

ESTTA Tracking number: **ESTTA482824**

Filing date: **07/11/2012**

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

Proceeding	91199352
Party	Defendant D & D Beauty Care Company, Inc.
Correspondence Address	SHAWN R FARMER MUSKIN & CUSICK LLC 100 W MAIN ST , SUITE 205 LANSDALE, PA 19446-2030 UNITED STATES sfarmer@patentstrademarks.com
Submission	Defendant's Notice of Reliance
Filer's Name	Shawn R. Farmer
Filer's e-mail	sfarmer@patentstrademarks.com
Signature	/Shawn R. Farmer/
Date	07/11/2012
Attachments	As_Notice_of_Reliance_Apps_Not_Subject_C.pdf (33 pages)(341245 bytes)

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

WEIDER PUBLICATIONS, LLC,)	Trademark Application
)	Serial No. 85/034,975
Opposer,)	Filed: May 11, 2010
)	Mark: SHAPES
v.)	Published: October 12, 2010
)	Opposition No.: 91199352
D & D BEAUTY CARE)	
COMPANY, INC.,)	
)	
Applicant.)	

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

**APPLICANT’S NOTICE OF RELIANCE ON
APPLICATIONS NOT SUBJECT TO PROCEEDING**

Pursuant to 37 C.F.R. § 2.122(e), Applicant, D & D Beauty Care Company, Inc., by its undersigned attorneys, hereby gives notice that it intends to rely on its applications not subject to proceeding, specifically SHAPES (Serial No. 85034985); SHAPING YOU BEAUTIFUL (Serial No. 85370986); SHAPES BROW BAR (and Design) (Serial No. 85370983); SHE BAR (Serial No. 85034989); SHAPES BROW BAR (EU Filing) (U.S. Ref. No. A0025374) applied for by Applicant. The attached applications are relevant to the answer and affirmative defenses set forth in Applicant’s Answer to Opposer’s Notice of Opposition in the instant proceeding, namely that Opposer Weider Publications, LLC did not oppose Applicant’s application for the mark SHAPES used in International Class

003: blush; body lotion; body masks; body scrub; cosmetic masks; eye shadows; facial beauty masks; facial cleansers; facial lotion; facial make-up; facial masks; facial scrubs; foot scrubs; foundations; hand scrubs; skin cleansers; skin toners and that Applicant has applied for various marks in connection with its beauty spa services.

Dated: July 11, 2011

Respectfully submitted,

Applicant
D & D Beauty Care Company, Inc.
By their Attorneys,

A handwritten signature in black ink, appearing to read "Shawn R. Farmer", written over a horizontal line.

Shawn R. Farmer
Clinton J. Cusick
Jon H. Muskin

MUSKIN & CUSICK, LLC
100 W. Main St., Suite 205
Lansdale, PA 19446

Our Ref.: 1115-106

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 85034985

Filing Date: 05/11/2010

*NOTE: Data fields with the * are mandatory under TEAS Plus. The wording "(if applicable)" appears where the field is only mandatory under the facts of the particular application.*

The table below presents the data as entered.

Input Field	Entered
TEAS Plus	YES
MARK INFORMATION	
*MARK	SHAPES
*STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	SHAPES
*MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	D & D Beauty Care Company, Inc.
*STREET	6350 N. Claremont Ave.
*CITY	Chicago
*STATE (Required for U.S. applicants)	Illinois
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	60659
LEGAL ENTITY INFORMATION	
*TYPE	CORPORATION

* STATE/COUNTRY OF INCORPORATION	Delaware
GOODS AND/OR SERVICES AND BASIS INFORMATION	
* INTERNATIONAL CLASS	003
IDENTIFICATION	Blush; Body lotion; Body masks; Body scrub; Cosmetic masks; Eye shadows; Facial beauty masks; Facial cleansers; Facial lotion; Facial make-up; Facial masks; Facial scrubs; Foot scrubs; Foundations; Hand scrubs; Skin cleansers; Skin toners
* FILING BASIS	SECTION 1(b)
ADDITIONAL STATEMENTS INFORMATION	
* TRANSLATION (if applicable)	
* TRANSLITERATION (if applicable)	
* CLAIMED PRIOR REGISTRATION (if applicable)	
* CONSENT (NAME/LIKENESS) (if applicable)	
* CONCURRENT USE CLAIM (if applicable)	
ATTORNEY INFORMATION	
NAME	Shawn R. Farmer
ATTORNEY DOCKET NUMBER	1115-106A
FIRM NAME	Muskin & Cusick, LLC
INTERNAL ADDRESS	Suite 205
STREET	100 W. Main Street
CITY	Lansdale
STATE	Pennsylvania
COUNTRY	United States
ZIP/POSTAL CODE	19446
PHONE	(215) 853-8259
FAX	(775) 371-5483
EMAIL ADDRESS	sfarmer@patentstrademarks.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes

OTHER APPOINTED ATTORNEY	Jon H. Muskin, Clinton J. Cusick
CORRESPONDENCE INFORMATION	
*NAME	Shawn R. Farmer
FIRM NAME	Muskin & Cusick, LLC
INTERNAL ADDRESS	Suite 205
*STREET	100 W. Main Street
*CITY	Lansdale
*STATE (Required for U.S. applicants)	Pennsylvania
*COUNTRY	United States
*ZIP/POSTAL CODE	19446
PHONE	(215) 853-8259
FAX	(775) 371-5483
*EMAIL ADDRESS	sfarmer@patentstrademarks.com
*AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
NUMBER OF CLASSES	1
FEE PER CLASS	275
*TOTAL FEE PAID	275
SIGNATURE INFORMATION	
* SIGNATURE	/mohsin mohammed/
* SIGNATORY'S NAME	Mohsin Mohammed
* SIGNATORY'S POSITION	vp
* DATE SIGNED	05/10/2010

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 85034985

Filing Date: 05/11/2010

To the Commissioner for Trademarks:

MARK: SHAPES (Standard Characters, see [mark](#))

The literal element of the mark consists of SHAPES.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, D & D Beauty Care Company, Inc., a corporation of Delaware, having an address of
6350 N. Claremont Ave.
Chicago, Illinois 60659
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 003: Blush; Body lotion; Body masks; Body scrub; Cosmetic masks; Eye shadows; Facial beauty masks; Facial cleansers; Facial lotion; Facial make-up; Facial masks; Facial scrubs; Foot scrubs; Foundations; Hand scrubs; Skin cleansers; Skin toners

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

The applicant's current Attorney Information:

Shawn R. Farmer and Jon H. Muskin, Clinton J. Cusick of Muskin & Cusick, LLC
Suite 205
100 W. Main Street
Lansdale, Pennsylvania 19446
United States

The attorney docket/reference number is 1115-106A.

The docket/reference number is 1115-106A.

The applicant's current Correspondence Information:

Shawn R. Farmer
Muskin & Cusick, LLC
Suite 205

100 W. Main Street
Lansdale, Pennsylvania 19446
(215) 853-8259(phone)
(775) 371-5483(fax)
sfarmer@patentstrademarks.com (authorized)

A fee payment in the amount of \$275 has been submitted with the application, representing payment for 1 class(es).

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /mohsin mohammed/ Date Signed: 05/10/2010
Signatory's Name: Mohsin Mohammed
Signatory's Position: vp

RAM Sale Number: 7683
RAM Accounting Date: 05/11/2010

Serial Number: 85034985
Internet Transmission Date: Tue May 11 10:20:50 EDT 2010
TEAS Stamp: USPTO/FTK-74.0.243.18-201005111020503599
19-85034985-460545676bdc1857628b4367ed25
3b3b9-CC-7683-20100510143042646227

SHAPES

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 85034989

Filing Date: 05/11/2010

*NOTE: Data fields with the * are mandatory under TEAS Plus. The wording "(if applicable)" appears where the field is only mandatory under the facts of the particular application.*

The table below presents the data as entered.

Input Field	Entered
TEAS Plus	YES
MARK INFORMATION	
*MARK	SHE BAR
*STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	SHE BAR
*MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	D & D Beauty Care Company, Inc.
*STREET	6350 N. Claremont Ave.
*CITY	Chicago
*STATE (Required for U.S. applicants)	Illinois
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	60659
LEGAL ENTITY INFORMATION	
*TYPE	CORPORATION

* STATE/COUNTRY OF INCORPORATION	Delaware
GOODS AND/OR SERVICES AND BASIS INFORMATION	
* INTERNATIONAL CLASS	044
IDENTIFICATION	Beauty spa services, namely, cosmetic body care; Health spa services for health and wellness of the body and spirit; Health spa services for health and wellness of the body and spirit, namely, providing massage, facial and body treatment services, cosmetic body care services; Health spa services, namely, cosmetic body care services
* FILING BASIS	SECTION 1(b)
ADDITIONAL STATEMENTS INFORMATION	
*TRANSLATION (if applicable)	
*TRANSLITERATION (if applicable)	
*CLAIMED PRIOR REGISTRATION (if applicable)	
*CONSENT (NAME/LIKENESS) (if applicable)	
*CONCURRENT USE CLAIM (if applicable)	
ATTORNEY INFORMATION	
NAME	Shawn R. Farmer
ATTORNEY DOCKET NUMBER	1115-105
FIRM NAME	Muskin & Cusick, LLC
INTERNAL ADDRESS	Suite 205
STREET	100 W. Main Street
CITY	Lansdale
STATE	Pennsylvania
COUNTRY	United States
ZIP/POSTAL CODE	19446
PHONE	(215) 853-8259
FAX	(775) 371-5483
EMAIL ADDRESS	sfarmer@patentstrademarks.com

AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
OTHER APPOINTED ATTORNEY	Jon H. Muskin, Clinton J. Cusick
CORRESPONDENCE INFORMATION	
*NAME	Shawn R. Farmer
FIRM NAME	Muskin & Cusick, LLC
INTERNAL ADDRESS	Suite 205
*STREET	100 W. Main Street
*CITY	Lansdale
*STATE (Required for U.S. applicants)	Pennsylvania
*COUNTRY	United States
*ZIP/POSTAL CODE	19446
PHONE	(215) 853-8259
FAX	(775) 371-5483
*EMAIL ADDRESS	sfarmer@patentstrademarks.com
*AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
NUMBER OF CLASSES	1
FEE PER CLASS	275
*TOTAL FEE PAID	275
SIGNATURE INFORMATION	
* SIGNATURE	/mohsin mohammed/
* SIGNATORY'S NAME	Mohsin Mohammed
* SIGNATORY'S POSITION	vp
* DATE SIGNED	05/10/2010

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 85034989

Filing Date: 05/11/2010

To the Commissioner for Trademarks:

MARK: SHE BAR (Standard Characters, see [mark](#))

The literal element of the mark consists of SHE BAR.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, D & D Beauty Care Company, Inc., a corporation of Delaware, having an address of
6350 N. Claremont Ave.
Chicago, Illinois 60659
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 044: Beauty spa services, namely, cosmetic body care; Health spa services for health and wellness of the body and spirit; Health spa services for health and wellness of the body and spirit, namely, providing massage, facial and body treatment services, cosmetic body care services; Health spa services, namely, cosmetic body care services

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

The applicant's current Attorney Information:

Shawn R. Farmer and Jon H. Muskin, Clinton J. Cusick of Muskin & Cusick, LLC
Suite 205
100 W. Main Street
Lansdale, Pennsylvania 19446
United States

The attorney docket/reference number is 1115-105.

The docket/reference number is 1115-105.

The applicant's current Correspondence Information:

Shawn R. Farmer
Muskin & Cusick, LLC

Suite 205
100 W. Main Street
Lansdale, Pennsylvania 19446
(215) 853-8259(phone)
(775) 371-5483(fax)
sfarmer@patentstrademarks.com (authorized)

A fee payment in the amount of \$275 has been submitted with the application, representing payment for 1 class(es).

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /mohsin mohammed/ Date Signed: 05/10/2010
Signatory's Name: Mohsin Mohammed
Signatory's Position: vp

RAM Sale Number: 7739
RAM Accounting Date: 05/11/2010

Serial Number: 85034989
Internet Transmission Date: Tue May 11 10:27:53 EDT 2010
TEAS Stamp: USPTO/FTK-74.0.243.18-201005111027535930
82-85034989-460c962f5398fe624a27f4155777
31c913d-CC-7739-20100510142641475464

SHE BAR

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 85370983

Filing Date: 07/14/2011

*NOTE: Data fields with the * are mandatory under TEAS Plus. The wording "(if applicable)" appears where the field is only mandatory under the facts of the particular application.*

The table below presents the data as entered.

Input Field	Entered
TEAS Plus	YES
MARK INFORMATION	
*MARK	\\TICRS\EXPORT11\IMAGEOUT11\853\709\85370983\xml1\FTK0002.JPG
*SPECIAL FORM	YES
USPTO-GENERATED IMAGE	NO
LITERAL ELEMENT	SHAPES BROW BAR
*COLOR MARK	NO
*COLOR(S) CLAIMED (If applicable)	
*DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of a SHAPES term wherein five small squares are located between each of the letters comprising the SHAPES term and a BROW term and a BAR term are each located below the SHAPES term.
PIXEL COUNT ACCEPTABLE	YES
PIXEL COUNT	717 x 286
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	D & D Beauty Care Company, Inc.
*STREET	

*STREET	2721 West Devon Ave.
*CITY	Chicago
*STATE (Required for U.S. applicants)	Illinois
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	60659
LEGAL ENTITY INFORMATION	
*TYPE	CORPORATION
* STATE/COUNTRY OF INCORPORATION	Delaware
GOODS AND/OR SERVICES AND BASIS INFORMATION	
* INTERNATIONAL CLASS	044
IDENTIFICATION	Beauty salon services; Cosmetology services
*FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 05/01/2011
FIRST USE IN COMMERCE DATE	At least as early as 05/01/2011
SPECIMEN FILE NAME(S)	\\TICRS\EXPORT11\IMAGEOUT11\853\709\85370983\xml1\FTK0003.JPG
SPECIMEN DESCRIPTION	a screenshot of Applicant's web page
* INTERNATIONAL CLASS	044
IDENTIFICATION	Eyebrow threading services
*FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 05/01/2011
FIRST USE IN COMMERCE DATE	At least as early as 05/01/2011
SPECIMEN FILE NAME(S)	\\TICRS\EXPORT11\IMAGEOUT11\853\709\85370983\xml1\FTK0004.JPG
SPECIMEN DESCRIPTION	a screenshot of Applicant's web page
ADDITIONAL STATEMENTS SECTION	
*TRANSLATION (if applicable)	
*TRANSLITERATION (if applicable)	
*CLAIMED PRIOR REGISTRATION (if applicable)	

* CONSENT (NAME/LIKENESS) (if applicable)	
* CONCURRENT USE CLAIM (if applicable)	
ATTORNEY INFORMATION	
NAME	Shawn R. Farmer
ATTORNEY DOCKET NUMBER	1115-108
FIRM NAME	Muskin & Cusick, LLC
INTERNAL ADDRESS	Suite 205
STREET	100 W. Main Street
CITY	Lansdale
STATE	Pennsylvania
COUNTRY	United States
ZIP/POSTAL CODE	19446
PHONE	(215) 853-8259
FAX	(775) 371-5483
EMAIL ADDRESS	sfarmer@patentstrademarks.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
OTHER APPOINTED ATTORNEY	Jon H. Muskin, Clinton J. Cusick
CORRESPONDENCE INFORMATION	
*NAME	Shawn R. Farmer
FIRM NAME	Muskin & Cusick, LLC
INTERNAL ADDRESS	Suite 205
*STREET	100 W. Main Street
*CITY	Lansdale
*STATE (Required for U.S. applicants)	Pennsylvania
*COUNTRY	United States
*ZIP/POSTAL CODE	19446
PHONE	(215) 853-8259
FAX	(775) 371-5483
*EMAIL ADDRESS	sfarmer@patentstrademarks.com

* AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
NUMBER OF CLASSES	1
FEE PER CLASS	275
* TOTAL FEE PAID	275
SIGNATURE INFORMATION	
* SIGNATURE	/Reema Khan/
* SIGNATORY'S NAME	Reema Khan
* SIGNATORY'S POSITION	President
* DATE SIGNED	07/13/2011

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 85370983

Filing Date: 07/14/2011

To the Commissioner for Trademarks:

MARK: SHAPES BROW BAR (stylized and/or with design, see [mark](#))

The literal element of the mark consists of SHAPES BROW BAR.

The applicant is not claiming color as a feature of the mark. The mark consists of a SHAPES term wherein five small squares are located between each of the letters comprising the SHAPES term and a BROW term and a BAR term are each located below the SHAPES term.

The applicant, D & D Beauty Care Company, Inc., a corporation of Delaware, having an address of
2721 West Devon Ave.
Chicago, Illinois 60659
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 044: Beauty salon services; Cosmetology services; Eyebrow threading services

In International Class 044, the mark was first used at least as early as 05/01/2011, and first used in commerce at least as early as 05/01/2011, and is now in use in such commerce. The applicant is submitting one specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) a screenshot of Applicant's web page.

[Specimen File 1](#)

[Specimen File 2](#)

The applicant's current Attorney Information:

Shawn R. Farmer and Jon H. Muskin, Clinton J. Cusick of Muskin & Cusick, LLC
Suite 205
100 W. Main Street
Lansdale, Pennsylvania 19446
United States

The attorney docket/reference number is 1115-108.

The docket/reference number is 1115-108.

The applicant's current Correspondence Information:

Shawn R. Farmer
Muskin & Cusick, LLC
Suite 205
100 W. Main Street
Lansdale, Pennsylvania 19446
(215) 853-8259(phone)
(775) 371-5483(fax)
sfarmer@patentstrademarks.com (authorized)

A fee payment in the amount of \$275 has been submitted with the application, representing payment for 1 class(es).

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /Reema Khan/ Date Signed: 07/13/2011

Signatory's Name: Reema Khan

Signatory's Position: President

RAM Sale Number: 9206

RAM Accounting Date: 07/14/2011

Serial Number: 85370983

Internet Transmission Date: Thu Jul 14 08:45:02 EDT 2011

TEAS Stamp: USPTO/FTK-74.0.243.18-201107140845020772

30-85370983-480316eab112f8d9d7861c3d8152

624a6f4-CC-9206-20110713180019893963

s·h·a·p·e·s

BROW BAR

Services



Brow Shaping: \$10 - \$15

Body Art (Henna): \$10 - \$100

Threading:

Lip	\$5
Chin	\$7 - \$10
Side Burn	\$7 - \$10
Forehead	\$6
Full Face	\$30 - \$40
Eye + Lip	\$15

Eyebrow Tinting: \$20 *

Eyelash extensions: \$25 - \$100 *

Facial Cleansing: \$50 - \$75 *

Makeup Application: \$25 - \$75 *

Mini Facial: \$25 *

* AVAILABLE AT SELECT LOCATIONS



Party orders Available

(Contact 1-877-924-BROW for more information)

Services



Brow Shaping: \$10 - \$15

Body Art (Henna): \$10 - \$100

Threading:

Lip	\$5
Chin	\$7 - \$10
Side Burn	\$7 - \$10
Forehead	\$6
Full Face	\$30 - \$40
Eye + Lip	\$15

Eyebrow Tinting: \$20 *

Eyelash extensions: \$25 - \$100 *

Facial Cleansing: \$50 - \$75 *

Makeup Application: \$25 - \$75 *

Mini Facial: \$25 *

* AVAILABLE AT SELECT LOCATIONS



Party orders Available

(Contact 1-877-924-BROW for more information)

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 85370986

Filing Date: 07/14/2011

*NOTE: Data fields with the * are mandatory under TEAS Plus. The wording "(if applicable)" appears where the field is only mandatory under the facts of the particular application.*

The table below presents the data as entered.

Input Field	Entered
TEAS Plus	YES
MARK INFORMATION	
*MARK	SHAPING YOU BEAUTIFUL
*STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	SHAPING YOU BEAUTIFUL
*MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	D & D Beauty Care Company, Inc.
*STREET	2721 West Devon Ave.
*CITY	Chicago
*STATE (Required for U.S. applicants)	Illinois
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	60659
LEGAL ENTITY INFORMATION	
*TYPE	CORPORATION

* STATE/COUNTRY OF INCORPORATION	Delaware
GOODS AND/OR SERVICES AND BASIS INFORMATION	
* INTERNATIONAL CLASS	044
IDENTIFICATION	Beauty salon services; Cosmetology services; Eyebrow threading services
* FILING BASIS	SECTION 1(b)
ADDITIONAL STATEMENTS INFORMATION	
*TRANSLATION (if applicable)	
*TRANSLITERATION (if applicable)	
*CLAIMED PRIOR REGISTRATION (if applicable)	
*CONSENT (NAME/LIKENESS) (if applicable)	
*CONCURRENT USE CLAIM (if applicable)	
ATTORNEY INFORMATION	
NAME	Shawn R. Farmer
ATTORNEY DOCKET NUMBER	1115-110
FIRM NAME	Muskin & Cusick, LLC
INTERNAL ADDRESS	Suite 205
STREET	100 W. Main Street
CITY	Lansdale
STATE	Pennsylvania
COUNTRY	United States
ZIP/POSTAL CODE	19446
PHONE	(215) 853-8259
FAX	(775) 371-5483
EMAIL ADDRESS	sfarmer@patentstrademarks.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
OTHER APPOINTED ATTORNEY	Jon H. Muskin, Clinton J. Cusick
CORRESPONDENCE INFORMATION	

*NAME	Shawn R. Farmer
FIRM NAME	Muskin & Cusick, LLC
INTERNAL ADDRESS	Suite 205
*STREET	100 W. Main Street
*CITY	Lansdale
*STATE (Required for U.S. applicants)	Pennsylvania
*COUNTRY	United States
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FAX	(775) 371-5483
*EMAIL ADDRESS	sfarmer@patentstrademarks.com
*AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
NUMBER OF CLASSES	1
FEE PER CLASS	275
*TOTAL FEE PAID	275
SIGNATURE INFORMATION	
* SIGNATURE	/Reema Khan/
* SIGNATORY'S NAME	Reema Khan
* SIGNATORY'S POSITION	President
* DATE SIGNED	07/13/2011

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 85370986

Filing Date: 07/14/2011

To the Commissioner for Trademarks:

MARK: SHAPING YOU BEAUTIFUL (Standard Characters, see [mark](#))

The literal element of the mark consists of SHAPING YOU BEAUTIFUL.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, D & D Beauty Care Company, Inc., a corporation of Delaware, having an address of
2721 West Devon Ave.
Chicago, Illinois 60659
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 044: Beauty salon services; Cosmetology services; Eyebrow threading services

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

The applicant's current Attorney Information:

Shawn R. Farmer and Jon H. Muskin, Clinton J. Cusick of Muskin & Cusick, LLC
Suite 205
100 W. Main Street
Lansdale, Pennsylvania 19446
United States

The attorney docket/reference number is 1115-110.

The docket/reference number is 1115-110.

The applicant's current Correspondence Information:

Shawn R. Farmer
Muskin & Cusick, LLC
Suite 205
100 W. Main Street
Lansdale, Pennsylvania 19446

(215) 853-8259(phone)
(775) 371-5483(fax)
sfarmer@patentstrademarks.com (authorized)

A fee payment in the amount of \$275 has been submitted with the application, representing payment for 1 class(es).

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /Reema Khan/ Date Signed: 07/13/2011
Signatory's Name: Reema Khan
Signatory's Position: President

RAM Sale Number: 9248
RAM Accounting Date: 07/14/2011

Serial Number: 85370986
Internet Transmission Date: Thu Jul 14 08:57:29 EDT 2011
TEAS Stamp: USPTO/FTK-74.0.243.18-201107140857290221
69-85370986-48027689257fe2c14a06755b59b8
282a1b-CC-9248-20110713181639094056

SHAPING YOU BEAUTIFUL

APPLICATION FOR INTERNATIONAL REGISTRATION

The table below presents the data as entered.

Input Field	Entered
IDENTIFICATION SECTION	
OFFICE REFERENCE NUMBER	A0025374 77095411 3524808
OFFICE RECEIPT DATE	07/14/2011
ORIGINAL LANGUAGE CODE	ENGLISH
BASE APPLICATION AND REGISTRATION SECTION	
BASE APPLICATION NUMBER	77095411
BASE APPLICATION DATE	01/31/2007
BASE REGISTRATION NUMBER	3524808
BASE REGISTRATION DATE	10/28/2008
NAME AND ADDRESS SECTION	
NAME AND ADDRESS TYPE	Applicant/Holder
NAME	D & D Beauty Care Company, Inc.
ADDRESS	6350 N. Claremont Ave. Chicago IL
COUNTRY	United States of America
POSTAL CODE	60659
LANGUAGE	ENGLISH
LEGAL NATURE OF LEGAL ENTITY	CORPORATION
PLACE OF	Delaware, United States

ORGANIZATION**ENTITLEMENT SECTION**

ENTITLEMENT REAL AND EFFECTIVE INDUSTRIAL OR COMMERCIAL ESTABLISHMENT

ENTITLEMENT COUNTRY United States of America

IB REPRESENTATIVE SECTION

NAME AND ADDRESS TYPE IB Representative

NAME Shawn R. Farmer
MUSKIN & CUSICK, LLC

ADDRESS 100 W. Main Street
Suite 205
Lansdale
PA

COUNTRY United States of America

E-MAIL ADDRESS sfarmer@patentstrademarks.com

FAX NUMBER (775) 371-5483

PHONE NUMBER (215) 853-8259

POSTAL CODE 19446

LANGUAGE ENGLISH

REPRESENTATIVE APPOINTMENT APPOINTED

MARK SECTION

FILE SPECIFICATION OF THE LOGO <\\TICRS\EXPORT11\IMAGEOUT11\A00\253\A0025374\xml2\MO20002.jpg>

MARK WITH STANDARD CHARACTER STANDARD CHARACTER FORMAT MARK

DISCLAIMER "BROW BAR"

GOODS AND SERVICES SECTION

NICE CLASS NUMBER 44

GOODS AND SERVICES TERMS IN ORIGINAL Beauty salons; Cosmetology services

LANGUAGE

DESIGNATED CONTRACTING PARTIES SECTION

COUNTRY Office for Harmonization in the Internal Market (Trade Marks and Designs)
(OHIM)

SECOND LANGUAGE GERMAN

SIGNATURE SECTION

APPLICANT SIGNATURE APPLICANT HAS SIGNED

APPLICANT SIGNATURE DATE 07/14/2011

REPRESENTATIVE SIGNATURE REPRESENTATIVE HAS SIGNED

REPRESENTATIVE SIGNATURE DATE 07/14/2011

REMITTANCE AMOUNT 1764.00

PAYMENT SECTION

PAYER'S NAME D & D Beauty Care Company, Inc.

PAYMENT DATE 07/14/2011

PAYMENT METHOD TYPE Payment to WIPO

PAYMENT DETAILS RAMSaleNum=9956-RAMAcctgDate=20110714-SwissFrancsAm=1764.00-RamSeqNum1=2



SHAPES BROW BAR