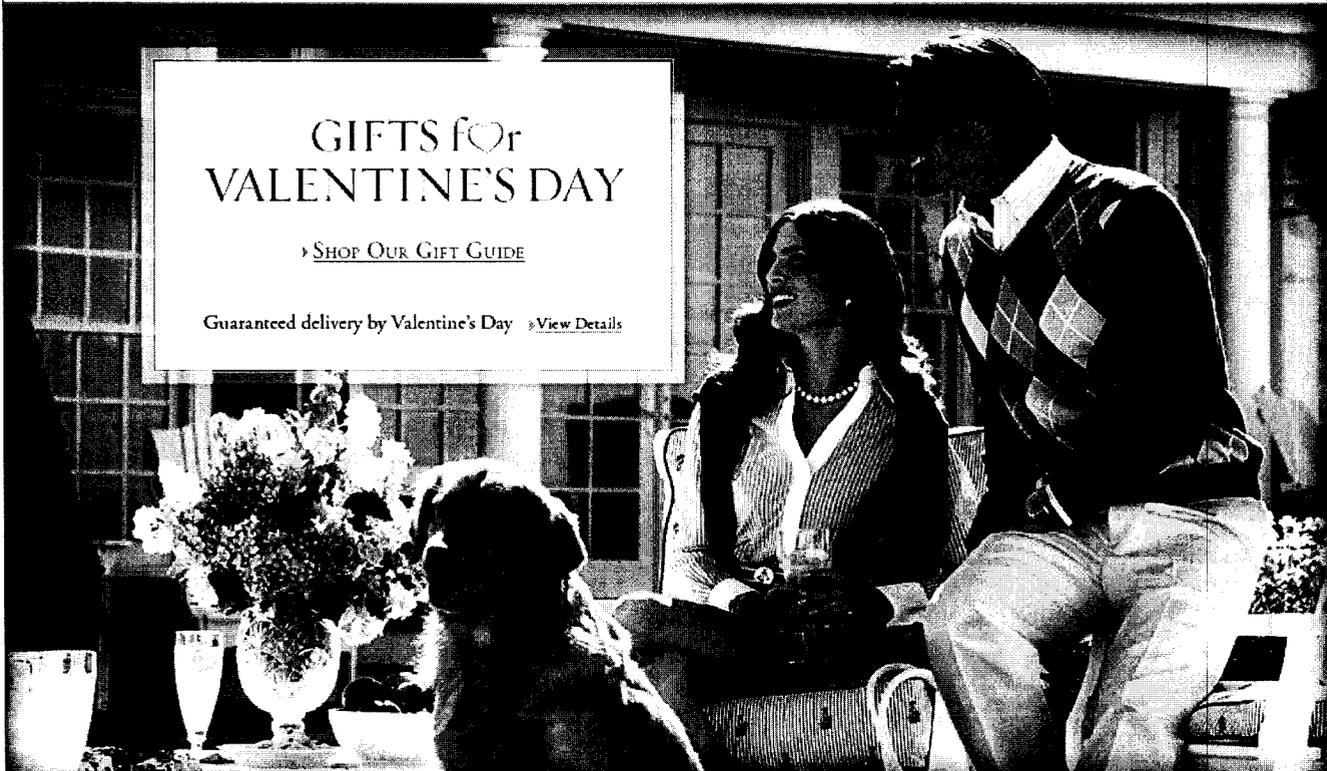
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- Outerwear
- Sleepwear
- Hats, Gloves & Scarves
- Underwear & Socks
- Footwear
- Belts
- Leather Goods
- Accessories & Gifts

For WOMEN

- Petites
- Shirts & Knits
- Sweaters
- Pants
- Shorts
- Dresses
- Jackets & Blazers
- Skirts
- Suit Separates
- Outerwear
- Ruanas & Wraps
- Hats, Gloves & Scarves
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EXHIBIT 11
to
Declaration of Neil B. Friedman in Support of
Opposer's Response and Objection to Applicant's Motion for Summary Judgment and
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Opposition No. 91189629

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DOG BAG 50

This spacious pet carrier is resistant to water and scratches. It comes equipped with a double zip-around closure and a breakable mesh window.

Size: 19.7" x 13.4" x 9"

- Monogram canvas, cross grain rounded leather handles, washable lining
- Golden brass pieces
- Double zip-around closure
- Breakable side mesh with roll-up flap
- Cabin size

PRODUCT ID: M42021

PERSONALIZATION: Add your initials

ZOOM

\$2,100.00

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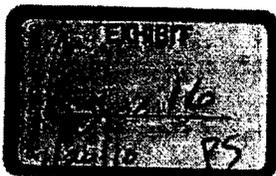
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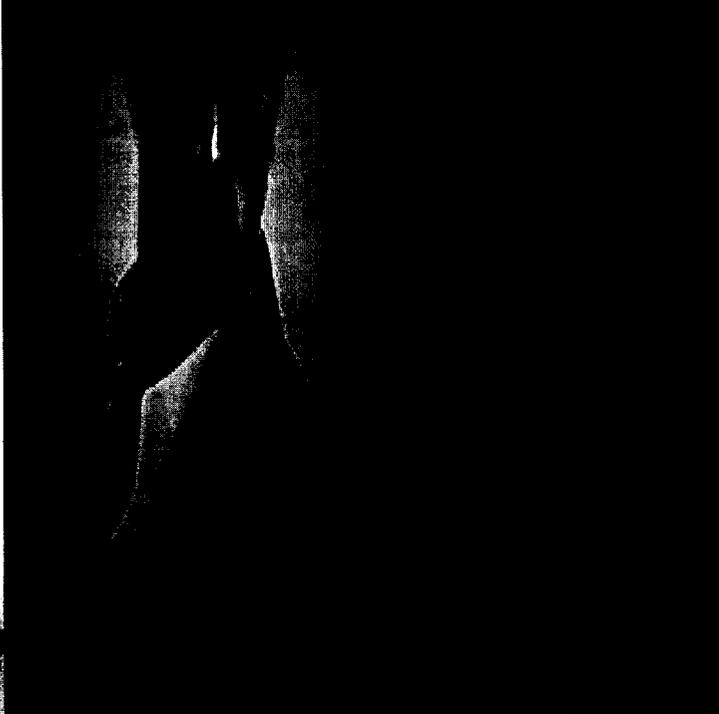
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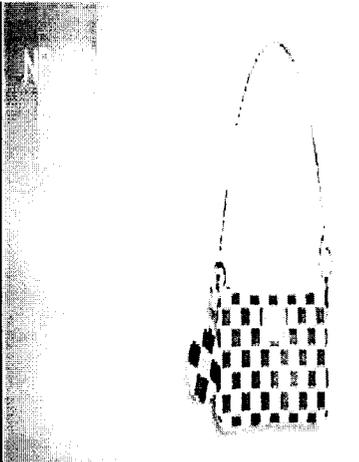
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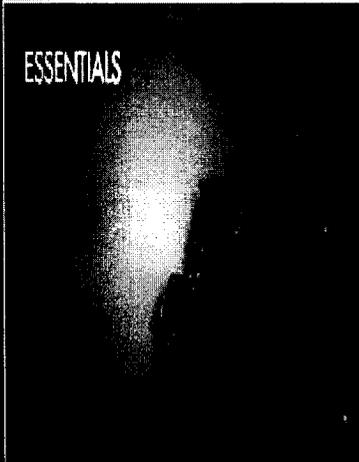
MEN



WOMEN



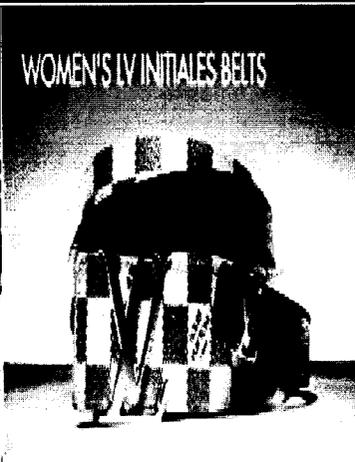
ESSENTIALS



TUTTI SWEETY



WOMEN'S LV INITIALES BELTS



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WOMEN

MEN

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EXHIBIT 12
to
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Opposition No. 91189629



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pets
 Women

Search Results

We found 9 results for "pets" in Women.

Sort by: All Results

By Size

- Regular
- XXS (4)
- XS (4)
- S (5)
- M (5)
- L (4)

By Color

- Blue (5)
- Brown (1)
- Gray (1)
- Green (3)
- Patterned (1)
- Pink (7)
- Plaid (1)
- Yellow (1)

By Price

- Under \$10 (8)
- \$10 to \$15 (1)



Hooded Jackets-in-a-Packet for Dogs
 \$14.50



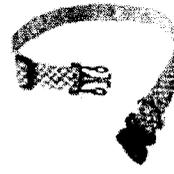
Rugby-Stripe Pique Poles for Dogs
 \$9.50



Small Gingham-Print Collars for Dogs
 \$6.50



"Good Boy/Good Girl" Collars for Dogs
 \$6.50



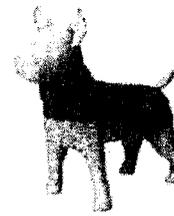
Wide Patterned Collars for Dogs
 \$8.50



Graphic French Terry Hoodies for Dogs
 \$9.50



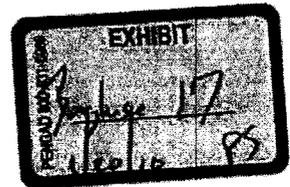
Faux-Shearing Sherpa-Lined Vests for Dogs
 \$12.50
 \$4.99



Plaid Coats for Dogs
 \$14.50
 \$4.99



Holiday Graphic Tees for Dogs
 \$5.00



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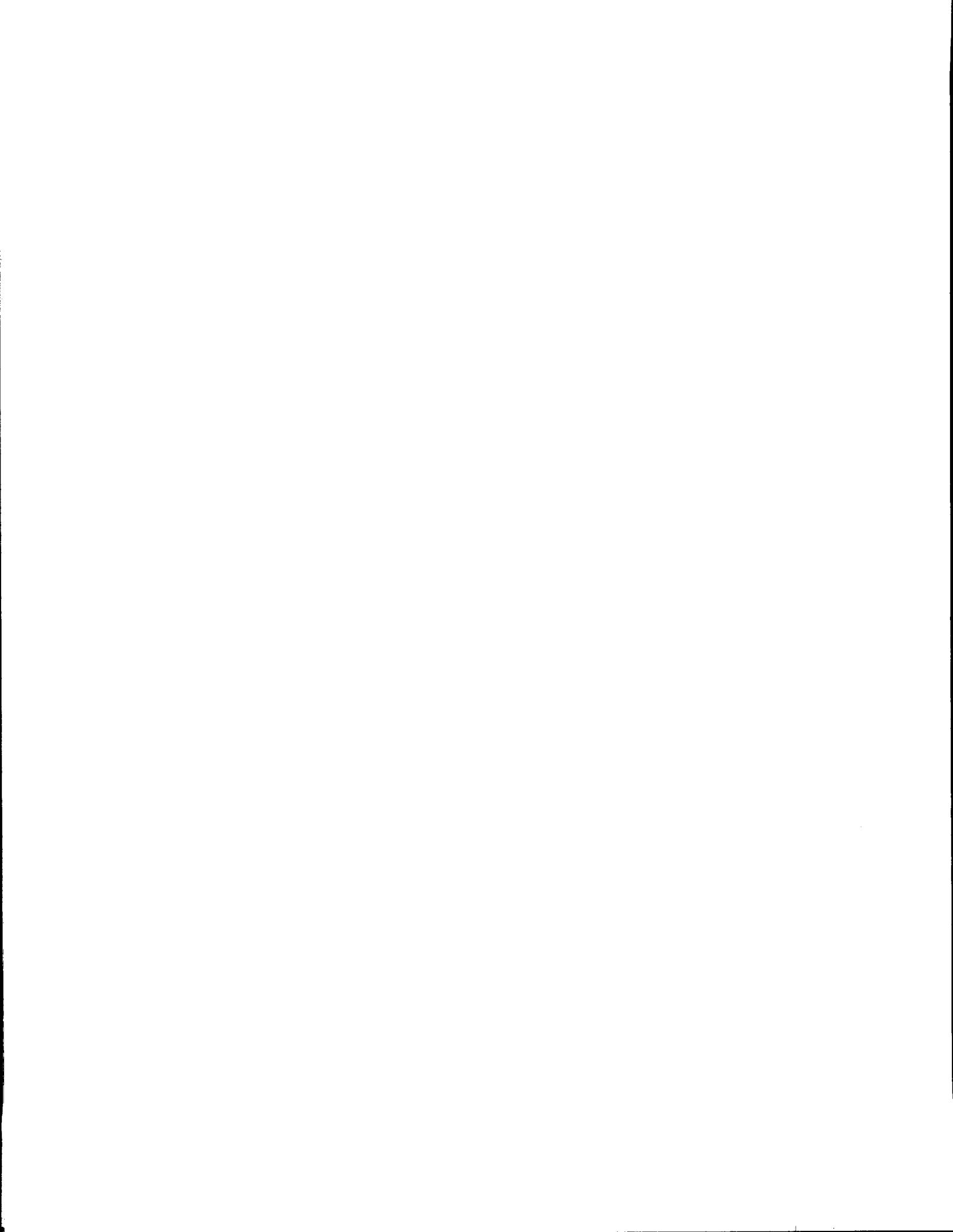
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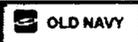
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EXHIBIT 13
to
Declaration of Neil B. Friedman in Support of
Opposer's Response and Objection to Applicant's Motion for Summary Judgment and
Opposer's Cross Motion for Summary Judgment

Opposition No. 91189629

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2. **Cloud Star**
Buddy Rinse, Lavender & Mint Pet Conditioner - 19 fl oz
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3. **Cloud Star**
Buddy Splash Conditioner, Lavender & Mint - 4 fl oz
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4. **Cloud Star**
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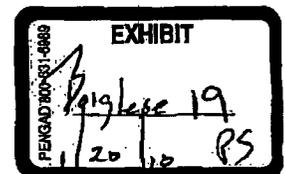


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in stock
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product name	size	savings	Price	buy
Cloud Star <u>Buddy Wash, Lavender & Mint Dog Shampoo</u> ★★★★★ (170) in stock Save to your list™	19 fl oz	Buy 2, Save \$2 save 25% (\$2.50)	\$7.49	Buy
Cloud Star <u>Buddy Rinse, Lavender & Mint Pet Conditioner</u> ★★★★★ (54) in stock Save to your list™	19 fl oz	Buy 2, Save \$2 save 25% (\$2.50)	\$7.49	Buy

Buy 2, Save

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	Cloud Star <u>Buddy Splash Conditioner,</u> <u>Lavender & Mint</u> ★★★★☆ (16) in stock <u>Save to your list™</u>	4 fl oz	\$2	save 33% (\$1.96)	\$3.99	
	Cloud Star <u>Buddy Wash, Green Tea &</u> <u>Bergamot</u> ★★★★☆ (29) in stock <u>Save to your list™</u>	19 fl oz	Buy 2, Save \$2	save 25% (\$2.50)	\$7.49	
	Bio-Groom <u>Waterless Bath, No Rinse</u> <u>Shampoo For Dogs and Cats</u> ★★★★☆ (4) in stock <u>Save to your list™</u>	8 fl oz		save 40% (\$4.00)	\$5.99	
	Castor & Pollux <u>All Natural Head to Tail Pet</u> <u>Shampoo, Aloe Oatmeal</u> ★★★★☆ (13) in stock <u>Save to your list™</u>	12 fl oz			\$6.99	
	Cloud Star <u>Buddy Boo Boo Skin Care</u> ★★★★☆ (8) in stock <u>Save to your list™</u>	4 fl oz	Buy 2, Save \$2	save 27% (\$3.00)	\$7.99	
	Nature's Dog by Canus <u>Fresh Goat's Milk All Natural</u> <u>Shampoo</u> ★★★★☆ (4) in stock <u>Save to your list™</u>	16 oz		save 5%	\$9.49	
	Nature's Dog by Canus <u>Fresh Goat's Milk Lotion-Based</u> <u>All Purpose Pet Wipes</u> ★★★★☆ (2) in stock <u>Save to your list™</u>	70 ea		save 17% (\$1.50)	\$7.49	
	Sulfodene <u>Medicated Shampoo &</u> <u>Conditioner for Dogs</u> ★★★★☆ (5) in stock <u>Save to your list™</u>	12 fl oz		save 20% (\$2.00)	\$7.99	
	Fresh'n Clean <u>Flea & Tick Shampoo For Dogs &</u> <u>Cats, Scented</u> ★★★★☆ (4)	18 fl oz			\$4.99	

in stock
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Adams Plus
Flea and Tick Shampoo
 ★★★★★ (4)
 in stock
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12 fl oz **On Sale!** save 40% **\$10.79** **Buy**
 (\$7.20)



Nature's Dog by Canus
Fresh Goat's Milk All Natural
Shampoo Bar
 ★★★★★ (1)
 in stock
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5 oz save 25% **\$2.99** **Buy**
 (\$1.00)



Rapid Bath
Hypo Allergenic Shampoo Refill
 in stock
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3 ea save 30% **\$6.99** **Buy**
 (\$3.00)



Ark Naturals
Neem "Protect" Shampoo
 ★★★★★ (1)
 in stock
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8 fl oz **\$9.99** **Buy**

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This week's topseller:

Cloud Star
Buddy Wash, Lavender & Mint Dog
 Shampoo - 19 fl oz
 in stock

★★★★☆ (170)

Say good-bye to dirty dogs. Your four-legged pal will be fresh as a daisy with soothing Buddy Wash. Its natural herbs and oils leave your furry friend's coat deodorized, moisturized, and rejuvenated.

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 save 25% (\$2.50)

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product name	size	savings	Price	buy
Rapid Bath Oatmeal Soothing Shampoo Refill ★★★★★ (1) in stock Save to your list™	3 ea	save 35% (\$3.50)	\$6.49	Buy
Ark Naturals Neem Protect Spray ★★★★★ (2) in stock Save to your list™	8 fl oz	Buy 2, Save \$2	\$10.49	Buy
Paws for Thought	1 ea		\$179.99	Buy

	Booster Bath in stock Save to your list™				
	Paws for Thought Booster Bath Ramp in stock Save to your list™	1 ea		\$79.99	Buy
	PetZen Woof Ah Portable All In One Bath Caddy in stock Save to your list™	1 ea		\$49.99	Buy
	Rapid Bath Pet Bathing System ★★★★★ (2) in stock Save to your list™	1 ea	save 13% (\$7.01)	\$47.99	Buy
	PetZen Woof-Ah Bath Mitt ★★★★★ (1) in stock Save to your list™	1 ea	save 12% (\$3.00)	\$21.99	Buy

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This week's topseller:



Neutrogena Clean
 Shampoo, Replenishing - 10.1 fl oz
 in stock
 ★★★★★: (63)
 Replenishes Moisture to Improve Hair and
 Add Shine Rinses Clean Without Build-Up.
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our price: \$4.99 [Buy](#)

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	product name	size	savings	Price	buy
	Neutrogena Clean Shampoo, Replenishing ★★★★★: (63) in stock Save to your list™	10.1 fl oz		\$4.99	Buy
	Flex Shampoo, Extra Body ★★★★★: (56) in stock Save to your list™	15 fl oz	Buy 1, Get 1 50% off	\$2.99	Buy
	Zincon Medicated Dandruff	8 fl oz	save 26% (\$2.50)	\$6.99	Buy

Shampoo
 ★★★★★ (31)
 in stock
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 **Jhirmack** 20 fl oz \$5.39 
Shampoo, Silver oz
Brightening
 ★★★★★ (48)
 in stock
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 **Flex** 15 fl oz Buy 1, Get 1 50% off \$2.99 
Shampoo, oz
Frequent Use with
Balsam and
Protein
 ★★★★★ (32)
 in stock
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 **Psssst** 4 oz \$5.99 
Instant Spray
Shampoo,
Unscented
 ★★★★★ (105)
 temporarily
 unavailable from
 manufacturer -
 will ship in 1-2
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 **Aveeno Baby** 8 fl oz save 10% \$4.29 
Wash & Shampoo
 ★★★★★ (35)
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 **Nizoral** 7 fl oz \$15.49 
Anti-Dandruff
Shampoo
 ★★★★★ (126)
 in stock
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 **Neutrogena** 6 fl oz \$5.59 
Shampoo
Shampoo, Anti-
Residue Formula
 ★★★★★ (65)
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 **Neutrogena** 8.45 fl
Triple Moisture oz
 Dry Scalp
 Soothing
 Shampoo
 ★★★★★ (31)
 in stock
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save 6% \$6.99 

 **Aquaphor** 8.4 fl
Baby Gentle oz **SALE**
 Wash & Shampoo
 ★★★★★ (8)
 in stock
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save 15% \$5.35 

 **Head &** 23.7 fl
Shoulders oz Buy 1, Get 1 50% off \$7.99 
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 Dandruff
 Shampoo
 ★★★★★ (13)
 in stock
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 **UltraSwim** 7 fl oz save 6% \$4.99 
Chlorine Removal
 Shampoo
 ★★★★★ (58)
 in stock
 Save to your
 list™

 **Johnson's Baby** 15 fl
Head-to-Toe oz **COUPON** \$4.29 
Baby Wash,
Original
 ★★★★★ (33)
 in stock
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AVAILABLE

 **Avalon Organics** 14 fl
Shampoo, oz Buy 1, Get 1 50% off \$9.79 
Thickening,
Biotin B-
Complex
 ★★★★★ (65)
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all conditioners

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This week's topseller:

Neutrogena
Triple Moisture Daily Deep Conditioner -
8.45 fl oz
in stock
★★★★★ (119)
The daily conditioner with deep moisture benefits for soft, smooth, totally touchable hair all day.
[Save to your list™](#)

suggested: \$6.58
our price: \$6.19 [Buy](#)
save 6%

Show products in brand:

Sort by:

top brands: [Clairol](#) [Neutrogena](#) [Aussie](#) [L'Oreal](#)

Page: of 25

product name	size	savings	Price	buy
Neutrogena Triple Moisture Daily Deep Conditioner ★★★★★ (119) in stock Save to your list™	8.45 fl oz	save 6%	\$6.19	Buy
Neutrogena Clean Conditioner, Replenishing ★★★★★ (30) in stock Save to your list™	10.1 fl oz		\$4.99	Buy
Desert Essence Jojoba Oil for Hair, Skin & Scalp ★★★★★ (81)	4 fl oz	On Sale! save 20% (\$2.45)	\$9.80	Buy

in stock
 Save to your list™

	Pantene Pro-V <u>Split End Prevention. Leave-In</u> <u>Cream Moisture Protection</u> ★★★★★ (31) in stock Save to your list™	10.2 fl oz	Buy 1, Get 1 50% off	\$4.49	
---	---	---------------	-------------------------	--------	---

	Aussie <u>3 Minute Miracle. Sydney</u> <u>Smooth Treatment</u> ★★★★★ (70) in stock Save to your list™	8 fl oz	Buy 1, Get 1 50% off	\$4.29	
---	---	---------	-------------------------	--------	---

	Pantene Pro-V <u>Moisture Renewal Conditioner</u> ★★★★★ (7) temporarily out of stock - will ship in 1-2 weeks Save to your list™	25.4 fl oz	Buy 1, Get 1 50% off	\$8.49	
---	--	---------------	-------------------------	--------	---

	Neutrogena T-Gel <u>Treatment Conditioner</u> ★★★★★ (25) in stock Save to your list™	4.4 fl oz		\$6.29	
---	---	--------------	--	--------	---

	Free & Clear <u>Conditioner, Sensitive Skin and</u> <u>Scalp</u> ★★★★★ (18) in stock Save to your list™	8 fl oz	save 10%	\$7.99	
---	---	---------	----------	--------	---

	Aussie <u>Leave-In Conditioner, Hair</u> <u>Insurance</u> ★★★★★ (64) in stock Save to your list™	8 fl oz	Buy 1, Get 1 50% off	\$4.29	
---	--	---------	-------------------------	--------	---

	Alberto VO5 <u>Sheer Hairdressing Weightless</u> <u>Leave-In Anti-Frizz & Shine</u> <u>Creme</u> ★★★★★ (46) in stock Save to your list™	4 oz	Buy 1, Get 1 50% off	\$5.99	
---	--	------	-------------------------	--------	---

	L'Oreal Vive Pro for Men <u>Daily Thickening 2-in-1</u> <u>Shampoo & Conditioner. for</u> <u>Fine/Thinning Hair</u> ★★★★★ (6) in stock Save to your list™	13 fl oz		\$5.29	
---	--	----------	--	--------	---



	UltraSwim Ultra Repair Conditioner ★★★★☆ (17) in stock Save to your list™	7 fl oz		\$4.99	Buy
	Avalon Organics Conditioner, Thickening, Biotin B-Complex ★★★★☆ (26) in stock Save to your list™	14 fl oz	Buy 1, Get 1 50% off	\$10.49	Buy
	Flex Triple Action Moisturizing Conditioner, Balsam & Protein ★★★★☆ (20) in stock Save to your list™	15 fl oz	Buy 1, Get 1 50% off	\$2.99	Buy
	L'Oreal Kids Kids Extra Gentle Conditioner, Grape ★★★★☆ (19) in stock Save to your list™	9 fl oz		\$3.49	Buy

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body sprays for men

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This week's topseller:

AXE
Deodorant Bodyspray For Men, Phoenix - 4 oz
in stock
★★★★☆ (18)
[Save to your list™](#)

regularly: \$5.29
our price: \$4.49 [Buy](#)
save 15%

Show products in brand:

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Page: 1 of 2

product name	size	savings	Price	buy
 AXE <u>Deodorant Bodyspray For Men, Phoenix</u> ★★★★★ (18) in stock Save to your list™	4 oz	On Sale! save 15%	\$4.49	Buy
 TAG <u>Body Spray for Men, Stay Up</u> ★★★★★ (10) in stock Save to your list™	3.5 oz	Buy 4, Save \$4 save 10%	\$4.49	Buy
 AXE <u>Deodorant Bodyspray For Men, Dark Temptation</u> ★★★★★ (9) in stock Save to your list™	4 oz		\$4.99	Buy
TAG <u>Body Spray for Men, Get Yours</u>	3.5 oz	Buy 4, Save \$4 save 10%	\$4.49	Buy



★★★★★ (16)
in stock
[Save to your list™](#)



Brut 6 oz \$4.49 [Buy](#)
Anti-Perspirant and Deodorant Spray, Original
★★★★★ (1)
in stock
[Save to your list™](#)



AXE 4 oz \$4.99 [Buy](#)
Deodorant Bodyspray For Men, Recovery
★★★★☆ (1)
in stock
[Save to your list™](#)



AXE 4 oz \$4.99 [Buy](#)
Deodorant Bodyspray For Men, Instinct
in stock
[Save to your list™](#)



AXE 4 oz **save 12%** \$5.29 [Buy](#)
Deodorant Bodyspray For Men, Proximity, Bergamot
★★★★★ (2)
in stock
[Save to your list™](#)



Adidas 4 oz **Buy 4, Save \$4 save 7%** \$4.29 [Buy](#)
24 Hour Fresh Power, Deep Energy
★★★★★ (2)
in stock
[Save to your list™](#)



AXE 4 oz \$5.39 [Buy](#)
Deodorant Bodyspray For Men, Essence
★★★★☆ (9)
in stock
[Save to your list™](#)



AXE 4 oz \$5.39 [Buy](#)
Deodorant Bodyspray For Men, Kilo
★★★★☆ (15)
in stock
[Save to your list™](#)



AXE 4 oz \$5.39 [Buy](#)
Deodorant Bodyspray For Men, Touch
★★★★★ (7)
in stock
[Save to your list™](#)



Old Spice Red Zone 4 oz **save 10%** \$4.49 [Buy](#)
Deodorant Body Spray, After Hours



 ★★★★★ (1)
in stock
[Save to your list™](#)

 **Old Spice Red Zone** 4 oz save 10% \$4.49 
Deodorant, Pure Sport, Pure Sport
★★★★★ (1)
in stock
[Save to your list™](#)

 **AXE** 4 oz \$4.99 
Deodorant Bodyspray For Men,
Fever
★★★★★ (3)
in stock
[Save to your list™](#)

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body sprays for women

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This week's topseller:



Dove go fresh
Body Mist, Cool Essentials Cucumber & Green Tea Scent - 3 fl oz
in stock
★★★★☆ (23)
[Save to your list™](#)

suggested: \$4.99
our price: \$4.49 [Buy](#)
save 10%

Show products in brand:

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Sort by:

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product name	size	savings	Price	buy
Dove go fresh <u>Body Mist, Cool Essentials Cucumber & Green Tea Scent</u> ★★★★★ (23) in stock Save to your list™	3 fl oz	save 10%	\$4.49	Buy
Jean Nate <u>After Bath Splash Mist, Original</u> ★★★★★ (16) in stock Save to your list™	8 fl oz	save 12%	\$6.99	Buy
Dove go fresh <u>Body Mist, Energizing Grapefruit & Lemongrass Scent</u> ★★★★★ (27) in stock Save to your list™	3 fl oz	save 10%	\$4.49	Buy
Dove go fresh <u>Body Mist, Refreshing Waterlily & Freshmint Scent</u>	3 fl oz	save 10%	\$4.49	Buy

★★★★☆ (14)
in stock
[Save to your list™](#)

 **Weleda** 3.4 fl oz \$15.00 [Buy](#)
Wild Rose Deodorant Spray oz

★★★★☆ (19)
in stock
[Save to your list™](#)

 **Degree Women** 3 oz \$4.99 [Buy](#)
**Fine Fragrance Body Mist, Sexy
Intrigue**

★★★★☆ (3)
in stock
[Save to your list™](#)

 **Jason Natural Cosmetics** 2 fl oz \$13.49 [Buy](#)
**Pure Beauty Oil, 45,000 IU
Vitamin E**

★★★★☆ (11)
in stock
[Save to your list™](#)

 **Degree Women** 3 oz \$4.99 [Buy](#)
**Fine Fragrance Body Mist,
Delicious Bliss**

★★★★☆ (3)
in stock
[Save to your list™](#)

 **Indigo Wild** 4 fl oz \$10.79 [Buy](#)
Zum Mist, Sandalwood-Citrus

★★★★☆ (5)
in stock
[Save to your list™](#)

 **Miso Pretty** 4 oz **save 10%** \$8.99 [Buy](#)
Body Mist, Peony Scent (\$1.00)

★★★★☆ (3)
in stock
[Save to your list™](#)

 **Dove go fresh** 3 fl oz \$4.99 [Buy](#)
Body Mist, Burst

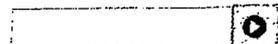
★★★★☆ (3)
in stock
[Save to your list™](#)

 **Love's** 2.5 oz \$5.50 [Buy](#)
Berry Sweet All Over Body Spray

★★★★★ (1)
in stock
[Save to your list™](#)

 **Degree Women** 3 oz \$4.99 [Buy](#)
**Fine Fragrance Body Mist, Classic
Romance**

★★★★☆ (3)



in stock
[Save to your list™](#)



Indigo Wild 4 fl oz
[Zum Mist, Frankincense & Myrth](#)
 ★★★★★ (11)
 in stock
[Save to your list™](#)

4 fl oz

\$10.79 [Buy](#)

Indigo Wild 4 fl oz
[Zum Mist, Lavender-Lemon](#)
 ★★★★★ (7)
 in stock
[Save to your list™](#)

4 fl oz

\$10.79 [Buy](#)

Love's 2.5 oz
[Sugar Kiss All Over Body Spray](#)
 ★★☆☆☆ (4)
 in stock
[Save to your list™](#)

2.5 oz

\$5.50 [Buy](#)

Scientific Explorer 1 ea
[Perfumery Science Kit Ages 6+](#)
 ★★★★★ (1)
 in stock
[Save to your list™](#)

1 ea

\$19.99 [Buy](#)

Scientific Explorer 1 ea
[Ultimate Spa and Perfume Kit](#)
 Ages 9+
 in stock
[Save to your list™](#)

1 ea

\$25.99 [Buy](#)

Caldrea 8 fl oz
[Fiddlehead Fern Body Mist](#)
 in stock
[Save to your list™](#)

8 fl oz

\$15.00 [Buy](#)

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Search Results | Walgreens | Walgreens Pet Care | Dog Shampoo

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Walgreens

Search Results

Your search for "dog shampoo" returned 7 results.

Refine Your Results

Product Category: **Products (6) Articles and Videos (1)**

Cats (4)

Product Type

Grooming (3)

Flea (2)

Tick & Deworming (2)

Litter Box (1)

Brand

Best Pet Health (1)

Canus (2)

Hartz (2)

Scratchex (1)

Price

\$3 to \$15

Special Values

Web Exclusive (3)

Clear all selections

View: Grid List Online In-Store

Sort By: Top Sellers

	<p>Scratchex Flea and Tick Shampoo for Dogs & Cats Size/Count 8.0oz</p> <p>Availability: <input checked="" type="checkbox"/> Online Free Shipping Eligible <input checked="" type="checkbox"/> In Store Find in Store Ships in 1 to 2 business days</p>	<p>Price \$4.99</p> <p>ADD TO CART</p> <p>Save to Shopping List</p>
	<p>Hartz Ultra Guard Rid Flea & Tick Shampoo for Dogs Fresh Scent Size/Count 18.0oz</p> <p>Availability: <input checked="" type="checkbox"/> Online Free Shipping Eligible <input checked="" type="checkbox"/> In Store Find in Store Ships in 1 to 2 business days</p>	<p>Price \$5.99</p> <p>ADD TO CART</p> <p>Save to Shopping List</p>
	<p>Canus Natures Dog Fresh Goats Milk All Natural Pet Shampoo Bar</p>	<p>Price \$3.09</p>

Didn't find what you were looking for?

Suggest a Product

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	<p>Availability: <input checked="" type="checkbox"/> Online Free Shipping Eligible <input type="checkbox"/> In Store Not Sold in Stores Ships in 1 to 2 business days</p>	<p>Save to Shopping List</p>
<p>★★★★★</p> 	<p>Canus Natures Dog Fresh Goats Milk All Natural Pet Shampoo Size/Count 15.0oz</p> <p>Price \$12.99</p> <p>ADD TO CART</p> <p>Save to Shopping List</p>	
	<p>Best Pet Health Oatmeal Shampoo - Two Pack Size/Count 32.0oz</p> <p>Price \$14.99</p> <p>ADD TO CART</p> <p>Save to Shopping List</p>	
	<p>Hart's Living Groomer's Best 2 in 1 Conditioning Shampoo for All Skin Types. Tropical Fruit Fragrance Size/Count 18.0oz</p> <p>Price \$5.49</p> <p>ADD TO CART</p> <p>Save to Shopping List</p>	

View: Grid List

6 Items

Sort By: [Top Sellers](#)

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 http://www.walgreens.com/store/catalog/Beauty/Hair-Care-/Shampoo?ID=310619&nav=Count=3&navAction=push&nav=310619-bar3

Walgreens
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 Free Shipping with your \$50 purchase shopping list cart 0

Clear all selections
 Shampoo
 You've Selected 356 Items Sort by: Top Sellers Items Per Page 12
 view Grid List Online

Refine Your Results
 Product Type
 Dandruff/Psoriasis Hair Care (53)
 Color Enhancing Shampoo (32)
 Dry/Damaged Hair Shampoo (25)
 Ethnic Hair Shampoo (23)
 Volumizing Shampoo (23)
 Normal Hair Shampoo (22)
 Moisturizing Shampoo (21)
 Moisturizing/Hydrating (20)
 Shampoo Plus Conditioner (19)
 Moisturizing Conditioner (18)
 Anti-Frizz Shampoo (15)
 Hair Care - Baby/Kids (12)
 Clarifying/Frequent Use Shampoo (10)
 Shampoo/Conditioner for Men (9)
 Normal Hair (8)
 Curly/Wavy Hair Shampoo (8)
 Color Enhancing & Color Treated (7)
 Strengthening Shampoo (7)
 Body Enhancing/Volumizing (5)
 Smoothing/Anti-Frizz (3)
 No Rinse Hair Cleansers (3)
 Dry/Damaged Hair (2)
 Curly/Wavy Hair (2)
 Body Wash & Gels for Men (1)
 Dry/Damaged Hair Conditioner (1)

Jhirmack Brightening Shampoo, Silver
 Size/Count 20.9oz
 Availability:
 ✓ Online Free Shipping Eligible
 ✓ In Store Not Sold in Stores
 Ships in 1 to 2 business days
 Price \$3.99
 ADD TO CART
 Save to Shopping List

Pantene Pro-V Ice Shine Shampoo
 Size/Count 25.4oz
 Availability:
 ✓ Online Find in Store
 ✓ In Store
 Ships in 1 to 2 business days
 Regular \$6.99
 Sale \$5.99 ea.
 ADD TO CART
 Save to Shopping List

Head & Shoulders Dry Scalp Care Dandruff Shampoo
 Size/Count 23.7oz
 Availability:
 ADD TO CART
 Save to Shopping List

start

Hair Care (3)
Dry/Damaged Hair (3)
Scalp Care - Ethnic Hair Care (3)
Leave-In/Strengthening (3)
Smoothing/Anti-Frizz (2)
Curly/Wavy Hair (2)
Strengtheners - Ethnic Hair Care (2)
Dressings & Oils - Ethnic Hair Care (2)
Hairspray (1)
Dandruff/Psoriasis Hair Care (1)
Accessories (1)
Ethnic Hair Shampoo (1)
Sheen & Polish (1)
Braids (1)
Locks (1)
Weaves (1)
John Frieda (1)



Brand

- AFRICAN ROYALE (1)
- Africa's Best (16)
- African Pride (2)
- Alberto VO5 (5)
- Aloe Vesta (1)
- Aussie (3)
- Aveda (2)
- Aveeno (4)
- BB (6)
- BB (1)
- BURT'S BEES (3)
- BioSilk (1)
- Blue Magic (2)
- Bumble and bumble (3)
- Bumble and bumble. (1)
- CHI (2)
-



- NEXXUS (7)
- NEXXUS (2)
- Neutrogena (4)
- Nioxin (2)
- Organic Root Stimulator (10)
- Organix (5)
- PAUL MITCHELL (2)
- PUREOLOGY (1)
- Pantene (6)
- Pantene Pro-V (23)
- Perm Repair (1)
- Pro-Line (4)
- Profectiv (9)
- Pureology (1)
- Queen Helene (2)
- Rasta Locks & Twist (1)
- Redken (30)
- Royal Crown (1)
- Scurl (1)
- Smooth 'N Shine (1)
- Soft & Beautiful (7)
- Soft & Precious (2)
- SoftSheen CarSon (15)
- SoftSheen-Carson (1)
- Softee (7)
- Spartan (1)
- Straight Arrow (1)
- Suave (5)
- TIGI (7)
- TRESemme (4)
- Vitapointe (1)
- Walgreens (2)
- White Rain (3)





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Pharmacy

Medication Summaries (0)
 Health & Drug Info (0)

Sort results by:
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Items per page:
 20

Page:
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Categories

All Categories (0)

View

All Products (0)

FSA Eligible (0)
 Natural Product (0)
 New Items (0)
 On Sale (0)
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Brands

All Brands (0)

Help Topics

All Topics (0)

Shop Results (10)

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Best Pet Health
 Best Pet Health Puppy Tearless Shampoo for Dogs Green Apple & Pear Scent

Size: 16.0 OZ Weight: 1.12 LBS Unit Price: \$6.99 QTY: 1

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 ONLINE ONLY
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Nature's Dog
 Canus Nature's Dog Fresh Goat's Milk Shampoo Bar

Size: 5.0 OZ Weight: NA Unit Price: \$3.99 QTY: 1

FREE standard shipping eligible
 ONLINE ONLY
[Similar Items](#)

Add to Cart >
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Canus
 Canus Nature's Dog Moisturizing Shampoo with Cedarwood Oil

Size: 16.0 OZ Weight: 1.19 LBS Unit Price: \$11.99 QTY: 1

FREE standard shipping eligible
 ONLINE ONLY
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Canus
 Canus Nature's Dog Puppy Shampoo with Lavender Oil

Size: 16.0 OZ Weight: 1.19 LBS Unit Price: \$11.99 QTY: 1

FREE standard shipping eligible
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Hartz
 Hartz Groomer's Best Oatmeal Shampoo For Sensitive Skin

Size: 18.0 OZ Weight: 1.47 LBS Unit Price: \$5.49 QTY: 1

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Hartz
Hartz Puppy Shampoo, Gentle
Jasmine

18.0 OZ 1.49 LBS \$5.29 1

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Canus
Canus Nature's Dog Oatmeal
Shampoo with Lavender &
Cedarwood Oils

16.0 OZ 1.19 LBS \$11.99 1

FREE standard shipping eligible
ONLINE ONLY
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Hartz
Hartz Groomer's Best 3 In 1
Conditioning Shampoo Tropical Fruit
Fragrance

18.0 OZ 1.47 LBS \$5.29 1

FREE standard shipping eligible
[Similar Items](#)

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Petcentral
Petcentral Oatmeal White Tea &
Ginger Shampoo for Dogs and Cats

16.0 OZ 1.17 LBS \$6.99 1

FREE standard shipping eligible
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Hartz
Hartz Rid Flea & Tick Shampoo for
Dogs Fresh Scent

18.0 OZ 1.39 LBS \$4.69 1

FREE standard shipping eligible
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Shampoo

Refine By:

Looking for Shampoo products? Browse the CVS/pharmacy Shampoo aisle or enter the specific product you're looking for in the Search field.

View

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- On Sale(0)

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- All Brands(18)
- Amplify
- Aveda
- Bed Head

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Related Sub-categories:

Sort by: Name A-Z Items per page: 20 Page: 1 of 4



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Item	Size	Weight	Unit Price	QTY
 Amplify Matrix Amplify Volumizing Shampoo FREE standard shipping eligible	13.5 OZ	NA	\$18.49	1
Add to Cart > Save to List >				
 Aveda Aveda Rosemary Mint Shampoo FREE standard shipping eligible ONLINE ONLY	8.5 OZ	NA	\$13.99	1
Add to Cart > Save to List >				
 Bed Head Bed Head Control Freak Shampoo FREE standard shipping eligible	13.5 OZ	NA	\$11.49	1
Add to Cart > Save to List >				
 Bed Head Bed Head Moisture Maniac Shampoo FREE standard shipping eligible	13.5 OZ	NA	\$11.49	1
Add to Cart > Save to List >				
 Bed Head Bed Head Self Absorbed Shampoo FREE standard shipping eligible	13.5 OZ	NA	\$11.49	1
Add to Cart > Save to List >				

	<p>Bed Head Bed Head Dumb Blonde Shampoo</p> <p>FREE standard shipping eligible</p>	13.5 OZ	NA	\$12.49	<p>Add to Cart ></p> <p>Save to List ></p>
	<p>Biologie Biologie Normalizing Shampoo</p> <p>FREE standard shipping eligible</p>	16.9 OZ	NA	\$17.99	<p>1</p> <p>Add to Cart ></p> <p>Save to List ></p>
	<p>Biologie Biologie Color Care Shampoo</p> <p>FREE standard shipping eligible</p>	16.9 OZ	NA	\$17.49	<p>1</p> <p>Add to Cart ></p> <p>Save to List ></p>
	<p>Biosilk Biosilk Silk Therapy Shampoo</p> <p>FREE standard shipping eligible</p>	12.0 OZ	NA	\$12.99	<p>1</p> <p>Add to Cart ></p> <p>Save to List ></p>
	<p>Bumble & bumble Bumble And Bumble Alojoba Shampoo</p> <p>FREE standard shipping eligible</p>	8.0 OZ	NA	\$26.49	<p>1</p> <p>Add to Cart ></p> <p>Save to List ></p>
	<p>Bumble & bumble Bumble And Bumble Gentle Shampoo</p> <p>FREE standard shipping eligible</p>	8.0 OZ	NA	\$24.99	<p>1</p> <p>Add to Cart ></p> <p>Save to List ></p>
	<p>Bumble & bumble Bumble And Bumble Seaweed Shampoo</p> <p>FREE standard shipping eligible</p>	8.0 OZ	NA	\$19.99	<p>1</p> <p>Add to Cart ></p> <p>Save to List ></p>
	Bumble & bumble	8.0 OZ	NA	\$25.49	1



Bumble And Bumble Thickening Shampoo

FREE standard shipping eligible

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Cristophe
Cristophe Beverly Hills Volumizing Shampoo

FREE standard shipping eligible

10.0 OZ 0.08 LBS \$7.99

OUT OF STOCK
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Cristophe
Cristophe Beverly Hills Hydrating Shampoo

FREE standard shipping eligible

10.0 OZ 0.33 LBS \$7.99

OUT OF STOCK
[Add to Cart >](#)

[Save to List >](#)



Cristophe
Cristophe Beverly Hills Color Extending Shampoo

FREE standard shipping eligible

10.0 OZ 0.41 LBS \$7.99

OUT OF STOCK
[Add to Cart >](#)

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Cristophe
Cristophe Beverly Hills Anti-Frizz Shampoo

FREE standard shipping eligible

10.0 OZ 0.77 LBS \$7.99

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[Save to List >](#)



Curl.life
Matrix Curl.Life Shampoo

FREE standard shipping eligible

13.5 OZ NA \$18.49

[Add to Cart >](#)

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Ellin LaVar
Ellin Lavar Textures Optimoist Shampoo

FREE standard shipping eligible

12.0 OZ 0.88 LBS \$7.99

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John Frieda Luxurious Volume
John Frieda Luxurious Volume Thickening Shampoo

8.45 OZ 0.58 LBS \$6.99

[Add to Cart >](#)



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Pet - Grooming & Health Care

Refine By:

Categories

Pet

Dog

Grooming & Health Care

Brand

Advantage (4)

Best Pet Health (6)

Frontline (4)

Hartz (2)

Hueter Toledo (1)

me4kidz (1)

Paws For Thought (1)

Richell USA (1)

Price

less than \$50 (19)

\$100 - \$500 (1)

featured items



★★★★★
[Best Pet Health Hip & Joint Plus 300 Count...](#)
\$28.99



★★★★☆
[Frontline Plus Flea and Tick Drops For Dogs...](#)
\$34.99



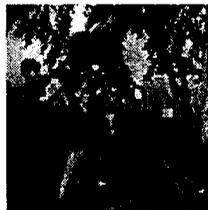
★★★★★
[Frontline Plus Flea and Tick Drops For Dogs &...](#)
\$32.99



★★★★☆
[Frontline Plus Flea and Tick Drops For Dogs...](#)
\$32.99

1-16 of 20 products sort by: price high to low GO

1 2 >> view all



★★★★★
[Hot Buy Booster Bath Dog Bath](#)
\$129.99



Richell USA
[Paw Trax Puppy Pads](#)
\$49.99



★★★★★
[Advantage Flea Drops For Dogs 0-11 lbs.](#)
\$39.99



Advantage
[Flea Drops For Dogs 11-20 lbs.](#)
\$39.99



Advantage
[Flea Drops For Dogs 21-55 lbs.](#)
\$39.99



Advantage
[Flea Drops For Dogs Over 55 lbs.](#)
\$39.99



★★★★★
[Doggie Dooley 3016D Dog Waste Disposal System](#)
\$37.99



★★★★☆
[Frontline Plus Flea and Tick Drops For Dogs...](#)
\$34.99



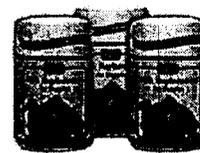
★★★★★
[Frontline Plus Flea and Tick Drops For Dogs...](#)
\$34.99



★★★★★
[Frontline Plus Flea and Tick Drops For Dogs &...](#)
\$32.99



★★★★★
[Frontline Plus Flea and Tick Drops For Dogs...](#)
\$32.99



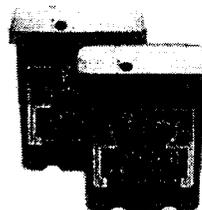
[Hartz Milk Replacement for Puppies](#)
\$29.99



★★★★★
[Best Pet Health Hip & Joint Plus 300 Count...](#)
\$28.99



★★★★★
[Hartz Shed Care For Dogs](#)
\$24.99



★★★★★
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★★★★★
[Best Pet Health Probiotics with Wild Salmon Oil 32...](#)
\$19.99

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Price

\$10 - \$20 (2)

\$20 - \$30 (5)

\$30 - \$40 (1)

1-8 of 8 results

sort by: best match



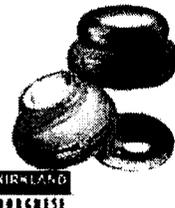
★★★★☆
 Kirkland Signature™
 by Borghese
 Lash Defining...
 \$16.99



★★★★★
 Kirkland Signature™
 by Borghese
 Age-Defying...
 \$18.99



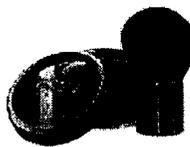
★★★★★
 Kirkland Signature™ by
 Borghese
 Sheer Foundation
 \$21.99



★★★★★
 Kirkland Signature™
 by Borghese
 \$21.99



★★★★★
 Kirkland Signature™
 by Borghese
 \$21.99



★★★★☆
 Kirkland Signature™
 by Borghese
 Mineral Loose...
 \$25.99



★★★★★
 Kirkland Signature™
 by Borghese
 Age-Defying...
 \$26.99



★★★★★
 Kirkland Signature™
 by Borghese
 Beauty Basics...
 \$31.99

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KIRKLAND
BORGHESE

MORE VIEWS

**Kirkland Signature™
by Borghese
Age-Defying Protective Moisture
Lotion**

SPF 15
3.4 oz
Item # 257311

Rated ★★★★★ (out of 15 reviews)

Share this Product:

\$18.99

Shipping & Handling included *

The estimated delivery time will be approximately 7 - 10 business days from the time of order.

Qty: 1

ADD TO CART

Product Recommendations



Kirkland Signature™ by Borghese Mineral Loose Powder Foundation
\$25.99



Kirkland Signature™ by Borghese Lash Defining Mascara
\$16.99



Women's Designer Fragrances

Product Details Shipping & Terms Product Reviews (15)

This item may currently be in stock at your local Costco warehouse for immediate purchase at a cash and carry price.

Kirkland Signature™ by Borghese Age-Defying Protective Moisture Lotion SPF 15

Nourish Your Skin. Formulated with Mineral Salts, Sea Salts, and anti-oxidant Vitamin E, this nutritious daily moisturizer helps protect and defend skin from the sun's harmful rays and free radical damage. Light and luxurious, it hydrates all day as it restores a smoother, firmer, more radiant look.

If you are a **Costco Member** and have specific questions regarding the **Kirkland Signature by Borghese** line, please contact us at 1-800-409-0091.

Kirkland Signature products are designed and produced using the finest quality materials and workmanship available.

Every Kirkland Signature product is guaranteed to meet or exceed the quality standards of the leading national brands. If you are not completely satisfied, your money will be refunded.

Standard shipping via UPS Ground is included in the quoted price. **The estimated delivery time will be approximately 7 - 10 business days from the time of order.**

Express shipping is via UPS. **The estimated delivery time will be approximately 3 - 5 business days from the time of order.**

Please choose your shipping method at checkout.

An additional Shipping and Handling fee will apply to express shipments. This fee will be quoted at checkout.

*Delivery is available to Alaska, Hawaii and Puerto Rico. An additional Shipping and Handling fee will apply to shipments going to Alaska, Hawaii or Puerto Rico. This fee will be quoted at checkout.

Costco.com products can be returned to any of our more than 500 Costco warehouses worldwide.

Summary of Customer Ratings & Reviews

Overall Rating ★★★★★ 

(out of 15 reviews) [Review this product](#)

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Product Reviews

Choose a sort order 

1 2 3 4 [next >>](#)

Rating: ★★★★★ **Completely exceeded my expectations**

JenH

Location: Indiana

Date: January 8, 2010

"I purchased this moisturizer to use with my Beauty Basics Mineral Color Collection. This collection recommends that you use this moisturizer prior to application. It is worth mentioning that I too have rosacea. This moisturizer went on smoothly, did not irritate my skin. My skin feels hydrated which is saying a lot since winter weather tends to wreck havoc on the skin. I did not notice a heavy scent when applying. This is a great value for the price and amount of product you get."

Was this review helpful to you? [Yes](#) [No](#) ([Report Inappropriate Review](#))

Share this Review:     

Rating: ★★☆☆☆ **Smell strange**

mistymorning

Location: Pleasanton, Ca

Date: November 14, 2009

"The reason I bought this was because I liked the ingredients. But I don't like the strange smell. I prefer non-scented or lightly scented lotions for my face. I hold my breathe while applying it. It's the smell and the texture that bothers me most. The lotion also goes on a bit tacky. I wish it would be creamier and less oily feeling. Also wish the SPF was higher then 15. Since I don't want it to go to waste, I use a few times a week."

Was this review helpful to you? [Yes](#) [No](#) ([Report Inappropriate Review](#))

Share this Review:     

Rating: ★★★★★ **Great Product**

Orquidea

Location: Alexandria VA

Date: September 12, 2009

"I find this product excellent, does wonders to my face, never feel it dry at the end of a longn work shift and my face does not look greasy either. I am also using the serum and the night and eye creams. Also the price is great."

Was this review helpful to you? [Yes](#) [No](#) ([Report Inappropriate Review](#))

Share this Review:     

Rating: ★★★★★ **Great product**

Jinkie

Location: North Reading, MA

Date: August 6, 2009

"Very hydrating. I have sensitive skin and mild rosacea. This does not irritate my skin. Strong scent at first, but disappears quickly. Great value!"

2 of 2 people found this review helpful.

Was this review helpful to you? [Yes](#) [No](#) ([Report Inappropriate Review](#))

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24-hour
collectors event preview

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Choose newly released coins,
authentic sports memorabilia,
limited-edition handbags,
handmade jewelry and more,
before the one-day HSNtv event.

shop Collectors Event preview

Tune in: HSNtv February 10

HSN HSN

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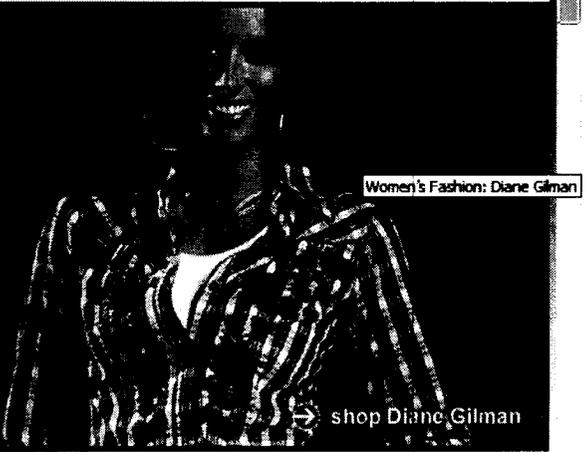
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Jewelry **Fashion** Shoes & Handbags Beauty Kitchen Electronics Home Decor Home Solutions Wellness Fitness Collectibles Crafts Clearance View All

HSN Shopping > Women's Fashion [RSS \(what's this?\)](#)

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 - Carolyn Strauss
 - theme
 - Diane Gilman
 - Tiana B.
 - Larry Levine
 - Alanni Outerwear
 - Anthony Design Originals
 - My Favorite Things with Colleen Lopez
 - Slinky® Brand



fashion

colleen lopez faves
» new arrivals from under \$25

fashion clearance event
» 100s of new markdowns

fashionable in all sizes
» plus-size fashions are here!

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- › Slinky® Brand
- › Completely Me by Liz Lange
- › Very Vollbracht
- › ILLUSION by sherry cassin
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- › City Hearts
- › See All Women's Fashion Brands

Department

- › Dresses
- › Intimates & Sleepwear
- › Women's Jeans
- › Women's Tops
- › Women's Jackets & Blazers
- › Women's Coats & Outerwear
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women's fashion by brand



› Abby Z.



› Carolyn Strauss



› theme®



› Larry Levine

women's fashion by department



› women's tops



› women's coats & outerwear



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› intimates & sleepwear



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hair care



the mane event
Hair care for a good hair day (every day)
 Love your locks with top hair care products & salon-worthy styling essentials.
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- Beauty Boutique

- Brand**
- Serious Skin Care
 - Signature Club A
 - Italian Beauty
 - BED HEAD
 - DESSANGE Paris
 - Carol's Daughter

hair care by brand

1 2 Next >

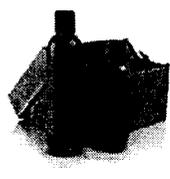


hair care by category

- Category**
- Shampoos
 - Hair Treatments
 - Conditioners
 - Styling Products
 - Hair Styling Tools
 - Hair Coloring
 - Hair Accessories
 - More Hair Care
 - Hair Extensions & Wigs



shampoos



hair treatments



conditioners



styling products

- Savings and Specials**
- Clearance
 - Sale



hair styling tools



hair color



more hair care



hair extensions & wigs

- Special Features**
- New This Week
 - Customer Picks
 - Gift Sets & Kits
 - Only Online
 - AutoShip

- Shop by Price**
- Under \$50
 - Under \$100
 - \$0 - \$24

- Category**
- Home Solutions (9)
 - Jewelry (1)
 - Kitchen & Dining (1)
 - Sports (2)
 - Wellness (1)

- Brand**
- Pet Gear (9)
 - Tony Little (1)

- Shop By Color**
- Black (1)
 - Blue (5)
 - Green (4)
 - Metallic (2)
 - Pink (3)
 - Purple (3)
 - Red (1)
 - Tan (1)

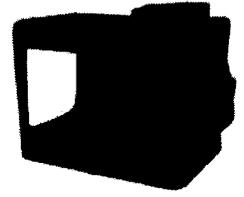
- Shop By Price**
- Under \$50 (1)
 - Under \$100 (7)
 - \$25 - \$49 (1)
 - \$50 - \$99 (6)
 - \$100 - \$199 (4)

- Style**
- Gameday Entertaining (1)

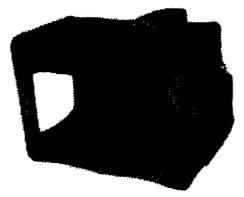
11 matching products

RSS (what's this?)

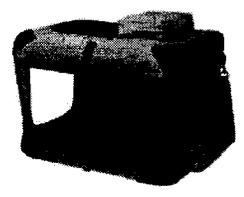
Sort By: **Best Match** | Customer Ratings | Newest | \$ (low-high)



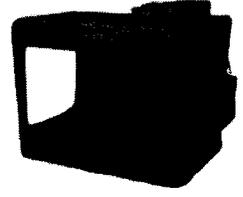
Portable Soft Crate by Pet Gear Inc - Medium
HSN Price: \$133.95



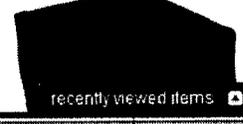
More Colors
Portable Soft Crate by Pet Gear Inc - Small
HSN Price: \$92.95



Portable Soft Crate by Pet Gear Inc - Extra Small
HSN Price: \$79.90



Portable Soft Crate by Pet Gear Inc - Intermediate
HSN Price: \$116.95



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- Category**
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 - › Pet Grooming Tools
 - › Pet Clean-Up
 - › Pet Treats & Pet Food
 - › Pet Novelty

- Brand**
- › Dyson
 - › BISSELL®
 - › Hoover
 - › Royal Treatment
 - › Kurgo
 - › Snuggie
 - › Bionaire
 - › Pet Gear
 - › Carleton Varney

- Savings and Specials**
- › Sale
 - › Clearance

- Special Features**
- › Only Online
 - › Free Shipping
 - › Customer Picks

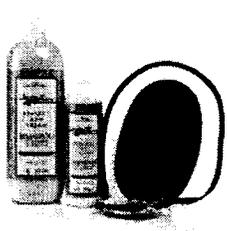
- Specialty Stores**
- › Healthy Home



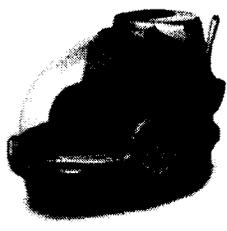
Kurgo Pet Skybox Booster Seat
HSN Price: \$59.99



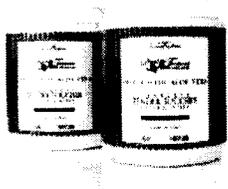
Customer Pick
Royal Treatment Mediterranean
Lemon 3-Step Grooming Kit
HSN Price: \$29.50



Customer Pick
Royal Treatment Peaches and
Cream Grooming Kit
HSN Price: \$32.95



Bionaire Pure Solutions Odor
Grabber Litter Box
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Only 3 left



Customer Pick



Customer Pick

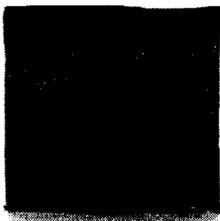
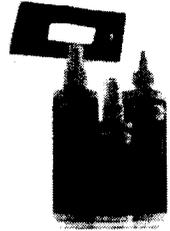


Royal Treatment Surfside Solid Marine Blue Pet Carrier

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Preference
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 White Pear & Apple
 Mediterranean Lemon
 Honey Dipped Banana & Oatmeal
 Honey Oatmeal
 Orange & Sugar Cane
 Peaches & Cream
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Love your locks with top hair care products & salon-worthy styling essentials.

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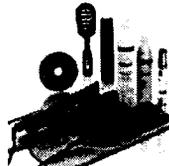
hair care by brand



» **DESSANCE** Basic



» **Sam** Color



» **Moroccanoil**



» **Michael Angelo**

hair care by category



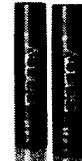
» shampoos



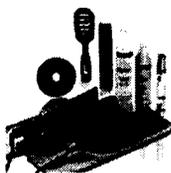
» hair treatments



» conditioners



» styling products



» hair styling tools



» hair color



» more hair care



» hair extensions & wigs

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Shopping Bag:

Wish List:

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HSN Price: \$999.90

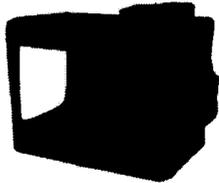


Alanni Dolman-Sleeve Trench with Self-Tie Sash
HSN Price: \$79.90

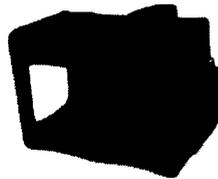
11 matching products

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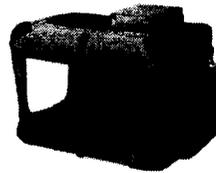
Sort By: **Best Match** | [Customer Ratings](#) | [Newest](#) | [\\$ \(low-high\)](#)



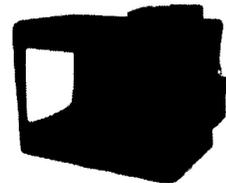
Portable Soft Crate by Pet Gear Inc. - Medium
HSN Price: \$133.95



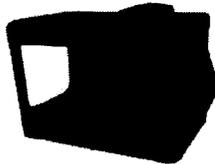
[More Colors](#)
Portable Soft Crate by Pet Gear Inc. - Small
HSN Price: \$92.95



Portable Soft Crate by Pet Gear Inc. - Extra Small
HSN Price: \$79.90



Portable Soft Crate by Pet Gear Inc. - Intermediate
HSN Price: \$116.95



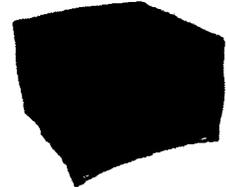
Portable Soft Crate by Pet Gear Inc. - Large
HSN Price: \$159.95



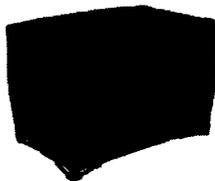
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Travel Lite Portable Pet Pen by Pet Gear Inc. - 36" x 36"
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princess

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prin-cess [prin-sis, -ses, prin-ses] ? Show IPA

-noun

1. a nonreigning female member of a royal family.
2. *History/Historical.* a female sovereign or monarch; queen.
3. the consort of a prince.
4. (in Great Britain) a daughter or granddaughter (if the child of a son) of a king or queen.
5. a woman considered to have the qualities or characteristics of a princess.

-adjective

6. Also, **princesse.** (of a woman's dress, coat, or the like) styled with a close-fitting bodice and flared skirt, cut in single pieces, as gores, from shoulder to hem.

Origin:
 1350-1400; ME *princesse* < MF. See [PRINCE](#), [-ESS](#)

Related forms:
prin-cess like, adjective
prin-cess ly, adjective

Usage note:
 See [-ESS](#).

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prin-cess (prin'sis, -sēs', prin-sēs') ?

- n.
 1. A woman member of a royal family other than the monarch, especially a daughter of a monarch.
 2.
 - a. A woman who is a ruler of a principality.
 - b. A woman who is a hereditary ruler; a queen.
 3. A noblewoman of varying status or rank.
 4. The wife of a prince.
 5. A woman regarded as having the status or qualities of a princess.

adj. Designed to hang in smooth, close-fitting, unbroken lines from shoulder to flared hem: *a princess dress.*

[Middle English *princesse*, from Old French, feminine of *prince*, *prince*; see [prince](#).]

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Word Origin & History

princess
 c.1380, from O.Fr. *princesse*, fem. of *prince* (q.v.). As a colloquial form of address to a woman or girl, it is recorded from 1924.

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- royalty
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prince

- prince abdul
- prince abdul rahm...
- prince albert

prince [prɪns] Show IPA

Use prince in a Sentence

-noun

- a nonreigning male member of a royal family.
- History/Historical.* a sovereign or monarch; king.
- (in Great Britain) a son or grandson (if the child of a son) of a king or queen.
- the English equivalent of any of various titles of nobility in other countries.
- a holder of such a title.
- the ruler of a small state, as one actually or nominally subordinate to a suzerain: *Monaco is ruled by a prince.*
- a person or thing that is chief or preeminent in any class, group, etc.: *a merchant prince.*
- a person possessing admirably fine and genial characteristics: *He is a prince of a man.*

Origin:

1175-1225; ME < OF < L *princip-* (s. of *princeps*) first, principal (adj.), principal person, leader (n.), equiv. to *prin-* for *primus* PRIME + *-cep-* (comb. form of *capere* to take) + *-s* nom. sing. ending

Related forms:

princess, adjective
princeship, noun

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Prince [prɪns] Show IPA

-noun

- Harold S(mith) (Hal)**, born 1928, U.S. stage director and producer.
- a male given name.

Prince, The

-noun Italian, **Il Principe**),
a treatise on statecraft (1513) by Niccolò Machiavelli.

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[Middle English, from Old French, from Latin princeps; see per in Indo-European roots.]
prince'ship *n.*

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Prince (prɪns) ?
American stage director, producer, and writer whose productions include *Damn Yankees* (1955) and *Fiorello!* (1959), for which he won a Pulitzer Prize.

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Word Origin & History

prince
c.1225, from O.Fr. prince (12c.), from L. princeps (gen. principis) "first, chief, prince," lit. "that takes first" (adj.), from primus "first" (see prime (adj.)) + root of capere "to take" (see capable). Ger. cognate fürst, from O.H.G. furist "first," is apparently an imitation of the Latin form. Colloquial meaning "admirable or generous person" is from 1911, Amer.Eng.

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Bible Dictionary

Prince

the title generally applied to the chief men of the state. The "princes of the provinces" (1 Kings 20:14) were the governors or lord-lieutenants of the provinces. So also the "princes" mentioned in Dan. 6:1, 3, 4, 6, 7 were the officers who administered the affairs of the provinces; the "satraps" (as rendered in R.V.). These are also called "lieutenants" (Esther 3:12; 8:9; R.V., "satraps"). The promised Saviour is called by Daniel (9:25) "Messiah the Prince" (Heb. nagid); compare Acts 3:15; 5:31. The angel Micheal is called (Dan. 12:1) a "prince" (Heb. sar, whence "Sarah," the "princes").

Easton's 1897 Bible Dictionary
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prince Search

Princess

From Wikipedia, the free encyclopedia

Princess is the feminine form of prince (from Latin *princeps*, meaning principal citizen). Most often, the term has been used for the consort of a prince, or his daughters.

For many centuries, the title "princess" was not regularly used for a monarch's daughter, who might simply be called "Lady" or a non-English equivalent; Old English had no female equivalent to "prince", "earl", or any royal or noble aside from the queen, and the women of nobility bore the title of "Lady".

As women have slowly gained more autonomy through European history, the title of princess has become simply the female counterpart of prince and does not necessarily imply being controlled or owned by a prince.^[*citation needed*] In some cases then, a princess is the female hereditary head of state of a province or other significant area in her own right. The ancient meaning applies in Europe still to the extent that a female commoner who marries a prince will almost always become a princess, but a male commoner who marries a princess will almost never become a prince, unless his wife has, or is expected to attain, a higher title, such as Queen regnant.^[*citation needed*] The implication is that if the man held the equivalent masculine title, he would have rank over his wife without the necessary pedigree.

In many of Europe's royal families, a king would grant his heirs actual or theoretical principalities to train them for future kingship or to give them social class. This practice has led over time to many people thinking that "prince" and "princess" are titles reserved for the immediate family of a king or queen. In fact, most princesses in history were not immediate members of a royal family but women who married into it; however, in many cases, a princess would choose someone outside of royalty to wed.

See also

- Princess (disambiguation)
- Damsel in distress
- Princess and dragon
- List of fictional princesses

References

Retrieved from "<http://en.wikipedia.org/wiki/Princess>"

Ranks of Nobility



Emperor & Empress

King & Queen

Archduke & Archduchess

Grand Duke & Grand Duchess

Duke & Duchess

Prince & Princess

Infante & Infanta

Marquess & Marchioness

Marquis & Marquise

Margrave & Margravine

Count & Countess

Earl & Countess

Viscount & Viscountess

Baron & Baroness

Baronet & Baronetess

Noble, Edler von, *panek*

Ritter, Erfridder

Hereditary Knight

Black Knight, White Knight, Green Knight

Categories: [Princesses](#) | [Royal titles](#) | [Noble titles](#)

[Knight & Dame](#)

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Prince

From Wikipedia, the free encyclopedia

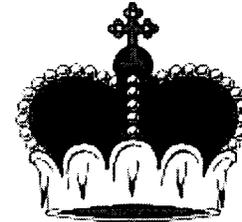
Prince, from French "Prince" (itself from the Latin root *princeps*), is a general term for a monarch, for a member of a monarchs' or former monarch's family, and is a hereditary title in some members of Europe's highest nobility. The feminine equivalent is a princess.

Contents

- 1 Historical background
- 2 Prince as generic for ruler
- 3 Prince of the Blood
 - 3.1 Specific titles
- 4 Prince as a substantive title
 - 4.1 Prince as a reigning monarch
 - 4.1.1 Nominal principalities
 - 4.1.2 Micronations
 - 4.1.3 Princes as representants of a reigning monarch
 - 4.1.4 Non-dynastic princes
- 5 The title of prince in various Western traditions and languages
 - 5.1 Romance languages
 - 5.2 Celtic languages
 - 5.3 Germanic languages
 - 5.4 Slavic and Baltic languages
 - 5.5 Other languages
- 6 The title of prince in other traditions and languages
 - 6.1 Islamic traditions
 - 6.2 East Asian traditions
 - 6.3 African traditions
- 7 The title of prince in religion
- 8 See also
- 9 References
- 10 External links

Historical background

Ranks of Nobility



Emperor & Empress

King & Queen

Archduke & Archduchess

Grand Duke & Grand Duchess

Duke & Duchess

Prince & Princess

Infante & Infanta

Marquess & Marchioness

Marquis & Marquise

Margrave & Margravine

Count & Countess

Earl & Countess

Viscount & Viscountess

Baron & Baroness

Baronet & Baroness

Noble, Edler von, *panek*

Ritter, Erfridder

Hereditary Knight

Black Knight, White Knight, Green Knight

The Latin word *prīnceps* (older Latin **prīsmo-kaps*, literally "the one who takes the first [place/position]"), became the usual title of the informal leader of the Roman senate some centuries before the transition to empire, the *princeps senatus*.

Knight & Dame

Emperor Augustus established the formal position of monarch on the basis of *principate*, not *dominion*. He also tasked his grandsons as summer rulers of the city when most of the government were on holiday in the country or attending religious rituals, and, for that task, granted them the title of *princeps*.

The title has generic and substantive meanings:

- generically, *prince* refers to members of a family that ruled by hereditary right, the title being used to refer either to sovereigns or to cadets of a sovereign's family. The term may be broadly used of persons in various cultures, continents or eras. In Europe, it is the title legally borne by dynastic cadets in monarchies, and borne by courtesy by members of formerly reigning dynasties.
- as a substantive title, a *prince* was a monarch of the lowest rank in post-Napoleonic Europe, e.g. Princes of, respectively, Andorra, Hohenzollern-Sigmaringen, Mingrelia, Monaco, Waldeck and Pyrmont, Wallachia, etc.
- also substantively, the title was granted by popes and secular monarchs to specific individuals and to the heads of some high-ranking European families who, however, never exercised dynastic sovereignty and whose cadets are not entitled to share the princely title, e.g. de Beauvau-Craon, Colonna, von Bismarck, von Dohna-Schlobitten, von Eulenburg, de Faucigny-Lucinge, von Lichnowsky, von Pless, Ruffo di Calabria, (de Talleyrand) von Sagan, van Ursel, etc.
- generically, cadets of some non-sovereign families whose head bears the non-dynastic title of prince (or, less commonly, duke) were sometimes also authorized to use the princely title, e.g. von Carolath-Beuthen, de Broglie, Demidoff di San Donato, Lieven, de Mérode, Pignatelli, Radziwill, von Wrede, Yussopov, etc.
- substantively, the heirs apparent in some monarchies use a specific princely title associated with a territory within the monarch's realm, e.g. the Princes of, respectively, Asturias (Spain), Grão Pará (Brazil, formerly), Orange (Netherlands), Viana (Navarre, formerly), Wales (UK), etc.
- substantively, it became the fashion from the 17th century for the heirs apparent of the leading ducal families to assume a princely title, associated with a *seigneurie* in the family's possession. These titles were borne by courtesy and preserved by tradition, not law, e.g. the *princes de*, respectively, Bidache (Gramont), Marcillac (La Rochefoucauld), Tonnay-Charente (Mortemart), Poix (Noailles), Léon (Rohan-Chabot),

Prince as generic for ruler

The original, but now less common use of the word, originated in the application of the Latin word *princeps*, from Roman, more precisely Byzantine law, and the classical system of government that was the European feudal society. In this sense, a prince is a ruler of a territory which is sovereign, or quasi-sovereign, i.e., exercising substantial (though not all) prerogatives associated with monarchs of independent nations, as was common, for instance, within the historical boundaries of the Holy Roman Empire. In medieval and Early Modern Europe, there were as many as two hundred such territories, especially in Italy and Germany. In this sense, "prince" is used of any and all rulers, regardless of actual title or precise rank. This is the Renaissance use of the term found in Niccolò Machiavelli famous work, *Il Principe*.^[1]

As a title, by the end of the medieval era, *prince* was borne by rulers of territories that were either

substantially smaller than or exercised fewer of the rights of sovereignty than did emperors and kings. A lord of even a quite small territory might come to be referred to as a *prince* before the 13th century, either from translations of a native title into the Latin *princeps* (as for the hereditary ruler of Wales), or when the lord's territory was allodial. The lord of an allodium owned his lands and exercised prerogatives over the subjects in his territory absolutely, owing no feudal homage or duty as a vassal to a liege lord, nor being subject to any higher jurisdiction. Most small territories designated as principalities during feudal eras were allodial, e.g. the Princedom of Dombes.

Lords who exercised lawful authority over territories and people within a feudal hierarchy were also sometimes regarded as *princes* in the general sense, especially if they held the rank of count or higher. This is attested in some surviving styles for e.g., British earls, marquesses, and dukes are still addressed by the Crown on ceremonial occasions as *high and noble princes* (cf. Royal and noble styles).

In parts of the Holy Roman Empire in which primogeniture did not prevail (i.e. Germany), all legitimate agnates had an equal right to the family's hereditary titles. While this meant that offices, such as emperor, king, and elector could only be legally occupied by one dynast at a time, holders of such other titles as duke, margrave, landgrave, count palatine, and prince could only differentiate themselves by adding the name of their appanage to the family's original title. Not only did this tend to proliferate unwieldy titles (e.g. Princess Katherine of Anhalt-Zerbst and Karl, Count Palatine of Zweibrücken-Neukastell-Kleeberg), but as agnatic primogeniture gradually became the norm in the Holy Roman Empire by the end of the eighteenth century, another means of distinguishing the monarch from other members of his dynasty became necessary. Gradual substitution of the title of *Prinz* for the monarch's title of *Fürst* occurred, and became customary in all German dynasties except in the grand duchies of Mecklenburg and Oldenburg.^[2] Both *Prinz* and *Fürst* are translated into English as "prince", but they reflect not only different but mutually exclusive terms.

This distinction had evolved before the eighteenth century (in most families: Liechtenstein long remained an exception, cadets and females using *Fürst/Fürstin* into the 19th century) for dynasties headed by a *Fürst* in Germany. The custom spread through the Continent to such an extent that a renowned imperial general who belonged to a cadet branch of a reigning ducal family, remains best known to history by the generic dynastic title, *Prince Eugene of Savoy*. Note that the princely title was used as a prefix to his Christian name, which also became customary.

Cadets of France's *princes étrangers* began to affect similar usage but when, for example, the House of La Tour d'Auvergne's ruling dukes of Bouillon, attempted to use the same style, it was initially resisted by historians such as Père Anselme -- who, however, willingly recognized use of territorial titles, i.e. he accepts that the ducal heir apparent is known as *prince de Bouillon*, but would record in 1728 only that the heir's cousin, the comte d'Oliergues was "*known as the Prince Frederick*" ("*dit le prince Frédéric*").^[3]

The post-medieval rank of *gefürsteter Graf* (princely count) embraced but elevated the German equivalent of the intermediate French, English and Spanish nobles. In Germany, these nobles rose to dynastic status by preserving from the Imperial crown (*de jure* after the Peace of Westphalia in 1648) the exercise of such sovereign prerogatives as the minting of money; the muster of military troops and the right to wage war and contract treaties; local judicial authority and constabular enforcement; and the habit of inter-marrying with sovereign dynasties. Eventually, these titles came to be more highly valued than that of *Fürst* itself, and by the 19th century, their cadets would become known as *Prinzen*.

Prince of the Blood

Main article: Prince du Sang

Currently, the husband of a queen regnant is usually titled prince or prince consort, whereas the wives of male monarchs take the female equivalent of their husbands' title—the same as is used when a female mounts the throne in her own right, such as empress or queen. In Brazil, Spain and Portugal, however, the husband of a female monarch was accorded the masculine equivalent of her title—at least after she bore him a child. In previous epochs, husbands of queens regnant often shared their consorts' regnal title and rank.

But in cultures which allow the ruler to have several wives (e.g. four in Islam) and/or official concubines, for these women sometimes collectively referred to as harem there are often specific rules determining their hierarchy and a variety of titles, which may distinguish between those whose offspring can be in line for the succession or not, or specifically who is mother to the heir to the throne.

To complicate matters, the style *His Royal Highness*, a prefix normally accompanying the title of a dynastic prince, of royal or imperial rank, that is, can be awarded separately (as a compromise or consolation prize, in some sense).

Louis François II de Bourbon, prince de Conti, was the *premier prince du sang* during his lifetime (painted by Joost van Egmont).

Although the definition above is the one that is most commonly understood, there are also different systems. Depending on country, epoch, and translation, other meanings of prince are possible.

Over the centuries foreign-language titles such as Italian *principe*, French *prince*, German *Prinz* (son of a king or emperor) *Fürst* (peer), Russian *kniaz*, etc., are usually translated as prince in English.

Some princely titles are derived from that of national rulers, such as tsarevich from tsar. Other examples are (e)mirza(da), khanzada, nawabzada, sahibzada, shahzada, sultanzada (all using the Persian patronymic suffix *-zada*, meaning *son, descendant*).

However, some princely titles develop in unusual ways, such as adoption of a style for dynasts which is not pegged to the ruler's title, but rather continues an old tradition (e.g. *grand duke* in Romanov Russia), claims dynastic succession to a lost monarchy (e.g. *prince de Tarente* for the La Trémoille heirs to the Neapolitan throne, or is simply assumed by fiat (e.g. *prince Français* by the House of Bonaparte).

Specific titles

In some dynasties, a specific style other than prince has become customary for dynasts, such as *fils de France* in the House of Capet, and *infante* in Spain, Portugal, and Brazil (*infante* was borne by children of the monarch other than the heir apparent, for whom each realm did use a unique princely title, viz, "Prince Imperial" in Brazil, "Prince of Brazil" in Portugal until 1822, and "Prince of Asturias" in Spain).

Sometimes a specific title is commonly used by various dynasties in a region, e.g. Mian in various of the Punjabi princely Hill States (lower Himalayan region in British India).

European dynasties usually awarded apanages to princes of the blood, typically attached to a feudal noble title, such as Britain's royal dukes, the *Dauphin* in France, the Count of Flanders in Belgium, and the Count of Syracuse in Sicily. Sometimes appanage titles were princely, e.g. Prince of Achaia (Courtenay), *prince de Condé* (Bourbon), Prince of Carignan (Savoy), but it was the fact that their owners were of princely *rank* rather than that they held a princely *title* which ensured their prominence.

- *For the often specific terminology concerning a probable future successor, see Crown Prince and links there.*

Prince as a substantive title

Other princes derive their title not from dynastic membership as such, but from inheritance of a title named for a specific and historical territory, although the family's possession of prerogatives or properties in that territory may be long past. Such are most of the "princedom" of France's *ancien régime* so resented for their pretentiousness by St-Simon. These include the princedom of Arches-Charleville, Boisbelle-Henrichemont, Chalais, Château-Regnault, Guéméné, Martigues, Mercoeur, Sedan, Talmont, Tingrey, and the "kingship of *Yvetot*, among others.

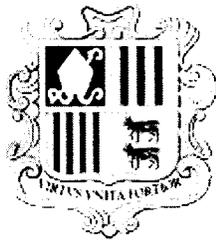
Prince as a reigning monarch

A prince or princess who is the head of state of a territory that has a monarchy as a form of government is a reigning prince.

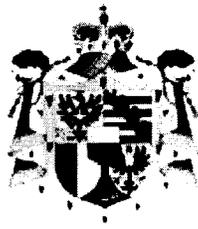


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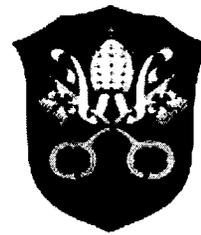
- Sharjah (Emir Sultan III bin Muhammad al-Qasimi)
- Umm al-Quwain (Emir Saud bin Rashid Al Mu'alla)



Coat of arms of the principality of Andorra (1607).



Coat of arms of the principality of Liechtenstein (1719).



Coat of arms of the prince-bishopric of Rome (1927).

Micronations

In the same tradition some self-proclaimed monarchs of so-called micronations establish themselves as virtual princes:

- Roy Bates calls himself Prince Roy of the Principality of Sealand
- Leonard George Casley calls himself Prince Leonard I of the Principality of Hutt River (enclave in Australia) [1]

Princes as representants of a reigning monarch

Various monarchies provide for different modes in which princes of the dynasty can temporarily or permanently share in the style and / or office of the Monarch, e.g. as Regent or Viceroy.

Though these offices must not be reserved for members of the ruling dynasty, in some traditions they are, possibly even reflected in the style of the office, e.g. prince-lieutenant in Luxembourg repeatedly filled by the Crown prince before the grand duke's abdication, or in form of consortium imperii.

Some monarchies even have a practice in which the Monarch can formally abdicate in favor of his heir, and yet retain a kingly title with executive power, e.g. *Maha Upayuvaraja* (Sanskrit for *Great Joint King* in Cambodia), though sometimes also conferred on powerful regents who exercised executive powers.

Non-dynastic princes

France and the Holy Roman Empire

In several countries of the European continent, e.g. in France, prince can be an aristocratic title of someone having a high rank of nobility in chief of a geographical place, but no actual territory and without any necessary link to the royal family, which makes comparing it with e.g. the British system of royal princes difficult.

The kings of France started to bestow the style of prince, as a title among the nobility, from the 16th century onwards. These titles were created by elevating a *seigneurie* to the nominal status of a principality—although



prerogatives of sovereignty were never conceded in the letters patent. These titles held no official place in the hierarchy of the nobility, but were often treated as ranking just below dukedoms, since they were often inherited (or assumed) by ducal heirs:

Coat of arms of Otto, prince of Bismarck (Holy Roman Empire).

- French titles of prince recognized by the king
 - Holy Roman Empire States annexed by France
 - Arches-Charleville : in the Ardennes region, near the border with the Empire.
 - Château-Renaud : near Arches-Charleville.
 - Dombes : on the east bank of the Rhône.
 - Orange.
 - Sedan : principality part of the Duchy of Bouillon.
 - Ancient principalities seated in the Kingdom of France
 - Boisbelle, later Henrichemont : in the Berry region, a sovereign principality recognized in 1598.
 - Luxe : in the Béarn region, also styled Sovereign Count.
 - Yvetot : in the Normandy region, recognized as King of Yvetot.
 - Principalities created by the King
 - Château-Porcien : in the Ardennes region, created in 1561 in the House of Croÿ.
 - Guéméné : in Brittany, created in 1667 in the House of Rohan. Used at times for the heir of the Duke of Montbazou or for the Duke himself.
 - Joinville : in the Champagne region, created in 1552 in the house of Lorraine.
 - Martigues : in the Provence region, created XVIth century in the House of Lorraine.
 - Mercœur : in the Auvergne region, created in 1563 in the House of Lorraine, later a duchy. Recreated in 1719.
 - Tingry : in the Nord-Pas-de-Calais region, created in 1587 in the House of Luxemburg.
 - The princes of Condé and Conti, cadets of the french royal house, used recognized princely titles, but the lordships of Condé and Conti were never formally created principalities by the King.
- Unrecognized titles of Prince
 - Aigremont
 - Anet : used by the Dukes of Vendôme, then the Dukes of Penthièvre.
 - Antibes : claimed by the de Grasse family.
 - Bédeille : in Béarn.
 - Bidache : in Béarn used by the House of Gramont, but the heir was usually styled Count of Guiche rather than Prince of Bidache.
 - Carency : in Artois. Originally a lordship of the House of Bourbon. It was inherited by the Counts of La Vauguyon, who used the style of Prince of Carency for the heir.
 - Chabanais : in Angoumois. Reduced to a marquessate in 1702
 - Chalais : in Périgord. Inherited by the elder branch of the House of Talleyrand. Grandeeship of Sapin annexed to the title in 1714.
 - Commercy : lordship of Lorraine. Younger sons of the House of Lorraine used the style of Prince of Commercy.
 - Courtenay : the House of Courtenay descended from Louis VI of France but was never recognized as Princes of the Blood by the King. The last branch of the house used the style of Prince of Courtenay from the XVIIth century. The style passed to the Dukes of Bauffremont.

EXHIBIT 15
to
Declaration of Neil B. Friedman in Support of
Opposer's Response and Objection to Applicant's Motion for Summary Judgment and
Opposer's Cross Motion for Summary Judgment

Opposition No. 91189629

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EXHIBIT 16
to
Declaration of Neil B. Friedman in Support of
Opposer's Response and Objection to Applicant's Motion for Summary Judgment and
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Opposition No. 91189629



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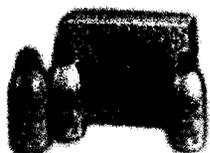


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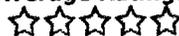
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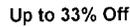
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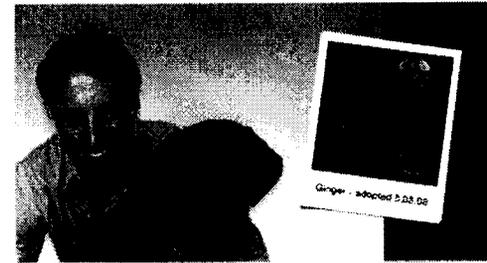
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EXHIBIT E

to

Opposer's Response and Objection to Applicant's Motion for Summary Judgment and Opposer's
Cross Motion for Summary Judgment
Opposition No. 91189629

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

-----X
Borghese Trademarks, Inc.

Opposer,

v.

Multi Media Exposure, Inc.

Applicant.
-----X

Opposition No.: 91189629

Mark: PRINCE LORENZO
BORGHESE'S LA DOLCE
VITA

Application No.: 77/435,171

**DECLARATION OF JOHN M. RANNELLS IN SUPPORT OF
(1) OPPOSER'S RESPONSE AND OBJECTION TO APPLICANT'S MOTION FOR
SUMMARY JUDGMENT AND (2) OPPOSER'S CROSS MOTION FOR
SUMMARY JUDGMENT**

John M. Rannells, declares and says:

1. I am an attorney at law admitted to practice before the court of the State of New Jersey. My practice is generally limited to intellectual property with emphasis on trademark law.

2. I am a member of the firm of Baker and Rannells PA. We maintain offices at 575 Route 28, Suite 102, Raritan, New Jersey. The firm and the undersigned represent the Opposer, Borghese Trademarks, Inc., in intellectual property matters.

3. I make this declaration in support of (1) Opposer's Response and Objection to Applicant's Motion for Summary Judgment, and (2) Opposer's Cross-Motion for Summary Judgment. I have personal knowledge of the facts set forth herein, and if called to testify, could and would testify competently thereto.

4. On February 4, 2010, I conducted a Google search of media clips concerning Applicant's Executive VP and product namesake, Lorenzo Borghese. Attached hereto as Exhibit

"1" are copies of the webpages featuring the clips (i.e., an ABC video and four Home Shopping Network YouTube clips). The links and relevant excerpts from the videos are set forth herebelow. Each of the pages downloaded are identified in the lower left corner of the printouts and the date of download is identified in the lower right corner of the printouts.

<http://abcnews.go.com/Video/playerIndex?id=4790329&affil=wftv>

ABC News

Drop point begins 2:10 into video.

Video Date: 5/5/08

Product: (Royal Treatment)

Excerpts: "My family has been producing cosmetics for 50 years, so with their help and their manufacturing facilities I created this pet line."

<http://www.youtube.com/watch?v=I7nqtpLmU0>

HSN/ You Tube

Drop point begins 6:39 into video.

Video Date: 1/22/09

Product: "By Prince Lorenzo Borghese / Royal Treatment / Italian Pet Spa"
(Spritz Duo)

Excerpts: "I have people that use this on their ... and I use it on my own skin because it smells so good [applies to hand]. What it does it's moisturizing my skin almost instantly. I rub it in [i.e., into his own hand]."

<http://www.youtube.com/watch?v=1dIkjWYAIHQ&feature=channel>

HSN / You Tube

Drop Point begins 2:50 into video

Date: 1/22/09

Product: "By Prince Lorenzo Borghese / Royal Treatment / Italian Pet SPA"
(conditioner duo)

Excerpts: "Can people use these? People can use it. . . . I stripped out the harsher surfactants and the ph is higher for pet skin but it's not going to harm our skin, and people are really using it, they're bathing with their pets now. . . . It's made in Italy in one of the top human cosmetic manufacturers that I had to convince to make pet products."

<http://www.youtube.com/watch?v=lHgVzTiRMs8&feature=channel>

HSN / You Tube

First drop point into video: Opening remark

Second Drop point begins 3:50 into video

Date: 1/23/09

Product: By Lorenzo Borghese / Royal Treatment / Italian Pet SPA (Shampoo bottle set)

Excerpts: [Opening remark]: "Lorenzo, we love Borghese day!" . . .
[Begin 3:50]: You just saw my mother and brother on, selling olive oil products. . . . And the fact that it is made in Italy by one of the top human manufacturers

<http://www.youtube.com/watch?v=FIJe13OkHqk&feature=channel>
HSN / You Tube

Date: 9/27/09

Product: "By Lorenzo Borghese / Royal Treatment / Italian Pet SPA"
(conditioner set)

Excerpts: [first drop point 2:50]: "It [the pet industry] is a 42 billion dollar industry in the U.S. I could sell this at the highest end department stores for a lot more than I am selling on the HSN."

[second drop point 8:40]" "Again, if I sold this in a department store, which I could, because I know the products of skin care and creams, I know the products of everything, my family has been in cosmetics since the 50's, so I know what that would retail in a high end department store it would be \$80 and above." . . .

[third drop point (9:56)]: "I want to use this for myself. You know what, people are using it for themselves. You want to hear a funny story. I came back one day, and my roommate, this is when I was younger, this is when I launched the line. He's in the shower butt naked with his yellow lab using the Royal Treatment and getting down and like scrubbing him like this. And he loved the shampoo so much. These are facts, he would bathe his dog with himself he'd have shampoo in his hair, shampoo on his dog."

5. On February 7, 2010 I conducted a search of the U.S. Patent and Trademark Office TESS database for "Live" trademark registrations in Int. Class 003 with a Section 1A basis, that include "pet" products and human products in the recitation of goods. Attached as Exhibit "2" are copies of 66 such registrations that I printed from the TESS records. The registrations are preceded by a summary listing of the registrations.

6. On February 8, 2010, I searched the U.S. Census Bureau website for "Frequently Occurring Surnames from Census 2000. Attached as Exhibit "3" is a copy of the results for the name "Borghese". The Census data indicates that there are only 319 persons with the Borghese surname in the entire United States.

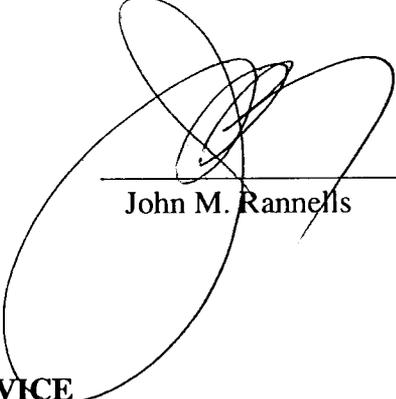
7. On February 4, 2010, I conducted a Google search for the most common surnames in the U.S. The results of that search, at the "Mongabay.com" website, were downloaded by the undersigned and a copy of the download is attached hereto as Exhibit "4". As shown by the results, the term "Borghese" does not appear on the list. Each of the pages downloaded are identified in the lower left corner of the printouts and the date of download is identified in the lower right corner of the printouts.

8. On February 4, 2010, I conducted a Google search for a list of United States cities by population. The results of that search, at the Wikipedia.com website, were downloaded by the undersigned and a copy of the download is attached hereto as Exhibit "5". As shown by the results, the top ten most populated cities in the United States, by rank, are New York, Los Angeles, Chicago, Houston, Phoenix, Philadelphia, San Antonio, Dallas, San Diego, and San Jose. Each of the pages downloaded are identified in the lower left corner of the printouts and the date of download is identified in the lower right corner of the printouts.

9. On February 4, 2010, I conducted an Internet search at www.whitepages.com and utilized the site search engine for results of the surname "Borghese" in the top ten most populated cities in the United States (from the results of ¶ 7 above). The results of that search were downloaded by the undersigned and a copy of the download is attached hereto as Exhibit "6". As shown by the results, the listings include both the named city and outlying areas. The aggregate number of "Borghese" surname results in the top most populated cities in the United States (and outlying areas) total 35 people (with obvious duplicates deleted, i.e., same name and same address). By city: New York (13), Los Angeles (10), Chicago (3), Houston (1), Phoenix (3), Philly (4), San Antonio (0), Dallas (1), San Diego (0), and San Jose (0). Each of the pages

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I declare under the penalty of perjury that the foregoing is true and correct and that this Declaration was executed on February 9, 2010.



John M. Rannells

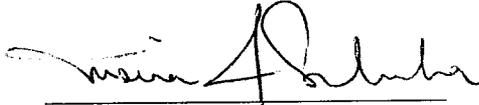
CERTIFICATE OF SERVICE

I hereby certify a copy of the foregoing

**DECLARATION OF JOHN M. RANNELLS IN SUPPORT OF
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SUMMARY JUDGMENT AND (2) OPPOSER'S CROSS MOTION FOR
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in re: Borghese Trademarks, Inc. v. Multi Media Exposure, Inc., Opposition No. 91189629 was served on counsel for Applicant, this 9th day of February, 2010 by sending same via First Class, postage-prepaid Mail, to:

Robert L. Raskopf, Esq.
Claudia Bogdanos, Esq.
Quinn Emanuel
51 Madison Avenue, 22nd Floor
New York, NY 10010



Moira J. Selinka

EXHIBIT 1
to
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and Opposer's Cross Motion for Summary Judgment

Opposition No. 91189629



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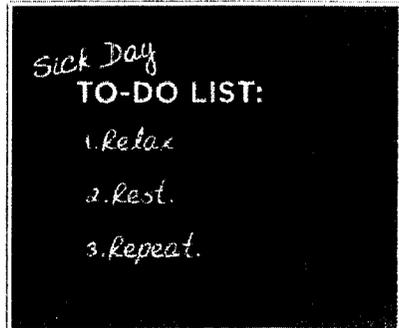
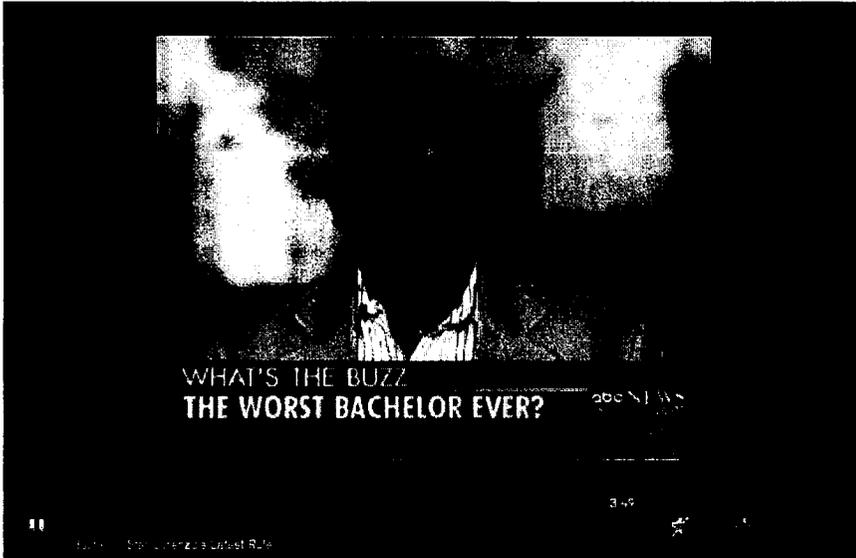
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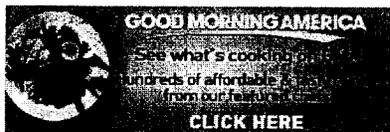
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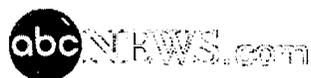
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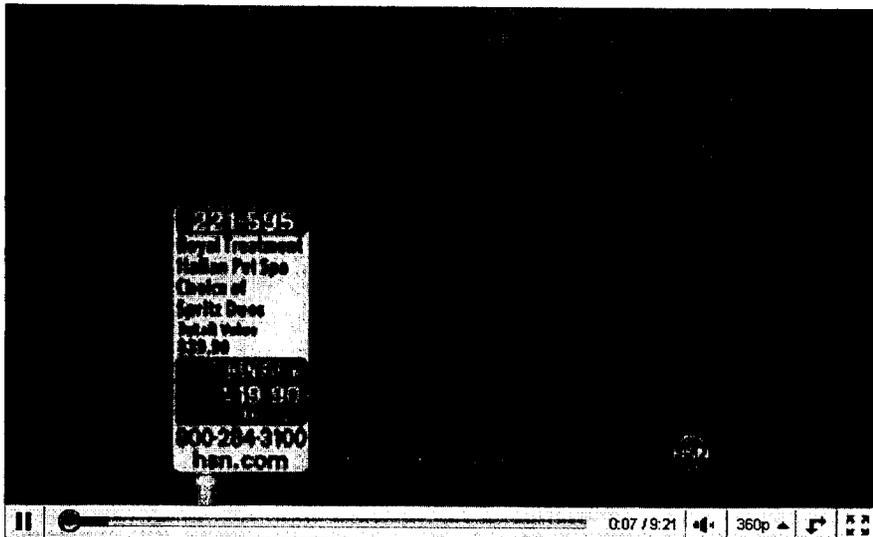
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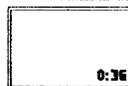
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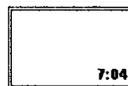
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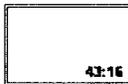


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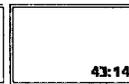


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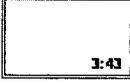
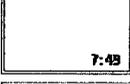
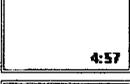
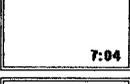
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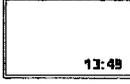
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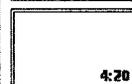


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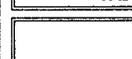
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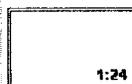


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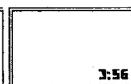


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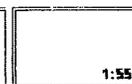
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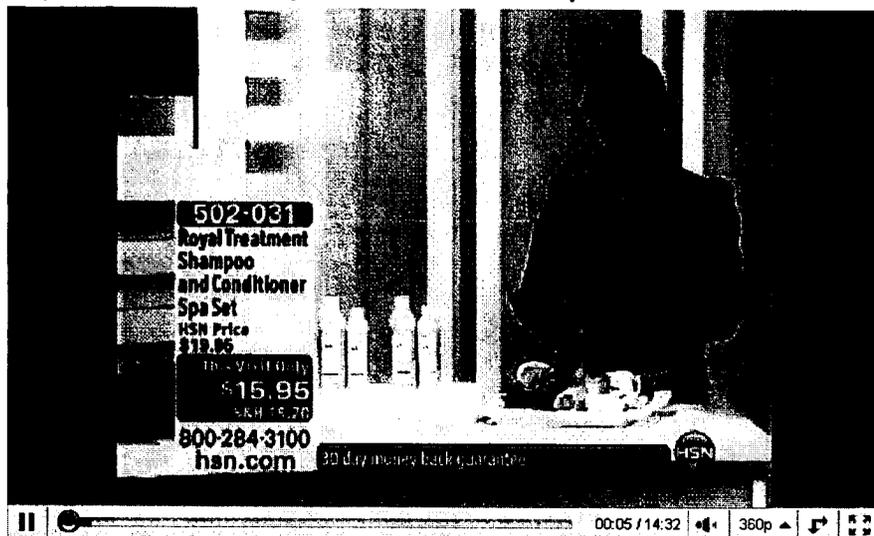
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EXHIBIT 2

to

Declaration of John M. Rannells in Support of
Opposer's Response and Objection to Applicant's Motion for Summary Judgment
and Opposer's Cross Motion for Summary Judgment

Opposition No. 91189629

Reg. #	Mark	Goods Summary	Owner
3106145	NARAYANA	Pet shampoo; human shampoo, cosmetics, etc.	Zeman, Carolina S.
3677976	AROMA WOMAN 100% PURE AND NATURAL	Pet shampoo; human shampoo, cosmetics, etc.	Aroma Woman Co., Ltd.
3623042	BOMBSHELL	Pet shampoo; and human hair care products incl. shampoo	Agro, Peter
3312268	SWIMMER'S DEFENSE	Pet shampoo; human shampoo, cosmetics, etc.	Iclisoy, Jessica
3288122	OVERTIRED & CRANKY	Pet shampoo, human shampoo, cosmetics, etc.	Iclisoy, Jessica
3288123	LIGHT & HAPPY	Pet shampoo; human shampoo, cosmetics, etc.	Iclisoy, Jessica
3250892	E'TERNEL	Pet shampoo; human shampoo, skin care products, etc.	Eternal Youth Bath & Body Products LC
3374059	MISC DESIGN	Pet shampoo, human shampoo, skin care products, etc.	MacKeen, Richard Paul
3262559	FEED YOUR SKIN	Pet shampoo; human shampoo, skin care products, etc.	Kathy's Family Inc.
3349507	ELEBELLE	Pet shampoo; human shampoo, cosmetics, etc.	Bauman, Shanti D.
3108897	WELLVILLE	Pet shampoo; human skin care products, etc.	Wellville & Company LLC
3213965	ORGANIC PLEASURES	Pet shampoo; human shampoo, cosmetics, etc.	Terressentials LLP
3160299	BODY COCKTAIL	Oils, creams, conditioners for pets; same for humans	Bodyceuticals Ltd.
3240403	THE POWER OF THE FLOWER	Pet shampoo; human shampoo, skin care products, etc.	Herbaceuticals Inc.
3283466	MISC DESIGN	Pet shampoo; human skin care products, etc.	Tsumura Lifescience Co., Ltd.
3121417	AQUA SHOT	Pet shampoo; human skin care products, etc.	Tsumura Lifescience Co., Ltd.
2957178	PLANET BOTANICALS	Pet shampoo; human shampoo, body cleansers, etc.	Planet Botanicals Inc.
2645854	TERRESENTIALS	Pet shampoo; human shampoo, cosmetics, etc.	Terressentials LLP
2997761	F*A*G FABULOUS AND GAY	Pet shampoo; human hair care and body cream products, etc.	Grayson Fairbanks Inc.
3024627	MAX GREEN ALCHEMY	Pet shampoo; human shampoo, cosmetics, etc.	Karlak, David
2956953	HERBARIA	Pet soap; human body soap	Herbaria LLC
2917229	DIVINE ESSENCE	Pet shampoo; human shampoo, cosmetics, etc.	Earth Medicine Ltd.
2838575	WOODSPRITE	Pet soap; human body soap, shampoo, etc.	Ramsey, Jacquelyn J. DBA Woodsprite

2945794	O	Pet body lotions; human shampoo, skin creams, etc.	Oxyfresh Worldwide Inc.
2870495	MISC DESIGN	Pet shampoo; human body cleansers, etc.	KolDesign LLC Ltd.
2931581	ORGANICBEING	Pet shampoo; human shampoo, skin care products, etc.	Miller, Lisa
3738361	GREEN HYGIENE	Pet deodorizer; human deodorant	Hawaiian Organics LLC
3729692	AMBIKA BOTANICALS	Pet shampoo; human cosmetics, skin care products, etc.	Menon, Harsha
3718130	YAZADI	Pet fragrances; human cosmetics, fragrances, etc.	Price, Sharhonda DBA Yazadi Sharhonda Price USA
3690878	BATH & BODY TEEN	Pet shampoo; human cosmetics, skin care products, etc.	Monique Jackson McGriff
3674112	ZURESH	Pet shampoo; human skin care and hair care products, etc.	even and Nathanya Lee
3637663	VITTACI	Pet shampoo; skin care products	Huynh Duc Tran
3632723	FREAK ASS	Pet shampoo; human shampoo, cosmetics, etc.	Stemmerman, Jane
3618496	JEUNIX INC.	Pet shampoo; human hair care products, cosmetics, etc.	Jeunix Inc.
3615143	RESTORE THE EARTH	Pet shampoo; human shampoo, etc.	Restore Products Company
3425504	ANILA	Pet shampoo; human shampoo, cosmetics, etc.	Anila Inc.
3585693	WHITE PEAR	Pet shampoo; human shampoo, skin care products, fragrances, etc.	White Pear LLC Nourishment for Body & Soul
3547694	SANCEUTICS	Pet shampoo; human shampoo, cosmetics, etc.	Canceutics Corp.
3529919	NOW THERE'S HOPE	Pet shampoo; human shampoo, skin care products, etc.	Baca, Hope
3498156	D'PRGANIQUES ORIGINAL SPROUT	Pet shampoo; human shampoo, cosmetics, etc.	The Original Little Sprout LLC
3480354	AUDREY'S ORIGINAL SOUP CO.	Pet shampoo; human shampoo, skin care products, etc.	Whitenell, Audrey L. DBA Josie's Original Soup Co.
3460194	JUST NATURALS & CO.	Pet shampoo; human shampoo, skin care products, etc.	Just Naturals & Co. LLC
3444994	COCONUT CLEAN	Pet shampoo; human shampoo, skin care products, etc.	Coconut Clean LLC
3445848	ELEMENI	Pet shampoo; human shampoo, cosmetics, etc.	Max Green Alchemy Ltd.
3432137	CINDERELLA SOAP COMPANY	Pet shampoo; human skin care products, etc.	McGuire, Kelly Jean
3386070	MISC DESIGN	Pet shampoo; human shampoo, skin care products, etc.	Wielgos, Wayne

3381309	OLIVANDER	Pet shampoo; human shampoo, skin care products, etc.	Sicurella, Christopher T.
3368388	MISC DESIGN	Pet shampoo; human shampoo, cosmetics, etc.	Wright, Deborah L.
3582025	PELINDABA LAVENDER SAN JUAN ISLAND	Pet shampoo; human shampoo, skin care products, etc.	Pelindaba Group LLC
2683052	CALAGUALA	Pet shampoo; human shampoo, skin care products, etc.	Aubrey Organics Inc.
2600502	RESTORE	Pet shampoo; human body cleansing lotions, etc.	Restore Products Company
2840744	MISC DESIGN	Pet shampoo; human shampoo, hair care products, etc.	Quincerot, Sophie Marie Anne
3300648	HONEY GROVE BOTANICALS	Pet shampoo; human shampoo, cosmetics, etc.	Foley-Drobnick, Barbara
3037458	ROSELINE	Pet shampoo; human shampoo, skin care products, etc.	J.P. Durga LLC
3025146	KINDLED SPIRITS	Pet shampoo; human shampoo, skin care products, etc.	Globaluxe Inc. Corp.
3155514	L'INFINITE	Pet shampoo; human shampoo, cosmetics, etc.	Dragon Full Developments Limited
3004773	JUST B	Pet shampoo; human shampoo, skin care products, etc.	Just B Inc.
2793964	KEY WEST ALOE	Pet shampoo; human shampoo, skin care products, etc.	Key West Aloe Holdings LLC
2989934	QIZHENG HIMALAYA	Pet shampoo; human cosmetics, skin creams, etc.	Gansu Qizheng Enterprise (Group) Co. Ltd.
2851307	SANTALIA	Pet shampoo; human shampoo, cosmetics, etc.	Mt. Romance Australia Pty Limited
3340414	FUTURE	Pet shampoo; human shampoo, cosmetics, etc.	Anderson, Kent G.
2126387	SHADOW LAKE	Pet shampoo; human shampoo, skin care products, etc.	Citra-Solv LLC Ltd. Liab
2150112	SASCO	Pet shampoo; human shampoo, skin care products, etc.	Consumers Choice Products Inc.
1683545	AUBREY ORGANICS	Pet shampoo; human shampoo, skin care products, etc.	Aubrey Organics Inc.
1489804	THURSDAY PLANTATION	Pet shampoo; human shampoo, soap, etc.	Thursday Plantation International Ltd.
1010096	SHAKLEE	Pet coat conditioner; human hair care and skin care products, etc.	Shaklee Corp.

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NARAYANA**Word Mark** NARAYANA**Goods and Services**

IC 003. US 001 004 006 050 051 052. G & S: After sun creams, After-shave balms, After-shave creams, After-shave emulsions, After-shave gel, After-shave lotions, After-sun lotions, Age retardant gel, Age retardant lotion, Age spot reducing creams, Alcohol for cleaning purposes, All purpose cleaning preparations, All-purpose cleaners, Almond soaps, Ambergris, Anti-aging cream, Antibacterial skin soaps, Anti-bacterial soap, Anti-freckle creams, Antiperspirants for personal use, Antiperspirants, Anti-wrinkle creams, Aromatherapy creams, Aromatherapy lotions, Aromatherapy oils, Aromatherapy pillows comprising potpourri in fabric containers, Astringents for cosmetic purposes, Automatic dishwashing detergents, Baby hair conditioner, Baby lotion, Baby oil, Baby oils, Baby powder, Baby powders, Baby shampoo, Baby wipes, Bath beads, Bath crystals, Bath foam, Bath foams, Bath gel, Bath gels, Bath lotion, Bath milks, Bath oil, Bath oils for cosmetic purposes, Bath oils, Bath pearls, Bath powder, Bath salts non-medicated, Bath salts, Bath soaps in liquid, solid or gel form, Bathing lotions, Beauty creams for body care, Beauty creams, Beauty gels, Beauty lotions, Beauty masks, Beauty milks, Beauty serums, Bergamot oil, Bleaching preparations for cosmetic purposes, Blush pencils, Blush, Blusher, Body and beauty care cosmetics, Body and beauty care preparations, Body cream soap, Body cream, Body creams, Body deodorant in pill form, Body emulsions, Body lotion, Body lotions, Body mask cream, Body mask lotion, Body mask powder, Body masks, Body milk, Body milks, Body oil, Body oils, Body powder, Body scrub, Body spray used as a personal deodorant and as fragrance, Body sprays, Breath freshener, Bubble bath, Chalk for make-up, Cleaner for cosmetic brushes, Cleansing creams cosmetic, Cleansing milk, Cocoa butter for cosmetic purposes. Cold cream, Cold creams, Cold waving solutions, Cologne water, Compacts containing make-up, Concealers, Cosmetic balls, Cosmetic creams for skin care, Cosmetic creams, Cosmetic oils for the epidermis, Cosmetic oils, Cosmetic pads, Cosmetic pencils, Cosmetic preparations against sunburn, Cosmetic preparations for body care, Cosmetic preparations for eye lashes, Cosmetic preparations for skin renewal, Cosmetic products in the form of aerosols for skin care, Cosmetic products in the form of aerosols for skincare, Cosmetic rouges, Cosmetic soaps, Cosmetic sun-protecting preparations,

Cosmetic suntan lotions, Cosmetic sun-tanning preparations, Cosmetics namely, compacts, Cosmetics, Cream soaps, Creams for cellulite reduction, Creamy face powder, Creamy foundation, Creamy rouges, Cuticle conditioners, Cuticle cream, Cuticle removing preparations, Dental rinse, Denture cleaners, Denture cleaning preparations, Deodorant for personal use, Deodorant soap, Deodorants and antiperspirants, Deodorants for body care, Deodorants for clothing or textiles, Depilatories, Depilatory creams, Dish detergents, Dishwasher detergents, Dishwashing detergents, Disinfectant soaps, Disinfecting perfumed soaps, Eau de cologne cologne water, Eau de cologne, Eau de parfum, Eau de perfume, Eau de toilette, Eau-de-toilette, Eaux de toilette, Emery boards, Essential oils as perfume for laundry purposes, Essential oils for food flavorings, Essential oils for personal use, Essential oils for use in manufacturing body creams, body lotions, body masks, body oils, body toners, facial creams, facial lotions, facial masks, facial oils, facial toners, hair conditioners and hair shampoos. Essential oils for use in the manufacture of scented products, Exfoliant creams, Exfoliants for skin, Eye compresses for cosmetic purposes, Eye cream, Eye gels, Eye lotions, Eye makeup remover, Eye makeup, Eye pencils, Eye shadow, Eye shadows, Eyebrow colors, Eyebrow pencils, Eyeliner pencils, Eyeliners, Eyes make-up, Eyeshadows, Face and body beauty creams, Face and body creams, Face and body lotions, Face and body milk, Face creams for cosmetic use, Face creams, Face milk and lotions, Face powder paste, Face powder, Face-powder on paper, Facial beauty masks, Facial cleansers, Facial cleansing milk, Facial concealer, Facial cream, Facial creams, Facial emulsions, Facial lotion, Facial makeup, Facial masks, Facial scrubs, Facial washes, Fair complexion cream, Feminine deodorant sprays, Foam bath, Foam cleaning preparations, Foams containing cosmetics and sunscreens, Foot deodorant spray, Foot powder non-medicated, Foundation makeup, Fragrance emitting wicks for room fragrance, Fragrances for personal use, Fumigating incenses Kunko, Germicidal detergents, Granulated soaps, Hair balsam, Hair bleach, Hair bleaches, Hair bleaching preparations, Hair care creams, Hair care lotions, Hair care preparations, Hair cleaning preparations, Hair color removers, Hair color, Hair conditioners for babies, Hair conditioners, Hair conditioners, Hair creams, Hair decolorants, Hair dressings for men, Hair dyes, Hair emollients, Hair fixers, Hair frosts, Hair gels, Hair lacquers, Hair lighteners, Hair lotions, Hair mascara, Hair mousses, Hair nourishers, Hair oils, Hair pomades, Hair relaxers, Hair relaxing preparations, Hair rinses shampoo-conditioners, Hair rinses, Hair shampoo, Hair spray, Hair straightening preparations, Hair styling gel, Hair styling preparations, Hair styling spray, Hair tonics, Hair waving lotion. Hair-washing powder, Hand cleaners, Hand cleaning preparations, Hand cream, Hand creams, Hand lotions, Hand soaps, Henna for cosmetic purposes, Incense sticks, Incense, Japanese hair fixing oil bintsuke-abura, Lip balm non-medicated, Lip balm, Lip cream, Lip gloss palatte, Lip gloss, Lip liner, Lip polisher, Lipsticks, Liquid bath soaps, Liquid foundation mizu-oshiroi, Liquid perfumes, Liquid soap used in foot bath, Liquid soap, Liquid soaps for hands and face, Liquid soaps for hands, face and body, Liquid soaps, Loose face powder; skin, hair, facial, body and hair waving lotions; Lotions for beards, Lotions for cellulite reduction, Lotions for face and body care, Lotions for strengthening the nails, Make up foundations, Make up removing preparations, Make-up foundations, Make-up kits comprised of lipstick, foundations, rouge and facial powders; Make-up pencils, Make-up powder, Make-up products for the face and body, Make-up remover, Make-up removing lotions, Make-up removing milk, gel, lotions and creams, Make-up removing milks, Makeup, Mascara, Mascaras, Massage oil, Massage oils, Medicated soap, Medicated soaps, Mineral salt in the nature of bath salts not for medical purposes, Moistened tooth powder, Moisturizing milks; Hair, skin and facial mousse. Mouthwash, Mouthwashes, natural musk, Mustache wax, Nail buffing preparations, Nail care preparations, Nail cream, Nail enamel, Nail enamels, Nail grooming products, namely, tips, glue, lacquer and glitter, Nail hardeners, Nail polish base coat, Nail polish removers, Nail polish top coat, Nail polish, Nail strengtheners, Nail tips, Nail varnish for cosmetic purposes, Nail-polish removers, Night cream, Non-medicated body soaks, Non-medicated dental rinse, Non-medicated diaper rash ointments and lotions, Non-medicated douches, Non-medicated foot cream, Non-medicated grooming preparations for hair, Non-medicated lip care preparations, Non-medicated lip protector, Non-medicated mouth rinse, Non-medicated mouth wash and rinse, Non-medicated mouthwash and gargle, Non-medicated ointments for the prevention and treatment of sunburn, Non-medicated scalp treatment cream, Non-medicated skin care preparations, Non-medicated skin creams, Non-medicated stimulating lotions for the skin, Non-medicated sun care preparations, Non-medicated toiletries, Oil baths for hair care, Oils for hair conditioning, Oils for toiletry purposes, Patches containing sun screen and sun block for use on the skin, Pencils for cosmetic purposes, Peppermint oil perfumery, Perfume oils for the manufacture of cosmetic preparations, Perfume oils, Perfumed creams, Perfumed paste, Perfumed powder, Perfumed powders, Perfumed soap, Perfumed soaps, Perfumed talcum powder, Perfumery, Perfumes, Perfuming sachets, Permanent wave preparations, Personal deodorants; non-medicated, non-veterinary grooming preparation, namely, pet shampoo; Pet stain removers, hair and lip pomades. Pomades, Pomanders, Potpourri, Pre-shave creams, Pressed face powder, Pumice stones for personal use, Room fragrances, Rose oil for cosmetic purposes, Rouge, Rouges, Sachet-like eye pillows containing fragrances, Sachets, Scented body spray, Scented ceramic stones, Scented linen sprays, Scented oils used to produce aromas when heated, Scented pine cones, Scented room sprays,

Sculpting gel, Seaweed gelatine for laundry use funori, Shampoo-conditioners, Shampoos for babies, Shampoos, Shaving balm, Shaving cream, Shaving creams, Shaving foam, Shaving gel, Shaving gels, Shaving lotion, Shaving lotions, Shaving mousse, Shaving preparations, Shaving soap, Shower and bath foam, Shower and bath gel, Shower creams, Shower gel, Shower gels, Skin abrasive preparations, Skin care products, namely, non-medicated skin serum, Skin clarifiers, Skin cleansers, Skin cleansing cream, Skin cleansing lotion, Skin conditioners, Skin cream, Skin creams in liquid and in solid form, Skin creams in liquid and solid form, Skin creams in liquid and solid, Skin creams, Skin emollients, Skin gels for accelerating, enhancing or extending tans, Skin lighteners, Skin lightening creams, Skin lotion, Skin lotions, Skin masks, Skin moisturizer masks, Skin moisturizer, Skin polishing rice bran arai-nuka, Skin soap, Skin texturizers, Skin toners, Skin whitening creams, Skin whitening preparations, Soap powder, Soaps and detergents, Soaps for body care, Soaps for household use, Soaps for personal use, Soaps for toilet purposes, Spot remover, Stain removers, Stick pomade, Styling gels, Styling lotions, Styling mousse, Sun block preparations, Sun block, Sun care lotions, Sun creams, Sun screen preparations, Sun screen, Sun tan gel, Sun tan lotion, Sun tan oil, Sun-block lotions. Sunscreen cream, Sunscreen creams, Suntan creams self-tanning creams, Suntanning preparations, Talcum powder for toilet use, Talcum powder, Talcum powders, Tanning creams, Teeth cleaning lotions, Toilet soap, Toilet soaps, Toilet water containing snake oil, Toilet water, Toners not acceptable alone, but acceptable in a list of cosmetics, Toning lotion, for the face, body and hands, Tooth cleaning preparations, Tooth gel, Tooth paste in soft cake, Tooth paste, Tooth polish, Tooth powder, Tooth powders, Toothpaste, Toothpastes, Topical herbal cream for firming and enhancing breasts, Topical skin sprays for cosmetic purposes, Under-eye enhancers, Vanishing cream, Varnish removers, Washing powder, Washing-up liquids, Waterless soap, Wax strips for removing body hair, Whitewall cleaners, Windshield cleaner fluids, Windshield washing fluid, Wrinkle removing skin care preparations, Wrinkle resistant cream. FIRST USE: 20041101. FIRST USE IN COMMERCE: 20041101

IC 005. US 006 018 044 046 051 052. G & S: Acne medications, Acne treatment preparations, Air deodorant, Air deodorizer, Air fresheners, Alcohol for topical use, Allergy capsules, Allergy medications, Allergy relief medication, Allergy tablets, Almond oil for pharmaceutical purposes, Almond oils for pharmaceutical purposes, Analgesic balm, Analgesic preparations, Analgesics, Androgen preparations, Antibacterial alcohol skin sanitizer gel, Antibacterial handwash, Antibacterial pharmaceuticals, Antibacterial substances for medical purposes, Antibiotic creams, Antibiotic handwash, Antibiotic ointments, Antibiotic preparations, Antibiotic tablets, Anticavity mouth rinses, Antidepressants, Antidiabetic preparations, Antiemetics, Antiflatulants, Antihistamines, Antihypertensives, Antimicrobial preparations for inhibiting microbiological decomposition in food, beverages, animal feed and pharmaceuticals, Antimicrobials for dermatologic use, Antiparasitics, Antipyretic analgesics, Antiseptic preparations, Antiseptics, Antitoxic sera, Antivirals, Anti-cancer preparations, Anti-cough drops, Antidermo-infectives, Anti-diabetic pharmaceuticals, Anti-diabetic preparations, Anti-fungal creams for medical use, Anti-infective products for veterinary use, Anti-infectives, Anti-inflammatories, Anti-inflammatory and antipyretic preparations, Anti-insect spray, Anti-itch cream, Anti-itch ointment, Antimicrobial handwash, Anti-sarcoma preparations, Anti-venin, Aquatic herbicides, Artificial tears, Astringents for medicinal purposes, Athletes' foot lotions, Athletes' foot powders, Athletes' foot preparations, Bath salts for medical purposes, Bee pollen for use as a dietary food supplement, Beta blockers, Biochemical preparations for medical or veterinary purposes, Biocides, Biological and chemical preparations and reagents for medical or veterinary use, Biological preparations for medical purposes, Burn dressings, Burn relief medication, Caffeine preparations for stimulative use, Calamine lotion, Calcium channel blockers, Calcium supplements, Cardiovascular pharmaceuticals, Cardiovascular treatment preparations, Castor oil for medical purposes, Cedar wood for use as a clothing protector and/or deodorizer, Cedar wood for use as an insect repellent, Cells for medical or clinical use, Cholesterol reducers. Chondroitin preparations, Cleansing solutions for medical use, Cold sore treatment preparations, Corn and callus creams, Corn pads, Corn plasters, Cough drops, Cough expectorants, Cough lozenges, Cough syrups, Cough treatment preparations, Dandruff shampoo, Decongestant capsules, Decongestant nasal sprays, Decongestants, Dental polish, Dental rinse, Depuratives for the body, Dermatological pharmaceutical products, Dermatologicals, Diarrhea medication, Diet capsules, Diet pills, Dietary drink mix for use as a meal replacement, Dietary fiber as an additive for food products, Dietary food supplements, Dietary supplemental drinks, Dietary supplements, Dietetic foods adapted for medical use, Disinfectant bathroom cleaners, Disinfectant toilet bowl cleaners, Disinfectants for chemical toilets, Disinfectants for contact lenses, Disinfectants for hygienic purposes, Disinfectants for medical instruments, Disinfectants for sanitary purposes, Disinfecting handwash, Diuretic preparations, Diuretics, Douches, Ear drops, Electrolytes, Enema preparations, Energy boosting mouth dissolvable flavored edible films, Expectorants, Eye compresses, Eye drops, Eye pillows containing aromatic substances for relief from headaches, insomnia and sinus discomfort, Eye washes, Feminine hygiene cleansing towelettes, Feminine hygiene pads, Ferments for medical or veterinary use, Fever blister treatment preparations, Fluid for the topical fluoridation of tooth

enamel and decay prevention, Food for diabetics, Food for enteral feeding, Food for infants, Food for medically restricted diets, Food supplements, Food supplements, namely, anti-oxidants, Fungal medications, Fungicides for domestic use, Fungicides for medical use, Garbage disposer fresheners, Gargles, Gastrointestinal cleaning agents, Gastro-intestinal treatment preparations, Gelatin capsules sold empty for pharmaceuticals, Gels for use as personal lubricant, General purpose germicide, Germicides and fungicides, Ginseng for medicinal use, Glaucoma agents, Hair growth stimulants, Hemoglobin. Herb teas for medicinal purposes, Herbal anti-itch and sore skin ointment for **pets**, Herbal mud packs for therapeutic purposes, Herbal products, namely, aroma therapy packs containing herbs used for aroma therapy, Herbal supplements, Herbal teas for medicinal purposes, Herbicides weedkillers, Homeopathic pharmaceuticals for use in the treatment of skin diseases, Homeopathic supplements, Household deodorant, Household deodorizer, Human allograft tissue, Human growth hormone, Infant formula, Irrigating solutions for eye use, Isopropyl alcohol for medical use, Lactagogues, Laxatives, Lecithin for use as a dietary supplement, Liniments, Meal replacement and dietary supplement drink mixes, Meal replacement bars, Meal replacement drinks, Meal replacement powders, Meal replacement shakes, Medical cleansers for skin and wounds, Medicated baby oils, Medicated baby powders, Medicated bath preparations, Medicated bath salts, Medicated brush-on oral care gels, Medicated candies, Medicated compresses, Medicated confectionery, Medicated dental floss, Medicated diaper rash ointments and lotions, Medicated foot powder, Medicated hair care preparations, Medicated hand wash, Medicated lip balm, Medicated Body lotions, Medicated Facial lotions, Medicated Hair lotions, Medicated lozenges, Medicated mouth care and treatment preparations, Medicated mouthwash, Medicated pre-moistened tissues, Medicated pre-moistened towelettes, Medicated pre-moistened wipes, Medicated shampoo, Medicated shaving preparations, Medicated skin care preparations, Medicated skin preparation for use in treating skin diseases, Medicated sun care preparations, Medicated sunburn lotions, Medicinal creams for skin care, Medicinal herb extracts, Medicinal herbal extracts for medical purposes, Medicinal herbs in dried or preserved form, Medicinal preparations for the mouth and as sprays, Medicinal preparations for the mouth to be applied in the form of drops, capsules, tablets and compressed tablets, Medicines for the treatment of gastrointestinal diseases, Menstrual symptom treatment preparations, Menthol vapor bath preparations for babies, Migraine treatment preparations, Mineral nutritional supplements, Mineral salts for medical purposes, Mineral supplements, Mixed antibiotic preparations, Mixed vitamin preparations, Mosquito-repellent incenses, Moth balls, Mothproofing paper, Motion sickness treatment preparations, Mouth cavity cleansers, Multipurpose medicated antibiotic cream, analgesic balm and mentholated salve;, Multivitamin preparations, Multi-vitamin preparations, Muscle relaxants, Muscle soaks, Nail fungus treatment preparations, Nasal spray preparations, Nausea treatment preparations, Nematocides, Nose drops, Nutritional additives to foodstuffs for animals, for medical purposes, Nutritional additives for use in foods and dietary supplements for human consumption, Nutritional drink mix for use as a meal replacement, Nutritional supplements, Nutritional supplements in lotion form sold as a component of nutritional skin care products, Nutritionally fortified water, Nutritionally fortified beverages, Nutritive substances for microorganism cultures, Nutritive substances for microorganisms for medical purposes, Nutritive substances for micro-organisms for medical use, Ocular pharmaceuticals, Ophthalmic preparations, Ophthalmologic preparations, Ophthalmological preparations, Oral analgesics, Oral contraceptives, Oral spray for the cessation of smoking, Pain relief medication, Pancreas hormone preparations, Parapharmaceutical products for use in dermatology, Pharmaceutical anti-allergic preparations and substances, Pharmaceutical preparations for the treatment of infectious diseases, Pharmaceutical preparations acting on the central nervous system, Pharmaceutical preparations and substances for the treatment of gastro-intestinal diseases, Pharmaceutical preparations for animal skincare, Pharmaceutical preparations for the treatment of hormonal disorders and the prevention of osteoporosis, Pharmaceutical preparations for treating allergic rhinitis and asthma, Pharmaceutical preparations for treating diabetes. Pharmaceutical preparations for treating skin disorders, Pharmaceutical preparations for use in dermatology, Pharmaceutical preparations for wounds, Pharmaceutical products and preparations against dry skin caused by pregnancy, Pharmaceutical products and preparations for hydrating the skin during pregnancy, Pharmaceutical products and preparations for pregnancy blemishes, Pharmaceutical products and preparations for preventing skin blemishes during pregnancy, Pharmaceutical products and preparations to prevent stretch marks, Pharmaceutical products and preparations to prevent swelling in the legs, Pharmaceutical products for skin care for animals, Pharmaceutical products for the treatment of bone diseases, Pharmaceutical products for the treatment of viral and infectious diseases, for the treatment of cancer, Pharmaceutical products for treating respiratory diseases and asthma, Pharmaceutical skin lotions, Poultices, Powdered milk for babies, Powdered nutritional supplement drink mix, Preparation for the relief of pain, Preparations for cleansing the skin for medical use, Preparations for detecting genetic predispositions for medical purposes, Preparations for protecting plants against pathogens, Preparations for the suppression of hormones, Preparations for the treatment of asthma, Preparations for treating colds, Preparations to prevent chewing or biting by animals, Preparations to prevent nail-biting and thumb-

sucking, Processed bee pollen for medicinal or therapeutic purposes, Processed cactus for medicinal or therapeutic purposes, Products and preparations for cleansing the skin for medical use, Radiation sickness treating agents, Radio-isotope markers for therapeutic or diagnostic use, Respiratory stimulants, Room deodorants, Room deodorizing compositions, Rubbing compound for medical and/or therapeutic use, Sanitary preparations for medical use, Sanitary sterilizing preparations, Sanitizers for hospital use, Sanitizers for household use, Sanitizing wipes. Sinus pillows containing aromatic substances for relief from headaches, insomnia and sinus discomfort, Sleeping pills/tablets, Smelling salts, Soy protein for use as a nutritional ingredient in various powdered and ready-to-drink beverages, Sugar replacement for medicinal or therapeutic purposes, Sweets for medicinal purposes, Throat lozenges, Thyroid and para-thyroid hormone preparations, Topical analgesics, Topical anesthetics, Tumor suppressing agents, Unit dose capsules sold empty for pharmaceutical use, Vaginal moisturizers, Vaginal preparations, namely antifungals, Vaginal washes, Viscoelastic agents for eye use, Vitamin and mineral supplements, Vitamin and mineral formed and packaged as bars, Vitamin and mineral preparations for medical use, Vitamin and mineral preparations for use as ingredients in the food and pharmaceutical industry, Vitamin B preparations, Vitamin C preparations, Vitamin D preparations, Vitamin drops, Vitamin enriched water, Vitamin fortified beverages, Vitamin preparations, Vitamin supplements, Vitamin tablets, Vitamins, Wart removing preparations, Water-based personal lubricants, Wheat for use as a dietary supplement, Witch hazel, Wound dressings, Yeast or yeast extracts for medical, veterinary or pharmaceutical purposes. FIRST USE: 20041101. FIRST USE IN COMMERCE: 20041101

Standard Characters Claimed

Mark

Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 78525923

Filing Date December 2, 2004

Current Filing Basis 1A

Original Filing Basis 1A;1B

Published for Opposition March 28, 2006

Registration Number 3106145

Registration Date June 20, 2006

Owner (REGISTRANT) Zeman, Caroline S INDIVIDUAL UNITED STATES 4414 Martindale Dr. Cascade COLORADO 80809

(REGISTRANT) Zeman, Walter J INDIVIDUAL UNITED STATES 4414 Martindale Dr. Cascade COLORADO 80809

Type of Mark TRADEMARK

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Aroma & Woman

100% Pure and Natural

Word Mark AROMA WOMAN 100% PURE AND NATURAL

Goods and Services IC 003. US 001 004 006 050 051 052. G & S: Almond milk for cosmetic purposes; almond oil for cosmetic purposes; antiperspirants toiletries; aromatic essential oils for personal use; badian essence for personal use; non-medicated cosmetic bath preparations; beauty masks; bergamot oil; essential oils for personal use; breath freshening sprays; cleaning preparations for hands and skin; cleansing milk for toilet purposes; cosmetic kits comprised of lipstick, lip gloss, and cosmetics; cosmetic preparations for body-slimming purposes; cosmetics; cosmetic creams; skin whitening creams; dentifrices; deodorant soap; deodorants for personal use; eau de cologne; essential oils; essential oils for beverage flavorings; floor wax; floor wax removers and scouring preparations, namely, liquids; perfumed fumigation preparations; hair lotions; hair spray; incense; jasmine oil for cosmetic purposes; laundry preparations, namely, essential oils as perfume for laundry purposes, bleach, detergent, soap, and starch; lavender oil; lavender water for cosmetic purposes; essential oils of lemon; lipsticks; lotions for cosmetic purposes; make-up removing preparations, namely, lotions, milks, gels, and creams; medicated soap; mint essence essential oil; mint oil for perfumery; musk perfumery; oils for cleaning purposes; perfumery; perfumes; shampoos for **pets**; pomades for cosmetic purposes; potpourris fragrances; powder make-up; rose oil for cosmetic purposes; scented water for personal use; shampoos for hair; preparations for soaking laundry; soap for hands and skin; antiperspirant soap; cakes of soap for personal use; disinfectant soap; fabric softeners for laundry use; stain removers; sunscreen preparations, namely, foams, creams and lotions; cosmetic sun-tanning preparations; talcum powder for toilet use; tissues impregnated with cosmetic lotions; toilet water. toiletries namely, oils, toilet soaps, and hair shampoos; volcanic ash for cleaning purposes; washing preparations, namely, body washes, facial washes, non-medicated mouth washes and rinses. FIRST USE: 19980804. FIRST USE IN COMMERCE: 19980804

IC 032. US 045 046 048. G & S: Non-alcoholic beverages, namely, carbonated beverages, beverages containing fruit juices, beverages with tea flavor, and malt beverages; essences that are

not in the nature of essential oils for making beverages namely, mineral waters, and soft drinks; non-alcoholic fruit nectars; non-alcoholic fruit juice beverages; water beverages, namely, flavored waters, mineral waters, and seltzer waters. FIRST USE: 19980804. FIRST USE IN COMMERCE: 19980804

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 05.13.25 - Bales of hay or straw; Hay in bales; Other plants including bales of hay or straw; Straw in bales
26.17.13 - Letters or words underlined and/or overlined by one or more strokes or lines; Overlined words or letters; Underlined words or letters

Trademark Search Facility Classification Code ART-05.13 Plants, flowering plants and cut flowers in pots or vases; flowers in vases
NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters,punctuation and mathematical signs,zodiac signs,prescription marks
NUM-100 The Numeral 100
SHAPES-BAR-BANDS Designs with bar, bands or lines
VEG Plant life such as trees,flowers,fruits,grains,nuts,wreaths,and leaves

Serial Number 78965018

Filing Date August 31, 2006

Current Filing Basis 1A

Original Filing Basis 1B

Published for Opposition April 29, 2008

Registration Number 3677976

Registration Date September 1, 2009

Owner (REGISTRANT) Aroma Woman Co., Ltd. CORPORATION TAIWAN 9F., No. 10, Nanjing W. Rd. Zhongshan District Taipei TAIWAN 104

Attorney of Record Thomas J. Moore

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "AROMA" AND "100% PURE AND NATURAL" APART FROM THE MARK AS SHOWN

Description of Mark Color is not claimed as a feature of the mark. The mark consists of a design of a plant between the words "AROMA" and "WOMAN", all of which is underlined and displayed above the wording "100% PURE AND NATURAL".

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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BOMBSHELL

Word Mark BOMBSHELL

Goods and Services IC 003. US 001 004 006 050 051 052. G & S: Baby hair conditioner; Baby shampoo; Conditioners ; Exfoliants for HAIR; Gel for HAIR; Hair balsam; Hair bleach; Hair bleaches; Hair bleaching preparations; Hair care creams; Hair care lotions; Hair care preparations; Hair cleaning preparations; Hair color; Hair color removers; Hair conditioner; Hair conditioners; Hair conditioners for babies; Hair creams; Hair decolorants; Hair dressings for men; Hair dye; Hair dyes; Hair emollients; Hair fixers; Hair frosts; Hair gel; Hair gels; Hair lacquers; Hair lighteners; Hair lotions; Hair mascara; Hair mousse; Hair mousses; Hair nourishers; Hair oils; Hair piece bonding glue; Hair pomades; Hair relaxers; Hair relaxing preparations; Hair removing cream; Hair rinses; Hair rinses ; Hair shampoo; Hair spray; Hair straightening preparations; Hair styling gel; Hair styling preparations; Hair styling spray; Hair tonic; Hair tonics; Hair waving lotion; Hair-washing powder; Hydrogen peroxide for use on the hair; Japanese hair fixing oil (bintsuke-abura); Lotions for HAIR; Mousse for HAIR; Oil baths for hair care; Oils for hair conditioning; Pet shampoo ; Pomades for HAIR; Shampoo-conditioners; Shampoos; Shampoos. FIRST USE: 20030601. FIRST USE IN COMMERCE: 20030731

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 78828981

Filing Date March 3, 2006

Current Filing Basis 1A

Original Filing Basis 1A;1B
Published for Opposition March 3, 2009
Registration Number 3623042
Registration Date May 19, 2009
Owner (REGISTRANT) Agro, Peter INDIVIDUAL UNITED STATES 143 E57 Street New York NEW YORK 10022
Type of Mark TRADEMARK
Register PRINCIPAL-2(F)
Live/Dead Indicator LIVE

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Swimmer's Defense

**Word Mark
Goods and
Services**

SWIMMER'S DEFENSE

IC 003. US 001 004 006 050 051 052. G & S: After-sun lotions; Aromatherapy creams; Aromatherapy lotions; Aromatherapy oils; Baby hair conditioner; Baby lotion; Baby oil; Baby oils; Baby powder; Baby powders; Baby shampoo; Baby wipes; Bath foam; Bath foams; Bath gel; Bath gels; Bath oil; Bath oils; Bath soaps in liquid, solid or gel form; Bathing lotions; Beauty creams; Beauty creams for body care; Beauty gels; Beauty lotions; Body and beauty care cosmetics; Body and beauty care preparations; Body cream; Body creams; Body emulsions; Body lotion; Body lotions; Body oil; Body oils; Body powder; Body spray used as a personal deodorant and as fragrance; Body sprays; Body sprays, namely water in atomized containers used to produce a cooling effect; Bubble bath; Cologne; Cologne water; Conditioners; Cosmetic creams; Cosmetic creams for skin; Cosmetic oils; Cosmetic oils for the epidermis; Cosmetic preparations against sunburn; Cosmetic preparations for body care; Cosmetic sun-protecting preparations; Cosmetic sun-tanning preparations; Cosmetic suntan lotions; Cosmetics; Disposable wipes impregnated with chemicals or compounds for personal hygiene and household use; Dusting powder; Eau de cologne; Eau de parfum; Eau de perfume; Eau de toilette; Eau-de-toilette; Eaux de toilette; Essential oils; Essential oils for household use; Essential oils for personal use; Essential oils for use in manufacturing of skin care and bath care products; Essential oils for use in the manufacture of scented products; Face and body beauty creams; Face and body lotions; Face and body lotions; Face creams; Face milk and lotions; Facial cream; Facial creams; Facial emulsions; Facial lotion; Facial washes; Foam bath. Fragrances for personal use; Gel for hair; Hair care creams; Hair care lotions; Hair care preparations; Hair cleaning preparations Hair conditioner; Hair conditioners; Hair conditioners for babies; Hair creams; Hair emollients; Hair fixers; Hair gel; Hair gels; Hair lotions; Hair mousses; Hair nourishers; Hair oils; Hair pomades; Hair rinses; Hair shampoo; Hair spray; Hair styling gel; Hair styling preparations; Hair styling spray; Hand cleaners; Hand cleaning preparations; Hand cream; Hand creams; Hand lotions; Hand soaps; Liquid bath soaps; Liquid perfumes; Liquid soap; Liquid soaps; Liquid soaps for hands and face; Liquid soaps for hands, face and body;

Lotions for face and body care; Massage oil; Massage oils; Non-medicated bath preparations; Non-medicated diaper rash ointments and lotions; Non-medicated ointments for the prevention and treatment of sunburn; Non-medicated skin care preparations; Non-medicated skin creams; Non-medicated sun care preparations; Non-medicated toiletries; Nutritional oils for cosmetic purposes; Oils for toiletry purposes; Perfume; Perfume oils; Perfume oils for the manufacture of cosmetic preparations; Perfumed creams; Perfumed powder; Perfumed powders; Perfumed soap; Perfumed soaps; Perfumery; Perfumes; Pet shampoo; Pomades; Pomades for hair; Room fragrances; Scented body spray; Scented fabric refresher spray; Scented linen sprays; Scented linen water; Scented oils used to produce aromas when heated; Scented room sprays; Sculpting gel Shampoo-conditioners; Shampoos; Shampoos for babies; Shower and bath foam; Shower and bath gel; Shower gel; Shower gels; Skin cleansers; Skin conditioners; Skin cream; Skin creams; Skin creams in liquid and in solid form Skin emollients; Skin lotion; Skin lotions; Skin moisturizer; Soaps for body care. Soaps for personal use; Styling gels; Styling lotions; Styling mousse; Sun block; Sun block preparations; Sun care lotions; Sun creams; Sun screen; Sun screen preparations; Sun-block lotions; Sunscreen cream; Sunscreen creams; Suntan creams; Waterless soap. FIRST USE: 19950401. FIRST USE IN COMMERCE: 19950401

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Trademark Search Facility Classification Code NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters,punctuation and mathematical signs,zodiac signs,prescription marks

Serial Number 78898682

Filing Date June 1, 2006

Current Filing Basis 1A

Original Filing Basis 1A

Published for Opposition June 19, 2007

Registration Number 3312268

Registration Date October 16, 2007

Owner (REGISTRANT) Iclisoy, Jessica INDIVIDUAL UNITED STATES 217 South Linden Drive Beverly Hills CALIFORNIA 90212

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "Swimmer's" APART FROM THE MARK AS SHOWN

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Overtired & Cranky

Word Mark
Goods and Services

OVERTIRED & CRANKY

IC 003. US 001 004 006 050 051 052. G & S: After-sun lotions; Aromatherapy creams; Aromatherapy lotions; Aromatherapy oils; Baby hair conditioner; Baby lotion; Baby oil; Baby oils; Baby powder; Baby powders; Baby shampoo; Baby wipes; Bath foam; Bath foams; Bath gel; Bath gels; Bath oil; Bath oils; Bath soaps in liquid, solid or gel form; Bathing lotions; Beauty creams; Beauty creams for body care; Beauty gels; Beauty lotions; Body and beauty care cosmetics; Body and beauty care preparations; Body cream; Body creams; Body emulsions; Body lotion; Body lotions; Body oil; Body oils; Body powder; Body spray used as a personal deodorant and as fragrance; Body sprays; Body sprays, namely water in atomized containers used to produce a cooling effect; Bubble bath; Cologne; Cologne water; Conditioners; Cosmetic creams; Cosmetic creams for skin; Cosmetic oils; Cosmetic oils for the epidermis; Cosmetic preparations against sunburn; Cosmetic preparations for body care; Cosmetic sun-protecting preparations; Cosmetic sun-tanning preparations; Cosmetic suntan lotions; Cosmetics; Disposable wipes impregnated with chemicals or compounds for personal hygiene and household use; Dusting powder; Eau de cologne; Eau de parfum; Eau de perfume; Eau de toilette; Eau-de-toilette; Eaux de toilette; Essential oils; Essential oils for household use; Essential oils for personal use; Essential oils for use in manufacturing of skin care and bath care products; Essential oils for use in the manufacture of scented products; Face and body beauty creams; Face and body creams; Face and body lotions; Face creams; Face milk and lotions; Facial cream; Facial creams; Facial emulsions; Facial lotion; Facial washes; Foam bath. Fragrances for personal use; Gel for hair; Hair care creams; Hair care lotions; Hair care preparations; Hair cleaning preparations Hair conditioner; Hair conditioners; Hair conditioners for babies; Hair creams; Hair emollients; Hair fixers; Hair gel; Hair gels; Hair lotions; Hair mousses; Hair nourishers; Hair oils; Hair pomades; Hair rinses; Hair shampoo; Hair spray; Hair styling gel; Hair styling preparations; Hair styling spray; Hand cleaners; Hand cleaning preparations; Hand cream; Hand creams; Hand lotions; Hand soaps; Liquid bath soaps; Liquid perfumes; Liquid soap; Liquid soaps; Liquid soaps for hands and face; Liquid soaps for hands, face and body;