

ESTTA Tracking number: **ESTTA498331**

Filing date: **10/04/2012**

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

Proceeding	91200786
Party	Defendant Bonnie Tseng
Correspondence Address	BONNIE TSENG 3020 LAVISTA COURT DECATUR, GA 30033-1102 UNITED STATES bonnietseng@mindspring.com
Submission	Response to Board Order/Inquiry
Filer's Name	Bonnie Tseng
Filer's e-mail	bonnietseng@mindspring.com, beautv@mindspring.com
Signature	/bonnietseng/
Date	10/04/2012
Attachments	BEAUTV EXHIBITS A-R with Seperators.pdf ( 52 pages )(7389439 bytes )

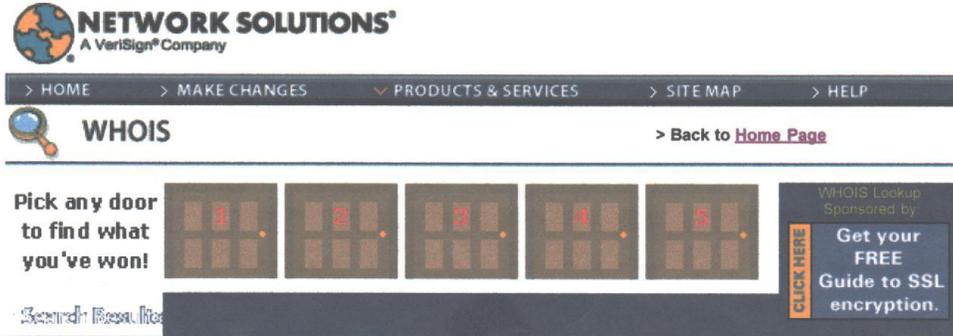
# EXHIBIT A

# EXHIBIT A

Initial Domain Registration in 1999 done with assistance by an internet company, Tachonix

NSI - WHOIS Search Results

9/6/00 1:56 PM



The screenshot shows the Network Solutions website interface. At the top is the Network Solutions logo with the tagline "A VeriSign® Company". Below the logo is a navigation menu with links for HOME, MAKE CHANGES, PRODUCTS & SERVICES, SITE MAP, and HELP. The main heading is "WHOIS" with a magnifying glass icon and a link to "Back to Home Page". Below the heading is a promotional banner for "Pick any door to find what you've won!" featuring five numbered doors (1-5). To the right of the banner is a "CLICK HERE" button for a "FREE Guide to SSL encryption". Below the banner is a search bar with the text "Search Results" and a dark background.

Registrant:  
Tachonix, Inc. ([BEAUTV2-DOM](#))  
3214 Chattahoochee Cir.  
Roswell, GA 30075  
US

Domain Name: BEAUTV.COM

Administrative Contact, Technical Contact, Zone Contact, Billing Contact:  
Hood, James ([JH28332](#)) [jhood@TACHONIX.COM](mailto:jhood@TACHONIX.COM)  
Tachonix, Inc.  
3214 Chattahoochee Cir.  
Roswell, GA 30075  
7706509499 (FAX) 7706500693

Record last updated on 30-Jul-1999.  
Record expires on 30-Jul-2001.  
Record created on 30-Jul-1999.  
Database last updated on 5-Sep-2000 14:29:55 EDT.

Domain servers in listed order:

NS.TACHONIX.COM	<a href="#">208.152.204.193</a>
NS.ABRAXIS.NET	<a href="#">216.47.64.201</a>

Look up another domain name using WHOIS:



To look up a NIC handle, host name, or registrant, use the keywords below:

- To search by NIC handle (or contact), type "handle WA3509"
- To search by name, type "name lastname, firstname"
- To search by company name, type "name The Sample Corporation"
- To search by domain name, type "example.com"
- To search by IP address, type "host 121.23.2.7"
- To search by host or nameserver name, type "host ns1.worldnic.com"

For advanced WHOIS search instructions please see our [WHOIS Help](#).

Search our [dot.com directory](#) to find businesses online.

Use IdNames' services [register your name](#) in more than 50 countries.

# EXHIBIT B

EXHIBIT B

Domain registration renewal with Network Solutions after the initial internet company transferred preliminary registration to BeauTV, Inc. as agreed.

4915



WEB ADDRESS REGISTRATION INVOICE

Tseng, Bonnie  
 BeauTV, Inc.  
 3020 Lavista Ct  
 Decatur, GA 30033-1102



Send Payments To:  
 Network Solutions, Inc.  
 PO Box 17305  
 Baltimore, MD 21297-0525

Invoice Date: 06-NOV-00  
 Tax ID: 52-1146119

900288953060070003

<b>Invoice Number:</b> 28895306	<b>Web Address:</b> <b>BEAUTV.COM</b>	
<b>Due Date:</b> 08-DEC-2000	<b>Period Covered:</b> 02-NOV-2000 - 02-NOV-2002	<b>Amount Due:</b> <b>\$70.00 US Dollars</b>
<p><i>Thank you for registering the Web address shown above. Timely receipt of payment will ensure registration services for the period noted above. By this payment, Registrant agrees to the terms and conditions of the current Service Agreement. This payment is non-refundable.</i></p> <p><b>To Pay By Credit Card or Confirm Payment:</b> We accept all major credit cards 24 hours per day, seven days a week. Go to <a href="http://www.networksolutions.com/payments">www.networksolutions.com/payments</a> to use Network Solutions' Secure On-Line Payment System.                  Or:                  Call 1-888-771-3000 toll-free from the United States, Canada, Puerto Rico and the U.S. Virgin Islands. Outside of these areas, call 1-402-496-9798.</p> <p><b>To Pay By Check:</b> Make check payable to Network Solutions, Inc. in US Dollars, drawn on a US Bank, and return the check and payment stub in the enclosed remittance envelope.</p> <p><b>Attention Business Account Program Members:</b> To pay using the funds in your debit account send e-mail to <a href="mailto:accounts@networksolutions.com">accounts@networksolutions.com</a> with the Web address, invoice number, and 16-digit Account Number you were assigned when you established your debit account.</p> <p><i>For billing inquiries, write us from <a href="http://www.networksolutions.com/help/contactus.html">www.networksolutions.com/help/contactus.html</a>, or call 1-800-779-1710 from the United States and Canada. Outside of these areas, call 1-703-742-4777 Monday through Friday from 7:00am to 9:00pm Eastern Time.                  Retain this portion for your records.</i></p>		

*Detach this stub and return with payment. If you pay for multiple invoices with one check, please send all payment stubs with your check. Please write your invoice number(s) on your check!*

SEND PAYMENTS TO:  
 NETWORK SOLUTIONS, INC.  
 PO BOX 17305  
 BALTIMORE, MD 21297-0525



Make check payable to:  
 Network Solutions, Inc.

Tseng, Bonnie  
 BeauTV, Inc.  
 3020 Lavista Ct  
 Decatur, GA 30033-1102

<b>Invoice Number:</b> 28895306	<b>Due Date:</b> 08-DEC-2000	<b>Amount Enclosed:</b> \$70.00 USD
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900288953060070003

WI110616.TXT 001106

# EXHIBIT C

# EXHIBIT C

## Internet hosting documentation for second internet provider



LIVE HELP

### My Account

#### Billing

- Billing Password
- Cancel Account
- **Charges**
- Payment Method

#### Resources

- Settings
- Legal Details
- Logout

Set As Start Page

Here is a summary of the charges that have been processed for your account. To view an itemized invoice for any of the charges shown below, please select the Invoice ID.

### Summary of Charges

Invoice ID	Invoice Date	Amount Billed	Amount Due
<a href="#">188685</a>	1/24/2006	\$14.95	\$0.00
<a href="#">184204</a>	12/24/2005	\$14.95	\$0.00
<a href="#">179821</a>	11/24/2005	\$14.95	\$0.00
<a href="#">175448</a>	10/24/2005	\$14.95	\$0.00
<a href="#">171091</a>	9/24/2005	\$14.95	\$0.00
<a href="#">166673</a>	8/24/2005	\$14.95	\$0.00
<a href="#">162248</a>	7/24/2005	\$14.95	\$0.00
<a href="#">157860</a>	6/24/2005	\$14.95	\$0.00
<a href="#">153461</a>	5/24/2005	\$14.95	\$0.00
<a href="#">149082</a>	4/24/2005	\$14.95	\$0.00
<a href="#">144709</a>	3/24/2005	\$14.95	\$0.00
<a href="#">140357</a>	2/24/2005	\$14.95	\$0.00
<a href="#">136035</a>	1/24/2005	\$14.95	\$0.00
<a href="#">131739</a>	12/24/2004	\$14.95	\$0.00
<a href="#">127603</a>	11/24/2004	\$14.95	\$0.00
<a href="#">123483</a>	10/24/2004	\$19.95	\$0.00
<a href="#">119311</a>	9/24/2004	\$19.95	\$0.00
<a href="#">115278</a>	8/24/2004	\$19.95	\$0.00
<a href="#">111177</a>	7/26/2004	\$19.95	\$0.00
<a href="#">107056</a>	6/24/2004	\$19.95	\$0.00

### Support

### Website

### Tools



EXHIBIT C (cont.)

Internet hosting documentation for second internet provider. Current Internet provider is GoDaddy

<a href="#">102642</a>	5/24/2004	\$19.95	\$0.00
<a href="#">98802</a>	4/26/2004	\$19.95	\$0.00
<a href="#">94720</a>	3/24/2004	\$19.95	\$0.00
<a href="#">90738</a>	2/24/2004	\$19.95	\$0.00
<a href="#">86822</a>	1/25/2004	\$19.95	\$0.00
<a href="#">83010</a>	12/24/2003	\$19.95	\$0.00
<a href="#">79185</a>	11/24/2003	\$19.95	\$0.00
<a href="#">75386</a>	10/24/2003	\$19.95	\$0.00
<a href="#">71623</a>	9/24/2003	\$19.95	\$0.00
<a href="#">67883</a>	8/25/2003	\$19.95	\$0.00
<a href="#">64252</a>	7/24/2003	\$19.95	\$0.00
<a href="#">60639</a>	6/24/2003	\$19.95	\$0.00
<a href="#">57005</a>	5/25/2003	\$19.95	\$0.00
<a href="#">53480</a>	4/24/2003	\$19.95	\$0.00
<a href="#">50036</a>	3/24/2003	\$19.95	\$0.00
<a href="#">46755</a>	2/24/2003	\$19.95	\$0.00
<a href="#">43438</a>	1/24/2003	\$19.95	\$0.00
<a href="#">40239</a>	12/24/2002	\$19.95	\$0.00
<a href="#">37190</a>	11/24/2002	\$19.95	\$0.00
<a href="#">34087</a>	10/24/2002	\$19.95	\$0.00
<a href="#">31069</a>	9/24/2002	\$19.95	\$0.00
<a href="#">27996</a>	8/24/2002	\$19.95	\$0.00
<a href="#">25258</a>	7/24/2002	\$19.95	\$0.00
<a href="#">22428</a>	6/24/2002	\$19.95	\$0.00
<a href="#">19911</a>	5/24/2002	\$19.95	\$0.00
<a href="#">17512</a>	4/24/2002	\$19.95	\$0.00
<a href="#">15230</a>	3/24/2002	\$19.95	\$0.00
<a href="#">13141</a>	2/24/2002	\$19.95	\$0.00
<a href="#">11153</a>	1/24/2002	\$19.95	\$0.00
<a href="#">9273</a>	12/24/2001	\$19.95	\$0.00
<a href="#">7588</a>	11/24/2001	\$19.95	\$0.00
<a href="#">6018</a>	10/24/2001	\$19.95	\$0.00

Next Billing Date: Friday, February 24, 2006.

EXHIBIT C (cont.)

Current Internet provider is GoDaddy 2006-Present

My Account Hi, Bonnie | Log Out

24/7 Support: (480) 505-8877 ? Help

Hablamos Español

Commercials | Daily Deals

All Products ▾

Cart 0

Domain Names

Websites & Hosting

Web Tools

Search

My Account

**BONNIE TSENG**

Customer Number:

[Contact Support](#) | [Update Security Settings](#) | [My Help](#)

Account Alerts

[View all 2 messages](#)

Take a short customer survey. [Get Started!](#)

[Click here to redeem your in-store credit.](#)

Products

Payments

Renewals

Account Summary

Settings

Product Billing

Payment Methods

Order History

Pending Orders

Gift Card Balance

In-Store Credit

Billing Sync

Advertising Credits

Domain Registration Defaults >

Account Administrator >

Order History

Search For Receipts

By Domain Name:

By Product Type:

GO

Web Hosting Recurring Fees & Accessories

GO

Go Daddy

[Printable Version](#)

Receipt#: 485447296

DATE: 9/23/2012 2:39:44 AM

Customer #: 898287

Billing Information

Bonnie Tseng

3020 La Vista Court

Decatur, GA 30033

US

Daytime Phone: 4049152359

Email: [bonnietseng@mindspring.com](mailto:bonnietseng@mindspring.com)

Name: Bonnie M Tseng

Paid: Visa (\$3.99)

Account Number: #####0726

Label	Name	Attributes	Unit Price	Today's Price	Extra Price	Total Price
10064	Hosting - Shared - Economy - Windows - Renewal - Monthly (recurring) Length: 1 Month(s)		\$5.99	\$3.99	180.00	\$3.99
10067	Bandwidth Renewal (recurring) Length: 1		\$0.00	\$0.00	150.00	\$0.00

Order History

[Google Ad Credits](#)

1 2

Receipt #	Date	Amount
485447296	9/23/2012	\$3.99
456249899	8/23/2012	\$3.99
446791741	7/23/2012	\$3.99
437928584	6/23/2012	\$3.99
428889098	5/23/2012	\$3.99
420298855	4/23/2012	\$3.99
411214534	3/23/2012	\$3.99
402658404	2/23/2012	\$3.99
393767755	1/23/2012	\$3.99
385604804	12/23/2011	\$3.99
377614460	11/23/2011	\$3.99
369333274	10/23/2011	\$3.99
361591335	9/23/2011	\$3.99
353620069	8/23/2011	\$3.99
345638932	7/23/2011	\$3.99
337765012	6/23/2011	\$3.99
330102177	5/23/2011	\$3.99
322993360	4/23/2011	\$3.99
314823958	3/23/2011	\$3.99
307483065	2/23/2011	\$3.99
299852669	1/23/2011	\$3.99
292722455	12/23/2010	\$3.99
285925918	11/23/2010	\$3.99
278914510	10/23/2010	\$3.99
272173614	9/23/2010	\$3.99
264739950	8/23/2010	\$3.99
256940358	7/23/2010	\$3.99
250268620	6/23/2010	\$3.99
243687405	5/23/2010	\$3.99
237172809	4/23/2010	\$3.99
230567609	3/23/2010	\$3.99
224166027	2/23/2010	\$3.99
217496468	1/23/2010	\$3.99
211319283	12/23/2009	\$3.99
205470616	11/23/2009	\$3.99
199517700	10/23/2009	\$3.99
193659344	9/23/2009	\$3.99
187859598	8/23/2009	\$3.99
182106474	7/23/2009	\$3.99
176446833	6/23/2009	\$3.99

Subtotal: \$3.99

Shipping & Handling:

Tax: \$0.00

Total (United States Dollars): \$3.99

\* to download any software purchased please go to ["My Downloads"](#)

EXHIBIT C (cont.)

Current Internet provider is GoDaddy 2006-Present

My Account Hi, Bonnie | Log Out

24/7 Support: (480) 505-8877 ? Help

Hablamos Español

Commercials | Daily Deals

All Products ▾

Cart 0

Domain Names

Websites & Hosting

Web Tools

Search

My Account

**BONNIE TSENG**

[Contact Support](#) | [Update Security Settings](#) | [My Help](#)

Account Alerts

[View all 2 messages](#)

Take a short customer survey. [Get Started!](#)

[Click here to redeem](#) your in-store credit.

Products

Payments

Renewals

Account Summary

Settings

Product Billing

Payment Methods

Order History

Pending Orders

Gift Card Balance

In-Store Credit

Billing Sync

Advertising Credits

Domain Registration

Defaults >

Account

Administrator >

Order History

Search For Receipts

By Domain Name:

By Product Type:

GO

Web Hosting Recurring Fees & Accessories

GO

Go Daddy

-- Printable Version --

Receipt#: 170981494

DATE: 5/23/2009 7:44:06 AM

Customer #: 898287

Billing Information

Bonnie Tseng  
3020 LaVista Court  
Decatur, GA30033  
US

Daytime Phone: 4049152359  
Email: bonnietseng@mindspring.com

Name: Bonnie M Tseng

Paid: Visa (\$3.99)

Account Number: #####6055

Label	Name	Attributes	Unit Price	Today's Price	Extra	Total Price
10064-1	Economy Hosting - Windows - Renewal - Monthly Length: 1 Month(s)		\$4.99	\$3.99	-1 \$0.00	\$3.99
10067-1	Bandwidth Renewal Length: 1		\$0.00	\$0.00	1 \$0.00	\$0.00

Subtotal: \$3.99

Shipping & Handling: \$0.00

Tax: \$0.00

Total (United States Dollars): \$3.99

\* to download any software purchased please go to ["My Downloads"](#)

Order History

[Google® Ad Credits](#)

Receipt #	Date	Amount
170981494	5/23/2009	\$3.99
166336962	4/29/2008	\$3.99
160203362	3/23/2008	\$3.99
154954174	2/23/2008	\$3.99
149542682	1/23/2008	\$3.99
144549117	12/23/2007	\$3.99
139802477	11/23/2007	\$3.99
134971644	10/23/2007	\$3.99
130251984	9/23/2007	\$3.99
125667692	8/23/2007	\$3.99
120815017	7/23/2007	\$3.99
116354645	6/23/2007	\$3.99
112076824	5/23/2007	\$3.99
107889197	4/23/2007	\$3.99
103688761	3/23/2007	\$3.99
99635771	2/23/2007	\$3.99
95531413	1/23/2007	\$3.99
91823245	12/23/2006	\$3.99
88363680	11/23/2006	\$3.99
84942520	10/23/2006	\$3.99
81674912	9/23/2006	\$3.99
78461981	8/23/2006	\$3.99
75291387	7/23/2006	\$3.99
72316146	6/23/2006	\$3.99
69316912	5/23/2006	\$3.99
66132418	4/23/2006	\$3.99
63263881	3/23/2006	\$3.99
60545470	2/23/2006	\$3.99
57780071	1/23/2006	\$3.99
55356065	12/23/2005	\$3.99
53124392	11/23/2005	\$3.99
50877142	10/23/2005	\$3.99
48728768	9/23/2005	\$3.99
46623877	8/23/2005	\$3.99
44608800	7/23/2005	\$3.99
42757461	6/23/2005	\$3.99

# EXHIBIT D

## EXHIBIT D

### 2001 USPTO statement by examining Attorney that there are no conflicting marks for BEAUTV

Untitled

9/11/01 11:49 AM

#### UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, VA 22202-3513  
www.uspto.gov

#### OFFICE ACTION / ELECTRONIC MAIL

TO AVOID ABANDONMENT, WE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF OUR MAILING OR E-MAILING DATE. You may respond via regular mail to the address listed above, or via e-mail to [the e-mail address listed below](#). In the body of the response, please clearly state the applicant's name, mark, serial number, Law Office and Examining Attorney. Also, e-mail responses must (1) include the entire response as e-mail text, not as an attachment; (2) list the serial number in the "Subject" line; (3) be signed electronically (using the same format accepted for electronically filed applications - the signatory must enter any combination of alpha/numeric characters that has been specifically adopted to serve the function of the signature, preceded and followed by the forward slash (/) symbol. Acceptable "signatures" could include: /john doe/; /jd/; and /123-4567/. (See 64 FR 33056, 33062 (June 21, 1999))); (4) include any specimens or evidence in JPG or GIF format only, and (5) address every issue raised.

APPLICANT'S ELECTRONIC MAIL ADDRESS: [bonnietseng@mindspring.com](mailto:bonnietseng@mindspring.com)

Serial Number: 78/070108

The assigned examining attorney has reviewed the referenced application and determined the following.

#### No Conflicting Marks Noted

The examining attorney has searched the Office records and has found no similar registered or pending mark which would bar registration under Trademark Act Section 2(d), 15 U.S.C. Section 1052(d). TMEP section 1105.01.

#### Recitation of Services

The wording in the recitation of services is unacceptable as indefinite. The applicant must amend the recitation to specify the common commercial name of the services or to indicate their nature. TMEP section 1301.05.

The *Acceptable Identification of Goods and Services Manual* sets out acceptable language for identifying goods and services of various types. Utilizing identification language from the Manual may enable trademark owners to avoid problems relating to indefiniteness with respect to the goods or services identified in their applications for registration; however, applicants should note that they must assert actual use in commerce or a bona fide intent to use the mark in commerce for the goods or services specified. TMEP Section 804.04.

**The applicant is strongly encouraged to consult the *Acceptable Identification of Goods and Services Manual*.** The Manual is available on the PTO's "homepage" on the Internet, which can be accessed at <http://www.uspto.gov>. The Manual may also be purchased, along with other trademark information, in a CD-ROM format from the Office of Electronic Information Products Development of the Patent and Trademark Office (703) 306-2600. See notice at 1190 TMOG 67 (Sept. 17, 1996). In addition, the Manual is available in hard copy on a subscription basis from the Government Printing Office. TMEP Section 804.04.

Please note that, while an application may be amended to clarify or limit the recitation, additions to the recitation are not permitted. 37 C.F.R. Section 2.71(b); TMEP section 804.09. Therefore, the applicant may not amend to include any services that are not within the scope of services set forth in the present recitation.

The applicant may adopt the following recitation of services, if accurate:

Promoting the goods and services of others by preparing and placing advertisements in an electronic magazine accessed through a global computer network, in International Class 35.

#### Multi-Class Application

If the applicant prosecutes this application as a combined, or multiple-class, application, the applicant must comply with each of the following:

- (1) The applicant must specifically identify the services in each class and list the services by international class with the classes listed in ascending numerical order. TMEP section 1113.01.
- (2) The applicant must submit a filing fee for each international class of services not covered by the fee already paid. 37 C.F.R. Sections 2.6(a)(1) and 2.86(b); TMEP sections 810.01 and 1113.01. Effective January 10, 2000, the fee for filing a trademark application is \$325 for each class. This applies to classes added to pending applications as well as to new applications filed on or after that date.

# EXHIBIT E

EXHIBIT E

2001 USPTO TESS Record for BEAUTV

TESS - Document Display

9/20/01 5:25 PM



U.S. Trademark Electronic Search System (TESS)

TESS was last updated on Thu Sep 20 04:24:38 EDT 2001

[PTO HOME](#) [TRADEMARK](#) [TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [BOTTOM](#) [HELP](#)

**Logout** Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

**Check Status** *(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)*

Typed Drawing

Word Mark BEAUTV

Goods and Services IC 041. US 100 101 107. G & S: Any or all of the following: a static or moving visual image with or without narration, and sometimes accompanied by a written article all with the intent to provide entertainment & information to the viewer presented via a global computer network or by other broadcasting means. FIRST USE: 19990000. FIRST USE IN COMMERCE: 19990000

Mark Drawing Code (1) TYPED DRAWING

Serial Number 78070108

Filing Date June 20, 2001

Owner (APPLICANT) Tseng, Bonnie, M INDIVIDUAL UNITED STATES 3020 LaVista Court Decatur GEORGIA 30033

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

[PTO HOME](#) [TRADEMARK](#) [TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [TOP](#) [HELP](#)

# EXHIBIT F

EXHIBIT F

2006 USPTO TARR verification of Trademark status

Latest Status Info

4/15/06 12:07 PM

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2006-04-15 15:06:51 ET

**Serial Number:** 78070108

**Registration Number:** 2659515

**Mark (words only):** BEAUTV

**Standard Character claim:** No

**Current Status:** Registered.

**Date of Status:** 2002-12-10

**Filing Date:** 2001-06-20

**Transformed into a National Application:** No

**Registration Date:** 2002-12-10

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 102

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

**Current Location:** 900 -File Repository (Franconia)

**Date In Location:** 2003-01-28

---

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

---

1. Tseng, Bonnie, M

**Address:**

Tseng, Bonnie, M  
3020 LaVista Court  
Decatur, GA 30033  
United States

**Legal Entity Type:** Individual

**Country of Citizenship:** United States

**Phone Number:** 404-915-2359

**Fax Number:** 240-250-5542

EXHIBIT F (cont.)

2006 USPTO TARR verification of Trademark status page 2

Latest Status Info

4/15/06 12:07 PM

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**GOODS AND/OR SERVICES**

---

**International Class:** 044  
PROVIDING INFORMATION ABOUT BEAUTY  
**First Use Date:** 1999-00-00  
**First Use in Commerce Date:** 1999-00-00

**Basis:** 1(a)

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**ADDITIONAL INFORMATION**

---

(NOT AVAILABLE)

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

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2002-12-10 - Registered - Principal Register  
2002-09-17 - Published for opposition  
2002-08-28 - Notice of publication  
2002-05-14 - Approved for Pub - Principal Register (Initial exam)  
2002-05-13 - Communication received from applicant  
2001-09-10 - Non-final action e-mailed  
2001-08-24 - Case file assigned to examining attorney

---

**CORRESPONDENCE INFORMATION**

---

**Correspondent**  
Tseng, Bonnie, M  
3020 LAVISTA CT  
DECATUR GA 30033-1102

**Phone Number:** 404-915-2359  
**Fax Number:** 240-250-5542

---

# EXHIBIT G

EXHIBIT G

Certificate of Incorporation 2000

**Secretary of State**  
**Corporations Division**  
**315 West Tower**  
**#2 Martin Luther King, Jr. Dr.**  
**Atlanta, Georgia 30334-1530**

CONTROL NUMBER: 0004224  
EFFECTIVE DATE: 01/24/2000  
COUNTY : DEKALB  
REFERENCE : 0077  
PRINT DATE : 01/25/2000  
FORM NUMBER : 311

BONNIE M. TSENG  
3020 LAVISTA COURT  
DECATUR, GA 300331102

CERTIFICATE OF INCORPORATION

I, Cathy Cox, the Secretary of State and the Corporations Commissioner of the State of Georgia, do hereby certify under the seal of my office that

**BEAUTV, INC.**  
**A DOMESTIC PROFIT CORPORATION**

has been duly incorporated under the laws of the State of Georgia on the effective date stated above by the filing of articles of incorporation in the Office of the Secretary of State and by the paying of fees as provided by Title 14 of the Official Code of Georgia Annotated.

WITNESS my hand and official seal in the City of Atlanta and the State of Georgia on the date set forth above.



Cathy Cox  
Secretary of State

# EXHIBIT H

EXHIBIT H

Incorporation Fees Invoice 2000



STATE OF GEORGIA  
2000 CORPORATION ANNUAL REGISTRATION

Corporations Division  
P.O. Box 105607  
Atlanta, Georgia 30348-5607

CATHY COX  
Secretary of State

WARREN H. RARY  
Director

CORPORATION NO. 0004224 BEAUTV, INC.  3020 LAVISTA COURT DECATUR, GA 300331102	Information on record as of: 01/25/2000
Registered Agent: BONNIE M. TSENG 3020 LAVISTA COURT DECATUR, GA 300331102	

AMOUNT DUE: \$15.00

MAKE CHECK PAYABLE TO:  
"SECRETARY OF STATE"

**NEW THIS YEAR - REGISTER ONLINE!!!**

Registrations may be filed via the Internet at our web site, <http://www.sos.state.ga.us/corporations>. Click "Renew Online." Payment may be made by credit card or GeorgiaNet account.

1. The Annual Registration is due by April 1, 2000. Corporations that do not file are subject to administrative dissolution/revocation.
2. Verify information at web address above or as printed below. If correct and complete, file registration online or detach coupon below and return to above address along with appropriate fee. If changes are necessary, enter and file online or enter on coupon below and return to above address along with appropriate fee.
3. Allow one business day for processing of registrations filed online. Allow 3 to 4 weeks for processing of registrations received by mail. Choose only one filing method.

Visit our web site for more information on annual registrations, including answers to frequently asked questions! Or, call our Customer Service Group at (404) 656-2817.

REVIEW, UPDATE AND FILE INFORMATION ONLINE. OR, REVIEW AND UPDATE INFORMATION ON FORM BELOW AND DETACH AND MAIL WITH PAYMENT TO ABOVE ADDRESS. FILE ONLY ONCE.

CORPORATION NAME	ADDRESS	CITY	STATE	ZIP
BEAUTV, INC.	3020 LAVISTA COURT	DECATUR	GA	300331102
CEO:	**NO NAME ON FILE ENTER BELOW**	**PLEASE ENTER ADDRESS BELOW**	**ENTER CITY BELOW**	*****
CFO:	**NO NAME ON FILE ENTER BELOW**	**PLEASE ENTER ADDRESS BELOW**	**ENTER CITY BELOW**	*****
SEC:	**NO NAME ON FILE ENTER BELOW**	**PLEASE ENTER ADDRESS BELOW**	**ENTER CITY BELOW**	*****
AGT:	BONNIE M. TSENG	3020 LAVISTA COURT	DECATUR	GA 300331102

IF ABOVE INFORMATION HAS CHANGED, TYPE OR PRINT CORRECTIONS BELOW:

CORPORATION ADDR:				
CEO:	Bonnie M. Tseng	3020 Lavista Court	Decatur	GA 30033
CFO:	Bonnie M. Tseng	3020 Lavista Court	Decatur	GA 30033
SEC:				
AGT:	Bonnie M. Tseng	3020 Lavista Court	Decatur	GA 30033
I HEREBY CERTIFY THAT I AM AUTHORIZED TO SIGN THIS FORM AND THAT THE INFORMATION IS TRUE AND CORRECT.				
AUTHORIZED SIGNATURE:	DATE:	FEIN:	FEIN CORRECTION:	
TITLE:	PHONE #	* Enter correction here ->	COUNTY OF REGISTERED OFFICE: DEKALB	
		COUNTY CHANGE OR CORRECTION:		

BR201 (12-99) 2000 CORPORATION ANNUAL REGISTRATION

FEE: \$15.00 GA 01/24/2000 DP 0004224



000004224001500BEAUTVINC

# EXHIBIT I

EXHIBIT I

Incorporation Receipt 2000

SOSFORM

Page 1 of 2



CATHY COX  
Secretary of State

STATE OF GEORGIA  
2000 ANNUAL REGISTRATION  
CORPORATIONS DIVISION  
Office of Secretary of State  
(404) 656-2817

WARREN H. RARY  
Director

**Thank you for registering online.**

**Your Tracking Number is: 20000401162417752**

**Please PRINT this receipt for your records.**

---

ENTITY-CONTROL-NUMBER: 0004224

TOTAL CHARGED: \$15.00

**ENTITY INFORMATION**

ENTITY-NAME: BEAUTV, INC.  
PRINCIPAL-ADDRESS: 3020 LAVISTA COURT  
PRINCIPAL-CITY: DECATUR  
PRINCIPAL-STATE: GA  
PRINCIPAL-ZIP: 300331102  
REGAGENT-NAME: BONNIE M. TSENG  
REGAGENT-ADDRESS: 3020 LAVISTA COURT  
REGAGENT-CITY: DECATUR  
REGAGENT-STATE: GA  
REGAGENT-ZIP: 300331102  
REGAGENT-COUNTY: DEKALB  
FEDERAL-EMPLOYER-ID:

**CEO INFORMATION**

NAME: BONNIE M. TSENG  
ADDRESS: 3020 LAVISTA COURT  
CITY: DECATUR  
STATE: GA  
ZIP CODE: 300331102

**CFO INFORMATION**

NAME: BONNIE M. TSENG  
ADDRESS: 3020 LAVISTA COURT  
CITY: DECATUR  
STATE: GA  
ZIP CODE: 300331102

**SEC INFORMATION**

# EXHIBIT J

EXHIBIT J

Incorporation Receipt 2001

sosform

3/26/01 2:50 PM



CATHY COX  
Secretary of State

STATE OF GEORGIA  
2001 ANNUAL REGISTRATION  
CORPORATIONS DIVISION  
Office of Secretary of State  
(404) 656-2817

WARREN H. RARY  
Director

**Thank you for registering online.**

**Your Tracking Number Is: 20010326194900662**

**Please PRINT this receipt for your records.**

---

**ENTITY-CONTROL-NUMBER: 0004224**

**TOTAL CHARGED: \$15.00**

**ENTITY INFORMATION**

ENTITY-NAME: **BEAUTV, INC.**  
PRINCIPAL-ADDRESS: **3020 LAVISTA COURT**  
PRINCIPAL-CITY: **DECATUR**  
PRINCIPAL-STATE: **GA**  
PRINCIPAL-ZIP: **300331102**  
REGAGENT-NAME: **BONNIE M. TSENG**  
REGAGENT-ADDRESS: **3020 LAVISTA COURT**  
REGAGENT-CITY: **DECATUR**  
REGAGENT-STATE: **GA**  
REGAGENT-ZIP: **300331102**  
REGAGENT-COUNTY: **DEKALB**

**CEO INFORMATION**

NAME: **BONNIE M. TSENG**  
ADDRESS: **3020 LAVISTA COURT**  
CITY: **DECATUR**  
STATE: **GA**  
ZIP CODE: **300331102**

# EXHIBIT K

EXHIBIT K

Incorporation Receipt 2002

sosform

3/28/02 12:11 PM



CATHY COX  
Secretary of State

STATE OF GEORGIA  
2002 ANNUAL REGISTRATION  
CORPORATIONS DIVISION  
Office of Secretary of State  
(404) 656-2817

WARREN H. RARY  
Director

Thank you for registering online.

Your Tracking Number Is: 20020328170800026

Please PRINT this receipt for your records.

---

ENTITY-CONTROL-NUMBER: 0004224  
TOTAL CHARGED: \$15.00

ENTITY INFORMATION

ENTITY-NAME: BEAUTV, INC.  
PRINCIPAL-ADDRESS: 3020 LAVISTA COURT  
PRINCIPAL-CITY: DECATUR  
PRINCIPAL-STATE: GA  
PRINCIPAL-ZIP: 300331102  
REGAGENT-NAME: BONNIE M. TSENG  
REGAGENT-ADDRESS: 3020 LAVISTA COURT  
REGAGENT-CITY: DECATUR  
REGAGENT-STATE: GA  
REGAGENT-ZIP: 300331102  
REGAGENT-COUNTY: DEKALB

CEO INFORMATION

NAME: BONNIE M. TSENG  
ADDRESS: 3020 LAVISTA COURT  
CITY: DECATUR  
STATE: GA  
ZIP CODE: 300331102

CFO INFORMATION

# EXHIBIT L

EXHIBIT L

Incorporation Receipts: 2009 indicating consistent Registration. Previous renewal receipts also available



Georgia Secretary of State  
**Karen C. Handel**

Archives • Corporations • Elections • News Room • Professional Licensure • Secur

**Annual Registration**

**Annual Registration**

**Payment status:** Filing Accepted  
**Control Number:** 0004224  
**Amount:** \$55.00  
**Date:** 4/17/2009 5:01:51 PM  
**Invoice number:** 6610969  
**Invoice:** [6610969](#)  (Click on the number or icon to print the invoice.)  
**Filed Application:** [0004224](#)  (Click on the number or icon to print the filed doc

Your payment has been processed.

**Click the links above to print your invoice and Annual Report before leaving this screen**

Exit



EXHIBIT L

Incorporation Receipts: 2010 indicating consistent Registration

Georgia Secretary of State

Page 1 of 1



Georgia Secretary of State  
**Brian P. Kemp**

Archives • Corporations • Elections • News Room • Professional Licensure • Securities • State Capitol

**Annual Registration**

**Annual Registration**

**Payment status:** Filing Accepted

**Control Number:** [0004224](#)

**Amount:** \$30.00

**Date:** 3/30/2010 2:20:27 AM

**Invoice number:** [7238902](#)

**Invoice:** [7238902](#) 

*(Click on the number or icon to print the invoice.)*

**Filed Application:** [0004224](#) 

*(Click on the number or icon to print the filed document.)*

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EXHIBIT L

Incorporation Receipts: 2011 indicating consistent Incorporation dating back to 2000.

Business Entity

Page 1 of 2



# Georgia Secretary of State Brian P. Kemp

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- Search
- ▶ [By Business Name](#)
- ▶ [By Control No](#)
- ▶ [By Officer](#)
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- New Filing
- ▶ [Click here to file online for:](#)
- ▶ [New Limited Liability Company \(LLC\)](#)
- ▶ [New Business Corporation](#)
- ▶ [New Non-Profit Corporation](#)
- ▶ [New Professional Corporation \(PC\)](#)
- Annual Registration
- ▶ [Annual Registration](#)
- Name Reservation
- ▶ [File Name Reservation](#)
- Online
- Online Orders
- ▶ [Register for Online](#)
- ▶ [Orders](#)
- ▶ [Order Certificate of Existence](#)
- ▶ [Order Certified Documents](#)

[View Filed Documents](#)

Date: 3/31/2011 (Annual Registration History etc.)

[File Annual Registration Online](#)

or

[Print A Paper Annual Registration Form](#)

**PLEASE NOTE:** To download your Annual Registration forms you will need Adobe Reader to view and/or print. If you do not have Adobe Reader installed on your computer, click the "Get Adobe Reader" button on the right to download the reader free of charge from the Adobe website.



**Annual Registrations**

The Georgia Code only requires the Office of Secretary of State to retain annual registrations for a period of five years from the date in which it was filed. Annual registrations older than five years may no longer be available for certification or viewing on the web.

Business Name History

Name	Name Type
BEAUTV, INC.	Current Name

Profit Corporation - Domestic - Information

Control No.: 0004224  
 Status: Active/Compliance  
 Entity Creation Date: 1/24/2000  
 Jurisdiction: GA  
 Principal Office Address: 3020 LAVISTA CT  
 DECATUR GA 30033-1102  
 Last Annual Registration Filed Date: 3/31/2011  
 Last Annual Registration Filed: 2011

Registered Agent

Agent Name: [BONNIE M. TSENG](#)  
 Office Address: 3020 LAVISTA COURT  
 DECATUR GA 30033-1102  
 Agent County: DEKALB

Officers

Title: CEO  
 Name: BONNIE M. TSENG  
 Address: 3020 LAVISTA COURT  
 DECATUR GA 30033-1102

Title: CFO  
 Name: BONNIE M. TSENG

EXHIBIT L

Incorporation Receipt 2012 indicating consistent and current Registration



Georgia Secretary of State  
**Brian P. Kemp**

Archives • Corporations • Elections • News Room • Professional Licensure • Securities • State Capitol

**Annual Registration**

**Annual Registration**

Payment status: Filing Accepted  
Control Number: **0004224**  
Amount: **\$50.00**  
Date: **2/29/2012 5:17:34 AM**  
Invoice number: **8462518**  *(Click on the number or icon to print the invoice.)*  
Filed Application: **0004224**  *(Click on the number or icon to print the filed document.)*

Your payment has been processed.

Click the links above to print your invoice and Annual Report before leaving this screen.

Exit



# EXHIBIT M

## EXHIBIT M

Press Release received for product featured in BEAUTV Editorial in EXHIBIT N



stila cosmetics

For Immediate Release  
August, 1999

Contact: Jacquie Tractenberg  
Margeau Dyer  
Tractenberg & Co.  
212.929.7979

### Next Stop: Shine Central Tune in and glisten with Stila Lip Polish

Love gloss but don't like fussing with that little wand thing-a-ma-jig? Dig lipstick but wish it had just a teensy-weensy bit more shine? Your prayers have been answered in the form of **stila lip polish**, a high-gloss lip color that paints and polishes in one quick stroke.

"**Stila lip polish** is a hybrid – a perfect cross between lipstick and gloss," says **stila** creator Jeanine Lobell. "It has more coverage and staying power than straight gloss, but a shinier, glossier finish than lipstick."

By simply twisting the bottom of the **stila lip polish** tube, color rises to the top. "I love this format," says Lobell, "because it feeds the color right up to the top of the brush when you twist it. You can line your lips and fill them in in one sweep."

The six **stila lip polish** shades – Varnish, Luster, Brilliance, Glaze, Sheen and Shine – run the color gamut from "clear to nude to grape," says Lobell. "A few have a little more 'kick' than the others, but they're all super-wearable."

For additional information please contact  
Jacquie Tractenberg/Margeau Dyer at  
Tractenberg & Co.  
212.929.7979

2801 hyperion ave. studio 102 los angeles, ca 90027  
323.913.9443 phone 323.913.0228 fax

# EXHIBIT N

## EXHIBIT N

BEAUTV Editorial created for product featured in Press Release in EXHIBIT M

### ***Product Report: Stila Lip Polish, Fall 1999***



Stila Lip Polish is shine and color perfected. A delightful hybrid of gloss and color, Lip Polish accomplishes all tasks in a single unit. The sleek silver pen transcends fussy gloss wands and allows the precise application and contouring afforded only with a brush. Color is dispensed directly through the pen and into the brush with a few clicks of the bottom.

Creator of Stila cosmetics, Jeanine Lobell says that Lip Polish "has more coverage and staying power than straight gloss, but a shinier, glossier finish than lipstick." She loves this format because it "feeds the color right up to the top of the brush." Lips are lined and filled in with a single stroke

Lip Polish is available in 6 shades: Luster, Brilliance, Shine, Sheen, Varnish, and Glaze. Lobell says that "A few have a little more 'kick' than the others, but they're all super-wearable."

[Back to More Product Reports for Fall 99](#)

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# EXHIBIT O

## EXHIBIT O

Press Release received for product featured in BEAUTV Editorial in EXHIBIT P



stila cosmetics

For Immediate Release  
September, 1999

Contact: Jacquie Tractenberg  
Margeau Dyer  
212.929.7979

**Winter, Spring, Summer, Fall...**  
**it's always "convertible" season at stila**  
***new CONVERTIBLE COLORS are now in bloom***

Two-in-one, one-in-two. No matter how you slice it, stila's new convertible color covers all your color bases – smashingly. A mini-mirrored compact chock full of a creamy, sheer, multi-purpose hue can be applied with fingertips to cheeks *or* lips – with unimaginable ease.

Who, in a pinch, hasn't used lipstick as impromptu blush? No more! Stila's new convertible color compacts provide you with one "healthy glow" color for lips and cheeks – all in one sleek compact.

Rich, yet sheer shades blend seamlessly with your natural skin tone for a "blooming fresh" look that is totally beautiful and totally you. Crisp new hues include orchid, poppy, and rose.

- New orchid – an ultra-sheer wash of rich plum
- New poppy – a "just-bitten" stain of sheer, real red
- New rose – a subtle glow of "pinky-red" with terracotta undertones

Never greasy and never heavy, convertible color goes on lips and cheeks lightly and irresistibly, yet lasts and lasts. (Though with a compact this chic, you may want to touch up just because...)

stila convertible color compacts are also available in camellia, magnolia, and peony and retail for \$28.

2801 hyperion ave. studio 102 los angeles, ca 90027  
323.913.9443 phone 323.913.0228 fax

# EXHIBIT P

## EXHIBIT P

BEAUTV Editorial created for product featured in Press Release in EXHIBIT O

***Product Report:  
Stila Convertible Color, Fall 1999***



Stila has ingeniously created a multipurpose product: Convertible Color. Housed in a color coordinated brushed metallic mirrored compact, Convertible Color is creamy color for lips and cheeks. Perfectly sized, the chic compacts can be carried in the tiniest purse and applied with fingertips for fast glow on the go.

Convertible color is never greasy or heavy and applies and blends beautifully. The color is irresistibly sheer, melding with the skin to provide a "blooming fresh" look that lasts.



The 3 new shades of Convertible Color for this season (Rose, Orchid, and Poppy) provide a healthy dose of glow to lips and cheeks with crisp, ripe color. Convertible Colors retail for \$28 and other shades include Camellia, Magnolia, and Peony.

[Back to More Product Reports for Fall 99](#)

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# EXHIBIT Q

EXHIBIT Q

Press Releases received from PR Agencies for BEAUTV Editorial

**LANCÔME** PARIS

**FOR IMMEDIATE RELEASE**  
February 1999

Contact: Lancôme  
Public Relations 212/ 984-4820  
<http://www.lancome.com>

**AromaTonic**  
**Energizing Body Treatments**

*Pure Energy For Your Senses. Pure Treatment For Your Body.*

Did you know that energy is just a touch away? Lancôme gets active with **the first Energizing Body Treatment Fragrance with Pure Vitamin E**. Along with **Energizing Body Oil** and **Energizing Cooling Body Smoother**, discover a new surge of energy from your skincare. Three invigorating new ways to touch, energize and treat your skin instantly. Call it Lancôme's energy pack.

The next evolution in body care, **AromaTonic** is designed to enhance each woman's unique outer beauty while refreshing and pampering the feel and look of her skin. For the first time, Lancôme skincare and fragrance laboratories have combined their expertise to deliver a multi-sensorial experience in body care. New **AromaTonic** technology fuses the powers of scientific insight and botanical aromatic essential oils to stimulate your skin and spirit. Finally, aromatherapy gets under your skin.

**Pure Energy For Your Senses.**

Spray on Sweet Lime and **BREATHE IN GREEN!** An uplifting blend of Sweet Lime, Green Maté, Osmanthus, Cardamon and Ginger diffuse throughout the entire collection.

Immerse yourself and **FEEL THE ENERGY!** Loaded with botanical aromatic oils to embrace, purify and tone your body.

**Pure Treatment For Your Body**

Slough-off rough skin and **SEE THE GLOW!** Polished with a patented Hydroxy Acid, nourished with botanical oils, and protected with Pure Vitamin E.

EXHIBIT Q (cont.)

Press Releases received from PR Agencies for BEAUTV Editorial

**B E H R M A N**  
C O M M U N I C A T I O N S

For Immediate Release

April 1999

Contact: Jodi Balkan

Jennine Hannaway

**Neutralize the Red... with LORAC's Neutralizer**

LORAC has created an innovative skincare product targeted for women with sensitive skin. Unlike any other product on the market, the Neutralizer is a specially-tinted, oil-free makeup which can correct and conceal imperfections.

Formulated without the use of harsh chemicals, the Neutralizer is infused with rich botanicals such as aloe, comfrey, and chamomile to calm and soothe skin. It can be used as a foundation, to cover redness, or to conceal blemishes, pigmentation spots, and under-eye circles, leaving your skin with a flawless, even complexion.

This highly-concentrated formula is easy to use and can be applied with your fingers, a wet or dry sponge, or one of LORAC's concealer brushes.

*For more information on LORAC's Neutralizer, or to learn about other LORAC products, please contact Jodi Balkan or Jennine Hannaway of Behrman Communications at 212.986.7000*

EXHIBIT Q (cont.)

Press Releases received from PR Agencies for BEAUTV Editorial

**B E H R M A N**  
C O M M U N I C A T I O N S

For Immediate Release  
September 1999

Contact: Jodi Balkan/ Jennine Hannaway  
(212) 986-7000

Celebrate the Holiday Season with **LORAC'S JEWEL BOX**  
*"The true jewels of life are the jewels of the soul"*  
-Carol Shaw

**LORAC'S Jewel Box** is a sleek black compact with four highlighters, perfect for adding shimmer to eyes and cheekbones, and even to collarbones and shoulders. Along with a sponge-tip applicator and brush, the four highlighters named Hope, Faith, Charity, and Virtue are sure to make your holidays brighter.

**THE JEWEL BOX CONTAINS:**

<b>Hope</b>	<i>Pink shimmer</i>
<b>Faith</b>	<i>White shimmer</i>
<b>Charity</b>	<i>Peach shimmer</i>
<b>Virtue</b>	<i>Lavender shimmer</i>

*This is the kit I designed for myself. It's the perfect holiday gift. With these pastel shades you can transform yourself.*

*They create a feminine, glamorous edge while remaining subtle and natural.*

*Try applying them from the lash to the brow bone. For a lighter touch apply the color to the lid alone. If you are feeling playful, use the brush and highlight your cheekbone for a bit of holiday glow.*

*These highlights will help get you and those you give them to into that festive holiday spirit!*

-Carol Shaw

The LORAC Jewel Box (\$37.50) will be available in November at Henri Bendel, Sephora, select Macy's, Nordstrom's, and Souses stores, or by calling LORAC at 1-800-845-0705.

###

EXHIBIT Q (cont.)

Press Releases received from PR Agencies for BEAUTV Editorial



For Immediate Release  
February 2001

Contact Info: Mia Roberts  
Tractenberg & Co.  
212.929.7979

## JOEY NEW YORK The Fusion of Skincare & Cosmetics

The skin care experts at **JOEY NEW YORK** have always aimed for one thing – to give people a safe, easy, affordable and painless option to more invasive, expensive, pain-staking skincare treatments. Their simple, gentle products, which take the place of procedures like Botox, collagen injections and microdermabrasion, have earned **JOEY NEW YORK** a reputation as one of the most coveted skincare brands on the market. And, their approach to makeup isn't any different. Introducing a refreshing take on cosmetics. New from **JOEY NEW YORK**, **Pure Pores**, **Chiseled Cheeks**, **State Of The Arch** and **Opti-Brite** cosmetic collections.

### Pure Pores:

A perfect extension of the **Pure Pores Collection**, **JOEY NEW YORK'S** skincare treatment line.

- **Pure Pores Pore Tightener & Filler Serum:** In most cases, face lotion is often the first thing that women put on before applying makeup. Although lotion is great for moisturizing, it is not the perfect primer. New **Pure Pores Tightener & Filler Serum** is a gel treatment with a unique blend of ingredients that acts as a pore tightener and filler. The oil-free gel formula creates a smooth layer, which allows liquid foundations and powders to glide easily over the face. The hypoallergenic and dermatologist-tested **Pure Pores Tightener & Filler Serum** fills in and tightens the appearance of large pores so the skin appears completely flawless.
- **Pure Pores Liquid Powder Foundation:** Often when women apply foundation they find that it may cover their blemishes and even out their skin, but it amplifies the appearance of their pores and wrinkles because it creeps into the face's smallest crevices. The crease-resistant silicone technology in **Pure Pores Liquid Powder Foundation** is designed to fight that phenomenon. This oil-free, non-comedogenic, liquid-to-powder makeup feels sheer to the touch, yet gives perfect coverage instantly. Hypoallergenic and dermatologist-tested, the **Pure Pores Liquid Powder Foundation** is perfect for all skin types and is available in 10 shades: Nude, Warm Beige, Porcelain, Almond, Beige, Bronze, Golden Beige, Sand, Cappuccino and Light Beige.
- **Pure Pores Finishing Powder:** This finely milled silky pressed powder with a velvety matte finish contains a blend of cucumber, ginseng, nettle and other extracts that have astringent-like properties to naturally reduce the appearance of large pores, inhibit oil shine and keep makeup looking fresh. Worn alone or in conjunction with the other **Pure Pores** products, the **Pure Pores Finishing Powder** works to keep your skin healthy while making it look its best. The **Pure Pores Finishing Powder** can be used with a powder puff for pressed powder or a powder brush for loose powder. Hypoallergenic and dermatologist tested, **Pure Pores Finishing Powder** is available in 7 shades.

EXHIBIT Q (cont.)

Press Releases received from PR Agencies for BEAUTV Editorial



March 2001

Ms. Bonnie Tseng  
Editor In Chief  
Beautv.com  
3020 La Vista Ct  
Decatur, GA 30033

Dear Bonnie,

Jump into this summer season with the tantalizing and invigorating scent of Green Tea!

Elizabeth Arden proudly introduces... **Elizabeth Arden Green Tea Energizing Summer 2001 Collection.**

A vibrant and uplifting collection featuring the well-know Elizabeth Arden Green Tea scent, this season's collection is packed with exciting new products such as **Elizabeth Arden Green Tea Energizing Shampoo** and **Elizabeth Arden Green Tea Energizing Conditioner**. Of course, everyone's summertime favorites are still here, including our **Elizabeth Arden Green Tea Cooling Lotion to Powder** and **Elizabeth Arden Green Tea Gritty Foot Polish & Smoothing Paddle**.

The exciting Elizabeth Arden Green Tea products mentioned above are only a taste of what's inside, so please review the enclosed information to discover this compelling collection.

I look forward to being of assistance and speaking with you about this uplifting collection.

With regards,

A handwritten signature in black ink, appearing to read "Gretchen".

Gretchen Dowling  
Manager, Public Relations  
(212) 261-1249

 Elizabeth Arden

# EXHIBIT R

EXHIBIT R

Samples of the communications and compliments received from PR Agencies/Cosmetic Companies in regards to BEAUTV Editorial helping their emerging brands/product lines



October 6, 1999

Bonnie Tseng  
Beautv.com  
30-20 La Vista Court  
Decatur, GA 30033-1102

Dear Bonnie,  
It was a pleasure to meet you over the phone today, and I look forward to working with you.

Enclosed, please find information on **Tommy Hilfiger Color**. **Tommy Hilfiger Color** offers a wide range of shades from a funky green lip color *Jungle* to the beautiful pastel pink nail color *Debutante*. With 38 Fresh Talk lip colors, 38 Double Feature wet/dry eye colors, 38 Front Row nail colors, 13 Glow For It cheek colors, 10 Fast Talk lip shines, 8 Borderline eye pencils, 8 Small Talk lip pencils, 8 All Talk lip crayons, 3 Retro Liner liquid eye liners and 5 Big Deal lash colors the Tommy customer is sure to find the color to suite her style.

*'Play-As-You-Go'*—**Tommy Hilfiger Color** will be available exclusively at the *tommy's shops*-an open-sell environment offering all the Tommy fragrance (tommy, tommy girl, Athletics and FREEDOM) as well as the tommy's shop body, hair and face line- located in select department stores nationwide. **Tommy Hilfiger Color** will be sold in an open-sell unit that will allow customers to play and experiment with Color in a no-pressure environment. At \$5 nail colors, \$10 eyes and lips, and \$15 cheeks playing is not only fun but also affordable.

To help launch **Tommy Hilfiger Color** we had several artists and music industry executives come in, preview the line and chose their favorite colors. Among those artists included: Mya, Kendall Payne, Dido, Luscious Jackson, Deborah Cox and Vitamin C.

Customers can call 1 877 tommy4you to find the nearest tommy's shop locations.

After you have reviewed the materials and if you have any questions, please give me a call at 212 572 4386.

Yours truly,

Danielle Dunne  
Global Communications, Aramis Inc.

Cc: Cathy O'Brien  
Debbie Burke

EXHIBIT R (cont.)

Samples of the communications and compliments received from PR Agencies/Cosmetic Companies in regards to BEAUTV Editorial helping their emerging brands/product lines



tommy

**FOR IMMEDIATE RELEASE**

Debbie Burke, Tommy Hilfiger Toiletries (212) 572-4310

Danielle Dunne, Tommy Hilfiger Toiletries (212) 572-4386

**TOMMY HILFIGER COLOR COLLECTION ADDS NEW DIMENSION TO LIFESTYLE**

***-- Unique Line Encourages Play-As-You-Go Approach --***

**New York, NY – August 1999** -- Individuality...self-expression...Tommy Hilfiger introduces *Tommy Hilfiger Color* – a spirited new color cosmetics collection that captures the vitality and diversity of today's modern woman. Inspired by lifestyle elements of the Tommy Hilfiger customer, a complete range of "play-as-you-go" lip, eye, cheek and nail color will be available at fine department stores nationwide beginning in September.

*Tommy Hilfiger Color* was designed for the independent, edgy female who loves tips but hates rules. Who trusts her judgement and uses her imagination. Who wants a range of looks to take her from downtown to down home, hip-hop to rock, working days to wild nights.

All five categories and 159 shades of *Tommy Hilfiger Color* are named for different facets of the customer's life: music, fashion, communication, mood, emotion, relationships and hot locations. Among the fun and playful names are *classical*, *boogie woogie*, *linen*, \*69 and *adoring*. Most of the categories also include "transistors" a name dubbed for very sheer duochrome shades designed to lay over – and under – other shades to instantly turn them on. The addition of *transistors* to each category take the concept of mixing and playing to a new level allowing the customer to make her own mix, play at any volume...it's her call.

"Color is all about expression," said Tommy Hilfiger when asked about why he developed a color cosmetics line. He added, "*Tommy Hilfiger Color* is free-spirited and fun. The play-as-you-go approach – which is also the advertising tag – doesn't try to tell you what to wear and how to look. It just gives you all the looks to choose from."

**-more-**

EXHIBIT R (cont.)

Samples of the communications and compliments received from PR Agencies/Cosmetic Companies in regards to BEAUTV Editorial helping their emerging brands/product lines



November 10, 1999

Bonnie Tseng  
*Beautv.com*  
30-20 La Vista Court  
Decatur, GA 30033

Dear Bonnie,  
It was a pleasure to speak with you yesterday. Thank you for the great coverage on the Tommy Hilfiger Color line.

Enclosed find the **Tommy Hilfiger Glow For It** cheek color in *Fickle, Elated* and *Flushed*.

If you need anything else, please give me a call at 212 572 4386.

Yours truly,

Danielle Dunne  
Global Communications, Aramis Inc.

Cc: Cathy O'Brien  
Debbie Burke  
Bridget Flynn

Bonnie  
Currently  
I don't have  
Fickle but will  
send it to you once  
its in  
Thanks.  
D.

# EXHIBIT S

EXHIBIT S

Example of the emerging Cosmetic Companies helped by BEAUTV Editorial

**TUFF  
SCENT-ENCE  
INC.**

June 7, 1999

**Bonnie Tseng  
3020 La Vista Court  
Decatur, GA 30033**

**Dear Bonnie.**

**I am finally sending you samples of Tuff Scentence. I am so sorry it took so long to get all of these samples to you! I have also included a press book for your review as well. I hope you find the products interesting and to your liking. If you have any questions, please give us a call!**

**All The Best,**



**Lisa Arnbrister, CEO  
Tuff Scentence, INC**

**Tuff Scentence  
228 Vassar Street, Reno, Nevada 89502  
(775)852Tuff(tel), (775)8521501(fax), WWW.tuffscentence.com**

EXHIBIT S (cont.)

Example of the emerging Cosmetic Companies helped by BEAUTV Editorial

# Tuff Scentence Inc.

August 17, 1999

**Bonnie Tseng  
3020 La Vista Court  
Decatur, GA 30033-1102**

**Dear Bonnie,**

**I have to apologize for the delay in getting these products to you! Unfortunately, I still am with out Competence Lip shine, but I will send that to you upon arrival of the long awaited new batch!**

**Thank you for everything! I will be introducing the pheromone collection on our web site in September! It already was photo-ed by Seventeen Magazine for November issue! Yahoo!**

**I hope all is well!**

**All The Best,**



**Lisa Arnbrister, CEO  
Tuff Scentence, INC**

Tuff Scentence Inc.  
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