

ESTTA Tracking number: **ESTTA489531**

Filing date: **08/16/2012**

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

Proceeding	91202898
Party	Plaintiff L'Oreal USA, Inc. and L'Oreal
Correspondence Address	ROBERT L SHERMAN PAUL HASTINGS LLP 75 EAST 55TH STREET NEW YORK, NY 10022 UNITED STATES rls@paulhastings.com, nataliefurman@paulhastings.com
Submission	Motion to Amend Pleading/Amended Pleading
Filer's Name	Robert L. Sherman
Filer's e-mail	rls@paulhastings.com
Signature	/Robert L. Sherman/
Date	08/16/2012
Attachments	Amended Notice of Opposition - 91202898.pdf (75 pages)(5197131 bytes)

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

In the Matter of Application Serial No. 85/270,272
Published in the Official Gazette on August 2, 2011
Mark: FOREAL FORÉAL BY MIKHAIL

L'ORÉAL S.A. and L'ORÉAL USA, INC.,

Opposer,

v.

MIKHAIL LEVITIN T/A MIKHAIL
LEVITIN INSTITUTE,

Applicant.

Opposition No. 91202898

AMENDED NOTICE OF OPPOSITION

L'Oréal S.A. and L'Oréal USA, Inc. (collectively, "L'Oréal" or "Opposer") believes that it will be damaged by registration of the mark FOREAL FORÉAL BY MIKHAIL by Applicant Mikhail Levitin, t/a Michael Levitin Institute ("Levitin" or "Applicant") for "anti-aging cream" in Class 3 as shown in Application Serial No. 85/270,272, and hereby opposes same on the following grounds:

1. L'Oréal S.A. is a French société anonyme having a place of business at 14 rue Royale, Paris, France 75008.
2. L'Oréal USA, Inc. is a Delaware corporation with a principal place of business at 575 Fifth Avenue, New York, New York 10017, and is the exclusive licensee of L'Oréal S.A. trademarks, including the L'ORÉAL brand name, in the United States.

3. L'Oréal and its affiliates are now, and for many years have been, engaged in the development, manufacture, distribution, marketing and sale of nearly all categories of beauty products, including cosmetics, skin care products, hair care products, perfumery, and related goods and services. L'Oréal's products are distributed through various channels, including beauty salons, department stores, specialty stores, drugstores, food stores, and other mass merchandise stores.

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

Mark	Status	Reg./Ser. #	Goods/Services
L'ORÉAL	Registered	661,746	Hair colorings, color rinses, hair bleaches, color developers, color intensifiers, and hair conditioners (Class 3)
L'ORÉAL (Stylized)	Registered	540,541	Rouge, face cream, hair lotion, hand cream, eye shadow, face lotion, perfume, cologne, nail polish, suntan oil and face powder (Class 3)
L'OREAL TECHNIQUE	Registered	3,281,234	Shampoos; gels, sprays, mousses and balms for hair styling and hair care; hair lacquers; hair colouring and hair decolorant preparations; permanent waving and curling preparations; essential oils for personal use (Class 3)
L'OREAL INFINIUM	Registered	3,453,735	Hair spray (Class 3)
L'OREAL PROFESSIONNEL PARIS ¹	Registered	3,668,568	Hair care preparations; hair styling preparations; hair treatment preparations; hair colouring and decolorant preparations (Class 3)

¹ That registration disclaims "professionnel" and "paris," and translates "professionnel into English as "professional."

Mark	Status	Reg./Ser. #	Goods/Services
L'OREAL KIDS ²	Registered	3,778,026	Hair care preparations
L'OREAL PROFESSIONNEL PRO_CLASSICS ³	Registered	3,875,761	Shampoos; non-medicated products for hair styling and hair care, namely, gels, mousses, balms, cream, wax, serums and lotions; hair lacquers; hair colouring and hair decolorant preparations; permanent waving lotions and hair curling preparations; essential oils for personal use (Class 3)
L'OREAL PROFESSIONNEL SERIE NATURE TENDRESSE KIDS ⁴	Registered	4,016,837	Hair care preparations for children (Class 3)
L'OREAL PROFESSIONNEL ELITE ⁵	Registered	3,081,932	Conducting a loyalty incentive reward program for independent beauty salons whereby participating member salons can redeem earned points for selected rewards (Class 35)
REVEAL BY L'ORÉAL (With Design)	Registered	4,058,059	Competitive games in the nature of online business games for students geared to beauty product development (Class 41)
L'OREAL 90° EASY MASCARA ⁶	Registered	4,110,823	Mascara (Class 3)

² That registration disclaims “kids.”

³ That registration disclaims “professionnel” and translates it into English as “professional.”

⁴ That registration disclaims “professionnel” and “kids” and translates “professionnel,” “serie,” and “tendresse” into English as “professional,” “series,” and “tenderness,” respectively.

⁵ That registration disclaims “professionnel” and translates it into English as “professional.”

⁶ That application disclaims “mascara.”

Mark	Status	Reg./Ser. #	Goods/Services
L'ORÉAL PROFESSIONNEL PARIS COLORRESET (With Design) ⁷	Allowed Application	77/481,373	Shampoos; non-medicated preparations for the hair, namely, gels, sprays, mousses, balms, creams, lotions, serums and wax for hair styling and hair care; hair lacquers; hair colouring and hair decolorant preparations; permanent hair waving and hair curling preparations; hair straightening preparations; essential oils for personal use (Class 3)

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

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

6. L'Oréal also has common law rights in the L'ORÉAL trademark and service mark in connection with a wide range of personal care products and services, specifically including anti-aging creams, anti-wrinkle creams, and other skin creams.

7. L'Oréal's rights in L'ORÉAL and in each of the L'ORÉAL Marks predate and are superior to any priority date that may be properly asserted by Applicant with respect to the subject intent-to-use application.

8. L'Oréal is one of the world's largest beauty products companies.

9. L'Oréal, including its affiliates and predecessors-in-interest, has used the L'ORÉAL brand name in the United States since at least the 1950s.

⁷ That application disclaims "professionnel" and "paris," and translates "professionnel into English as "professional."

10. For more than fifty years, L'Oréal, including its affiliates and predecessors-in-interest, has produced, advertised, promoted, distributed, and sold personal care products in interstate commerce under its L'ORÉAL mark.

11. L'ORÉAL is widely acknowledged as one of the most recognized and famous trademarks in the world. The L'ORÉAL brand consistently is identified as one of the world's "100 Top Brands" by Business Week/Interbrand (ranked number 40 in the world in 2011) and as one of the world's "Top 100 Most Powerful Brands" by BrandZ / Millward Brown Optimor (ranked number 46 in the world in 2011). Copies of those rankings are attached hereto as Exhibit B.

12. Products sold under the L'Oréal Marks are widely available in the United States at national mass retailers, drug stores, and supermarkets, including Albertson's, CVS, Duane Reade, Eckerds, K-Mart, Long's, Rite-Aid, Target, Walgreens, and Wal-Mart.

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

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

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

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

17. L'Oréal's L'ORÉAL mark became famous long before the March 17, 2011 filing date of Applicant's intent-to-use application.

18. On information and belief, Applicant is an individual residing in the State of Pennsylvania, with a mailing address of P.O. Box 102, Reeders, Pennsylvania 18352-0102.

19. On March 17, 2011, Applicant filed the intent-to-use application at issue herein, Serial No. 85/270,272 seeking to register the mark FOREAL FORÉAL BY MIKHAIL in Class 3 for “anti-aging cream.”

20. The goods identified in the subject application are identical to goods sold by Opposer under its L'ORÉAL mark and the same as or closely related to goods specified in the registrations and applications for the L'ORÉAL Marks.

21. Applicant's mark FOREAL FORÉAL BY MIKHAIL so resembles Opposer's L'ORÉAL mark, L'ORÉAL Marks, trade name, and each of them, as to be likely, when applied to Applicant's goods, to cause confusion or mistake or to deceive. As such, Applicant's mark is not entitled to registration pursuant to 15 U.S.C. § 1052(d).

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

23. For the foregoing reasons, L'Oréal believes it will be damaged by the registration of the mark FOREAL FORÉAL BY MIKHAIL shown in Application Serial No. 85/270,272 for “anti-aging cream” in Class 3.

24. This Amended Notice of Opposition is timely filed.

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

Dated: August 16, 2012

Respectfully submitted,

PAUL HASTINGS LLP

By: 

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

EXHIBIT A

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

This page was generated by the TARR system on 2012-08-15 16:48:44 ET

Serial Number: 72010934 Assignment Information Trademark Document Retrieval

Registration Number: 661746

Mark (words only): L'OREAL

Standard Character claim: No

Current Status: The registration has been renewed.

Date of Status: 2007-11-17

Filing Date: 1956-06-25

Transformed into a National Application: No

Registration Date: 1958-05-13

Register: Principal

Law Office Assigned: (NOT AVAILABLE)

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

Current Location: 40S -Scanning On Demand

Date In Location: 2009-01-16

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

1. L'OREAL

Address:

L'OREAL
14, RUE ROYALE
PARIS 75008
France

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

GOODS AND/OR SERVICES

U.S. Class: 051 (International Class 003)

Class Status: Active

HAIR COLORINGS, COLOR RINSES, HAIR BLEACHES, COLOR DEVELOPERS, COLOR INTENSIFIERS, AND HAIR CONDITIONERS

Basis: 1(a)

First Use Date: 1921-02-22

First Use in Commerce Date: 1921-02-22

ADDITIONAL INFORMATION

Prior Registration Number(s):

540541

564689

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2009-01-16 - Case File In TICRS

2007-11-17 - Third renewal 10 year

2007-11-17 - Section 8 (10-year) accepted/ Section 9 granted

2007-11-17 - Assigned To Paralegal

2007-11-08 - TEAS Section 8 & 9 Received

1998-06-17 - Second renewal 10 year

1998-04-27 - Section 9 filed/check record for Section 8

1978-05-13 - First renewal

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Robert L. Sherman

Correspondent

Robert L. Sherman

Paul, Hastings, Janofsky & Walker LLP

75 East 55th Street

NEW YORK NY 10022

Phone Number: 212-318-6037

Fax Number: 212-318-6847

Domestic Representative

Robert L. Sherman

Phone Number: 212-318-6037

Fax Number: 212-318-6847

Int. Cl.: 3

Prior U.S. Cl.: 51

Reg. No. 661,746

United States Patent and Trademark Office

Registered May 13, 1958

10 Year Renewal

Renewal Term Begins May 13, 1998

**TRADEMARK
PRINCIPAL REGISTER**

L'OREAL

L'OREAL (FRANCE SOCIETE ANONYME),
14, RUE ROYALE
PARIS CEDEX, FRANCE 75381, BY
CHANGE OF NAME FROM SOCIETE
MONSAVON-L'OREAL, SOCIETE ANONYME
(FRANCE CORPORATION)
PARIS, FRANCE

OWNER OF U.S. REG. NOS. 540,541
AND 564,689.

FOR: HAIR COLORINGS, COLOR
RINSES, HAIR BLEACHES, COLOR DE-
VELOPERS, COLOR INTENSIFIERS,
AND HAIR CONDITIONERS, IN CLASS
51 (INT. CL. 3).

FIRST USE 2-22-1921; IN COMMERCE
2-22-1921.

SER. NO. 72-010,934, FILED 6-25-1956.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on July 28, 1998.*

COMMISSIONER OF PATENTS AND TRADEMARKS

United States Patent Office

661,746
Registered May 13, 1958

PRINCIPAL REGISTER Trademark

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

L'OREAL

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

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

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

This page was generated by the TARR system on 2012-08-15 16:49:39 ET

Serial Number: 71597300 Assignment Information Trademark Document Retrieval

Registration Number: 540541

Mark

L'ORÉAL

(words only): L'OREAL

Standard Character claim: No

Current Status: The registration has been renewed.

Date of Status: 2011-03-31

Filing Date: 1950-05-11

Transformed into a National Application: No

Registration Date: 1951-04-03

Register: Principal

Law Office Assigned: (NOT AVAILABLE)

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

Current Location: (NOT AVAILABLE)

Date In Location: 2011-03-31

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

1. L'OREAL

Address:

L'OREAL

14, RUE ROYALE

PARIS CEDEX 75008

France

Legal Entity Type: Corporation

State or Country of Incorporation: France

GOODS AND/OR SERVICES

U.S. Class: 051 (International Class 003, 005)

Class Status: Active

ROUGE, FACE CREAM, HAIR LOTION, HAND CREAM, EYE SHADOW, FACE LOTION, NAIL POLISH, SUNTAN OIL AND FACE POWDER

Basis: 44(e)

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Foreign Registration Number: 375704

Foreign Registration Date: 1947-03-13

Country: France

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2011-03-31 - Fourth renewal 10 year

2011-03-31 - Section 8 (10-year) accepted/ Section 9 granted

2011-03-31 - Case Assigned To Post Registration Paralegal

2011-03-22 - TEAS Section 8 & 9 Received

2008-10-23 - Case File In TICRS

2001-06-15 - Third renewal 10 year

2001-06-15 - Section 8 (10-year) accepted/ Section 9 granted

2001-03-14 - Combined Section 8 (10-year)/Section 9 filed

1992-01-21 - Counter claim opp. for Proceeding No.

1991-02-07 - Second renewal 10 year

1991-01-07 - Section 9 filed/check record for Section 8

1987-12-08 - Counter claim opp. for Proceeding No.

1971-04-03 - First renewal

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

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Correspondent

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75 East 55th Street

New York NY 10022

Phone Number: 212-318-6037

Fax Number: 212-318-6847

Domestic Representative

Robert L. Sherman

Phone Number: 212-318-6037

Fax Number: 212-318-6847

Int. Cl.: 3

Prior U.S. Cl.: 51

United States Patent and Trademark Office
10 Year Renewal

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

TRADEMARK
PRINCIPAL REGISTER

L'ORÉAL

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

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

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

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

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

COMMISSIONER OF PATENTS AND TRADEMARKS

Registered Apr. 3, 1951

Registration No. 540,541

PRINCIPAL REGISTER
Trade-Mark

UNITED STATES PATENT OFFICE

Eugene Schueller, Paris, France

Act of 1946

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

L'ORÉAL

STATEMENT

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

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

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

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

EUGENE SCHUELLER.

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

This page was generated by the TARR system on 2012-08-15 16:54:39 ET

Serial Number: 76608927 Assignment Information Trademark Document Retrieval

Registration Number: 3281234

Mark

L'OREAL TECHNIQUE

(words only): L'OREAL TECHNIQUE

Standard Character claim: Yes

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2007-08-21

Filing Date: 2004-08-27

Transformed into a National Application: No

Registration Date: 2007-08-21

Register: Principal

Law Office Assigned: LAW OFFICE 114

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

Current Location: 650 -Publication And Issue Section

Date In Location: 2007-08-21

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

1. L'Oreal

Address:

L'Oreal
14, Rue Royale
Paris 75008
France

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

GOODS AND/OR SERVICES

International Class: 003

Class Status: Active

Shampoos; gels, sprays, mousses and balms for hair styling and hair care; hair lacquers; hair colouring and hair decolorant preparations; permanent waving and curling preparations; essential oils for personal use

Basis: 44(e)

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Prior Registration Number(s):

540541

Foreign Application Number: 043280122

Foreign Registration Number: 043280122

Foreign Registration Date: 2004-03-16

Country: France

Foreign Filing Date: 2004-03-16

Foreign Expiration Date: 2014-03-16

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2007-08-21 - Registered - Principal Register

2007-06-05 - Published for opposition

2007-05-16 - Notice of publication

2007-04-06 - Law Office Publication Review Completed

2007-04-06 - Assigned To LIE

2007-03-15 - Approved for Pub - Principal Register (Initial exam)

2006-08-30 - Teas/Email Correspondence Entered

2006-08-17 - Communication received from applicant
2006-08-17 - TEAS Response to Office Action Received
2006-05-03 - LETTER OF SUSPENSION E-MAILED
2006-05-03 - Suspension Letter Written
2005-10-16 - Amendment From Applicant Entered
2005-09-29 - Communication received from applicant
2005-09-29 - PAPER RECEIVED
2005-03-28 - Non-final action e-mailed
2005-03-28 - Non-Final Action Written
2005-03-28 - Assigned To Examiner
2004-09-07 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Robert L. Sherman

Correspondent

ROBERT L. SHERMAN
PAUL, HASTINGS, JANOFSKY & WALKER LLP
75 E 55TH ST FL C1
NEW YORK NY 10022-3404
Phone Number: 212-318-6037
Fax Number: 212-318-6847

Domestic Representative

Paul, Hastings, Janofsky & Walker LLP
Phone Number: 212-318-6037
Fax Number: 212-318-6847

Int. Cl.: 3

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

Reg. No. 3,281,234

United States Patent and Trademark Office

Registered Aug. 21, 2007

TRADEMARK
PRINCIPAL REGISTER

L'OREAL TECHNIQUE

L'OREAL (FRANCE SOCIETE ANONYME)

14, RUE ROYALE

PARIS, FRANCE 75008

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

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

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

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

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

HELEN BRYAN, EXAMINING ATTORNEY

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

This page was generated by the TARR system on 2012-08-15 16:55:47 ET

Serial Number: 78685333 Assignment Information Trademark Document Retrieval

Registration Number: 3453735

Mark

L'OREAL INFINIUM

(words only): L'OREAL INFINIUM

Standard Character claim: Yes

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2008-06-24

Filing Date: 2005-08-04

Transformed into a National Application: No

Registration Date: 2008-06-24

Register: Principal

Law Office Assigned: LAW OFFICE 115

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

Current Location: 650 -Publication And Issue Section

Date In Location: 2008-06-24

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

1. L'Oreal

Address:

L'Oreal

14, rue Royale
Paris 75008
France

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

GOODS AND/OR SERVICES

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

ADDITIONAL INFORMATION

Prior Registration Number(s):
661746
1426174

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

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2008-06-24 - Registered - Principal Register
2008-04-08 - Published for opposition
2008-03-19 - Notice of publication
2007-08-31 - Attorney Review/Decision On Amendment Required
2007-08-24 - Petition To Director - Change Basis - Granted
2007-08-14 - Assigned To Petition Staff
2007-08-08 - Petition To Director - Change Basis - Received

2007-08-08 - PAPER RECEIVED
2007-02-12 - NON-FINAL ACTION E-MAILED
2007-02-12 - SU - Non-Final Action - Written
2007-01-25 - Statement Of Use Processing Complete
2006-11-21 - Use Amendment Filed
2006-11-21 - TEAS Statement of Use Received
2006-07-18 - NOA Mailed - SOU Required From Applicant
2006-04-25 - Published for opposition
2006-04-05 - Notice of publication
2006-03-14 - Law Office Publication Review Completed
2006-03-03 - Assigned To LIE
2006-02-28 - Approved For Pub - Principal Register
2006-02-28 - Examiner's Amendment Entered
2006-02-28 - Examiners amendment e-mailed
2006-02-28 - Examiners Amendment -Written
2006-02-23 - Assigned To Examiner
2005-08-10 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

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Correspondent

ROBERT L. SHERMAN
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75 E 55TH ST FL C1
NEW YORK, NY 10022-3404
Phone Number: 212-318-6037
Fax Number: 212-318-6847

Domestic Representative

Robert L. Sherman

Phone Number: 212-318-6037
Fax Number: 212-318-6847

Int. Cl.: 3

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

United States Patent and Trademark Office

Reg. No. 3,453,735

Registered June 24, 2008

**TRADEMARK
PRINCIPAL REGISTER**

L'OREAL INFINIUM

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

OWNER OF FRANCE REG. NO. 97708935, DATED
12-15-1997, EXPIRES 12-15-2008.

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

OWNER OF U.S. REG. NOS. 661,746 AND 1,426,174.

FIRST USE 10-1-2006; IN COMMERCE 10-1-2006.

SER. NO. 78-685,333, FILED 8-4-2005.

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

ALLISON SCHRODY, EXAMINING ATTORNEY

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

This page was generated by the TARR system on 2012-08-15 16:56:44 ET

Serial Number: 77544550 Assignment Information Trademark Document Retrieval

Registration Number: 3668568

Mark

L'OREAL PROFESSIONNEL PARIS

(words only): L'OREAL PROFESSIONNEL PARIS

Standard Character claim: Yes

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2009-08-18

Filing Date: 2008-08-12

Transformed into a National Application: No

Registration Date: 2009-08-18

Register: Principal

Law Office Assigned: LAW OFFICE 106

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

Current Location: 650 -Publication And Issue Section

Date In Location: 2009-08-18

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

1. L'Oreal

Address:
L'Oreal

14 Rue Royale
 Paris 75008
 France
Legal Entity Type: société anonyme (sa)
State or Country Where Organized: France

GOODS AND/OR SERVICES

International Class: 003
Class Status: Active
 hair care preparations; hair styling preparations; hair treatment preparations; hair colouring and decolorant preparations
Basis: 1(a)
First Use Date: 1999-00-00
First Use in Commerce Date: 1999-00-00

ADDITIONAL INFORMATION

Disclaimer: "PROFESSIONNEL" AND "PARIS"

Translation: The English translation of the word "PROFESSIONNEL" in the mark is professional.

Prior Registration Number(s):

661746
 3081932
 3281234

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

- 2009-08-18 - Registered - Principal Register
- 2009-06-02 - Published for opposition
- 2009-05-13 - Notice of publication
- 2009-04-30 - Law Office Publication Review Completed
- 2009-04-30 - Assigned To LIE
- 2009-04-30 - Approved for Pub - Principal Register (Initial exam)

2009-04-30 - Examiner's Amendment Entered
2009-04-30 - Notification Of Examiners Amendment E-Mailed
2009-04-30 - EXAMINERS AMENDMENT E-MAILED
2009-04-30 - Examiners Amendment -Written
2008-11-04 - Notification Of Non-Final Action E-Mailed
2008-11-04 - Non-final action e-mailed
2008-11-04 - Non-Final Action Written
2008-10-31 - Assigned To Examiner
2008-08-15 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Robert L. Sherman

Correspondent

ROBERT L. SHERMAN
PAUL, HASTINGS, JANOFSKY & WALKER LLP
75 E 55TH ST
NEW YORK, NY 10022
Phone Number: 212-318-6037
Fax Number: 212-318-6847

Domestic Representative

Robert L. Sherman
Phone Number: 212-318-6037
Fax Number: 212-318-6847

Int. Cl.: 3

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

United States Patent and Trademark Office

Reg. No. 3,668,568

Registered Aug. 18, 2009

**TRADEMARK
PRINCIPAL REGISTER**

L'OREAL PROFESSIONNEL PARIS

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

OWNER OF U.S. REG. NOS. 661,746, 3,081,932,
AND 3,281,234.

FOR: HAIR CARE PREPARATIONS; HAIR STYLING PREPARATIONS; HAIR TREATMENT PREPARATIONS; HAIR COLOURING AND DECOLORANT PREPARATIONS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

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

FIRST USE 0-0-1999; IN COMMERCE 0-0-1999.

THE ENGLISH TRANSLATION OF THE WORD "PROFESSIONNEL" IN THE MARK IS PROFESSIONAL.

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

SER. NO. 77-544,550, FILED 8-12-2008.

ELISSA GARBER KON, EXAMINING ATTORNEY

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

This page was generated by the TARR system on 2012-08-15 16:57:57 ET

Serial Number: 77831130 Assignment Information Trademark Document Retrieval

Registration Number: 3778026

Mark

L'OREAL KIDS

(words only): L'OREAL KIDS

Standard Character claim: Yes

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2010-04-20

Filing Date: 2009-09-21

Transformed into a National Application: No

Registration Date: 2010-04-20

Register: Principal

Law Office Assigned: LAW OFFICE 111

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

Current Location: 650 -Publication And Issue Section

Date In Location: 2010-04-20

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

1. L'Oreal

Address:

L'Oreal

14 rue Royale
Paris 75008
France
Legal Entity Type: société anonyme (sa)
State or Country Where Organized: France

GOODS AND/OR SERVICES

International Class: 003
Class Status: Active
hair care preparations
Basis: 1(a)
First Use Date: 1997-02-04
First Use in Commerce Date: 1997-02-04

ADDITIONAL INFORMATION

Disclaimer: "KIDS"

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2010-04-20 - Registered - Principal Register
2010-02-02 - Official Gazette Publication Confirmation E-Mailed
2010-02-02 - Published for opposition
2009-12-28 - Law Office Publication Review Completed
2009-12-28 - Assigned To LIE
2009-12-08 - Approved for Pub - Principal Register (Initial exam)
2009-12-07 - Assigned To Examiner
2009-09-24 - New Application Office Supplied Data Entered In Tram
2009-09-24 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Robert L. Sherman

Correspondent

ROBERT L. SHERMAN

PAUL, HASTINGS, JANOFSKY & WALKER LLP

75 E 55TH ST

NEW YORK, NY 10022-3404

Phone Number: 212-318-6037

Fax Number: 212-318-6847

Domestic Representative

Robert L. Sherman

Phone Number: 212-318-6037

Fax Number: 212-318-6847

United States of America

United States Patent and Trademark Office

L'OREAL KIDS

Reg. No. 3,778,026

Registered Apr. 20, 2010

Int. Cl.: 3

TRADEMARK

PRINCIPAL REGISTER

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

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

FIRST USE 2-4-1997; IN COMMERCE 2-4-1997.

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

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

SER. NO. 77-831,130, FILED 9-21-2009.

INGA ERVIN, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

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

This page was generated by the TARR system on 2012-08-15 16:58:49 ET

Serial Number: 77854671 Assignment Information Trademark Document Retrieval

Registration Number: 3875761

Mark

L'OREAL
PROFESSIONNEL
PRO_classics

(words only): L'OREAL PROFESSIONNEL PRO_CLASSICS

Standard Character claim: Yes

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2010-11-16

Filing Date: 2009-10-22

Transformed into a National Application: No

Registration Date: 2010-11-16

Register: Principal

Law Office Assigned: LAW OFFICE 110

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

Current Location: 650 -Publication And Issue Section

Date In Location: 2010-11-16

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

1. L'Oreal

Address:
L'Oreal

14 rue Royale
Paris 75008
France
Legal Entity Type: société anonyme (sa)
State or Country Where Organized: France

GOODS AND/OR SERVICES

International Class: 003

Class Status: Active

Shampoos; non-medicated products for hair styling and hair care, namely, gels, mousses, balms, cream, wax, serums and lotions; hair lacquers; hair colouring and hair decolorant preparations; permanent waving lotions and hair curling preparations; essential oils for personal use

Basis: 44(e)

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Disclaimer: "PROFESSIONNEL"

Translation: The English translation of "PROFESSIONNEL" in the mark is PROFESSIONAL.

Foreign Application Number: 093684244

Foreign Registration Number: 093684244

Foreign Registration Date: 2009-10-16

Country: France

Foreign Filing Date: 2009-10-16

Foreign Expiration Date: 2019-10-16

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2010-11-16 - Registered - Principal Register

2010-08-31 - Official Gazette Publication Confirmation E-Mailed

2010-08-31 - Published for opposition

2010-07-27 - Law Office Publication Review Completed

2010-07-22 - Approved for Pub - Principal Register (Initial exam)

2010-07-09 - Teas/Email Correspondence Entered
2010-07-09 - Communication received from applicant
2010-07-09 - Assigned To LIE
2010-06-22 - TEAS Response to Office Action Received
2009-12-24 - Notification Of Non-Final Action E-Mailed
2009-12-24 - Non-final action e-mailed
2009-12-24 - Non-Final Action Written
2009-12-23 - Assigned To Examiner
2009-10-27 - New Application Office Supplied Data Entered In Tram
2009-10-26 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

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Correspondent

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75 E 55TH ST
NEW YORK, NY 10022-3404
Phone Number: 212-318-6037
Fax Number: 212-318-6847

Domestic Representative

Robert L. Sherman
Phone Number: 212-318-6037
Fax Number: 212-318-6847

United States of America

United States Patent and Trademark Office

L'OREAL PROFESSIONNEL PRO_classics

Reg. No. 3,875,761

Registered Nov. 16, 2010

Int. Cl.: 3

TRADEMARK

PRINCIPAL REGISTER

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

FOR: SHAMPOOS; NON-MEDICATED PRODUCTS FOR HAIR STYLING AND HAIR CARE, NAMELY, GELS, MOUSSES, BALMS, CREAM, WAX, SERUMS AND LOTIONS; HAIR LACQUERS; HAIR COLOURING AND HAIR DECOLORANT PREPARATIONS; PERMANENT WAVING LOTIONS AND HAIR CURLING PREPARATIONS; ESSENTIAL OILS FOR PERSONAL USE, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

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

PRIORITY CLAIMED UNDER SEC. 44(D) ON FRANCE APPLICATION NO. 093684244, FILED 10-16-2009, REG. NO. 093684244, DATED 10-16-2009, EXPIRES 10-16-2019.

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

THE ENGLISH TRANSLATION OF "PROFESSIONNEL" IN THE MARK IS PROFESSIONAL.

SER. NO. 77-854,671, FILED 10-22-2009.

JESSICA FATHY, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

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

This page was generated by the TARR system on 2012-08-15 16:59:48 ET

Serial Number: 85046578 Assignment Information Trademark Document Retrieval

Registration Number: 4016837

Mark



(words only): L'OREAL PROFESSIONNEL SERIE NATURE TENDRESSE KIDS

Standard Character claim: No

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2011-08-23

Filing Date: 2010-05-24

Transformed into a National Application: No

Registration Date: 2011-08-23

Register: Principal

Law Office Assigned: LAW OFFICE 110

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

Current Location: 650 -Publication And Issue Section

Date In Location: 2011-07-18

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

1. L'Oreal

Address:
L'Oreal

14 rue Royale
Paris 75008
France
Legal Entity Type: société anonyme (sa)
State or Country Where Organized: France

GOODS AND/OR SERVICES

International Class: 003
Class Status: Active
hair care preparations for children
Basis: 1(a)
First Use Date: 2011-03-01
First Use in Commerce Date: 2011-03-01

ADDITIONAL INFORMATION

Color(s) Claimed: Color is not claimed as a feature of the mark.

Disclaimer: "PROFESSIONNEL" AND "KIDS"

Translation: The English translation of "PROFESSIONNEL", "SERIE" and "TENDRESSE" in the mark is "professional", "series" and "tenderness", respectively.

Design Search Code(s):
26.11.21 - Rectangles that are completely or partially shaded

Prior Registration Number(s):
3668568
3778026

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2011-08-23 - Registered - Principal Register
2011-07-19 - Notice Of Acceptance Of Statement Of Use E-Mailed
2011-07-18 - Law Office Registration Review Completed
2011-07-15 - Allowed for Registration - Principal Register (SOU accepted)

2011-07-12 - Assigned To Examiner
2011-07-05 - Statement Of Use Processing Complete
2011-06-29 - Use Amendment Filed
2011-07-05 - Case Assigned To Intent To Use Paralegal
2011-06-29 - TEAS Statement of Use Received
2011-06-21 - NOA E-Mailed - SOU Required From Applicant
2011-04-26 - Official Gazette Publication Confirmation E-Mailed
2011-04-26 - Published for opposition
2011-03-21 - Law Office Publication Review Completed
2011-03-14 - Assigned To LIE
2011-02-23 - Approved For Pub - Principal Register
2011-02-23 - Examiner's Amendment Entered
2011-02-23 - Notification Of Examiners Amendment E-Mailed
2011-02-23 - EXAMINERS AMENDMENT E-MAILED
2011-02-23 - Examiners Amendment -Written
2011-02-18 - Notification Of Non-Final Action E-Mailed
2011-02-18 - NON-FINAL ACTION E-MAILED
2011-02-18 - Non-Final Action Written
2011-02-18 - Teas/Email Correspondence Entered
2011-02-16 - Communication received from applicant
2011-02-16 - TEAS Response to Office Action Received
2010-08-17 - Notification Of Priority Action E-Mailed
2010-08-17 - Priority Action E-Mailed
2010-08-17 - Priority Action Written
2010-08-10 - Assigned To Examiner
2010-05-29 - Notice Of Design Search Code Mailed

2010-05-28 - New Application Office Supplied Data Entered In Tram

2010-05-27 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

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Correspondent

ROBERT L. SHERMAN

PAUL, HASTINGS, JANOFSKY & WALKER LLP

75 E 55TH ST

NEW YORK, NY 10022

Phone Number: 212-318-6037

Fax Number: 212-318-6847

Domestic Representative

Robert L. Sherman

Phone Number: 212-318-6037

Fax Number: 212-318-6847

United States of America

United States Patent and Trademark Office

L'ORÉAL
PARFUMS COSMÉTIQUE
nature

TENDRESSE KIDS

Reg. No. 4,016,837

Registered Aug. 23, 2011

Int. Cl.: 3

TRADEMARK

PRINCIPAL REGISTER

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

FOR: HAIR CARE PREPARATIONS FOR CHILDREN, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 3-1-2011; IN COMMERCE 3-1-2011.

OWNER OF U.S. REG. NOS. 3,668,568 AND 3,778,026.

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

THE ENGLISH TRANSLATION OF "PROFESSIONNEL", "SERIE" AND "TENDRESSE" IN THE MARK IS "PROFESSIONAL", "SERIES" AND "TENDERNESS", RESPECTIVELY.

SN 85-046,578, FILED 5-24-2010.

JESSICA FATHY, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

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

This page was generated by the TARR system on 2012-08-15 17:02:00 ET

Serial Number: 78498989 Assignment Information Trademark Document Retrieval

Registration Number: 3081932

Mark

L'OREAL
PROFESSIONNEL
ELITE

(words only): L'OREAL PROFESSIONNEL ELITE

Standard Character claim: Yes

Current Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Date of Status: 2012-05-03

Filing Date: 2004-10-13

Transformed into a National Application: No

Registration Date: 2006-04-18

Register: Principal

Law Office Assigned: LAW OFFICE 104

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

Current Location: L40 -TMEG Law Office 104

Date In Location: 2012-05-03

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

1. L'Oreal

Address:

L'Oreal
14, rue Royale

Paris 75008

France

Legal Entity Type: SOCIETE ANONYME

State or Country Where Organized: France

GOODS AND/OR SERVICES

International Class: 035

Class Status: Active

Conducting a loyalty incentive reward program for independent beauty salons whereby participating member salons can redeem earned points for selected rewards

Basis: 44(e)

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Disclaimer: "professionnel"

Translation: The foreign wording in the mark translates into English as professional.

Prior Registration Number(s):

540541

661746

2200948

Foreign Registration Number: 01/3117800

Foreign Registration Date: 2001-08-23

Country: France

Foreign Expiration Date: 2011-08-23

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2012-05-03 - Notice Of Acceptance Of Sec. 8 & 15 - E-Mailed

2012-05-03 - Section 8 (6-year) accepted & Section 15 acknowledged

2012-05-03 - Case Assigned To Post Registration Paralegal

2012-04-18 - TEAS Section 8 & 15 Received

2006-04-18 - Registered - Principal Register
2006-01-24 - Published for opposition
2006-01-04 - Notice of publication
2005-12-12 - Law Office Publication Review Completed
2005-12-09 - Assigned To LIE
2005-12-02 - Approved for Pub - Principal Register (Initial exam)
2005-12-01 - Amendment From Applicant Entered
2005-11-18 - Communication received from applicant
2005-11-18 - TEAS Response to Office Action Received
2005-11-18 - LETTER OF SUSPENSION E-MAILED
2005-11-18 - Suspension Letter Written
2005-11-17 - TEAS Response to Office Action Received
2005-11-17 - Teas/Email Correspondence Entered
2005-11-09 - Communication received from applicant
2005-11-09 - TEAS Response to Office Action Received
2005-05-17 - Non-final action e-mailed
2005-05-17 - Non-Final Action Written
2005-05-16 - Assigned To Examiner
2004-10-20 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Robert L. Sherman

Correspondent

Robert L. Sherman

Paul Hastings LLP

75 E 55TH ST

NEW YORK NY 10022-3404

Phone Number: 212-318-6037

Fax Number: 212-318-6847

Domestic Representative

Robert L. Sherman

Phone Number: 212-318-6037

Fax Number: 212-318-6847

Int. Cl.: 35

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

United States Patent and Trademark Office

Reg. No. 3,081,932

Registered Apr. 18, 2006

SERVICE MARK
PRINCIPAL REGISTER

L'OREAL
PROFESSIONNEL
ELITE

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

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

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

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

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

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

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

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

JOHN WILKE, EXAMINING ATTORNEY

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

This page was generated by the TARR system on 2012-08-15 17:02:54 ET

Serial Number: 79081343 Assignment Information Trademark Document Retrieval

Registration Number: 4058059

Mark



(words only): REVEAL BY L'ORÉAL

Standard Character claim: No

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2011-11-22

Filing Date: 2010-03-05

Transformed into a National Application: No

Registration Date: 2011-11-22

Register: Principal

Law Office Assigned: LAW OFFICE 116

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

Current Location: 650 -Publication And Issue Section

Date In Location: 2011-11-22

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

1. L'OREAL

Address:
L'OREAL

14 rue Royale
F-75008 PARIS
France

Legal Entity Type: Société Anonyme
State or Country Where Organized: France

GOODS AND/OR SERVICES

International Class: 041

Class Status: Active

Competitive games in the nature of online business games for students geared to beauty product development

Basis: 66(a)

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Color(s) Claimed: Color is not claimed as a feature of the mark.

Description of Mark: The mark consists of the wording "REVEAL BY L'OREAL" with the silhouette of a man inside the letter "R" in "REVEAL".

Design Search Code(s):

02.01.02 - Men depicted as shadows or silhouettes of men; Silhouettes of men

Prior Registration Number(s):

3115751

MADRID PROTOCOL INFORMATION

International Registration Number: 1035436

International Registration Date: 2010-03-05

Priority Claimed: Yes

Date of Section 67 Priority Claim: 2009-09-21

International Registration Status: Request For Extension Of Protection Processed

Date of International Registration Status: 2010-04-29

International Registration Renewal Date: 2020-03-05

Notification of Designation Date: 2010-04-29

Date of Automatic Protection: 2011-10-29

Date International Registration Cancelled: (DATE NOT AVAILABLE)

First Refusal: Yes

PROSECUTION HISTORY

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

2012-07-02 - Final Disposition Notice Sent To IB
2012-07-02 - Final Disposition Processed
2012-06-06 - Notification Of Possible Opposition - Processed By IB
2012-02-22 - Final Disposition Notice Created, To Be Sent To IB
2012-01-06 - Notification Processed By IB
2011-11-22 - Registered - Principal Register
2011-10-05 - Notification Of Possible Opposition Sent To IB
2011-10-05 - Notification Of Possible Opposition Created, To Be Sent To IB
2011-09-06 - Official Gazette Publication Confirmation E-Mailed
2011-09-06 - Published for opposition
2011-08-17 - Notification Of Possible Opposition Sent To IB
2011-08-17 - Notice Of Start Of Opposition Period Created, To Be Sent To IB
2011-07-30 - Law Office Publication Review Completed
2011-07-28 - Assigned To LIE
2011-07-12 - Approved for Pub - Principal Register (Initial exam)
2011-07-11 - Teas/Email Correspondence Entered
2011-07-11 - Communication received from applicant
2011-07-11 - TEAS Request For Reconsideration Received
2011-01-12 - Notification Of Final Refusal Emailed
2011-01-12 - Final refusal e-mailed
2011-01-12 - Final Refusal Written
2010-12-17 - Teas/Email Correspondence Entered
2010-12-16 - Communication received from applicant
2010-12-16 - TEAS Response to Office Action Received
2010-08-06 - Attorney Revoked And/Or Appointed
2010-08-06 - TEAS Revoke/Appoint Attorney Received

2010-07-10 - Refusal Processed By IB

2010-06-16 - Non-Final Action Mailed - Refusal Sent To IB

2010-06-16 - Refusal Processed By MPU

2010-06-16 - Non-Final Action (Ib Refusal) Prepared For Review

2010-06-15 - Non-Final Action Written

2010-06-09 - Assigned To Examiner

2010-05-04 - Application Filing Receipt Mailed

2010-04-30 - New Application Office Supplied Data Entered In Tram

2010-04-29 - Sn Assigned For Sect 66a Appl From IB

ATTORNEY/CORRESPONDENT INFORMATION

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Correspondent

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Paul, Hastings, Janofsky & Walker LLP

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New York NY 10022

Phone Number: 212-318-6037

Fax Number: 212-318-6847

Domestic Representative

Robert L. Sherman

Phone Number: 212-318-6037

Fax Number: 212-318-6847

United States of America
United States Patent and Trademark Office

REVEAL
by **L'ORÉAL**

Reg. No. 4,058,059

L'OREAL (FRANCE SOCIÉTÉ ANONYME)

Registered Nov. 22, 2011

14 RUE ROYALE
F-75008 PARIS, FRANCE

Int. Cl.: 41

FOR: COMPETITIVE GAMES IN THE NATURE OF ONLINE BUSINESS GAMES FOR STUDENTS GEARED TO BEAUTY PRODUCT DEVELOPMENT, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

SERVICE MARK

OWNER OF U.S. REG. NO. 3,115,751.

PRINCIPAL REGISTER

PRIORITY DATE OF 9-21-2009 IS CLAIMED.

OWNER OF INTERNATIONAL REGISTRATION 1035436 DATED 3-5-2010, EXPIRES 3-5-2020.

THE MARK CONSISTS OF THE WORDING "REVEAL BY L'OREAL" WITH THE SILHOUETTE OF A MAN INSIDE THE LETTER "R" IN "REVEAL".

SER. NO. 79-081,343, FILED 3-5-2010.

WILLIAM BRECKENFELD, EXAMINING ATTORNEY



David J. Kyros

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

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

This page was generated by the TARR system on 2012-08-16 17:50:31 ET

Serial Number: 85010144 Assignment Information Trademark Document Retrieval

Registration Number: 4110823

Mark

L'OREAL
90° EASY MASCARA

(words only): L'OREAL 90° EASY MASCARA

Standard Character claim: Yes

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2012-03-13

Filing Date: 2010-04-09

Transformed into a National Application: No

Registration Date: 2012-03-13

Register: Principal

Law Office Assigned: LAW OFFICE 116

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

Current Location: 650 -Publication And Issue Section

Date In Location: 2012-03-13

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

1. L'Oreal

Address:
L'Oreal

14 rue Royale
Paris 75008
France
Legal Entity Type: société anonyme (sa)
State or Country Where Organized: France

GOODS AND/OR SERVICES

International Class: 003
Class Status: Active
Mascara
Basis: 44(e)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Disclaimer: "MASCARA"

Prior Registration Number(s):
540541
3109618

Foreign Registration Number: 103727014
Foreign Registration Date: 2010-04-02
Country: France
Foreign Expiration Date: 2020-04-02

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2012-03-13 - Registered - Principal Register
2012-02-07 - 1(B) Basis Deleted; Proceed To Registration
2012-02-01 - Notice Of Allowance Cancelled
2012-02-07 - Case Assigned To Intent To Use Paralegal
2012-02-01 - TEAS Delete 1(B) Basis Received
2011-08-23 - NOA E-Mailed - SOU Required From Applicant

2011-06-28 - Official Gazette Publication Confirmation E-Mailed
2011-06-28 - Published for opposition
2011-05-23 - Law Office Publication Review Completed
2011-05-23 - Approved For Pub - Principal Register
2011-05-23 - Teas/Email Correspondence Entered
2011-05-23 - Communication received from applicant
2011-05-20 - TEAS Response to Office Action Received
2011-02-03 - Notification Of Non-Final Action E-Mailed
2011-02-03 - NON-FINAL ACTION E-MAILED
2011-02-03 - Non-Final Action Written
2011-01-11 - Teas/Email Correspondence Entered
2011-01-11 - Communication received from applicant
2011-01-11 - Assigned To LIE
2010-12-15 - TEAS Response to Office Action Received
2010-06-15 - Notification Of Non-Final Action E-Mailed
2010-06-15 - Non-final action e-mailed
2010-06-15 - Non-Final Action Written
2010-06-09 - Assigned To Examiner
2010-04-14 - New Application Office Supplied Data Entered In Tram
2010-04-13 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

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75 E 55TH ST

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Phone Number: 212-318-6037
Fax Number: 212-318-6847

Domestic Representative

Robert L. Sherman
Phone Number: 212-318-6037
Fax Number: 212-318-6847

United States of America

United States Patent and Trademark Office

L'OREAL 90° EASY MASCARA

Reg. No. 4,110,823

L'OREAL (FRANCE SOCIÉTÉ ANONYME (SA))

Registered Mar. 13, 2012

14 RUE ROYALE
PARIS, FRANCE 75008

Int. Cl.: 3

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

TRADEMARK

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

PRINCIPAL REGISTER

OWNER OF FRANCE REG. NO. 103727014, DATED 4-2-2010, EXPIRES 4-2-2020.

OWNER OF U.S. REG. NOS. 540,541 AND 3,109,618.

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

SER. NO. 85-010,144, FILED 4-9-2010.

WILLIAM BRECKENFELD, EXAMINING ATTORNEY



David J. Kybas

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

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Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

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

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Serial Number: 77481373 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

L'ORÉAL
PROFESSIONNEL
PARIS

COLORRESET

(words only): L'ORÉAL PROFESSIONNEL PARIS COLORRESET

Standard Character claim: No

Current Status: A fourth request for extension of time to file a Statement of Use has been granted.

Date of Status: 2012-05-02

Filing Date: 2008-05-22

The Notice of Allowance Date is: 2010-05-25

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 108

Attorney Assigned:
CARL III FRED

Current Location: 700 -Intent To Use Section

Date In Location: 2010-05-25

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

1. L'Oreal

Address:

L'Oreal
14 rue Royale
Paris 75008
France

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

GOODS AND/OR SERVICES

International Class: 003

Class Status: Active

Shampoos; non-medicated preparations for the hair, namely, gels, sprays, mousses, balms, creams, lotions, serums and wax for hair styling and hair care; hair lacquers; hair colouring and hair decolorant preparations; permanent hair waving and hair curling preparations; hair straightening preparations; essential oils for personal use

Basis: 1(b)

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Color(s) Claimed: Color is not claimed as a feature of the mark.

Disclaimer: "PROFESSIONNEL" AND "PARIS"

Description of Mark: The mark consists of the wording "L'ORÉAL PROFESSIONNEL PARIS COLORRESET", with the first "R" in "COLORRESET" displayed backwards.

Translation: The English translation of "PROFESSIONNEL" in the mark is "professional."

Design Search Code(s):

26.11.21 - Rectangles that are completely or partially shaded

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

Prior Registration Number(s):

540541

661746

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2012-05-03 - Notice Of Approval Of Extension Request E-Mailed
2012-05-02 - Extension 4 granted
2012-04-27 - Extension 4 filed
2012-04-26 - TEAS Change Of Correspondence Received
2012-04-27 - TEAS Extension Received
2011-11-22 - Notice Of Approval Of Extension Request E-Mailed
2011-11-21 - Extension 3 granted
2011-11-14 - Extension 3 filed
2011-11-14 - TEAS Extension Received
2011-05-26 - Notice Of Approval Of Extension Request E-Mailed
2011-05-25 - Extension 2 granted
2011-05-23 - Extension 2 filed
2011-05-25 - Case Assigned To Intent To Use Paralegal
2011-05-23 - TEAS Extension Received
2010-10-13 - Assigned To Examiner
2010-07-17 - Notice Of Approval Of Extension Request E-Mailed
2010-07-15 - Extension 1 granted
2010-07-15 - Extension 1 filed
2010-07-15 - TEAS Extension Received
2010-05-25 - NOA Mailed - SOU Required From Applicant
2010-03-02 - Official Gazette Publication Confirmation E-Mailed
2010-03-02 - Published for opposition
2010-01-26 - Law Office Publication Review Completed
2010-01-26 - Approved For Pub - Principal Register
2010-01-26 - Examiner's Amendment Entered
2010-01-26 - Notification Of Examiners Amendment E-Mailed

2010-01-26 - EXAMINERS AMENDMENT E-MAILED
2010-01-26 - Examiners Amendment -Written
2009-07-28 - Notification Of Non-Final Action E-Mailed
2009-07-28 - NON-FINAL ACTION E-MAILED
2009-07-28 - Non-Final Action Written
2009-07-22 - Previous Allowance Count Withdrawn
2009-07-17 - Withdrawn From Pub - Og Review Query
2009-07-08 - Law Office Publication Review Completed
2009-07-08 - Approved For Pub - Principal Register
2009-06-10 - Teas/Email Correspondence Entered
2009-06-10 - Communication received from applicant
2009-06-05 - TEAS Request For Reconsideration Received
2009-03-25 - Notification Of Final Refusal Emailed
2009-03-25 - Final refusal e-mailed
2009-03-25 - Final Refusal Written
2009-03-04 - Teas/Email Correspondence Entered
2009-03-04 - Communication received from applicant
2009-03-04 - Assigned To LIE
2009-03-02 - TEAS Response to Office Action Received
2008-09-03 - Notification Of Non-Final Action E-Mailed
2008-09-03 - Non-final action e-mailed
2008-09-03 - Non-Final Action Written
2008-08-27 - Assigned To Examiner
2008-05-28 - Notice Of Design Search Code And Pseudo Mark Mailed
2008-05-27 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

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EXHIBIT B

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Global Public Relations

2011 Ranking of the Top 100 Brands

Print

+	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value
+	1	1		United States	Beverages	71,861	2%
+	2	2		United States	Business Services	69,905	8%
+	3	3		United States	Computer Software	59,087	-3%
+	4	4		United States	Internet Services	55,317	27%
+	5	5		United States	Diversified	42,808	0%
+	6	6		United States	Restaurants	35,593	6%
+	7	7		United States	Electronics	35,217	10%
+	8	17		United States	Electronics	33,492	58%
+	9	9		United States	Media	29,018	1%
+	10	10		United States	Electronics	28,479	6%
+	11	11		Japan	Automotive	27,764	6%
+	12	12		Germany	Automotive	27,445	9%
+	13	14		United States	Business Services	25,309	9%
+	14	8	NOKIA	Finland	Electronics	25,071	-15%
+	15	15		Germany	Automotive	24,554	10%
+	16	13	Gillette	United States	FMCG	23,997	3%
+	17	19		South Korea	Electronics	23,430	20%
+	18	16		France	Luxury	23,172	6%
+	19	20		Japan	Automotive	19,431	5%
+	20	22	ORACLE	United States	Business Services	17,262	16%
+	21	21	H&M	Sweden	Apparel	16,459	2%
+	22	23		United States	Beverages	14,590	4%
+	23	24		United States	Financial Services	14,572	5%
+	24	26		Germany	Business Services	14,542	14%
+	25	25		United States	Sporting Goods	14,528	6%
+	26	36	amazon.com	United States	Internet Services	12,758	32%

Associate
+1 212 798-7786

BGB BADGE

Are you a Best Global Brand? Contact Jessica McHie for the BGB badge and guidelines for usage.



BEST GLOBAL GREEN BRANDS

Which brands lead when it comes to the environment. Find out in our Best Global Green Brands report.



VIDEOS

Visit our Best Global Brands 2011 YouTube playlist to watch some of our videos surrounding the launch.

	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value
+	27	31		United States	Transportation	12,536	6%
+	28	29		United States	Financial Services	12,437	1%
+	29	30		United States	Alcohol	12,252	0%
+	30	27		Switzerland	Beverages	12,115	-5%
+	31	28		Sweden	Home Furnishings	11,863	-5%
+	32	32		United Kingdom	Financial Services	11,792	2%
+	33	33		Japan	Electronics	11,715	2%
+	34	35		United States	FMCG	11,372	3%
+	35	34		Japan	Electronics	9,880	-13%
+	36	43		United States	Internet Services	9,805	16%
+	37	39		Canada	Media	9,515	6%
+	38	37		United States	Financial Services	9,091	-3%
+	39	44		Italy	Luxury	8,763	5%
+	40	45		France	FMCG	8,699	9%
+	41	42		Netherlands	Electronics	8,658	0%
+	42	40		United States	Financial Services	8,620	-3%
+	43	41		United States	Electronics	8,347	-6%
+	44	48		Spain	Apparel	8,065	8%
+	45	47		United States	Business Services	8,005	7%
+	46	49		Germany	Diversified	7,900	8%
+	47	53		Germany	Automotive	7,857	14%
+	48	38		Japan	Electronics	7,731	-14%
+	49	46		United States	FMCG	7,609	1%
+	50	50		United States	Automotive	7,483	4%
+	51	51		United States	FMCG	7,127	3%
+	52	58		France	FMCG	6,936	9%
+	53	56		France	Financial Services	6,694	0%
+	54	52		United States	Financial Services	6,634	-4%
+	55	57		Switzerland	FMCG	6,613	1%
+	56	54		Canada	Electronics	6,424	-5%

Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change In Brand Value	ABOUT US Interbrand Interbrand Companies InterbrandHealth Interbrand Design Forum BrandWizard Interbrand Foundation OUR WORK By Client By Discipline Analytics Brand Strategy Brand Valuation Corporate Design Digital Strategy Digital Brand Management Health Internal Brand Engagement Naming Packaging Design Retail Verbal Identity KNOWLEDGE Branding Studies Papers & Articles Blog Books Brandchannel IQ BEST GLOBAL BRANDS 2011 Report 2010 Report Previous Years Methodology Best Global Green Brands NEWS ROOM Press Releases In the News Awards & Recognition OFFICES Our Local Offices Contact Form
57	59	Xerox	United States	Electronics	6,414	5%	
58	55	MTV	United States	Media	6,383	-5%	
59	63	Audi	Germany	Automotive	6,171	13%	
60	62	adidas	Germany	Sporting Goods	6,154	12%	
61	65	Hyundai	South Korea	Automotive	6,005	19%	
62	60	McDonald's	United States	Restaurants	5,902	1%	
63	61	Sprite	United States	Beverages	5,604	-3%	
64	70	Caterpillar	United States	Diversified	5,598	19%	
65	64	AVON	United States	FMCG	5,376	6%	
66	69	Hermès	France	Luxury	5,356	12%	
67	67	Allianz	Germany	Financial Services	5,345	9%	
68	88	Santander	Spain	Financial Services	5,088	5%	
69	73	Panasonic	Japan	Electronics	5,047	16%	
70	77	Cartier	France	Luxury	4,781	18%	
71	71	Keenex	United States	FMCG	4,672	3%	
72	72	Mercedes-Benz	Germany	Automotive	4,580	4%	
73	76	Tiffany & Co.	United States	Luxury	4,498	9%	
74	81	Shell	Netherlands	Energy	4,483	12%	
75	82	VISA	United States	Financial Services	4,478	12%	
76	66	YAHOO!	United States	Internet Services	4,413	-11%	
77	79	Moët & Chandon	France	Alcohol	4,383	9%	
78	78	Blue Bird	United States	Alcohol	4,319	7%	
79	74	BARCLAYS	United Kingdom	Financial Services	4,259	1%	
80	88	Adobe	United States	Computer Software	4,170	15%	
81	83	Pope John's	United States	Restaurants	4,092	3%	
82	80	Credit Suisse	Switzerland	Financial Services	4,090	2%	
83	75	Gillette	United States	FMCG	4,072	-2%	
84	84	Levi's	United States	Apparel	4,040	2%	
85	90	3M	United States	Diversified	3,945	10%	
86	85	Corona	Mexico	Alcohol	3,924	2%	

+	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change In Brand Value
+	87	87		Germany	FMCG	3,883	4%
+	88	92		United Kingdom	Alcohol	3,842	8%
+	89	89		United Kingdom	Alcohol	3,841	6%
+	90	NEW		Japan	Automotive	3,819	N/A
+	91	93		Netherlands	Alcohol	3,809	8%
+	92	86		Switzerland	Financial Services	3,799	0%
+	93	95		Italy	Luxury	3,794	10%
+	94	94		Switzerland	Financial Services	3,769	8%
+	95	100		United Kingdom	Luxury	3,732	20%
+	96	97		United States	Restaurants	3,663	10%
+	97	NEW		United States	Diversified	3,651	N/A
+	98	NEW		Taiwan	Electronics	3,605	N/A
+	99	91		Italy	Automotive	3,591	1%
+	100	98		United States	Automotive	3,512	7%

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Global top 100
by value

Rank	Ranking Change	Brand	Brand value 2011 (\$m)	Brand value change '11 vs. '10 (%)	Brand value 2010 (\$m)	Brand value 2009 (\$m)	Brand contribution*	Brand momentum**	Rank	Ranking Change	Brand	Brand value 2011 (\$m)	Brand value change '11 vs. '10 (%)	Brand value 2010 (\$m)	Brand value 2009 (\$m)	Brand contribution*	Brand momentum**
1	2	Apple	153,285	84	83153	63113	4	9	56	-10	Honda	14,182	-1	14303	14571	3	7
2	-1	Google	111,498	-2	114260	100039	4	4	57	2	Nike	13,917	10	12597	11999	4	5
3	-1	IBM	100,849	17	86383	66622	3	5	58	-10	Intel	13,904	-2	14210	22851	2	5
4	2	McDonald's	81,016	23	66005	66575	4	7	59	-17	Carrefour	13,754	-8	14980	14961	3	7
5	-1	Microsoft	78,243	2	76344	76249	4	7	60	7	MasterCard	13,543	16	11659	7427	4	7
6	-1	Coca-Cola ¹	73,752	8	67983	67625	5	9	61	12	Petrobras	13,421	39	9675	n/a	1	7
7	15	AT&T	69,916	n/a	n/a	n/a	3	4	62	1	H&M	13,006	7	12131	12061	2	8
8	-1	Marlboro	67,522	18	57047	49460	4	4	63	-5	Pepsi ⁴	12,931	1	12752	14996	4	6
9	-1	China Mobile	57,326	9	52616	61283	4	9	64	-30	BP	12,542	-27	17283	n/a	1	5
10	-1	GE	50,318	12	45054	59793	1	2	65	-3	Target	12,471	3	12148	12254	3	3
11	-	ICBC	44,440	1	43927	38056	2	5	66	-1	Porsche	12,413	3	12021	17467	5	6
12	-2	Vodafone	43,647	-2	44404	53727	2	4	67	1	Samsung	12,160	7	11351	6322	3	9
13	7	Verizon	42,828	n/a	n/a	n/a	3	4	68	-7	Chase	12,083	-3	12426	10582	3	3
14	1	Amazon	37,628	37	27459	21294	3	10	69	-20	Standard Chartered Bank	12,033	45	8327	8219	2	2
15	2	Walmart	37,277	-5	39421	41083	2	5	70	7	Siemens	11,998	29	9293	13562	1	4
16	14	Wells Fargo	36,876	97	18746	16228	3	2	71	15	Hermès	11,917	41	8457	7862	5	8
17	-1	UPS	35,737	35	26492	27842	4	8	72	13	Starbucks	11,901	40	8490	7260	5	5
18	-6	HP	35,404	-11	39717	26745	3	4	73	1	FedEx	11,759	25	9418	9491	4	8
19	New	Deutsche Telekom ²	29,774	n/a	n/a	n/a	2	4	74	-4	O ₂	11,694	n/a	n/a	n/a	2	5
20	-2	Visa	28,553	15	24883	16353	4	9	75	New	Telecom Italia	11,609	n/a	n/a	n/a	4	5
21	39	Movistar	27,249	n/a	n/a	n/a	2	6	76	-7	Telcel	11,558	7	10850	n/a	3	6
22	-3	Oracle	26,948	9	24817	21438	1	7	77	-46	Santander	11,363	-37	18012	16035	2	5
23	-2	SAP	26,078	7	24291	23615	3	7	78	-27	PetroChina	11,291	-19	13935	n/a	1	10
24	3	China Construction Bank	25,524	22	20929	22811	2	4	79	-47	Nintendo ³	11,147	-37	17834	18233	3	3
25	-11	BlackBerry	24,623	-20	30708	27478	4	9	80	-8	MTS	10,883	12	9723	9189	3	9
26	3	Louis Vuitton	24,312	23	19781	19395	5	7	81	-38	Nokia	10,735	-28	14866	35163	3	6
27	-1	Toyota	24,198	11	21769	29907	4	7	82	-6	eBay	10,731	15	9328	12970	2	8
28	-5	HSBC	22,587	-4	23408	19079	2	2	83	New	Ping An	10,540	n/a	n/a	n/a	3	7
29	46	Baidu	22,555	141	9356	n/a	5	10	84	4	US Bank	10,525	26	8377	n/a	3	2
30	-5	BMW	22,425	3	21816	23948	5	8	85	9	Sony ⁶	10,443	19	8778	n/a	3	8
31	-14	Tesco	21,834	-15	25741	22938	4	7	86	-6	Zara	10,335	15	8986	8609	3	6
32	-4	Gillette	19,782	-4	20663	22919	5	4	87	New	Scotiabank	10,076	n/a	n/a	n/a	2	2
33	New	China Life Insurance	19,542	n/a	n/a	n/a	2	9	88	-4	Nissan	10,072	17	8607	10206	2	8
34	-1	Pampers	19,350	11	17434	18945	5	5	89	-8	Home Depot	9,877	10	8971	9280	2	3
35	New	Facebook	19,102	246	5524	n/a	3	5	90	New	Itau	9,600	29	7465	n/a	2	3
36	14	Orange	17,597	n/a	n/a	n/a	1	4	91	New	China Telecom	9,587	n/a	n/a	n/a	3	7
37	-13	Bank of China	17,530	-20	21960	21192	2	4	92	-55	Bank of America	9,358	-43	16393	15480	1	3
38	3	Disney	17,290	15	15000	23110	3	6	93	-11	Red Bull ⁷	9,263	4	8917	8154	4	5
39	-3	RBC	17,182	3	16608	14894	3	4	94	-11	Aldi	9,251	6	8747	8638	2	4
40	12	American Express	17,115	23	13912	14963	3	2	95	5	Tim	8,838	21	7280	6409	2	5
41	-2	ExxonMobil	16,973	10	15476	n/a	1	8	96	-9	Barclays	8,760	4	8383	6992	1	2
42	29	TD	16,931	19	14202	10991	4	1	97	-7	China Merchants Bank	8,668	5	8236	8052	2	7
43	New	Agricultural Bank of China	16,909	n/a	n/a	n/a	1	6	98	=	Bradesco	8,600	15	7450	n/a	2	3
44	-9	Cisco	16,314	-2	16719	17965	2	5	99	New	Sberbank	8,535	n/a	n/a	n/a	3	4
45	-7	Budweiser ³	15,952	0	15991	13292	4	4	100	-22	Goldman Sachs	8,439	-9	9283	7415	2	2
46	3	L'Oréal	15,719	11	14129	14991	4	6									
47	7	Citi	15,674	17	13403	14608	2	1									
48	9	NTT DoCoMo	15,449	19	12969	15776	2	8									
49	5	Accenture	15,427	5	14734	15076	4	3									
50	3	Mercedes	15,344	12	13736	15499	5	8									
51	-11	Shell	15,168	0	15112	n/a	1	5									
52	New	Tencent/QQ	15,131	n/a	n/a	n/a	4	9									
53	8	ICICI Bank	14,900	3	14454	n/a	3	3									
54	10	Subway	14,306	19	12032	10997	4	5									
55	-8	Colgate	14,258	0	14224	12396	4	6									

* Brand contribution (BC), the portion of earnings that can be considered to be driven by brand equity, is presented as an index from 1 to a maximum of 5. ** Brand momentum (BM) indicates each brand's short-term growth potential. It is presented as an index from 1 to a maximum of 10

¹Includes Lites, Diets and Zero

²Deutsche Telekom is rebranding its business to 'T', which incorporates T-Mobile, T-Home and T-Systems

³Includes Bud Light

⁴Includes Lites, Diets and Zero

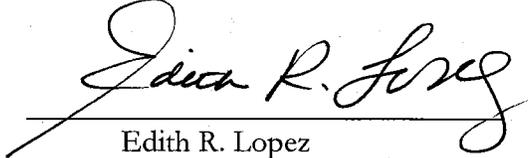
⁵Includes Wii and Nintendo DS

⁷Includes sugar-free and Cola

Source: Millward Brown Optimor (Including data from BrandZ, Kantar Worldpanel and Bloomberg)

CERTIFICATE OF SERVICE

The undersigned hereby certifies that on August 16, 2012, a true and complete copy of the foregoing **AMENDED NOTICE OF OPPOSITION** has been served on Applicant electronically, as agreed upon by the parties, by sending said copy by email to Mikhail Levitin at vitality@ptd.net.


Edith R. Lopez