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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
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Submission	Plaintiff's Notice of Reliance
Filer's Name	Robert L. Sherman
Filer's e-mail	rls@paulhastings.com
Signature	/Robert L. Sherman/
Date	04/15/2013
Attachments	1. Notice of Reliance - Part 2.pdf (3 pages)(98742 bytes) 2. Furman Declaration.pdf (8 pages)(355733 bytes) Exhibit C-1.pdf (7 pages)(2202367 bytes) Exhibit C-2.pdf (7 pages)(2018717 bytes) Exhibit C-3.pdf (5 pages)(952019 bytes) Exhibit C-4.pdf (5 pages)(1231263 bytes) Exhibit C-5.pdf (8 pages)(1800741 bytes) Exhibit C-6.pdf (6 pages)(933167 bytes) Exhibit C-7.pdf (6 pages)(2201092 bytes) Exhibit C-8.pdf (9 pages)(647325 bytes) Exhibit C-9.pdf (10 pages)(1734220 bytes) Exhibit C-10.pdf (11 pages)(1023780 bytes) Exhibit C-11.pdf (6 pages)(859355 bytes) Exhibit D-1.pdf (7 pages)(3323398 bytes) Exhibit D-2.pdf (7 pages)(1586235 bytes) Exhibit D-3.pdf (7 pages)(889835 bytes) Exhibit D-4.pdf (7 pages)(1064450 bytes) Exhibit D-5.pdf (7 pages)(1143604 bytes) Exhibit D-6.pdf (7 pages)(1777607 bytes) Exhibit D-7.pdf (7 pages)(1170966 bytes) Exhibit D-8.pdf (11 pages)(1427990 bytes) Exhibit D-9.pdf (12 pages)(1545550 bytes) Exhibit D-10.pdf (15 pages)(1339469 bytes) Exhibit D-11.pdf (15 pages)(1427965 bytes) Exhibit D-12.pdf (16 pages)(1557417 bytes) Exhibit E-1.pdf (67 pages)(2880681 bytes) Exhibit E-2.pdf (37 pages)(1588686 bytes) Exhibit F.pdf (47 pages)(2865708 bytes) Exhibit G.pdf (61 pages)(3628801 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 **ORAL ARGUMENT REQUESTED**

OPPOSER'S NOTICE OF RELIANCE

(Part 2 of 3)

Pursuant to Trademark Trial and Appeal Board Manual of Procedure ("TBMP") § 704.02 and 37 CFR §§ 2.120 and 2.122, L'Oréal S.A. and L'Oréal USA, Inc. (collectively, "L'Oréal" or "Opposer") hereby offers into evidence and intends to rely on the following:

3. Testimony Declaration of Natalie G. Furman, with exhibits, dated April 15, 2013, including Opposer's Exhibits C – G.

   a. **Opposer's Exhibits C-1 – C-11:** BusinessWeek/Interbrand rankings of the Best Global Brands for the years 2002 through 2012. Exhibits C-1 through C-11 are submitted as evidence of the strength and fame of L'ORÉAL and the extent of potential confusion and/or dilution.

b. **Opposer's Exhibits D-1 – D-12:** Advertising Age rankings of the 100 Leading National Advertisers published in the years 2001 through 2012, showing rankings based on U.S. spending for 1999 through 2011, methodology, and L'Oréal's advertising profile in those years. Exhibits D-1 through D-12 are submitted as evidence of the strength and fame of L'ORÉAL and the extent of potential confusion and/or dilution.

c. **Opposer's Exhibits E-1 – E-2:** Select articles printed from the LexisNexis database showing media coverage in leading national publications for the years 1985 through 2013, including for anti-aging products. The articles in Exhibit E-1 are submitted as evidence of the strength and fame of L'ORÉAL, the commercial impression of the L'ORÉAL Marks, the variety of goods on which those marks are used and the similarity to Applicant's goods, and the extent of potential confusion and/or dilution. The articles in Exhibit E-2 are submitted as evidence of the use of L'ORÉAL Marks in connection with anti-aging products and related goods, the similarity of the parties' goods, and the extent of potential confusion and/or dilution.

d. **Opposer's Exhibit F:** Records of registrations printed from the USPTO Web site for marks used under the L'ORÉAL Marks in the marketplace in connection with anti-aging products in Class 3. Those records were printed from the USPTO's Trademark Status and Document Retrieval (TSDR) System on April 12, 2013.

e. **Opposer's Exhibit G:** Records of third-party registrations printed from the USPTO Web site for anti-aging, facial skincare and cosmetics products in Class 3. Those records were printed from the USPTO's Trademark Status and Document Retrieval (TSDR) System on April 12, 2013.

ORAL ARGUMENT REQUESTED

Dated: April 15, 2013

Respectfully submitted,

PAUL HASTINGS LLP

By: _____

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New York, New York 10022
212-318-6000
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

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TESTIMONY DECLARATION OF NATALIE G. FURMAN

I, Natalie G. Furman, declare as follows:

1. I am an attorney employed by the firm of Paul Hastings LLP, attorneys of record for Opposer L'Oréal S.A. and L'Oréal USA, Inc. (collectively, "L'Oréal" or "Opposer") in this opposition proceeding.

2. I submit this declaration in support of Opposer's opposition to Application Serial No. 85/270,272 for the mark FOREAL FORÉAL BY MIKHAIL, based upon my personal knowledge, except where stated to be "upon information and belief" in which case I believe such information to be true.

3. Between June 2, 2010 and June 6, 2010, I downloaded from the internet the BusinessWeek/Interbrand rankings of the Best Global Brands for the years 2002 through 2009.

The results appear as Exhibits C-1 through C-8. On April 2, 2013, Jena Sold, an associate employed by Paul Hastings LLP, at my direction and under my supervision downloaded from the internet supplemental Interbrand ranking information for the year 2009, included in Exhibit C-8, as well as the Interbrand rankings of the Best Global Brands for the years 2010 through 2012. The latter results appear as Exhibits C-9 through C-11.

4. Opposer's Exhibit C-1 includes a printout of the article regarding the Best Global Brands 2002, printed in the August 5, 2002 issue of BusinessWeek, which was last accessed online on June 2, 2010, at http://www.interbrand.com/images/bgb_BW/BGB_BusinessWeek_2002.pdf.

5. Opposer's Exhibit C-2 includes a printout of the article regarding the Best Global Brands 2003, printed in the August 4, 2003 issue of BusinessWeek, which was last accessed online on June 2, 2010, at http://www.interbrand.com/images/bgb_BW/BGB_BusinessWeek_2003.pdf.

6. Opposer's Exhibit C-3 includes a printout of an excerpt from the article regarding the Best Global Brands 2004, printed in the August 2, 2004 issue of BusinessWeek, which was last accessed online on June 5, 2010, at http://www.interbrand.com/images/bgb_BW/BGB_BusinessWeek_2004.pdf.

7. Opposer's Exhibit C-4 includes a printout of an excerpt from the article regarding the Best Global Brands 2005, printed in the August 1, 2005 issue of BusinessWeek, last accessed online on June 5, 2010, at http://www.interbrand.com/images/bgb_BW/BGB_BusinessWeek_2005.pdf.

8. Opposer's Exhibit C-5 includes a printout of an excerpt from the article regarding the Best Global Brands 2006, on information and belief printed online and in BusinessWeek on or about August 6, 2006, last accessed online on June 6, 2010, at http://www.interbrand.com/images/BGB_reports/BGB_2006.pdf.

9. Opposer's Exhibit C-6 includes a printout of an excerpt from the article regarding the Best Global Brands, printed in the August 6, 2007 issue of BusinessWeek, last accessed online on June 5, 2010, at http://www.interbrand.com/images/bgb_BW/BGB_BusinessWeek_2007.pdf.

10. Opposer's Exhibit C-7 includes a printout of an excerpt, including the methodology and ranking, from Interbrand's Best Global Brands 2008 report, on information and belief printed online and in BusinessWeek on or about September 18, 2008, last accessed online on June 6, 2010, at http://www.interbrand.com/images/bgb_reports/BGB_2008_US_Format.pdf.

11. Opposer's Exhibit C-8 includes a printout of an excerpt, including the methodology, from Interbrand's Best Global Brands 2009 report, last accessed online on June 2, 2010, at http://www.interbrand.com/images/studies/-1_BGB2009_Magazine_Final.pdf, and a printout of the 2009 ranking, last accessed online on April 11, 2013, at http://www.interbrand.com/en/best-global-brands/previous-years/best-global-brands-2009.aspx.

12. Opposer's Exhibit C-9 includes a printout of an excerpt, including the methodology, from Interbrand's Best Global Brands 2010 report, as well as a printout of the 2010 ranking, available at http://www.interbrand.com/Libraries/Branding_Studies/Best_Global_Brands_2010.sflb.ashx, last accessed April 11, 2013.

13. Opposer's Exhibit C-10 includes a printout of an excerpt, including the methodology, from Interbrand's Best Global Brands 2011 report, as well as a printout of the 2011 ranking, available at http://www.interbrand.com/Libraries/Branding_Studies/Best_Global_Brands_2011.sflb.ashx, last accessed April 11, 2013.

14. Opposer's Exhibit C-11 includes a printout of an excerpt, including the methodology, from Interbrand's Best Global Brands 2012 report, as well as a printout of the 2012 ranking, available at http://www.interbrand.com/en/best-global-brands/2012/downloads.aspx, last accessed April 11, 2013.

15. Between June 2, 2010 and June 7, 2010, I downloaded from the internet Advertising Age's rankings of the 100 Leading National Advertisers for the years 1999 through 2008 (published in 2001 through 2009). Excerpts of the results appear as Exhibits D-1 through D-9. On April 10, 2013, Jena Sold, an associate employed by Paul Hastings LLP, at my direction and supervision downloaded from the internet Advertising Age's rankings of the 100 Leading National Advertisers for the years 2009 through 2011 (published in 2010 through 2012). Excerpts of the results appear as Exhibits D-10 through D-12.

16. Opposer's Exhibit D-1 includes a printout of the methodology and ranking from Advertising Age's 100 Leading Advertisers 2001 Edition, ranking companies by U.S. spending in 2000 (and showing 1999 for comparison), and the pages profiling L'Oréal, including its spending by media and by brand, available at http://gaia.adage.com/images/random/lna_profiles_2001.pdf, last accessed April 4, 2013.

17. Opposer's Exhibit D-2 includes a printout of the methodology and ranking from Advertising Age's 100 Leading Advertisers 2002 Edition, ranking companies by U.S. spending in 2001 (and showing 2000 for comparison), and the pages profiling L'Oréal, including its spending by media and by brand, published by Advertising Age on June 24, 2002, available at http://gaia.adage.com/images/random/lna2002.pdf, last accessed April 4, 2013.

18. Opposer's Exhibit D-3 includes a printout of the methodology and ranking from Advertising Age's 100 Leading Advertisers 2003 Edition, ranking companies by U.S. spending in

2002 (and showing 2001 for comparison), and the pages profiling L'Oréal, including its spending by media and by brand, published by Advertising Age on June 23, 2003, available at http://gaia.adage.com/images/random/lna03.pdf, last accessed April 4, 2013.

19. Opposer's Exhibit D-4 includes a printout of the methodology and ranking from Advertising Age's 100 Leading Advertisers 2004 Edition, ranking companies by U.S. spending in 2003 (and showing 2002 for comparison), and the pages profiling L'Oréal, including its spending by media and by brand, published by Advertising Age on June 28, 2004, available at http://gaia.adage.com/images/random/lna04_profiles.pdf, last accessed April 4, 2013.

20. Opposer's Exhibit D-5 includes a printout of the methodology and ranking from Advertising Age's 100 Leading Advertisers 2005 Edition, ranking companies by U.S. spending in 2004 (and showing 2003 for comparison), and the pages profiling L'Oréal, including its spending by media and by brand, published by Advertising Age on June 27, 2005, available at http://gaia.adage.com/images/random/lna2005.pdf, last accessed April 4, 2013.

21. Opposer's Exhibit D-6 includes a printout of the methodology and ranking from Advertising Age's 100 Leading Advertisers 2006 Edition, ranking companies by U.S. spending in 2005 (and showing 2004 for comparison), and the pages profiling L'Oréal, including its spending by media and by brand, published by Advertising Age on June 26, 2006, available at http://gaia.adage.com/images/random/lna2006.pdf, last accessed April 4, 2013.

22. Opposer's Exhibit D-7 includes a printout of the methodology and ranking from Advertising Age's 100 Leading Advertisers 2007 Edition, ranking companies by U.S. spending in 2006 (and showing 2005 for comparison), and the pages profiling L'Oréal, including its spending by media and by brand, published by Advertising Age on June 25, 2007, available at http://gaia.adage.com/images/random/lna2007.pdf, last accessed April 4, 2013.

23. Opposer's Exhibit D-8 includes a printout of the methodology and ranking from Advertising Age's 100 Leading Advertisers 2008 Edition, ranking companies by U.S. spending in 2007 (and showing 2006 for comparison), and the profile of L'Oréal, including its spending by media and by brand, published by Advertising Age on June 23, 2008 and available by subscription through Advertising Age DataCenter at http://adage.com/article/datacenter-advertising-spending/100-leading-national-advertisers/127791/, last accessed April 10, 2013.

24. Opposer's Exhibit D-9 includes a printout of the methodology and ranking from Advertising Age's 100 Leading Advertisers 2009 Edition, ranking companies by U.S. spending in 2008 (and showing 2007 for comparison), and the profile of L'Oréal, including its spending by media and by brand, published by Advertising Age on June 22, 2009 and available by subscription through Advertising Age DataCenter at http://adage.com/article/datacenter-advertising-spending/100-leading-national-advertisers/136308/, last accessed April 10, 2013.

25. Opposer's Exhibit D-10 includes a printout of the methodology and ranking from Advertising Age's 100 Leading Advertisers 2010 Edition, ranking companies by U.S. spending in 2009 (and showing 2008 for comparison), and the profile of L'Oréal, including its spending by media and by brand, published by Advertising Age on June 20, 2010 and available by subscription through Advertising Age DataCenter at http://adage.com/article/datacenter-advertising-spending/100-leading-national-advertisers/144208/, last accessed April 10, 2013.

26. Opposer's Exhibit D-11 includes a printout of the methodology and ranking from Advertising Age's 100 Leading Advertisers 2011 Edition, ranking companies by U.S. spending in 2010 (and showing 2009 for comparison), and the profile of L'Oréal, including its spending by media and by brand, published by Advertising Age on June 20, 2011 and available by subscription

through Advertising Age DataCenter at http://adage.com/article/datacenter-advertising-spending/100-leading-national-advertisers/227900/, last accessed April 10, 2013.

27. Opposer's Exhibit D-12 includes a printout of the methodology and ranking from Advertising Age's 100 Leading Advertisers 2012 Edition, ranking companies by U.S. spending in 2011 (and showing 2010 for comparison), and the profile of L'Oréal, including its spending by media and by brand, published by Advertising Age on June 25, 2012 and available by subscription through Advertising Age DataCenter at http://adage.com/article/datacenter-advertising-spending/100-leading-national-advertisers/234882/, last accessed April 10, 2013.

28. Between June 2009 and June 2010, I searched the LexisNexis MegaNews and All News databases for articles referencing L'Oréal and the L'ORÉAL Marks, employing the search terms "(l'oreal usa) or (l'oreal u.s.a.) or (l'oreal paris)" and restricted to the years 1985 through 2009. That search returned thousands of articles. Between April 1, 2013 and April 12, 2013, Jena Sold, an associate employed by Paul Hastings LLP, at my direction and under my supervision searched the same LexisNexis databases for additional and more recent articles referencing L'Oréal and the L'ORÉAL Marks, employing the same search terms, but restricted to the years 2010 through 2013. That search returned thousands of articles. Printouts of a very small sample of articles from those searches appear as Exhibits E-1 – E-2.

29. Opposer's Exhibit E-1 includes printouts of select articles about L'Oréal published in U.S. newspapers and magazines during the period searched.

30. Opposer's Exhibit E-2 includes printouts of select articles about L'Oréal and the L'ORÉAL Marks in relation to anti-aging products published in U.S. newspapers and magazines during the period searched.

31. Opposer's Exhibit F includes printouts of select L'Oréal-owned active federal registrations and applications in Class 3 for or associated with anti-aging products sold under the L'ORÉAL Marks, printed from the Trademark Status and Document Retrieval (TSDR) System of the USPTO Web site on April 12, 2013.

32. Opposer's Exhibit G includes printouts of select active federal registrations and applications for anti-aging products in Class 3, printed from the Trademark Status and Document Retrieval (TSDR) System of the USPTO Web site on April 12, 2013.

33. I declare under penalty of perjury that the foregoing is true and correct.

Dated: New York, NY
April 15, 2013

Natalie G. Furman
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New York, NY 10022
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
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L'ORÉAL S.A. and L'ORÉAL USA, INC., Opposer, v. MIKHAIL LEVITIN T/A MIKHAIL LEVITIN INSTITUTE, Applicant.	Opposition No. 91202898 **ORAL ARGUMENT REQUESTED**

EXHIBIT C-1 TO OPPOSER'S NOTICE OF RELIANCE

THE BEST GLOBAL BRANDS

BusinessWeek and **INTERBRAND** tell you what they're worth

Special Report

Wireless phones. Consumer electronics. Memory chips. Could you pick three tougher lines of business to be in right now? Somehow, with just such a portfolio, Samsung Electronics Co. managed to more than double its profits in the most recent quarter, to $1.6 billion.

How? Once a humdrum manufacturer of commodity electronics largely sold under other companies' names, South Korea-based Samsung is reaping the rewards of moving aggressively into higher-end products that carry fatter profit margins. It has invested heavily to produce cutting-edge designs, from flat-panel TV monitors that can be hung on walls like paintings to an elegantly thin DVD player. The company moved up the memory-chip price chain to sell more devices to video game makers. And it became the No.3 producer of cell phones, with a premium-priced line that includes handsets with color screens.

But just as critical as the turnover in product was the facelift Samsung gave its brand. Last year, it took a first stab at creating a new image with visually arresting ads such as one that posed an impossibly stylish woman in blue makeup, yellow nail polish, and ostrich feathers next to one of its TV monitors. This year, it plans to spend $200 million on ads focused on the company's promise to provide a "DigitAll Experience." That's an attempt to drive home the link between Samsung's new upscale image and the lifestyle its customers crave, says Eric B. Kim, executive vice-president for global marketing operations. Says Kim: "This is our first attempt to be at the leading edge rather than being a follower."

Now more than ever, companies see the power of a strong brand. At a time when battered investors, customers, and employees are questioning whom they can trust, the ability of a familiar brand to deliver proven value flows straight to the bottom line. If, shaken by the plummeting stock market and concerned about the security of their jobs, consumers start cutting back on spending, they're more likely to stick with names they know they can rely on. "When a brand earns our trust, we not only repeat our purchases, but we also tell all of our friends about it," says David Martin, U.S. president of New York-based Interbrand Corp., a pioneering brand consultant that teamed up with *BusinessWeek* to create our second annual ranking of the most valuable global brands.

JOHN UELAND

Brands usually aren't listed on corporate balance sheets, but they can go further in determining a company's success than a new factory or technological breakthrough. That's because nurturing a strong brand, even in bad times, can allow companies to command premium prices. Purveyors of products ranging from Budweiser beer to BMW cars have been able to keep growing without succumbing to the pricing pressures of an intensely promotional environment. A strong brand also can open the door when growth depends on breaking into new markets. Starbucks Corp., among the fastest-growing brands, recently set up shop in Vienna, one of Europe's café capitals, and says 400 of its planned 1,200 new store openings this year will be overseas.

To sort out which global brands are holding their ground and which are crumbling, Interbrand and *BusinessWeek* created a ranking of the top 100 by dollar value. The list by Interbrand, a unit of Omnicom Group Inc., is based on the idea that strong brands have the power to lift sales and earnings. Interbrand attempts to figure out how much of a boost each brand delivers, how stable that boost is likely to be, and how much those future earnings are worth today. The value that is assigned is strictly for the products with the brand on them, not for others sold by that company. Therefore, Coca-Cola Co.—easily the top brand again this year, with a value approaching $70 billion—is ranked just on those products carrying the Coke name, not Sprite or Powerade.

Because Interbrand relies on a rigorous analysis of cash flows rather than mere consumer perceptions to calculate brand values, changes in the business climate or a category's economics can have a strong impact on those values. An economic downturn can erode values even among companies that have resisted the temptation to cut marketing budgets, slash prices, or compromise on quality. In today's perilous economic climate, it's no surprise, then, that 49 out of the 100 brands on our list—and 7 of the top 10—fell in value this year. That compares with 41 that dropped in value in our 2001 ranking. Some of the hardest-hit brands represent industries—telecommunications, finance, travel, and luxury goods—that have been body-slammed by the downturn.

Take Boeing Co., whose ambitious brand-influencing efforts—from advertising to relocating its headquarters from Seattle to Chicago—helped put it on the list last year at $4 billion. But September 11's devastating impact on air travel almost instantly put on hold airlines' plans to expand their fleets, causing Boeing's hard-won brand value to plunge 27% this year, to $3 billion—a billion dollars of value wiped out.

The World's 10 Most Valuable Brands

RANK	BRAND	2002 BRAND VALUE ($BILLIONS)
1	COCA-COLA	69.6
2	MICROSOFT	64.1
3	IBM	51.2
4	GE	41.3
5	INTEL	30.9
6	NOKIA	30.0
7	DISNEY	29.3
8	McDONALD'S	26.4
9	MARLBORO	24.2
10	MERCEDES	21.0

Data: Interbrand Corp., J.P. Morgan Chase & Co.

Still, some companies compounded the problems of a down economy with management missteps. AT&T plunged 30% in value, losing its place among the top 10 brands. The company spent hundreds of millions on aggressive, youth-oriented ads and upgraded the range of licensed products that bear the AT&T name in order to shed its stodgy Ma Bell image. But it didn't deliver enough exciting new products and services fast enough to sell customers on a "new" AT&T.

Amid the carnage, though, many companies found ways to add value to their brands. Samsung was easily the fastest-growing, its value rising an estimated 30% to $8.3 billion. While Coke continues to struggle to get back its rhythm in the U.S., its sales are still growing in the developing world, buttressed by a strong global marketing effort behind the World Cup. Thus, Coke eked out a 1% gain, adding $700 million in brand value. Despite losing some highly publicized battles in the courtroom over its tobacco liability, Philip Morris Cos. saw its venerable Marlboro brand push into the Top 10, adding 10% to its value. The company used deep pockets to squeeze rival brands out of prime display positions in stores.

Other winners exploited their strong brands by launching extensions into new products and categories. Too often, new fla-

vors, formulations, and packages wind up as barren exercises in market positioning that clog retail shelf space while offering consumers nothing truly different. But this year's ranking offers proof that the right line extensions can make a difference. H.J. Heinz Co. boosted its brand value by 4% with ingenious ways of driving consumer interest in ketchup, from squeezable bottles to versions spiced up with flavors such as Smokey Mesquite. Diageo PLC's once-tired Smirnoff vodka brand scored a 5% gain thanks to the success of a citrus-flavored, single-serve drink, Smirnoff Ice. Positioned as a sophisticated alternative to beer, Ice not only became a hit with younger consumers but also enticed them into giving a second glance to the core brand, which got a lift.

Winners

Samsung used bold designs to transform itself into a premium seller of consumer products. Baby boomers, meanwhile, pay Harley top dollar for a dash of rebel independence.

RANK	BRAND	2002 BRAND VALUE ($BILLIONS)	2001 BRAND VALUE ($BILLIONS)	% CHANGE
34	SAMSUNG	8.3	6.4	+30
91	NIVEA	2.1	1.8	+16
46	HARLEY-DAVIDSON	6.3	5.5	+13
31	DELL	9.2	8.3	+12
93	STARBUCKS	2.0	1.8	+12

Data: Interbrand Corp., J.P. Morgan Chase & Co.

Losers

The telecom debacle cut the legs out from under Ericsson and AT&T. Boeing still hasn't recovered from September 11, and Merrill Lynch got mauled by the bear market.

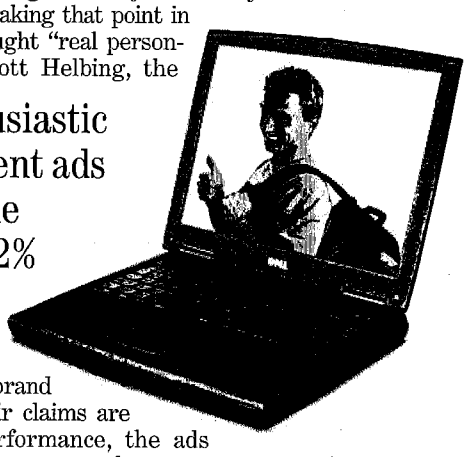
RANK	BRAND	2002 BRAND VALUE ($BILLIONS)	2001 BRAND VALUE ($BILLIONS)	% CHANGE
71	ERICSSON	3.6	7.1	–49
11	FORD	20.4	30.1	–32
17	AT&T	16.1	22.8	–30
82	BOEING	3.0	4.1	–27
25	MERRILL LYNCH	11.2	15.0	–25

Data: Interbrand Corp., J.P. Morgan Chase & Co.

The Nivea skin-care line shows how to strengthen a brand by branching out. Beiersdorf went further than a line extension or two in garnering a 16% brand-value rise for its unit. Starting with women's skin-care products and a carefully nurtured image of wholesomeness and natural ingredients, Nivea has moved into men's products, including deodorants, shampoos, and even a moisturizer dispensed from an electric razor. Nivea has dozens of products today, vs. a handful five years ago. "They are a classic example of how far you can go with brand extensions," says Jan Lindemann, Interbrand's global director for brand valuation.

SAMSUNG Heavy investment in design R&D has brought fatter profit margins

Advertising, of course, is one of the most direct ways to build a brand. But the danger in tough times is that you advertise price breaks and wind up cheapening a brand. That's why Dell Computer Corp.'s ability to see a 12% increase in brand value is so impressive. The PC maker gave its promotional ads an additional brand-building role. They feature an enthusiastic young character, "Steven," congratulating customers with "Dude, you're getting a Dell!"—driving home the point that customers can get exactly what they want at low prices. After years of making that point in a dry way, Steven brought "real personality to Dell," says Scott Helbing, the company's vice-president for global brand strategy.

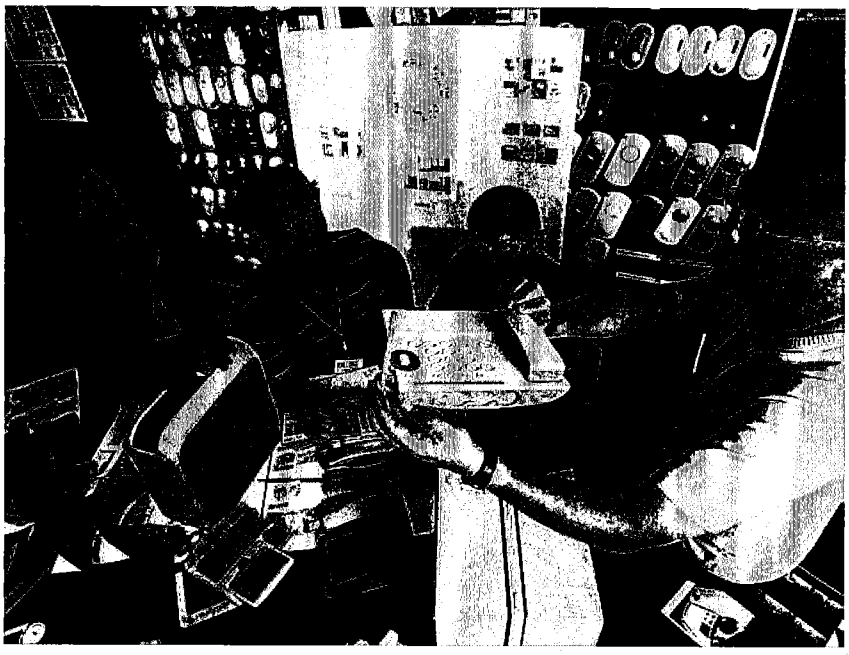


DELL The enthusiastic "Steven" of recent ads helped boost the brand's value 12%

But ads can take a brand only so far. And if their claims are not backed up by performance, the ads erode value. For that reason, employees are a crucial link to the consumer. If employees are motivated to reflect the core brand values in all their activities, that radiates out to customers, and on to friends and family. Such word-of-mouth endorsements—which in the Internet era can circle the globe instantly—can be far more convincing than any marketing campaign. Brand winners usually "have inculcated what's great about their companies up and down the organization," says Scott Bedbury, a former top marketer at Nike Inc. and Starbucks who now runs consultant Brandstream in Seattle.

Even the best corporate names are under attack these days. Still, those companies are reaping the benefits of years they spent building customer trust and honing images of quality and dependability. To weather an extended bout of distrust and instability, strong brands are crucial. Companies also will have to work doubly hard to keep them intact.

By Gerry Khermouch in New York



(BOTTOM) PHOTOGRAPH BY KI HO PARK/KISTONE

BusinessWeek online

For a video discussion of brand value and an interactive version of our scoreboard, go to the Aug. 5 edition online at www.businessweek.com

THE 100 TOP BRANDS

What's in a name? Plenty, if you play your cards right

It was a tough year to build a brand—or defend one against the corrosive effects of a bear market, financial scandals, and shifting consumer priorities. For proof, look no further than the fact that roughly half of the 100 global brands that Interbrand Corp. and *BusinessWeek* ranked this year fell in value compared with a year ago. In this environment, just holding your own is an accomplishment.

To qualify for our ranking, brands had to have a value greater than $1 billion. They were selected according to two criteria: They had to be global in nature, deriving 20% or more of sales from outside their home country. They also had to have publicly available marketing and financial data on which to base the valuation. That excluded some big brands, such as Visa International, the BBC, and Mars.

How do you place a value on a brand? Some attempts rely on little more than opinion polls or ad spending. *BusinessWeek* selected Interbrand's method because it values brands the same way analysts value other assets: on the basis of how much they're likely to earn in the future. Those projected profits are then discounted to a present value based on how risky the projected earnings are—that is, the likelihood that they will in fact materialize.

To start the process, Interbrand first figures out what percentage of overall revenues are accounted for by the power of the brand. Next, with the help of analysts from J.P. Morgan Chase & Co., Interbrand projects net earnings for that segment of the business. Interbrand then deducts a charge for the cost of owning the tangible assets, on the theory that whatever income is generated beyond that cost is due to intangible factors. This is the economic value added by things like patents, customer lists, and, of course, the brand.

The next step is to winnow the earnings generated by the brand from the earnings generated by other intangibles. For example, are people buying Shell gasoline because of the brand name or because the gas station is conveniently located? Interbrand uses market research and interviews with industry executives to sift through those variables.

Special Report

The final phase is to analyze the strength of the brand to figure out how risky those future brand earnings are. To calculate the brand's strength, Interbrand looks at seven factors, including the brand's market leadership, its stability, and its ability to cross geographical and cultural borders. The risk analysis produces a discount rate that is applied to the brand earnings to come up with a net present value of the brand. *BusinessWeek* and Interbrand believe this figure comes closest to representing the true economic value of that complex array of forces that make up a brand.

The Global Brand Scoreboard

RANK		2002 BRAND VALUE $BILLIONS	2001 BRAND VALUE $BILLIONS	PERCENT CHANGE	COUNTRY OF OWNERSHIP	DESCRIPTION
1	COCA-COLA	69.64	68.95	+1%	U.S.	Still the best brand by far. Growth in the developing world offset so-so new products like Diet Coke with Lemon.
2	MICROSOFT	64.09	65.07	–2	U.S.	Its name is still dragged through the courtroom, but the biggest challenge is stagnant PC purchases.
3	IBM	51.19	52.75	–3	U.S.	Good thing Big Blue was rebuilt on services, which remains the most promising segment for tech spending.
4	GE	41.31	42.40	–3	U.S.	The retirement of Jack Welch and angst over Corporate America took a toll on the GE name.
5	INTEL	30.86	34.67	–11	U.S.	"Intel Inside" put it on the map, but now the brand faces tough competition and sluggish PC sales.
6	NOKIA	29.97	35.04	–14	Finland	Still the cell-phone brand of choice among consumers, but overall sales of mobile handsets are weak.
7	DISNEY	29.26	32.59	–10	U.S.	Even monster hit *Monsters Inc.* couldn't compensate for a post-September 11 falloff at theme parks.
8	McDONALD'S	26.38	25.29	+4	U.S.	Who remembers Mad Cow disease? Global expansion continues as negative PR fades.
9	MARLBORO	24.15	22.05	+10	U.S.	The iconic brand uses line extensions and merchandising clout to overcome court challenges and skyrocketing price of cigs.

Data: Interbrand Corp., J.P. Morgan Chase & Co., *BusinessWeek*

The Global Brand Scoreboard

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10	MERCEDES	21.01	21.73	–3	Germany	The leading luxury car brand, but its low-end models suffered from poor reviews.
11	FORD	20.40	30.09	–32	U.S.	At least Ford admitted to pursuing strategies that were "poorly conceived or poorly timed." But where's the fix?
12	TOYOTA	19.45	18.58	+5	Japan	Cruising along after capturing broad mid-market appeal in the U.S., including new SUVs and pickups.
13	CITIBANK	18.07	19.01	–5	U.S.	A slowing U.S. economy and a hit from the Enron fiasco hurt both results and image.
14	HEWLETT-PACKARD	16.78	17.98	–7	U.S.	More and more, its printers are commodities. Bickering during the Compaq merger also didn't boost HP's image.
15	AMERICAN EXPRESS	16.29	16.92	–4	U.S.	Wary U.S. consumers, penny-pinching corporations, and white-hot competition in credit cards made it a tough year for the prestigious brand.
16	CISCO	16.22	17.21	–6	U.S.	The popping of the Internet bubble, and the plunge in telecom spending, drew down brand value.
17	AT&T	16.06	22.83	–30	U.S.	Nobody loves telecom these days. But at least it's faring better than WorldCom.
18	HONDA	15.06	14.64	+3	Japan	Solid, dependable, and nurturing a growing reputation for earth-friendly "hybrid" technology.
19	GILLETTE	14.96	15.30	–2	U.S.	The King of Blades is still gaining share, as higher marketing boosts the premium Mach 3 and Venus razors.
20	BMW	14.43	13.86	+4	Germany	Bold new designs—from the space-age 7-series sedan to the athletic X5 SUV—helped BMW boost sales and profit margins.
21	SONY	13.90	15.01	–7	Japan	Still known for its design flair, Sony gadgets have come under attack by Samsung.
22	NESCAFE	12.84	13.25	–3	Switzerland	Cheap instant coffee is losing favor as people consume more java outside the home.
23	ORACLE	11.51	12.22	–6	U.S.	Look out below: Oracle's value has eroded along with tech spending.
24	BUDWEISER	11.35	10.84	+5	U.S.	Nimble advertising for Bud and soaring Bud Light gives it continued dominance in the U.S. and U.K.
25	MERRILL LYNCH	11.23	15.02	–25	U.S.	Investors have long memories, so Merrill's conflict-of-interest fiasco between bankers and analysts could linger.
26	MORGAN STANLEY	11.20	N/A	N/A	U.S.	Few on Wall Street emerged unscathed from the earnings controversy, but Morgan Stanley also had a poor performance underwriting IPOs.
27	COMPAQ	9.80	12.35	–21	U.S.	A big grab for market share by Dell, coupled with the histrionics over Compaq's merger with HP, hurt a tired brand.
28	PFIZER	9.77	8.95	+9	U.S.	Pfizer took the high ground on a hot-button issue with initiative to sell reduced-price drugs.
29	J.P. MORGAN	9.69	N/A	N/A	U.S.	The market was bad enough, but J.P. Morgan also had big negative exposure in the Enron collapse.
30	KODAK	9.67	10.80	–10	U.S.	Kodak so far hasn't transferred the equity from its longtime dominance of photo into the digital market.
31	DELL	9.24	8.27	+12	U.S.	Proved that its built-to-order business model works in bad times as well as good.
32	NINTENDO	9.22	9.46	–3	Japan	On top of the price battle faced by its GameCube, the handheld Game Boy Advance was only a middling success.
33	MERCK	9.14	9.67	–6	U.S.	Vioxx faces patent expiration and new-drug pipeline is dry. Now, investors are ill over accounting questions.
34	SAMSUNG	8.31	6.37	+30	S. Korea	Revved up brand value with brilliant product design and arresting marketing.
35	NIKE	7.72	7.59	+2	U.S.	Strides in penetrating soccer market, and signs it may do the same in golf, augur well for this premium brand.
36	GAP	7.41	8.75	–15	U.S.	Its slide accelerated as consumers turned elsewhere for cutting-edge styles or lower prices.
37	HEINZ	7.35	7.06	+4	U.S.	A classic brand that exploits core markets with memorable extensions in everything from ketchup to tuna.
38	VOLKSWAGEN	7.21	7.34	–2	Germany	Global car sales are down, and the new Beetle was not the megahit VW might have hoped for.
39	GOLDMAN SACHS	7.19	7.87	–9	U.S.	CEO Henry Paulson spoke out about declining corporate credibility, but so far it hasn't rubbed off on the Goldman brand.

Data: Interbrand Corp., J.P. Morgan Chase & Co., *BusinessWeek*

The Global Brand Scoreboard

RANK	2002 BRAND VALUE $BILLIONS	2001 BRAND VALUE $BILLIONS	PERCENT CHANGE	COUNTRY OF OWNERSHIP	DESCRIPTION
40 KELLOGG'S	7.19	7.01	+3	U.S.	Stabs at innovation, and a Disney alliance that put Buzz Lightyear on cereal boxes, renewed the brand's relevance.
41 LOUIS VUITTON	7.05	7.05	0	France	Still a fashion must-have, particularly in Asia, but sales have been anemic because of post-September 11 travel decline.
42 SAP	6.78	6.31	+7	Germany	SAP has delivered on theme, "The best-run e-businesses run SAP." The software maker benefited from a flight to established suppliers.
43 CANON	6.72	6.68	+2	Japan	A reasonable performance in a camera market that is exhibiting almost no growth. And it's gaining on Xerox in copiers.
44 IKEA	6.55	6.01	+9	Sweden	Resonant brand benefited from the weak economy, which made more customers willing to assemble their own tables.
45 PEPSI	6.39	6.21	+3	U.S.	Innovations keep coming, like lemon-flavored Pepsi Twist. But biggest challenge is a consumer shift to bottled water and juices.
46 HARLEY-DAVIDSON	6.27	5.53	+13	U.S.	Masterful job of selling Baby Boomers on a high-margin symbol of youthful rebellion.
47 MTV	6.08	6.60	–8	U.S.	Phenomenal success of *The Osbournes* shows MTV still has its spark. Unfortunately, the ad market is dead.
48 PIZZA HUT	6.05	6.00	+1	U.S.	Tough market, but the chain upgraded its restaurants and added new products like P-Zone, Twisted Crust, and Quad.
49 KFC	5.35	5.26	+2	U.S.	Introduced Popcorn Chicken, new Chicken Twister sandwich, and restaurants co-branded with corporate sibling Pizza Hut.
50 APPLE	5.32	5.46	–3	U.S.	A well-received new iMac couldn't overcome weak sales to consumers and design professionals.
51 XEROX	5.31	6.02	–12	U.S.	Trying to dodge its stodgy image, with digital and high-speed copiers. But a financial cloud lingers.
52 GUCCI	5.30	5.37	–1	Italy	The ongoing allure of lead designer Tom Ford could offset a slow start to 2002.
53 ACCENTURE	5.18	N/A	N/A	U.S.	In light of former parent Arthur Andersen's fate, Accenture's branding initiative looks like sheer brilliance.
54 L'OREAL	5.08	N/A	N/A	France	No slowdown here. The brand now gets more than half its sales outside Europe, thanks to smart acquisitions.
55 KLEENEX	5.04	5.09	–1	U.S.	Kleenex held most of its value because of innovations like Kleenex Travellers, for car door pockets.
56 SUN	4.78	5.15	–7	U.S.	Sun still leads in servers, but must deal with the implosion of the once-fertile dot-com sector.
57 WRIGLEY'S	4.75	4.53	+5	U.S.	Innovations kept the Wrigley's brand fresh. Can "functional" products like tooth-cleaning gum add further shine?
58 REUTERS	4.61	5.24	–12	Britain	Reuters lost considerable ground to Bloomberg as customers fled its old-fashioned image and poor service.
59 COLGATE	4.60	4.57	+1	U.S.	A toothpaste/mouthwash combo and other novelties helped offset slipping share in other product areas.
60 PHILIPS	4.56	4.90	–7	Netherlands	Potent in Europe but weak in North America, this brand was dogged by tough consumer-electronics markets and lackluster U.S. marketing.
61 NESTLE	4.43	N/A	N/A	Switzerland	The king of chocolate, cookies, and baby food is eating up U.S. ice cream with Dreyer's.
62 AVON	4.40	4.37	+1	U.S.	A makeover of its sales force and product lines boosted U.S. sales. But Avon has stumbled with its foray into retail sales.
63 AOL	4.33	4.50	–4	U.S.	Few signs of promised synergies following merger with Time Warner, and AOL's subscriber growth has slowed.
64 CHANEL	4.27	4.27	0	France	The perfume and fashion icon held its own in a tough global economy.
65 KRAFT	4.08	4.03	+1	U.S.	Still dominates lineup stretching from cheese to salad dressing, and isn't afraid to use its muscle to get the best store display.
66 DANONE	4.05	N/A	N/A	France	No. 1 in yogurt outside the U.S. and No. 2 in water, Danone is well-positioned to benefit from health worries.
67 YAHOO!	3.86	4.38	–12	U.S.	Forget the ad slump, Yahoo needs to prove it is relevant to consumers as they become more experienced at browsing.
68 ADIDAS	3.69	3.66	+1	Germany	Benefited from World Cup fever, but still has little appeal among trend-setting black and Hispanic youth.
69 ROLEX	3.69	3.70	0	Switzerland	There's nothing like a classy watch in bad times. But improved sales must wait.

Data: Interbrand Corp., J.P. Morgan Chase & Co., *BusinessWeek*

The Global Brand Scoreboard

RANK		2002 BRAND VALUE $BILLIONS	2001 BRAND VALUE $BILLIONS	PERCENT CHANGE	COUNTRY OF OWNERSHIP	DESCRIPTION
70	TIME	3.68	3.72	–1	U.S.	Ads are way off but big news year has helped the magazine's reputation.
71	ERICSSON	3.59	7.07	–49	Sweden	Ericsson keeps falling further behind Nokia, Samsung, and Motorola.
72	TIFFANY	3.48	3.48	0	U.S.	With sales down in Japan, the world's most famous jewelry retailer has had to sell more lower-priced gold and silver.
73	LEVI'S	3.45	3.75	–8	U.S.	Until new designs hit store shelves, Levi's will continue to lose ground to youth-oriented labels.
74	MOTOROLA	3.42	3.77	–9	U.S.	Suffered from softness in phone handsets and semiconductors, but its greater diversification was a hedge.
75	DURACELL	3.41	4.14	–18	U.S.	Forced to spend heavily on promotions to hold onto market share, cutting profit margins.
76	BP	3.39	3.24	+4	Britain	While efforts to recast itself as environmentally conscious are controversial, the BP brand is motoring along.
77	HERTZ	3.36	3.62	–7	U.S.	Rental car business suffered as more Americans stayed home.
78	BACARDI	3.34	3.20	+4	Bermuda	Solid marketing and the cachet of its Cuban heritage have the rum brand on a growth track.
79	CATERPILLAR	3.22	N/A	N/A	U.S.	The No.1 heavy-equipment brand has steamrolled into merchandise and clothing, playing off its rough-and-tumble image.
80	AMAZON.COM	3.18	3.13	+1	U.S.	Amazon looks to extend its brand with more retail alliances like the ones it has with Target and Toys 'R' Us.
81	PANASONIC	3.14	3.50	–10	Japan	It has overhauled product lines and chopped costs, but Panasonic hasn't been able to pull off a Samsung-like makeover.
82	BOEING	2.97	4.06	–27	U.S.	The grounding of airlines last fall hit Boeing hard. Now it wants to be known as much for its space and defense businesses.
83	SHELL	2.81	2.84	–1	Brit./Neth.	Ad spending got a boost in 2001, but the brand still has little exposure in the U.S.
84	SMIRNOFF	2.72	2.59	+5	Britain	Smirnoff got a shot of relevance thanks to the explosive growth of ready-to-drink Smirnoff Ice.
85	JOHNSON & JOHNSON	2.51	N/A	N/A	U.S.	The strong image of caring built up by its baby products stood the company in good stead.
86	PRADA	2.49	N/A	N/A	Italy	Fashion exposure was helped by two high-profile store openings but poor market conditions have stalled moves to go public yet again.
87	MOET & CHANDON	2.45	2.47	–1	France	The champagne brand should pick up fizz after clearing away unsold inventory from Millennium celebrations.
88	HEINEKEN	2.40	2.27	+6	Netherlands	Its reputation for quality—and high profits—remains intact despite efforts to branch out through acquisitions.
89	MOBIL	2.36	2.41	–2	U.S.	Tough year for any oil company, but Mobil's strong U.S. focus helped it fare better than most.
90	BURGER KING	2.16	2.43	–11	U.S.	Diageo's poor supervision of franchisees led to inconsistent quality. Will a new owner do better?
91	NIVEA	2.06	1.78	+16	Germany	Nivea capitalized on an image of wholesomeness to branch out beyond its core hand and body cream products.
92	WALL STREET JOURNAL	1.96	2.18	–10	U.S.	Its staid format got a radical re-do, including color reproduction. But the Journal still got smacked by the ad recession.
93	STARBUCKS	1.96	1.76	+12	U.S.	Starbucks hasn't stumbled yet. There are still gaps to fill in the U.S., as it gears up for expansion in Asia and Europe.
94	BARBIE	1.94	2.04	–5	U.S.	Another year of brand erosion as little girls opted for more fashionable toys.
95	POLO RALPH LAUREN	1.93	1.91	+1	U.S.	Modest growth and a U.S. focus helped this brand in a difficult year at the luxury end of the rag trade.
96	FEDEX	1.92	1.89	+2	U.S.	FedEx consolidated its leadership and secured more flights into Hong Kong to service booming Asian markets.
97	JOHNNIE WALKER	1.65	1.65	0	Britain	"Keep walking" ad message focusing on personal journeys seemed to strike a chord with younger drinkers.
98	JACK DANIEL'S	1.58	1.58	0	U.S.	Jack Daniel's "birthday parties" celebrated the brand's 150th year.
99	3M	1.58	N/A	N/A	U.S.	In a world of commodities, 3M churns out continual innovation to command premium prices.
100	ARMANI	1.51	1.49	+1	Italy	Twenty new stores slated to open from Milan to Hong Kong this year are helping overcome the downturn.

Data: Interbrand Corp., J.P. Morgan Chase & Co., *BusinessWeek*

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 **ORAL ARGUMENT REQUESTED**

EXHIBIT C-2 TO OPPOSER'S NOTICE OF RELIANCE

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THE BEST GLOBAL BRANDS

Annual Ranking of the Top 100

PAGE 68

THE 100 TOP BRANDS

Here's how we calculate the power in a name

To rank the world's 100 most valuable global brands, we set three hurdles that all contenders have to meet to merit consideration. First, they must have brand values greater than $1 billion. They also have to be global in nature, meaning they must derive at least a third of their sales from outside their home countries and have significant distribution throughout the Americas, Europe, and Asia. Finally, they must have publicly available marketing and financial data. That excluded some big brands, such as Visa International, the BBC, and Mars.

How do you place a value on a brand? Some attempts rely on little more than opinion polls or ad spending. *BusinessWeek* selected Interbrand's method because it values brands the same way analysts value other assets: on the basis of how much they're likely to earn in the future. Those projected profits are then discounted to a present value based on how risky the projected earnings are—that is, the likelihood that they will, in fact, materialize.

To start the process, Interbrand first figures out what the brand's overall sales are. (The brand may be almost the entire company, as in the case of McDonald's Corp. For others, such as Marlboro, it may be just a portion.) Next, with the help of analysts from J.P. Morgan Chase & Co., Citigroup, and Morgan Stanley, Interbrand projects net earnings for the brand. It then deducts a charge for the cost of owning the tangible assets, on the theory that whatever income is generated beyond that cost is due to intangible factors. This is the economic value added by things like patents, customer lists, and, of course, the brand.

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1 COCA-COLA	70.45	69.64	+1%	U.S.	New variations such as Vanilla Coke and a lemon-flavored diet drink helped the soft-drink icon remain bubbly.
2 MICROSOFT	65.17	64.09	+2	U.S.	The software giant shifted its advertising to build the brand, not just sell products, at a time when most rivals were suffering.
3 IBM	51.77	51.19	+1	U.S.	Big Blue gained recognition in new markets, partly thanks to an $800 million marketing campaign pushing e-business on demand.
4 GE	42.34	41.31	+2	U.S.	Getting double-digit growth is harder, but in tough times, the brand that Edison built held its own.
5 INTEL	31.11	30.86	+1	U.S.	With Intel inside and Wi-Fi out to take over the world, the chipmaker's Centrino wireless notebook package delivered a powerful punch.
6 NOKIA	29.44	29.97	–2	Finland	Still the world's leading mobile-phone maker, Nokia faced stiff challenges from fast-riser Samsung and a growing crop of operator-branded phones.
7 DISNEY	28.04	29.26	–4	U.S.	Not the Happiest Place on Earth as Disney Stores were up for sale, ABC overhauled prime time, and travel woes sapped theme parks.
8 McDONALD'S	24.70	26.38	–6	U.S.	Mixed-up orders and dirty restaurants hurt the brand. Now business is recovering somewhat behind a renewed focus on service and salads.
9 MARLBORO	22.18	24.15	–8	U.S.	Under siege from smoking bans and lawsuits, the Marlboro Man was looking like a fugitive.
10 MERCEDES	21.37	21.01	+2	Germany	The luxury auto maker crafts the sumptuous sedans the rich and famous love to buy—and ordinary consumers dream of owning.

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RANK	2003 BRAND VALUE $BILLIONS	2002 BRAND VALUE $BILLIONS	PERCENT CHANGE	COUNTRY OF OWNERSHIP	DESCRIPTION
11 TOYOTA	20.78	19.45	+7	Japan	Always solid, if stodgy, Toyota stole a march on Honda with aggressive moves into eco-friendly hybrid cars and low-priced models for younger buyers.
12 HEWLETT-PACKARD	19.86	16.78	+18	U.S.	Many feared the next Titanic when it acquired Compaq last year, but HP emerged relatively unscathed and more profitable than before.
13 CITIBANK	18.57	18.07	+3	U.S.	Latest phase of its successful "Live Richly" campaign included ads shot in 17 countries, characterizing a firm with global reach but a down-home flavor.
14 FORD	17.07	20.40	–16	U.S.	Sky-high rebates and 0% financing took some of the shine off Bill Ford's lineup; snazzy new SUVs from Japan and Europe are stealing more thunder.
15 AMERICAN EXPRESS	16.83	16.29	+3	U.S.	American Express punched up ad spending to target retail customers. Now they use cards to pay for groceries, gas, even rent.
16 GILLETTE	15.98	14.96	+7	U.S.	In an era of falling consumer prices, the King of Blades still managed to get shavers to pay premium prices.
17 CISCO	15.79	16.22	–3	U.S.	It played the downturn beautifully to generate record profits. But the brand was still mired in the networking depression that followed the Net boom.
18 HONDA	15.63	15.06	+4	Japan	Sagging sales in its home Japanese market have yet to dent its renown for reliable, dependable products.
19 BMW	15.11	14.43	+5	Germany	The Ultimate Driving Machines are fast, fun, stylish—and now come in more flavors. A rapidly expanding lineup primed global growth.
20 SONY	13.15	13.90	–5	Japan	Still the platinum brand in gizmos, but rivals Panasonic and Samsung were catching up with snazzy cell phones, digital cameras, and flat-panel TVs.
21 NESCAFE	12.34	12.84	–4	Switzerland	The world's favorite instant coffee advertised heavily to attract younger coffee drinkers.
22 BUDWEISER	11.89	11.35	+5	U.S.	The King of Beers continued to swipe market share, despite rivals' wacky ad campaigns built around twins and female mud wrestling.
23 PEPSI	11.78	11.14*	+6	U.S.	With innovations like Twist, Wild Cherry, and Pepsi Blue, this fizzy rival was determined to catch up with Coke.
24 ORACLE	11.26	11.51	–2	U.S.	The software giant had always been a Silicon Valley maverick. Now add "corporate raider" to the long list of adjectives.
25 SAMSUNG	10.85	8.31	+31	S. Korea	Riding the electronics industry's shift to digital products, it wowed consumers with a blizzard of feature-packed gadgets and leading-edge chips.
26 MORGAN STANLEY	10.69	11.21	–5	U.S.	Once a seemingly invincible white-shoe firm, it struggled to rise above Wall Street's scandals involving analysts' investment-banking conflicts.
27 MERRILL LYNCH	10.52	11.23	–6	U.S.	Merrill sought to escape the tarnish of scandals, while its retail business tried to move beyond its rep as a thundering herd of brokers.
28 PFIZER	10.46	9.77	+7	U.S.	A master acquirer and marketer, it leveraged a stable of top-selling drugs that includes Viagra and Lipitor, the world's sales leader.
29 DELL	10.37	9.24	+12	U.S.	Annoying pitchman Steven is gone, but that didn't slow the pace of PC sales or assaults on new markets like printers and PDAs.
30 MERCK	9.41	9.14	+3	U.S.	Patent expirations dampened earnings growth, but Merck continued to cultivate its image as a research leader.
31 JPMORGAN	9.12	9.69	–6	U.S.	Viewed by many as the banker's bank, it suffered from corporate scandals and a slump in mergers and IPOs. Heavy exposure to derivatives is also a dark cloud.
32 NINTENDO	8.19	9.22	–11	Japan	This former master of the video-game universe saw its empire shrink in the wake of an onslaught from Sony's PlayStation and Microsoft's Xbox.
33 NIKE	8.17	7.72	+6	U.S.	An extreme marketing effort during soccer's World Cup and tie-in to Tiger Woods showed there's more to sporting goods than basketball shoes.
34 KODAK	7.83	9.67	–19	U.S.	Steadily falling film sales and a sputtering digital strategy could mean that Kodak's moment has passed.
35 SAP	7.71	6.78	+14	Germany	Behind sharper marketing and a strong sailing tie-in, the German software giant survived the tech downturn looking more solid than ever.
36 GAP	7.69	7.41	+4	U.S.	Bright colors and a fresh new ad campaign helped lift it out of a sales swoon.
37 HSBC	7.57	N/A	N/A	Britain	The 138-year-old lender's frugal management built the world's second-largest retail bank through acquisitions in the U.S., Europe, and developing markets.
38 KELLOGG'S	7.44	7.19	+3	U.S.	Boosted market share by sprinkling fruits into its flakes and pepping up marketing with pitchmen like Disney's Winnie the Pooh.
39 CANON	7.19	6.72	+7	Japan	Already the world's top copier and laser-printer company, it emerged as a major force in digital cameras, too.

*Pepsi's 2002 brand-value data was revised upward due to new data.

The Global Brand Scoreboard

RANK	2003 BRAND VALUE $BILLIONS	2002 BRAND VALUE $BILLIONS	PERCENT CHANGE	COUNTRY OF OWNERSHIP	DESCRIPTION
40 HEINZ	7.10	7.35	-3	U.S.	The world's favorite ketchup now comes in upside-down bottles and colors like "stellar blue." But competition took a bite.
41 GOLDMAN SACHS	7.04	7.19	-2	U.S.	Raising capital for Corporate America made it arguably the most prestigious investment bank. But a drought in mergers and equity issuances took a toll.
42 VOLKSWAGEN	6.94	7.21	-4	Germany	The stalwart maker of quality mass-market cars suffered from high costs, an aging lineup, fierce French competition, and a slew of overlapping brands.
43 IKEA	6.92	6.55	+6	Sweden	The chain made flat-packed furniture both affordable and fashionable, bringing its concept of democratic design to 31 countries.
44 HARLEY-DAVIDSON	6.78	6.27	+8	U.S.	Aging customers still think Harley when they think motorcyle. They're also rich enough to afford such innovations as the sleek $18,000 V-Rod.
45 LOUIS VUITTON	6.71	7.05	-5	France	A downturn in tourism slowed this awesome profit machine fueled by monogrammed bags and accessories.
46 MTV	6.28	6.08	+3	U.S.	Still a big favorite among teens, and not just in the U.S. MTV International was one of the fastest-growing businesses at parent Viacom Inc.
47 L'OREAL	5.60	5.08	+10	France	Who's boycotting France? Not the millions of women who made L'Oreal the No.1 cosmetics seller in the U.S.
48 XEROX	5.58	5.31	+5	U.S.	With new financing and a range of hot color products, the troubled copier company's image was on the mend.
49 KFC	5.58	5.35	+4	U.S.	The chicken chain goosed global business by promoting local fare—tempura crispy strips in Japan and potato-and-onion croquettes in Holland.
50 APPLE	5.55	5.32	+4	U.S.	The "i's" have it—iPod, iTunes, and iBooks lifted the perennial underdog, while the innovative Music Store download service left rivals in the dust.
51 PIZZA HUT	5.31	6.05	-12	U.S.	The dough wasn't rising. Asian restaurant sales were hurt by SARS, while at home the chain was slow to sling popular new products such as wings.
52 ACCENTURE	5.30	5.18	+2	U.S.	Hit hard by the slump in telecom, the consulting icon took its own advice and nimbly built its outsourcing specialty.
53 GUCCI	5.10	5.30	-4	Italy	Chief designer Tom Ford was still a hit on the catwalks of Paris and New York, but Gucci's profits were shredded by economic stagnation and SARS.
54 KLEENEX	5.06	5.04	0	U.S.	From aromatherapy tissues to 3-D holiday boxes, this leader still managed to pull out some fresh ideas.
55 WRIGLEY'S	5.06	4.75	+7	U.S.	Hip ad campaigns to relaunch core brands Juicy Fruit and Doublemint and introduction of new sugar-free gum reinvigorated the chew-chew train.
56 COLGATE	4.69	4.60	+2	U.S.	As it neared the end of its second century, the brand continued to win over more smiles.
57 AVON	4.63	4.40	+5	U.S.	The Avon Ladies were on a tear, leveraging healthy R&D and marketing budgets through online sales and an expanding door-to-door network.
58 SUN MICROSYSTEMS	4.47	4.77	-6	U.S.	A perception that this computer maker wasn't keeping up with technology trends made it appear as less than cutting-edge.
59 PHILIPS	4.46	4.56	-2	Netherlands	In Europe, its name equals home electronics, but Philips struggled with awareness in the U.S. and perennially tough competition from Asia.
60 NESTLE	4.46	4.43	+1	Switzerland	From chocolate to baby formula, the Swiss food giant keeps the world's pantry stocked.
61 CHANEL	4.32	4.27	+1	France	A symbol of Parisian sophistication for mom's generation, but Chanel had a harder time luring younger customers.
62 DANONE	4.24	4.05	+5	France	The maker of Dannon yogurt, already a powerhouse in Europe, was betting big on emerging markets.
63 KRAFT	4.17	4.09	+2	U.S.	The master of line extensions scored with new frozen-pizza flavors and other products but lost share on its cheese business to private labels.
64 AOL	3.96	4.33	-8	U.S.	Often dubbed the "Internet on training wheels," the king of the dial-up services risked losing subscribers as they graduated to broadband connections.
65 YAHOO!	3.90	3.86	+1	U.S.	This Internet icon soared again but will have to watch out for the Net's next killer brand: Google.
66 TIME	3.78	3.68	+3	U.S.	After winning a National Magazine Award for coverage of September 11, the weekly ramped up again with excellent war reporting and photography.
67 ADIDAS	3.68	3.69	0	Germany	The maker of athletic shoes and clothing suffered from a plunge in U.S. sales as youths balked at paying more than $100 for a pair of sneakers.
68 ROLEX	3.67	3.69	0	Switzerland	Tough times failed to put a dent in the popularity of the signature Swiss watches.
69 BP	3.58	3.39	+6	Britain	John Browne was once again front and center with his controversial "Beyond Petroleum" campaign. A megadeal in Russia also helped.

The Global Brand Scoreboard

RANK	2003 BRAND VALUE $BILLIONS	2002 BRAND VALUE $BILLIONS	PERCENT CHANGE	COUNTRY OF OWNERSHIP	DESCRIPTION
70 TIFFANY	3.54	3.48	+2	U.S.	Even hard times couldn't dim the luster of Tiffany's extravagant baubles in their signature blue box.
71 DURACELL	3.44	3.41	+1	U.S.	Terrorist fears bolstered battery sales, but the category remained hampered by cutthroat competition.
72 BACARDI	3.43	3.34	+3	Bermuda	New flavors, coupled with the popularity of the mojito—a Cuban rum mint julep—kept the venerable rum brand on the hip parade.
73 HERMES	3.42	N/A	N/A	France	Known for classic scarves and leather goods, Hermes recently hired celebrity designer Jean-Paul Gaultier to update its image.
74 AMAZON.COM	3.40	3.18	+7	U.S.	Amazon's relentless focus on making online buying easier—not to mention steady progress toward profits—improved its standing among consumers.
75 CATERPILLAR	3.36	3.22	+5	U.S.	The economy gave Cat a rough ride, but the heavy-equipment and engine maker bulldozed ahead, strengthening earnings through cost-cutting.
76 REUTERS	3.30	4.61	-28	Britain	The news and data service still had not found the formula to outgun financial-screen rival Bloomberg in a weak market.
77 LEVI'S	3.30	3.45	-5	U.S.	This struggling American icon has tried—sometimes too hard—to be cool, but it's also going mass-market with a line for Wal-Mart.
78 HERTZ	3.29	3.36	-2	U.S.	Saddled with a difficult travel market, Hertz Rent-A-Car had a tough time standing out as the premium choice. This company will have to try harder.
79 PANASONIC	3.26	3.14	+4	Japan	Once a dowdy line of home electronics, Matsushita's Panasonic brand stood for style, quality, and function-packed products.
80 ERICSSON	3.15	3.59	-12	Sweden	The cellular equipment giant survived the telecom bust but faced a tough future. Two years of sturm and drang have taken a toll.
81 MOTOROLA	3.10	3.42	-9	U.S.	This electronics brand was cut down to size by intense competition and weak demand, while product delays put customers on hold.
82 HENNESSY	3.00	N/A	N/A	France	Hip-hoppers and other celebs made this top-of-the-line cognac relevant to a new generation of drinkers.
83 SHELL	2.98	2.81	+6	Brit./Nether.	CEO Phil Watts drove a money machine fueled by $30 oil prices and hard-nosed cost-cutting.
84 BOEING	2.86	2.97	-4	U.S.	Management worked hard to prove the brand stood for more than commercial airliners, only to fall behind Airbus in that crucial market.
85 SMIRNOFF	2.81	2.72	+3	Britain	Shook up the booze business with its introduction of flavored vodkas and a range of ready-to-drink Smirnoff spin-off products.
86 JOHNSON & JOHNSON	2.71	2.51	+8	U.S.	The halo effect from J&J's trusted consumer brands helped the company's sales reps as they marketed a broad lineup of drugs and devices.
87 PRADA	2.54	2.49	+2	Italy	The Italian icon's minimalist clothing, nylon handbags, and ultra-trendy shoes took fashion capitals by storm, but heavy debt slowed its strut.
88 MOET & CHANDON	2.52	2.45	+3	France	With sales up 14% last year, it kept the bubbly flowing at parent company LVMH Moet Hennessy Louis Vuitton.
89 NISSAN	2.50	N/A	N/A	Japan	On a roll under new management from Renault, but the brand's reputation had yet to catch up to Nissan's crowd-pleasing new models.
90 HEINEKEN	2.43	2.40	+1	Netherlands	Young people were drinking less, but if they spend more for quality, the Dutch-made premium beer could prosper.
91 MOBIL	2.41	2.36	+2	U.S.	Success of its reformulated Mobil 1 motor oil, racing sponsorships, and its status as NASCAR's official lubricant reinvigorated this ExxonMobil franchise.
92 NIVEA	2.22	2.06	+8	Germany	Hamburg-based parent company Beiersdorf kept the skin cream growing by spreading it into categories such as sun protection and deodorants.
93 STARBUCKS	2.14	1.96	+9	U.S.	This fast-growing brand continued to corner the U.S. market, although it hit some speed bumps overseas.
94 BURGER KING	2.12	2.16	-2	U.S.	As talks dragged on to sell the Home of the Whopper, it suffered from a stale menu, management exodus, and financial strains among some franchisees.
95 POLO RALPH LAUREN	2.05	1.93	+6	U.S.	Another record year for the preppy purveyor of American style that launched in 1967 as a line of flamboyant ties.
96 FEDEX	2.03	1.92	+6	U.S.	FedEx was riding high behind a successful expansion of its ground home-delivery service, stealing market share from leader United Parcel Service Inc.
97 BARBIE	1.87	1.94	-3	U.S.	The babe in pink reinvented herself as a DVD movie star, even taking a spin around Swan Lake. But she's slipping against fresh new competitors like Bratz.
98 WALL ST. JOURNAL	1.76	1.96	-10	U.S.	The downturn in advertising, especially for business publications, pummeled the Dow Jones flagship.
99 JOHNNIE WALKER	1.72	1.65	+4	Britain	Four bottles of this nearly 200-year-old blended scotch whiskey are consumed every minute, making it owner Diageo's most spirited brand.
100 JACK DANIELS	1.61	1.58	+2	U.S.	A global push and marketing campaign to appeal to women and younger drinkers means Jack Black ain't just for Good Old Boys anymore.

The brand valuations draw upon publicly available information, which has not been independently investigated by Interbrand. Valuations do not represent a guarantee of future performance of the brands or companies.
Data: Interbrand Corp., J.P. Morgan Chase & Co., Citigroup, Morgan Stanley, *BusinessWeek*

McDonald's
intel
Trade-mark ®

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 **ORAL ARGUMENT REQUESTED**

EXHIBIT C-3 TO OPPOSER'S NOTICE OF RELIANCE

The 100 Top Brands

Here's how we calculate the power in a name

LOTS OF INGREDIENTS go into ranking the world's most valuable brands. To even qualify for the list, each brand must have a value greater than $1 billion, derive about a third of its earnings outside its home country, and have publicly available marketing and financial data. One or more of those criteria eliminate such heavyweights as Visa, Wal-Mart, Mars, and CNN. We don't rank parent companies, which explains why Procter & Gamble doesn't show up. And airlines are not ranked because it's too hard to separate their brand's impact on sales from factors such as routes and schedules.

***BUSINESSWEEK* CHOSE** Interbrand Corp.'s methodology because it evaluates brands much the way analysts value other assets: on the basis of how much they're likely to earn in the future. Then the projected profits are discounted to a present value, based on the likelihood that those earnings will actually materialize.

THE FIRST STEP IS figuring out what percentage of a company's revenues can be credited to a brand. (The brand may be almost the entire company, as with McDonald's Corp., or just a portion, as it is for Marlboro.) Based on reports from analysts at J.P. Morgan Chase, Citigroup, and Morgan Stanley, Interbrand projects five years of earnings and sales for the brand. It then deducts operating costs, taxes, and a charge for the capital employed to arrive at the intangible earnings. The company strips out intangibles such as patents and customer convenience to assess what portion of those earnings is due to the brand.

FINALLY, THE BRAND'S strength is assessed to determine the risk profile of those earnings forecasts. Considerations include market leadership, stability, and global reach—its ability to cross both geographical and cultural borders. That generates a discount rate, which is applied to brand earnings to get a net present value. *BusinessWeek* and Interbrand believe this figure comes closest to representing a brand's true economic worth.

RANK 2004	RANK 2003		2004 BRAND VALUE $MILLIONS	2003 BRAND VALUE $MILLIONS	PERCENT CHANGE	COUNTRY OF OWNERSHIP	DESCRIPTION
1	1	COCA-COLA	67,394	70,453	-4%	U.S.	Little innovation beyond its flagship brand and poor management has caught up with Coke as consumers' thirst for cola has diminished.
2	2	MICROSOFT	61,372	65,174	-6%	U.S.	Its logo pops up on 400 million computer screens worldwide. But virus plagues and rival Linux took some luster off Gates & Co.
3	3	IBM	53,791	51,767	4%	U.S.	A leader in defining e-business, with services making up more than half of Big Blue's sales.
4	4	GE	44,111	42,340	4%	U.S.	With acquisitions in areas from bioscience to bomb detection, it's easier to buy GE's new theme of "imagination at work."
5	5	INTEL	33,499	31,112	8%	U.S.	No longer just inside PCs, Intel is using its muscle to set the agenda for everything from wireless standards to the digital home.
6	7	DISNEY	27,113	28,036	-3%	U.S.	Long the gold seal in family entertainment, but newcomers like Nickelodeon and Pixar are siphoning off some of its brand equity.
7	8	McDONALD'S	25,001	24,699	1%	U.S.	Big Mac has pulled out of a two-year slump but still has to battle its reputation for supersizing the world's kids.
8	6	NOKIA	24,041	29,440	-18%	Finland	Tough times for the mobile-phone giant as its market share has slipped and younger buyers turn to rivals such as Samsung.
9	11	TOYOTA	22,673	20,784	9%	Japan	With rock-solid quality and the edge in hybrid cars, the Japanese auto maker is on track to overtake Ford in worldwide sales.
10	9	MARLBORO	22,128	22,183	0%	U.S.	The No. 1 name in cigarettes has cut prices and upped marketing to beat back the challenges of higher taxes and fewer smokers.
11	10	MERCEDES	21,331	21,371	0%	Germany	With wobbly profits and quality problems, the luxury car brand is struggling to retain premium status.
12	12	HEWLETT-PACKARD	20,978	19,860	6%	U.S.	Covering everything from digital cameras to service, the IT giant wants to dominate the middle ground between Dell and IBM.
13	13	CITIBANK	19,971	18,571	8%	U.S.	New CEO Charles Prince has spurred on global expansion and boosted the consumer credit division.
14	15	AMERICAN EXPRESS	17,683	16,833	5%	U.S.	A recent federal court ruling that allows banks to issue Amex cards should give the brand another boost.
15	16	GILLETTE	16,723	15,978	5%	U.S.	Despite the tougher competition from Schick, the King of Blades still reigns with new products like the battery-powered M3Power.

RANK 2004 / 2003			2004 BRAND VALUE $MILLIONS	2003 BRAND VALUE $MILLIONS	PERCENT CHANGE	COUNTRY OF OWNERSHIP	DESCRIPTION
16	17	**CISCO**	15,948	15,789	1%	U.S.	The networking behemoth used slick TV ads and key acquisitions like Linksys to extend its reach.
17	19	**BMW**	15,886	15,106	5%	Germany	The Bavarian auto maker is powering higher sales with a raft of new models from the sleek 6 Series sports coupe to the X3 baby SUV.
18	18	**HONDA**	14,874	15,625	–5%	Japan	Overtaken by Nissan at home and falling further behind rival Toyota in the U.S. market.
19	14	**FORD**	14,475	17,066	–15%	U.S.	Ford is trying to make quality "Job One" again after an embarrassing run of glitches, but leery consumers haven't yet regained trust.
20	20	**SONY**	12,759	13,153	–3%	Japan	It was late to the LCD TV boom, and the PS2 video game console is slipping. Worse, rival Samsung is in Sony's face.
21	25	**SAMSUNG**	12,553	10,846	16%	S. Korea	No longer known just for undercutting the prices of big Japanese brands, the Korean consumer-electronics dynamo is suddenly cool.
22	23	**PEPSI**	12,066	11,777	2%	U.S.	Targeted marketing and ads abroad with stars like soccer icon David Beckham have enabled the No. 2 cola maker to steal some of Coke's fizz.
23	21	**NESCAFE**	11,892	12,336	–4%	Switzerland	It's still the world's favorite instant coffee but even products like Ice Java struggle against hip upscale brands like Starbucks.
24	22	**BUDWEISER**	11,846	11,894	0%	U.S.	The growing global low-carb trend has left Bud flat. Plus, it's under attack from bulked-up and feisty rival Miller.
25	29	**DELL**	11,500	10,367	11%	U.S.	With its reputation for low prices and fast delivery, Dell continues to leave competitors in the dust.
26	27	**MERRILL LYNCH**	11,499	10,521	9%	U.S.	A painful overhaul is behind it. Now the retail brokerage is back in hiring and expansion mode.
27	26	**MORGAN STANLEY**	11,498	10,691	8%	U.S.	The investment bank's reputation is rising along with mergers and stock issuances, its specialty.
28	24	**ORACLE**	10,935	11,263	–3%	U.S.	The database-software business is up, but CEO Lawrence Ellison's fight to buy rival PeopleSoft makes Oracle look like a corporate raider.
29	28	**PFIZER**	10,635	10,455	2%	U.S.	The pharma industry's powerhouse, with 11 products each expected to top $1 billion in annual sales this year.
30	31	**J.P. MORGAN**	9,782	9,120	7%	U.S.	The marquee investment bank had a solid year, and now can extend its reach with its $58 billion acquisition of Bank One Corp.
31	33	**NIKE**	9,260	8,167	13%	U.S.	With allegations of sweatshop operations behind it and a growing soccer line, Nike rules the athletic market.
32	30	**MERCK**	8,811	9,407	–6%	U.S.	The drugmaker has tried to bolster its lineup with more partnerships, but patent expirations and research flops still pinch.
33	37	**HSBC**	8,671	7,565	15%	Britain	After snapping up Household International in 2003, the "world's local bank" is making inroads in the U.S. market.
34	35	**SAP**	8,323	7,714	8%	Germany	Its establishment image and sharp marketing have helped SAP thrive in a volatile software market.
35	39	**CANON**	8,055	7,192	12%	Japan	Hot digital cameras and printers boosted sales. Next up: an expanded line of sleek color copiers.
36	38	**KELLOGG'S**	8,029	7,438	8%	U.S.	Jumping on the low-carb bandwagon has kept Kellogg's cereal business crackling.
37	41	**GOLDMAN SACHS**	7,954	7,039	13%	U.S.	With record profits, it remains one of the most prestigious institutions on Wall Street.
38	36	**GAP**	7,873	7,688	2%	U.S.	The retail chain has revived its brand with fresh fashions and celebrity endorsements.
39	NEW	**SIEMENS**	7,470	New	New	Germany	The Munich conglomerate behind everything from phones to power plants is seeing a payoff from years of global image building.
40	43	**IKEA**	7,182	6,918	4%	Sweden	The Swedish home furnishing chain is now pushing cheap chic furnishings as far as Russia and Asia.
41	44	**HARLEY-DAVIDSON**	7,057	6,775	4%	U.S.	The motorcycle icon has lowered seat heights to woo women and trimmed prices, but production limits put a brake on growth.
42	40	**HEINZ**	7,026	7,097	–1%	U.S.	Despite wacky colors and cute ads, it's proving hard to boost value in foods like ketchup and beans.
43	50	**APPLE**	6,871	5,554	24%	U.S.	The iPod digital music player gave one of tech's coolest brands the consumer electronics hit of the year.
44	45	**LOUIS VUITTON**	6,602	6,708	–2%	France	It has a hot Murakami line and Jennifer Lopez in its ads, but is Vuitton getting over-exposed?

THE GLOBAL BRAND SCOREBOARD

RANK 2004	/ 2003		2004 BRAND VALUE $MILLIONS	2003 BRAND VALUE $MILLIONS	PERCENT CHANGE	COUNTRY OF OWNERSHIP	DESCRIPTION
45	NEW	UBS	6,526	New	New	Switzerland	With a consolidated brand and its catchy "You and Us" campaign, the world's biggest asset manager is booming.
46	32	NINTENDO	6,479	8,190	–21%	Japan	It has an unrelenting focus on kids, but has Nintendo abandoned the gamers who have grown up?
47	46	MTV	6,456	6,278	3%	U.S.	The music network pumps cash for parent Viacom, and has an international reach that's the envy of U.S. media rivals.
48	42	VOLKSWAGEN	6,410	6,938	–8%	Germany	Aging models and missteps make consumers write off the people's car as pricey and a bit dull.
49	47	L'OREAL	5,902	5,600	5%	France	Expansion in Asia and smart targeting of ethnic markets have the personal-care group looking prettier every day.
50	52	ACCENTURE	5,772	5,301	9%	U.S.	The tech services giant has its mojo back, with a contract to secure U.S. borders, and more consulting work.
51	48	XEROX	5,696	5,578	2%	U.S.	The copier maker is starting to convince customers that it can be a digital document one-stop-shop.
52	55	WRIGLEY'S	5,424	5,057	7%	U.S.	Sales are up as the gum maker looks to push popular brands into more mouths worldwide.
53	34	KODAK	5,231	7,826	–33%	U.S.	Removed from the Dow and only dominant in a film business that shrinks every year.
54	49	KFC	5,118	5,576	–8%	U.S.	Despite efforts to make the brand seem healthier, the world still focuses on the middle name in Kentucky Fried Chicken.
55	51	PIZZA HUT	5,050	5,312	–5%	U.S.	The low-carb craze crimped pizza sales, and the chain's tardiness in diversifying its menu didn't help.
56	56	COLGATE	4,929	4,686	5%	U.S.	With a growing lead over Crest in markets from Russia to China, the toothpaste company is smiling.
57	54	KLEENEX	4,881	5,057	–3%	U.S.	The big name in tissues can't blow off fierce price-cutting by rivals or higher costs in pulp and paper.
58	57	AVON	4,849	4,631	5%	U.S.	The cosmetic company's door-to-door model is performing beautifully in foreign markets like Brazil and China.
59	53	GUCCI	4,715	5,100	–8%	Italy	Sales were slipping even before influential creative director Tom Ford said an April *arrivederci*.
60	NEW	EBAY	4,700	New	New	U.S.	With everything from vintage jewelry to new DVDs, it's where the world shops for bargains.
61	65	YAHOO!	4,545	3,895	17%	Switzerland	The Internet portal has found riches in sponsored search but former partner Google is muscling into its turf.
62	60	NESTLE	4,529	4,460	2%	France	Chocolate is the key ingredient, but the Swiss giant is moving into nutritional supplements and fitness bars.
63	62	DANONE	4,488	4,237	6%	France	Strong sales of dairy products and bottled water keeps the French food company in good health.
64	61	CHANEL	4,416	4,315	2%	U.S.	Successful couture and Nicole Kidman ads have kept this fashion house on people's lips, hips, and wrists.
65	59	PHILIPS	4,378	4,464	–2%	Netherlands	The Dutch electronics giant has scored some hits, but it's still struggling to fend off Asian rivals
66	74	AMAZON.COM	4,156	3,403	22%	U.S.	It dumped TV ads to cut prices, jump-starting sales and building its position as the Wal-Mart of the Web.
67	63	KRAFT	4,112	4,171	–1%	U.S.	There's new low-carbs packaging but critics accuse the food giant of producing products that make kids fat.
68	75	CATERPILLAR	3,801	3,363	13%	U.S.	The equipment manufacturer is plowing ahead as the industrial sector strengthens.
69	67	ADIDAS	3,740	3,679	2%	Germany	The German maker of athletic wear dominates in soccer, but is still trying to find its footing in the U.S.
70	68	ROLEX	3,720	3,673	1%	Switzerland	For high-end consumers, the leading luxury watch maker's appeal is timeless.
71	76	REUTERS	3,691	3,300	12%	Britain	American CEO Tom Glocer's cost cuts and new products are helping the info giant turn the corner.
72	69	BP	3,662	3,582	2%	Britain	Now second only to ExxonMobil in size, BP is raking in cash thanks to high oil and gas prices.
73	66	TIME	3,651	3,784	–4%	U.S.	Softer advertising pulls down the brand even as its book division pumps out bestsellers.

RANK 2004	2003		2004 BRAND VALUE $MILLIONS	2003 BRAND VALUE $MILLIONS	PERCENT CHANGE	COUNTRY OF OWNERSHIP	DESCRIPTION
74	NEW	PORSCHE	3,646	New	New	Germany	The high-end Cayenne SUV produced record profits and turbocharged the brand.
75	70	TIFFANY	3,638	3,540	3%	U.S.	The lure of its diamonds, pearls, and silver is strong but Japan is looking tarnished and U.S. store sales are down.
76	81	MOTOROLA	3,483	3,103	12%	U.S.	Motorola is relevant again, with its clam-shell phones gaining in Europe and in new markets like China.
77	79	PANASONIC	3,480	3,257	7%	Japan	It boasts some of the best technology in must-have items like recordable DVDs and plasma-screen TVs.
78	78	HERTZ	3,411	3,288	4%	U.S.	Healthy international markets help the king of car rental roar again, even amid rising gas prices.
79	73	HERMES	3,376	3,416	-1%	France	The maker of silk scarves and Kelly handbags hopes designer Jean Paul Gaultier can freshen its image.
80	71	DURACELL	3,362	3,438	-2%	U.S.	Relentless discounting and promotions continue to commoditize the world of batteries.
81	NEW	AUDI	3,288	New	New	Germany	The new A8 and strong global expansion have made Audi a profit engine. It's even thriving in China.
82	64	AOL	3,248	3,961	-18%	U.S.	Federal accounting inquiries and a messy merger have tarnished the AOL name as it fights to keep customers.
83	82	HENNESSY	3,084	2,996	3%	France	Parent LVMH is toasting the popularity of cognac with the world's young urbanites, especially among the hip-hop set.
84	83	SHELL	2,985	2,983	0%	Brit./Neth.	The energy giant is struggling to recuperate from a reserves downgrade and a boardroom bloodbath.
85	77	LEVI'S	2,979	3,298	-10%	U.S.	Even its iconic 501 jeans are discounted these days and brands like Diesel are finding legs with young shoppers.
86	85	SMIRNOFF	2,975	2,806	6%	Britain	The best-selling vodka builds on its popularity with Smirnoff Twist and "malternatives" such as Smirnoff Ice.
87	86	JOHNSON&JOHNSON	2,952	2,706	9%	U.S.	Holding firm in a tough market, it had a hit with a drug-coated stent. But competition looms there, too.
88	NEW	ING	2,864	New	New	Netherlands	ING Direct and a forceful U.S. marketing push put the Dutch financial services firm on the map.
89	88	MOET & CHANDON	2,861	2,524	13%	France	Strong growth in Japan and the U.S. keeps the world's leading champagne brand bubbling along.
90	89	NISSAN	2,833	2,495	14%	Japan	Having pushed aside Honda in Japan, it's gaining North American share with Titan trucks and the Altima sedan.
91	NEW	CARTIER	2,749	New	New	France	The bejeweled panther has shed cheaper items and held tight to its luxury status through tough times.
92	NEW	ESTEE LAUDER	2,634	New	New	U.S.	This fixture of the high-end cosmetics counter is now expanding in middle markets like retailer Kohl's.
93	NEW	ARMANI	2,613	New	New	Italy	Known for classy clothes, it's expanding into everything from home furnishings to hotels and restaurants.
94	84	BOEING	2,576	2,864	-10%	U.S.	It has lost commercial market share to rival Airbus, as execs try to erase the taint of a Pentagon hiring scandal.
95	87	PRADA	2,568	2,535	1%	Italy	Still the preserve of pretty stars but rapid expansion and debt could dilute some of Prada's exclusive cachet.
96	91	MOBIL	2,492	2,407	4%	U.S.	It got a boost from reformulated motor oil and its status as NASCAR's official lubricant.
97	92	NIVEA	2,409	2,221	8%	Germany	The mid-market skin-care line is now a leader in plumping up men's faces, too.
98	93	STARBUCKS	2,400	2,136	12%	U.S.	Global expansion, new products, and yet more variations on the humble cup of java boost the coffee hut's appeal.
99	90	HEINEKEN	2,380	2,431	-2%	Netherlands	Sales may be flat at Europe's largest brewery, but the 141-year-old Amsterdam brand remains the world's favorite premium brew.
100	95	POLO RL	2,147	2,048	5%	U.S.	It has consolidated control of its clothing brand, pushing same-store sales up 11% in the last quarter of 2003.

The brand valuations draw upon publicly available information, which has not been independently investigated by Interbrand. Valuations do not represent a guarantee of future performance of the brands or companies. **Data:** Interbrand Corp., J.P. Morgan Chase & Co., Citigroup, Morgan Stanley, *BusinessWeek*

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 **ORAL ARGUMENT REQUESTED**

EXHIBIT C-4 TO OPPOSER'S NOTICE OF RELIANCE

The 100 Top Brands

Here's how we calculate the power in a name

INTERBRAND CORP. takes lots of ingredients into account when ranking the world's most valuable brands. To even qualify for the list, each brand must have a value greater than $1 billion, derive about a third of its earnings outside its home country, and have publicly available marketing and financial data. One or more of those criteria eliminate such heavyweights as Visa, Wal-Mart, Mars, and CNN. We don't rank parent companies, which explains why Procter & Gamble doesn't show up. And airlines are not ranked because it's too hard to separate their brands' impact on sales from factors such as routes and schedules.

***BUSINESSWEEK* CHOSE** Interbrand's methodology because it evaluates brands much the way analysts value other assets: on the basis of how much they're likely to earn in the future. The projected profits are then discounted to a present value, taking into account the likelihood that those earnings will actually materialize.

THE FIRST STEP IS figuring out what percentage of a company's revenues can be credited to a brand. (The brand may be almost the entire company, as with McDonald's Corp., or just a portion, as it is for Marlboro.) Based on reports from analysts at J.P. Morgan Chase, Citigroup, and Morgan Stanley, Interbrand projects five years of earnings and sales for the brand. It then deducts operating costs, taxes, and a charge for the capital employed to arrive at the intangible earnings. The company strips out intangibles such as patents and management strength to assess what portion of those earnings is due to the brand.

FINALLY, THE BRAND'S strength is assessed to determine the risk profile of those earnings forecasts. Considerations include market leadership, stability, and global reach—or the ability to cross both geographical and cultural borders. That generates a discount rate, which is applied to brand earnings to get a net present value. *BusinessWeek* and Interbrand believe this figure comes closest to representing a brand's true economic worth.

RANK 2005	RANK 2004		2005 BRAND VALUE $MILLIONS	2004 BRAND VALUE $MILLIONS	PERCENT CHANGE	COUNTRY OF OWNERSHIP	DESCRIPTION
1	1	COCA-COLA	67,525	67,394	0%	U.S.	While Coke struggles to add new diet and energy drinks, it is still searching for a zippier global advertising message.
2	2	MICROSOFT	59,941	61,372	-2%	U.S.	It continues to reach into hot consumer markets such as TV set-top box software, video games, and mobile phones.
3	3	IBM	53,376	53,791	-1%	U.S.	The sale of the notebook business to Lenovo continues the transformation from a computer manufacturer to a services and consulting company.
4	4	GE	46,996	44,111	7%	U.S.	Hawking itself as a center of cutting-edge innovation and source of earth-friendly products has enhanced GE's brand image.
5	5	INTEL	35,588	33,499	6%	U.S.	Thanks to its Pentium chips and Centrino wireless notebooks, Intel is a household name worldwide.
6	8	NOKIA	26,452	24,041	10%	Finland	Looking to take on Apple's iPod as cell phones and MP3 players converge into one device.
7	6	DISNEY	26,441	27,113	-2%	U.S.	Incoming CEO Bob Iger must develop new offerings. The trend is toward edgier fare even for kids.
8	7	McDONALD'S	26,014	25,001	4%	U.S.	Who's not lovin' it? Big Mac has reconnected with moms and teens thanks to new offerings like salads and a hipper image.
9	9	TOYOTA	24,837	22,673	10%	Japan	Poised to pass GM globally, Toyota's image gets a big boost from its growing stable of hybrids.
10	10	MARLBORO	21,189	22,128	-4%	U.S.	Still tops in the U.S., the world's biggest cigarette brand has struggled in Europe of late, losing share in France and in Germany.
11	11	MERCEDES-BENZ	20,006	21,331	-6%	Germany	Quality problems and strategic errors have punctured Mercedes' sales for two years. Will the new S-Class sedan help buff its image?
12	13	CITI	19,967	19,971	0%	U.S.	A history in global markets that often helps it trump local players has helped to shield Citi from recent scandals.
13	12	HEWLETT-PACKARD	18,866	20,978	-10%	U.S.	Printer king HP faces increased competition, and new CEO Mark Hurd must figure a way to improve performance against computer rivals Dell and IBM.
14	14	AMERICAN EXPRESS	18,559	17,683	5%	U.S.	AmEx star is rising since it won the right to let banks issue its cards. AmEx invested heavily in marketing spending worldwide.
15	15	GILLETTE	17,534	16,723	5%	U.S.	The King of Blades is on a roll, with its battery-powered M3Power razor helping produce record results. Now it's getting ready to merge with P&G.

Interbrand

RANK 2005	2004		2005 BRAND VALUE $MILLIONS	2004 BRAND VALUE $MILLIONS	PERCENT CHANGE	COUNTRY OF OWNERSHIP	DESCRIPTION
16	17	BMW	17,126	15,886	8%	Germany	BMW is in the fast-lane, proving that the right mix of engineering and marketing can propel an auto makers' performance even in tough markets.
17	16	CISCO	16,592	15,948	4%	U.S.	Partnered with Microsoft to tackle Internet security and limit damage from viruses. A new focus on small business is paying off.
18	44	LOUIS VUITTON	16,077	NA	NA	France	With Uma Thurman promoting its hot new Monogram Cerises collection, the world's richest luxury brand seems unstoppable.
19	18	HONDA	15,788	14,874	6%	Japan	Consumers can't get enough of Honda. Now it plans to boost annual North American production to 1.4 million vehicles by 2007.
20	21	SAMSUNG	14,956	12,553	19%	S. Korea	One big brand marketed everywhere, plus an explosion of popular cell phones, is boosting sales of all its gadgets.
21	25	DELL	13,231	11,500	15%	U.S.	It has the biggest market share in personal computers and is now aggressively pushing printers, TVs, and laptops as PC demand slows.
22	19	FORD	13,159	14,475	-9%	U.S.	Mustang is red hot. But SUVs and pickups, which had been top money-makers, are cold, and competition hammers truck profit margins.
23	22	PEPSI	12,399	12,066	3%	U.S.	Increasing emphasis on Diet Pepsi and Hispanic marketing, plus big-event advertising on the Super Bowl and Oscars is boosting brand growth.
24	23	NESCAFE	12,241	11,892	3%	Switzerland	Holding its own in the Starbucks era by offering ready-to-drink products such as Ice Java coffee coolers.
25	26	MERRILL LYNCH	12,018	11,499	5%	U.S.	Its revamped retail brokerage business is increasingly being recognized as the best performer in the industry.
26	24	BUDWEISER	11,878	11,846	0%	U.S.	The King of Beers sputtered a bit in 2004, owing to competition from domestic brewers and spirit makers. Bud is battling back with new products.
27	28	ORACLE	10,887	10,935	0%	U.S.	Winning the battle for PeopleSoft, and two other acquisitions, was easy. Oracle now has to integrate all of those products and employees.
28	20	SONY	10,754	12,759	-16%	Japan	Top priority for Sir Howard Stringer, Sony's first ever *gaijin* CEO: getting the company's consumer electronics biz back on track.
29	33	HSBC	10,429	8,671	20%	Britain	HSBC's three-year-old campaign, "The World's Local Bank," is paying dividends as it rebrands international acquisitions.
30	31	NIKE	10,114	9,260	9%	U.S.	While rivals branch out into hip hop, Nike focuses on athletics. The swoosh overtook Adidas as the biggest supplier of soccer shoes in Europe.
31	29	PFIZER	9,981	10,635	-6%	U.S.	Patent expirations and a weak new-product pipeline hurt the No. 1 drugmaker's prospects. A cost-cutting push won't cure those ailments.
32	NEW	UPS	9,923	New	New	U.S.	Buying regional shippers and rebranding them has enabled Brown to benefit from explosion in mail order and Net selling.
33	27	MORGAN STANLEY	9,777	11,498	-15%	U.S.	Very public management turmoil and the ouster of CEO Philip J. Purcell seriously damaged the firm's sterling reputation.
34	30	JPMORGAN	9,455	9,782	-3%	U.S.	JPMorgan Chase's venerable name has taken its lumps as the bank struggles to absorb its latest acquisition, Chicago's Bank One.
35	35	CANON	9,044	8,055	12%	Japan	Color copiers and top-notch cameras make Canon one of Japan's most profitable companies. Tennis star Maria Sharapova adds star quality.
36	34	SAP	9,006	8,323	8%	Germany	The software giant gained brand value thanks to innovation and smart marketing, but rival Oracle grabbed headlines with its PeopleSoft takeover.
37	37	GOLDMAN SACHS	8,495	7,954	7%	U.S.	Prestige and stability count for a lot, especially when other firms have high-profile management traumas.
38	NEW	GOOGLE	8,461	New	New	U.S.	Google spent $5 million on marketing in 2004, a fraction of the totals spent by competitors. Yet more people than ever go to Google to search.
39	36	KELLOGG'S	8,306	8,029	3%	U.S.	Cereal is up and acquired brands like Keebler and Morningstar Farms are up even more. International growth is strong.
40	38	GAP	8,195	7,873	4%	U.S.	Sarah Jessica Parker couldn't fend off lackluster sales in 2004. Now the clothier is betting on remodeled stores to move more merchandise.
41	43	APPLE	7,985	6,871	16%	U.S.	With iPod-mania showing no signs of abating, Apple's brand is hotter than ever. That's giving a lift to Mac sales and sets the stage for new offerings.
42	40	IKEA	7,817	7,182	9%	Sweden	The Swedish furniture giant continues to boost sales through smart design and aggressive geographic expansion.
43	NEW	NOVARTIS	7,746	New	New	Switzerland	A heavy advertiser, it ran ads during the Super Bowl and is big in Internet search advertising.
44	45	UBS	7,565	6,526	16%	Switzerland	Its global brand strategy is winning new customers for private wealth management business.

Interbrand

SCOREBOARD

RANK 2005	2004		2005 BRAND VALUE $MILLIONS	2004 BRAND VALUE $MILLIONS	PERCENT CHANGE	COUNTRY OF OWNERSHIP	DESCRIPTION
45	39	SIEMENS	7,507	7,470	1%	Germany	After selling the money-losing mobile handset business, new CEO Klaus Kleinfeld is concentrating on business-to-business products.
46	41	HARLEY-DAVIDSON	7,346	7,057	4%	U.S.	Harley lost 27% of its stock value this spring. Its problems: slowing growth, high bike prices, and aging Baby Boomer buyers.
47	42	HEINZ	6,932	7,026	–1%	U.S.	It continues to fight private-label brands for space on kitchen tables, buying Lea & Perrins Worcestershire Sauce in June.
48	47	MTV	6,647	6,456	3%	U.S.	The planned cleaving of parent Viacom to unlock shareholder value underscores the growth prospects, particularly overseas, of MTV Networks.
49	59	GUCCI	6,619	NA	NA	Italy	Star designer Tom Ford stepped down last year, but CEO Robert Polet has put Gucci back on its feet with strong sales of footwear and leather accessories.
50	46	NINTENDO	6,470	6,479	0%	Japan	The brand is treading water, but launch of the Nintendo DS portable games machine should raise the company's profile.
51	50	ACCENTURE	6,142	5,772	6%	U.S.	Outsourcing has been a strong growth area, winning high-profile, high-value contracts such as border security in the U.S.
52	49	L'OREAL	6,005	5,902	2%	France	The beauty-products giant is sitting pretty, with strong growth in the U.S. and Asia. Sagging European sales are starting to shore up.
53	65	PHILIPS	5,901	NA	NA	Netherlands	The consumer electronics and medical systems colossus launched a global rebranding effort that raised its ranking, but its visibility still lags in the U.S.
54	51	XEROX	5,705	5,696	0%	U.S.	Despite a steady march of new products—40 in 2004 alone—the copier giant has not been able to build momentum with investors.
55	60	EBAY	5,701	4,700	21%	U.S.	The online marketplace's brand value shot up thanks to a runup in its stock price. But revenue growth is slowing as some merchants try rivals.
56	48	VOLKSWAGEN	5,617	6,410	–12%	Germany	Unexciting designs and luxury products forced on a value brand is costing the German auto maker customers worldwide.
57	52	WRIGLEY'S	5,543	5,424	2%	U.S.	The No. 1 name in gum is making a big push into other tasty treats with its recent purchase of Altoids and Life Savers.
58	61	YAHOO!	5,256	4,545	16%	U.S.	The decade-old Internet brand has matured from "colorful" and "wacky" to "useful" and "indispensible" in recent years.
59	58	AVON	5,213	4,849	8%	U.S.	Struggles in the U.S. market were offset by red-hot direct sales in Eastern Europe and other developing economies.
60	56	COLGATE	5,186	4,929	5%	U.S.	Responding to the rising challenge of rival P&G, the global toothpaste giant sharply increased advertising and promotional spending in 2004.
61	54	KFC	5,112	5,118	0%	U.S.	KFC is going away from "healthy" offerings, playing up guilty pleasures and moving back to the Kentucky Fried Chicken brand name.
62	53	KODAK	4,979	5,231	–5%	U.S.	Though Kodak has made impressive strides in digital photography, the stock has been hurt by a credit-rating demotion to junk-bond status.
63	55	PIZZA HUT	4,963	5,050	–2%	U.S.	"Healthy" pizza items and aggressive product-placement strategy in video games aren't enough to overcome the low-carb eating trend.
64	57	KLEENEX	4,922	4,881	1%	U.S.	As Gen Y consumers buy private label or whatever is on sale, Kleenex plays the innovation card with its launch of Moist Cloth tissues.
65	64	CHANEL	4,778	4,416	8%	France	The Paris fashion house is the essence of chic. Nicole Kidman promoting Chanel No. 5 perfume helps, too.
66	62	NESTLE	4,744	4,529	5%	Switzerland	Best known for chocolate, the Swiss food giant posts stronger sales growth from newer products such as Aquarel bottled water.
67	63	DANONE	4,513	4,488	1%	France	U.S. and Asian sales of Danone yogurts and yogurt-based drinks help offset recent weakness in its core European markets.
68	66	AMAZON.COM	4,248	4,156	2%	U.S.	The pioneer e-tailer has kept its brand equity steady by chucking TV ads and spending the money on relentlessly lowering prices.
69	67	KRAFT	4,238	4,112	3%	U.S.	A leaner portfolio of brands should give the maker of Oreos and Maxwell House a boost on store shelves.
70	68	CATERPILLAR	4,085	3,801	7%	U.S.	Cat, with its giant earth-hauling machines, maintains a strong reputation for ruggedness.
71	69	ADIDAS	4,033	3,740	8%	Germany	Collaboration with hip-hop queen Missy Elliott proves that athlete endorsements aren't the only way to sell sports apparel.
72	70	ROLEX	3,906	3,720	5%	Switzerland	Still the ultimate status-symbol timepiece, Rolex is polishing its appeal with marketing initiatives such as an arts sponsorship program.
73	76	MOTOROLA	3,877	3,483	11%	U.S.	Slick designs like the $500 Razr phone make Motorola a force, especially at the high-end of personal digital electronics.

Interbrand

GLOBAL BRAND SCOREBOARD

RANK 2005	2004		2005 BRAND VALUE $MILLIONS	2004 BRAND VALUE $MILLIONS	PERCENT CHANGE	COUNTRY OF OWNERSHIP	DESCRIPTION
74	71	REUTERS	3,866	3,691	5%	Britain	CEO Tom Glocer has led a revival, but catching up to archrival Bloomberg is still an uphill battle.
75	72	BP	3,802	3,662	4%	Britain	Despite a Texas refinery accident and a damaged platform in the Gulf of Mexico, BP is challenging ExxonMobil for pole position in the oil industry.
76	74	PORSCHE	3,777	3,646	4%	Germany	An SUV at the legendary sports car company didn't hurt brand caché. A sedan might be next. The company is testing how broad the brand can be.
77	NEW	ZARA	3,730	New	New	Spain	Cutting-edge Spanish apparel retailer epitomizes cheap chic, knocking out mass-produced copies of catwalk fashions almost overnight.
78	77	PANASONIC	3,714	3,480	7%	Japan	With first-rate DVD recorders and the best-selling plasma TVs in the U.S., small wonder that Panasonic's star is rising.
79	81	AUDI	3,686	3,288	12%	Germany	Germany's No.3 luxury-carmaker scored a big improvement in initial quality in J.D. Power's 2005 ranking, leading to 8.2% higher sales worldwide.
80	80	DURACELL	3,679	3,362	9%	U.S.	Despite rampant price competition in the battery business, Duracell has achieved record profitability thanks to cost-cutting and effective ads.
81	75	TIFFANY & CO.	3,618	3,638	–1%	U.S.	Japan turned cold for Tiffany this year, contributing to disappointing earnings in the last half of the year.
82	79	HERMES	3,540	3,376	5%	France	Designer Jean-Paul Gaultier is wowing fans of the family-run luxury group with new takes on the Birkin and Kelly handbags.
83	78	HERTZ	3,521	3,411	3%	U.S.	Still a leader with business travelers, Hertz shouldn't miss a beat when Ford completes the sale of this market-leading rental-car business.
84	NEW	HYUNDAI	3,480	New	New	S. Korea	It's the fastest-growing auto brand in the world. Now it's aggressively moving upscale into bigger, more profitable segments.
85	90	NISSAN	3,203	2,833	13%	Japan	Snappy designs and aggressive pricing are raising Nissan's market share along with its profits.
86	83	HENNESSY	3,201	3,084	4%	France	Hip-hop artists made this French cognac a U.S. best-seller. Asia could fuel future growth.
87	88	ING	3,177	2,864	11%	Netherlands	ING Direct is a phenomenal success: It's the largest online bank. Now it's aiming for Chinese expansion with its Bank of Beijing investment.
88	86	SMIRNOFF	3,097	2,975	4%	Britain	Sales are up significantly after rebranding campaign. Extension into malt liquor Ice brand has been a big success.
89	91	CARTIER	3,050	2,749	11%	France	After several tough years, the jewel in Swiss luxury group Richemont's crown has rediscovered its sparkle, thanks to new jewelry lines.
90	84	SHELL	3,048	2,985	2%	Brit./Neth.	CEO Jeroen van der Veer is juicing up exploration while cleaning house after a scandal about overstated reserves.
91	87	JOHNSON & JOHNSON	3,040	2,952	3%	U.S.	While the drug business has slowed, J&J's medical devices continue to power earnings. But questions now surround its purchase of Guidant.
92	89	MOET & CHANDON	2,991	2,861	5%	France	Strong U.S. and Asian champagne sales keep the bubbly flowing at parent company LVMH.
93	95	PRADA	2,760	2,568	7%	Italy	Designer Miuccia Prada still stirs up fashionista frenzies with her edgy handbags and shoes. Sales in Asia were up 25% last year.
94	NEW	BULGARI	2,715	New	New	Italy	A move into luxury hotels and resorts is enhancing the jeweler's exclusive brand image.
95	93	ARMANI	2,677	2,613	2%	Italy	The Italian king of style is now moving into home furnishings, hotels, and restaurants. Still missing is a plan for his succession.
96	85	LEVI'S	2,655	2,979	–11%	U.S.	Newer brands like Citizens of Humanity and Miss Sixty keep chipping away at Levi's cool factor. Sales of Levi's jeans in the U.S. were flat from 2003.
97	NEW	LG	2,645	New	New	S. Korea	Once best known for its microwave ovens and basic refrigerators, LG is now rolling out snazzy cell phones, plasma TVs, and digital gizmos.
98	97	NIVEA	2,576	2,409	7%	Germany	The business formula has growing appeal to aging baby boomers on a budget: Skin care that doesn't cost a fortune.
99	98	STARBUCKS	2,576	2,400	7%	U.S.	Profits and share price remain high. Now Starbucks is pushing to become a force in music distribution.
100	99	HEINEKEN	2,357	2,380	–1%	Netherlands	Still the leading international beer brand, but the Amsterdam-based brewer is struggling to keep growth going.

The brand valuations draw upon publicly available information, which has not been independently investigated by Interbrand. Valuations do not represent a guarantee of future performance of the brands or companies. **NA** = Not available: Last year's brand value has been restated due to the availability of new data. **Data:** Interbrand Corp., J.P. Morgan Chase & Co., Citigroup, Morgan Stanley, *BusinessWeek*

Interbrand

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 **ORAL ARGUMENT REQUESTED**

EXHIBIT C-5 TO OPPOSER'S NOTICE OF RELIANCE

Best Global Brands 2006

A Ranking by Brand Value

Interbrand

BusinessWeek

2.

Why the Ranking is Important

SIGNIFICANCE OF THE RANKING

The Best Global Brands report provides a brand value that is a top-line measure of economic performance driven by the brand, stating what the brand is worth overall and among competitors. Brand value brings to marketing what "revenue goals" or "financial hurdle rates" bring to other aspects of the business.

The payoff comes when one looks behind the number – a single number only tells you so much. It's important to understand what drives brand value: intangible earnings (the cash flow of a business not associated with tangible assets such as equipment or materials), the role of brand (a measure of how much brand influences purchasing decisions), and brand strength (a benchmark of a brand's relative risk compared to competitors).

Understanding the drivers of brand value can inform management action, from overall business strategy to specific marketing tactics. It's an easy-to-understand metric to help brand owners determine where they are, where they are going, and how to get there. It will help make branding a more important aspect of global business management.

It tells you whether you are investing adequately in your brand. Putting an economic value on a brand (overall and by segment) can help make a strong business case for marketing investments, overall and across the portfolio.

It tells you whether you have a marketing strategy that positions your brand around the right messages. Your customers make decisions every day between you and your competitors. Analyzing the role of brand in those decisions helps you to focus your strategy on the attributes that differentiate your brand from others and to strengthen your relationship with your best customers, ensuring future earnings.

It tells you whether you have the right short-term tactics to drive value. By analyzing the strength of your brand, you can target marketing campaigns to the most valuable customers, and against your most formidable competitors, to drive short-term sales.

There will be many "take-aways" from this ranking, but there is one primary message: brands are important assets requiring proactive and consistent investment, management, and measurement.

3.

The Interbrand Method for Valuing Brands

CRITERIA FOR CONSIDERATION

Using our database of global brands, populated with critical information over the past 30 years, Interbrand formed an initial consideration set. All were then subject to the following criteria, which narrowed candidates significantly:

- Must be a publicly traded company
- Must have at least one-third of revenues outside of their country of origin
- Must be a market-facing brand
- Economic Value Added (EVA) must be positive
- The brand must not have a purely b2b single audience with no wider public profile and awareness

These criteria exclude brands such as Mars, which is privately held, and Wal-Mart which is not sufficiently global (it does business in some international markets but not under the Wal-Mart brand).

METHODOLOGY

The Interbrand method for valuing brands is a proven, straightforward and meaningful formula that examines brands through the lens of financial strength, importance in driving consumer selection and the likelihood of ongoing branded revenue. Our method evaluates brands much like analysts would value any other asset: on the basis of how much they're likely to earn in the future. There are three core components to our proprietary method:

Financial Analysis

Our approach to valuation starts by forecasting the current and future revenue specifically attributable to the branded products. The cost of doing business (operating costs, taxes) and intangibles such, as patents and management strength, are subtracted to assess what portion of those earnings is due to the brand.

All financial analysis for the Best Global Brands is based on publicly available company information. Interbrand culls from a range of analyst reports to build a consensus estimate for financial reporting.

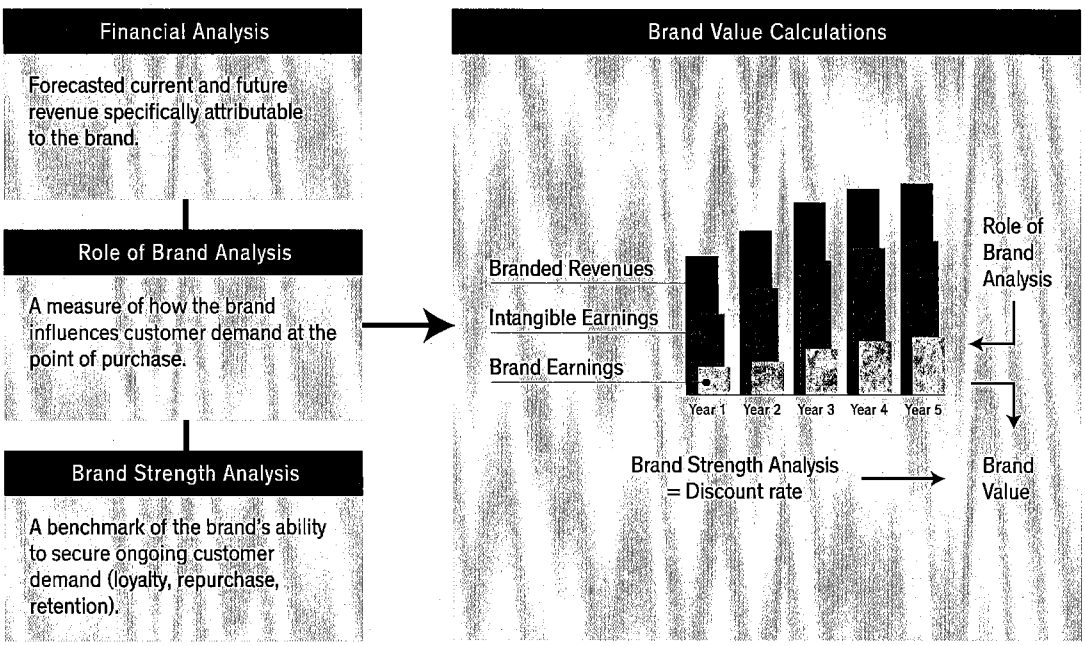
Role of Brand Analysis

A measure of how the brand influences customer demand at the point of purchase is applied to the intangible earnings to arrive at branded earnings.

For this report, industry benchmark analysis for the role brand plays in driving customer demand is derived from Interbrand's database of more than 4,000 prior valuations conducted over the course of 20 years. In-market research is used to establish individual brand scores against our industry benchmarks.

Brand Strength Analysis

This is a benchmark of the brand's ability to secure ongoing customer demand (loyalty, repurchase, and retention) and thus sustain future earnings, translating branded earnings into net present value. This assessment is a structured way of determining the specific risk to the strength of the brand. We compare the brand against common factors of brand strength, such as market position, customer franchise, image, and support.



4.

Best Global Brands 2006

Rank	Brand	Country of origin	Sector	2006 Brand Value ($m)	Change in brand value
1	Coca-Cola	US	Beverages	67,000	-1%
2	Microsoft	US	Computer Software	56,926	-5%
3	IBM	US	Computer Services	56,201	5%
4	GE	US	Diversified	48,907	4%
5	Intel	US	Computer Hardware	32,319	-9%
6	Nokia	Finland	Telecom Equipment	30,131	14%
7	Toyota	Japan	Automotive	27,941	12%
8	Disney	US	Media/Entertainment	27,848	5%
9	McDonald's	US	Restaurants	27,501	6%
10	Mercedes	Germany	Automotive	21,795	9%
11	Citi	US	Financial Services	21,458	7%
12	Marlboro	US	Tobacco	21,350	1%
13	Hewlett-Packard	US	Computer Hardware	20,458	8%
14	American Express	US	Financial Services	19,641	6%
15	BMW	Germany	Automotive	19,617	15%
16	Gillette	US	Personal Care	19,579	12%
17	Louis Vuitton	France	Luxury	17,606	10%
18	Cisco	US	Computer Services	17,532	6%
19	Honda	Japan	Automotive	17,049	8%
20	Samsung	South Korea	Consumer Electronics	16,169	8%
21	Merrill Lynch	US	Financial Services	13,001	8%
22	Pepsi	US	Beverages	12,690	2%
23	Nescafé	Switzerland	Beverages	12,507	2%
24	Google	US	Internet Services	12,376	46%
25	Dell	US	Computer Hardware	12,256	-7%

4. Best Global Brands

Rank	Brand	Country of origin	Sector	2006 Brand Value ($m)	Change in brand value
26	Sony	Japan	Consumer Electronics	11,695	9%
27	Budweiser	US	Alcohol	11,662	-2%
28	HSBC	UK	Financial Services	11,622	11%
29	Oracle	US	Computer Software	11,459	5%
30	Ford	US	Automotive	11,056	-16%
31	Nike	US	Sporting Goods	10,897	8%
32	UPS	US	Transportation	10,712	8%
33	JPMorgan	US	Financial Services	10,205	8%
34	SAP	Germany	Computer Software	10,007	11%
35	Canon	Japan	Computer Hardware	9,968	10%
36	Morgan Stanley	US	Financial Services	9,762	0%
37	Goldman Sachs	US	Financial Services	9,640	13%
38	Pfizer	US	Pharmaceuticals	9,591	-4%
39	Apple	US	Computer Hardware	9,130	14%
40	Kellogg's	US	Food	8,776	6%
41	Ikea	Sweden	Home Furnishings	8,768	12%
42	UBS	Switzerland	Financial Services	8,734	15%
43	Novartis	Switzerland	Pharmaceuticals	7,880	2%
44	Siemens	Germany	Diversified	7,828	4%
45	Harley-Davidson	US	Automotive	7,739	5%
46	Gucci	Italy	Luxury	7,158	8%
47	eBay	US	Internet Services	6,755	18%
48	Philips	Netherlands	Diversified	6,730	14%
49	Accenture	Bermuda	Computer Services	6,728	10%
50	MTV	US	Media/Entertainment	6,627	0%
51	Nintendo	Japan	Consumer Electronics	6,559	1%
52	Gap	US	Apparel	6,416	-22%
53	L'Oreal	France	Personal Care	6,392	6%
54	Heinz	US	Food	6,223	-10%
55	Yahoo!	US	Internet Services	6,056	15%
56	Volkswagen	Germany	Automotive	6,032	7%
57	Xerox	US	Computer Hardware	5,918	4%
58	Colgate	US	Personal Care	5,633	9%
59	Wrigley's	US	Food	5,449	-2%
60	KFC	US	Restaurants	5,350	5%
61	Chanel	France	Luxury	5,156	8%
62	Avon	US	Personal Care	5,040	-3%
63	Nestlé	Switzerland	Food	4,932	4%
64	Kleenex	US	Personal Care	4,842	-2%
65	Amazon.com	US	Internet Services	4,707	11%

4. Best Global Brands

Rank	Brand	Country of origin	Sector	2006 Brand Value ($m)	Change in brand value
66	Pizza Hut	US	Restaurants	4,694	-5%
67	Danone	France	Food	4,638	3%
68	Caterpillar	US	Machinery	4,580	12%
69	Motorola	US	Telecom Equipment	4,569	18%
70	Kodak	US	Consumer Electronics	4,406	-12%
71	adidas	Germany	Sporting Goods	4,290	6%
72	Rolex	Switzerland	Luxury	4,237	8%
73	Zara	Spain	Apparel	4,235	14%
74	Audi	Germany	Automotive	4,165	13%
75	Hyundai	South Korea	Automotive	4,078	17%
76	BP	UK	Energy	4,010	5%
77	Panasonic	Japan	Consumer Electronics	3,977	7%
78	Reuters	UK	Media/Entertainment	3,961	2%
79	Kraft	US	Food	3,943	-7%
80	Porsche	Germany	Automotive	3,927	4%
81	Hermés	France	Luxury	3,854	9%
82	Tiffany & Co.	US	Luxury	3,819	6%
83	Hennessy	France	Alcohol	3,576	12%
84	Duracell	US	Consumer Electronics	3,576	-3%
85	ING	Netherlands	Financial Services	3,474	9%
86	Cartier	France	Luxury	3,360	10%
87	Moet & Chandon	France	Alcohol	3,257	9%
88	Johnson & Johnson	US	Personal Care	3,193	5%
89	Shell	Netherlands	Energy	3,173	4%
90	Nissan	Japan	Automotive	3,108	-3%
91	Starbucks	US	Restaurants	3,099	20%
92	Lexus	Japan	Automotive	3,070	New
93	Smirnoff	UK	Alcohol	3,032	-2%
94	LG	South Korea	Consumer Electronics	3,010	14%
95	Bulgari	Italy	Luxury	2,875	6%
96	Prada	Italy	Luxury	2,874	4%
97	Armani	Italy	Luxury	2,783	4%
98	Burberry	UK	Luxury	2,783	New
99	Nivea	Germany	Personal Care	2,692	4%
100	Levi's	US	Apparel	2,689	1%

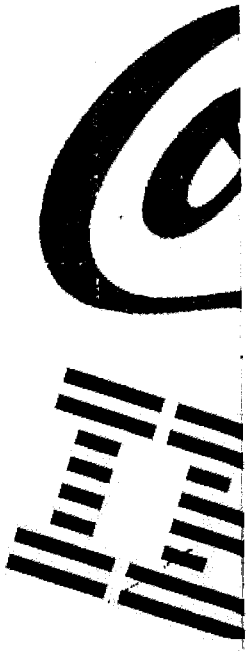
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

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 **ORAL ARGUMENT REQUESTED**

EXHIBIT C-6 TO OPPOSER'S NOTICE OF RELIANCE

BEST GLOBAL BRANDS



How five names in this year's rankings staged their turnarounds

BY DAVID KILEY

REVIVING EVEN A STORIED BRAND isn't easy once consumers have a negative perception of it. Just ask Ford or Gap, which lost 19% and 15% of their brand value, respectively, in this year's *BusinessWeek*/Interbrand annual ranking of the 100 Best Global Brands. Even such perennial winners as Coca-Cola (No. 1) can have trouble boosting their brand. The beverage giant claimed the top spot for the seventh year in a row mostly because it is big and everywhere, but it failed to further burnish its reputation because its move into healthier drinks and snacks has yet to resonate.

Still, it's possible to stage a brand comeback. Several such stories emerged in this year's ranking, which is compiled in partnership with leading global brand consultant Interbrand Corp. and calculates brand value by using publicly available data, projected profits, and such variables as market leadership. While it's tempting for a challenged brand to emulate the likes of Google (No. 20), Apple (No. 33), or Starbucks (No. 88), doing so can seem audacious at best, delusional at worst. A potentially more useful exercise: examining brands that have stumbled but recovered. "Benchmark brands should be studied, but solutions can seem a lot more accessible when you can see how someone fell and picked themselves up," says Interbrand CEO Jez Frampton.

Take Nokia Corp. Given its No. 5 ranking, it may seem crazy to consider the Finnish giant a comeback story. But it is one, as evidenced by a 12% jump in brand value, which extends a rankings winning streak after faltering in 2004. Nokia realized its focus on making cheap handsets for the developing world was hurting it in the U.S. and Europe, where consumers wanted phones that played video and surfed the Web. Nokia released high-end phones aimed at both the consumer and business user and is showing strength in emerging and mature markets alike.

Here are five more comeback stories. They detail Nintendo Co.'s successful campaign for new customers; what Audi is doing to catch up with BMW; how Hewlett-Packard persuaded consumers that it's hip; Burberry's strategy to escape the taint of ubiquity; and Citibank's moves to reposition itself as a (very big) local bank.

Nintendo

DARING TO GO AFTER A NEW CROWD

NINTENDO'S MARKETERS HAD a pretty good idea that the new Wii player would be a game changer, thanks to a newfangled wireless controller that is wielded like a

GARY NEIL

THE 100 TOP BRANDS

Here's how Interbrand calculates the power in a name

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

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

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

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

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

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

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

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

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

The brand valuations draw upon publicly available information, which has not been independently investigated by Interbrand. Valuations do not represent a guarantee of future performance of the brands or companies.
Data: Interbrand, JPMorgan Chase & Co., Citigroup, Morgan Stanley, *BusinessWeek*

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 **ORAL ARGUMENT REQUESTED**

EXHIBIT C-7 TO OPPOSER'S NOTICE OF RELIANCE

Best Global Brands 2008

Creating and managing brand value™

Interbrand

Lessons from the Best Global Brands

Building brand value

Collaborative branding

Activating employees

Are you acting like a brand leader?

Sustainability's impact on brand value

Marketing and sector performance

The Red Thread of brand value

Interbrand's method for valuing the 2008 Best Global Brands

Criteria for consideration

[illegible] database of global brands, popu- [illegible] critical information over the past 20 [illegible] valuing brands and more than 30 years [illegible] with organizations, Interbrand [illegible] initial consideration set. All brands [illegible] subject to the following criteria that [illegible] candidates significantly:

01 There must be substantial publicly available financial data

02 The brand must have at least one-third of revenues outside of its country-of-origin

03 The brand must be a market-facing brand

04 The Economic Value Added (EVA) must be positive

05 The brand must not have a purely B2B single audience with no wider public profile and awareness

These criteria exclude brands such as Mars, which is privately held, or Walmart, which is not sufficiently global (it does business in some international markets but not under the Walmart brand).

Methodology

The Interbrand method for valuing brands is a proven, straightforward, and profound formula that examines brands through the lens of financial strength, importance in driving consumer selection, and the likelihood of ongoing branded revenue. Our method evaluates brands much like analysts would value any other asset: on the basis of how much they're likely to earn in the future. There are three core components to our proprietary method:

Financial Analysis

Our approach to valuation starts by forecasting the current and future revenue specifically attributable to the branded products. We subtract operating costs from revenue to calculate branded operating profit. We then apply a charge to the branded profit for capital employed. This gives us economic earnings.

All financial analysis is based on publicly available company information. Interbrand culls from a range of analysts' reports to build a consensus estimate for financial reporting.

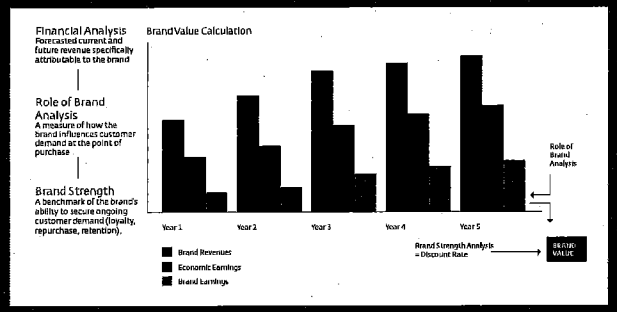
Role of Brand Analysis

A measure of how the brand influences customer demand at the point of purchase is applied to the economic earnings to arrive at Branded Earnings.

For this study, industry benchmark analysis for the role the brand plays in driving customer demand is derived from Interbrand's database of more than 5,000 prior valuations conducted over the course of 20 years. In-house market research is used to establish individual brand scores against our industry benchmarks.

Brand Strength Analysis

This is a benchmark of the brand's ability to secure ongoing customer demand (loyalty, repurchase and retention) and thus sustain future earnings, translating branded earnings into net present value. This assessment is a structured way of determining the specific risk to the strength of the brand. We compare the brand against common factors of brand strength, such as: market position, customer franchise, image, and support.



Best Global Brands 2008

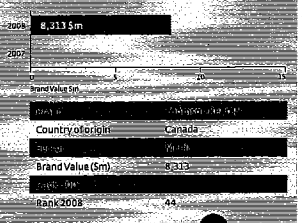
2008 Rank	2007 Rank	Brand	Country of Origin	Sector	2008 Brand Value ($m)	Change in Brand Value
1	1	Coca-Cola	US	Beverages	66,667	2%
2	3	IBM	US	Computer Services	59,031	3%
3	2	Microsoft	US	Computer Software	59,007	1%
4	4	GE	US	Diversified	53,086	3%
5	5	NOKIA	Finland	Consumer Electronics	35,942	7%
6	6	TOYOTA	Japan	Automotive	34,050	6%
7	7	intel	US	Computer Hardware	31,261	1%
8	8	McDonald's	US	Restaurants	31,049	6%
9	9	Disney	US	Media	29,251	0%
10	20	Google	US	Internet Services	25,590	43%
11	10	Mercedes-Benz	Germany	Automotive	25,577	9%
12	12	hp	US	Computer Hardware	23,509	6%
13	13	BMW	Germany	Automotive	23,298	8%
14	16	Gillette	US	Personal Care	22,069	8%
15	15	Citi	US	Financial Services	21,940	5%
16	17	LOUIS VUITTON	France	Luxury	21,602	5%
17	18	cisco	US	Computer Services	21,306	12%
18	14	Marlboro	US	Tobacco	21,300	0%
19	11	citi	US	Financial Services	20,174	-14%
20	19	HONDA	Japan	Automotive	19,079	6%
21	21	SAMSUNG	South Korea	Consumer Electronics	17,689	5%
22		H&M	Sweden	Apparel	13,840	NEW
23	27	ORACLE	US	Computer Software	13,831	11%
24	33	Apple	US	Consumer Electronics	13,724	24%
25	25	SONY	Japan	Consumer Electronics	13,583	5%
26	26	PEPSI	US	Beverages	13,249	3%
27	23	HSBC	UK	Financial Services	13,143	-3%
28	24	NESCAFÉ	Switzerland	Beverages	13,055	1%
29	29	Nike	US	Sporting Goods	12,672	6%
30	28	Honda	US	Transportation	12,621	5%
31	34	SAP	Germany	Computer Software	12,228	13%
32	31	HP	US	Computer Hardware	11,695	1%
33	30	Budweiser	US	Alcohol	11,438	-2%
34	22	Merrill Lynch	US	Financial Services	11,399	-21%
35	38	IKEA	Sweden	Home Furnishings	10,913	8%
36	36	Canon	Japan	Computer Hardware	10,876	3%
37	32	JPMorgan	US	Financial Services	10,773	-6%
38	35	American Express	US	Financial Services	10,331	-3%
39	40	Kellogg's	US	Food	9,710	4%
40	44	Nintendo	Japan	Consumer Electronics	9,772	11%
41	39	UBS	Switzerland	Financial Services	8,740	-11%
42	37	Morgan Stanley	US	Financial Services	8,696	-16%
43	42	PHILIPS	Netherlands	Diversified	8,325	8%
44		Thomson Reuters	Canada	Media	8,313	NEW
45	46	GUCCI	Italy	Luxury	8,254	7%
46	48	eBay	US	Internet Services	7,991	7%
47	50	accenture	US	Computer Services	7,948	9%
48	43	SIEMENS	Germany	Diversified	7,943	3%
49	41	Chevrolet	US	Automotive	7,896	-12%
50	45	Hewlett-Packard	US	Automotive	7,609	-1%
51	51	L'ORÉAL	France	Personal Care	7,508	7%
52	52	Jeep	US	Media	7,193	4%
53	54	VW	Germany	Automotive	7,047	8%
54	47	AIG	US	Financial Services	7,022	-6%
55	49	AXA	France	Financial Services	7,001	-4%
56	53	Heinz	US	Food	6,646	2%
57	57	Colgate	US	Personal Care	6,437	7%
58	62	amazon.com	US	Internet Services	6,434	19%
59	56	XEROX	US	Computer Hardware	6,393	6%
60	58	CHANEL	France	Luxury	6,355	9%
61	59	Kellogg's	US	Food	6,105	6%
62	64	ZARA	Spain	Apparel	5,955	15%
63	63	Nestlé	Switzerland	Food	5,592	5%
64	60	McDonald's	US	Restaurants	5,582	-2%
65	55	YAHOO!	US	Internet Services	5,496	-9%
66	67	Danone	France	Food	5,408	8%
67	68	Audi	Germany	Automotive	5,407	11%
68	66	CATERPILLAR	US	Diversified	5,288	5%
69	65	AVON	US	Personal Care	5,264	3%
70	69	adidas	Germany	Sporting Goods	5,072	6%
71	71	ROLEX	Switzerland	Luxury	4,956	8%
72	72	HYUNDAI	South Korea	Automotive	4,846	9%
73	–	BlackBerry	Canada	Consumer Electronics	4,802	NEW
74	70	Colgate	US	Personal Care	4,636	1%
75	75	Porsche	Germany	Automotive	4,603	9%
76	73	HERMÈS PARIS	France	Luxury	4,575	8%
77	61	GAP	US	Apparel	4,357	-20%
78	78	Panasonic	Japan	Consumer Electronics	4,281	4%
79	83	Cartier	Switzerland	Luxury	4,236	10%
80	79	TIFFANY & CO.	US	Luxury	4,208	3%
81	74	Pizza Hut	US	Restaurants	4,097	-4%
82	80	Allianz	Germany	Financial Services	4,033	2%
83	85	MOËT & CHANDON	France	Alcohol	3,951	6%
84	84	BP	UK	Energy	3,911	3%
85	88	Starbucks	US	Restaurants	3,879	7%
86	81	ING	Netherlands	Financial Services	3,768	-3%
87	77	MOTOROLA	US	Consumer Electronics	3,721	-10%
88	89	DURACELL	US	Consumer Electronics	3,682	2%
89	91	Smirnoff	UK	Alcohol	3,590	6%
90	92	LEXUS	Japan	Automotive	3,588	7%
91	94	PRADA	Italy	Luxury	3,585	9%
92	90	Johnson & Johnson	US	Personal Care	3,582	4%
93	–	Fiat	Italy	Automotive	3,527	NEW
94	–	Armani	Italy	Luxury	3,525	NEW
95	87	Hennessy	France	Alcohol	3,513	-3%
96	–	Marriott	US	Hospitality	3,502	NEW
97	93	Philips	Netherlands	Energy	3,471	4%
98	96	NIVEA	Germany	Personal Care	3,401	9%
99	–	FedEx	US	Transportation	3,359	NEW
100	–	VISA	US	Financial Services	3,338	NEW

43 PHILIPS 8,325 $m ▲

PHILIPS. Philips has always been well-regarded in the electronics field and is leading the way when it comes to sustainability. It was awarded the Stars of Energy prize in 2008 in recognition of its work in energy preservation. The brand's products are becoming increasingly diversified and, after recognizing healthcare as a key growth area, it has an innovative range of health diagnostic products at various stages of development.

THOMSON REUTERS

THOMSON REUTERS. The highly publicized merger and rebranding of Thomson Reuters has created one of the strongest players in the industry, with a big presence in high-growth regions such as India, China and the Middle East. It will take time for the brand to reach its true potential as the group restructures to become more efficient but, with exciting new services for mobile devices and increasingly intelligent data management, Thomson Reuters is shaping up to be one to watch.



Gucci has a firm grip on both its brand and the revenues it generates, something that will provide advantage as it enters into emerging markets.

45 GUCCI 8,254 $m ▲

GUCCI. One of the world's most coveted luxury brands, Gucci can't afford to rest on its laurels. With an increased brand communication budget of 41.5% over last year, the brand has capitalized on its lead positioning of creativity, quality, and the kudos of being "Made in Italy." With a retail network it directly owns and operates, Gucci has a firm grip on both its brand and the revenues it generates, something that will provide an advantage as it enters into emerging markets such as India.

46 eBay 7,991 $m ▲

EBAY. eBay has historically dominated the world of online auctions but there appear to be changes afoot. Recognizing that customers (both buyers and sellers) increasingly want to be able to trade without necessarily entering into an auction, eBay is encouraging fixed-price listings by making changes to its fee structure. This demonstrates responsiveness and a willingness to flex its business model to meet changing needs. However, the move also represents a shift away from its auction roots and makes its offering more closely resemble that of Amazon. International expansion has been good, though eBay is still struggling with the format in China and Japan, being forced to team up with partners with a better understanding of the local markets. Meanwhile, on home turf, its eBay Motors site is gaining momentum, thanks to a big promotional push.

47 accenture 7,948 $m ▲

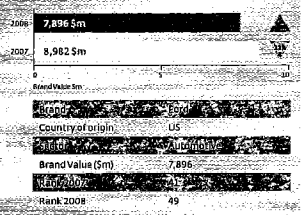
ACCENTURE. As the world's largest business processing outsourcer, Accenture has benefited from its solid track record of efficiency as businesses are now more cautious about how they spend. The brand is still benefiting from the halo effect of Tiger Woods, its celebrity sponsor, who reinforces the message that Accenture understands what it takes to be "high-performance."

48 SIEMENS 7,943 $m ▲

SIEMENS. Siemens has led the charge in reaching consumers in emerging markets. With increased investments in infrastructure and services aimed at an older demographic, it has increased demand for its services in some interesting places. An investment in sustainable technologies and energy solutions, along with a willingness to be a spokesman on the subject, is helping frame the brand in a progressive light. However, a lack of strong brand communications, coupled with reputational damage following a recent corruption scandal have limited brand value growth.

Ford

FORD. Despite recent changes to the product portfolio, Ford has struggled to convince consumers that it does more than just produce big cars with big engines. This is a problem of momentum – having invested heavily in owning the big-truck space in the past, it's taking time to shift its image. This isn't helped by negative media coverage on the company's performance, undermining confidence in the brand with internal and external audiences. Ford has started the change process and is producing smaller vehicles in the US, but needs to communicate with customers and employees to re-establish its reputation.



50 HARLEY-DAVIDSON 7,609 $m ▼

HARLEY-DAVIDSON. Despite its rich heritage and cult following, Harley-Davidson saw a 9% fall in revenues in the US, suggesting it is struggling to stay relevant with its home audience. Things look rosier overseas where it grew sales by 40% by focusing on non-core audiences, such as women and younger adults, particularly in Asia. The brand has enjoyed real equity in the past, but it needs to find new ways to engage consumers to make sure the same is true of its future.

Harley-Davidson has enjoyed real equity in the past but it needs to find new ways to engage consumers to make sure the same is true of its future.

51 L'ORÉAL 7,508 $m ▲

L'ORÉAL. L'Oréal has reinforced its position as one of the world's most prominent cosmetics companies by successfully expanding into emerging markets. It has also taken advantage of the growing demand for male grooming products by using celebrities to endorse the brand. The brand continues to use the slogan "Because You're Worth It" – a consistent message that helps to reinforce its identity.

52 MTV 7,193 $m ▲

MTV. As a youth brand, MTV is expected to keep up with the times. In this era of social networking and user generated content, it has made the most of online and mobile channels, adapting content to suit these audiences and choosing partners that can help it to reach them in new and exciting ways. But it's the brand's activities in emerging markets that could reap the biggest rewards. An expanded influence in China and India sits alongside real headway in Arabic markets, as North Africa and the Middle East adopt a more relaxed cultural attitude and music increases in popularity.

Beverages
Top of the pops

Developments in the beverage industry have focused on product, packaging, and customer engagement, where brands have made considerable advances.

The well-documented concerns over obesity continue to persuade brands to develop healthier options. We've seen a rise in the number of wellbeing drinks with dietary supplements like water with vitamins on offer.

No industry escapes the need for green. If we are to drink from plastic containers, they must be recycled. Bottles with a "waistline" that supposedly use less plastic have emerged. The consumer jury is still out as to whether this is a credible environmental packaging solution or a marketing gimmick. Water brands SEI and Fred Water have differentiated themselves with a flask-shaped bottle.

Newsflash: people are spending more time on the internet, so it makes sense that beverage companies are using that channel to connect with them. Packaging and engagement have aligned absolutely at Coke, which invites consumers to design their own label. When Pepsi launched its new product, Tava, with a campaign aimed at 35–49 year-olds, it did so entirely online. Blogs, and widgets like the Coke Tag, and social networking sites like Sprite Yard are the preferred method of building communities of beverage buddies online. This is Drink 2.0 – make it social, make it viral, and give people a place to be heard.

Alcohol
Toasting good health

It was only a matter of time before people's obsession with improved health hit the alcohol sector. Like we've seen elsewhere, consumers are searching for healthier products and the big brands are responding with diet beers and low-calorie alcopops.

Smirnoff has been especially quick off the mark, equating healthier drinks with a drive to boost sales among women. The release of the lower-calorie Smirnoff Ice Light alcopop exemplifies its diversified product range and is marketed as an alternative to light beer for women. It's a strategy that certain other, more male-focused brands in this sector could do well to consider.

Promoting healthier products is just part of a continued focus on reputation-building. "Drink responsibly" has been the underlying mantra in this sector for some years now, but the last year has seen a renewed focus on control and prevention for brand owners wanting to build trust. And they've extended their responsibility to the environment, introducing recyclable bottles and packaging to keep greener-minded consumers keen.

Both Smirnoff and Moët & Chandon have found innovative approaches to communicating their brand. If you've got a good story, you've got to find a better way of telling it, which these days means using the internet. Smirnoff, in particular, has created a more experiential way of sharing its heritage using blogs, short films, and other media to show it can connect with the internet generation.

Diversified
For the greener good

Demand for environmental solutions is playing a crucial role in the sector. A general need for improved energy efficiency has taken hold, sparking a rise in green technologies. Some brands are already making the most of the opportunity to grow positive perceptions. GE's Ecomagination initiative is a case in point, having done wonders for the company's reputation as an innovator in sustainability.

Emerging markets and developing countries are driving up demand for agricultural products and infrastructure. The appetite appears insatiable, dominating this part of the sector. In an effort to enhance their sustainability credentials, both John Deere and Caterpillar are increasingly supporting cultural, educational, and environmental projects in local communities.

Even so, concerns over the credibility of the green theme still shadow the sector. The big boys are responding by shining their light elsewhere in an effort to maintain favorable brand opinion. Sport continues to offer the required halo: GE chose the Olympics, and Philips is sponsoring the Williams F1 team.

Financial services
Crisis, what crisis?

There are no prizes for guessing the dominant theme in financial services. It's virtually impossible to find any editorial which doesn't mention the US credit crisis and its global impact. But while no brand has come away completely unscathed on account of the interdependent nature of the industry, some have weathered the storm significantly better than others.

In this climate, prudence is valued. Goldman Sachs continues to live up to its reputation as a leader, remaining relatively unfazed as its fellow firms have announced write-down after write-down. In fact, it has strengthened its brand in relative terms because peers have struggled so much. Citi has taken a particularly bad beating, reeling from internal power struggles, debating over the sustainability of its model, and huge losses.

But the damage is self-inflicted. What started out as a business issue for banks has become a brand issue: if you can't manage your assets properly, how do you expect people to trust you? The reputational damage was not contained just to the investment banking operations. Customers lost trust in the brands and this carried over into other areas of the business, especially private banking, where trust and relationships are the keys to success. Moving forward, consumers will seek firms who can substantiate their reassuring overtures.

Trusted brands have been able to gain a greater share of new business in these turbulent times. Barclays, one of the UK's leading – and oldest – retail banks, is perceived as a relative safe-haven. It has made significant gains from the collapse of UK bank Northern Rock, collecting new customers in search of security. And insurance firms have managed to avoid drastic losses through judicious brand management. After all, it's not their business models that are flawed.

Despite reduced consumer confidence, some credit card brands have prospered. American Express has reinforced its leadership position with co-branding initiatives with luxury brands. It's still the credit card to be seen with. Visa enters the top 100 for the first time this year, benefiting from huge increases in consumer spending in developing countries. The tendency to use plastic over cash to make payments in the developed world has also helped.

Media
Greater than the sum of its parts?

As the sector grows ever more complex, global media brands are finding it increasingly difficult to achieve the simplicity they need to cut through to consumers and build meaningful relationships. There's no shortage of evidence: multiplatform technology, proliferation of media channels, the continued rise of the internet, devaluation of content through piracy, free access to sites such as YouTube, and the growing diversity of consumer tastes across the world. All this translates to fragmented market segments eroding brand value.

In an effort to make sense of the chaos – or at least stand out from it – brands are investing heavily. Through significant research and NPD, they're refocusing on the needs of their customers. It's impossible to ignore the growing importance of mobile devices for consumers hungry for up-to-the-minute information. It's been clear for some time that the internet is the future for the media sector. The merger between Thomson and Reuters has created opportunities to offer new services in mobile devices and data management. At the same time, MTV is developing mobile TV in partnership with SFR in France, as well as a raft of new initiatives with other brands.

We've also seen media brands turn to other, more established methods of increasing presence. Both Thomson Reuters and MTV have expanded into China, India, and the Middle East. And there's been an increase in spending on advertising, although a question mark hangs over the effectiveness of traditional "one direction" communications in the context of the internet and its user generated content.

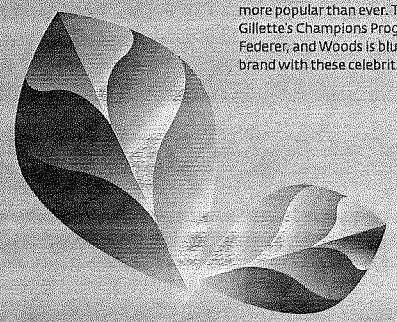
Overall, the sector is facing a knotty conundrum. Companies must manage their brands more carefully than ever to build value. But in order to embrace the full potential of the internet, they must accept that control of their most valuable asset will diminish.

Energy
Old versus new

When it comes to oil prices, it seems the only way is up. So the usual concerns about the use of carbon and oil energies versus renewable sources have been brought into even sharper focus.

The big players have realized that brand is the best way to communicate their global strategies. Greener and safer are the favored themes, with BP making the most of its investments in renewable energies in the hope it offsets safety concerns in the US after problems in Alaska and Texas.

But as economies around the world continue to weaken, energy companies will need to manage other parts of their PR more effectively to maintain their reputations. Enormous profits at the expense of consumers is one message that is unlikely to wear well into next year.



Personal care
Substance + style = value

Which is more important: style or substance? In the last year we've seen increased activity from brands keen to reveal their true depth to consumers. When it comes to personal care, it's clear style is now nothing without substance.

Sustainability is a central theme. With consumer expectations – as well as demand – for environmentally sensitive products on the increase, brands are responding with more eco-friendly ingredients and packaging. L'Oréal is leading the way, continually reducing the weight of its packaging and increasing the use of recyclable materials. But others are beginning to follow. Kleenex recently launched a premium facial tissue made with recycled fibers.

The high cost of energy and raw materials has dogged the industry, so companies have been looking for new areas of growth. Many are in the process of launching new products in emerging markets, with a particular focus on male grooming and products aimed at older consumers. Avon has made slow but steady progress in markets such as China, while L'Oréal and Gillette have seen more rapid sales increases.

Of course, style still plays a critical role in this sector. Using celebrities to endorse products is more popular than ever. The message behind Gillette's Champions Program with Henry, Federer, and Woods is blunt, but the fit of the brand with these celebrities is razor sharp.

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 **ORAL ARGUMENT REQUESTED**

EXHIBIT C-8 TO OPPOSER'S NOTICE OF RELIANCE

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Best Global Brands 2009

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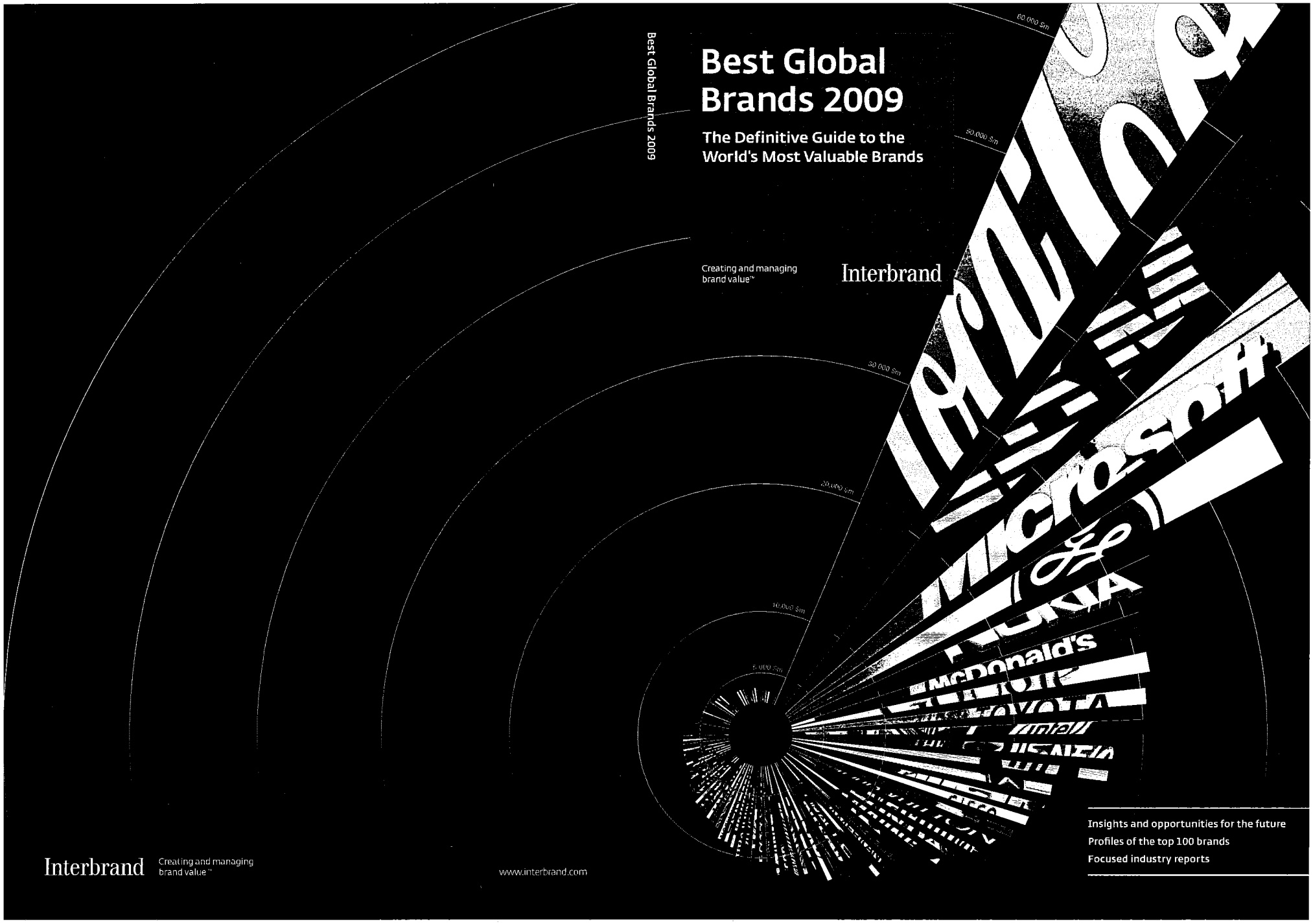

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43 ↑
7,858 $m 22%

Amazon.com

The multi-department retailer is confirming why you are best off not owning a retail footprint in a recession. Analysts say Amazon has benefited from the downturn in the U.S., in particular, with struggles at the Borders book chain and the bankruptcy of Circuit City all driving traffic to Amazon.com. Amazon's release of the Kindle and the continued improvement of its site to enable access from anywhere have also contributed to its upward path. Additionally, Amazon.com will begin selling e-books for reading on Apple's iPhone and iPod Touch. In the fourth quarter of 2008, Amazon partnered with manufacturers to reduce packaging with an eye towards sustainability. Partners include Fisher-Price, Mattel, Microsoft, and electronics manufacturer, Transcend.

44 ↑
7,748 $m 3%

L'Oréal

The world's leading cosmetic and mass-market beauty brand continues to grow its sales, notably strengthening its positioning in Asia as an expert in Asian skin care, and reinforcing its presence in all regions worldwide. L'Oréal maintains the number one spot for hair colorants, and this year set new records for its skin care product sales. It has conducted thousands of research tests to expand its offering to men and women of all ages and ethnicities, with L'Oréal reflecting this in its choice of high-profile spokespeople.

45 ↓
7,710 $m -3%

Accenture

With clients holding back on major transformation programs, especially where they lead to capital investment, Accenture is starting to feel the pinch. Its presence is limited to 52 countries and management and IT consulting, so Accenture must evaluate its long-term strategy. This year, the business made strides in its commitment to the environment with its achievement of ISO 14001 certification, which helps organizations better manage their environmental impact and risk, while demonstrating their environmental commitment to their stakeholders.

46 ↓
7,350 $m -8%

eBay

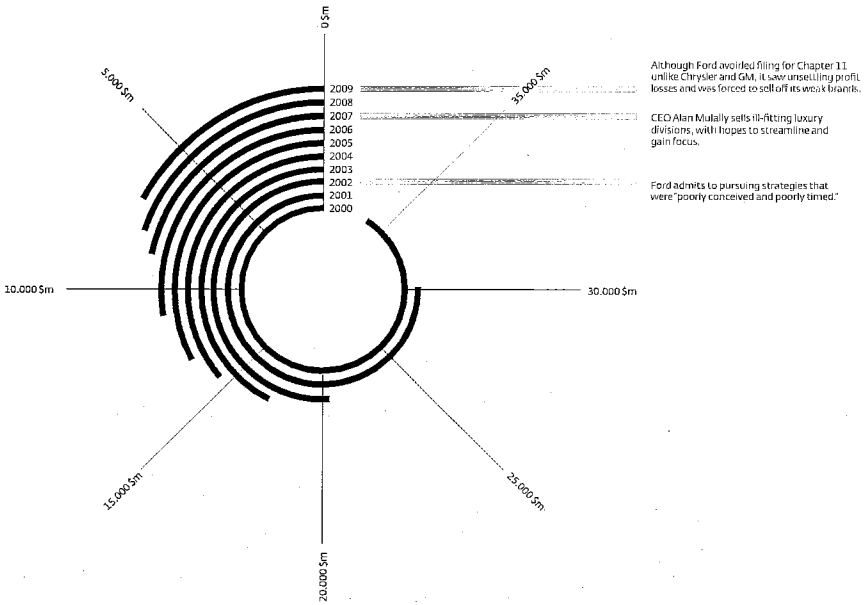
Despite predictions, eBay is not benefiting from the recession. Its marketplace business posted a 16 percent decline in the last three months of 2008 and faces tough competition from Amazon.com. This is linked to the discretionary nature of much of its sellers' inventory. To consumers, Amazon seems like a less risky place to shop. Lawsuits from luxury brands, which cost eBay US $32 million to settle, have cemented its image as a channel that could benefit from more regulation, as opposed to a managed retail environment. Still, it remains the most popular option in the start up B2B world to get wide distribution at a low price with high visibility.

47 ↓
7,308 $m -8%

Siemens

Siemens, like other diversified brands, is struggling with the double whammy of the financial crisis and its impact on global infrastructure investment. If it has any growth to look forward to, it will come from the deployment of state assisted eco/progressive investment projects. Siemens has also lacked communication of the core brand idea. Additionally, it does not have any clear sustainability strategy, which limits its potential. While the brand has made moves to correct this, like investing in ISE Corporation, which provides environmentally friendly hybrid technology for heavy-duty commercial vehicles, it faces fierce competition from businesses like GE. This year, its investment of US $15 billion in the intellectual foundation of the company, including new products, training, marketing, and programming may serve it well.

Ford's Performance: 2000-Present



48 ↑
7,244 $m 9%

Heinz

Although category competition is heating up as lower-price private labels gain strength, Heinz reported a 12 percent increase in sales last year. The brand is focusing on a customer-centric health and wellness model, developing healthier products, eliminating bisphenol A from packaging, and taking advantage of consumers dining at home. In 2008, emerging markets accounted for 25 percent of Heinz's growth, as it promoted flagship products, such as Heinz Ketchup, in Asia. The brand reports a long-term plan to increase marketing spend as it widens its consumer base.

49 ↓
7,005 $m -11%

Ford

Ford has seen revenues decreasing, despite early efforts at reinventing itself. It hopes to become what Chairman William Ford Jr. calls a "global, green, high-tech company." Like the other Detroit "Big Three" it was forced to restructure its brand portfolio by selling weak brands, but did not succeed in finding a buyer for Swedish carmaker Volvo. Unlike Chrysler and GM, it was able to avoid filing for Chapter 11. Despite its embattled business, Ford courageously launched one of the most aggressive vehicle electrification programs in the industry. By 2012, it plans to produce at least four high-mileage vehicles that will use the newest forms of battery technology in a family of hybrids, plug-in hybrids, and battery-powered vehicles. The move to green will take a long time and it remains to be seen if the consumer can be convinced that this is more than just greenwashing. In the meantime, Ford pushed forward its plans of introducing European compact models like the Fiesta to the U.S. in order to adapt quickly to the changing consumer needs.

BEST GLOBAL BRANDS

Each year the Best Global Brands generates increasing amounts of interest from companies and practitioners associated with brands.

We've enjoyed leading the discussion to help organizations understand and grow the value of their brands.

BEST GLOBAL BRANDS 2009

For more on the 2009 report, click here

BEST GLOBAL BRANDS HOME

Return to the Best Global Brands homepage.

METHODOLOGY

Read about our method for valuing brands

PREVIOUS YEARS

2011 ranking
2010 ranking
2009 ranking
2008 ranking
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2006 ranking
2005 ranking
2004 ranking
2003 ranking
2002 ranking
2001 ranking

BEST GLOBAL BRANDS

2009 Ranking of the Top 100 Brands

Print

	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value ($m)	Change in Brand Value
	1	1	Coca-Cola	United States	Beverages	68,734	3%
	2	2	IBM	United States	Business Services	60,211	2%
	3	3	Microsoft	United States	Computer Software	56,647	-4%
	4	4	GE	United States	Diversified	47,777	-10%
	5	5	NOKIA	Finland	Electronics	34,864	-3%
	6	8	McDonald's	United States	Restaurants	32,275	4%
	7	10	Google	United States	Internet Services	31,980	25%
	8	6	Toyota	Japan	Automotive	31,330	-8%
	9	7	intel	United States	Electronics	30,636	-2%
	10	9	Disney	United States	Media	28,447	-3%
	11	12	hp	United States	Electronics	24,096	2%
	12	11	Mercedes	Germany	Automotive	23,867	-7%
	13	14	Gillette	United States	FMCG	22,841	4%
	14	17	CISCO	United States	Business Services	22,030	3%
	15	13	BMW	Germany	Automotive	21,671	-7%
	16	16	LV	France	Luxury	21,120	-2%
	17	18		United States	Tobacco	19,010	-11%

	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value ($m)	Change in Brand Value
			Marlboro				
	18	20	HONDA	Japan	Automotive	17,803	-7%
	19	21	SAMSUNG	South Korea	Electronics	17,518	-1%
	20	24		United States	Electronics	15,433	12%
	21	22	H&M	Sweden	Apparel	15,375	11%
	22	15		United States	Financial Services	14,971	-32%
	23	26	PEPSICO	United States	Beverages	13,706	3%
	24	23	ORACLE	United States	Business Services	13,699	-1%
	25	28	NESCAFÉ	Switzerland	Beverages	13,317	2%
	26	29		United States	Sporting Goods	13,179	4%
	27	31	SAP	Germany	Business Services	12,106	-1%
	28	35	IKEA	Sweden	Home Furnishings	12,004	10%
	29	25	SONY	Japan	Electronics	11,953	-12%
	30	33	Budweiser	United States	Alcohol	11,833	3%
	31	30	ups	United States	Transportation	11,594	-8%
	32	27	HSBC	United Kingdom	Financial Services	10,510	-20%
	33	36	Canon	Japan	Electronics	10,441	-4%
	34	39	Kellogg's	United States	FMCG	10,428	7%
	35	32	DELL	United States	Electronics	10,291	-12%
	36	19	citi	United States	Financial Services	10,254	-49%
	37	37	J.P.Morgan	United States	Financial Services	9,550	-11%

⊞	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value ($m)	Change in Brand Value
⊞	38	38		United States	Financial Services	9,248	-10%
⊞	39	40	Nintendo	Japan	Electronics	9,210	5%
⊞	40	44	THOMSON REUTERS	Canada	Media	8,434	1%
⊞	41	45	GUCCI	Italy	Luxury	8,182	-1%
⊞	42	43	PHILIPS	Netherlands	Electronics	8,121	-2%
⊞	43	58	amazon.com	United States	Internet Services	7,858	22%
⊞	44	51	L'OREAL	France	FMCG	7,748	3%
⊞	45	47	accenture	United States	Business Services	7,710	-3%
⊞	46	46	eBay	United States	Internet Services	7,350	-8%
⊞	47	48	SIEMENS	Germany	Diversified	7,308	-8%
⊞	48	56	Heinz	United States	FMCG	7,244	9%
⊞	49	49	Ford	United States	Automotive	7,005	-11%
⊞	50	62	ZARA	Spain	Apparel	6,789	14%
⊞	51	61	WRIGLEY	United States	FMCG	6,731	10%
⊞	52	57	Colgate	United States	FMCG	6,550	2%
⊞	53	55	AXA	France	Financial Services	6,525	-7%
⊞	54	52	MTV	United States	Media	6,523	-9%
⊞	55	53		Germany	Automotive	6,484	-8%
⊞	56	59	xerox	United States	Electronics	6,431	1%
⊞	57	42	Morgan Stanley	United States	Financial Services	6,399	-26%
⊞	58	63	Nestlé	Switzerland	FMCG	6,319	13%

Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value ($m)	Change in Brand Value
59	60	CHANEL	France	Luxury	6,040	-5%
60	66	DANONE	France	FMCG	5,960	10%
61	64	KFC	United States	Restaurants	5,722	3%
62	70	adidas	Germany	Sporting Goods	5,397	6%
63	73	BlackBerry	Canada	Electronics	5,138	7%
64	65	YAHOO!	United States	Internet Services	5,111	-7%
65	67	Audi	Germany	Automotive	5,010	-7%
66	68	CATERPILLAR	United States	Diversified	5,004	-5%
67	69	AVON	United States	FMCG	4,917	-7%
68	71	ROLEX	Switzerland	Luxury	4,609	-7%
69	72	HYUNDAI	South Korea	Automotive	4,604	-5%
70	76	HERMES PARIS	France	Luxury	4,598	1%
71	74	Kleenex	United States	FMCG	4,404	-5%
72	41	UBS	Switzerland	Financial Services	4,370	-50%
73	50	HARLEY-DAVIDSON	United States	Automotive	4,337	-43%
74	75		Germany	Automotive	4,234	-8%
75	78	Panasonic	Japan	Electronics	4,225	-1%
76	80	TIFFANY & CO.	United States	Luxury	4,000	-5%
77	79	Cartier	France	Luxury	3,968	-6%
78	77	GAP	United States	Apparel	3,922	-10%
79	81	PIZZA HUT	United States	Restaurants	3,876	-5%

Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value ($m)	Change in Brand Value
80	92	Johnson & Johnson	United States	FMCG	3,847	7%
81	82	Allianz	Germany	Financial Services	3,831	-5%
82	83	MOËT & CHANDON	France	Alcohol	3,754	-5%
83	84	bp	United Kingdom	Energy	3,716	-5%
84	89		United Kingdom	Alcohol	3,698	3%
85	88	DURACELL	United States	Electronics	3,563	-3%
86	98	NIVEA	Germany	FMCG	3,557	5%
87	91	PRADA	Italy	Luxury	3,530	-2%
88	93	Ferrari	Italy	Automotive	3,527	0%
89	94	ARMANI	Italy	Luxury	3,303	-6%
90	85		United States	Restaurants	3,263	-16%
91	NEW	LANCÔME	France	FMCG	3,235	N/A
92	97		Netherlands	Energy	3,228	-7%
93	NEW	BURGER KING	United States	Restaurants	3,223	N/A
94	100	VISA	United States	Financial Services	3,170	-5%
95	NEW	Adobe	United States	Computer Software	3,161	N/A
96	90	LEXUS	Japan	Automotive	3,158	-12%
97	NEW	PUMA	Germany	Sporting Goods	3,154	N/A
98	NEW	BURBERRY	United Kingdom	Luxury	3,095	N/A
99	NEW	RALPH LAUREN	United States	Luxury	3,094	N/A
100	NEW	Campbell's	United States	FMCG	3,081	N/A

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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

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EXHIBIT C-9 TO OPPOSER'S NOTICE OF RELIANCE

BEST GLOBAL BRANDS 2010

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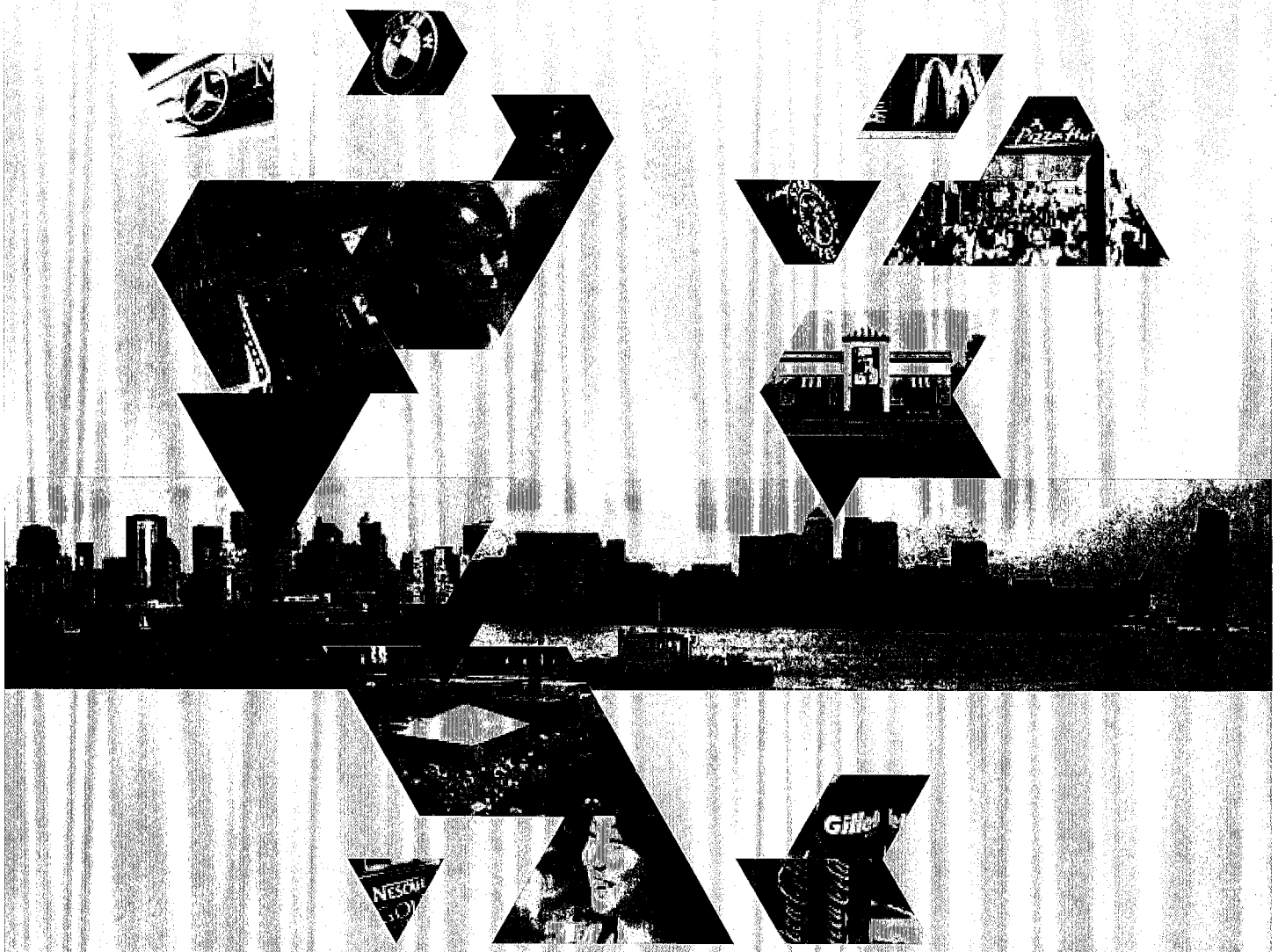
THE DEFINITIVE GUIDE TO THE MOST VALUABLE BRANDS



Voted one of the three most influential benchmark studies by business leaders, Best Global Brands is our annual report on the world's most valuable brands. It offers our insights into how these global organizations create and manage brand value. We pioneered the technique for valuing brands in 1984 and have continued to improve upon our methodology and set the pace for other approaches. Our valuation techniques have long been recognized by businesses, academics and regulatory bodies as uniquely valuable strategic tools. Today, we have conducted thousands of valuations for clients to provide guidance in managing their most valuable asset – their brand.

CRITERIA FOR INCLUSION

There are several criteria considered when valuing the brands for our Best Global Brands rankings.

▲ The brand is truly global and has successfully transcended geographic and cultural differences. It has expanded across the established economic centers of the world and is entering the major markets of the future. In measurable terms, this requires that:

▶ At least 30 percent of revenues must come from outside the home country, and no more than 50 percent of revenues should come from any one continent.

▶ It must have a presence on at least three major continents, and must have broad geographic coverage in growing and emerging markets.

▲ There must be substantial, publicly available data on the brand's financial performance.

▲ Economic profit must be positive, showing a return above the operating and financing costs.

▲ The brand must have a public profile and awareness above and beyond its own marketplace.

These requirements that a brand be global, visible and relatively transparent in financial results lead to the exclusion of some well-known brands that might otherwise be expected to appear in the rankings. The Mars and BBC brands, for example, are privately held and do not have financial data publicly available. Wal-Mart, although it does business in international markets, often does so under a variety of brands, and is not sufficiently global. Likewise, several industries have been excluded for similar reasons, such as telecommunications, which tend to be strongly oriented to national markets and face awareness challenges outside of home markets. Major pharmaceutical companies, while very valuable businesses, are also omitted. This is because consumers tend to build a relationship with the product brands rather than the corporate brand. Additionally there is not enough publicly disclosed financial data on pharmaceutical product brands to meet our criteria.

To find out more about Interbrand's methodology, look online at:

www.bestglobalbrands.com

METHODOLOGY

Interbrand's method looks at the ongoing investment and management of the brand as a business asset. This means that our method takes into account all of the many ways in which a brand touches and benefits its organization – from attracting and retaining talent to delivering on customer expectation. The final value can then be used to guide brand management, so businesses can make better, more informed decisions.

There are three key aspects that contribute to the assessment: the financial performance of the branded products or services, the role of brand in the purchase decision process and the strength of the brand.

FINANCIAL PERFORMANCE

Financial performance measures an organization's raw financial return to its investors. For this reason, it is analyzed as economic profit, a concept akin to Economic Value Added (EVA). To determine economic profit, we remove taxes from net operating profit to get to net operating profit after tax (NOPAT). From NOPAT, a capital charge is subtracted to account for the capital used to generate the brand's revenues; this provides the economic profit for each analyzed year. For the purposes of the rankings, the capital charge rate is set by the industry weighted average cost of capital (WACC). The financial performance is analyzed for a five-year forecast and for a terminal value. The terminal value represents the brand's expected performance beyond the forecast period. The economic profit that is calculated is then multiplied against the role of brand to determine the branded earnings that contribute to the valuation total as noted earlier.

ROLE OF BRAND

Role of brand measures the portion of the decision to purchase that is attributable to brand – this is exclusive of other aspects of the offer like price or feature. Conceptually, role of brand reflects the portion of demand for a branded product or service that exceeds what the demand would be for the same product or service if it were unbranded. Role of brand determinations for this study derive, depending on the brand, from one of three methods: primary research, a review of historical roles of brand for companies in that industry, or expert-panel assessment. The percentage for the role of brand is multiplied by the economic profit of the branded products or services to determine the amount of branded earnings that contribute to the valuation total.

BRAND STRENGTH

Brand strength measures the ability of the brand to secure the delivery of expected future earnings. Brand strength is reported on a 0 to 100 scale, where 100 is perfect, based on an evaluation across 10 dimensions of brand activation. Performance in these dimensions is judged relative to other brands in the industry, and in the case of exceptional brands, relative to other world-class brands. The brand strength inversely determines, through a proprietary algorithm, a discount rate. That rate is used to discount branded earnings back to a present value based on the likelihood that the brand will be able to withstand challenges and deliver the expected earnings. *(Read more about Interbrand's 10 Brand Strength components on pages 6-9.)*

BRAND VALUE RESULTS:

The parts come together so that the forecasted financial performance projects economic profits that are multiplied by the role of brand to reveal branded earnings. These branded earnings, which are based on the brand strength, are discounted back to a present value and totaled to arrive at a brand value.

40

8,887 $m ▼ - 13%

CITI

Citi was one of the brands most impacted by the economic crisis and there is continued uncertainty around the long-term direction of the bank. As a result, it is working at reinventing itself by admitting its errors, owning up to problems, collecting customer feedback on a blog dedicated to improving the brand (the new **Citi blog**) and vowing to change and recover. But Citi doesn't appear to be out of the woods quite yet; it recently announced that it lost around US $1.6 billion in the fourth quarter of 2009, mainly from trying to pay back the federal government, and it has a total loss of US $7.6 billion for the year. Its attempts to be honest and restructure are a good start, but the brand needs to go a long way to regain trust.

41

8,880 $m ▼ - 14%

DELL

Dell has started to focus on developing its brand and sub-brands more than before, although it has had difficulty moving away from its marketing-oriented policies. As a result, Dell is having trouble differentiating itself and establishing a unique and relevant value proposition. Brands like Acer are catching up in PC market share. Dell has also lagged in cloud computing, with brands such as NEC and Fujitsu taking over some of Dell's business. Still, Dell continues to do some very exciting work with social media. Not only are customers invited to offer feedback on their website, but Dell has a great tactical response team working around the clock to respond to online chats. Dell has also made an effort to manufacture 100 percent energy-efficient products like the **EPEAT Gold Standard** notebook.

42

8,696 $m ▲ + 7%

PHILIPS

Philips continues to build its brand, ensuring that its acquisitions are seamlessly integrated into its **"Sense and Simplicity"** brand proposition. Philips has grown across all three main divisions in the past year – Consumer Lifestyle, Healthcare and Lighting. Its product offerings in all three categories respond to major trends that are currently changing the world: an aging population, urbanization, energy efficiency and focus on personal health and well-being. The company has been able to respond swiftly and effectively to the downturn by reducing their cost base while continuing to make focused investments in innovation, marketing and targeted acquisitions to strengthen their portfolio in key categories. For example, Philips acquired Saeco, the espresso machine leader, and several healthcare acquisitions in emerging markets.

43

8,453 $m ▲ + 15%

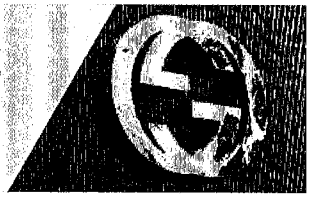
EBAY

EBay is in the process of transforming its image from online auctioneer into a global internet marketplace and payment service, with **PayPal** now a third of total sales. The company has been slowly getting back into the race, with more significant course corrections this year. Over the past year, eBay has de-emphasized auctions and put more focus on buy-it-now, fixed-price sales. A new pricing schedule is designed to lure more merchants, including larger ones, to list many items at fixed price. The theory is that more consumers will shop at eBay if they find a lot of deeply discounted items, and that requires making eBay a more attractive option for retailers, especially those seeking to dispose of excess and out-of-season items. Additionally, many changes aim to improve the sometimes-confusing experience of eBay shopping.

44

8,346 $m ▲ + 2%

GUCCI



Gucci has been focusing more on its heritage since the financial crisis, creating long-lasting products, rather than trendy of-the-moment designs that rely on the Gucci logo. This is evident in its **"Forever Now"** campaign, which celebrates Gucci's 90-year history and uses Gucci images that date back to the 1950s. Overall, the trend toward timeless pieces allows Gucci to increase prices per piece and create something that the customer feels is an investment. While there remains some disparity around the old Gucci of Tom Ford and the new Gucci of Frida Giannini, the current, subtler direction that integrates some of Gucci's legacy design elements should serve the brand well.

45

7,981 $m ▲ + 3%

L'ORÉAL

L'Oréal prides itself on being the fashionable cosmetic choice, with such celebrity faces as Beyoncé Knowles and Eva Longoria endorsing its products. Its tested products from the **L'Oréal Laboratories** continue to win loyal customers. L'Oréal has aligned its beauty aspirations with a mission to reach out to men and women around the world. Its 100th birthday celebration last year was the perfect opportunity to launch 100 global citizen projects that included work with education, female employment and self-esteem issues. Corporate diversity is also a priority for the brand as L'Oréal partnered with several universities, associations and agencies in the U.S., France, Latin America and South Africa to recruit employees from various backgrounds. L'Oréal has succeeded in creating global consistency through growing its brand with this team of diverse people.

BEST GLOBAL BRANDS 2010

Top 100 Brands

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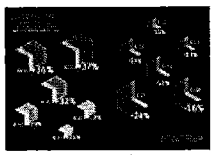
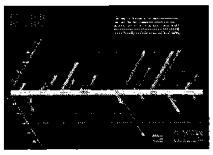
TOP RISERS & FALLERS

See which brands experienced the biggest change in brand value in 2010.



INDUSTRY INSIGHTS

Find out which sectors performed best from 2008 to 2010.



PREVIOUS YEARS

2011 ranking
2010 ranking
2009 ranking
2008 ranking
2007 ranking
2006 ranking
2005 ranking
2004 ranking
2003 ranking
2002 ranking
2001 ranking

BGB BADGE

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2010 RANKING OF THE TOP 100 BRANDS

Print

Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value ($m)	Change in Brand Value
1	1	Coca-Cola	United States	Beverages	70,452	2%
2	2	IBM	United States	Business Services	64,727	7%
3	3	Microsoft	United States	Computer Software	60,895	7%
4	7	Google	United States	Internet Services	43,557	36%
5	4	GE	United States	Diversified	42,808	-10%
6	6	McDonald's	United States	Restaurants	33,578	4%
7	9	intel	United States	Electronics	32,015	4%
8	5	NOKIA	Finland	Electronics	29,495	-15%
9	10	Disney	United States	Media	28,731	1%
10	11	hp	United States	Electronics	26,867	12%
11	8	Toyota	Japan	Automotive	26,192	-16%
12	12	Mercedes-Benz	Germany	Automotive	25,179	6%
13	13	Gillette	United States	FMCG	23,298	2%
14	14	CISCO	United States	Business Services	23,219	5%
15	15	BMW	Germany	Automotive	22,322	3%
16	16	LV	France	Luxury	21,860	4%
17	20	Apple	United States	Electronics	21,143	37%
18	17	Marlboro	United States	Tobacco	19,961	5%
19	19	SAMSUNG	South Korea	Electronics	19,491	11%
20	18	HONDA	Japan	Automotive	18,506	4%
21	21	H&M	Sweden	Apparel	16,136	5%
22	24	ORACLE	United States	Business Services	14,881	9%
23	23	PEPSICO	United States	Beverages	14,061	3%
24	22	American Express	United States	Financial Services	13,944	-7%
25	26	Nike	United States	Sporting Goods	13,706	4%
26	27		Germany	Business Services	12,756	5%

Beltzer for the BGB badge and guidelines for usage.

TOP 100 BEST GLOBAL BRAND 2010

Interbrand

PRESS & MEDIA

Lindsay Beltzer
Senior Associate,
Global Marketing &
Communications
+1 212 798-7786

	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value ($m)	Change in Brand Value
			SAP				
	27	25	NESCAFÉ	Switzerland	Beverages	12,753	-4%
	28	28	IKEA	Sweden	Home Furnishings	12,487	4%
	29	37	J.P.Morgan	United States	Financial Services	12,314	29%
	30	30	Budweiser	United States	Alcohol	12,252	4%
	31	31	ups	United States	Transportation	11,826	2%
	32	32	HSBC	United Kingdom	Financial Services	11,561	10%
	33	33	Canon	Japan	Electronics	11,485	10%
	34	29	SONY	Japan	Electronics	11,356	-5%
	35	34	Kellogg's	United States	FMCG	11,041	6%
	36	43	amazon.com	United States	Internet Services	9,665	23%
	37	38		United States	Financial Services	9,372	1%
	38	39	Nintendo	Japan	Electronics	8,990	-2%
	39	40	THOMSON REUTERS	Canada	Media	8,976	6%
	40	36	citi	United States	Financial Services	8,887	-13%
	41	35	DELL	United States	Electronics	8,880	-14%
	42	42	PHILIPS	Netherlands	Electronics	8,696	7%
	43	46	eBay	United States	Internet Services	8,453	15%
	44	41	GUCCI	Italy	Luxury	8,346	2%
	45	44	L'ORÉAL	France	FMCG	7,981	3%
	46	48	Heinz	United States	FMCG	7,534	4%
	47	45	accenture	United States	Business Services	7,481	-3%
	48	50	ZARA	Spain	Apparel	7,468	10%
	49	47	SIEMENS	Germany	Diversified	7,315	0%
	50	49	Ford	United States	Automotive	7,195	3%
	51	52	Colgate	United States	FMCG	6,919	6%
	52	57	Morgan Stanley	United States	Financial Services	6,911	8%
	53	55		Germany	Automotive	6,892	6%
	54	63	BlackBerry	Canada	Electronics	6,762	32%
	55	54	MTV	United States	Media	6,719	3%
	56	53	AXA	France	Financial Services	6,694	3%

	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value ($m)	Change in Brand Value
	57	58	Nestlé	Switzerland	FMCG	6,548	4%
	58	60	DANONE	France	FMCG	6,363	7%
	59	56	xerox	United States	Electronics	6,109	-5%
	60	61	KFC	United States	Restaurants	5,844	2%
	61	NEW	Sprite	United States	Beverages	5,777	N/A
	62	62	adidas	Germany	Sporting Goods	5,495	2%
	63	65	Audi	Germany	Automotive	5,461	9%
	64	67	AVON	United States	FMCG	5,072	3%
	65	69	HYUNDAI	South Korea	Automotive	5,033	9%
	66	64	YAHOO!	United States	Internet Services	4,958	-3%
	67	81	Allianz	Germany	Financial Services	4,904	28%
	68	NEW	Santander	Spain	Financial Services	4,846	N/A
	69	70	HERMES PARIS	France	Luxury	4,782	4%
	70	66	CATERPILLAR	United States	Diversified	4,704	-6%
	71	71	Kleenex	United States	FMCG	4,536	3%
	72	74		Germany	Automotive	4,404	4%
	73	75	Panasonic	Japan	Electronics	4,351	3%
	74	NEW	BARCLAYS	United Kingdom	Financial Services	4,218	N/A
	75	80	Johnson & Johnson	United States	FMCG	4,155	8%
	76	76	TIFFANY & CO.	United States	Luxury	4,127	3%
	77	77	Cartier	France	Luxury	4,052	2%
	78	NEW	JACK DANIEL'S	United States	Alcohol	4,036	N/A
	79	82	MOËT & CHANDON	France	Alcohol	4,021	7%
	80	NEW	CREDIT SUISSE	Switzerland	Financial Services	4,010	N/A
	81	92		Netherlands	Energy	4,003	24%
	82	94	VISA	United States	Financial Services	3,998	26%
	83	79	Pizza Hut	United States	Restaurants	3,973	2%
	84	78	GAP	United States	Apparel	3,961	1%
	85	NEW	Corona Extra	Mexico	Alcohol	3,847	N/A
	86	72	UBS	Switzerland	Financial Services	3,812	-13%
	87	86		Germany	FMCG	3,734	5%

⊞	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value ($m)	Change in Brand Value
			NIVEA				
⊞	88	95	Adobe	United States	Computer Software	3,626	15%
⊞	89	84		United Kingdom	Alcohol	3,624	-2%
⊞	90	NEW	3M	United States	Diversified	3,586	N/A
⊞	91	88	Ferrari	Italy	Automotive	3,562	1%
⊞	92	NEW		United Kingdom	Alcohol	3,557	N/A
⊞	93	NEW	Heineken	Netherlands	Alcohol	3,516	N/A
⊞	94	NEW	ZURICH	Switzerland	Financial Services	3,496	N/A
⊞	95	89	ARMANI	Italy	Luxury	3,443	4%
⊞	96	91	LANCÔME	France	FMCG	3,403	5%
⊞	97	90		United States	Restaurants	3,339	2%
⊞	98	73		United States	Automotive	3,281	-24%
⊞	99	100	Campbell's	United States	FMCG	3,241	5%
⊞	100	98	BURBERRY	United Kingdom	Luxury	3,110	0%

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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

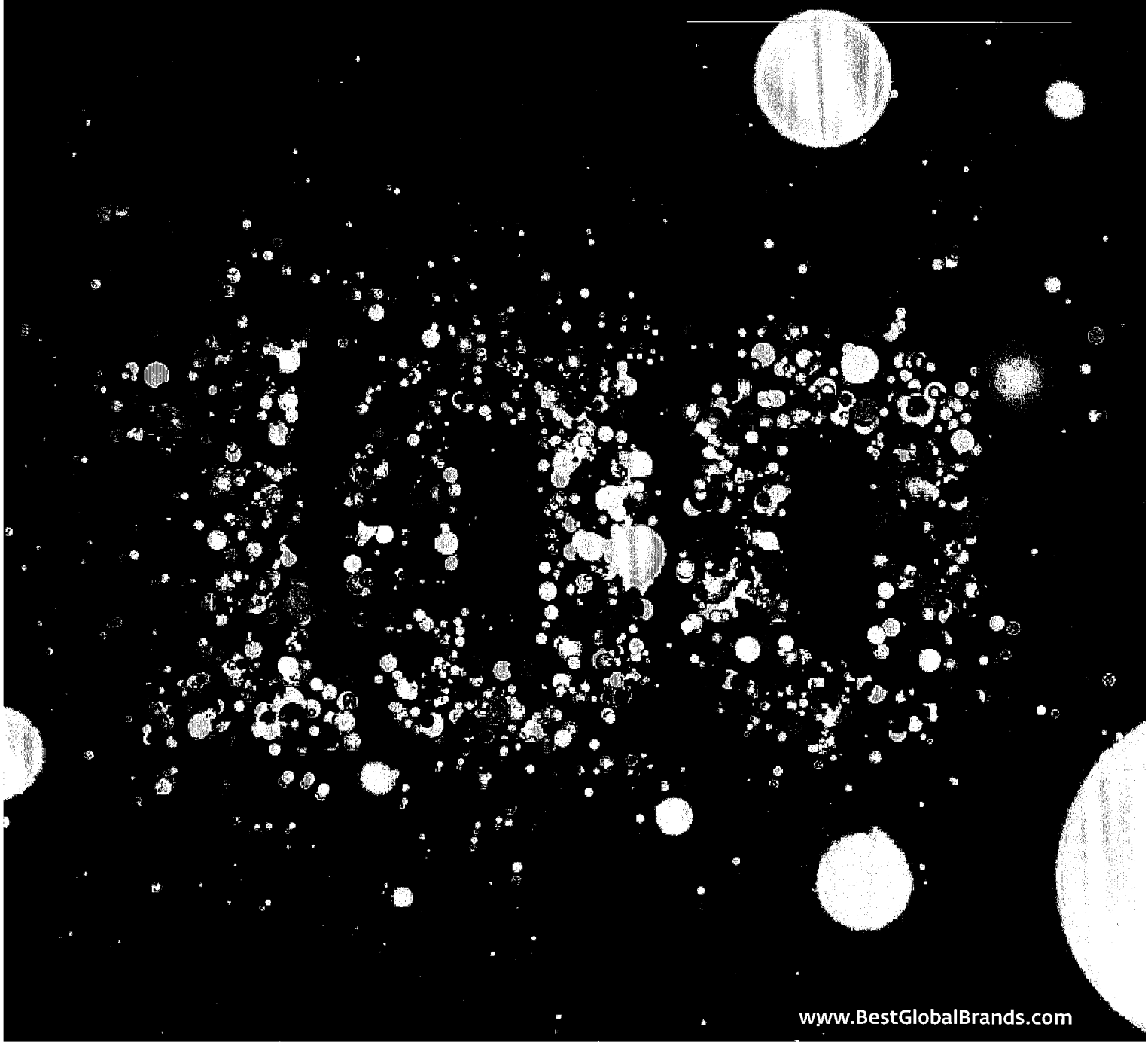
L'ORÉAL S.A. and L'ORÉAL USA, INC., Opposer, v. MIKHAIL LEVITIN T/A MIKHAIL LEVITIN INSTITUTE, Applicant.	Opposition No. 91202898 **ORAL ARGUMENT REQUESTED**

EXHIBIT C-10 TO OPPOSER'S NOTICE OF RELIANCE

BEST GLOBAL BRANDS 2011

Interbrand Creating and managing brand value™

Defining "Brand"
–
World Changing Brands
–
Top Trends
–
The 100 Most Valuable Brands
–
Brand Sector Overviews
–
Brand Strength



www.BestGlobalBrands.com

THE 100 MOST VALUABLE GLOBAL BRANDS 2011

In 2011, technology brands continued their trend toward growth. Nissan, John Deere, and HTC joined the list and top riser Apple joined the Top 10. Coca-Cola continues to lead the pack with IBM coming in second.

39

GUCCI

+5%

8,763$m

GUCCI

This year Gucci celebrates its 90th anniversary, highlighting its authenticity and longevity with its "1921" collection. And the brand is also celebrating a revenue increase of almost 18 percent in 2010. The Gucci brand remains highly relevant and strong through different initiatives, including the very successful Gucci Kids line, popular timepiece and ready-to-wear collections, as well as high-visibility partnerships, such as the AquaRiva by Gucci yacht. The brand sought to re-establish clarity around its Italian craftsmanship positioning through heritage products and initiatives such as the Artisan Corner, which brought some of the company's craftsmen to stores around the world. As of mid-2011, Gucci reports having 327 stores globally, 40 of which are in Mainland China. Even after 90 years, Gucci continues to innovate, boasting an array of active social media sites and the launch of highly successful new apps for the iPad and iPhone. The upcoming opening of the Gucci Museum in Florence will further affirm the iconic status of this brand, giving substance to the "Forever Now" positioning and corporate campaign. Additionally, Gucci is engaged in several corporate citizenship initiatives, including collaboration with UNICEF's Schools for Africa program.

40

L'ORÉAL

+9%

8,699$m

L'ORÉAL

As a mass premium brand, L'Oréal believes that beauty is attainable for everyone—men and women alike—and effective, high-quality cosmetics should be available around the world. In fact, its dedication is so strong that its goal is to attain another billion customers over the next 10 years by offering culturally appropriate products wherever it operates. L'Oréal is a major innovator in the beauty category, as evidenced in the 612 patents the company filed last year. Consistency, quality, and a refined but approachable brand image has built trust and considerable consumer loyalty over its history. In an industry that isn't typically known for its sustainability, L'Oréal stands out among its peers as a socially responsible company. Most recently, the brand received praise for a plant it opened in Europe that supplies power to 4,000 households in the neighboring community.

41

PHILIPS

0%

8,658$m

PHILIPS

The Philips consumer electronics division continues to experience pressure, but by licensing its challenged television business to a Chinese partner, Philips can refocus on shaping up the lighting and healthcare categories where it holds top-tier positions. Philips continues to see good results from strong customer franchises, helped in part by the arrival of new CEO, Frans Van Houten. Philips' well regarded "Sense and Simplicity" positioning is leveraged internally. Externally, Philips' is engaging with consumers through assertive social media activity. Philips boasts a number of green initiatives and prides itself on its ethics. Most notably, it is committed to generating 30 percent of its total revenue from the sale of green products by 2012.

42

CITI

-3%

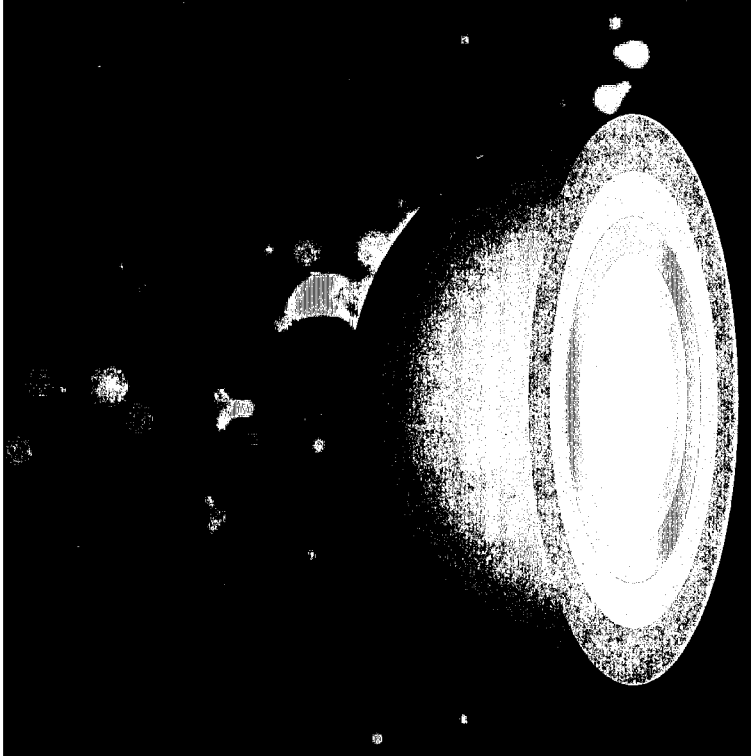
8,620$m

citi®

Citi regained profitability and successfully invested in its digital presence to repair its damaged customer relationships through social media, digital banking, and apps. However, it is still struggling to regain trust since the financial crisis. The government bailout it received set back its reputation, and it is still uncertain how a complete restructuring and shrinking of the bank will ultimately shake out. Despite a strong new management team, the company still remains a work in progress. Although Citi has been more transparent about its exposure to financial crises in Greece, Italy, Portugal, Spain, and Ireland, investors are calling for more clarity. Citi continues to grow its client base in fast-developing markets and now has 40 consumer outlets in China.

CRITERIA FOR INCLUSION

There are several criteria considered when valuing the brands for the Best Global Brand Rankings.



The brand is truly global and has successfully transcended geographic and cultural differences. It has expanded across the established economic centers of the world and is entering the major markets of the future. In measurable terms, this requires that:

At least 30 percent of revenues must come from outside the home country, and no more than 50 percent of revenues should come from any one continent.

It must have a presence on at least three major continents, and must have broad geographic coverage in growing and emerging markets.

There must be substantial, publicly available data on the brand's financial performance.

Economic profit must be positive showing a return above the operating and financing costs.

The brand must have a public profile and awareness above and beyond its own marketplace.

These requirements that a brand be global, visible, and relatively transparent in financial results lead to the exclusion of some well-known brands that might otherwise be expected to appear in the rankings. The Mars and BBC brands, for example, are privately held and do not have financial data publicly available. Wal-Mart, although it does business in international markets, often does so under a variety of brands, and therefore does not meet our global requirements. Likewise, several industries have been excluded for similar reasons, such as telecommunications, which tend to be strongly oriented to national markets and face awareness challenges outside of home markets. Major pharmaceutical companies, while very valuable businesses, are also omitted. This is because consumers tend to build a relationship with the product brands rather than the corporate brand and there is not enough publicly disclosed financial data on pharmaceutical product brands to meet our criteria.

To find out more about Interbrand's methodology, look online at: **BestGlobalBrands.com**

Interbrand's method looks at the ongoing investment and management of the brand as a business asset.

This means that our method takes into account all of the many ways in which a brand touches and benefits its organization—from attracting and retaining talent to delivering on customer expectations. The final value can then be used to guide brand management, so businesses can make better, more informed decisions. There are three key aspects that contribute to the assessment: the financial performance of the branded products or services, the role of brand in the purchase decision process, and the strength of the brand.

FINANCIAL PERFORMANCE

Financial performance measures an organization's raw financial return to its investors. For this reason, it is analyzed as economic profit, a concept akin to Economic Value Added (EVA). To determine economic profit, we remove taxes from net operating profit to get to net operating profit after tax (NOPAT). From NOPAT, a capital charge is subtracted to account for the capital used to generate the brand's revenues; this provides the economic profit for each analyzed year. For the purposes of the rankings, the capital charge rate is set by the industry weighted average cost of capital (WACC). The financial performance is analyzed for a five-year forecast and for a terminal value. The terminal value represents the brand's expected performance beyond the forecast period. The economic profit that is calculated is then multiplied against the role of brand to determine the branded earnings that contribute to the valuation total as noted earlier.

ROLE OF BRAND

Role of brand measures the portion of the decision to purchase that is attributable to brand—this is exclusive of other aspects of the offer like price or feature. Conceptually, role of brand reflects the portion of demand for a branded product or service that exceeds what the demand would be for the same product or service if it were unbranded. Role of brand determinations for this study derive, depending on the brand, from one of three methods: primary research, a review of historical roles of brand for companies in that industry, or expert-panel assessment. The percentage for the role of brand is multiplied by the economic profit of the branded products or services to determine the amount of branded earnings that contribute to the valuation total.

BRAND STRENGTH

Brand strength measures the ability of the brand to secure the delivery of expected future earnings. Brand strength is reported on a 0 to 100 scale, where 100 is perfect, based on an evaluation across 10 dimensions of brand activation. Performance in these dimensions is judged relative to other brands in the industry, and in the case of exceptional brands, relative to other world-class brands. The brand strength inversely determines, through a proprietary algorithm, a discount rate. That rate is used to discount branded earnings back to a present value based on the likelihood that the brand will be able to withstand challenges and deliver the expected earnings. (Read more about brand strength and Interbrand's 10 brand strength factors on pages 68-69.)

Operating Profits – Taxes =

NOPAT - WACC =

Economic Profit x Role of Brand =

Branded Earnings x Brand Strength Discount Rate = $

BRAND VALUE RESULTS:
The parts come together so that forecast financial performance projects economic profits that are multiplied by the role of brand to reveal branded earnings. These branded earnings, which are based on the brand strength, are discounted back to a present value and totaled to arrive at a brand value.

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PRESS & MEDIA
Lindsay Beltzer

2011 Ranking of the Top 100 Brands

Print

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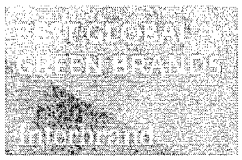
BEST GLOBAL GREEN BRANDS

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.

+	22	23	PEPSICO	United States	Beverages	14,590	4%
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70	77	Cartier	France	Luxury	4,781	18%
71	71	Kleenex	United States	FMCG	4,672	3%
72	72		Germany	Automotive	4,580	4%
73	76	TIFFANY & CO.	United States	Luxury	4,498	9%

⊞	74	81		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	MOET & CHANDON	France	Alcohol	4,383	9%
⊞	78	78	JACK DANIEL'S	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	Pizza Hut	United States	Restaurants	4,092	3%
⊞	82	80	CREDIT SUISSE	Switzerland	Financial Services	4,090	2%
⊞	83	75	johnson&johnson	United States	FMCG	4,072	-2%
⊞	84	84	GAP	United States	Apparel	4,040	2%
⊞	85	90	3M	United States	Diversified	3,945	10%
⊞	86	85	Corona Extra	Mexico	Alcohol	3,924	2%
⊞	87	87	NIVEA	Germany	FMCG	3,883	4%
⊞	88	92		United Kingdom	Alcohol	3,842	8%
⊞	89	89		United Kingdom	Alcohol	3,841	6%
⊞	90	NEW	NISSAN	Japan	Automotive	3,819	N/A
⊞	91	93	Heineken	Netherlands	Alcohol	3,809	8%
⊞	92	86	UBS	Switzerland	Financial Services	3,799	0%
⊞	93	95	ARMANI	Italy	Luxury	3,794	10%
⊞	94	94	ZURICH	Switzerland	Financial Services	3,769	8%
⊞	95	100	BURBERRY	United Kingdom	Luxury	3,732	20%
⊞	96	97		United States	Restaurants	3,663	10%
⊞	97	NEW	JOHN DEERE	United States	Diversified	3,651	N/A
⊞	98	NEW	htc	Taiwan	Electronics	3,605	N/A
⊞	99	91	Ferrari	Italy	Automotive	3,591	1%

⊞	100	98		United States	Automotive	3,512	7%

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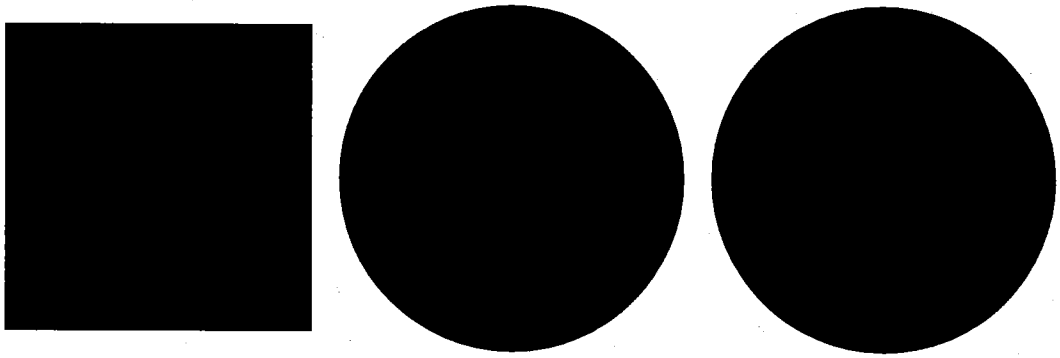
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

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 **ORAL ARGUMENT REQUESTED**

EXHIBIT C-11 TO OPPOSER'S NOTICE OF RELIANCE

Best Global Brands 2012



The definitive guide to
the 100 Best Global Brands

Interbrand Creating and managing brand value™

40
Sony
-8%
9,111 $m

Sony remains a leader when it comes to innovation and creativity, but even with a strong portfolio of sub-brands such as Bravia, Vaio, Cybershot, Playstation, and Xperia, Sony continues to see challenges. The silo structure of the brand inhibits its ability to build brand value across platforms and products. Disruptions following last year's disasters in Japan, financial distress globally, and a loss of leadership in key categories have put pressure on the brand. Determined to revitalize the business, Sony has unveiled an array of new products: three new Xperia smartphones, a new splash-proof Tablet, a hybrid laptop VAIO PC, a new NEX camera with built in Wi-Fi and enhanced NFC enabled headphones and audio devices. Additionally, Sony has unveiled its first 4K TV, an 84" showstopper promising a totally immersive experience. Building on the impact of this "product offensive," Sony's "Make.Believe" message is reigniting the brand and inspiring people to rediscover this once-dominant leader. With a unified brand message, plans to increase its marketing spend by 30%, and a "laser-focused" new CEO, Sony looks like it's serious about a comeback.

41
Philips
+5%
9,066 $m

With the arrival of CEO Frans van Houten in 2011, Philips began to sharpen the focus of its business. After parting ways with its struggling television arm last year, Philips saw a sales boost in healthcare and lighting, especially in emerging markets. Philips plans to fully concentrate its business structure around its core brand idea: improving people's lives through meaningful innovation. Emphasizing its commitment to this notion, Philips launched a successful global brand advocacy campaign in June 2011. It also kicked off a comprehensive performance improvement program internally called "Accelerate!" which aims to create an agile and entrepreneurial Philips—a company which is more customer-centric and focused on local market needs. By continuing to deliver solutions that are technologically advanced and easy to use, and by leveraging its well-established consumer associations, Philips is all but assured to achieve its vision of improving the lives of 3 billion people a year by 2025.

42
L'Oréal
+1%
8,821 $m

L'Oréal continues to lead in the beauty and cosmetics industry through its dedication to research, innovation, and quality and its diverse consumer base. The iconic brand successfully blends scientific research, cultural insight, and beauty ideals to develop inventive and desirable products, no matter the target demographic or geography. In 2011, L'Oréal massively increased its digital marketing budget, but not at the expense of other marketing activities. In the wake of the economic collapse, L'Oréal has worked to offer beauty innovations at affordable prices—and this strategy has helped to attract new customers. L'Oréal continues to take advantage of its increasing growth in developing markets, which gives L'Oréal the chance to increase its consumer base, revenues, and product lines, and to get closer to its mission of universalizing beauty.

43
Accenture
+9%
8,745 $m

Accenture's business has boomed over the past year—with new bookings, increased marketing spend, above-average growth in Asia-Pacific, and a new marketing-services arm. In 2012, Accenture's advertising moved beyond the animal kingdom. In an effort to differentiate itself in the crowded consulting/business services category, Accenture launched a bold new campaign centered on its "High Performance. Delivered." tagline—and so far, it has made this promise a reality. By investing in a Social Media Innovation Center in Silicon Valley, and by continuing to publish large amounts of insights, Accenture has enhanced its position as a thought leader. In doing so, the brand has ensured its relevance for high-performing clients, and for those organizations that long to be high-performing clients. Accenture continues to differentiate itself through strategic acquisitions as well. In April, Accenture completed its acquisition of Neo Metrics Analytics S.L., a Madrid-based consulting firm specializing in optimization and predictive analytics. In August, Accenture agreed to acquire Octagon Research Solutions, Inc., a software company that helps pharmaceutical companies submit clinical data to regulators. Such strategic acquisitions make the promise of high performance all the more real and further differentiate Accenture as the partner prepared to deliver.

44
Thomson Reuters
-11%
8,444 $m

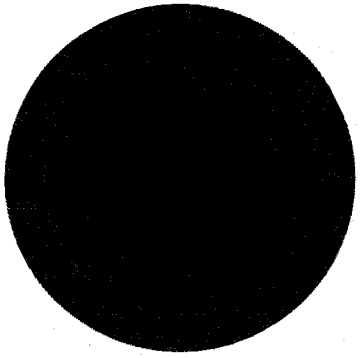
Thomson Reuters continues to successfully align its brand and business strategies, but, the brand has faced significant hurdles over the past year. Under volatile market conditions, rival Bloomberg thrived while Thomson Reuters lost market share. Specifically, Thomson Reuters Eikon, the flagship product of the Financial & Risk business, struggled to gain traction with customers. Its performance contributed to a revamped organizational structure, including the installation of CEO James C. Smith. Although the new management team has already refocused the company on its core competencies, the brand's lack of communication to the market regarding these changes (and in response to negative press) has influenced customer confidence. Thomson Reuters, however, remains invested in building a well-organized and aligned portfolio across diverse business areas. What's more, offerings in some of the brand's key businesses, such as Legal and Tax & Accounting, lead their respective markets. Looking ahead, Thomson Reuters has an opportunity to assert influence and leadership through its ongoing commitment to corporate citizenship and its "customer first" initiative—both within its Financial & Risk business and across the organization.

Criteria for Inclusion

There are several criteria for inclusion in Interbrand's annual Best Global Brands ranking.

The brand must be truly global and needs to have successfully transcended geographic and cultural boundaries. It must have expanded across the established economic centers of the world and be establishing a presence in the major markets of the future. In measurable terms, this requires that:

- **At least 30% of revenues must come from outside the brand's home country**
- **It must have a presence in at least three major continents, as well as broad geographic coverage in emerging markets**
- **There must be sufficient publicly available data on the brand's financial performance**
- **Economic profit must be expected to be positive over the longer term, delivering a return above the brand's operating and financing costs**
- **The brand must have a public profile and awareness above and beyond its own marketplace**



These requirements—that a brand be global, visible, and relatively transparent in financial results—lead to the exclusion of some well-known brands that might otherwise be expected to appear in the ranking. The Mars and BBC brands, for example, are privately held and do not have publicly available financial data. Walmart, although it does business in international markets, often does so under a variety of brands and, therefore, does not meet Interbrand's global requirements. Likewise, several industries have been excluded for similar reasons. Telecommunications, for example, tends to be strongly oriented to national markets and faces awareness challenges outside of home markets. The airline industry is highly capital intensive and, in general, operates on narrow margins. This means that airline brands struggle to achieve positive economic profits over the long term. Major pharmaceutical companies, while valuable businesses, are also omitted. This is because consumers tend to build a relationship with the product brands rather than with the corporate brand, and there is not enough publicly disclosed financial data on pharmaceutical product brands to meet Interbrand's criteria.

Methodology

Interbrand's brand valuation methodology seeks to determine, in both customer and financial terms, the contribution of the brand to business results.

A strategic tool for ongoing brand management, it brings together market, brand, competitor, and financial data into a single framework within which the performance of the brand can be assessed, areas for improvement identified, and the financial impact of investing in the brand quantified. It also provides a common language around which a company can be galvanized and organized.

We believe that a strong brand, regardless of the market in which it operates, drives improved business performance. It does this through its ability to influence customer choice and engender loyalty; to attract, retain, and motivate talent; and to lower the cost of financing. Our approach explicitly takes these factors into consideration.

There are three key components in all of our valuations: analyses of the financial performance of the branded products or services, of the role the brand plays in the purchase decision, and of the competitive strength of the brand.

Financial analysis

This measures the overall financial return to an organization's investors, or its "economic profit." Economic profit is the after-tax operating profit of the brand, minus a charge for the capital used to generate the brand's revenues and margins. A brand can only exist and, therefore, create value, if it has a platform on which to do so. Depending on the brand, this platform may include, for example, manufacturing facilities, distribution channels, and working capital. Interbrand, therefore, allows for a fair return on this capital before determining that the brand itself is creating value for its owner. We build a set of financial forecasts over five years for the business, starting with revenues and ending with economic profit, which then forms the foundation of the brand valuation model. A terminal value is also created, based on the brand's expected financial performance beyond the explicit forecast period. The capital charge rate is determined by reference to the industry weighted average cost of capital.

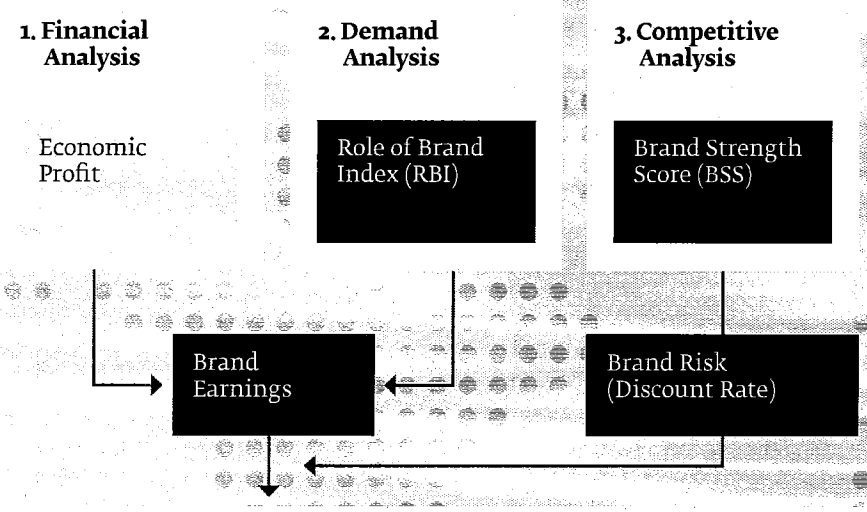
Role of Brand

Role of Brand measures the portion of the decision to purchase that is attributable to the brand, relative to other factors (for example, purchase drivers like price, convenience, or product features). The Role of Brand Index (RBI) quantifies this as a percentage. Customers rely more on brands to guide their choice when competing products or services cannot be easily compared or contrasted, and trust is deferred to the brand (e.g., computer chips), or where their needs are emotional, such as making a statement about their personality (e.g., luxury brands). RBI tends to fall within a category-driven range, but there remain significant opportunities for brands to increase their influence on choice within those boundaries, or even extend the category range where the brand can change consumer behavior. RBI determinations for this study derive, depending on the brand, from one of three methods: primary research, a review of historical roles of brand for companies in that industry, or expert panel assessment. RBI is multiplied by the economic profit of the branded products or services to determine the earnings attributable to the brand (brand earnings) that contribute to the valuation total.

Brand Strength

Brand Strength measures the ability of the brand to create loyalty and, therefore, to keep generating demand and profit into the future. Brand Strength is scored on a 0–100 scale, based on an evaluation across 10 key factors that Interbrand believes make a strong brand. Performance on these factors is judged relative to other brands in the industry and relative to other world-class brands. The strength of the brand is inversely related to the level of risk associated with the brand's financial forecasts. A proprietary formula is used to connect the Brand Strength Score to a brand-specific discount rate. In turn, that rate is used to discount brand earnings back to a present value, reflecting the likelihood that the brand will be able to withstand challenges and generate sustainable returns into the future.

Methodology



4. Brand Value: Net present value of brand earnings

Note: Interbrand was the first company to have its methodology certified as compliant with the requirements of ISO 10668 — requirements for monetary brand valuation, as well as playing a key role in the development of the standard itself.

Brand Strength

Our experience and knowledge show that brands in the ideal position to keep generating demand for the future are those performing strongly (i.e., "showing strength" versus the competition) across a set of 10 factors that are outlined below.

Four of these factors are more internally driven, and reflect the fact that great brands start from within. The remaining six factors are more visible externally, acknowledging the fact that great brands change their world. The higher the Brand Strength Score, the stronger the brand's advantage.

Internal factors

Clarity

Clarity internally about what the brand stands for and its values, positioning, and proposition. Clarity too about target audiences, customer insights, and drivers. Because so much hinges on this, it is vital that these are articulated and shared across the organization.

Commitment

Internal commitment to brand, and a belief internally in the importance of brand. The extent to which the brand receives support in terms of time, influence, and investment.

Protection

How secure the brand is across a number of dimensions: legal protection, proprietary ingredients or design, scale or geographical spread.

Responsiveness

The ability to respond to market changes, challenges, and opportunities. The brand should have a sense of leadership internally, and a desire and ability to constantly evolve and renew itself.

External factors

Authenticity

The brand is soundly based on an internal truth and capability. It has a defined heritage and a well-grounded value set. It can deliver against the (high) expectations that customers have of it.

Relevance

The fit with customer/consumer needs, desires, and decision criteria across all relevant demographics and geographies.

Differentiation

The degree to which customers/consumers perceive the brand to have a differentiated positioning distinctive from the competition.

Consistency

The degree to which a brand is experienced without fail across all touchpoints or formats.

Presence

The degree to which a brand feels omnipresent and is talked about positively by consumers, customers, and opinion formers in both traditional and social media.

Understanding

The brand is not only recognized by customers, but there is also an in-depth knowledge and understanding of its distinctive qualities and characteristics. (Where relevant, this will extend to consumer understanding of the company that owns the brand.)

Best Global Brands 2012

Interbrand Creating and managing brand value

Coca-Cola +8% 77,839 $m 01	Apple +129% 76,568 $m 02	IBM +8% 75,532 $m 03	Google +26% 69,726 $m 04		
Microsoft -2% 57,853 $m 05	GE +2% 43,682 $m 06	McDonald's +13% 40,062 $m 07	Intel +12% 39,385 $m 08		
Samsung +40% 32,893 $m 09	Toyota +9% 30,280 $m 10	Mercedes-Benz +10% 30,097 $m 11	BMW +18% 29,052 $m 12		
Disney -5% 27,438 $m 13	Cisco +7% 27,197 $m 14	HP -8% 26,087 $m 15	Gillette +4% 24,898 $m 16		
Louis Vuitton +2% 23,577 $m 17	Oracle +28% 22,126 $m 18	Nokia -16% 21,009 $m 19	Amazon +46% 18,625 $m 20	Honda -11% 17,280 $m 21	Pepsi +14% 16,594 $m 22
H&M +1% 16,571 $m 23	American Express +8% 15,702 $m 24	SAP +8% 15,641 $m 25	Nike +4% 15,126 $m 26	UPS +4% 13,088 $m 27	IKEA +8% 12,808 $m 28
Kellogg's +6% 12,068 $m 29	Canon +3% 12,029 $m 30	Budweiser -3% 11,872 $m 31	J.P. Morgan -8% 11,471 $m 32	HSBC -4% 11,378 $m 33	Pampers New 11,296 $m 34
Nescafé -8% 11,089 $m 35	ebay +12% 10,947 $m 36	Zara +18% 9,488 $m 37	Gucci +8% 9,446 $m 38	Volkswagen +18% 9,252 $m 39	Sony -8% 9,111 $m 40
Philips +5% 9,066 $m 41	L'Oréal +1% 8,821 $m 42	Accenture +9% 8,745 $m 43	Thomson Reuters -11% 8,444 $m 44	Ford +6% 7,958 $m 45	Heinz +1% 7,722 $m 46
Colgate +7% 7,643 $m 47	Goldman Sachs -16% 7,599 $m 48	Dell -9% 7,591 $m 49	Citi -12% 7,570 $m 50	Siemens -5% 7,534 $m 51	Danone +8% 7,498 $m 52
Hyundai +24% 7,473 $m 53	Morgan Stanley +9% 7,218 $m 54	Audi +17% 7,196 $m 55	Nintendo -8% 7,082 $m 56	Nestlé +5% 6,916 $m 57	AXA +1% 6,748 $m 58
Xerox +5% 6,714 $m 59	adidas +9% 6,699 $m 60	Caterpillar +13% 6,306 $m 61	Allianz +16% 6,184 $m 62	Hermès +15% 6,182 $m 63	KFC +2% 5,994 $m 64
Panasonic +14% 5,765 $m 65	Sprite +2% 5,709 $m 66	MTV -12% 5,648 $m 67	Cartier +15% 5,495 $m 68	Facebook New 5,421 $m 69	Tiffany & Co. +15% 5,159 $m 70
Avon -4% 5,151 $m 71	Porsche +12% 5,149 $m 72	Nissan +30% 4,969 $m 73	Visa +10% 4,944 $m 74	Shell +7% 4,788 $m 75	Santander -6% 4,771 $m 76
3M +18% 4,656 $m 77	Adobe +9% 4,557 $m 78	Johnson & Johnson +8% 4,378 $m 79	Kleenex -7% 4,360 $m 80	Jack Daniel's +1% 4,352 $m 81	Burberry +16% 4,342 $m 82
Johnnie Walker +22% 4,301 $m 83	Prada New 4,271 $m 84	John Deere +16% 4,221 $m 85	Pizza Hut +2% 4,193 $m 86	Kia New 4,089 $m 87	Starbucks +11% 4,062 $m 88
Corona +3% 4,061 $m 89	Smirnoff +5% 4,050 $m 90	Ralph Lauren New 4,038 $m 91	Heineken +3% 3,939 $m 92	BlackBerry -39% 3,922 $m 93	MasterCard New 3,896 $m 94
Credit Suisse -5% 3,866 $m 95	Harley-Davidson +10% 3,857 $m 96	Yahoo! -13% 3,851 $m 97	Moët & Chandon -13% 3,824 $m 98	Ferrari +5% 3,770 $m 99	Gap -8% 3,731 $m 100

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 **ORAL ARGUMENT REQUESTED**

EXHIBIT D-1 TO OPPOSER'S NOTICE OF RELIANCE

Advertising Age's®

100 Leading National Advertisers

2001 edition

Profiles of the nation's top advertisers: Comprehensive listings of ad spending by medium, and key staffers for brands at corporate consumer divisions and their agencies.

THE NATION'S TOP 100 MARKETERS amassed total ad expenditures of $83.39 billion in 2000, up 7.6% from the previous year, as the top three—General Motors Corp., Philip Morris Cos. and Procter & Gamble Co.—claimed 10.7% of the total, according to *Advertising Age's* 46th annual 100 Leading National Advertisers report.

General Motors, the nation's top ad spender since 1997, continued its reign with expenditures of $3.93 billion (down 4.5% from 1999) in U.S. measured media and unmeasured forms of advertising and promotion. PM slipped into second to drop Procter & Gamble Co. to third. P&G, whose U.S. ad spend fell 12.3%, had never finished out of the top two in the history of the report.

The Top 100 accounted for 48.3% or $45.48 billion (up 8.1%) of the nation's total media spending as defined by Taylor Nelson Sofres' CMR, which monitors 11 media. These same marketers spent $37.9 billion (up 7.2%) in unmeasured forms of advertising (sales promotion, direct response etc.). *(See methodology on Page 2 of this PDF file.)*

AD AGE DATACENTER

Year-to-year expenditures in each of the 11 media tracked by CMR plus Internet expenditures can be found under the profile for each marketer in the Top 100, beginning on Page 5. These companies collectively spent at least $10 million in media on 505 brands, and those brands and attendant media spending are presented under each marketer.

Additionally, the 100 profiles show each division advertised in consumer media, noting its address, leading advertising and marketing executives by product, and agencies and agency personnel handling each product.

Collection of these marketing and advertising names began in mid-summer. Most companies had signed off on the names in their profile at the time of the Sept. 11 terrorist attacks on the World Trade Center and the Pentagon. A number of Top 100 companies were headquartered or had offices in and around the WTC, and the U.S. military segment of the U.S. Government was largely stationed in the Pentagon. Where possible, *Ad Age* contacted companies, agencies and government offices involved to verify the lists in this PDF file. ☐

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Domestic advertising spending by medium

	100 Leading National Advertisers					All U.S. ad spending		
	Advertising expenditures*			Medium's % of total ad $		Advertising expenditures*		
Medium	2000	1999	% chg	2000	1999	2000	1999	% chg
Magazine	$7,039	$6,720	4.7	8.4	8.7	$16,697	$14,672	13.8
Sunday magazine	357	323	10.6	0.4	0.4	1,110	1,006	10.3
Newspaper	5,883	5,679	3.6	7.1	7.3	18,817	17,797	5.7
National newspaper	1,093	979	11.6	1.3	1.3	3,785	3,320	14.0
Outdoor	508	481	5.4	0.6	0.6	2,391	1,989	20.2
Network TV	14,407	13,240	8.8	17.3	17.1	18,417	16,354	12.6
Spot TV	6,982	6,255	11.6	8.4	8.1	17,107	15,115	13.2
Syndicated TV	2,247	2,219	1.3	2.7	2.9	2,804	2,650	5.8
Cable TV networks	5,231	4,713	11.0	6.3	6.1	9,506	8,181	16.2
Network radio	343	160	114.3	0.4	0.2	871	417	108.7
National spot radio	942	826	14.0	1.1	1.1	2,672	2,349	13.8
Internet	350	379	-7.7	0.4	0.5	4,333	2,832	53.0
Yellow Pages	101	115	-12.4	0.1	0.1	13,228	12,652	4.6
Measured media	45,481	42,090	8.1	54.5	54.3	111,739	99,335	12.5
Unmeasured spending estimates	37,904	35,374	7.2	45.5	45.7	131,941	122,973	7.3
Total U.S. advertising	83,385	77,464	7.6	100.0	100.0	243,680	222,308	9.6

Notes: Dollars are in millions. *Measured media for 100 Leading National Advertisers and all advertisers from Taylor Nelson Sofres' CMR, except Yellow Pages from Yellow Pages Publishers Association. For definitions and more information, see methodology below.

Methodology for the 46th annual 100 Leaders report

The 100 Leading National Advertisers are selected from the 250 largest national advertisers based on measured U.S. media spending in 2000. That group is pared to 100 after estimated unmeasured expenditures are added. All ad spending figures throughout this report are U.S. only.

Measured media advertising is spending in 13 national consumer media monitored by Taylor Nelson Sofres' CMR, Internet from CMRinteractive, and Yellow Pages from Yellow Pages Publishers Association.

Measured media: CMR measures ads in 400-plus newspapers in 60 of the nation's top markets, and also monitors space in national newspapers, the *Wall Street Journal, USA Today* and the *New York Times.* PIB/CMR Magazines measures ads in 256-plus consumer magazines and Sunday magazines. CMR data include revenue in more than 280 outdoor plant operator markets. CMR monitors network TV ads on ABC, CBS, NBC, Fox, WB, UPN and Pax TV and spot TV on 540-plus stations in the 75 top U.S. markets (100 markets beginning this December). CMR provides spending for more than 200 syndicated TV programs per month through 24-hour monitoring of four satellites and 14 transponders. CMR continuously monitors 37 cable TV networks and five radio networks. CMR gathers spot radio data from 4,000 stations in more than 225 markets. CMRi's AdNetTrackUS tracks ads on 330 Internet Web sites. Yellow Pages come from Yellow Pages Publishers Association.

Unmeasured spending: Unmeasured is an *Ad Age* estimate and includes direct mail, promotion, co-op, couponing, catalogs, business and farm publications and special events, to name a few. Unmeasured is the difference between a company's reported or estimated ad costs and its measured media. A company's reported ad costs, typically worldwide, are found generally in public documents and are weighted to reflect a U.S.-only percentage. Unmeasured for private companies is modeled to that of their publicly held direct competitors.

Brand spending: Media spending by top brands ($10 million or more) presented at the beginning of each Top 100 profile includes only CMR's 11-media totals. In this listing, *Ad Age* combines all brands, products and services marketed under the same name.

Corporate sales and earnings: Corporate financial results of the Top 100 are for the latest available fiscal year. Returns from privately held companies are estimated whenever possible.

Staff for this report: Kevin Brown, R. Craig Endicott, Mike Ryan, Rick Gordon, Julie A. Johnson, Scott MacDonald, Philip Montgomery-Fleming, Mark Schumann, Jennie Sierra and Laura Smith. □

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100 Leaders ranked by U.S. advertising spending

Rank 2000	Rank 1999	Advertiser	Headquarters	Total U.S. advertising spending 2000	1999	% chg	Primary advertised business
1	1	General Motors Corp.	Detroit	$3,935	$4,118	-4.5	Automotive
2	3	Philip Morris Cos.	New York	2,603	2,527	3.0	Food
3	2	Procter & Gamble Co.	Cincinnati	2,364	2,694	-12.3	Personal care
4	5	Ford Motor Co.	Dearborn, Mich.	2,345	2,111	11.1	Automotive
5	4	Pfizer	New York	2,265	2,143	5.7	Drugs
6	6	PepsiCo	Purchase, N.Y.	2,101	2,010	4.5	Soft drinks
7	7	DaimlerChrysler	Auburn Hills, Mich./Stuttgart, Germany	1,984	1,802	10.1	Automotive
8	10	AOL Time Warner	New York	1,770	1,523	16.2	Entertainment & media
9	9	Walt Disney Co.	Burbank, Calif.	1,757	1,545	13.7	Entertainment & media
10	26	Verizon Communications	New York	1,613	977	65.0	Telephone
11	8	Johnson & Johnson	New Brunswick, N.J.	1,601	1,667	-3.9	Drugs
12	11	Sears, Roebuck & Co.	Hoffman Estates, Ill.	1,455	1,460	-0.3	Retail
13	13	Unilever	London/Rotterdam	1,454	1,226	18.6	Personal care
14	12	AT&T Corp.	Basking Ridge, N.J.	1,416	1,431	-1.0	Telephone
15	19	General Electric Co.	Fairfield, Conn.	1,310	1,111	17.9	Entertainment & media
16	18	Toyota Motor Corp.	Toyota City, Japan	1,274	1,124	13.3	Automotive
17	14	McDonald's Corp.	Oak Brook, Ill.	1,274	1,204	5.8	Restaurants
18	24	U.S. Government	Washington	1,246	1,011	23.3	Miscellaneous
19	28	Sprint Corp.	Westwood, Kan.	1,227	933	31.6	Telephone
20	16	Viacom	New York	1,221	1,190	2.6	Entertainment & media
21	25	Bristol-Myers Squibb Co.	New York	1,191	1,010	17.9	Drugs
22	17	IBM Corp.	Armonk, N.Y.	1,189	1,131	5.1	Computers
23	21	Federated Department Stores	Cincinnati	1,128	1,055	6.9	Retail
24	27	GlaxoSmithKline	Greenford, Middlesex, U.K.	1,126	969	16.2	Drugs
25	15	Diageo	London	1,112	1,199	-7.3	Restaurants
26	32	Honda Motor Co.	Tokyo	1,035	877	18.0	Automotive
27	22	Sony Corp.	Tokyo	1,030	1,050	-1.9	Entertainment & media
28	23	J.C. Penney Co.	Plano, Texas	1,011	1,030	-1.8	Retail
29	29	L'Oreal	Paris	987	921	7.2	Personal care
30	58	Merck & Co.	Whitehouse Station, N.J.	984	499	97.3	Drugs
31	30	News Corp.	Sydney	923	885	4.3	Entertainment & media
32	33	Coca-Cola Co.	Atlanta	895	867	3.2	Soft drinks
33	34	Tricon Global Restaurants	Louisville, Ky.	865	859	0.7	Restaurants
34	47	Microsoft Corp.	Redmond, Wash.	855	588	45.3	Computers
35	37	Target Corp.	Minneapolis	827	791	4.5	Retail
36	31	Nissan Motor Co.	Tokyo	814	878	-7.3	Automotive
37	20	WorldCom	Clinton, Miss.	805	1,109	-27.4	Telephone
38	36	Hewlett-Packard Co.	Palo Alto, Calif.	791	818	-3.2	Computers
39	35	SBC Communications	San Antonio, Texas	786	821	-4.3	Telephone
40	45	Intel Corp.	Santa Clara, Calif.	773	617	25.3	Computers
41	56	Pharmacia Corp.	Peapack, N.J.	726	516	40.8	Drugs
42	43	Estee Lauder Cos.	New York	717	659	8.9	Personal care
43	39	Anheuser-Busch Cos.	St. Louis	708	704	0.6	Beer, wine & liquor
44	48	Vivendi Universal	Paris	700	588	19.0	Entertainment & media
45	49	American Home Products Corp.	Madison, N.J.	671	581	15.5	Drugs
46	40	Mars Inc.	McLean, Va.	671	687	-2.4	Candy
47	51	Home Depot	Atlanta	652	543	19.9	Retail
48	42	Bayer	Leverkusen, Germany	649	659	-1.6	Drugs
49	41	General Mills	Minneapolis	639	669	-4.4	Food
50	44	Nestle	Vevey, Switzerland	$638	$643	-0.8	Food

Notes: Dollars are in millions. Ad spending totals are AA estimates. 1999 rankings are based on data collected in 2001. See Page 1 for sources and methodology. Table continues on next page.

100 Leaders ranked by U.S. advertising spending

Rank 2000	Rank 1999	Advertiser	Headquarters	Total U.S. advertising spending 2000	1999	% chg	Primary advertised business
51	38	Sara Lee Corp.	Chicago	$617	$778	-20.7	Food
52	74	AT&T Wireless	Redmond, Wash.	616	385	60.0	Telephone
53	46	Nike	Beaverton, Ore.	613	591	3.7	Apparel
54	71	ConAgra	Omaha, Neb.	578	418	38.4	Food
55	50	Novartis	Basel, Switzerland	574	546	5.2	Drugs
56	53	May Department Stores Co.	St. Louis	570	542	5.2	Retail
57	60	Volkswagen	Wolfsburg, Germany	551	485	13.8	Automotive
58	54	Kroger Co.	Cincinnati	551	520	6.0	Retail
59	61	Kmart Corp.	Troy, Mich.	542	477	13.5	Retail
60	57	Morgan Stanley	New York	540	499	8.1	Financial
61	55	American Express Co.	New York	538	516	4.3	Financial
62	52	Schering-Plough Corp.	Madison, N.J.	511	542	-5.8	Drugs
63	65	Wal-Mart Stores	Bentonville, Ark.	498	457	8.9	Retail
64	59	Circuit City Stores	Richmond, Va.	479	497	-3.6	Retail
65	66	Ralston Purina Co.	St. Louis	468	448	4.5	Food
66	70	Gillette Co.	Boston	466	424	9.8	Personal care
67	69	S.C. Johnson & Son	Racine, Wis.	465	425	9.4	Cleaners
68	82	Berkshire Hathaway	Omaha, Neb.	456	331	37.8	Financial
69	63	Kellogg Co.	Battle Creek, Mich.	455	473	-3.7	Food
70	67	Mattel	El Segundo, Calif.	451	445	1.4	Toys
71	92	DreamWorks SKG	Glendale, Calif.	450	292	54.3	Entertainment & media
72	64	Gap Inc.	San Francisco	450	465	-3.3	Retail
73	78	Best Buy Co.	Eden Prairie, Minn.	447	362	23.5	Retail
74	68	Adolph Coors Co.	Golden, Colo.	444	430	3.3	Beer, wine & liquor
75	89	Dell Computer Corp.	Austin, Texas	430	306	40.6	Computers
76	77	Visa International	San Francisco	427	369	15.8	Financial
77	91	Cendant Corp.	Parsippany, N.J.	410	297	37.8	Hotels
78	62	BellSouth Corp.	Atlanta	399	477	-16.4	Telephone
79	87	Gateway	San Diego	398	308	29.3	Computers
80	76	Safeway	Pleasanton, Calif.	398	373	6.5	Retail
81	72	Clorox Co.	Oakland, Calif.	397	404	-1.6	Cleaners
82	90	Charles Schwab & Co.	San Francisco	379	304	24.7	Financial
83	83	Limited	Columbus, Ohio	350	318	9.9	Retail
84	75	U.S. dairy producers, processors	Rosemont, Ill./Washington	349	374	-6.7	Food
85	79	Eastman Kodak Co.	Rochester, N.Y.	343	361	-5.0	Electronics & imaging
86	73	Hershey Foods Corp.	Hershey, Pa.	338	390	-13.3	Candy
87	96	Qwest Communications International	Denver	336	280	20.0	Telephone
88	88	Hilton Hotels Corp.	Beverly Hills, Calif.	336	306	9.5	Travel
89	86	Office Depot	Delray Beach, Fla.	334	309	8.2	Retail
90	80	Colgate-Palmolive Co.	New York	332	354	-6.3	Personal care
91	95	Campbell Soup Co.	Camden, N.J.	331	281	17.8	Food
92	115	Mitsubishi Motors Corp.	Tokyo	317	237	33.7	Automotive
93	105	MasterCard International	New York	311	256	21.5	Financial
94	93	Kimberly-Clark Corp.	Irving, Texas	297	289	3.0	Personal care
95	94	Wendy's International	Dublin, Ohio	296	282	5.0	Restaurants
96	84	Reckitt Benckiser	Windsor, Berkshire, U.K.	289	315	-8.2	Cleaners
97	102	Dillard's	Little Rock, Ark.	289	263	9.7	Retail
98	140	Ameritrade Holding Corp.	Omaha, Neb.	287	158	82.4	Financial
99	120	Apple Computer	Cupertino, Calif.	285	214	33.4	Computers
100	104	Mazda Motor Corp.	Hiroshima, Japan	283	260	8.9	Automotive

Note: Dollars are in millions. Ad spending totals are AA estimates. 1999 rankings are based on data collected in 2001. See Page 1 for sources and methodology.

By media	2000	1999	% chg
Network radio	0	0	NA
National spot radio	192	256	-25.2
Internet	NA	797	NA
Measured media	143,467	125,154	14.6
Unmeasured media	573,867	533,553	7.6
Total	717,334	658,708	8.9
By brand	**2000**	**1999**	**% chg**
Estee Lauder cosmetics	41,051	35,032	17.2
Clinique cosmetics & skincare	27,056	24,496	10.5
Lauder Pleasures fragrance	13,436	16,000	-16.0
Tommy Hilfiger fragrances	11,022	11,656	-5.4

Sales & earnings ($ in millions)

Worldwide	2000	1999	% chg
Sales	$4,367	$3,962	10.2
Earnings	314	273	15.0
U.S.	**2000**	**1999**	**% chg**
Sales	2,659	2,398	10.9
Operating income	288	265	8.7
Division sales	**2000**	**1999**	**% chg**
Makeup	1,552	1,413	9.8
Skincare	1,552	1,399	10.9
Fragrance	1,092	1,049	4.1
Haircare	114	82	39.0

Headquarters
Estee Lauder Cos./767 Fifth Ave., New York, N.Y. 10153/Phone: (212) 572-4200.

Notes
Fiscal year ends June 30. Results are for year ended June 30, 2000.

Personnel, brands, agencies
Corporate: Leonard A. Lauder, chmn; Fred Langhammer, pres & CEO.

Aramis: 767 Fifth Ave., New York, N.Y. 10153/Phone: (212) 572-3700. John Karp, global pres; Chuck Irvine, USA VP-sls; Diane Elliott, global VP-mktg; Robin Mason, global dir-mktg, Tommy Hilfiger toiletries; Lisa Hawkins, global exec dir-mktg, Aramis brands; Diane Kim, global exec dir-mktg, Donna Karan.
Bates USA, New York. Elizabeth Rubin, VP & acct super.

Aveda Corp.: 4000 Pheasant Ridge Dr. NE, Blaine, Minn. 55449/Phone: (763) 783-4000. Kerri Boersma, dir-adv & media; Chris Hacker, VP-mktg & design; Mark O'Berski, VP-cons mktg.
In-house.

Bobbi Brown Professional Cosmetics: 767 Fifth Ave., 43rd Floor, New York, NY 10153/Phone: (212) 284-2600. Lynda Berkowitz, VP-sales admin & promo; Mimi Field, VP-global comms; Bob Hayes, sr VP & gm-intl; Joanna Gaffney, sr art dir-creative.
In-house.

Clinique Laboratories: 767 Fifth Ave., New York, N.Y. 10153/Phone: (212) 572-3800. Eunice Valdivia, exec VP-mktg & finance; Jane Mauksch, sr VP & creative dir ww; Celeste Lalicata, adv dir.
In-house.
Media buying: Bates USA, New York. Angie Recitas, acct super.

Donna Karan Cosmetics: 767 Fifth Ave., New York, N.Y. 10153/Phone: (212) 572-4200. Catherine Walsh, VP-mktg & prod devel.
In-house.
Media buying: Bates USA, New York. Lida Burpee, exec VP-mg dir.

Estee Lauder: 767 Fifth Ave., New York, N.Y. 10153/Phone: (212) 572-4200. Peter Lichtenthal, sr VP-global mktg; John Fling, VP-design.
In-house.
Creative: A&R Media, New York. Raul Martinez, creative dir.
Media buying: Bates USA, New York. Lida Burpee, exec VP-mg dir; Linda Melman, VP & media dir.

Jane Cosmetics Worldwide: 767 5th Ave., 45th Floor, New York, 10153/Phone: (212) 572-6723. Sandy Cataldo, pres; John Shammas, creative dir; Lucia Perdomo, VP-mktg; Brenda Lilly, dir-mktg; Katherine DiFrisco, mktg retail programs.
Brash Advertising, North Salem, N.Y. Robin Albin, acct dir; Susan Hunter, acct dir.
Media buying: Bates USA, New York. Lida Burpee, exec VP & mg dir; Michelle Castaldi, acct exec.

Origins Natural Resources: 767 Fifth Ave., New York, N.Y. 10153/Phone: (212) 572-4100. Roberta Weiss, VP-global mktg; Anelle Miller, sr VP-art & design.
In-house.
Media buying & plng: Bates USA, New York. Elizabeth Rubin, VP & acct super; Lynda O'Gara, acct exec.

Prescriptives: 767 Fifth Ave., 39th Floor, New York, 10153/Phone: (212) 572-4200. Elizabeth Park, sr VP-global mktg; Terry Darland, VP-sales & education.
In-house.
Media buying: Bates USA, New York. Lida Burpee, exec VP & mg dir.

Specialty Group: 767 5th Ave., New York, 10153/Phone: (212) 572-4200. Debra Clark, sr VP mktg ww-La Mer, Jo Malone, Kate Spade Beauty; Cathy O'Brien, VP global mktg & global comms-Jo Malone; Jeanne Chinard, sr VP & creative dir ww-Prescriptives, Jo Malone, Kate Spade Beauty, La Mer; Tyler Jones, exec dir-global mktg La Mer.
In-house.

83 The Limited

U.S. ad spending ($ in thousands)

By media	2000	1999	% chg
Magazine	$19,926	$10,936	82.2
Sunday magazine	0	0	NA
Newspaper	4,449	4,611	-3.5
National newspaper	773	1,024	-24.5
Outdoor	202	166	22.1
Network TV	50,480	34,932	44.5
Spot TV	7,611	14,316	-46.8
Syndicated TV	1,423	3,742	-62.0
Cable TV networks	6,119	3,044	101.0
Network radio	0	0	NA
National spot radio	0	21	NA
Internet	NA	409	NA
Measured media	90,982	73,202	24.3
Unmeasured media	258,949	245,067	5.7
Total	349,932	318,269	9.9
By brand	**2000**	**1999**	**% chg**
Victoria's Secret apparel	76,688	61,094	25.5

Sales & earnings ($ in millions)

U.S. (worldwide)	2000	1999	% chg
Sales	$10,105	$9,766	3.5
Earnings	428	461	-7.2
Division sales	**2000**	**1999**	**% chg**
Express	1,594	1,367	16.6
Lerner NY	1,025	1,001	2.4
Lane Bryant	930	922	0.9
Limited Stores	673	704	-4.4
Structure	569	607	-6.3
Victoria's Secret	2,339	2,112	10.7
Bath & Body Works	1,785	1,530	16.7
Henri Bendel	39	38	2.6

Headquarters
The Limited Inc./3 Limited Pkwy., Columbus, Ohio 43230/Phone: (614) 415-7000.

Notes
Limited includes The Limited, Lerner New York, Express and Henri Bendel, all women's apparel retailers, and Structure, a men's retail operation changing its name to Express Men's. The company also owns 84% of Intimate Brands, operator of Victoria's Secret, Bath & Body Works and White Barn Candle Co. Fiscal year ended February 3, 2001.

Personnel, brands, agencies
Corporate: Leslie H. Wexner, CEO & chmn; Len Schlesinger, exec VP & chief operating officer; V. Ann Hailey, exec VP & chief financial officer; Edward G. Razek, pres-brand & creative svcs and chief mktg officer.
In-house.

Bath & Body Works: 7 Limited Pkwy., Reynoldsburg, Ohio 43068/Phone: (614) 856-6000. Ethan Revsin, exec VP-mktg.
In-house.

Express-Express Men's: 1 Limited Pkwy., Columbus, Ohio 43230/Phone: (614) 415-4000. Joan Overlock, exec VP-mktg.
In-house.

Henri Bendel Inc.: 712 5th Ave., New York, N.Y. 10019/Phone: (212) 247-1100. Teril Turner, dir-mktg svcs.
In-house.

New York & Co.: 450 W. 33rd St., New York, N.Y. 10001/Phone: (212) 736-1222. Randy Krevat, VP-brand plng & mktg.
In-house.

The Limited Stores: 3 Limited Pkwy, Columbus, Ohio 43230/Phone: (614) 415-2000. Wanda Gierhart, VP-mktg.
In-house.

Victoria's Secret Beauty: 888 7th Ave., New York, N.Y. 10106/Phone: (212) 904-7200. Sherry Baker, sr VP & chief mktg officer; Marcia Mossack, sr VP & chief creative officer.
In-house.

Victoria's Secret Direct: 1114 Ave. of the Americas, New York, N.Y. 10036/Phone: (212) 704-0187. Georgia Christensen, VP-creative & brand svcs; Sue Horn, VP-mktg.
In-house.

Victoria's Secret Stores: 4 Limited Pkwy, Reynoldsburg, Ohio 43068/Phone: (614) 577-7000. Jill Beraud, VP-mktg.
In-house.

29 L'Oreal

U.S. ad spending ($ in thousands)

By media	2000	1999	% chg
Magazine	$188,752	$136,891	37.9
Sunday magazine	1,243	1,066	16.6
Newspaper	582	28	NA
National newspaper	692	594	16.5
Outdoor	435	1,062	-59.1
Network TV	196,350	219,956	-10.7
Spot TV	25,903	20,168	28.4
Syndicated TV	38,213	47,574	-19.7
Cable TV networks	40,469	29,834	35.6
Network radio	45	0	NA
National spot radio	844	2,923	-71.1
Internet	NA	403	NA
Measured media	493,528	460,500	7.2
Unmeasured media	493,528	460,500	7.2
Total	987,056	921,000	7.2
By brand	**2000**	**1999**	**% chg**
L'Oreal cosmetics	233,792	250,764	-6.8
Maybelline cosmetics	104,202	101,279	2.9
Nutrisse Nutricolor hair color	40,958	17,135	139.0
Lancome cosmetics	36,112	28,782	25.5
Romance fragrance	26,433	23,915	10.5

Sales & earnings ($ in millions)

Worldwide	2000	1999	% chg
Sales	$11,789	$11,753	0.3
Earnings	956	905	5.6
U.S.	**2000**	**1999**	**% chg**
Sales	3,473	3,233	7.4
Division sales	**2000**	**1999**	**% chg**
Cosmetics	11,460	11,458	0.0
Dermatology	245	217	12.9

Headquarters
L'Oreal/41 Rue Martre, Clichy, France 92117/Phone: 33-1-47-56-70-00.

L'Oreal/575 5th Ave, New York, N.Y. 10017/Phone: (212) 818-1500.

Notes
L'Oreal bought three U.S. companies in 2000: Carson, an ethnic cosmetics company; Kiehl's, a luxury skincare and haircare brand, and Matrix, a professional healthcare company. Exchange rate used in the financial returns was 1 FF = $0.141836 in 2000 and $0.166664 in 1999. Earnings represent operating profit after income tax and abnormal items.

Personnel, brands, agencies
Corporate: Jean Paul Agon, pres & CEO; Roger Dolen, exec VP & chief admin officer; Pamela Alabaster, sr VP-corp comms & media; Active Cosmetics: Alain Concher, gm La Roche-Posay; Tim Hogan, pres-DermaBlend.

L'Oreal Consumer Products: 575 Fifth Ave, New York, N.Y. 10017/Phone: (212) 818-1500. Joseph Campinell, pres; Carol J. Hamilton, sr VP/gm; Soft Sheen-Carson Products: Terri Lyn Gardner, pres; Shawn Tollerson, sr VP mktg; Lancome Division: Dalia Chammas, sr VP & gm; Maybelline Garnier: John Wendt, pres; Karen Fondu, deputy gm; Maybelline Worldwide: Ketan Petal, gm.
Laboratoires Garnier: Publicis, New York. Linda Joselow, exec principal & grp acct dir.
Media buying, Laboratoires Garnier: Optimedia, New York. Matina Karadiakus, sr principal media dir.
L'Oreal Cosmetics, Hair Care & Hair Color: McCann Erickson, New York. Carol Smith, exec VP-ww grp dir.
Media svcs, L'Oreal Cosmetics, Hair Care & Hair Color: McCann Universal, New York. Karen Balik, sr VP-grp media dir; Tom Telesco, sr VP-grp media dir.
L'Oreal Kids Shampoo, L'Oreal Plenitude: Publicis, New York. Linda Joselow, exec principal & grp acct dir; Bonnie Barest, exec prinicipal & exec dir-media svcs; Matina Karadiakos, sr principal & media dir.
Media svcs, Maybelline: Gotham, New York. Sheri Baron, pres; Laurie Davis, VP & acct dir; Kathi Darnule, VP & assoc dir; Donna Cataldu, sr VP & media dir.
African-American adv, Alternatives, Baby Love, Breakthru, Care Free Curl, Karizma Crème Colour, Oil Sheen Moisturizers & Styling Sprays, Optimum Care, Wave Nouveau, Sportin Wave Pomade, Tender Care: Burrell Communications, Chicago. Shawn Clark, acct super.
African-American adv, Beautiful Beginnings, Dark & Lovely, Dark & Natural, Let's Jam, Magic men grooming pdts, Posner Cosmetics, Wave Runner: Hot Sauce, New York. Sheila Clark, acct super.
Media svcs, Beautiful Beginnings, Dark & Lovely, Dark & Natural, Let's Jam, Magic men grooming pdts, Posner Cosmetics, Wave Runner: Carat USA, Memphis, Tenn. Ken Washburn, VP acct super.

L'Oreal Luxury Products: 575 Fifth Ave, New York, N.Y. 10017/Phone: (212) 818-1500. Luc Nadeau, pres; Biotherm & Shu Uemura Division: Christine Harrison, gm; Ralph Lauren Fragrances Worldwide: Andrea Robinson, pres; European Designer Fragrances: Ed Fox, AVP mktg; Designer Fragrances Division: Jack Wisewall, pres-Ralph Lauren Fragrances; Giorgio Armani Parfums: Kelly McNamara, asst VP-pr; Helene Rubinstein Division: Margaret Sharkey, pres; Kiehl's Since 1851: Michelle Taylor, pres.

Biotherm, European Designer Fragrances, Lancome Paris: Publicis, New York. Linda Joselow, exec principal & grp acct dir.

Media svcs, Biotherm, European Designer Fragrances, Lancome Paris: Optimedia International, New York. Bonnie Barest, exec principal, exec dir-media svcs & mg dir; Matina Karadiakos, sr principal & media dir; Linda Joselow, exec principal & grp acct dir.

Helene Rubinstein: Gotham, New York. Val Guazzoni, acct dir; Kathy Darnule, VP & assoc media dir; Lisa Ellner, acct super.

Ralph Lauren Fragrances: Carlson & Partners, New York. Sandra Carlson, pres & creative dir; Colleen Rizzo, sr VP & media dir.

L'Oreal Professional Salon Products: 575 Fifth Ave, New York, N.Y. 10017/Phone: (212) 818-1500. David Craggs, pres; Paul Sharnsky, VP & gm; Philippe Goilot, VP-mktg & creative svcs; Redkin Worldwide: Minter Dial, gm; Redkin US: Pat Parenty, VP & gm; L'Oreal Classic: Ray Mager, VP & gm; Maxtrix Essentials: Philip Clough, gm.

Kerastase Paris, L'Oreal Classic Salon Products, Matrix: Publicis, New York. Linda Joselow, exec principal & grp acct dir.

Media buying, Kerastase Paris, L'Oreal Classic Salon Products, Matrix: In-house. Judy Maginn, VP mktg.

Redken: Gotham, New York. Sheri Baron, pres; Linda Ellner, acct super; Donna Cataldo, media dir; Kathy Darnuk, VP assoc dir.

African-American adv, Mizani: Burrell Communications, Chicago. Shawn Clark, acct super.

46 Mars Inc.

U.S. ad spending ($ in thousands)

By media	2000	1999	% chg
Magazine	$30,998	$27,701	11.9
Sunday magazine	334	493	-32.2
Newspaper	204	266	-23.4
National newspaper	26	25	2.8
Outdoor	2,097	819	156.0
Network TV	140,453	155,370	-9.6
Spot TV	9,734	15,037	-35.3
Syndicated TV	40,808	39,942	2.2
Cable TV networks	56,496	55,509	1.8
Network radio	1,092	0	NA
National spot radio	6,181	2,445	152.8
Internet	NA	1,002	NA
Measured media	288,424	298,608	-3.4
Unmeasured media	382,330	388,637	-1.6
Total	670,754	687,246	-2.4
By brand	**2000**	**1999**	**% chg**
M&M's candy	74,097	78,775	-5.9
Pedigree pet food	38,099	35,390	7.7
Snickers candy bar	31,606	45,210	-30.1
Skittles fruit candy	27,236	21,001	29.7
Uncle Bens rice	25,783	25,161	2.5
Whiskas cat food	22,964	17,703	29.7
Starburst candy	20,571	23,774	-13.5
Twix cookie bar	18,129	14,220	27.5
Milky Way candy bar	12,445	20,264	-38.6

Sales & earnings ($ in millions)

Worldwide	2000	1999	% chg
Sales	$15,300	$15,000	2.0
Earnings	1,100	1,070	2.8

Headquarters

Mars Inc./6885 Elm St., McLean, Va. 22101/Phone: (703) 821-4900.

Personnel, brands, agencies

Corporate: John Mars, pres.

Kal Kan Foods: P.O. Box 58853, Vernon, Calif. 90058/Phone: (323) 587-2727. John Curtiss, gm; Steve Dickstein, mktg dir; Barry O'Grady, mktg dir.

Cesar dog food, Sheba cat food: BBDO West, San Francisco. Tom Hollerbach, pres & CEO; Yuko Tsuchiya, VP, mgmt super.

Pedigree food for dogs: Grey Worldwide, Los Angeles. Terry Bowman, exec VP; Shira Elias, mgmt super.

Whiskas: D'Arcy Masius Benton & Bowles, St. Louis. Marc Zipfel, acct dir; Katherine Lewis, assoc media dir.

Media buying: MediaVest, New York. Tom Dempsey, sr VP & grp dir-natl bdcast.

M&M/Mars Division: 800 High St., Hackettstown, N.J. 07840/Phone: (908) 852-1000. Paul S. Michaels, pres; Bob Gamgort, VP-mktg.

Celebrations, M&M's, Kudos, Snickers: BBDO Worldwide, New York. Rob McKinley, exec VP, sr acct dir; Rob Rawley, sr VP, sr acct dir.

Combos, Mars, Milky Way bar, Skittles,: D'Arcy Masius Benton & Bowles, St. Louis. Molly Sims, grp acct dir; Katherine Lewis, assoc media dir.

Dove chocolate, Starburst, Twix: Grey Worldwide, New York. Carol McGreevey, mgmt super; Maria Neal, assoc media dir.

3 Musketeers: UniWorld Group, New York. Regina Washington, mgmt super; Earl Black, assoc media dir.

Hispanic advertising, Dulce de Leche-Caramel Chocolate Candy and all other brands: Zubi Advertising, Coral Gables, Fla. Joe Castro, grp acct dir.

Media buying: MediaVest, New York. Tom Dempsey, sr VP & grp dir-natl bdcast.

Uncle Ben's: P.O. Box 58853, Vernon, Calif. 90058/Phone: (323) 586-3490. Todd Thompson, VP-mktg; Brian Lauzon, gm.

Branded, plain and prepared rices: D'Arcy Masius Benton & Bowles, New York. Mark Wilmot, sr VP & grp acct dir.

93 MasterCard International

U.S. ad spending ($ in thousands)

By media	2000	1999	% chg
Magazine	$42,524	$32,893	29.3
Sunday magazine	454	0	NA
Newspaper	5,641	5,804	-2.8
National newspaper	2,392	3,970	-39.7
Outdoor	0	8	NA
Network TV	114,371	94,620	20.9
Spot TV	7,701	8,149	-5.5
Syndicated TV	12,211	12,263	-0.4
Cable TV networks	25,304	20,255	24.9
Network radio	2,888	0	NA
National spot radio	2,359	2,911	-19.0
Internet	7,231	2,724	165.5
Measured media	223,075	183,597	21.5
Unmeasured media	88,001	72,427	21.5
Total	311,077	256,024	21.5
By brand	**2000**	**1999**	**% chg**
MasterCard credit cards	215,844	180,666	19.5

Headquarters

MasterCard International/2000 Purchase St., Purchase, N.Y. 10577/Phone: (914) 249-2000.

Personnel, brands, agencies

Corporate: Larry Flanagan, chief mktg officer; Debra Coughlin, sr VP-global brand building; Elisa Romm, VP-North American brand building; Caryl Hahn, VP-media.

McCann-Erickson Worldwide, New York. Eric Einhorn, exec VP & dir-strategic planning; Joyce King-Thomas, exec VP & deputy creative dir.

Media buying: GSD&M, Austin, Texas. Jill Otto, VP & grp media dir; Betty Pat McCoy, VP & natl bdcast dir.

70 Mattel

U.S. ad spending ($ in thousands)

By media	2000	1999	% chg
Magazine	$20,249	$22,489	-10.0
Sunday magazine	1,792	1,221	46.8
Newspaper	134	579	-76.9
National newspaper	4	181	-97.8
Outdoor	2	0	NA
Network TV	80,464	76,741	4.9
Spot TV	1,103	4,053	-72.8
Syndicated TV	6,923	9,076	-23.7
Cable TV networks	96,796	89,646	8.0
Network radio	29	0	NA
National spot radio	155	0	NA
Internet	NA	811	NA
Measured media	207,652	204,796	1.4
Unmeasured media	243,765	240,413	1.4
Total	451,417	445,209	1.4
By brand	**2000**	**1999**	**% chg**
Mattel toys	111,175	99,581	11.6
Fisher-Price toys	73,694	71,777	2.7

Sales & earnings ($ in millions)

Worldwide	2000	1999	% chg
Sales	$4,670	$4,595	1.6
Earnings	-431	-86	NA
U.S.	**2000**	**1999**	**% chg**
Sales	3,312	3,195	3.7
Division sales	**2000**	**1999**	**% chg**
U.S. girls entertainment	1,110	1,009	10.0
U.S. boys entertainment	753	787	-4.3
U.S. infant & preschool	1,222	1,184	3.2
International	1,532	1,571	-2.5

Headquarters

Mattel/333 Continental Blvd., El Segundo, Calif. 90245-5012/Phone: (310) 252-2000.

Personnel, brands, agencies

Corporate:

Barbie, Cabbage Patch Kids, girls' activity toys, large dolls, plush, small dolls: Ogilvy & Mather Worldwide, Los Angeles. Angus Fraser, co-pres.

Disney entertainment toys, Hot Wheels, Matchbox, Tyco Radio Control, See 'n Say, activity toys & games, male action, electric racing: FCB Worldwide, Los Angeles. Gordon Fenton, exec VP, grp mgmt dir.

Media plng: FCB Worldwide, Los Angeles. Barbara Thompson, VP, media dir.

Media buying-youth natl tv: Ogilvy & Mather Worldwide, New York. Mark Goldstein, pres-bdcast & prog.

Media buying-adult natl tv: Media Edge, New York. Tara Campbell, exec VP & dir-bdcast.

Fisher-Price: 636 Girard Ave., East Aurora, N.Y. 14052/Phone: (716) 687-3000. Jerry Perez, exec VP-mktg & design.

Fisher-Price character brands: Barney, Blues Clues, See 'n Say, Sesame Street: Y&R Advertising, New York. Kim Corrigan, sr ptnr.

Fisher-Price Core: boys, creative activities, girls, infants, preschool: Y&R Advertising, New York. Kim Corrigan, sr ptnr.

Power Wheels by Fisher-Price, battery-powered ride-ons: Gardner Geary Coll, San Francisco. Bari Jain, acct dir.

Media buying-youth natl TV: Ogilvy & Mather Worldwide, New York. Mark Goldstein, pres-bdcast & prog.

Media buying-adult natl tv: Media Edge, New York. Diane Metzler, sr VP & media plng dir.

56 May Department Stores Co.

U.S. ad spending ($ in thousands)

By media	2000	1999	% chg
Magazine	$4,340	$3,350	29.6
Sunday magazine	522	559	-6.7
Newspaper	456,959	420,671	8.6
National newspaper	10,445	10,562	-1.1
Outdoor	749	357	109.6
Network TV	0	0	NA
Spot TV	32,020	29,282	9.4
Syndicated TV	0	0	NA
Cable TV networks	0	0	NA
Network radio	0	0	NA
National spot radio	8,025	6,762	18.7
Internet	NA	0	NA
Measured media	513,059	471,543	8.8
Unmeasured media	57,007	70,460	-19.1
Total	570,066	542,003	5.2
By brand	**2000**	**1999**	**% chg**
Robinsons-May stores	119,910	105,761	13.4
Foley's stores	100,674	94,253	6.8
Lord & Taylor stores	73,565	67,168	9.5
Hecht's stores	58,224	46,805	24.4
Filenes stores	49,428	43,978	12.4
Kaufmann's stores	31,222	32,065	-2.6
Strawbridge's stores	25,479	27,341	-6.8
Famous Barr stores	14,074	14,795	-4.9
Jones Store stores	11,396	12,011	-5.1

Sales & earnings ($ in millions)

U.S. (worldwide)	2000	1999	% chg
Sales	$14,454	$13,854	4.3
Earnings	858	927	-7.4
Division sales	**2000**	**1999**	**% chg**
Hecht's, Strawbridge's	2,502	2,442	2.5
Lord & Taylor	2,181	2,129	2.4
Foley's	2,206	2,174	1.5
Robinsons-May	2,171	2,057	5.5
Filene's	1,790	1,703	5.1
Kaufmann's	1,600	1,597	0.2
Famous-Barr, L.S. Ayres, Jones Store	1,319	1,348	-2.2
Meier & Frank	581	404	43.8
David's Bridal	248	192	29.2

Headquarters

May Department Stores Co./611 Olive St., St. Louis, Mo. 63101/Phone: (314) 342-6300.

Notes

Fiscal year ended February 3, 2001. May Department Stores bought David's Bridal in 2000.

Personnel, brands, agencies

Corporate: Gene S. Kahn, chmn & CEO; Joe Civitillo, VP-bdcast adv.

Bdcast creative & bdcast svcs: Doner Advertising, Detroit. Deena Woodrow, sr VP-media.

David's Bridal: 1001 Washington St., Conshohocken, Pa. 19428/Phone: (610) 896-2111. Mark James, sls promo.

In-house.

Famous-Barr/L.S. Ayres/The Jones Store: 601 Olive St., St. Louis, Mo. 63101/Phone: (314) 444-3111. Paul G. White, sr VP-sls promo.

In-house.

Filene's: 426 Washington St., Boston, Mass. 02108/Phone: (617) 357-2400. Paul Cavalli, sr VP-sls promo.

In-house.

Foley's: 1110 Main St., Houston, Texas 77002/Phone: (713) 405-7033. Beverly Ingraham, sr VP-sls promo.

In-house.

Hecht's/Strawbridge's: 685 N. Glebe Rd., Arlington, Va. 22203-2199/Phone: (703) 558-1200. Jerry Eccher, sr VP-sls promo.

In-house.

Kaufmann's: 400 Fifth Ave., Pittsburgh, Pa. 15219/Phone: (412) 232-2000. Jack Mullen, sr VP-sls promo.

In-house.

Lord & Taylor: 424 Fifth Ave., New York, N.Y. 10018/Phone: (212) 391-3344. Howard Adler, sr VP-sales promo.

In-house.

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 **ORAL ARGUMENT REQUESTED**

EXHIBIT D-2 TO OPPOSER'S NOTICE OF RELIANCE

Advertising Age's

LEADING NATIONAL ADVERTISERS

Advertiser Profile Edition

Supplement to the Ad Age Special Report, June 24, 2002
A comprehensive listing of advertising spending by media and brand sales and earnings, plus key marketing personnel, brand groups and their agencies.

47TH ANNUAL REPORT

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■ ADVERTISING AGE'S EXCLUSIVE RANKING OF THE NATION'S TOP SPENDERS

About this report

THE 100 LEADING National Advertisers are selected from the 250 largest national advertisers based on measured U.S. media spending in 2001. That group is pared to 100 after estimated unmeasured expenditures are added. All ad spending figures throughout this report are U.S. only.

Measured media advertising is spending in 13 national consumer media monitored by Taylor Nelson Sofres' CMR, Internet from CMRinteractive, and Yellow Pages from Yellow Pages Integrated Media Association.

Measured media: CMR measures ads in 400-plus newspapers in 60 of the nation's top markets. CMR monitors space in national newspapers, *The Wall Street Journal, USA Today* and *The New York Times*. PIB/CMR Magazines measures ads in 256-plus consumer magazines and Sunday magazines. CMR data include revenue in more than 280 outdoor plant operator markets. CMR monitors network TV ads on ABC, CBS, NBC, Fox, WB, UPN and Pax TV and spot TV on 540-plus stations in the top 100 U.S. markets.

CMR provides spending for more than 200 syndicated TV programs per month through 24-hour monitoring of four satellites and 14 transponders. CMR continuously monitors 37 cable TV networks and five radio networks. CMR gathers spot radio data from 4,000 stations in more than 225 markets. CMRi's AdNetTrackUS tracks advertising on 330 Internet Web sites.

Unmeasured spending: Unmeasured is an *Ad Age* estimate and includes direct mail, customer relationship marketing, sales promotion, co-op advertising, couponing, catalogs, business and farm publications and special events, to name a few. Unmeasured is the difference between a company's reported or estimated ad costs and its measured media.

A company's reported ad costs, typically worldwide, are found generally in public documents and are weighted to reflect a U.S.-only percentage. Unmeasured ad spending for private companies is modeled to that of their publicly held direct competitors.

Top 100 profiles include the most recent fiscal-year financial returns, a company's megabrands that generate $10 million-plus in measured media advertising in 2001 (the top 100 supported 529 brands at this spending level), 13-media breakouts for the company's ad spending, corporate contacts, leading marketing personnel by division on which contact information is provided, brands those executives cover, agencies with which they do business and the agency account personnel on the major brands.

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DOMESTIC ADVERTISING SPENDING TOTALS

By media bought in 2001 and 2000

	ALL U.S. ADVERTISING SPENDING							
	ADVERTISING EXPENDITURES			MEDIUM AS % OF TOTAL		COEN'S U.S. TOTALS*		
MEDIA	2001	2000	% CHG	2001	2000	2001	2000	% CHG
Magazine	$16,417	$17,690	-7.2	7.1	7.1	[illegible]	*$12,370*	*-10.3*
Sunday magazine	1,157	1,189	-2.7	0.5	0.5	[illegible]	NA	NA
Newspaper	17,729	18,913	-6.3	7.7	7.6	[illegible]	*41,821*	*-10.0*
National newspaper	2,932	3,805	-22.9	1.3	1.5	[illegible]	*7,229*	*-8.5*
Outdoor	2,380	2,398	-0.7	1.0	1.0	[illegible]	*5,176*	*-0.8*
Network TV	18,638	20,276	-8.1	8.1	8.2	[illegible]	*15,888*	*-10.0*
Spot TV	14,100	17,378	-18.9	6.1	7.0	[illegible]	*25,806*	*-16.8*
Syndicated TV	3,192	3,188	0.1	1.4	1.3	[illegible]	*3,108*	*-0.2*
Cable TV networks	10,291	10,206	0.8	4.4	4.1	[illegible]	*11,765*	*1.0*
Network radio	834	953	-12.5	0.4	0.4	[illegible]	*780*	*-8.8*
National spot radio	2,164	2,719	-20.4	0.9	1.1	[illegible]	*3,668*	*-19.4*
Internet	*5,752*	*6,507*	-11.6	2.5	2.6	[illegible]	*6,507*	*-11.6*
Yellow Pages	*13,592*	*13,228*	2.8	5.9	5.3	[illegible]	*13,228*	*2.8*
Measured media	109,179	118,450	-7.8	47.2	47.9	[illegible]	*147,346*	*-8.9*
Unmeasured estimates*	*122,108*	*129,022*	-5.4	52.8	52.1	[illegible]	*100,126*	*-3.1*
Total U.S. advertising	*231,287*	*247,472*	-6.5	100.0	100.0	[illegible]	*247,472*	*-6.5*

Notes: Dollars are in millions. Advertising expenditures by media from Taylor Nelson Sofres' CMR except Yellow Pages from Yellow Pages Integrated Media Association. *Figures extrapolated from Robert J. Coen's media analysis at Universal McCann (AA, May 13) are shown in italic for comparison. In the Coen figures, spot cable, local spot radio, direct mail, business papers and miscellaneous are included in unmeasured.
AA chart: Kevin Brown

100 LEADERS

Ranked by total U.S. advertising spending 2001

RANK				TOTAL U.S. ADVERTISING SPENDING			U.S. MEASURED MEDIA SPENDING		
2001	2000	ADVERTISER	HEADQUARTERS	2001	2000	% CHG	2001	2000	% CHG
1	1	General Motors Corp.	Detroit	$3,374	$3,945	-14.5	$2,207	$2,959	-25.4
2	2	Procter & Gamble Co.	Cincinnati	2,541	2,614	-2.8	1,702	1,660	2.6
3	3	Ford Motor Co.	Dearborn, Mich.	2,408	2,345	2.7	1,270	1,198	5.9
4	6	PepsiCo	Purchase, N.Y.	2,210	2,114	4.5	674	677	-0.4
5	4	Pfizer	New York	2,189	2,258	-3.0	805	800	0.5
6	5	DaimlerChrysler	Auburn Hills, Mich./Stuttgart, Germany	1,985	2,162	-8.2	1,400	1,687	-17.0
7	9	AOL Time Warner	New York	1,885	1,776	6.2	1,565	1,474	6.2
8	7	Philip Morris Cos.	New York	1,816	1,966	-7.7	1,325	1,770	-25.1
9	8	Walt Disney Co.	Burbank, Calif.	1,757	1,819	-3.4	1,054	1,091	-3.4
10	10	Johnson & Johnson	New Brunswick, N.J.	1,618	1,601	1.0	882	924	-4.6
11	11	Unilever	London/Rotterdam	1,484	1,523	-2.6	571	678	-15.7
12	12	Sears, Roebuck & Co.	Hoffman Estates, Ill.	1,480	1,468	0.8	664	661	0.4
13	13	Verizon Communications	New York	1,462	1,391	5.1	857	751	14.0
14	15	Toyota Motor Corp.	Toyota City, Japan	1,399	1,291	8.4	770	800	-3.8
15	20	AT&T Corp.	Basking Ridge, N.J.	1,372	1,214	13.0	508	491	3.4
16	21	Sony Corp.	Tokyo	1,310	1,201	9.1	635	636	-0.2
17	19	Viacom	New York	1,283	1,223	4.9	716	740	-3.3
18	16	McDonald's Corp.	Oak Brook, Ill.	1,195	1,275	-6.3	666	711	-6.3
19	23	Diageo	London	1,181	1,129	4.6	472	502	-6.0
20	18	Sprint Corp.	Overland Park, Kan.	1,160	1,237	-6.2	626	668	-6.2
21	28	Merck & Co.	Whitehouse Station, N.J.	1,137	995	14.2	324	398	-18.7
22	25	Honda Motor Co.	Tokyo	1,103	1,035	6.6	678	662	2.4
23	26	J.C. Penney Corp.	Plano, Texas	1,086	1,035	4.9	364	372	-2.3
24	17	U.S. Government	Washington	1,057	1,262	-16.3	581	694	-16.3
25	29	L'Oreal	Paris	1,041	986	5.5	500	510	-2.1
26	22	IBM Corp.	Armonk, N.Y.	994	1,189	-16.4	334	440	-24.2
27	27	Bristol-Myers Squibb Co.	New York	974	1,002	-2.8	458	401	14.2
28	30	Nestle	Vevey, Switzerland	967	967	0.0	495	495	0.0
29	39	SBC Communications	San Antonio, Texas	943	793	19.0	560	464	20.7
30	35	Target Corp.	Minneapolis	926	827	11.9	472	480	-1.6
31	32	Microsoft Corp.	Redmond, Wash.	920	855	7.6	524	500	4.9
32	31	Coca-Cola Co.	Atlanta	903	897	0.7	411	404	1.8
33	24	Hewlett-Packard Co.	Palo Alto, Calif.	899	1,040	-13.6	288	328	-12.2
34	50	AT&T Wireless	Redmond, Wash.	888	607	46.2	519	337	54.1
35	33	General Mills	Minneapolis	884	854	3.5	636	615	3.5
36	34	GlaxoSmithKline	Greenford, U.K.	881	837	5.2	767	720	6.4
37	36	WorldCom	Clinton, Miss.	840	818	2.7	311	474	-34.5
38	41	Sara Lee Corp.	Chicago	812	749	8.4	191	172	10.7
39	47	Home Depot	Atlanta	778	653	19.2	362	300	20.8
40	37	Nissan Motor Co.	Tokyo	775	814	-4.8	546	619	-11.7
41	46	Wyeth	Madison, N.J.	771	669	15.2	328	375	-12.6
42	42	Estee Lauder Cos.	New York	766	718	6.8	123	139	-11.7
43	38	Federated Department Stores	Cincinnati	746	809	-7.8	619	680	-8.9
44	45	Yum Brands	Louisville, Ky.	677	673	0.6	566	594	-4.7
45	56	News Corp.	Sydney	670	553	21.2	503	415	21.2
46	52	ConAgra Foods	Omaha	668	586	14.0	135	161	-16.3
47	14	General Electric Co.	Fairfield, Conn.	664	1,310	-49.3	232	459	-49.4
48	43	Anheuser-Busch Cos.	St. Louis	656	710	-7.7	367	398	-7.7
49	44	Mars Inc.	McLean, Va.	615	674	-8.7	280	290	-3.4
50	59	Kmart Corp.	Troy, Mich.	597	542	10.1	340	379	-10.4

Note: Dollars are in millions. 2000 rankings are based on data collected in 2002. See Page 2 for sources and methodology. *U.S. totals are AA estimates. Measured media include magazines, Sunday magazines, newspapers, national newspapers, outdoor, spot TV, network TV, syndicated TV, cable TV networks, network radio, national spot radio and Internet from Taylor Nelson Sofres' CMR and Yellow Pages from Yellow Pages Integrated Media Association. Ranking from *Advertising Age's* 100 Leading National Advertisers Special Report (AA, June 24).

100 LEADERS (CONTINUED)

Ranked by total U.S. advertising spending 2001

RANK 2001	RANK 2000	ADVERTISER	HEADQUARTERS	TOTAL U.S. ADVERTISING SPENDING 2001	TOTAL U.S. ADVERTISING SPENDING 2000	TOTAL U.S. ADVERTISING SPENDING % CHG	U.S. MEASURED MEDIA SPENDING 2001	U.S. MEASURED MEDIA SPENDING 2000	U.S. MEASURED MEDIA SPENDING % CHG
51	55	Volkswagen	Wolfsburg, Germany	$596	$558	6.7	$459	$430	6.7
52	58	Pharmacia Corp.	Peapack, N.J.	590	547	7.9	325	246	31.9
53	49	Nike	Beaverton, Ore.	577	618	-6.7	208	235	-11.6
54	63	Wal-Mart Stores	Bentonville, Ark.	573	502	14.3	350	351	-0.4
55	48	Bayer	Leverkusen, Germany	567	649	-12.7	215	253	-14.9
56	53	May Department Stores Co.	St. Louis	553	570	-3.0	498	513	-3.0
57	51	Novartis	Basel, Switzerland	552	588	-6.1	238	257	-7.6
58	64	Best Buy Co.	Eden Prairie, Minn.	543	476	13.9	293	324	-9.5
59	76	Cendant Corp.	Parsippany, N.J.	527	414	27.4	156	207	-24.8
60	57	Kroger Co.	Cincinnati	512	551	-7.2	93	119	-21.2
61	54	Vivendi Universal	Paris	498	567	-12.1	384	437	-12.1
62	62	Schering-Plough Corp.	Kenilworth, N.J.	498	520	-4.3	224	250	-10.3
63	68	S.C. Johnson & Son	Racine, Wis.	479	465	3.0	287	279	3.0
64	72	Gillette Co.	Boston	463	446	3.9	176	178	-1.3
65	75	Albertson's	Boise, Idaho	458	443	3.4	121	122	-0.4
66	71	Mattel	El Segundo, Calif.	449	454	-1.1	184	209	-11.8
67	61	American Express Co.	New York	444	538	-17.4	236	350	-32.7
68	77	Safeway	Pleasanton, Calif.	440	406	8.6	73	92	-21.0
69	73	Adolph Coors Co.	Golden, Colo.	430	444	-3.2	202	200	1.1
70	66	Limited Brands	Columbus, Ohio	428	468	-8.6	84	91	-8.6
71	40	Intel Corp.	Santa Clara, Calif.	426	773	-44.9	128	129	-1.3
72	67	Gap Inc.	San Francisco	426	467	-8.9	247	231	6.8
73	69	Kellogg Co.	Battle Creek, Mich.	422	457	-7.8	255	341	-25.1
74	79	Aventis	Strasbourg, France	421	380	10.9	150	89	68.5
75	65	Circuit City Stores	Richmond, Va.	410	469	-12.6	301	401	-24.9
76	89	Campbell Soup Co.	Camden, N.J.	397	333	19.1	314	222	41.1
77	60	Morgan Stanley Dean Witter & Co.	New York	385	540	-28.6	166	289	-42.6
78	87	Hershey Foods Corp.	Hershey, Pa.	366	337	8.4	177	172	3.1
79	90	Colgate-Palmolive Co.	New York	355	333	6.7	107	126	-15.3
80	74	Visa International	San Francisco	347	444	-21.7	261	333	-21.7
81	70	Berkshire Hathaway	Omaha	339	455	-25.3	243	341	-28.8
82	85	Clorox Co.	Oakland, Calif.	338	340	-0.6	300	278	7.9
83	83	U.S. dairy producers, processors	Rosemont, Ill./Washington	330	344	-4.1	178	186	-4.1
84	82	Eastman Kodak Co.	Rochester, N.Y.	324	345	-6.0	152	128	19.3
85	98	Reckitt Benckiser	Windsor, U.K.	316	293	7.8	210	176	19.5
86	97	Wendy's International	Dublin, Ohio	312	296	5.3	237	246	-3.6
87	95	Kimberly-Clark Corp.	Irving, Texas	304	300	1.4	232	231	0.4
88	94	Dell Computer Corp.	Round Rock, Texas	302	305	-0.9	248	210	17.7
89	86	Hilton Hotels Corp.	Beverly Hills, Calif.	296	338	-12.5	102	102	0.6
90	92	Saks Inc.	Birmingham, Ala.	295	313	-5.8	96	91	5.6
91	96	State Farm Mutual Automobile Insurance	Bloomington, Ill.	292	298	-2.1	269	154	74.2
92	91	Mitsubishi Motors Corp.	Tokyo	290	320	-9.5	229	253	-9.5
93	84	Office Depot	Delray Beach, Fla.	290	344	-15.7	103	122	-15.7
94	78	Gateway	Poway, Calif.	289	398	-27.4	201	310	-35.3
95	107	Deutsche Telekom	Bonn, Germany	289	270	7.1	208	140	48.1
96	111	Marriott International	Washington	288	248	16.2	94	74	25.9
97	93	MasterCard International	New York	288	311	-7.4	202	223	-9.6
98	141	Kia Motors Corp.	Seoul	287	167	71.4	205	119	71.4
99	113	Doctor's Associates	Milford, Conn.	286	235	21.7	177	132	34.7
100	99	Dillard's	Little Rock, Ark.	285	289	-1.2	214	217	-1.2

Note: Dollars are in millions. 2000 rankings are based on data collected in 2002. See Page 2 for sources and methodology. *U.S. totals are AA estimates. Measured media include magazines, Sunday magazines, newspapers, national newspapers, outdoor, spot TV, network TV, syndicated TV, cable TV networks, network radio, national spot radio and Internet from Taylor Nelson Sofres' CMR and Yellow Pages from Yellow Pages Integrated Media Association. Ranking from *Advertising Age's* 100 Leading National Advertisers Special Report (AA, June 24).

By media	2001	2000	% chg
Syndicated TV	3,888	1,423	173.2
Cable TV networks	4,266	6,119	-30.3
Network radio	0	0	NA
National spot radio	0	0	NA
Internet	2,012	364	452.7
Measured media	83,525	91,346	-8.6
Unmeasured media	344,806	377,096	-8.6
Total	428,331	468,442	-8.6
By brand	**2001**	**2000**	**% chg**
Victoria's Secret stores	62,228	76,688	-18.9

Sales & earnings ($ in millions)

Worldwide	2001	2000	% chg
Sales	$9,363	$10,105	-7.3
Earnings	519	428	21.3
Division sales	**2001**	**2000**	**% chg**
Victoria's Secret	2,339	2,112	10.7
Bath & Body Works	1,785	1,530	16.7
Express	1,594	1,367	16.6
Lerner New York	1,025	1,001	2.4
Lane Bryant	930	922	0.9
Limited stores	673	704	-4.4
Structure	569	607	-6.3
Henri Bendel	39	38	2.6

Headquarters
Limited Brands/3 Limited Pkwy., Columbus, Ohio 43230/Phone: (614) 415-7000.

Personnel, brands, agencies
Corporate: Leslie H. Wexner, CEO & chmn; Len Schlesinger, exec VP & chief operating officer; Edward G. Razek, pres-brand & creative svcs and chief mktg officer.
In-house.

Bath & Body Works: 7 Limited Pkwy., Reynoldsburg, Ohio 43068/Phone: (614) 856-6000. Ethan Revsin, exec VP-mktg.
In-house.

Express-Express Men's: 1 Limited Pkwy., Columbus, Ohio 43230/Phone: (614) 415-4000. Derek Ungless, exec VP-mktg.
In-house.

Henri Bendel Inc.: 712 5th Ave., New York, N.Y. 10019/Phone: (212) 247-1100. Teril Turner, dir-mktg svcs.
In-house.

New York & Co.: 450 W. 33rd St., New York, N.Y. 10001/Phone: (212) 736-1222. Randy Krevat, VP-brand plng & mktg.
In-house.

The Limited Stores: 3 Limited Pkwy., Columbus, Ohio 43230/Phone: (614) 415-2000. Wanda Gierhart, VP-mktg.
In-house.

Victoria's Secret Beauty: 888 7th Ave., New York, N.Y. 10106/Phone: (212) 904-7200. Sherry Baker, sr VP & chief mktg officer; Marcia Mossack, sr VP & chief creative officer.
In-house.

Victoria's Secret Direct: 1114 Ave. of the Americas, New York, N.Y. 10036/Phone: (212) 704-0187. Georgia Christensen, VP-creative & brand svcs; Sue Horn, VP-mktg.
In-house.

Victoria's Secret Stores: 4 Limited Pkwy., Reynoldsburg, Ohio 43068/Phone: (614) 577-7000. Jill Beraud, exec VP-mktg.
In-house.

25 L'Oreal

U.S. ad spending ($ in thousands)

By media	2001	2000	% chg
Magazine	$235,968	$199,012	18.6
Sunday magazine	1,792	1,243	44.2
Newspaper	520	582	-10.7
National newspaper	461	692	-33.3
Outdoor	2,696	746	261.4
Network TV	160,497	196,350	-18.3
Spot TV	27,848	27,971	-0.4
Syndicated TV	24,309	38,213	-36.4
Cable TV networks	42,734	43,108	-0.9
Network radio	415	45	823.1
National spot radio	659	1,063	-38.0
Internet	1,659	1,277	29.9
Measured media	499,559	510,301	-2.1
Unmeasured media	541,189	475,788	13.7
Total	1,040,748	986,089	5.5
By brand	**2001**	**2000**	**% chg**
L'Oreal beauty products	220,810	233,798	-5.6
Maybelline cosmetics	95,501	104,202	-8.3
Garnier hair color products	45,396	41,289	9.9
Lancome beauty products	33,090	36,112	-8.4
Romance fragrances	19,078	26,433	-27.8
Miracle fragrance women	14,650	0	NA
Redken haircare products	11,096	8,332	33.2

Sales & earnings ($ in millions)

Worldwide	2001	2000	% chg
Sales	$12,313	$11,789	4.4
Earnings	1,230	1,346	-8.6
U.S.	**2001**	**2000**	**% chg**
Sales	3,840	3,473	10.6
Division sales	**2001**	**2000**	**% chg**
Cosmetics	11,460	11,458	0.0
Dermatology	245	217	12.9

Headquarters
L'Oreal/41 Rue Martre, Clichy, France 92117/Phone: 33-1-47-56-70-00.

L'Oreal/575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500.

Personnel, brands, agencies
Corporate: Jean-Paul Agon, pres & CEO; Roger Dolden, exec VP & chief admin officer; John Wendt, exec VP-public & corp affairs; Pamela Gill Alabaster, sr VP-corp comms & media.

L'Oreal Luxury Products: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Luc Nadeau, pres; Biotherm & Shu Uemura Division: Christine Harrison, gm; Ralph Lauren Fragrances Worldwide: Andrea Robinson, pres; Armani Fragrances: Serge Juerdini, gm; Ed Fox, AVP mktg; European Designer Fragrances: Jack Wiswall, pres; Helene Rubinstein: Margaret Sharkey, pres; Kiehl's Since 1851: Edgar Huber, gm; Lancome Division: Dalia Chammas, sr VP & gm; Active Cosmetics: Stephane Wilmet, gm.
Biotherm, European Designer Fragrances, Lancome Paris: **Publicis**, New York. Linda Joselow, exec principal & grp acct dir.

Media svcs, Biotherm, European Designer Fragrances, Lancome Paris: **Optimedia International**, New York. Bonnie Barest, exec principal, exec dir-media svcs & mg dir; Matrina Karadiakos, sr principal & media dir; Linda Joselow, exec principal & grp acct dir.

Helene Rubinstein: **Gotham**, New York. Val Guazzoni, acct dir; Kathi Darnulc, media dir; Lisa Ellner, acct super.

Ralph Lauren Fragrances: **Carlson & Partners**, New York. Sandra Carlson, pres & creative dir; Colleen Rizzo, sr VP & media dir.

L'Oreal Paris Division (div. of L'Oréal USA): 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Carol J. Hamilton, pres; Michael Tanguy, sr VP-mktg; Vince Frezzo, asst VP-media.

Cosmetics, haircolor, haircare: **McCann-Erickson Worldwide**, New York. Carol Smith, exec VP; Patten Jackson, sr VP & grp dir; Joan Deni, VP-cosmetics; Joan Titens, VP-hair.

L'Oréal Kids shampoo, L'Oréal Plentitude skincare: **Publicis**, New York. Linda Joselow, exec principal & grp acct dir.

Media plng: **Optimedia International**, New York. Bonnie Barest, exec principal, exec dir-media svcs & mg dir; Matrina Karadiakos, sr principal & media dir.

Media plng: **Universal McCann**, New York. Karen Balik, grp media dir.

Print adv: ColorSpa, Feria, Gray Chic, Open, new concept devel, outdoor adv: **La Micela**, New York. Nick La Micela, CEO & chief creative dir; Brenda Chassey, VP Haircolor.

L'Oreal Professional Salon Products: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. David Craggs, pres; Paul Sharnsky, VP & gm; Pierre Lampert, VP-mktg; Redken Worldwide:Minter Dial, gm; Redken US: Pat Parenty, VP & gm; L'Oreal Classic: Ray Mager, VP & gm; Matrix Worldwide: Philip Clough, gm.

Keratase Paris, L'Oréal Classic Salon Products, Matrix: **Publicis**, New York. Linda Joselow, exec principal & grp acct dir.

Media buying, Keratase Paris, L'Oréal Classic Salon Products, Matrix: In-house. Judie Maginn, VP mktg; Kathleen Travers, dir comms.

Media, Redken: **Gotham**, New York. Sheri Baron, pres; Julie DeLoca, acct dir; Donna Cataldo, chief media officer; Kathi Darnulc, media dir.

African-American adv, Mizani: **Burrell Communications Group**, Chicago. Donna Beasley, acct dir.

Maybelline Garnier: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Karen Fondu, gm; Maybelline Worldwide: Ketan Patel, gm.

Garnier: **Publicis**, New York. Linda Joselow, exec principal & grp acct dir.

Media buying, Garnier: **Optimedia**, New York. Matrina Karadiakos, sr principal & media dir.

Media svcs, Maybelline: **Gotham**, New York. Sheri Baron, pres; Donna Cataldo, chief media officer; Kathi Darnulc, media dir.

Soft Sheen-Carson Co.: 8522 S. Lafayette Ave., Chicago, Ill. 60620/Phone: (773) 978-0700. Candace S. Matthews, pres; Shawn Tollerson, sr VP-mktg.

African-American adv: Beautiful Beginnings, Dark & Lovely, Dark & Natural, Let's Jam, Magic Shave men grooming products: **STEVE**, New York. Steve Owner, exec principal & grp dir; Sheila Simmons, mg ptnr; Jeff Marshall, dir-acct mgmt.

African-American adv: Breakthru, Karizma, Optimum Care: **Burrell Communications Group**, Chicago. McGhee Williams, mg dir-mktg innovations; Yvette Fisher, sr VP & client svcs dir; Donna Beasley, acct dir.

Media svcs: **Carat ICG**, Memphis, Tenn. Ken Washburn, VP & acct dir.

96 Marriott International

U.S. ad spending ($ in thousands)

By media	2001	2000	% chg
Magazine	$20,762	$20,278	2.4
Sunday magazine	2,014	972	107.2
Newspaper	22,160	15,806	40.2
National newspaper	17,011	13,511	25.9
Outdoor	5,473	3,458	58.3
Network TV	10,403	2,295	353.2
Spot TV	776	359	116.3
Syndicated TV	0	0	NA
Cable TV networks	9,656	3,371	186.4
Network radio	0	3,913	NA
National spot radio	2,641	5,444	-51.5
Internet	2,780	5,021	-44.6
Measured media	93,675	74,427	25.9
Unmeasured media	194,555	173,663	12.0
Total	288,229	248,091	16.2
By brand	**2001**	**2000**	**% chg**
Marriott hotels	66,630	58,382	14.1

Sales & earnings ($ in millions)

Worldwide	2001	2000	% chg
Sales	$10,152	$10,080	0.7
Earnings	236	479	-50.7
Division sales	**2001**	**2000**	**% chg**
Lodging	7,848	7,041	11.5
Senior living svcs	669	559	19.7
Distribution svcs	1,500	1,139	31.7

Headquarters

Marriott International/1 Marriott Dr., Washington, D.C. 20058/Phone: (301) 380-3000.

Personnel, brands, agencies

Corporate: J.W. Marriott, chmn-CEO; Mike Jannini, exec VP-lodging brand mgmt; Jackie Hurley, VP-adv & mktg comms; Craig Lambert, sr VP-full svc lodging; Tim Sheldon, sr VP-Courtyard, Fairfield, Residence, Springhill, TownPlace; Deborah Fell, sr VP-mktg strategy & integration; Mike Hutter, VP-Courtyard hotels; Carol Gilbert, VP-SpringHill Suites; Stacy Fell-Milne, VP-Residence Inn; Terry Tarr, dir-TownPlace Suites; Julie Moll, brand VP-Marriott Hotels, Resorts & Suites; Sid Yu, brand VP-Renaissance Hotels, Resorts & Suites.

Courtyard, Fairfield Inn, Marriott Hotels, Resorts & Suites, Renaissance Hotels & Resorts, Residence Inn, SpringHill Suites, TownPlace Suites: **McCann-Erickson Worldwide**, New York. Gabriel Gould, acct super; Kevin Scher, grp mg dir.

Direct mktg: **MRM Partners**, New York. Jim Lurie, grp mgr.

Promo: **Momentum Worldwide**, Milwaukee. Linda Neff, pres.

Internet: **Zentropy Partners**, New York. Jeff Thaler, VP-grp dir of project mgmt.

Marriott Senior Living Services: 1 Marriott Drive, Washington, D.C. 20058/Phone: (301) 380-3000. Kurt Conway, VP-mktg.

Brann Worldwide, Baltimore. Vayia Skinner, mgmt super.

Media plng & buying: **Media Marketing Solutions**, New York. Loretta Volpe, pres & CEO.

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 **ORAL ARGUMENT REQUESTED**

EXHIBIT D-3 TO OPPOSER'S NOTICE OF RELIANCE

AdAge SPECIAL REPORT 6.23.03

48TH ANNUAL

100 LEADING NATIONAL ADVERTISERS

ADVERTISER PROFILE EDITION

Supplement to the Ad Age Special Report, June 23, 2003
A comprehensive listing of advertising spending by media and brand sales and earnings, plus key marketing personnel, brand groups and their agencies.

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■ ADVERTISING AGE'S EXCLUSIVE RANKING OF THE NATION'S TOP SPENDERS

METHODOLOGY

THE 100 LEADING National Advertisers are selected from the 250 largest national advertisers based on measured U.S. media spending in 2002. That group is pared to 100 after estimated unmeasured expenditures are added. All ad spending figures throughout this report are U.S. only.

Measured media advertising is spending in 14 national consumer media monitored by TNS Media Intelligence/CMR and Yellow Pages from Yellow Pages Integrated Media Association.

Measured media: TNSMI/CMR measures ads in 140-plus newspapers in 60 of the nation's top markets. CMR monitors space in national newspapers *The Wall Street Journal, USA Today* and *The New York Times.* PIB/TNSMI/CMR Magazines measures ads in 230-plus consumer magazines and Sunday magazines. TNSMI/CMR data include revenue in more than 300 outdoor plant operator markets. TNSMI/CMR monitors network TV ads on ABC, CBS, NBC, Fox, WB, UPN and Pax TV and spot TV ads on 575-plus stations in the top 100 U.S. markets. TNSMI/CMR tracks spending on more than 180 syndicated TV programs per month and 37 cable TV networks and four radio networks. TNSMI/CMR gathers spot radio data from 4,000 stations in more than 225 markets. TNSMI/CMR tracks advertising on 2,500 Internet web sites.

Unmeasured spending: Unmeasured is an *Ad Age* estimate and includes direct mail, sales promotion, co-op, couponing, catalogs, business and farm publications and special events, to name a few. Unmeasured is the difference between a company's reported or estimated ad costs and its measured media.

A company's reported ad costs, typically worldwide, are found generally in public documents and are weighted by *Ad Age* to reflect a U.S.-only percentage. Unmeasured ad spending for private companies is modeled to the unmeasured ratios of their publicly held direct competitors.

Top 100 profiles include the most recent fiscal-year financial returns, a company's megabrands that generated $10 million-plus in measured media advertising in 2002 (the Top 100 supported 545 brands at this spending level), 14-media breakouts for the company's ad spending, corporate contacts, leading marketing personnel by division on which contact information is provided, the brands those executives cover, agencies with which they do business and the agency account personnel on major brands.

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DOMESTIC ADVERTISING SPENDING TOTALS

By media bought in 2002 and 2001

	ALL U.S. ADVERTISING SPENDING					COEN'S U.S. TOTALS*		
	ADVERTISING EXPENDITURES			MEDIUM AS % OF TOTAL				
MEDIA	2002	2001	% CHG	2002	2001	2002	2001	% CHG
Magazine	$16,749	$16,417	2.0	7.1	7.1	$10,995	$11,095	-0.9
Sunday magazine	1,314	1,157	13.6	0.6	0.5	NA	NA	NA
Newspaper	19,347	17,729	9.1	8.2	7.7	37,225	37,640	-1.1
National newspaper	2,799	2,932	-4.6	1.2	1.3	6,806	6,615	2.9
Outdoor	2,398	2,380	0.7	1.0	1.0	5,175	5,134	0.8
Network TV	20,015	18,638	7.4	8.4	8.1	15,000	14,300	4.9
Spot TV	16,172	14,100	14.7	6.8	6.1	24,034	21,479	11.9
Syndicated TV	2,946	3,192	-7.7	1.2	1.4	3,034	3,102	-2.2
Cable TV networks	10,783	10,291	4.8	4.6	4.4	12,071	11,777	2.5
Network radio	965	834	15.8	0.4	0.4	775	711	9.0
National spot radio	2,446	2,164	13.1	1.0	0.9	3,340	2,956	13.0
Internet	5,740	6,518	-11.9	2.4	2.8	4,883	5,645	-13.5
Yellow Pages	13,776	13,592	1.4	5.8	5.9	13,776	13,592	1.4
Measured media	115,450	109,945	5.0	48.7	47.5	137,114	134,046	2.3
Unmeasured estimates	121,425	121,342	0.1	51.3	52.5	99,761	97,241	2.6
Total U.S. advertising	236,875	231,287	2.4	100.0	100.0	236,875	231,287	2.4

Notes: Dollars are in millions. Advertising expenditures by media from TNS Media Intelligence/CMR except Yellow Pages from Yellow Pages Integrated Media Association. *Figures are extrapolated from Robert J. Coen's media analysis at Universal McCann. In the Coen figures, spot cable, local spot radio, direct mail, business papers and miscellaneous are included in unmeasured. AA chart: Kevin Brown

100 LEADERS

Ranked by total U.S. advertising spending 2002

RANK 2002	RANK 2001	ADVERTISER	HEADQUARTERS	TOTAL U.S. ADVERTISING SPENDING 2002	TOTAL U.S. ADVERTISING SPENDING 2001	TOTAL U.S. ADVERTISING SPENDING % CHG	U.S. MEASURED MEDIA SPENDING 2002	U.S. MEASURED MEDIA SPENDING 2001	U.S. MEASURED MEDIA SPENDING % CHG
1	1	General Motors Corp.	Detroit	$3,652	$3,366	8.5	$2,447	$2,202	11.1
2	2	AOL Time Warner	New York	2,923	2,830	3.3	1,812	1,726	5.0
3	3	Procter & Gamble Co.	Cincinnati	2,673	2,506	6.7	2,032	1,679	21.0
4	5	Pfizer	New York	2,566	2,330	10.1	821	816	0.7
5	4	Ford Motor Co.	Dearborn, Mich.	2,252	2,357	-4.5	1,407	1,273	10.6
6	6	DaimlerChrysler	Auburn Hills, Mich./Stuttgart, Germany	2,032	1,982	2.5	1,341	1,398	-4.1
7	7	Walt Disney Co.	Burbank, Calif.	1,803	1,750	3.0	1,154	1,103	4.6
8	9	Johnson & Johnson	New Brunswick, N.J.	1,799	1,561	15.3	1,079	890	21.3
9	11	Sears, Roebuck & Co.	Hoffman Estates, Ill.	1,661	1,512	9.9	714	684	4.4
10	8	Unilever	London/Rotterdam	1,640	1,569	4.5	689	581	18.6
11	16	Sony Corp.	Tokyo	1,621	1,313	23.5	875	656	33.4
12	10	GlaxoSmithKline	Greenford, Middlesex, U.K.	1,554	1,535	1.2	777	767	1.2
13	12	Toyota Motor Corp.	Toyota City, Japan	1,553	1,401	10.8	885	770	14.9
14	13	Verizon Communications	New York	1,527	1,395	9.5	1,069	865	23.6
15	14	McDonald's Corp.	Oak Brook, Ill.	1,336	1,330	0.4	574	665	-13.6
16	17	Viacom	New York	1,260	1,251	0.7	756	748	1.1
17	15	Altria Group	New York	1,206	1,320	-8.6	892	1,082	-17.5
18	19	Honda Motor Co.	Tokyo	1,193	1,109	7.5	710	682	4.0
19	18	Merck & Co.	Whitehouse Station, N.J.	1,158	1,134	2.2	324	323	0.4
20	22	L'Oreal	Paris	1,118	1,045	7.0	545	502	8.6
21	23	PepsiCo	Purchase, N.Y.	1,114	1,028	8.3	757	679	11.6
22	25	J.C. Penney Co.	Plano, Texas	1,108	951	16.5	443	371	19.5
23	32	SBC Communications	San Antonio, Texas	1,092	860	26.9	742	568	30.8
24	21	U.S. Government	Washington	1,083	1,067	1.5	596	587	1.5
25	24	Nestle	Vevey, Switzerland	1,073	963	11.5	494	520	-5.0
26	36	Nissan Motor Co.	Tokyo	967	773	25.0	703	541	30.0
27	28	Target Corp.	Minneapolis	960	926	3.6	528	477	10.7
28	30	General Mills	Minneapolis	954	900	6.0	592	630	-6.1
29	27	Microsoft Corp.	Redmond, Wash.	909	927	-1.9	427	603	-29.1
30	34	Home Depot	Atlanta	885	805	10.0	412	362	13.6
31	29	AT&T Wireless	Redmond, Wash.	873	905	-3.5	698	561	24.5
32	20	Sprint Corp.	Westwood, Kan.	863	1,098	-21.4	652	637	2.4
33	26	IBM Corp.	Armonk, N.Y.	832	938	-11.3	341	338	1.1
34	54	Best Buy Co.	Eden Prairie, Minn.	819	560	46.1	323	303	6.9
35	31	AT&T Corp.	Basking Ridge, N.J.	815	878	-7.1	391	452	-13.4
36	35	Estee Lauder Cos.	New York	805	790	1.9	129	138	-6.9
37	39	Diageo	London	798	717	11.3	215	172	25.2
38	41	Anheuser-Busch Cos.	St. Louis	793	693	14.4	432	369	17.1
39	60	Hewlett-Packard Co.	Palo Alto, Calif.	736	524	40.6	375	319	17.5
40	42	Yum Brands	Louisville, Ky.	733	678	8.0	612	566	8.0
41	40	Cendant Corp.	Parsippany, N.J.	727	716	1.6	214	211	1.6
42	33	Wyeth	Madison, N.J.	725	847	-14.4	293	343	-14.4
43	43	News Corp.	Sydney	716	675	6.0	540	513	5.3
44	37	Federated Department Stores	Cincinnati	715	753	-5.0	626	625	0.2
45	44	ConAgra Foods	Omaha, Neb.	680	668	1.9	163	140	16.4
46	45	May Department Stores Co.	St. Louis	656	668	-1.7	558	527	5.7
47	49	Mars Inc.	McLean, Va.	653	615	6.2	325	280	16.1
48	46	Burger King Corp.	Miami	650	664	-2.1	338	305	10.7
49	47	Kmart Corp.	Troy, Mich.	629	625	0.5	270	344	-21.4
50	52	Nike	Beaverton, Ore.	624	577	8.0	231	205	12.6

Note: Dollars are in millions. 2001 rankings are based on data collected in 2003. See Page 2 for sources and methodology. U.S. totals are *Advertising Age* estimates. Measured media include magazines, Sunday magazines, newspapers, national newspapers, outdoor, spot TV, network TV, syndicated TV, cable TV networks, network radio, national spot radio and Internet from TNS Media Intelligence/CMR and Yellow Pages from Yellow Pages Integrated Media Association. Ranking from *Ad Age's* 100 Leading National Advertisers Special Report (*AA*, June 23, 2003).

100 LEADERS (CONTINUED)

Ranked by total U.S. advertising spending 2002

RANK 2002	RANK 2001	ADVERTISER	HEADQUARTERS	TOTAL U.S. ADVERTISING SPENDING 2002	TOTAL U.S. ADVERTISING SPENDING 2001	TOTAL U.S. ADVERTISING SPENDING % CHG	U.S. MEASURED MEDIA SPENDING 2002	U.S. MEASURED MEDIA SPENDING 2001	U.S. MEASURED MEDIA SPENDING % CHG
51	55	Wal-Mart Stores	Bentonville, Ark.	$618	$558	10.8	$408	$352	16.0
52	58	Sara Lee Corp.	Chicago	605	546	10.7	212	191	10.7
53	51	Volkswagen	Wolfsburg, Germany	602	597	0.8	440	460	-4.4
54	53	Vivendi Universal	Paris	591	576	2.7	485	466	4.0
55	38	General Electric Co.	Fairfield, Conn.	579	746	-22.4	203	261	-22.4
56	64	Clorox Co.	Oakland, Calif.	572	462	24.0	486	300	62.1
57	56	Novartis	Basel, Switzerland	569	553	3.0	226	238	-4.8
58	48	Coca-Cola Co.	Atlanta	569	620	-8.2	302	415	-27.4
59	50	Bristol-Myers Squibb Co.	New York	563	614	-8.2	169	276	-38.8
60	65	American Express Co.	New York	542	450	20.6	309	252	22.7
61	59	Albertson's	Boise, Idaho	525	527	-0.4	139	121	14.7
62	69	Dell Computer Corp.	Austin, Texas	511	438	16.5	409	263	55.3
63	95	Deutsche Telekom	Bonn, Germany	509	303	68.3	359	213	68.3
64	57	Kroger Co.	Cincinnati	509	549	-7.3	90	93	-3.2
65	62	Schering-Plough Corp.	Madison, N.J.	508	490	3.7	223	215	3.7
66	63	Gillette Co.	Boston	495	463	6.8	250	176	42.0
67	75	Aventis	Strasbourg, France	486	422	15.2	177	151	17.8
68	68	SABMiller	London	459	440	4.3	252	242	4.3
69	78	Campbell Soup Co.	Camden, N.J.	447	395	13.2	354	312	13.2
70	77	Lowe's Cos.	North Wilkesboro, N.C.	444	399	11.4	267	227	17.2
71	72	Gap Inc.	San Francisco	434	425	1.9	334	255	30.8
72	74	Kellogg Co.	Battle Creek, Mich.	429	423	1.6	260	256	1.6
73	71	Visa International	San Francisco	423	429	-1.3	317	322	-1.3
74	70	Adolph Coors Co.	Golden, Colo.	420	430	-2.3	200	202	-1.2
75	73	Limited Brands	Columbus, Ohio	411	424	-3.2	99	83	19.2
76	85	Berkshire Hathaway	Omaha, Neb.	399	346	15.3	235	247	-4.9
77	76	Cadbury Schweppes	London	396	408	-2.9	256	264	-2.9
78	92	Mitsubishi Motors Corp.	Tokyo	392	317	23.8	282	228	23.8
79	81	Mattel	El Segundo, Calif.	384	376	2.3	150	184	-18.6
80	61	MCI	Ashburn, Va.	371	519	-28.4	223	311	-28.4
81	67	Bayer	Leverkusen, Germany	371	443	-16.3	185	221	-16.3
82	94	Wendy's International	Dublin, Ohio	359	313	14.9	280	238	17.9
83	90	MasterCard International	New York	358	320	11.9	251	224	11.9
84	80	Safeway	Pleasanton, Calif.	356	382	-6.8	71	73	-1.9
85	100	Doctor's Associates	Milford, Conn.	353	286	23.3	219	177	23.3
86	88	Kimberly-Clark Corp.	Irving, Texas	352	331	6.3	247	232	6.3
87	66	Intel Corp.	Santa Clara, Calif.	345	444	-22.3	104	133	-22.3
88	79	Morgan Stanley	New York	342	389	-12.0	188	171	9.9
89	83	Circuit City Stores	Richmond, Va.	341	351	-3.1	250	258	-3.1
90	86	SC Johnson	Racine, Wis.	341	339	0.6	290	288	0.6
91	82	Colgate-Palmolive Co.	New York	337	356	-5.3	98	107	-8.5
92	103	United Parcel Service	Greenwich, Conn.	331	267	24.1	166	92	79.8
93	84	Hershey Foods Corp.	Hershey, Pa.	331	350	-5.6	162	174	-7.0
94	99	Nextel Communications	Reston, Va.	320	286	11.8	198	163	21.6
95	93	Reckitt Benckiser	Windsor, Berkshire, U.K.	318	315	0.9	224	210	6.9
96	104	Kia Motors Corp.	Seoul	316	266	19.0	244	205	19.0
97	102	Kohl's Corp.	Menomonee Falls, Wis.	316	268	18.1	196	166	18.1
98	106	Fortune Brands	Lincolnshire, Ill.	313	262	19.5	113	71	59.3
99	89	Eastman Kodak Co.	Rochester, N.Y.	312	329	-5.1	197	158	24.6
100	97	Office Depot	Delray Beach, Fla.	312	299	4.3	128	128	-0.6

Note: Dollars are in millions. 2001 rankings are based on data collected in 2003. See Page 2 for sources and methodology. U.S. totals are *Advertising Age* estimates. Measured media include magazines, Sunday magazines, newspapers, national newspapers, outdoor, spot TV, network TV, syndicated TV, cable TV networks, network radio, national spot radio and Internet from TNS Media Intelligence/CMR and Yellow Pages from Yellow Pages Integrated Media Association. Ranking from *Ad Age's* 100 Leading National Advertisers Special Report (*AA*, June 23, 2003).

75 Limited Brands

U.S. ad spending ($ in thousands)

By media	2002	2001	% chg
Magazine	$19,693	$21,547	-8.6
Sunday magazine	553	390	41.7
Newspaper	5,514	5,038	9.4
National newspaper	429	195	120.0
Outdoor	256	307	-16.6
Network TV	47,422	39,673	19.5
Spot TV	7,814	4,173	87.3
Syndicated TV	5,524	3,888	42.1
Cable TV networks	5,655	4,266	32.6
Internet	5,658	3,224	75.5
Measured media	98,558	82,701	19.2
Unmeasured media	312,099	341,406	-8.6
Total	410,657	424,107	-3.2
By brand	**2002**	**2001**	**% chg**
Victorias Secret stores	71,763	62,228	15.3

Sales & earnings ($ in millions)

Worldwide	2002	2001	% chg
Sales	$8,445	$8,423	0.3
Earnings	502	519	-3.3
Division sales	**2002**	**2001**	**% chg**
Victoria's Secret	3,586	3,272	9.6
Express	2,073	2,044	1.4
Bath & Body Works	1,781	1,747	1.9
Limited	638	618	3.2
Other	367	742	-50.5

Headquarters

Limited Brands/3 Limited Pkwy., Columbus, Ohio 43230/Phone: (614) 415-7000.

Notes

Limited Brands sold Lerner New York/New York & Company to an investor team led by Bear Stearns Merchant Banking in November 2002.

Personnel, brands, agencies

Corporate: Leslie H. Wexner, CEO & chmn; Len Schlesinger, vice chmn & chief operating officer; Edward G. Razek, pres-brand & creative svcs & chief mktg officer.
In-house.

Aura Science: 666 Fifth Ave., New York, N.Y. 10103/Phone: (212) 904-7800. Nance Dickinson, VP-mktg.
In-house.

Bath & Body Works: 7 Limited Pkwy., Reynoldsburg, Ohio 43068/Phone: (614) 856-6000. Nils Peyron, exec VP-mktg.
In-house.

Express-Express Men's: 1 Limited Pkwy., Columbus, Ohio 43230/Phone: (614) 415-4000. Derek Ungless, exec VP-mktg.
In-house.

Henri Bendel Inc.: 712 Fifth Ave., New York, N.Y. 10019/Phone: (212) 247-1100. Teril Turner, dir-mktg svcs.
In-house.

Limited Stores: 3 Limited Pkwy., Columbus, Ohio 43230/Phone: (614) 415-2000. Wanda Gierhart, exec VP-mktg.
In-house.

Victoria's Secret Beauty: 888 Seventh Ave., New York, N.Y. 10106/Phone: (212) 904-7200. Sherry Baker, sr VP & chief mktg officer; Marcia Mossack, sr VP & chief creative officer.
In-house.

Victoria's Secret Direct: 1114 Ave. of the Americas, New York, N.Y. 10036/Phone: (212) 704-0187. Sue Horn, VP-mktg.
In-house.

Victoria's Secret Stores: 4 Limited Pkwy., Reynoldsburg, Ohio 43068/Phone: (614) 577-7000. Jill Beraud, exec VP-mktg.
In-house.

White Barn Candle Company: 7 Limited Pkwy., Reynoldsburg, Ohio 43068/Phone: (614) 856-6000. Gail Rigelhaupt, VP-creative.
In-house.

20 L'Oreal

U.S. ad spending ($ in thousands)

By media	2002	2001	% chg
Magazine	$240,822	$235,969	2.1
Sunday magazine	1,916	1,791	7.0
Newspaper	371	520	-28.7
National newspaper	1,681	462	263.7
Outdoor	2,711	2,695	0.6
Network TV	182,161	160,495	13.5
Spot TV	24,019	27,850	-13.8
Syndicated TV	35,111	24,310	44.4
Cable TV networks	52,963	42,732	23.9
Network radio	312	415	-24.8
National spot radio	378	658	-42.5
Internet	2,414	3,688	-34.5
Measured media	544,857	501,585	8.6
Unmeasured media	572,799	543,385	5.4
Total	1,117,656	1,044,970	7.0
By brand	**2002**	**2001**	**% chg**
L'Oreal beauty prods	269,832	220,811	22.2
Maybelline cosmetics	91,760	95,501	-3.9
Lancome cosmetics	39,005	33,091	17.9
Garnier hair color	38,398	45,395	-15.4
Matrix hair prods	19,328	13,908	39.0
Redken hair prods	14,905	11,095	34.3
Romance fragrances	14,085	19,078	-26.2
Miracle fragrances	11,443	14,650	-21.9

Sales & earnings ($ in millions)

Worldwide	2002	2001	% chg
Sales	$13,243	$12,314	7.5
North America	**2002**	**2001**	**% chg**
Sales	4,114	3,988	3.2
Division sales	**2002**	**2001**	**% chg**
Cosmetics	12,931	12,003	7.7
Dermatology	298	262	13.7
Others	14	48	-70.8

Headquarters
L'Oreal/41, rue Martre, Clichy, France 92117/Phone: 33-1-47-56-70-00.

L'Oreal/575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500.

Personnel, brands, agencies
Corporate: Jean-Paul Agon, pres & CEO; Roger Dolden, exec VP & chief admin officer; John Wendt, exec VP-public & corp affairs; Pamela Gill Alabaster, sr VP-corp comms & media; Edward W. Bullock, VP-diversity.

L'Oreal Luxury Products: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Luc Nadeau, pres; Biotherm Division: Christine Harrison, gm; Ralph Lauren Fragrances Worldwide: Andrea Robinson, pres; Armani Fragrances: Serge Juerdini, gm; Ed Fox, AVP mktg; European Designer Fragrances: Jack Wiswall, pres; Helena Rubinstein: Margaret Sharkey, pres; Kiehl's Since 1851 & Shu Uemura: Edgar Huber, gm; Lancome Division: Dalia Chammas, sr VP & gm; Active Cosmetics: Stephane Wilmet, gm.
Carlson & Partners, New York. Colleen Rizzo, sr VP & media dir. — Ralph Lauren Fragrances.
Gotham, New York. Val Guazzoni, acct dir; Kathi Darnuic, media dir; Lisa Ellner, acct super. — Helena Rubinstein.
Publicis Worldwide, New York. Linda Joselow, exec principal & grp acct dir. — Biotherm, European Designer Fragrances, Lancome Paris.
Optimedia International U.S., New York. Bonnie Barest, exec principal & exec dir-media svsc & mg dir; Matrina Karadiakos, sr prinicipal & media dir; Linda Joselow, exec prinicipal & grp acct dir. — media svcs, Biotherm, European Designer Fragrances, Lancome Paris.

L'Oreal Paris Division (a div. of L'Oreal USA): 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Carol J. Hamilton, pres & gm; Nina White, sr VP-mktg; Vince Frezzo, asst VP-media.
McCann-Erickson Worldwide, New York. Carol Smith, exec VP; Patten Jackson, sr VP & grp dir; Joan Deni, VP-cosmetics; Joan Titens, VP-hair; Damien Weed, VP-skincare. — Color Cosmetics haircare, haircolor, skincare.
Universal McCann, New York. Karen Balik, grp media dir. — media plng.
La Micela New York, New York. Nick La Micela, CEO & chief creative officer; Brenda Chassey, exec VP-client svcs. — corp awareness adv, print & outdoor, corporate adv, Colour Expert, Feria.

L'Oreal Professional Salon Products: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. David Craggs, pres; Paul Sharnsky, VP & gm; Pierre Lampert, VP-mktg; Redken Worldwide: Minter Dial, gm; Redken US: Pat Parenty, VP & gm; L'Oreal Classic: Ray Mager, VP & gm; Matrix Global: Philip Clough, gm; Matrix US: Francesca Raminella, VP & gm.
Publicis Worldwide, New York. Linda Joselow, exec principal & grp acct dir. — Keratase Paris, L'Oreal Classic Salon Products, Matrix.
Gotham, New York. Sheri Baron, pres; Julie DeLoca, acct dir; Donna Cataldo, chief media officer; Kathi Darnulc, media dir. — media buying, Redken.
Burrell Communications Group, Chicago. Donna Beasley, acct dir. — African-American adv.
In-house. Jodie Maginn, VP-mktg; Kathleen Travers, dir-comms. — media buying, Keratase Paris, L'Oreal Classic Salon Products, Matrix.

Maybelline Garnier: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Karen Fondu, gm; Maybelline Worldwide: Ketan Patel, gm.
Publicis Worldwide, New York. Linda Joselow, exec prinicipal & grp acct dir. — Garnier.
Gotham, New York. Sheri Baron, pres; Donna Cataldo, chief media officer; Kathi Darnulc, media dir. — media svcs.
Optimedia International U.S., New York. Matrina Karadiakos, sr prinicipal & media dir. — media buying.

Soft Sheen-Carson Co.: 8522 S. Lafayette Ave., Chicago, Ill. 60620/Phone: (773) 978-0700. Candace S. Matthews, pres; Shawn Tollerson, sr VP-mktg.
Steve, New York. Steve Owner, exec prinicipal & grp dir; Sheila Simmons, mg ptnr; Jeff Marshall, dir-acct mgmt. — Beautiful Beginnings, Dark & Lovely, Dark & Natural, Let's Jam, Magic Shave men grooming prods.
Burrell Communications Group, Chicago. McGhee Williams, mg dir-mktg innovations; Yvette Fisher, sr VP & client svcs dir; Donna Beasley, acct dir. — African-American adv, Breakthru, Karizma, Optimum Care.
Carat ICG, Memphis, Tenn. Ken Washburn, VP & acct dir. — media svcs.

70 Lowe's Cos.

U.S. ad spending ($ in thousands)

By media	2002	2001	% chg
Magazine	$13,160	$5,727	129.8
Sunday magazine	21	8	161.2
Newspaper	44,206	39,513	11.9
National newspaper	307	1,187	-74.2
Outdoor	1,919	2,985	-35.7
Network TV	83,801	82,586	1.5
Spot TV	62,642	46,453	34.9
Syndicated TV	1,875	1,346	39.3
Cable TV networks	42,417	36,687	15.6
National spot radio	14,552	7,247	100.8
Internet	1,709	3,720	-54.1
Measured media	266,609	227,459	17.2
Unmeasured media	177,739	171,592	3.6
Total	444,348	399,051	11.4
By brand	**2002**	**2001**	**% chg**
Lowe's stores	264,900	223,697	18.4

Sales & earnings ($ in millions)

Worldwide	2002	2001	% chg
Sales	$26,491	$22,111	19.8
Earnings	1,471	1,023	43.8

Headquarters
Lowe's Cos./1605 Curtis Bridge Rd., Wilkesboro, N.C. 28697/Phone: (336) 658-4000.

Personnel, brands, agencies
Corporate: Robert L. Tillman, chmn & CEO; Robert A. Niblock, pres; Dale C. Pond, sr exec VP-merch & mktg.
McCann-Erickson Worldwide, New York. Michael Piluso, super.

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 **ORAL ARGUMENT REQUESTED**

EXHIBIT D-4 TO OPPOSER'S NOTICE OF RELIANCE

AdAge SPECIAL REPORT 6.28.04

49TH ANNUAL

100 LEADING NATIONAL ADVERTISERS

U.S. MARKETER PROFILE EDITION

Ad Age's exclusive national ad spending estimates, as well as measured brand spending, key personnel at the client, agency and media specialist are profiled for top 100 marketers. A supplement to the Ad Age Special Report, (*AA*, June 28), additional electronic copies of this report can be downloaded from AdAge.com QwikFIND aap73j. More information is available in the AdAge.com DataCenter.

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■ ADVERTISING AGE'S EXCLUSIVE RANKING OF THE NATION'S TOP SPENDERS

About this profile edition

THE 100 LEADING NATIONAL Advertisers boosted their spending in all forms of advertising by 9% to $90.31 billion in 2003 and in the process elevated the nation's total media expenditures for the first time above pre-recession 2000 levels.

The media component of the Top 100, at $52.21 billion, up 9.3%, accounted for 40.7% of the nation's total media spending of $128.35 billion in 17 media. An unmeasured ad component of $38.1 billion (up 8.7%) claimed the rest of the total ad pot.

These Leaders drove media spending in 2003 as non-Top 100 advertisers grew only 4.1% in 2003. By comparison, media expenditures in 2000 were $118.45 billion drawn from 11 media. Last year those same 11 media in the aggregate passed 2000 levels. It has been an uphill climb since media plunged 7.8% in 2001. Growth of 5% in 2002 still left media short of its high-water mark in 2000.

General Motors Corp. at $3.43 billion in total advertising, down 1.4%, beat back Procter & Gamble Co. at $3.32 billion, up 24.3%, to claim honors as top spender, although P&G seems poised to reclaim the No. 1 spot it lost to GM in 1997.

This pdf version of the 100 Leading National Advertisers augments the printed version *(AA, June 28, 2004)* by producing profiles on each Top 100 advertiser. Content of this pdf is as follows:

● **Charts:** Key charts in this report include:

The Top 100: The list covers GM to No. 100 Canon at $317.2 million, up 44%. Thirty-three marketers on the list have U.S. ad totals above $1 billion.

Domestic ad spending: This chart is a compilation of media spending from 20 mediums--most of them monitored by TNS Media Intelligence/CMR--and unmeasured spending estimates both for the Top 100 ($38.1 billion) and for all advertisers ($117.1 billion) in the U.S.

U.S. ad spending by ad category: This chart breaks out 11 measured media by 23 ad categories using TNSMI/CMR Ad$pender data, from automotive at $18.39 billion, up 8.2%, to oil & gas at $261.3 million, up 0.3%.

● **Brands:** There were 549 brands on which the Top 100 spent more than $10 million in measured media in 2003, according to TNSMI/CMR. *Ad Age* lists these so-called megabrands by their media spending in each profile.

P&G supported 46 such megabrands in 2003, by far the most among the Top 100. No. 8 Johnson & Johnson was closest to P&G in power brands with 26. P&G's top brand was Crest dental care at $272.7 million in media, up 54.3%; Johnson & Johnson's lead brand was Tylenol pain relief remedies at $209.5 million, up 56.2%. The Verizon Communications megabrand was the hands-down media king at $1.2 billion, up 11.5%.

● **Sales and earnings:** Primary financial data on each Top 100 company is provided for two consecutive years. Data include worldwide sales and earnings, U.S. sales and operating income, and sales by global division.

● **Personnel, brands, agencies:** *Ad Age* lists key marketing executives at the brand or category level of each Top 100 company, and personnel responsible for those accounts at traditional and specialty agencies and media specialty companies.

● **Methodology:** U.S. measured spending was pulled for the 250 largest national advertisers, a group pared to 100 after adding unmeasured ad estimates.

TNSMI/CMR's Stradegy product provided measured spending in 15 national media and the Yellow Pages Integrated Media Association contributed spending in Yellow Pages.

Unmeasured spending is an *Ad Age* estimate and includes direct mail, sales promotion, co-op spending, couponing, catalogs, business and farm publications and special events, to name a few. Unmeasured basically is the difference between a company's reported or estimated ad costs and its measured media. The rreported ad costs, if global, is weighted by *Ad Age* to reflect a U.S.-only share.

STAFF FOR THIS REPORT: KEVIN BROWN, R. CRAIG ENDICOTT, SCOTT MACDONALD, MARK SCHUMANN, GREGG MACARTHUR, JENNIE SIERRA, LUKE MATHENY, ANDREW GREEN AND MIKE RYAN

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100 LEADERS

Ranked by total U.S. advertising spending 2003

RANK 2003	RANK 2002	ADVERTISER	HEADQUARTERS	TOTAL U.S. ADVERTISING SPENDING 2003	TOTAL U.S. ADVERTISING SPENDING 2002	TOTAL U.S. ADVERTISING SPENDING % CHG	U.S. MEASURED MEDIA SPENDING 2003	U.S. MEASURED MEDIA SPENDING 2002	U.S. MEASURED MEDIA SPENDING % CHG
1	1	General Motors Corp.	Detroit	$3,429.9	$3,477.5	-1.4	$2,366.6	$2,399.5	-1.4
2	3	Procter & Gamble Co.	Cincinnati	3,322.7	2,673.4	24.3	2,684.4	2,159.9	24.3
3	2	Time Warner	New York	3,097.3	2,922.8	6.0	1,847.2	1,743.1	6.0
4	4	Pfizer	New York	2,838.5	2,566.2	10.6	1,011.5	914.4	10.6
5	6	DaimlerChrysler	Auburn Hills, Mich./Stuttgart, Germany	2,317.5	2,031.8	14.1	1,608.2	1,410.0	14.1
6	5	Ford Motor Co.	Dearborn, Mich.	2,233.8	2,251.8	-0.8	1,444.5	1,456.2	-0.8
7	7	Walt Disney Co.	Burbank, Calif.	2,129.3	1,803.0	18.1	1,391.7	1,178.4	18.1
8	8	Johnson & Johnson	New Brunswick, N.J.	1,995.7	1,799.0	10.9	1,251.9	1,128.6	10.9
9	11	Sony Corp.	Tokyo	1,814.8	1,621.1	12.0	1,003.7	896.6	12.0
10	13	Toyota Motor Corp.	Toyota City, Japan	1,682.7	1,552.7	8.4	1,014.2	935.8	8.4
11	14	Verizon Communications	New York	1,674.2	1,527.5	9.6	1,197.8	1,092.8	9.6
12	9	Sears, Roebuck & Co.	Hoffman Estates, Ill.	1,633.6	1,661.2	-1.7	785.8	799.1	-1.7
13	17	General Electric Co.	Fairfield, Conn.	1,575.7	1,256.1	25.4	787.8	628.1	25.4
14	12	GlaxoSmithKline	Greenford, Middlesex, U.K.	1,553.7	1,554.0	-0.0	776.1	776.2	-0.0
15	23	SBC Communications	San Antonio, Texas	1,511.0	1,091.6	38.4	1,037.8	749.7	38.4
16	15	McDonald's Corp.	Oak Brook, Ill.	1,368.3	1,335.7	2.4	638.3	623.1	2.4
17	10	Unilever	London/Rotterdam	1,332.1	1,640.0	-18.8	571.8	704.0	-18.8
18	18	Altria Group	New York	1,311.0	1,206.0	8.7	1,006.9	926.2	8.7
19	26	Nissan Motor Co.	Tokyo	1,300.7	966.7	34.6	961.8	714.8	34.6
20	20	Merck & Co.	Whitehouse Station, N.J.	1,264.4	1,158.4	9.1	355.4	325.6	9.1
21	16	Viacom	New York	1,248.8	1,259.8	-0.9	782.2	789.0	-0.9
22	21	L'Oreal	Paris	1,239.4	1,117.7	10.9	636.1	573.6	10.9
23	22	PepsiCo	Purchase, N.Y.	1,212.2	1,113.9	8.8	891.1	818.9	8.8
24	32	Home Depot	Atlanta	1,149.9	885.2	29.9	561.3	432.0	29.9
25	31	Microsoft Corp.	Redmond, Wash.	1,147.2	909.1	26.2	569.9	451.6	26.2
26	19	Honda Motor Co.	Tokyo	1,143.7	1,192.8	-4.1	709.0	739.4	-4.1
27	25	Nestle	Vevey, Switzerland	1,112.7	1,073.2	3.7	520.4	501.9	3.7
28	24	U.S. Government	Washington	1,102.3	1,082.8	1.8	642.8	631.4	1.8
29	28	Target Corp.	Minneapolis	1,083.3	960.0	12.8	600.9	532.5	12.8
30	34	Sprint Corp.	Westwood, Kan.	1,069.3	863.0	23.9	805.8	650.3	23.9
31	33	AT&T Wireless	Redmond, Wash.	1,034.9	872.9	18.6	817.1	689.2	18.6
32	30	News Corp.	Sydney	1,031.8	944.5	9.2	779.0	713.1	9.2
33	27	J.C. Penney Co.	Plano, Texas	1,024.8	965.2	6.2	409.9	386.1	6.2
34	56	Novartis	Basel, Switzerland	966.5	569.3	69.8	394.9	232.6	69.8
35	29	General Mills	Minneapolis	955.6	954.1	0.2	615.9	615.0	0.2
36	38	Estee Lauder Cos.	New York	905.6	805.3	12.5	146.6	130.4	12.5
37	41	Hewlett-Packard Co.	Palo Alto, Calif.	898.9	736.1	22.1	511.2	418.6	22.1
38	35	IBM Corp.	Armonk, N.Y.	862.0	832.3	3.6	427.8	413.1	3.6
39	36	Best Buy Co.	Eden Prairie, Minn.	837.5	818.7	2.3	324.9	317.6	2.3
40	44	Wyeth	Madison, N.J.	821.4	724.7	13.4	342.9	302.5	13.4
41	48	Mars Inc.	McLean, Va.	813.4	653.1	24.5	431.5	346.5	24.5
42	58	Bristol-Myers Squibb Co.	New York	778.1	563.5	38.1	230.3	166.8	38.1
43	40	Anheuser-Busch Cos.	St. Louis	776.4	792.9	-2.1	445.2	454.7	-2.1
44	43	Cendant Corp.	Parsippany, N.J.	773.1	726.9	6.4	231.7	217.8	6.4
45	46	ConAgra Foods	Omaha, Neb.	764.8	680.1	12.4	189.3	168.3	12.4
46	42	Yum Brands	Louisville, Ky.	761.1	732.6	3.9	659.9	635.2	3.9
47	39	Diageo	London	748.2	797.8	-6.2	206.0	219.7	-6.2
48	45	Federated Department Stores	Cincinnati	707.2	715.1	-1.1	615.7	622.6	-1.1
49	52	Wal-Mart Stores	Bentonville, Ark.	677.9	618.1	9.7	479.4	437.2	9.7
50	59	American Express Co.	New York	673.1	542.1	24.2	379.7	305.8	24.2

Notes: Dollars are in millions. 2002 rankings represent data compiled in 2004. Measured media from TNS Media Intelligence/CMR's Stradegy and Yellow Pages Integrated Media Association.

100 LEADERS (CONTINUED)

Ranked by total U.S. advertising spending 2003

RANK				TOTAL U.S. ADVERTISING SPENDING			U.S. MEASURED MEDIA SPENDING		
2003	2002	ADVERTISER	HEADQUARTERS	2003	2002	% CHG	2003	2002	% CHG
51	47	May Department Stores Co.	St. Louis	$630.0	$655.9	-4.0	$544.7	$567.1	-4.0
52	65	Gillette Co.	Boston	611.7	495.0	23.6	321.7	260.3	23.6
53	63	Kroger Co.	Cincinnati	611.5	508.9	20.2	110.7	92.1	20.2
54	64	Schering-Plough Corp.	Madison, N.J.	609.0	507.6	20.0	269.1	224.3	20.0
55	54	Volkswagen	Wolfsburg, Germany	608.2	602.4	1.0	448.8	444.6	1.0
56	53	Sara Lee Corp.	Chicago	582.7	604.7	-3.6	196.0	203.4	-3.6
57	71	Kellogg Co.	Battle Creek, Mich.	569.7	429.1	32.8	374.1	281.8	32.8
58	61	Dell	Austin, Texas	564.8	510.6	10.6	466.9	422.1	10.6
59	51	Nike	Beaverton, Ore.	559.0	623.5	-10.4	214.4	239.2	-10.4
60	55	Clorox Co.	Oakland, Calif.	553.4	572.3	-3.3	487.8	504.5	-3.3
61	83	Safeway	Pleasanton, Calif.	533.3	356.2	49.7	107.0	71.5	49.7
62	49	Burger King Corp.	Miami	524.5	650.1	-19.3	294.3	364.7	-19.3
63	62	Deutsche Telekom	Bonn, Germany	517.6	509.3	1.6	371.5	365.5	1.6
64	79	MCI	Ashburn, Va.	517.0	371.2	39.3	376.7	270.5	39.3
65	69	Lowe's Cos.	North Wilkesboro, N.C.	503.7	444.3	13.4	302.2	266.6	13.4
66	78	Mattel	El Segundo, Calif.	487.8	384.4	26.9	189.7	149.5	26.9
67	70	Gap Inc.	San Francisco	485.8	433.6	12.1	373.9	333.7	12.1
68	37	AT&T Corp.	Basking Ridge, N.J.	478.7	815.1	-41.3	264.2	449.8	-41.3
69	57	Coca-Cola Co.	Atlanta	472.7	569.0	-16.9	288.9	347.7	-16.9
70	60	Albertson's	Boise, Idaho	466.8	524.9	-11.1	124.6	140.1	-11.1
71	72	Visa International	San Francisco	462.1	423.2	9.2	332.8	304.8	9.2
72	NA	InterActiveCorp	New York	460.9	279.6	64.8	322.4	195.6	64.8
73	66	Aventis	Strasbourg, France	459.1	486.0	-5.5	173.2	183.3	-5.5
74	93	Kohl's Corp.	Menomonee Falls, Wis.	451.7	316.0	42.9	281.2	196.8	42.9
75	82	MasterCard International	New York	439.5	358.0	22.8	316.9	258.2	22.8
76	80	Bayer	Leverkusen, Germany	434.5	370.6	17.2	221.8	189.2	17.2
77	67	SABMiller	London	432.9	458.5	-5.6	272.4	288.5	-5.6
78	75	Berkshire Hathaway	Omaha, Neb.	430.9	398.5	8.1	259.6	240.1	8.1
79	91	Nextel Communications	Reston, Va.	423.5	319.6	32.5	264.9	199.9	32.5
80	NA	Citigroup	New York	420.2	202.5	107.5	261.6	126.1	107.5
81	50	Kmart Corp.	Troy, Mich.	413.1	628.6	-34.3	179.2	272.6	-34.3
82	68	Campbell Soup Co.	Camden, N.J.	412.3	447.5	-7.9	295.2	320.4	-7.9
83	84	Doctor's Associates	Milford, Conn.	407.9	352.7	15.6	268.8	232.5	15.6
84	NA	AstraZeneca	London	404.3	309.1	30.8	274.8	210.1	30.8
85	74	Limited Brands	Columbus, Ohio	396.5	410.7	-3.4	89.6	92.7	-3.4
86	87	Intel Corp.	Santa Clara, Calif.	393.8	345.2	14.1	131.1	115.0	14.1
87	92	Reckitt Benckiser	Windsor, Berkshire, U.K.	392.8	318.0	23.5	299.7	242.6	23.5
88	81	Wendy's International	Dublin, Ohio	385.8	359.5	7.3	321.5	299.5	7.3
89	77	Mitsubishi Motors Corp.	Tokyo	381.5	392.1	-2.7	276.7	284.3	-2.7
90	NA	BellSouth Corp.	Atlanta	375.6	223.0	68.5	125.9	74.8	68.5
91	85	Kimberly-Clark Corp.	Irving, Texas	347.6	352.5	-1.4	251.9	255.5	-1.4
92	86	Kia Motors Corp.	Seoul	347.3	349.0	-0.5	250.0	251.3	-0.5
93	76	Cadbury Schweppes	London	340.8	396.2	-14.0	230.3	267.8	-14.0
94	90	United Parcel Service	Greenwich, Conn.	339.8	331.4	2.5	172.2	167.9	2.5
95	73	Adolph Coors Co.	Golden, Colo.	339.5	420.3	-19.2	169.0	209.3	-19.2
96	NA	Hyundai Motor Co.	Seoul	332.8	248.4	34.0	239.6	178.8	34.0
97	89	Colgate-Palmolive Co.	New York	331.7	336.7	-1.5	110.9	112.5	-1.5
98	NA	Philips Electronics	Eindhoven, Netherlands	318.7	258.0	23.5	144.8	117.3	23.5
99	88	SC Johnson	Racine, Wis.	318.2	340.7	-6.6	273.4	292.7	-6.6
100	NA	Canon	Tokyo	317.2	220.2	44.0	165.0	114.5	44.0

Notes: Dollars are in millions. 2002 rankings represent data compiled in 2004. Measured media from TNS Media Intelligence/CMR's Stradegy and Yellow Pages Integrated Media Association.

U.S. ad spending ($ in thousands)

By media	2003	2002	% chg
Outdoor	160	256	-37.7
Network TV	49,370	47,342	4.3
Spot TV	2,716	4,891	-44.5
Syndicated TV	6,021	5,524	9.0
Cable TV networks	5,486	5,606	-2.1
Network radio	301	NA	NA
National spot radio	261	40	552.0
Internet	3,407	3,390	0.5
Business publications	92	114	-19.0
Local magazines	0	85	NA
Measured media	89,552	92,738	-3.4
Unmeasured media	306,994	317,918	-3.4
Total	396,546	410,657	-3.4
By brand	**2003**	**2002**	**% chg**
Victoria's Secret apparel	78,055	76,186	2.5

Sales & earnings ($ in millions)

Worldwide & U.S.	2003	2002	% chg
Sales	$8,934	$8,445	5.8
Earnings	717	502	42.8
Division sales	**2003**	**2002**	**% chg**
Victoria's Secret	3,817	3,586	6.4
Express	2,071	2,073	-0.1
Bath & Body Works	1,934	1,781	8.6
Limited	626	638	-1.9
Other	486	367	32.4

Headquarters

Limited Brands/3 Limited Pkwy., Columbus, Ohio 43230/Phone: (614) 415-7000.

Personnel, brands, agencies

Corporate: Leslie H. Wexner, CEO & chmn; Len Schlesinger, vice chmn & chief operating officer; Edward G. Razek, pres-brand & creative svcs & chief mktg officer; Pattie Glod, VP-media.

In-house.

Initiative Media Worldwide, New York.

Bath & Body Works: 7 Limited Pkwy., Reynoldsburg, Ohio 43068/Phone: (614) 856-6000. Nils Peyron, exec VP-mktg.

In-house.

Express-Express Men's: 1 Limited Pkwy., Columbus, Ohio 43230/Phone: (614) 415-4000. Derek Ungless, exec VP-mktg.

In-house. — Express clothing stores.

Henri Bendel Inc.: 712 Fifth Ave., New York, N.Y. 10019/Phone: (212) 247-1100. Teril Turner, dir-mktg svcs.

In-house.

Limited Stores: 3 Limited Pkwy., Columbus, Ohio 43230/Phone: (614) 415-2000. Stuart DeHaan, creative dir.

In-house.

Victoria's Secret Beauty: 888 Seventh Ave., New York, N.Y. 10106/Phone: (212) 904-7200. Sherry Baker, sr VP & chief mktg officer; Marcia Mossack, sr VP & chief creative officer.

In-house.

Victoria's Secret Direct: 1114 Ave. of the Americas, New York, N.Y. 10036/Phone: (212) 704-0187. Sue Horn, exec VP-mktg.

In-house.

Victoria's Secret Stores: 4 Limited Pkwy., Reynoldsburg, Ohio 43068/Phone: (614) 577-7000. Jill Beraud, exec VP-mktg.

In-house. — Victoria's Secret women's apparel.

22 L'Oreal

U.S. ad spending ($ in thousands)

By media	2003	2002	% chg
Magazine	$271,725	$250,191	8.6
Sunday magazine	3,682	2,075	77.4
Newspaper	544	378	43.7
National newspaper	1,733	2,044	-15.2
Outdoor	1,112	2,711	-59.0
Network TV	203,365	182,361	11.5
Spot TV	16,433	25,812	-36.3
Syndicated TV	56,756	35,109	61.7
Cable TV networks	52,734	52,951	-0.4
Network radio	390	312	25.0
National spot radio	125	378	-66.9
Internet	2,442	2,417	1.0
Spanish-language TV	19,788	10,648	85.8
Business publications	4,974	5,836	-14.8
Local magazines	306	392	-21.9
Measured media	636,107	573,616	10.9
Unmeasured media	603,310	544,040	10.9
Total	1,239,417	1,117,656	10.9
By brand	**2003**	**2002**	**% chg**
L'Oreal cosmetics	290,262	282,065	2.9
Maybelline cosmetics	102,960	95,174	8.2
Garnier hair products	89,600	38,517	132.6
Lancome cosmetics	39,015	41,185	-5.3
Matrix hair care products	26,233	21,489	22.1
Redken hair care products	17,140	17,204	-0.4
Polo fragrances	10,117	9,454	7.0

Sales & earnings ($ in millions)

Worldwide	2003	2002	% chg
Sales	$16,307	$13,577	20.1
Earnings	1,886	1,383	36.4
North America	**2003**	**2002**	**% chg**
Sales	4,318	4,114	5.0
Division sales	**2003**	**2002**	**% chg**
Cosmetics	15,287	13,257	15.3
Others	687	15	NA
Dermatology	333	305	9.2

Headquarters

L'Oreal/41, rue Martre, Clichy, France 92117/Phone: 33-1-47-56-70-00.

L'Oreal/575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500.

Personnel, brands, agencies

Corporate: Jean-Paul Agon, pres & CEO; Roger Dolden, exec VP & chief admin officer; Rebecca Caruso, exec VP-external affairs & corp comms; Pamela Gill Alabaster, sr VP-corp comms & media; Edward W. Bullock, VP-diversity.

L'Oreal Luxury Products: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Edgar Huber, pres; Biotherm Division: Christine Harrison, gm; Ralph Lauren Fragrances Worldwide: Andrea Robinson, pres; Armani Fragrances: Serge Juerdini, gm; European Designer Fragrances: Jack Wiswall, pres; Kiehl's Since 1851: Philip Clough, pres; Shu Uemura: Chris Salgardo, gm;

Lancome Division: Dalia Chammas, sr VP & gm; Active Cosmetics: Stephane Wilmet, gm.

Carlson & Partners, New York. Colleen Rizzo, sr VP & media dir. — Ralph Lauren Fragrances.

Publicis Worldwide, New York. Linda Joselow, exec VP-grp acct dir. — Biotherm, European Designers Fragrances, Lancome Paris.

Optimedia International U.S., New York. Bonnie Barest, exec principal & exec dir-media svsc & mg dir; Matrina Karadiakos, sr prinicipal & media dir; Linda Joselow, exec prinicipal & grp acct dir. — media svcs, Biotherm, European Designers Fragrances, Lancome Paris.

L'Oreal Paris Division (div. of L'Oréal USA): 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Carol J. Hamilton, pres & gm; Nina White, sr VP-mktg; Vince Frezzo, asst VP-media.

McCann Erickson Worldwide, New York. Carol Smith, exec VP; Patten Jackson, sr VP & grp dir. — Color Cosmetics haircare, haircolor, skincare.

Universal McCann Worldwide, New York. Karin Balik, sr VP-mg dir, plng. — media plng.

La Micela New York, New York. Nick La Micela, CEO & chief creative officer; Brenda Chassey, exec VP-client svcs. — corp awareness adv, Print & Outdoor.

L'Oreal Professional Salon Products: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212)984-4000. David Craggs, pres; Paul Sharnsky, VP & gm; Pierre Lampert, VP-mktg; Redken Worldwide: Minter Dial, gm; Redken US: Pat Parenty, VP & gm; L'Oreal Classic: Ray Mager, VP & gm; Matrix Global: David Greenberg, gm; Matrix US: Francesca Raminella, VP & gm; Keratase Paris: Frederique Besson, VP & gm.

Publicis Worldwide, New York. Linda Joselow, exec VP-grp acct dir. — L' Oreal Classic Salon Products, Matrix.

Gotham, New York. Sheri Baron, pres; Julie DeLoca, acct dir; Donna Cataldo, chief media officer; Kathi Darnulc, media dir. — media buying, Redken.

In-house. Stuart Sklar, VP-mktg; Deborah Marquardt, assoc VP-comms. — media buying, L' Oreal Classic Salon Products, Matrix.

Burrell Communications Group, Chicago. Donna Beasley, acct dir. — African-American adv.

Maybelline Garnier: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Karen Fondu, pres-Maybelline New York-Garnier; Emma Walmsley, gm-Maybelline New York Worldwide.

Publicis Worldwide, New York. Linda Joselow, exec VP-grp acct dir. — Nutrisse, Fructis.

Gotham, New York. Sheri Baron, pres & evec VP & chief media officer; Kathi Darnulc, grp media dir. — media svcs.

Optimedia International U.S., New York. Bonnie Barest, exec VP & mg dir; Matrina Karadiakos, sr prinicipal & media dir. — media buying.

Soft Sheen-Carson Co.: 8522 S. Lafayette Ave., Chicago, Ill. 60620/Phone: (773) 978-0700. Candace S. Matthews, pres; Shawn Tollerson, sr VP-mktg.

Publicis New York, New York. Linda Joselow, exec VP-grp acct dir. — Dark & Lovely, Optimum Oil Therapy, Optimum Care, Hi-Rez.

Carat ICG, Memphis, Tenn. Ken Washburn, VP & acct dir. — media svcs.

Noelle-Elaine Media, New York. Kristen Poe-Hill, acct dir. — event plng, prod launches, publicity.

65 Lowe's Cos.

U.S. ad spending ($ in thousands)

By media	2003	2002	% chg
Magazine	$16,019	$13,270	20.7
Newspaper	55,590	44,241	25.7
National newspaper	705	307	130.0
Outdoor	1,298	1,919	-32.4
Network TV	97,147	83,801	15.9
Spot TV	49,460	62,891	-21.4
Syndicated TV	2,224	1,875	18.6
Cable TV networks	57,925	42,472	36.4
National spot radio	18,827	14,544	29.4
Internet	2,794	1,025	172.5
Business publications	197	250	-21.2
Measured media	302,186	266,595	13.4
Unmeasured media	201,484	177,754	13.4
Total	503,671	444,348	13.4
By brand	**2003**	**2002**	**% chg**
Lowe's building supply stores	302,186	266,595	13.4

Sales & earnings ($ in millions)

Worldwide & U.S.	2003	2002	% chg
Sales	$30,838	$26,112	18.1
Earnings	1,877	1,471	27.6

Headquarters

Lowe's Cos./1000 Lowe's Blvd., Mooresville, N.C. 28117/Phone: (704) 758-1000.

Personnel, brands, agencies

Corporate: Robert L. Tillman, chmn & CEO; Robert A. Niblock, pres; Dale C. Pond, sr exec VP-merch & mktg.

McCann Erickson Worldwide, New York. Linda Luca, sr VP & grp dir. — Lowe's stores.

Cultura, Dallas. Melissa Garcia, sr acct super; Lori Reynolds, acct dir. — Hispanic adv.

Footsteps, New York. Melissa Garcia, sr acct super. — African-American adv.

Admerasia, New York. Melissa Garcia, sr acct super. — Asian-American adv.

Coyne Beahm Shouse, Greensville, N.C. Chris Ng Cashin, VP & mgmt super. — direct mktg.

41 Mars Inc.

U.S. ad spending ($ in thousands)

By media	2003	2002	% chg
Magazine	$98,434	$84,866	16.0
Sunday magazine	1,946	1,526	27.5
Newspaper	100	741	-86.5
National newspaper	999	484	106.4
Outdoor	3,518	112	NA
Network TV	143,347	115,576	24.0
Spot TV	8,652	9,649	-10.3
Syndicated TV	74,467	53,198	40.0
Cable TV networks	79,397	61,268	29.6
Network radio	4,584	8,642	-47.0
National spot radio	22	504	-95.7
Internet	4,344	3,066	41.7
Spanish-language TV	10,142	5,309	91.0
Business publications	1,596	1,563	2.1
Measured media	431,546	346,504	24.5
Unmeasured media	381,821	306,578	24.5
Total	813,367	653,082	24.5

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 **ORAL ARGUMENT REQUESTED**

EXHIBIT D-5 TO OPPOSER'S NOTICE OF RELIANCE

Advertising Age's

Special Report: Profiles Supplement

June 27, 2005

50th annual 100 LEADING NATIONAL ADVERTISERS

INSIDE

Top 100 ranking
The nation's leading marketers ranked by U.S. advertising expenditures for 2004. Includes data from TNS Media Intelligence and *Ad Age's* proprietary estimates of unmeasured spending. **PAGE 6**

Company profiles
Lead marketing personnel, brands, agencies, agency contacts, as well as advertising spending by media and brand, sales, earnings and more for the country's 100 largest advertisers **PAGE 9**

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Special Report 100 LEADING NATIONAL ADVERTISERS SUPPLEMENT

ABOUT THIS PROFILE EDITION

THE 50TH ANNUAL 100 Leading National Advertisers Report ended in a dead heat between perennial one-two finishers General Motors Corp. and Procter & Gamble Cos. as total advertising of the Top 100 advanced 9.2% to $98.34 billion in 2004.

GM advertising reached $3.997 billion, up 6.3%, to P&G's $3.920 billion, up 17%. P&G, however, is set to sweep into the top spot in 2006 with its acquisition of No. 41 Gillette Co., which closed out at $836.6 billion, up 30.8% in 2004.

The one-two finish for the two Leaders was the 30th time the two have claimed the top two spots in this report, first published in 1956 (covering 1955 ad data).

Of the $98.34 billion in total advertising, media spending claimed $58.48 billion, up 9.2%, and unmeasured forms of advertising claimed the rest. *(See methodology at the end of this article).*

This PDF version of the 100 Leading National Advertisers augments the printed version *(AA, June 27, 2005)* by producing profiles on each Top 100 advertiser. Content of this PDF is as follows:

● **Charts:** Key charts in this report include:

The Top 100: The list covers GM to No. 100 Molson Coors Brewing Co. at $330.8 million, down 5.1%. Thirty-two marketers on the list have U.S. ad totals above $1 billion.

Domestic ad spending: This chart is a compilation of media spending from 20 mediums—most of them monitored by TNS Media Intelligence—and unmeasured spending estimates both for the Top 100 ($39.9 billion) and for all advertisers ($122.7 billion) in the U.S.

U.S. ad spending by ad category: This chart breaks out 17 measured media by 30 ad categories using TNS' Stradegy data, from automotive at $20.52 billion, up 10.8%, to cigarettes & tobacco at $318.8 million, down 17.1%.

● **Brands:** There were 569 brands on which the Top 100 spent more than $10 million in measured media in 2004, according to TNS. *Ad Age* lists these "megabrands" by their media spending in each profile.

P&G supported 45 such megabrands in 2004, by far the most among the Top 100. No. 10 Johnson & Johnson was closest to P&G in power brands with 26. Olay at $267.3 million, up 27.1%, overtook Crest at $255.1 billion, down 7.1%, as P&G's top brand; Johnson & Johnson's lead brand was Tylenol pain relief remedies at $212.5 million, up 1.9%. The Verizon Communications megabrand was the hands-down media king at $1.51 billion, up 27.5%.

● **Sales and earnings:** Primary financial data on each Top 100 company is provided for two consecutive years. Data include worldwide sales and earnings, U.S. or North American sales and operating income if available, and sales by global division.

● **Personnel, brands, agencies:** *Ad Age* lists key marketing executives at the brand or category level of each Top 100 company, and personnel responsible for those accounts at traditional and specialty agencies and media specialty companies.

● **Methodology:** U.S. measured spending was pulled for the 250 largest national advertisers, a group pared to 100 after adding unmeasured ad estimates.

TNS' Stradegy product provided measured spending in 17 national media, Yellow Pages Association contributed spending in Yellow Pages and TNS's Marx Promotion Intelligence provided free-standing insert spending.

Unmeasured spending is an *Ad Age* estimate and includes direct mail, sales promotion, co-op spending, couponing, catalogs, business and farm publications and special events, to name a few. Unmeasured basically is the difference between a company's reported or estimated ad costs and its measured media. The reported ad costs, if global, is weighted by *Ad Age* to reflect a U.S.-only share.

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Special Report 100 LEADING NATIONAL ADVERTISERS SUPPLEMENT

NATIONAL ADVERTISERS RANKED 1 TO 50

Ranked by total U.S ad spending in 2004

RANK 2004	RANK 2003	MARKETER	HEADQUARTERS	TOTAL U.S. ADVERTISING SPENDING 2004	TOTAL U.S. ADVERTISING SPENDING 2003	TOTAL U.S. ADVERTISING SPENDING % CHG	U.S. MEASURED MEDIA SPENDING 2004	U.S. MEASURED MEDIA SPENDING 2003	U.S. MEASURED MEDIA SPENDING % CHG
1	1	General Motors Corp.	Detroit	$3,997.4	$3,760.7	6.3	$2,797.6	$2,370.6	18.0
2	2	Procter & Gamble Co.	Cincinnati	3,919.7	3,351.2	17.0	3,005.6	2,813.0	6.8
3	3	Time Warner	New York	3,283.1	3,072.8	6.8	1,938.2	1,832.6	5.8
4	4	Pfizer	New York	2,957.3	2,681.9	10.3	1,061.1	1,029.0	3.1
5	5	SBC Communications	San Antonio, Texas	2,686.8	2,599.4	3.4	1,835.9	1,792.2	2.4
6	6	DaimlerChrysler	Auburn Hills, Mich./Stuttgart, Germany	2,462.1	2,385.8	3.2	1,810.6	1,606.8	12.7
7	7	Ford Motor Co.	Dearborn, Mich.	2,458.0	2,207.0	11.4	1,643.3	1,448.9	13.4
8	9	Walt Disney Co.	Burbank, Calif.	2,241.5	2,035.5	10.1	1,390.0	1,404.9	-1.1
9	13	Verizon Communications	New York	2,197.3	1,672.0	31.4	1,528.0	1,207.0	26.6
10	10	Johnson & Johnson	New Brunswick, N.J.	2,175.7	1,961.9	10.9	1,392.5	1,275.5	9.2
11	15	GlaxoSmithKline	Greenford, Middlesex, U.K.	1,828.3	1,562.5	17.0	888.6	790.7	12.4
12	8	Sears Holdings Corp.	Hoffman Estates, Ill.	1,823.0	2,046.5	-10.9	973.7	1,005.4	-3.2
13	14	Toyota Motor Corp.	Toyota City, Japan	1,821.0	1,638.6	11.1	1,097.5	1,015.9	8.0
14	12	General Electric Co.	Fairfield, Conn.	1,819.0	1,723.8	5.5	933.3	869.0	7.4
15	11	Sony Corp.	Tokyo	1,665.3	1,806.6	-7.8	932.6	1,000.7	-6.8
16	19	Nissan Motor Co.	Tokyo	1,539.9	1,309.9	17.6	1,093.3	968.6	12.9
17	16	Altria Group	New York	1,399.4	1,385.7	1.0	1,108.1	1,048.0	5.7
18	17	McDonald's Corp.	Oak Brook, Ill.	1,388.9	1,369.9	1.4	639.2	639.8	-0.1
19	20	L'Oreal	Paris	1,341.1	1,264.4	6.1	768.5	677.0	13.5
20	18	Unilever	London/Rotterdam	1,319.1	1,335.8	-1.3	602.7	620.5	-2.9
21	31	Novartis	Basel, Switzerland	1,284.6	957.0	34.2	582.9	394.8	47.6
22	21	PepsiCo	Purchase, N.Y.	1,262.2	1,210.5	4.3	861.4	892.9	-3.5
23	29	Home Depot	Atlanta	1,255.9	1,024.0	22.6	533.9	570.8	-6.5
24	25	Merck & Co.	Whitehouse Station, N.J.	1,250.3	1,124.1	11.2	350.5	360.0	-2.6
25	26	U.S. Government	Washington	1,228.5	1,122.6	9.4	712.5	654.7	8.8
26	23	Viacom	New York	1,207.3	1,151.1	4.9	724.4	748.2	-3.2
27	24	Honda Motor Co.	Tokyo	1,204.9	1,141.3	5.6	790.8	715.9	10.5
28	28	Sprint Corp.	Westwood, Kan.	1,113.5	1,037.7	7.3	857.4	782.0	9.6
29	27	J.C. Penney Co.	Plano, Texas	1,095.4	1,040.6	5.3	439.6	439.0	0.1
30	30	Estee Lauder Cos.	New York	1,057.0	985.5	7.2	171.1	159.6	7.2
31	32	Nestle	Vevey, Switzerland	1,028.3	954.0	7.8	498.0	522.8	-4.7
32	71	Citigroup	New York	1,000.6	455.1	119.9	610.4	283.3	115.5
33	22	Microsoft Corp.	Redmond, Wash.	986.6	1,180.5	-16.4	483.5	586.6	-17.6
34	35	Best Buy Co.	Eden Prairie, Minn.	950.5	888.8	6.9	389.7	344.8	13.0
35	33	General Mills	Minneapolis	912.5	953.5	-4.3	631.6	668.4	-5.5
36	36	Target Corp.	Minneapolis	904.1	877.1	3.1	526.2	474.7	10.9
37	34	Hewlett-Packard Co.	Palo Alto, Calif.	898.5	944.7	-4.9	548.1	537.3	2.0
38	40	News Corp.	New York	890.5	794.5	12.1	681.1	600.3	13.5
39	44	Schering-Plough Corp.	Madison, N.J.	852.7	715.1	19.2	394.6	320.1	23.3
40	48	Wal-Mart Stores	Bentonville, Ark.	841.4	694.0	21.2	600.2	492.1	22.0
41	51	Gillette Co.	Boston	836.6	639.9	30.8	565.9	352.1	60.7
42	37	Wyeth	Madison, N.J.	828.7	833.2	-0.5	346.0	348.3	-0.7
43	38	Anheuser-Busch Cos.	St. Louis	817.3	820.9	-0.4	506.7	470.7	7.7
44	47	Cendant Corp.	Parsippany, N.J.	803.1	695.1	15.5	288.1	215.3	33.8
45	46	May Department Stores Co.	St. Louis	792.8	708.2	11.9	602.5	612.3	-1.6
46	42	Yum Brands	Louisville, Ky.	779.4	753.4	3.4	663.0	664.6	-0.2
47	41	Bristol-Myers Squibb Co.	New York	772.9	784.8	-1.5	291.4	236.2	23.4
48	49	Dell	Austin, Texas	756.2	669.6	12.9	625.0	495.5	26.1
49	43	Federated Department Stores	Cincinnati	744.1	729.8	2.0	617.6	635.4	-2.8
50	39	Mars Inc.	McLean, Va.	739.8	815.6	-9.3	406.9	432.8	-6.0

Notes: Dollars are in millions. 2003 rankings represent data compiled in 2005. Measured media from TNS Media Intelligence's Stradegy, and Yellow Pages Association. Consumer magazine includes Sunday magazine, local magazine, business-to-business magazine and Spanish-language magazines; newspaper includes national newspaper, Spanish-language newspaper and FSI data from TNS' Marx Promotion Intelligence; TV includes network TV, spot TV, syndicated TV, Spanish-language TV and cable TV networks; radio includes network radio and national spot radio.

Special Report 100 LEADING NATIONAL ADVERTISERS SUPPLEMENT

NATIONAL ADVERTISERS RANKED 51 TO 100

Ranked by total U.S ad spending in 2004

RANK 2004	RANK 2003	MARKETER	HEADQUARTERS	TOTAL U.S. ADVERTISING SPENDING 2004	2003	% CHG	U.S. MEASURED MEDIA SPENDING 2004	2003	% CHG
51	81	AstraZeneca	London	$722.9	409.3	76.6	491.3	279.4	75.8
52	54	American Express Co.	New York	717.9	594.6	20.7	405.1	386.5	4.8
53	50	Kroger Co.	Cincinnati	686.1	654.7	4.8	126.7	113.7	11.4
54	57	Sanofi-Aventis	Paris	674.3	575.5	17.2	269.7	217.1	24.2
55	62	IAC/InterActiveCorp	New York	647.5	525.9	23.1	420.9	373.4	12.7
56	56	Kellogg Co.	Battle Creek, Mich.	647.1	576.6	12.2	440.0	388.9	13.1
57	45	IBM Corp.	Armonk, N.Y.	631.9	708.2	-10.8	309.6	351.5	-11.9
58	74	Berkshire Hathaway	Omaha, Neb.	617.0	437.0	41.2	371.8	263.3	41.2
59	61	Safeway	Pleasanton, Calif.	605.7	535.7	13.1	127.5	107.7	18.4
60	67	Deutsche Telekom	Bonn, Germany	603.6	492.5	22.6	445.3	358.6	24.2
61	52	Diageo	London	593.5	628.3	-5.5	163.5	201.0	-18.7
62	146	Eli Lilly & Co.	Indianapolis	586.8	190.8	207.6	240.6	76.3	215.3
63	53	Volkswagen	Wolfsburg, Germany	580.1	610.4	-5.0	417.7	450.5	-7.3
64	78	Nextel Communications	Reston, Va.	575.8	426.0	35.2	339.7	266.4	27.5
65	60	Nike	Beaverton, Ore.	573.9	544.6	5.4	220.1	217.8	1.1
66	64	Lowe's Cos.	North Wilkesboro, N.C.	542.3	506.9	7.0	330.8	304.1	8.8
67	63	Burger King Corp.	Miami	542.1	525.6	3.1	314.4	294.9	6.6
68	72	Coca-Cola Co.	Atlanta	540.5	447.4	20.8	379.4	275.7	37.6
69	98	Hyundai Motor Co.	Seoul	533.6	332.7	60.4	373.5	239.6	55.9
70	69	Kohl's Corp.	Menomonee Falls, Wis.	532.7	470.7	13.2	335.6	293.1	14.5
71	55	Sara Lee Corp.	Chicago	528.9	580.9	-8.9	206.3	207.8	-0.7
72	65	Gap Inc.	San Francisco	525.5	506.1	3.8	404.5	384.6	5.2
73	58	Clorox Co.	Oakland, Calif.	522.1	565.9	-7.7	446.9	510.0	-12.4
74	79	Albertson's	Boise, Idaho	512.3	422.7	21.2	137.9	127.5	8.2
75	88	SC Johnson	Racine, Wis.	510.8	366.4	39.4	425.3	318.3	33.6
76	68	Visa International	San Francisco	505.4	486.6	3.9	353.8	350.6	0.9
77	92	Capital One Financial Corp.	Falls Church, Va.	487.9	350.7	39.1	361.0	192.9	87.2
78	66	Mattel	El Segundo, Calif.	481.7	495.4	-2.8	192.7	192.7	-0.0
79	75	SABMiller	London	471.0	434.2	8.5	306.2	273.2	12.1
80	80	Doctor's Associates	Milford, Conn.	463.0	409.7	13.0	311.3	270.7	15.0
81	76	Bayer	Leverkusen, Germany	459.1	433.6	5.9	258.9	227.9	13.6
82	73	MasterCard International	New York	444.5	446.7	-0.5	328.9	322.2	2.1
83	83	Wendy's International	Dublin, Ohio	435.8	386.8	12.7	361.7	322.3	12.2
84	77	Campbell Soup Co.	Camden, N.J.	425.3	430.2	-1.1	329.5	334.1	-1.4
85	100	Mazda Motor Corp.	Hiroshima, Japan	412.9	318.3	29.7	293.2	232.7	26.0
86	90	BellSouth Corp.	Atlanta	404.9	358.3	13.0	136.2	126.3	7.9
87	87	Limited Brands	Columbus, Ohio	398.5	375.1	6.2	90.0	93.8	-4.0
88	103	Bank of America Corp.	Charlotte, N.C.	398.5	313.3	27.2	294.9	235.1	25.4
89	70	AT&T Corp.	Basking Ridge, N.J.	396.8	469.1	-15.4	277.8	258.9	7.3
90	152	DreamWorks SKG	Glendale, Calif.	380.0	184.8	105.6	318.0	155.5	104.5
91	95	Cadbury Schweppes	London	374.8	340.8	10.0	256.6	236.0	8.7
92	85	Mitsubishi Motors Corp.	Tokyo	374.0	377.8	-1.0	261.8	274.0	-4.4
93	114	Allstate Corp.	Northbrook, Ill.	373.9	280.2	33.4	293.0	231.0	26.8
94	99	United Parcel Service	Greenwich, Conn.	366.4	330.4	10.9	188.9	173.2	9.1
95	59	ConAgra Foods	Omaha, Neb.	363.8	560.6	-35.1	157.1	220.3	-28.7
96	107	Reckitt Benckiser	Windsor, Berkshire, U.K.	363.6	305.5	19.0	312.9	248.0	26.2
97	94	Kia Motors Corp.	Seoul	355.5	348.0	2.2	248.9	250.5	-0.7
98	86	Circuit City Stores	Richmond, Va.	350.0	376.9	-7.1	229.3	245.0	-6.4
99	91	Kimberly-Clark Corp.	Irving, Texas	341.9	351.3	-2.7	267.9	276.3	-3.0
100	93	Molson Coors Brewing Co.	Montreal/Golden, Colo.	330.8	348.5	-5.1	168.7	173.5	-2.8

Notes: Dollars are in millions. 2003 rankings represent data compiled in 2005. Measured media from TNS Media Intelligence's Stradegy, and Yellow Pages Association. Consumer magazine includes Sunday magazine, local magazine, business-to-business magazine and Spanish-language magazines; newspaper includes national newspaper, Spanish-language newspaper and FSI data from TNS' Marx Promotion Intelligence; TV includes network TV, spot TV, syndicated TV, Spanish-language TV and cable TV networks; radio includes network radio and national spot radio.

Special Report 100 LEADING NATIONAL ADVERTISERS SUPPLEMENT

19 L'Oreal

U.S. ad spending ($ in thousands)

By media	2004	2003	% chg
Magazine	$328,622	$281,077	16.9
Sunday magazine	1,217	3,682	-66.9
B2B magazine	4,036	4,974	-18.9
Local magazine	527	306	72.2
Spanish-language magazine	2,040	3,390	-39.8
Newspaper	1,274	613	107.8
National newspaper	2,021	1,749	15.6
Spanish-language newspaper	4	NA	NA
FSI	30,854	28,104	9.8
Network TV	213,917	203,365	5.2
Spot TV	17,340	16,432	5.5
Syndicated TV	72,131	56,757	27.1
Cable TV network	64,756	52,734	22.8
Spanish-language TV	24,055	19,788	21.6
Network radio	50	390	-87.2
National spot radio	372	125	197.6
Outdoor	2,017	1,112	81.4
Internet	3,252	2,436	33.5
Measured media	768,485	677,034	13.5
Unmeasured media	572,663	587,367	-2.5
Total	1,341,148	1,264,401	6.1
By brand	**2004**	**2003**	**% chg**
L'Oreal	307,092	293,646	4.6
Garnier	137,306	90,861	51.1
Maybelline	116,557	103,217	12.9
Lancome	34,971	39,663	-11.8
Matrix	21,870	26,662	-18.0
Redken	19,650	17,432	12.7
Ralph Lauren Frgrn. & Cosmetics	19,286	16,086	19.9
Attraction Fragrance Women	11,340	0	NA
Armani Fragrances	10,085	4,759	111.9

Sales & earnings ($ in millions)

Worldwide	2004	2003	% chg
Sales	$17,522	$16,589	5.6
Earnings	2,065	1,890	9.3
North America	**2004**	**2003**	**% chg**
Sales	4,711	4,318	9.1
Division sales	**2004**	**2003**	**% chg**
Consumer Products	9,685	NA	NA
Luxury Products	4,396	NA	NA
Professional Products	2,496	NA	NA
Active Cosmetics	1,064	NA	NA

Headquarters

L'Oreal/41, rue Martre, Clichy, France 92117/Phone: 33-1-47-56-70-00. L'Oreal/575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500.

Personnel, brands, agencies

Corporate: Laurent Attal, pres & CEO; Roger Dolden, exec VP & chief admin officer; Rebecca Caruso, exec VP-external affairs & corp comms.

Universal McCann Worldwide, New York. Scott Tegethoff, exec VP & global acct dir. — media svcs, L'Oreal Paris, L'Oreal USA, Consumer Products.

L'Oreal Luxury Products: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Edgar Huber, pres; Biotherm Division: Catherine Roggero, gm; Ralph Lauren Fragrances Worldwide: Signe Gammeltoft, pres; Armani Fragrances: Serge Juerdini, gm; European Designer Fragrances: Jack Wiswall, pres; Kiehl's Since 1851: Philip Clough, pres; Shu Uemura: Chris Salgardo, gm; Lancome Division: Eric Lauzat, pres; Nina White, sr VP-mktg & deputy gm; Dalia Chammas, sr VP & gm; Active Cosmetics: Stephane Wilmet, gm.

Roberts & Tarlow, New York. Tanya English, dir-creative. — Ralph Lauren Fragrances, Polo Black, Polo Blue, Pure Turquoise, Romance, Glamorous, Ralph Lauren Style.

Publicis Worldwide, New York. Linda Joselow, exec VP-grp acct dir. — Biotherm, Lancome Paris.

Optimedia International, New York. Bonnie Barest, exec VP & mg dir-strategic comms. — media svcs, Biotherm, European Designers Fragrances, Lancome Paris.

L'Oreal Paris Division (div. of L'Oréal USA): 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Carol J. Hamilton, pres; Robert E. Robillard, sr VP-mktg; Lisa J. Capparelli, VP-integrated mktg comms.

McCann Erickson Worldwide, New York. Martha Pease, exec VP & ww acct dir. — Color Cosmetics haircare, haircolor, skincare.

Universal McCann Worldwide, New York. Scott Tegethoff, exec VP & global acct dir. — media svcs.

La Micela New York, New York. Nick La Micela, CEO & chief creative officer; Brenda Chassey, exec VP-client svcs. — corp awareness adv, print & outdoor.

L'Oreal Professional Products: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212)984- 4000. David Craggs, pres; Paul Sharnsky, VP & gm; Pierre Lampert, VP-mktg & gm; Redken Worldwide: Stephan Bezy, gm; Redken US: Pat Parenty, VP & gm; L'Oreal Technique: Ray Mager, VP & gm; Matrix Worldwide: Ketan Patel, VP & gm; Matrix US: Francesca Raminella, VP & gm; Brooke Carlson, sr VP-mktg; Keratase Paris: Frederique Besson, VP & gm; L'Oreal Professional: Pierre Lampert, VP & gm; Chris Tucker, assistant VP; Mizani: Taydra Mitchell-Jackson, VP-mktg.

Publicis Worldwide, New York. Linda Joselow, exec VP & grp acct dir. — L' Oreal Classic Salon Products, Matrix.

In-house. Stuart Sklar, VP-mktg; Deborah Marquardt, assoc VP-comms. — L'Oreal Professional, Kerastase.

No agency. — L'Oreal Technique, Mizani.

Gotham, New York. Sheri Baron, pres; Julie DeLoca, acct dir; Donna Cataldo, chief media officer; Kathi Darnulc, media dir. — media buying, Redken.

Burrell Communications Group, Chicago. Donna Beasley, acct dir. — African-American adv.

Maybelline Garnier: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Karen Fondu, pres-Maybelline New York-Garnier; Emma Walmsley, gm-Maybelline New York Worldwide.

Publicis Worldwide, New York. Linda Joselow, exec VP & grp acct dir. — Nutrisse, Fructis, 100% Color.

Gotham, New York. Sheri Baron, pres; Kathi Darnulc, grp media dir; Donna Cataldo, chief media officer. — media svcs, Maybelline.

ZenithOptimedia, New York. Bonnie Barest, exec VP & mg dir-strategic comms. — media svcs, Maybelline NY, Garnier.

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Soft Sheen-Carson Co.: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Candace S. Matthews, pres & gm; Jonathan Matthews, VP-domestic mktg.

Publicis New York, New York. Linda Joselow, exec VP & grp acct dir. — Dark & Lovely, Hi-Rez, Optimum Care, Optimum Oil Therapy.

Carat ICG, Memphis, Tenn. Ken Washburn, VP & acct dir. — media svcs.

Noelle-Elaine Media, New York. Kristen Poe-Hill, acct dir. — event plng, prod launches, publicity.

66 Lowe's Cos.

U.S. ad spending ($ in thousands)

By media	2004	2003	% chg
Magazine	$20,290	$16,390	23.8
B2B magazine	173	197	-12.2
Spanish-language magazine	380	NA	NA
Newspaper	69,370	56,030	23.8
National newspaper	308	730	-57.8
Spanish-language newspaper	1,154	367	214.4
Network TV	105,028	97,147	8.1
Spot TV	50,732	49,460	2.6
Syndicated TV	843	2,224	-62.1
Cable TV network	48,097	57,925	-17.0
Spanish-language TV	12,840	NA	NA
National spot radio	19,000	18,827	0.9
Outdoor	728	1,310	-44.4
Internet	1,847	3,517	-47.5
Measured media	330,790	304,124	8.8
Unmeasured media	211,487	202,777	4.3
Total	542,277	506,901	7.0
By brand	**2004**	**2003**	**% chg**
Lowe's	330,788	304,124	8.8

Sales & earnings ($ in millions)

Worldwide & U.S.	2004	2003	% chg
Sales	$36,464	$30,838	18.2
Earnings	2,176	1,844	18.0
Division sales	**2004**	**2003**	**% chg**
Lowe's stores	36,464	30,838	18.2

Headquarters

Lowe's Cos./1000 Lowe's Blvd., Mooresville, N.C. 28117/Phone: (704) 758-1000.

Personnel, brands, agencies

Corporate: Robert A. Niblock, pres, chmn & CEO.

McCann Erickson Worldwide, New York. Linda Luca, sr VP & grp acct dir. — Lowe's stores.

Universal McCann Worldwide, New York. Mike Neiss, sr VP & mg dir. — media svcs

Admerasia, New York. Melissa Garcia, sr acct super. — Asian-American adv.

Coyne Beahm Shouse, Greensboro, N.C. Chris Ng Cashin, VP & mgmt super. — direct mktg.

Cultura, Dallas. Melissa Garcia, sr acct super; Lori Reynolds, acct dir. — Hispanic adv.

Footsteps, New York. Melissa Garcia, sr acct super. — African-American adv.

R/GA, New York. Julia Rubinic, exec prod-interactive mktg.

50 Mars Inc.

U.S. ad spending ($ in thousands)

By media	2004	2003	% chg
Magazine	$79,158	$99,845	-20.7
Sunday magazine	356	1,946	-81.7
B2B magazine	1,387	1,596	-13.1
Newspaper	63	106	-40.6
National newspaper	1,026	1,011	1.5
Network TV	144,379	143,347	0.7
Spot TV	13,003	8,652	50.3
Syndicated TV	65,104	74,468	-12.6
Cable TV network	86,656	79,397	9.1
Spanish-language TV	5,520	10,142	-45.6
Network radio	2,569	4,584	-44.0
National spot radio	1,373	22	NA
Outdoor	1,289	3,518	-63.4
Internet	5,007	4,121	21.5
Measured media	406,890	432,755	-6.0
Unmeasured media	332,910	382,889	-13.1
Total	739,800	815,644	-9.3
By brand	**2004**	**2003**	**% chg**
Snickers	72,768	70,575	3.1
Pedigree Pet Food	67,358	56,199	19.9
M&Ms	52,684	73,574	-28.4
Uncle Bens	22,582	27,331	-17.4
Twix	22,032	22,013	0.1
Skittles	19,369	15,339	26.3
Whiskas	18,738	16,684	12.3
Starburst Candy	18,648	28,121	-33.7
Cesar Pet Food	18,578	16,525	12.4
Popables Candy	13,421	20,933	-35.9
3 Musketeers Candy Bar	13,036	16,590	-21.4
Aquadrops Candy	12,910	2,047	530.6
Cookies & Cookies	12,034	14,642	-17.8
Dove Candy & Ice Cream	10,874	7,880	38.0
Milky Way	10,770	14,151	-23.9
M-Azing Candy Bar	10,497	0	NA

Headquarters

Mars Inc./6885 Elm St., McLean, Va. 22101/Phone: (703) 821-4900.

Personnel, brands, agencies

Corporate: John Franklin Mars, pres, CEO & chmn; R.E. Barnes, VP & treasurer; Jaqueline Mars-Vogel, VP.

Masterfoods USA: 800 High St., Hackettstown, N.J. 07840/Phone: (908) 852-1000. Bob Gamgort, pres.

BBDO Worldwide, New York. Rob Rawley, exec VP & sr acct dir. — Kudos, M&M's, Snickers.

TBWA Worldwide, New York & Los Angeles. John McNeel, mg dir & acct exec(LA); Lisa Liebman, grp acct dir (N.Y.). — Combos, Haven, Lucas, Pedigree, Red Rocket, Seeds Of Change, Skittles, Uncle Ben's, Whiskas.

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 **ORAL ARGUMENT REQUESTED**

EXHIBIT D-6 TO OPPOSER'S NOTICE OF RELIANCE

Special Report: Profiles Supplement

Advertising Age

June 26, 2006

100 LEADING NATIONAL ADVERTISERS

Profiles of the top 100 U.S. marketers in this 51st annual ranking

INSIDE

TOP 100 RANKING
The nation's leading marketers ranked by U.S. advertising expenditures for 2005. Includes data from TNS Media Intelligence and *Ad Age's* proprietary estimates of unmeasured spending. **PAGE 8**

COMPANY PROFILES
Lead marketing personnel, brands, agencies, agency contacts, as well as advertising spending by media and brand, sales, earnings and more for the country's 100 largest advertisers **PAGE 10**

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Special Report 100 LEADING NATIONAL ADVERTISERS SUPPLEMENT

ABOUT THIS PROFILE EDITION

THE 51ST ANNUAL 100 Leading National Advertisers Report crowned acquisition-ladened Procter & Gamble Co. as the top leader, passing previous kingpen General Motors Corp. as U.S. advertising outlays for the Top 100 reached $101.31 billion in 2005, up 1.3%.

P&G finished the year spending $4.61 billion versus GM's $4.35 billion, the first time in history any advertiser has climbed above the $4 billion mark. P&G's totals were packed with spending from Gillette Co., acquired in 2005.

The one-two finish for the two Leaders was the 31st time the two have claimed the top two spots in this report, first published in 1956. P&G last led in 1996.

The slim 1.3% uptick in total advertising was a byproduct of heavy industry consolidation—marketers typically cut back on ad spending when faced with heavy costs of mergers—and the odd-year ad cycle that lacked an Olympics or a major U.S. election. Indeed, in the first quarter of 2006, a period including the Winter Olympics, media spending growth rebounded to 5%.

This PDF version of the 100 Leading National Advertisers augments the printed version *(AA, June 26, 2006)* by producing profiles on each Top 100 advertiser. Content of this PDF is as follows:

● **Charts:** Key charts in this report:

The Top 100: The list (Page 8) covers P&G to No. 100 TD Ameritrade Holding Corp. at $321.5 million, up 33.4%. Thirty-five marketers on the list have U.S. ad totals above $1 billion.

Domestic ad spending: This chart (Page 5) is a compilation of media spending from 20 mediums—most of them monitored by TNS Media Intelligence—and unmeasured spending estimates both for the Top 100 ($40.13 billion) and for all advertisers ($122.79 billion) in the U.S.

U.S. ad spending by ad category: This chart (Page 6) breaks out 18 measured media by 29 ad categories using TNS' Stradegy data, from automotive at $20.96 billion, down 3.4%, to cigarettes & tobacco at $154.6 million, down 51.8%.

● **Brands:** There were 584 brands on which the Top 100 spent more than $10 million in measured media in 2005, according to TNS. *Ad Age* lists each of these "megabrands" by their media spending in each profile.

P&G supported 50 megabrands in 2005, well ahead of runner-up No. 8 Johnson & Johnson at 27. Four of the P&G total came from Gillette—*Ad Age* consolidates for two consecutive full-year periods the ad spending associated with acquired megabrands. This methodology put Gillette shaving products, Oral-B, Duracell and Braun into P&G totals.

● **Sales and earnings:** Primary financial data on each Top 100 company is provided for two consecutive years. Data include worldwide sales and earnings, U.S., North American or Americas breakouts if available, and sales by global division.

● **Personnel, brands, agencies:** *Ad Age* lists key marketing executives at the brand or category level of each Top 100 company, and personnel responsible for those accounts at traditional and specialty agencies and media specialty companies.

● **Methodology:** U.S. measured spending was pulled for the 250 largest national advertisers, a group pared to 100 after adding unmeasured ad estimates.

TNS' Stradegy product provided measured spending in 18 national media, Yellow Pages Association contributed spending in Yellow Pages and TNS Marx Promotion Intelligence provided free-standing insert spending.

Unmeasured spending is an *Ad Age* estimate and includes direct mail, sales promotion, co-op spending, couponing, catalogs, farm publications and special events, to name a few. Unmeasured basically is the difference between a company's reported or estimated ad costs and its measured media. The reported ad costs, if global, is weighted by *Ad Age* to reflect a U.S.-only share.

STAFF FOR THIS REPORT: KEVIN BROWN, R. CRAIG ENDICOTT, SCOTT MACDONALD, MARK SCHUMANN, MAUREEN MORRISON, MARIA RAYNES, RUTH READER, LACY WEATHERSBEE, MIKE RYAN AND DAN LIPPE.

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Special Report 100 LEADING NATIONAL ADVERTISERS SUPPLEMENT

NATIONAL ADVERTISERS RANKED 1 TO 50

Ranked by total U.S ad spending in 2005

RANK 2005	RANK 2004	MARKETER	HEADQUARTERS	TOTAL U.S. ADVERTISING SPENDING 2005	TOTAL U.S. ADVERTISING SPENDING 2004	TOTAL U.S. ADVERTISING SPENDING % CHG	U.S. MEASURED MEDIA SPENDING 2005	U.S. MEASURED MEDIA SPENDING 2004	U.S. MEASURED MEDIA SPENDING % CHG
1	1	**Procter & Gamble Co.**	Cincinnati	$4,608.8	$4,777.0	-3.5	$3,410.5	$3,535.0	-3.5
2	2	**General Motors Corp.**	Detroit	4,353.2	4,064.8	7.1	3,003.7	2,804.7	7.1
3	3	**Time Warner**	New York	3,493.7	3,403.5	2.7	2,061.3	2,008.1	2.7
4	8	**Verizon Communications**	New York	2,483.7	2,368.0	4.9	1,763.5	1,681.3	4.9
5	4	**AT&T**	San Antonio	2,470.8	3,340.6	-26.0	1,688.4	2,282.8	-26.0
6	7	**Ford Motor Co.**	Dearborn, Mich.	2,398.4	2,385.0	0.6	1,582.9	1,574.1	0.6
7	6	**Walt Disney Co.**	Burbank, Calif.	2,278.8	2,408.1	-5.4	1,412.8	1,493.0	-5.4
8	9	**Johnson & Johnson**	New Brunswick, N.J.	2,209.3	2,132.8	3.6	1,385.9	1,407.6	-1.5
9	13	**GlaxoSmithKline**	Brentford, Middlesex, U.K.	2,194.2	1,857.3	18.1	1,162.9	891.5	30.4
10	5	**DaimlerChrysler**	Auburn Hills, Mich./Stuttgart, Germany	2,178.6	2,501.1	-12.9	1,590.4	1,825.8	-12.9
11	10	**Pfizer**	New York	2,152.5	2,113.3	1.9	882.5	1,056.6	-16.5
12	11	**General Electric Co.**	Fairfield, Conn.	1,916.8	1,954.7	-1.9	1,130.9	996.9	13.4
13	14	**Toyota Motor Corp.**	Toyota City, Japan	1,784.5	1,836.5	-2.8	1,075.5	1,106.8	-2.8
14	15	**Sony Corp.**	Tokyo	1,777.9	1,671.5	6.4	995.6	936.1	6.4
15	12	**Sears Holdings Corp.**	Hoffman Estates, Ill.	1,712.9	1,876.4	-8.7	822.2	975.7	-15.7
16	16	**Sprint Nextel Corp.**	Reston, Va.	1,662.8	1,642.3	1.2	1,280.4	1,264.6	1.2
17	20	**McDonald's Corp.**	Oak Brook, Ill.	1,662.1	1,531.5	8.5	764.6	704.5	8.5
18	25	**Unilever**	London/Rotterdam	1,522.3	1,335.8	14.0	761.1	573.4	32.7
19	17	**Viacom**	New York	1,496.7	1,582.2	-5.4	898.0	949.3	-5.4
20	21	**Altria Group**	New York	1,485.7	1,422.1	4.5	1,188.6	1,095.0	8.5
21	24	**PepsiCo**	Purchase, N.Y.	1,466.8	1,340.0	9.5	1,129.4	911.2	23.9
22	23	**L'Oreal**	Clichy, France	1,456.2	1,398.3	4.1	793.7	769.1	3.2
23	19	**Federated Department Stores**	Cincinnati	1,453.3	1,556.1	-6.6	1,206.3	1,291.6	-6.6
24	18	**Nissan Motor Co.**	Tokyo	1,441.4	1,560.2	-7.6	1,023.4	1,107.7	-7.6
25	27	**Honda Motor Co.**	Tokyo	1,325.0	1,221.8	8.4	861.2	794.2	8.4
26	28	**Nestle**	Vevey, Switzerland	1,219.0	1,138.3	7.1	560.7	523.6	7.1
27	26	**U.S. Government**	Washington	1,217.8	1,272.9	-4.3	706.3	738.3	-4.3
28	22	**Novartis**	Basel, Switzerland	1,162.6	1,418.1	-18.0	523.2	638.2	-18.0
29	31	**News Corp.**	New York	1,159.8	1,018.5	13.9	881.4	774.1	13.9
30	32	**Home Depot**	Atlanta	1,113.8	1,014.7	9.8	556.9	598.7	-7.0
31	36	**Estee Lauder Cos.**	New York	1,093.0	980.4	11.5	177.0	171.6	3.1
32	29	**J.C. Penney Co.**	Plano, Texas	1,072.2	1,116.1	-3.9	428.9	446.4	-3.9
33	48	**American Express Co.**	New York	1,067.2	746.3	43.0	602.0	421.0	43.0
34	38	**Target Corp.**	Minneapolis	1,020.4	912.6	11.8	604.1	529.3	14.1
35	33	**Citigroup**	New York	1,004.1	1,009.1	-0.5	622.5	615.5	1.1
36	42	**Wal-Mart Stores**	Bentonville, Ark.	973.3	853.0	14.1	584.0	603.3	-3.2
37	37	**Microsoft Corp.**	Redmond, Wash.	944.9	933.7	1.2	463.0	485.5	-4.6
38	47	**Dell**	Round Rock, Texas	939.1	762.7	23.1	776.3	630.4	23.1
39	34	**General Mills**	Minneapolis	922.4	1,006.6	-8.4	581.1	634.2	-8.4
40	40	**Anheuser-Busch Cos.**	St. Louis	919.4	882.4	4.2	606.8	547.1	10.9
41	35	**Wyeth**	Madison, N.J.	918.8	992.0	-7.4	383.6	414.1	-7.4
42	52	**Berkshire Hathaway**	Omaha	909.2	678.4	34.0	547.9	408.8	34.0
43	44	**Cendant Corp.**	Parsippany, N.J.	869.2	811.4	7.1	304.2	324.6	-6.3
44	43	**Yum Brands**	Louisville, Ky.	862.9	814.7	5.9	724.9	684.3	5.9
45	41	**Schering-Plough Corp.**	Kenilworth, N.J.	852.6	858.2	-0.7	392.2	394.8	-0.7
46	39	**Hewlett-Packard Co.**	Palo Alto, Calif.	832.6	912.4	-8.7	507.9	556.5	-8.7
47	45	**Best Buy Co.**	Richfield, Minn.	812.3	808.9	0.4	357.4	396.4	-9.8
48	49	**AstraZeneca**	London	796.0	726.1	9.6	437.8	493.7	-11.3
49	30	**Merck & Co.**	Whitehouse Station, N.J.	769.0	1,095.4	-29.8	269.1	350.5	-23.2
50	55	**Deutsche Telekom**	Bonn, Germany	721.0	627.2	15.0	526.4	457.9	15.0

Notes: Dollars are in millions. 2004 rankings represent data compiled in 2006. Measured media from TNS Media Intelligence's Stradegy, and Yellow Pages Association. Consumer magazine includes Sunday magazine, local magazine, business-to-business magazine and Spanish-language magazines; newspaper includes national newspaper, Spanish-language newspaper and FSI data from TNS' Marx Promotion Intelligence; TV includes network TV, spot TV, syndicated TV, Spanish-language TV and cable TV networks; radio includes network radio, national spot radio and local radio.

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Special Report 100 LEADING NATIONAL ADVERTISERS SUPPLEMENT

NATIONAL ADVERTISERS RANKED 51 TO 100

Ranked by total U.S ad spending in 2005

RANK				TOTAL U.S. ADVERTISING SPENDING			U.S. MEASURED MEDIA SPENDING		
2005	2004	MARKETER	HEADQUARTERS	2005	2004	% CHG	2005	2004	% CHG
51	50	**Kellogg Co.**	Battle Creek, Mich.	$715.2	$681.4	5.0	$469.6	$447.4	5.0
52	57	**Coca-Cola Co.**	Atlanta	703.0	591.5	18.8	471.0	414.0	13.8
53	56	**Lowe's Cos.**	Mooresville, N.C.	694.6	600.9	15.6	423.7	366.6	15.6
54	51	**Sanofi-Aventis**	Paris	686.7	678.5	1.2	274.7	271.4	1.2
55	46	**Mars Inc.**	McLean, Va.	628.5	779.0	-19.3	345.7	428.5	-19.3
56	61	**Nike**	Beaverton, Ore.	608.6	580.9	4.8	200.8	222.8	-9.9
57	64	**Hyundai Motor Co.**	Seoul	607.7	540.3	12.5	425.4	378.2	12.5
58	54	**IBM Corp.**	Armonk, N.Y.	606.3	634.2	-4.4	297.1	310.7	-4.4
59	53	**Diageo**	London	599.2	635.7	-5.7	165.0	175.1	-5.7
60	68	**Kohl's Corp.**	Menomonee Falls, Wis.	595.1	522.5	13.9	401.4	352.7	13.8
61	58	**Volkswagen**	Wolfsburg, Germany	590.0	588.2	0.3	424.8	423.5	0.3
62	60	**Bristol-Myers Squibb Co.**	New York	581.6	581.7	-0.0	215.2	215.2	-0.0
63	75	**Bayer**	Leverkusen, Germany	571.7	478.3	19.5	314.4	263.1	19.5
64	65	**Clorox Co.**	Oakland, Calif.	571.2	536.7	6.4	485.5	450.9	7.7
65	62	**SC Johnson**	Racine, Wis.	545.5	569.7	-4.2	409.1	427.2	-4.2
66	71	**Safeway**	Pleasanton, Calif.	528.4	495.4	6.7	196.0	193.2	1.5
67	70	**Visa International**	San Francisco	514.6	497.8	3.4	360.2	363.4	-0.9
68	66	**Gap Inc.**	San Francisco	500.3	533.0	-6.1	323.7	410.2	-21.1
69	67	**Kroger Co.**	Cincinnati	489.4	527.4	-7.2	161.5	168.8	-4.3
70	72	**Capital One Financial Corp.**	McLean, Va.	488.7	492.1	-0.7	361.7	364.1	-0.7
71	73	**Doctor's Associates**	Milford, Conn.	486.7	486.0	0.1	326.1	325.6	0.1
72	59	**Eli Lilly & Co.**	Indianapolis	475.3	588.1	-19.2	194.9	241.1	-19.2
73	76	**Campbell Soup Co.**	Camden, N.J.	469.4	463.0	1.4	323.9	333.4	-2.8
74	77	**MasterCard International**	Purchase, N.Y.	466.0	460.3	1.2	335.5	340.6	-1.5
75	63	**Burger King Corp.**	Miami	463.5	557.1	-16.8	268.8	323.1	-16.8
76	81	**Wendy's International**	Dublin, Ohio	461.5	453.5	1.8	383.0	376.4	1.8
77	74	**Mattel**	El Segundo, Calif.	459.8	483.7	-4.9	183.9	193.5	-4.9
78	80	**Sara Lee Corp.**	Chicago	458.9	454.7	0.9	197.3	209.2	-5.7
79	82	**ConAgra Foods**	Omaha	456.3	449.7	1.5	164.3	161.9	1.5
80	69	**SABMiller**	London	452.6	501.4	-9.7	294.2	325.9	-9.7
81	91	**State Farm Mutual Auto Insurance Co.**	Bloomington, Ill.	449.2	368.9	21.8	359.4	295.1	21.8
82	98	**JP Morgan Chase & Co.**	New York	447.9	328.4	36.4	335.9	246.3	36.4
83	89	**Comcast Corp.**	Philadelphia	425.3	374.2	13.7	319.0	280.6	13.7
84	87	**Cadbury Schweppes**	London	416.5	397.2	4.9	304.1	268.1	13.4
85	97	**Abbott Laboratories**	Abbott Park, Ill.	414.8	330.1	25.7	207.4	165.0	25.7
86	NR	**Vonage Holdings Corp.**	Holmdel, N.J.	413.5	63.4	552.6	413.5	63.4	552.6
87	94	**Circuit City Stores**	Richmond, Va.	406.1	361.9	12.2	247.7	231.6	7.0
88	92	**Molson Coors Brewing Co.**	Denver/Montreal	400.9	368.7	8.7	200.5	188.1	6.6
89	83	**United Parcel Service**	Atlanta	396.9	428.0	-7.3	198.4	214.0	-7.3
90	85	**Allstate Corp.**	Northbrook, Ill.	393.7	406.9	-3.2	289.4	299.1	-3.2
91	96	**Limited Brands**	Columbus, Ohio	393.4	331.0	18.9	88.8	74.7	18.9
92	95	**Kimberly-Clark Corp.**	Irving, Texas	368.7	341.1	8.1	295.0	272.9	8.1
93	102	**Adidas**	Herzogenaurach, Germany	363.2	322.8	12.5	145.3	135.6	7.2
94	79	**Supervalu**	Eden Prairie, Minn.	360.6	458.5	-21.3	140.7	174.2	-19.3
95	101	**Kia Motors Corp.**	Seoul	357.3	323.7	10.4	218.0	252.5	-13.7
96	78	**Bank of America Corp.**	Charlotte, N.C.	356.2	460.0	-22.6	263.6	340.4	-22.6
97	100	**Philips Electronics**	Amsterdam	336.9	325.2	3.6	141.5	147.8	-4.2
98	86	**Reckitt Benckiser**	Sloth, Berkshire, U.K.	328.8	402.7	-18.3	256.5	314.1	-18.3
99	104	**Joh. A. Benckiser**	Ludwigshafen, Germany	327.1	312.3	4.8	130.9	124.9	4.8
100	135	**TD Ameritrade Holding Corp.**	Omaha	321.5	241.1	33.4	225.0	168.7	33.4

Notes: Dollars are in millions. 2004 rankings represent data compiled in 2006. Measured media from TNS Media Intelligence's Stradegy, and Yellow Pages Association. Consumer magazine includes Sunday magazine, local magazine, business-to-business magazine and Spanish-language magazines; newspaper includes national newspaper, Spanish-language newspaper and FSI data from TNS' Marx Promotion Intelligence; TV includes network TV, spot TV, syndicated TV, Spanish-language TV and cable TV networks; radio includes network radio, national spot radio and local radio.

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Special Report 100 LEADING NATIONAL ADVERTISERS SUPPLEMENT

22 L'Oreal

U.S. ad spending ($ in thousands)

By media	2005	2004	% chg
Magazine	$337,932	$329,195	2.7
Sunday magazine	941	1,217	-22.7
BtoB magazine	3,220	4,036	-20.2
Local magazine	174	500	-65.2
Spanish-language magazine	1,869	1,584	18.0
Newspaper	475	1,274	-62.7
National newspaper	1,585	2,021	-21.6
Spanish-language newspaper	15	4	272.5
FSI	31,788	30,854	3.0
Network TV	183,175	213,917	-14.4
Spot TV	10,040	17,418	-42.4
Syndicated TV	102,008	72,131	41.4
Cable TV network	80,583	64,756	24.4
Spanish-language TV	28,250	24,055	17.4
Network radio	NA	50	NA
National spot radio	389	372	4.5
Local radio	179	439	-59.3
Outdoor	4,085	2,017	102.5
Internet	6,945	3,242	114.2
Measured media	793,653	769,081	3.2
Unmeasured media	662,591	629,248	5.3
Total	1,456,243	1,398,330	4.1
By brand	**2005**	**2004**	**% chg**
L'Oreal	328,062	307,133	6.8
Garnier	135,726	137,262	-1.1
Maybelline	118,879	116,674	1.9
Lancome	38,595	35,126	9.9
Matrix	21,362	21,890	-2.4
Redken	20,703	19,650	5.4
Armani	14,782	10,121	46.1
Polo	14,314	10,050	42.4
Acqua di Gio	10,263	9,386	9.3

Sales & earnings ($ in millions)

Worldwide	2005	2004	% chg
Sales	$18,151	$17,038	6.5
Earnings	2,464	1,801	36.8
North America	**2005**	**2004**	**% chg**
Sales	5,061	4,684	8.0
Division sales	**2005**	**2004**	**% chg**
Consumer Products	9,367	8,805	6.4
Luxury Products	4,474	4,308	3.9
Professional Products	2,574	2,399	7.3
Active Cosmetics	1,232	1,051	17.2
Dermatology Branch	397	366	8.5
Other Cosmetics	108	108	0.0

Headquarters

L'Oreal/41, rue Martre, Clichy, France 92117/Phone: 33-1-47-56-70-00.

L'Oreal/575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500.

Personnel, brands, agencies

Corporate: Laurent Attal, pres & CEO; Roger Dolden, exec VP & chief admin officer; Rebecca Caruso, exec VP-external affairs & corp comms.

L'Oreal Consumer Products: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Joseph Campinell, pres.

Universal McCann Worldwide, New York. Scott Tegethoff, exec VP & global acct dir. — media svcs, L'Oreal Paris, L'Oreal USA, Consumer Products.

L'Oreal Luxury Products: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Edgar Huber, pres; Biotherm Division: Catherine Roggero, gm; Roberta B. Weiss, sr VP; Ralph Lauren Fragrances Worldwide: Signe Gammeltoft, pres; Armani Fragrances: Serge Jureidini, gm; European Designer Fragrances: Jack Wiswall, pres; Kiehl's Since 1851: Philip Clough, pres; Shu Uemura: Chris Salgardo, gm; Lancome Division: Eric Lauzat, pres; Nina White, sr VP-mktg & deputy gm; Dalia Chammas, sr VP & gm; Active Cosmetics: Philippe Patsalides, gm; Vichy & Dermablend: Helena Wayth, asst VP-mktg; Skinceuticals: Stephane Wilmet, gm.

Ralph Lauren Advertising, New York. Liz Paley, VP. — Ralph Lauren Fragrances; Polo Black, Polo Blue, Pure Turquoise, Romance, Ralph, Ralph Hot.

Publicis, New York. Linda Joselow, exec VP & grp acct dir. — Biotherm, Lancome.

Euro RSCG Worldwide, New York. Vanessa DiFebo, acct exec. — creative/strategic, Vichy.

Optimedia International U.S., New York. Bonnie Barest, exec VP & mg dir. — media svcs, Biotherm, European Designers Fragrances, Garnier, Giorgio Armani Parfums, Lancome Paris, Maybelline New York.

L'Oreal Paris Division (div. of L'Oreal USA): 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Carol J. Hamilton, pres; Robert E. Robillard, sr VP-mktg; Lisa J. Capparelli, VP-integrated mktg comms; Jack Wiswall, pres-Designer Fragrances.

McCann Erickson Worldwide, New York. Robert Montagnese, exec VP & ww acct dir. — Color Cosmetics haircare, haircolor, skincare.

ID Media, New York. Jeff Hinz, acct exec; Michael Baliber, acct dir & super. — Couleur Experte, L'Oreal ReFinish, L'Oreal ReNoviste.

Universal McCann Worldwide, New York. Karin Balik, sr VP-mg dir, plng. — interactive media, media plng.

La Micela New York, New York. Nick La Micela, CEO & chief creative officer; Brenda Chassey, exec VP-client svcs. — corp awareness adv, print & outdoor.

R/GA, New York. — interactive adv.

L'Oreal Professional Products: 575 Fifth Ave., New York, N.Y. 10017 /Phone: (212) 984-4000. David Craggs, pres; Paul Sharnsky, sr VP & gm; Pierre Lampert, VP & gm; Redken Worldwide: Stephan Bezy, gm; Redken U.S.: Pat Parenty, VP & gm; Karen Fuss-Zipp, sr VP-mktg; L'Oreal Technique: Maria Cerminara, asst VP-mktg;

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Special Report 100 LEADING NATIONAL ADVERTISERS SUPPLEMENT

Shae Kalyani, asst VP-comms; Matrix Worldwide: Ketan Patel, VP & gm; Matrix U.S.:Francesca Raminella, gm; Deborah Marquardt, VP-comms; Steve Kane, dir-comms; Chris Tucker, asst VP-Matrix DMI; Keratase Paris: Frederique Besson, VP & gm; L'Oreal Professional: Pierre Lampert, VP & gm; Stephanie Peigne, asst VP-mktg; Mizani: Taydra Mitchell-Jackson, VP-mktg.

Publicis, New York. Linda Joselow, exec VP & grp acct dir. — Matrix.

In-house. Deborah Marquardt, assoc VP-comms. — L'Oreal Professional, Kerastase.

Carat, Memphis, Tenn. Ray Warren, pres-Carat media grp Americas. — media svcs, Mizani.

Gotham, New York. Shari Baron, pres; Julie DeLoca, acct dir; Donna Cataldo, chief media officer; Kathi Darnulc, media dir. — media buying, Redken.

Initiative, New York. Tim Spengler, exec VP & dir-natl broadcast. — media buying, Redken.

Pedone & Partners, New York. Walter Coyle, media dir. — media svcs, Matrix.

Burrell Communications Group, Chicago. Donna Beasley, acct dir. — African-American adv.

No agency. — PR, L'Oreal Technique, Mizani.

Maybelline Garnier: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Karen Fondu, pres-Maybelline New York-Garnier; Emma Walmsley, gm-Maybelline New York Worldwide.

Publicis, New York. Linda Joselow, exec VP & grp acct dir. — Nutrisse, Fructis.

Gotham, New York. Sheri Baron, pres. — media svcs, Maybelline.

ZenithOptimedia, New York. Bonnie Barest, exec VP & mg dir-strategic comms. — media svcs, Garnier, Maybelline NY.

Soft Sheen-Carson Co.: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Candace S. Matthews, pres & gm; Jonathan Matthews, VP-domestic mktg.

Publicis New York, New York. Linda Joselow, exec VP & grp acct dir. — Dark & Lovely, Optimum Oil Therapy, Optimum Care, Hi-Rez.

Carat ICG, Memphis, Tenn. Ken Washburn, VP & acct dir. — media svcs.

Noelle-Elaine Media, New York. Kristen Poe-Hill, acct dir. — event plng, prod launches, publicity.

53 Lowe's Cos.

U.S. ad spending ($ in thousands)

By media	2005	2004	% chg
Magazine	$21,528	$20,290	6.1
Sunday magazine	233	NA	NA
BtoB magazine	192	173	11.1
Local magazine	2	NA	NA
Spanish-language magazine	560	380	47.5
Newspaper	83,355	69,509	19.9
National newspaper	306	308	-0.5
Spanish-language newspaper	379	1,154	-67.1

U.S. ad spending ($ in thousands)

By media	2005	2004	% chg
Network TV	131,500	105,028	25.2
Spot TV	31,209	50,733	-38.5
Syndicated TV	10,864	843	NA
Cable TV network	50,747	48,097	5.5
Spanish-language TV	18,329	12,840	42.7
Network radio	2,258	NA	NA
National spot radio	23,587	19,000	24.1
Local radio	39,506	35,644	10.8
Outdoor	1,178	728	61.9
Internet	7,959	1,847	330.8
Measured media	423,690	366,572	15.6
Unmeasured media	270,884	234,366	15.6
Total	694,574	600,937	15.6
By brand	**2005**	**2004**	**% chg**
Lowe's	423,690	366,572	15.6

Sales & earnings ($ in millions)

U.S. & Worldwide	2005	2004	% chg
Sales	$43,243	$36,464	18.6
Earnings	2,771	2,176	27.3

Headquarters

Lowe's Cos./1000 Lowe's Blvd., Mooresville, N.C. 28117/Phone: (704) 758-1000.

Personnel, brands, agencies

Corporate: Robert A. Niblock, chmn, pres & CEO; Larry D. Stone, sr exec VP-merch & mktg; Nick Canter, exec VP-store opers.

BBDO Worldwide, New York. Tom Sebok, exec VP & mg dir. — Lowe's.

R/GA, New York. Julia Rubinic, grp acct dir.

Universal McCann Worldwide, New York. Mike Neiss, sr VP & mg dir.

OMD Worldwide, New York. Mark Mirsky, acct dir. — media svcs.

Admerasia, New York. Jeff Lin, acct dir. — Asian-American adv.

Cultura, Dallas. Pacino Mancillas, acct dir. — Hispanic adv.

Element 79 Partners, Chicago. Clay Purdy, mgmt dir. — sports mktg & retail events.

Footsteps, New York. Naomi Ramsey, acct dir. — African-American adv.

GMR Marketing. Mike Boykin, sr VP. — direct mktg.

Momentum Worldwide, Chicago. Linda Neff, acct exec. — event mktg.

55 Mars Inc.

U.S. ad spending ($ in thousands)

By media	2005	2004	% chg
Magazine	$47,417	$79,316	-40.2
Sunday magazine	3,746	356	952.8
BtoB magazine	1,402	1,387	1.1
Local magazine	42	NA	NA

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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 **ORAL ARGUMENT REQUESTED**

EXHIBIT D-7 TO OPPOSER'S NOTICE OF RELIANCE

June 25, 2007

Advertising Age

DATACENTER

2007 MARKETER PROFILES YEARBOOK

100 LEADING NATIONAL ADVERTISERS

Profiles of the top 100 U.S. marketers in this 52nd annual ranking

100 LEADING NATIONAL ADVERTISERS RANKED
PAGE 10

TOTAL AD SPENDING BY MEDIUM FOR 2006 AND 2005
PAGE 8

U.S. AD SPENDING BY CATEGORY AND MEDIUM
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MORE ONLINE: TOP SPENDERS BY MEDIUM, BRAND AND MARKET SHARE
AdAge.com

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DOMESTIC ADVERTISING SPENDING TOTALS BY MEDIUM

Ranked by total U.S ad spending in 2006

	ALL U.S. ADVERTISING SPENDING FROM TNS ADVERTISING EXPENDITURES			MEDIUM AS % OF TOTAL		COEN'S U.S. TOTALS*		
MEDIA	2006	2005	% CHG	2006	2005	2006	2005	% CHG
Magazine	$23,346	$22,311	4.6	8.2	8.2	$13,425	$12,847	4.5
Sunday magazine	1,881	1,739	8.2	0.7	0.6	NA	NA	NA
Business publication	4,145	4,260	-2.7	1.5	1.6	4,320	4,170	3.6
Local magazine	462	428	7.9	0.2	0.2	NA	NA	NA
National newspaper	3,539	3,428	3.2	1.2	1.3	7,241	7,465	-3.0
Local newspaper	24,433	25,218	-3.1	8.6	9.3	40,468	39,870	1.5
FSI	1,828	1,817	0.6	0.6	0.7	NA	NA	NA
Network TV	25,900	25,033	3.5	9.1	9.2	16,934	16,128	5.0
Spot TV	18,492	16,651	11.1	6.5	6.1	26,117	24,300	7.5
Syndicated TV	4,235	4,223	0.3	1.5	1.6	4,080	3,865	5.6
Cable TV network	16,746	16,197	3.4	5.9	6.0	19,119	18,296	4.5
Network radio	1,005	1,010	-0.5	0.4	0.4	NA	NA	NA
National spot radio	2,695	2,604	3.5	0.9	1.0	4,411	3,469	27.2
Local radio	7,355	7,404	-0.7	2.6	2.7	15,203	15,357	-1.0
Outdoor	3,831	3,529	8.6	1.3	1.3	6,615	6,232	6.1
Direct mail	NA	NA	NA	0.0	0.0	59,912	55,218	8.5
Internet	9,756	8,318	17.3	3.4	3.1	9,705	7,764	25.0
Measured	149,649	144,170	3.8	52.5	53.2	227,550	214,981	5.8
Unmeasured	135,457	126,930	6.7	47.5	46.8	57,556	56,119	2.6
Total U.S.	285,106	271,100	5.2	100.0	100.0	285,106	271,100	5.2

Notes: Dollars are in millions Media expenditures by medium from TNS Media Intelligence. Magazines include Spanish-language magazines. Newspapers include Spanish-language newspapers. Network TV includes Spanish-language TV networks. Spot TV includes Snapish-language Spot TV. The total for ALL U.S. ADVERTISING media expenditures ($285.1 billion) is from Robert J. Coen's media analysis at Universal McCann. *The ALL U.S. ADVERTISING unmeasured is the Coen total minus the TNS total media.

METHODOLOGY

THE 100 LEADING NATIONAL Advertisers are selected from the 300 largest national advertisers based on measured U.S. media spending. That group is pared to 100 after estimated unmeasured expenditures are added.

MEASURED MEDIA

Measured media advertising is estimated U.S. spending across 19 media. It consists of 18 media tracked by TNS Media Intelligence (tns-mi.com) in its Stradegy product plus freestanding inserts tracked by TNS's Marx Promotion Intelligence (tnsmi-marx.com).

Measured media include:

TV: network TV (ABC, CBS, Fox, NBC, CW, MyNetwork); cable networks (52); spot TV (600 English, 35 Spanish stations in 100 markets); syndicated TV; Spanish TV networks (Telefutura, Telemundo, Univision).

Internet (2,500-plus sites; excludes paid search and broadband video).

Radio: local radio (500 stations in 28 top markets); national spot radio (4,000 stations in 225-plus markets); network radio (4).

Magazines: consumer magazines (350-plus); Sunday magazines (5); local magazines (30); B-to-B titles (480).

Newspapers: local papers (250); national papers (NYT, USA, WSJ); Spanish newspapers (65).

Outdoor (200-plus markets).

UNMEASURED SPENDING

Unmeasured spending is an Ad Age DataCenter estimate that includes direct marketing, sales promotion, co-op spending, coupons, catalogs, product placement, special events and unmeasured forms of internet media (such as paid search). Essentially, unmeasured is the difference between a company's measured media (from TNS) and its total ad costs (either reported by the company or estimated by Ad Age). A company's reported ad costs are weighted by Ad Age to reflect a U.S.-only percentage.

MERGERS & JOINT VENTURES

Brands and companies that the Leaders acquire or divest are treated pro forma in this report, as if the deals occurred at the beginning of a company's previous fiscal year (2005). Media spending for those brands or units is folded into or removed from a Leader for two consecutive years (2005 and 2006).

A Leader must own more than 50% of a product or unit for that product or unit's media to be consolidated with the Leader.

Joint ventures with 50/50 ownership are treated as standalone properties by Ad Age. Sony, for example, is not credited with ad spending for Sony BMG Music Entertainment and Sony Ericsson Mobile Communications, two such ventures.

TOP BRANDS

Ad Age determined the top 200 brands by aggregating measured spending for all products or services that fall under that brand.

NATIONAL MARKETERS RANKED 1 TO 50

Ranked by total U.S ad spending in 2006

RANK 2006	RANK 2005	MARKETER	HEADQUARTERS	TOTAL U.S. ADVERTISING SPENDING 2006	2005	% CHG	U.S. MEASURED MEDIA SPENDING 2006	2005	% CHG
1	1	**Procter & Gamble Co.**	Cincinnati	$4,898.0	$4,587.9	6.8	$3,526.5	$3,395.0	3.9
2	5	**AT&T**	San Antonio, Texas	3,344.7	2,653.6	26.0	2,341.3	1,813.3	29.1
3	2	**General Motors Corp.**	Detroit	3,296.1	4,110.1	-19.8	2,208.4	2,918.2	-24.3
4	3	**Time Warner**	New York	3,088.8	3,518.3	-12.2	1,837.8	2,075.8	-11.5
5	7	**Verizon Communications**	New York	2,821.8	2,481.3	13.7	1,947.0	1,761.7	10.5
6	6	**Ford Motor Co.**	Dearborn, Mich.	2,576.8	2,611.8	-1.3	1,700.7	1,567.1	8.5
7	9	**GlaxoSmithKline**	Brentford, Middlesex, U.K.	2,444.2	2,249.8	8.6	1,295.4	1,192.4	8.6
8	8	**Walt Disney Co.**	Burbank, Calif.	2,320.0	2,291.7	1.2	1,438.4	1,420.8	1.2
9	4	**Johnson & Johnson**	New Brunswick, N.J.	2,290.5	2,669.4	-14.2	1,351.4	1,674.6	-19.3
10	12	**Unilever**	London/Rotterdam	2,098.3	1,943.5	8.0	847.7	762.8	11.1
11	14	**Toyota Motor Corp.**	Toyota City, Japan	1,995.3	1,783.2	11.9	1,202.6	1,074.7	11.9
12	13	**Sony Corp.**	Tokyo	1,994.0	1,801.8	10.7	1,116.6	1,009.0	10.7
13	10	**DaimlerChrysler**	Auburn Hills, Mich./Stuttgart, Germany	1,952.2	2,181.2	-10.5	1,425.1	1,592.3	-10.5
14	11	**General Electric Co.**	Fairfield, Conn.	1,860.2	1,979.9	-6.0	1,097.5	1,168.2	-6.0
15	16	**Sprint Nextel Corp.**	Reston, Va.	1,775.2	1,715.2	3.5	1,251.5	1,320.7	-5.2
16	17	**McDonald's Corp.**	Oak Brook, Ill.	1,748.3	1,656.8	5.5	785.0	762.1	3.0
17	15	**Sears Holdings Corp.**	Hoffman Estates, Ill.	1,652.8	1,715.3	-3.6	793.4	823.3	-3.6
18	19	**L'Oreal**	Clichy, France	1,456.3	1,464.2	-0.5	752.9	798.0	-5.6
19	22	**Kraft Foods**	Northfield, Ill.	1,423.2	1,428.9	-0.4	996.2	1,071.7	-7.0
20	23	**Macy's**	Cincinnati	1,361.2	1,346.7	1.1	1,089.0	1,117.7	-2.6
21	24	**Honda Motor Co.**	Tokyo	1,350.8	1,314.9	2.7	878.0	854.7	2.7
22	18	**Bank of America Corp.**	Charlotte, N.C.	1,334.4	1,497.0	-10.9	232.2	260.5	-10.9
23	21	**Nissan Motor Co.**	Tokyo	1,328.9	1,441.8	-7.8	943.5	1,023.7	-7.8
24	20	**PepsiCo**	Purchase, N.Y.	1,322.7	1,461.0	-9.5	965.6	1,125.0	-14.2
25	25	**Nestle**	Vevey, Switzerland	1,315.0	1,270.9	3.5	604.9	584.6	3.5
26	28	**News Corp.**	New York	1,244.5	1,166.4	6.7	871.1	886.4	-1.7
27	30	**J.C. Penney Co.**	Plano, Texas	1,162.3	1,084.9	7.1	464.9	434.0	7.1
28	34	**Target Corp.**	Minneapolis	1,156.9	1,021.2	13.3	671.0	604.5	11.0
29	26	**U.S. Government**	Washington	1,132.7	1,230.2	-7.9	657.0	713.5	-7.9
30	29	**Home Depot**	Atlanta	1,118.1	1,109.3	0.8	542.3	554.7	-2.2
31	45	**Pfizer**	New York	1,104.9	849.2	30.1	662.9	509.5	30.1
32	39	**Berkshire Hathaway**	Omaha, Neb.	1,093.4	919.6	18.9	645.1	554.2	16.4
33	41	**Wyeth**	Madison, N.J.	1,076.8	892.7	20.6	449.5	383.9	17.1
34	36	**Wal-Mart Stores**	Bentonville, Ark.	1,072.6	970.3	10.5	536.3	582.2	-7.9
35	38	**JPMorgan Chase & Co.**	New York	1,062.5	922.2	15.2	404.4	344.4	17.4
36	27	**Novartis**	Basel, Switzerland	1,052.2	1,175.3	-10.5	473.5	528.9	-10.5
37	33	**Estee Lauder Cos.**	New York	1,031.3	1,039.0	-0.7	164.5	176.6	-6.9
38	65	**Merck & Co.**	Whitehouse Station, N.J.	1,024.2	538.6	90.2	512.1	269.3	90.2
39	35	**Citigroup**	New York	1,012.2	1,000.5	1.2	428.2	623.8	-31.4
40	48	**AstraZeneca**	London	1,005.3	826.0	21.7	532.8	437.8	21.7
41	31	**Viacom**	New York	934.1	1,075.5	-13.1	653.9	806.6	-18.9
42	43	**Schering-Plough Corp.**	Kenilworth, N.J.	931.5	854.7	9.0	428.5	393.2	9.0
43	32	**American Express Co.**	New York	928.7	1,068.9	-13.1	534.0	603.0	-11.4
44	44	**General Mills**	Minneapolis	920.5	852.0	8.0	579.9	613.4	-5.5
45	46	**Microsoft Corp.**	Redmond, Wash.	912.2	839.9	8.6	447.0	461.9	-3.2
46	42	**Yum Brands**	Louisville, Ky.	902.0	866.7	4.1	748.7	719.4	4.1
47	37	**Dell**	Round Rock, Texas	882.5	945.8	-6.7	729.5	781.8	-6.7
48	50	**Best Buy Co.**	Richfield, Minn.	878.7	823.5	6.7	380.5	362.3	5.0
49	49	**Capital One Financial Corp.**	McLean, Va.	863.7	824.8	4.7	321.2	361.7	-11.2
50	51	**Lowe's Cos.**	Mooresville, N.C.	838.5	778.2	7.7	461.2	424.1	8.7

Notes: Dollars are in millions. 2005 rankings represent data compiled in 2007. Measured media from TNS Media Intelligence's Stradegy. Consumer magazine includes Sunday magazine, local magazine, business-to-business magazine and Spanish-language magazines; newspaper includes national newspaper, Spanish-language newspaper and FSI data from TNS's Marx Promotion Intelligence; TV includes network TV, spot TV, syndicated TV, Spanish-language TV and cable TV networks; radio includes network radio, national spot radio and local radio.

NATIONAL MARKETERS RANKED 51 TO 100

Ranked by total U.S ad spending in 2006

RANK 2006	RANK 2005	MARKETER	HEADQUARTERS	TOTAL U.S. ADVERTISING SPENDING 2006	2005	% CHG	U.S. MEASURED MEDIA SPENDING 2006	2005	% CHG
51	47	**Hewlett-Packard Co.**	Palo Alto, Calif.	$828.8	$831.8	-0.4	$472.4	$507.4	-6.9
52	53	**Deutsche Telekom**	Bonn, Germany	815.1	714.6	14.1	595.0	521.6	14.1
53	40	**Anheuser-Busch Cos.**	St. Louis	813.4	919.2	-11.5	510.4	606.7	-15.9
54	59	**Hyundai Motor Co.**	Seoul	785.9	608.5	29.2	550.1	425.9	29.2
55	55	**Kohl's Corp.**	Menomonee Falls, Wis.	765.9	646.6	18.5	435.8	402.2	8.4
56	52	**Kellogg Co.**	Battle Creek, Mich.	765.1	725.2	5.5	495.0	476.2	4.0
57	71	**IAC/InterActiveCorp**	New York	743.5	496.1	49.8	305.2	203.9	49.7
58	54	**Coca-Cola Co.**	Atlanta	740.8	711.2	4.2	487.1	476.5	2.2
59	61	**Bristol-Myers Squibb Co.**	New York	691.1	585.4	18.1	311.0	216.6	43.6
60	58	**Nike**	Beaverton, Ore.	678.4	608.6	11.5	220.5	200.8	9.8
61	56	**Mars Inc.**	McLean, Va.	658.2	636.5	3.4	362.0	350.1	3.4
62	57	**Cadbury Schweppes**	London	643.7	628.2	2.5	289.7	304.4	-4.8
63	68	**Limited Brands**	Columbus, Ohio	600.5	515.0	16.6	151.3	88.8	70.3
64	69	**Visa International**	San Francisco	597.1	500.3	19.3	417.9	360.2	16.0
65	62	**SC Johnson**	Racine, Wis.	596.5	575.7	3.6	447.3	431.8	3.6
66	63	**Clorox Co.**	Oakland, Calif.	584.2	572.4	2.1	494.5	486.6	1.6
67	70	**Comcast Corp.**	Philadelphia	568.5	497.1	14.4	426.4	372.8	14.4
68	73	**Campbell Soup Co.**	Camden, N.J.	564.3	484.0	16.6	414.3	334.0	24.0
69	75	**Eli Lilly & Co.**	Indianapolis	561.0	475.3	18.0	230.0	194.9	18.0
70	79	**Bayer**	Leverkusen, Germany	553.6	452.7	22.3	304.5	316.9	-3.9
71	72	**Doctor's Associates**	Milford, Conn.	539.8	486.8	10.9	361.7	326.2	10.9
72	74	**Safeway**	Pleasanton, Calif.	533.6	481.7	10.8	198.0	196.3	0.9
73	66	**Kroger Co.**	Cincinnati	527.5	537.5	-1.9	147.4	163.2	-9.6
74	64	**IBM Corp.**	Armonk, N.Y.	516.5	547.0	-5.6	232.4	283.1	-17.9
75	83	**Circuit City Stores**	Richmond, Va.	498.2	426.5	16.8	303.9	247.8	22.6
76	82	**Gap Inc.**	San Francisco	489.4	432.1	13.3	406.2	324.1	25.3
77	76	**MasterCard International**	Purchase, N.Y.	486.3	466.0	4.4	345.6	335.5	3.0
78	92	**Allstate Corp.**	Northbrook, Ill.	476.9	394.0	21.0	350.5	289.6	21.0
79	85	**Vonage Holdings Corp.**	Holmdel, N.J.	465.1	413.7	12.4	465.1	413.7	12.4
80	67	**Sanofi-Aventis**	Paris	463.1	518.3	-10.6	245.5	274.7	-10.6
81	87	**Staples**	Framingham, Mass.	457.2	404.9	12.9	128.9	101.2	27.4
82	80	**Wells Fargo & Co.**	San Francisco	456.1	443.1	2.9	87.5	93.9	-6.8
83	90	**eBay**	San Jose, Calif.	453.3	396.6	14.3	144.4	158.2	-8.8
84	86	**Washington Mutual**	Seattle	443.0	406.9	8.9	173.4	167.6	3.4
85	77	**Wendy's International**	Dublin, Ohio	435.2	453.4	-4.0	361.2	376.3	-4.0
86	60	**Volkswagen**	Wolfsburg, Germany	419.3	590.0	-28.9	301.9	424.8	-28.9
87	91	**Diageo**	London	418.9	394.3	6.2	182.6	165.6	10.3
88	95	**Mattel**	El Segundo, Calif.	394.1	383.6	2.7	193.3	184.5	4.8
89	156	**Apple**	Cupertino, Calif.	383.7	219.5	74.8	291.6	158.0	84.5
90	101	**Burger King Holdings**	Miami	379.5	354.5	7.0	285.7	268.9	6.3
91	81	**Abbott Laboratories**	Abbott Park, Ill.	374.4	436.4	-14.2	204.4	218.2	-6.3
92	78	**SABMiller**	London	370.8	452.9	-18.1	241.0	294.4	-18.1
93	89	**Molson Coors Brewing Co.**	Denver/Montreal	369.5	400.9	-7.8	184.7	200.4	-7.8
94	84	**CBS Corp.**	New York	369.2	426.5	-13.4	199.7	230.7	-13.4
95	97	**Reckitt Benckiser**	Slough, Berkshire, U.K.	366.7	369.3	-0.7	286.0	288.1	-0.7
96	100	**ConAgra Foods**	Omaha, Neb.	366.2	355.8	2.9	183.1	177.9	2.9
97	102	**Qwest Communications International**	Denver	362.4	352.6	2.8	94.6	96.1	-1.6
98	103	**Philips Electronics**	Amsterdam	350.8	337.2	4.0	105.2	141.6	-25.7
99	109	**Office Depot**	Delray Beach, Fla.	342.7	314.4	9.0	120.0	100.6	19.2
100	88	**State Farm Mutual Auto Insurance Co.**	Bloomington, Ill.	338.1	401.7	-15.8	270.4	321.3	-15.8

Notes: Dollars are in millions. 2005 rankings represent data compiled in 2007. Measured media from TNS Media Intelligence's Stradegy. Consumer magazine includes Sunday magazine, local magazine, business-to-business magazine and Spanish-language magazines; newspaper includes national newspaper, Spanish-language newspaper and FSI data from TNS's Marx Promotion Intelligence; TV includes network TV, spot TV, syndicated TV, Spanish-language TV and cable TV networks; radio includes network radio, national spot radio and local radio.

DATACENTER LEADING NATIONAL ADVERTISERS: MARKETER PROFILES YEARBOOK

Personnel, brands, agencies

Corporate: Leslie H. Wexner, CEO & chmn; Len Schlesinger, co-chmn & chief operating officer; Edward G. Razek, pres-brand & creative svcs & chief mktg officer; Jill Beraud, exec VP-brand & creative svcs; Pattie Glod, sr VP-mktg,media, brand & creative svcs.

In-house. — corp adv.

Initiative, New York. Scott Haugenes, grp dir & sr VP-natl bdcast. — media buying.

Media Kitchen, New York. Kate Briganti, assoc dir. — media svcs.

Bath & Body Works: 7 Limited Pkwy., Reynoldsburg, Ohio 43068/Phone: (614) 856- 6000. Neil Fiske, CEO; Diane Neal, pres & chief operating officer; Brian Beitler, VP-mktg.

In-house.

Express-Express Men's: 1 Limited Pkwy., Columbus, Ohio 43230/Phone: (614) 415- 4000. Jay Margolis, CEO-Express.

In-house. — Express clothing stores.

Henri Bendel Inc.: 712 Fifth Ave., New York, N.Y. 10019/Phone: (212) 247-1100. Teril Turner, dir-mktg svcs.

In-house.

Limited Stores: 3 Limited Pkwy., Columbus, Ohio 43230/Phone: (614) 415-2000. Avra Myers, co-pres; Linda Heasley, co-pres; Scott Razek, VP-mktg.

In-house.

OMD Worldwide, Los Angeles. Susie Vye, acct dir. — media svcs, Limited Too.

Victoria's Secret: 4 Limited Pkwy., Reynoldsburg, Ohio 43068/Phone: (614) 577-7000. Sharon Jester Turney, pres & CEO; Jerry Stritzke, chief operating officer; Lori Greeley, pres & CEO-Victoria's Secret Stores; Elisabeth Charles, exec VP-mktg; Pia Ferrario, pres & CEO-Victoria's Secret Direct; Rick Jackson, chief operating officer-Victoria's Secret Direct; Christine Beauchamp, pres & CEO-Victoria's Secret Beauty; Michael Nicholson, exec VP & chief operating officer-Victoria's Secret Beauty; Marcia Mossack, sr VP & chief creative officer-Victoria's Secret Beauty.

In-house. — Victoria's Secret women's apparel.

18 L'Oreal

U.S. ad spending ($ in thousands)

By media	2006	2005	% chg
Magazine	$320,967	$338,200	-5.1
Sunday magazine	111	941	-88.2
B2B magazines	2,095	3,203	-34.6
Local magazines	3	174	-98.2
Spanish-language magazines	2,283	1,869	22.2
Newspaper	2,268	509	345.6
National newspaper	1,476	1,585	-6.9
Spanish-language Newspaper	7	15	-51.7
FSI	38,153	35,846	6.4
Network TV	186,386	183,175	1.8
Spot TV	7,386	10,039	-26.4
Syndicated TV	70,507	102,008	-30.9
Cable TV networks	77,583	80,584	-3.7
Spanish-language TV	32,824	28,250	16.2
National spot radio	1,168	367	217.9
Local radio	715	179	300.2
Outdoor	1,153	4,085	-71.8
Internet	7,847	6,945	13.0
Measured media	752,932	797,975	-5.6
Unmeasured spending	703,416	666,199	5.6
Total	1,456,348	1,464,174	-.5

By brand	2006	2005	% chg
L'Oreal	312,031	328,062	-4.9
Garnier	142,215	135,725	4.8
Maybelline	121,573	118,879	2.3
Lancome	26,228	38,629	-32.1
Armani	19,285	14,782	30.5
Polo	16,603	14,314	16.0
Redken	13,018	20,703	-37.1
Hypnose	11,531	0	NA
Acqua di Gio	10,655	10,263	3.8

Sales & earnings ($ in millions)

Worldwide	2006	2005	% chg
Sales	$19,736	$17,985	9.7
Earnings	2,291	2,028	13.0
North America	**2006**	**2005**	**% chg**
Sales	4,942	5,061	-2.3
Division sales	**2006**	**2005**	**% chg**
Consumer Products	9,879	9,280	6.5
Luxury Products	4,716	4,433	6.4
Professional Products	2,657	2,550	4.2
Active Cosmetics	1,410	1,220	15.6
Body Shop Branch	544	0	NA
Dermatology Branch	430	394	9.1
Other Cosmetics	101	134	-24.6

Headquarters

L'Oreal/41, rue Martre, Clichy, France 92117/Phone: 33-1-47-56-70-00.

U.S. Headquarters

L'Oreal/575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500.

Personnel, brands, agencies

Corporate: Laurent Attal, pres & CEO; Howard Geiger, exec VP & chief admin officer; Rebecca Caruso, exec VP-external affairs & corp comms; Edward W. Bullock, sr VP-hr; David Greenberg, sr VP-hr.

L'Oreal Consumer Products: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818 - 1500. Joseph Campinell, pres.

Universal McCann Worldwide, New York. Scott Tegethoff, exec VP & global mg ptnr. — media svcs, L'Oreal Paris, L'Oreal USA, Consumer Products.

L'Oreal Luxury Products: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818- 1500. Edgar Huber, pres; Roberta B. Weiss, sr VP-Kiehl's; Ralph Lauren Fragrances Worldwide: Signe Gammeltoft, pres; Armani Fragrances: Serge Jureidini, pres; Designer Fragrances: Serge Jureidini, pres; Kiehl's Since 1851: Robert Robillard, gm; Lancome Division: Eric Lauzat, pres; Nina

White, sr VP-mktg & deputy gm; Dalia Chammas, sr VP & gm; Active Cosmetics: Phillippe Patsalides, gm; Vichy & Dermablend: Helena Wayth, VP-mktg; Skinceuticals: Stephane Wilmet, VP & gm.

Roberts & Tarlow, New York. Tanya English, dir-creative. — Ralph Lauren Fragrances, Polo Black, Polo Blue, Pure Turquoise, Romance, Glamorous, Ralph Lauren Style.

Publicis, New York. Linda Joselow, exec VP & grp acct dir. — Biotherm, Lancome, Hypnose.

Euro RSCG Worldwide, New York. Mary Perhach, grp acct dir. — creative/strategic, Vichy.

Optimedia International U.S., New York. Bonnie Barest, exec VP & mg dir. — media svcs, Biotherm, European Designer Fragrances, Giorgio Armani Parfums, Giorgio Armani Beauty, Lancome Paris.

L'Oreal Paris Division (div. of L'Oréal USA): 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Carol J. Hamilton, pres; Lisa J. Capparelli, VP-integrated mktg comms; Serge Jureidini, pres-Designer Fragrances.

McCann Erickson Worldwide, New York. Robert Montagnese, exec VP & brand dir-U.S. — Color Cosmetics haircare, haircolor, skincare.

ID Media, New York. Stephanie Thompson, acct dir. — Coleur Experte, L'Oreal ReFinish, L'Oreal ReNoviste.

Universal McCann Worldwide, New York. Scott Tegethoff, exec VP & global mg ptnr. — interactive media, L'Oreal Paris.

La Micela New York, New York. Nick La Micela, CEO & chief creative officer; Brenda Chassey, exec VP-client svcs. — corp awareness adv, print & outdoor.

R/GA, New York. Danielle Gontier, grp dir. — interactive mktg, L'Oreal haircare, skincare.

L'Oreal Professional Products: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 984-4000. David Craggs, pres; Paul Sharnsky, sr VP & gm; Pierre Lampert, VP & gm; Redken Worldwide: Stephan Bezy, gm; Redken U.S.: Pat Parenty, VP & gm; Karen Fuss-Zipp, sr VP-mktg; Shae Kalyani, asst VP- comms; Matrix Worldwide: Ketan Patel, VP & gm; Matrix U.S.: Francesca Raminella, gm; Deborah Marquardt, VP-Matrix PR; Steve Kane, dir-comms; Chris Tucker, asst VP-Matrix DMI; Kerastase Paris: Frederique Besson, VP & gm; L'Oreal Professional: Pierre Lampert, VP & gm; Stephanie Peigne, asst VP-mktg.

Publicis, New York. Linda Joselow, exec VP & grp acct dir. — Matrix.

In-house. Deborah Marquardt, assoc VP-comms. — L'Oreal Professional, Kerastase.

Gotham, New York. Shari Baron, pres. — media buying, Redken.

Initiative, New York. Tim Spengler, chief activation officer. — media buying, Redken.

Pedone & Partners, New York. Walter Coyle, media dir. — media svcs, Matrix.

Maybelline Worldwide: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Karen Fondu, pres-Maybelline New York-Garnier.

Publicis, New York. Linda Joselow, exec VP & grp acct dir. — Nutrisse, Fructis.

Gotham, New York. Sheri Baron, pres. — media svcs, Maybelline.

ZenithOptimedia, New York. Bonnie Barest, exec VP & mg dir-strategic comms. — media svcs, Garnier, Maybelline N.Y.

Soft Sheen-Carson Co.: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818- 1500. Candace S. Matthews, pres & gm.

Publicis New York, New York. Linda Joselow, exec VP- grp acct dir. — Dark & Lovely, Optimum, Hi-Rez, Let's Jam.

Avenue A/Razorfish, New York. Bob Lord, pres-East region. — Garnier. — interactive.

Noelle-Elaine Media, New York. Kristen Poe-Hill. — event plng, prod launches, publicity.

50 Lowe's Cos.

U.S. ad spending ($ in thousands)

By media	2006	2005	% chg
Magazine	$33,163	$21,528	54.0
Sunday magazine	NA	233	NA
B2B magazines	323	192	68.4
Local magazines	NA	2	NA
Spanish-language magazines	625	560	11.6
Newspaper	93,434	83,943	11.3
National newspaper	3,311	306	980.9
Spanish-language Newspaper	1,195	379	215.1
Network TV	133,525	131,500	1.5
Spot TV	24,923	31,236	-20.2
Syndicated TV	19,955	10,871	83.6
Cable TV networks	57,786	50,573	14.3
Spanish-language TV	23,788	18,329	29.8
Network radio	3,999	2,258	77.1
National spot radio	5,597	23,587	-76.3
Local radio	39,484	39,506	-0.1
Outdoor	618	1,178	-47.5
Internet	19,470	7,959	144.6
Measured media	461,197	424,138	8.7
Unmeasured spending	377,343	354,097	6.6
Total	838,539	778,234	7.7
By brand	**2006**	**2005**	**% chg**
Lowe's	461,165	424,138	8.7

Sales & earnings ($ in millions)

Worldwide & U.S.	2006	2005	% chg
Sales	$46,927	$43,243	8.5
Earnings	3,405	2,765	23.1

Headquarters

Lowe's Cos./1000 Lowe's Blvd., Mooresville, N.C. 28117/Phone: (704) 758-1000.

Personnel, brands, agencies

Corporate: Robert A. Niblock, chmn & CEO; Larry D. Stone, pres & chief operating officer; Nick Canter, exec VP-merchandising; Mike Brown, exec VP-store opers.

BBDO Worldwide, New York. Tom Sebok, exec VP & mg dir. — Lowe's home improvement centers.

Campbell-Ewald, Warren, Mich. Mike Ryan, vice-chmn & chief operating officer.

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 **ORAL ARGUMENT REQUESTED**

EXHIBIT D-8 TO OPPOSER'S NOTICE OF RELIANCE

AdvertisingAge®

100 Leading National Advertisers

Index to the 2008 edition

Published: June 23, 2008

MARKETER TREES 2008
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RANKINGS, ANALYSIS, CHARTS AND MORE
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A ranking of the top 100 U.S. advertisers in 2007

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LNA Report: Budgets eke out 1.7% rise; P&G breaks the $5B barrier, by Bradley Johnson

U.S. Advertising Spending Trends
- How 2007 U.S. ad spending was split by medium
- How 2007 U.S. ad spending was split by category
- Total U.S. ad spending from Coen
- Measured media: percent change since 2000

Top 200 Megabrands
By measured media spending in 2007
Top 200 Megabrands (alphabetically)

Total U.S. Advertising Spending by Medium
Media spending totals from TNS Media Intelligence and Universal McCann's Robert J. Coen for 2007 and 2006

Total U.S. Measured Advertising Spending by Category
Media spending totals from TNS by category for 2007

Top 10 Advertisers in 10 Media
Top spenders in magazine, newspaper, outdoor, radio, broadcast TV, cable and internet

Revenue Per Ad Dollar Spent for the 100 Leaders

U.S. revenue per ad dollar and advertising as a percent of sales, by category

U.S. Market Share Leaders
Marketers in key ad categories for 2007: Automotive, retail, restaurants, wireless, beverages, bottled water, beer, prescription drugs, personal care, household products, credit cards and movies

Methodology
How Ad Age compiled this report

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100 LEADING NATIONAL ADVERTISERS

RANKED BY TOTAL U.S. ADVERTISING SPENDING IN 2007. Dollars in millions.

RANK				TOTAL U.S. AD SPENDING					U.S. MEASURED MEDIA BREAKOUT FOR 2007					
2007	2006	ADVERTISER	HEADQUARTERS	2007	2006	% CHG	ESTIMATED UNMEASURED	MEASURED MEDIA	MAGAZINES	NEWSPAPER	OUTDOOR	TV	RADIO	INTERNET
1	1	Procter & Gamble Co.	Cincinnati	$5,230.1	$4,883.7	7.1	$1,529.8	$3,700.3	$964.1	$213.7	$1.8	$2,414.2	$26.0	$80.6
2	2	AT&T	San Antonio	3,207.3	3,344.5	-4.1	962.2	2,245.1	59.4	328.3	108.6	1,356.4	256.9	135.5
3	5	Verizon Communications	New York	3,016.1	2,791.9	8.0	871.7	2,144.5	92.3	686.7	63.7	906.8	205.9	189.1
4	3	General Motors Corp.	Detroit	3,010.1	3,296.1	-8.7	948.2	2,061.9	373.6	149.9	45.2	1,176.8	104.4	212.0
5	4	Time Warner	New York	2,962.1	3,073.7	-3.6	1,224.6	1,737.6	280.6	311.6	54.3	908.4	84.2	98.4
6	6	Ford Motor Co.	Dearborn, Mich.	2,525.2	2,576.6	-2.0	872.0	1,653.2	300.4	131.5	18.2	982.1	57.5	163.5
7	7	GlaxoSmithKline	Brentford, Middlesex, U.K.	2,456.9	2,504.0	-1.9	1,269.9	1,187.0	387.1	13.0	0.9	742.4	14.2	29.4
8	8	Johnson & Johnson	New Brunswick, N.J.	2,408.8	2,401.4	0.3	987.6	1,421.2	402.1	50.9	4.8	879.4	34.8	49.2
9	9	Walt Disney Co.	Burbank, Calif.	2,293.3	2,300.5	-0.3	905.8	1,387.4	207.7	185.2	48.0	664.5	140.6	141.4
10	10	Unilever	London/Rotterdam	2,245.8	2,099.5	7.0	1,335.5	910.3	278.4	31.6	0.4	543.7	9.5	46.6
11	15	Sprint Nextel Corp.	Reston, Va.	1,903.2	1,775.9	7.2	590.0	1,313.2	46.4	460.6	60.5	575.4	99.1	71.2
12	12	General Electric Co.	Fairfield, Conn.	1,791.3	1,916.8	-6.6	734.4	1,056.8	124.9	200.7	28.5	482.8	141.2	78.9
13	14	Toyota Motor Corp.	Toyota City, Japan	1,757.9	1,850.3	-5.0	685.6	1,072.3	186.1	34.8	23.2	752.0	18.9	57.3
14	13	Chrysler	Auburn Hills, Mich.	1,739.4	1,886.4	-7.8	591.4	1,148.0	182.6	120.8	8.1	750.6	33.1	52.8
15	11	Sony Corp.	Tokyo	1,736.8	2,001.3	-13.2	764.2	972.6	140.7	127.8	20.0	570.9	41.7	71.5
16	17	L'Oreal	Clichy, France	1,632.3	1,458.0	12.0	850.1	782.3	324.4	34.4	0.8	407.9	2.7	12.0
17	16	Sears Holdings Corp.	Hoffman Estates, Ill.	1,627.8	1,650.8	-1.4	867.1	760.6	62.5	200.7	1.1	437.3	35.6	23.4
18	18	Kraft Foods	Northfield, Ill.	1,508.0	1,426.7	5.7	425.5	1,082.5	499.8	55.6	0.9	476.8	13.1	36.3
19	31	Bank of America Corp.	Charlotte, N.C.	1,491.3	1,140.6	30.7	1,088.6	402.6	22.3	116.0	8.0	131.2	53.6	71.6
20	19	Nissan Motor Co.	Tokyo	1,422.9	1,407.4	1.1	469.6	953.3	193.2	38.8	16.3	653.0	18.0	34.0
21	21	Macy's	Cincinnati	1,389.7	1,362.9	2.0	372.0	1,017.7	87.3	609.7	2.2	236.0	71.3	11.1

22	24	Anheuser-Busch Cos.	St. Louis	1,354.1	1,279.1	5.9	879.4	474.6	38.2	11.1	36.8	341.3	36.9	10.2
23	22	Honda Motor Co.	Tokyo	1,326.5	1,351.2	-1.8	477.5	849.0	196.1	56.8	5.5	548.5	13.2	28.8
24	41	Viacom	New York	1,309.9	1,010.5	29.6	500.6	809.3	79.1	104.6	25.1	491.8	46.7	62.1
25	27	Berkshire Hathaway	Omaha, Neb.	1,308.3	1,194.3	9.5	536.4	771.9	102.1	29.5	23.3	444.9	146.3	25.9
26	23	PepsiCo	Purchase, N.Y.	1,308.3	1,323.8	-1.2	418.7	889.7	174.9	23.7	13.8	612.3	36.9	28.1
27	25	Nestle	Vevey, Switzerland	1,260.3	1,255.8	0.4	567.1	693.1	159.0	50.3	2.9	429.6	25.4	25.9
28	42	Pfizer	New York	1,252.9	1,006.5	24.5	501.2	751.7	225.2	33.3	1.2	456.6	11.3	24.2
29	20	News Corp.	New York	1,210.4	1,400.4	-13.6	363.1	847.3	78.2	168.1	20.1	334.0	120.9	126.0
30	29	Target Corp.	Minneapolis	1,186.2	1,161.4	2.1	455.6	730.7	107.9	159.6	8.9	371.7	15.1	67.4
31	28	J.C. Penney Co.	Plano, Texas	1,161.8	1,162.7	-0.1	686.4	475.4	71.4	159.7	0.3	186.1	36.1	21.8
32	34	McDonald's Corp.	Oak Brook, Ill.	1,150.1	1,083.9	6.1	341.3	808.7	51.3	4.5	45.7	601.6	78.5	27.2
33	26	Citigroup	New York	1,135.3	1,224.1	-7.3	684.4	450.9	157.7	52.4	5.7	207.0	8.1	19.9
34	32	U.S. Government	Washington	1,121.9	1,133.4	-1.0	471.2	650.7	126.6	29.7	8.5	378.4	49.3	58.2
35	33	Home Depot	Atlanta	1,119.6	1,119.6	0.0	542.9	576.7	64.0	97.2	1.8	282.9	117.3	13.5
36	35	Wal-Mart Stores	Bentonville, Ark.	1,102.5	1,073.7	2.7	549.8	552.7	114.3	31.9	1.2	304.9	56.8	43.6
37	48	Schering-Plough Corp.	Kenilworth, N.J.	1,092.0	883.6	23.6	589.7	502.3	54.4	6.0	0.0	426.7	6.1	9.1
38	37	Wyeth	Madison, N.J.	1,078.3	1,051.3	2.6	643.2	435.1	94.7	9.1	0.4	296.4	19.8	14.7
39	30	JPMorgan Chase & Co.	New York	1,073.9	1,156.5	-7.1	700.8	373.1	6.1	93.0	15.7	201.8	21.9	34.7
40	46	American Express Co.	New York	1,050.0	929.3	13.0	526.2	523.8	103.8	56.9	7.8	243.6	7.8	103.8
41	38	Yum Brands	Louisville, Ky.	1,004.4	1,039.9	-3.4	266.2	738.2	4.0	3.4	5.5	680.7	37.2	7.4
42	47	Microsoft Corp.	Redmond, Wash.	959.5	913.7	5.0	516.0	443.5	165.8	25.9	12.0	92.0	5.6	142.2
43	39	Estee Lauder Cos.	New York	956.1	1,031.4	-7.3	792.9	163.2	131.6	1.1	1.5	24.7	2.4	1.9
44	45	General Mills	Minneapolis	955.2	937.2	1.9	286.0	669.2	90.0	95.8	0.1	470.8	2.6	9.9
45	56	Kellogg Co.	Battle Creek, Mich.	871.5	765.2	13.9	309.3	562.2	142.1	9.4	3.2	384.7	1.2	21.5
46	59	Bayer	Leverkusen, Germany	860.8	683.4	26.0	387.4	473.5	102.5	16.1	0.9	330.6	18.0	5.3
47	43	Dell	Round Rock, Texas	843.4	984.0	-14.3	295.2	548.2	187.5	124.2	0.9	129.5	3.1	103.0
48	55	Kohl's Corp.	Menomonee Falls, Wis.	836.7	766.0	9.2	397.2	439.5	31.6	148.4	0.4	218.1	34.2	6.9
49	52	Deutsche Telekom	Bonn, Germany	831.3	815.2	2.0	224.4	606.8	3.2	152.3	8.3	393.9	17.2	32.1

50	54	IAC/InterActiveCorp	New York	806.1	792.4	1.7	313.8	492.3	19.5	3.7	1.4	133.9	19.5	314.4
51	58	Bristol-Myers Squibb Co.	New York	796.3	690.6	15.3	420.8	375.5	158.3	6.8	1.0	201.4	0.2	7.8
52	51	Hewlett-Packard Co.	Palo Alto, Calif.	786.6	828.9	-5.1	379.5	407.1	114.6	86.7	0.1	116.1	2.1	87.5
53	57	Coca-Cola Co.	Atlanta	776.8	755.1	2.9	365.7	411.1	59.8	12.1	27.4	255.4	26.3	30.1
54	70	Eli Lilly & Co.	Indianapolis	774.2	511.1	51.5	425.8	348.4	47.2	1.0	0.1	291.2	3.2	5.7
55	50	Lowe's Cos.	Mooresville, N.C.	757.1	838.8	-9.7	319.0	438.1	39.3	87.5	0.8	266.6	29.6	14.4
56	49	Capital One Financial Corp.	McLean, Va.	757.0	864.9	-12.5	475.4	281.5	6.1	5.3	0.5	181.9	8.1	79.6
57	40	Merck & Co.	Whitehouse Station, N.J.	751.8	1,024.2	-26.6	375.9	375.9	125.4	13.6	0.0	212.2	0.3	24.5
58	61	Mars Inc.	McLean, Va.	715.9	660.1	8.5	322.2	393.8	107.1	18.3	1.4	241.3	8.6	17.1
59	62	Nike	Beaverton, Ore.	702.9	654.2	7.4	518.9	184.0	86.2	1.4	3.9	83.3	0.7	8.5
60	36	AstraZeneca	London	697.4	1,066.5	-34.6	418.4	278.9	196.9	3.2	0.1	55.6	2.0	21.3
61	63	Comcast Corp.	Philadelphia	692.6	628.5	10.2	221.6	471.0	29.2	79.6	18.0	191.1	102.0	51.1
62	60	Clorox Co.	Oakland, Calif.	683.2	660.1	3.5	208.1	475.1	183.2	3.5	0.7	262.1	8.5	17.1
63	69	Campbell Soup Co.	Camden, N.J.	670.3	559.3	19.9	148.8	521.6	193.7	31.4	0.2	278.0	12.9	5.4
64	44	Novartis	Basel, Switzerland	665.6	950.8	-30.0	366.1	299.5	65.3	31.8	0.1	175.4	14.3	12.6
65	53	Hyundai Motor Co.	Seoul, South Korea	650.9	809.0	-19.5	208.3	442.6	74.8	5.0	2.6	343.0	7.3	9.9
66	77	Reckitt Benckiser	Slough, Berkshire, U.K.	601.3	471.6	27.5	132.3	469.0	43.0	67.3	0.0	357.2	0.4	1.0
67	67	Best Buy Co.	Richfield, Minn.	598.3	572.2	4.5	194.3	403.9	28.1	124.6	0.8	181.1	5.7	63.6
68	64	SC Johnson	Racine, Wis.	591.9	621.3	-4.7	177.6	414.3	18.3	67.4	0.0	320.8	4.2	3.5
69	66	Visa	San Francisco	580.6	580.5	0.0	188.4	392.2	105.0	21.7	3.6	222.7	18.4	20.7
70	68	IBM Corp.	Armonk, N.Y.	558.7	571.4	-2.2	348.0	210.7	93.8	10.2	6.3	74.2	1.6	24.5
71	74	Allstate Corp.	Northbrook, Ill.	536.8	500.8	7.2	166.4	370.4	40.3	18.9	12.0	236.6	49.3	13.3
72	71	Kroger Co.	Cincinnati	506.3	508.3	-0.4	364.8	141.4	0.7	64.4	8.7	32.3	34.7	0.7
73	171	Boehringer Ingelheim	Ingelheim, Germany	505.3	191.8	163.4	202.1	303.2	63.4	0.9	0.1	228.8	2.2	7.8
74	102	FMR Corp. (Fidelity Investments)	Boston	499.0	334.1	49.4	154.7	344.3	45.9	57.9	1.5	94.4	1.8	142.8
75	75	Sanofi-Aventis	Paris	493.1	490.8	0.5	246.5	246.5	113.3	1.8	0.1	122.4	0.2	8.7
76	89	Apple	Cupertino, Calif.	491.8	383.7	28.2	172.1	319.7	16.3	0.7	23.3	236.4	10.7	32.4
77	73	MasterCard	Purchase, N.Y.	488.7	500.9	-2.4	177.3	311.4	28.0	9.6	4.3	227.8	23.1	18.6

78	79	eBay	San Jose, Calif.	487.5	453.3	7.5	313.3	174.2	15.4	3.5	3.9	48.8	7.0	95.6
79	72	Safeway	Pleasanton, Calif.	473.7	507.7	-6.7	319.1	154.7	0.6	18.1	5.3	37.4	92.1	1.1
80	94	Progressive Corp.	Mayfield Village, Ohio	459.7	368.2	24.8	137.9	321.8	2.2	1.0	4.9	259.4	10.2	44.0
81	81	Washington Mutual	Seattle	445.0	443.0	0.5	271.9	173.1	0.9	53.7	9.7	55.6	23.9	29.3
82	97	State Farm Mutual Auto Insurance Co.	Bloomington, Ill.	431.2	360.7	19.5	112.1	319.1	11.7	15.3	21.5	213.9	15.5	41.2
83	83	Doctor's Associates	Milford, Conn.	425.7	425.5	0.1	63.9	361.8	0.7	2.3	4.8	324.8	25.5	3.8
84	85	Mattel	El Segundo, Calif.	424.6	415.8	2.1	204.7	219.9	13.5	5.1	0.2	197.9	1.1	2.2
85	103	Coty (JAB Investments)	New York	421.2	331.6	27.0	210.6	210.6	183.6	0.0	0.3	25.2	0.9	0.7
86	84	SABMiller	London	419.7	422.8	-0.7	188.9	230.9	18.6	1.4	13.6	174.5	19.1	3.7
87	90	Diageo	London	414.4	382.6	8.3	241.6	172.9	41.3	3.9	17.4	73.0	7.9	29.4
88	86	Circuit City Stores	Richmond, Va.	401.8	410.9	-2.2	134.2	267.6	0.6	107.1	0.0	109.8	2.2	47.9
89	82	Wendy's International	Dublin, Ohio	404.8	435.2	-7.0	100.1	304.7	8.9	0.6	4.4	261.6	20.6	8.6
90	76	Gap Inc.	San Francisco	394.2	489.4	-19.5	52.3	341.9	91.0	15.9	11.9	195.9	17.1	10.2
91	118	ConAgra Foods	Omaha, Neb.	384.9	298.2	29.1	148.2	236.7	60.5	30.5	1.2	133.1	7.4	4.1
92	87	Molson Coors Brewing Co.	Denver/Montreal	382.8	406.0	-5.7	197.1	185.7	2.0	1.2	25.8	140.6	13.7	2.3
93	96	Energizer Holdings	St. Louis	375.4	361.9	3.7	166.0	209.3	64.7	14.4	0.0	119.0	3.4	7.9
94	110	Philips Electronics	Amsterdam	365.0	309.8	17.8	241.2	123.8	47.3	2.3	0.0	49.5	5.1	19.6
95	99	Burger King Holdings	Miami	364.0	357.0	2.0	89.5	274.6	4.4	0.5	7.0	206.6	54.6	1.4
96	93	Alltel Corp.	Little Rock, Ark.	363.8	368.4	-1.2	172.1	191.7	0.0	37.5	4.6	135.7	4.3	9.6
97	152	Metro-Goldwyn-Mayer	Los Angeles	363.2	228.3	59.1	109.0	254.3	3.6	68.5	1.3	164.0	9.8	7.0
98	98	DirecTV Group	El Segundo, Calif.	356.4	359.7	-0.9	67.7	288.7	16.7	28.8	0.6	228.9	10.7	3.1
99	88	Wells Fargo & Co.	San Francisco	355.7	393.7	-9.6	271.5	84.2	6.7	15.0	7.3	17.7	19.4	18.1
100	112	Walgreen Co.	Deerfield, Ill.	355.4	306.4	16.0	120.1	235.3	23.8	89.4	0.1	95.8	18.3	7.9

Notes: Dollars in millions. 2006 rankings represent data compiled in 2008. Measured media from TNS Media Intelligence's Stradegy. Magazine includes Sunday magazine, local magazine, B to B magazine and Spanish-language magazine; newspaper includes national newspaper, Spanish-language newspaper and FSI data from TNS' Marx Promotion Intelligence; TV includes broadcast network, spot, syndicated, Spanish-language and network cable TV; radio includes network, national spot and local. See Methodology.

AdvertisingAge®

Methodology
for 100 Leading National Advertisers

2008 edition

Published: June 23, 2008

Ad Age on June 23, 2008, published the 53rd annual 100 LNA report in print and online.

The Ad Age DataCenter compiled the 100 Leading National Advertisers by starting with the 300 largest national advertisers based on measured U.S. media spending. Ad Age pared that to 100 after adding in estimated unmeasured spending.

ABOUT MARKETER TREES 2008
Advertising Age's DataCenter produced Marketer Trees 2008 as an online database application detailing ad spending, brands, agency assignments and executives for the nation's top 100 advertisers.

Send your ideas to improve the Marketer Trees. Update us on agency assignments and executives. Report database errors. E-mail: DataCenter@AdAge.com

METHODOLOGY FOR 100 LEADING NATIONAL ADVERTISERS 2008
Measured media
Measured media advertising is estimated U.S. spending across 19 media. It consists of 18 media tracked by TNS Media Intelligence in its Stradegy product plus freestanding inserts tracked by TNS's Marx Promotion Intelligence. Measured media include:

TV: network TV (ABC, CBS, CW, Fox, MyNetworkTV, NBC); cable networks (52); spot TV (614 stations, including 44 Spanish stations, in 101 markets); syndicated TV (200-plus programs); Spanish TV networks (Galavision, Telefutura, Telemundo, Univision).

Newspaper: local daily papers (144 in 60 markets); national papers (NYT, USA, WSJ); Spanish papers (56). TNS does not measure or report classified advertising.

Magazine: consumer (222); national Sunday magazines (6); local (29); Spanish language (33); B-to-B (351).

Radio: local (34 markets, from Miller Kaplan Arase); national spot (200-plus markets); networks (5).

Internet (2,600-plus sites; display advertising only, so excludes paid search and broadband video).

Outdoor (200-plus markets).

Unmeasured spending
Unmeasured spending is an Ad Age DataCenter estimate that includes direct marketing, promotion, co-op, coupons, catalogs, product placement, events and unmeasured forms of internet media (such as paid search). Essentially, unmeasured is the difference between a company's measured media (from TNS) and its total ad costs (either reported by the company or estimated by Ad Age). Ad Age weights a company's reported ad costs to reflect a U.S.-only percentage.

Mergers and joint ventures
Brands and companies an LNA buys or divests are treated pro forma in this report as if the deals had occurred at the beginning of the company's previous fiscal year (2006). Media spending for those brands or units is folded into or removed from the company for two consecutive years (2006 and 2007). An LNA must own more than 50% of a product or unit for that product or unit's media to be consolidated with the company.

Ad Age treats joint ventures with 50/50 ownership as stand-alone ventures. Sony, for example, is not credited with ad spending for Sony BMG Music Entertainment and Sony Ericsson Mobile Communications, two such ventures.

Megabrands
Ad Age determines the top 200 megabrands by aggregating measured spending for all products or services that fall under that brand. For example, Ad Age combines Miller Lite, Miller Genuine Draft and Miller High Life under Miller.

Key data sources
TNS Media Intelligence
TNS's Marx Promotion Intelligence
Universal McCann's Robert J. Coen

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U.S. advertising spending $1,326.5 million 23

Hyundai Motor Co. 65
U.S. advertising spending $650.9 million

IAC/InterActiveCorp 50
U.S. advertising spending $806.1 million

IBM Corp. 70
U.S. advertising spending $558.7 million

J.C. Penney Co. 31
U.S. advertising spending $1,161.8 million

Johnson & Johnson 8
U.S. advertising spending $2,408.8 million

JPMorgan Chase & Co. 39
U.S. advertising spending $1,073.9 million

Kellogg Co. 45
U.S. advertising spending $871.5 million

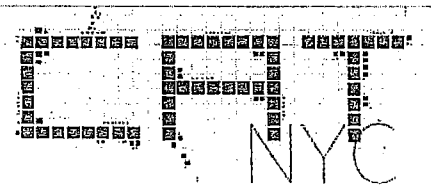
Kohl's Corp. 48
U.S. advertising spending $836.7 million

Kraft Foods 18
U.S. advertising spending $1,508.0 million

Kroger Co. 72
U.S. advertising spending $506.3 million

L'Oreal 16
U.S. advertising spending $1,632.3 million

TECH MARKETING CENTER CHANNEL
IDG KNOWLEDGE HUB
More



CREATIVITY AND TECHNOLOGY
June 10, Pier 94, NYC

Presenting Sponsor
Time Inc.
CREATIVITY

U.S. AD SPENDING ($ in thousands)

By media	2007	2006	% chg
Magazine	$318,524	$321,710	-1.0
Sunday magazine	218	111	96.8
B-to-B magazine	3,750	2,095	79.0
Local magazine	32	3	903.1
Spanish-language magazine	1,915	2,330	-17.8
Newspaper	1,838	2,268	-19.0
National newspaper	910	1,476	-38.4
Spanish-language newspaper	NA	7	NA
FSI (freestanding inserts)	31,616	38,153	-17.1
Network TV	195,072	186,386	4.7
Spot TV	4,255	7,386	-42.4
Syndicated TV	95,796	70,507	35.9
Cable TV networks	84,215	77,583	8.5
Spanish-language network TV	28,595	32,824	-12.9
Network radio	270	NA	NA
National spot radio	1,283	1,168	9.9
Local radio	1,106	715	54.7
Outdoor	842	1,153	-27.0
Internet (display only)	12,019	7,922	51.7
Measured media	782,256	753,796	3.8
Unmeasured spending	850,073	704,223	20.7
Total	1,632,329	1,458,019	12.0
Media spending by megabrand	**2007**	**2006**	**% chg**
L'Oreal	298,697	312,259	-4.3
Garnier	189,231	142,215	33.1
Maybelline	115,661	121,573	-4.9
Lancome	35,200	42,450	-17.1
Giorgio Armani	30,638	29,939	2.3
Ralph Lauren	24,133	29,992	-19.5
Redken	13,865	13,018	6.5
Diesel	12,551	0	NA

SALES & EARNINGS ($ in millions)

Worldwide	2007	2006	% chg
Sales	$23,320	$19,736	18.2
Earnings	3,857	2,113	82.6
N. Amer	**2007**	**2006**	**% chg**
Sales	6,049	5,360	12.9
Division sales	**2007**	**2006**	**% chg**
Body Shop Branch	1,075	544	97.6
Dermatology Branch	502	430	16.7
Other Cosmetics	82	101	-18.8
Active Cosmetics	1,706	1,410	21.0
Luxury Products	5,368	4,716	13.8
Consumer Products	11,317	9,879	14.6
Professional Products	3,269	2,657	23.0

Sources: Measured media from TNS Media Intelligence. FSIs from TNS's Marx Promotion Intelligence. Unmeasured spending estimates from Ad Age DataCenter. Sales and earnings from public documents. See methodology.

Headquarters
L'Oreal/41, Rue Martre, Clichy, France 92117/Phone: 33-1-47-56-70-00.

U.S. Headquarters
L'Oreal/575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500.

Fast facts
L'Oreal is a cosmetics and personal-care products marketer based in France. Nestle owned 28.9% of L'Oreal as of Dec. 31, 2007.

Related AdAge.com content

CLICK THE DIVISIONS BELOW FOR PERSONNEL, BRANDS AND AGENCIES

Corporate

L'Oreal Consumer Products

L'Oreal Luxury Products

L'Oreal Paris Division (div. of L'Oreal USA)

L'Oreal Professional Products

Maybelline Worldwide

Soft Sheen-Carson Co.

Lowe's Cos. U.S. advertising spending $757.1 million	55
Macy's U.S. advertising spending $1,389.7 million	21
Mars Inc. U.S. advertising spending $715.9 million	58
MasterCard U.S. advertising spending $488.7 million	77
Mattel U.S. advertising spending $424.6 million	84
McDonald's Corp. U.S. advertising spending $1,150.1 million	32
Merck & Co. U.S. advertising spending $751.8 million	57
Metro-Goldwyn-Mayer U.S. advertising spending $363.2 million	97
Microsoft Corp. U.S. advertising spending $959.5 million	42
Molson Coors Brewing Co. U.S. advertising spending $382.8 million	92
Nestle U.S. advertising spending $1,260.3 million	27
News Corp. U.S. advertising spending $1,210.4 million	29
Nike U.S. advertising spending $702.9 million	59
Nissan Motor Co. U.S. advertising spending $1,422.9 million	20
Novartis U.S. advertising spending $665.6 million	64
PepsiCo U.S. advertising spending $1,308.3 million	26
Pfizer U.S. advertising spending $1,252.9 million	28
Philips Electronics U.S. advertising spending $365.0 million	94

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 **ORAL ARGUMENT REQUESTED**

EXHIBIT D-9 TO OPPOSER'S NOTICE OF RELIANCE

AdvertisingAge®

100 Leading National Advertisers: 2009 edition index

Facts and figures on U.S. ad spending

Published: June 22, 2009

MARKETER TREES 2009
Explore the database of the 100 Leading National Advertisers Featuring U.S. ad spending, division sales, personnel, brands and agencies.

RANKINGS, ANALYSIS, CHARTS AND MORE
100 Leading National Advertisers
A ranking of the top 100 U.S. advertisers in 2008

Spending Fell (only) 2.7% in '08. Real Problem: 2009
Walmart Stores Spending up 16%; Retail Surpasses Auto as Top Ad Category, by Bradley Johnson

Video: Bradley Johnson discusses 100 LNA

U.S. Ad Spend Trends: 2008
- % change in ad spend, 2001-2008: 100 LNA
- % change in ad spend, 2001-2011 (forecast): ZenithOptimedia
- How 2008 U.S. ad spending was split by medium
- How 2008 U.S. ad spending was split by category

Verizon Tops AT&T as Most-Advertised Brand
Walmart vaults into No. 5 Spot with 66% increase in measured media spending, by Maureen Morrison

Top 200 Megabrands
By U.S. measured media spending in 2008

Total U.S. Advertising Spending by Medium
- Measured media spending from TNS Media Intelligence
- Media plus marketing services from ZenithOptimedia

Total U.S. Measured Advertising Spending by Category
Media spending totals from TNS by category for 2008

Top 10 Advertisers in 10 Media
Top spenders in magazine, newspaper, outdoor, radio, broadcast TV, cable and internet based in measured media

U.S. Advertising as Percent of Sales
For the 100 LNA by category

U.S. Market Share Leaders
Marketers in key ad categories for 2008: Automotive, retail, restaurants, wireless, beverages, beer, prescription drugs, personal care and credit cards

METHODOLOGY AND MORE INFO

- **Industry Contact Lists: Marketers**

Download exclusive marketer contact lists with key personnel, mailing addresses and corporate phone numbers. This premium content, downloadable in Excel spreadsheets, is offered only to subscribers of the Ad Age DataCenter. Lists are based on data collected for 100 LNA 2009.

To access contact lists, go to Ad Age's DataCenter home page and scroll down to "Industry Contact Lists."

Subscribe to Ad Age DataCenter at adage.com/datasub or call 1-888-288-5900 or e-mail subs@crain.com

Report Methodology
How Ad Age compiled this report

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100 LEADING NATIONAL ADVERTISERS

Ranked by total U.S. advertising spending in 2008. Dollars in millions.

RANK				TOTAL U.S. AD SPENDING					U.S. MEASURED MEDIA BREAKOUT FOR 2008					
2008	2007	MARKETER	HEADQUARTERS	2008	2007	% CHG	ESTIMATED UNMEASURED	MEASURED MEDIA	MAGAZINE	NEWSPAPER	OUTDOOR	TV	RADIO	INTERNET
1	1	Procter & Gamble Co.	Cincinnati	$4,838.1	$5,180.0	-6.6	$1,470.8	$3,367.3	$956.2	$187.1	$2.3	$2,153.6	$21.0	$47.0
2	3	Verizon Communications	New York	3,700.0	3,379.9	9.5	1,309.2	2,390.8	108.6	681.9	85.9	1,164.9	206.3	143.3
3	2	AT&T	Dallas	3,073.0	3,430.0	-10.4	1,094.2	1,978.8	54.0	288.6	63.2	1,329.3	174.2	69.6
4	4	General Motors Corp.	Detroit	2,901.1	3,060.2	-5.2	669.1	2,232.0	447.5	320.9	23.4	1,176.4	76.3	187.5
5	8	Johnson & Johnson	New Brunswick, N.J.	2,529.2	2,408.8	5.0	1,108.8	1,420.4	399.6	46.8	5.4	901.9	20.5	46.3
6	7	Unilever	Rotterdam/London	2,422.6	2,417.9	0.2	1,670.3	752.3	218.4	29.1	2.1	478.7	7.6	16.3
7	10	Walt Disney Co.	Burbank, Calif.	2,217.6	1,997.8	11.0	959.4	1,258.2	198.4	145.1	45.2	672.0	88.8	108.7
8	5	Time Warner	New York	2,207.7	2,754.8	-19.9	905.2	1,302.6	230.2	204.2	50.8	691.0	49.5	76.8
9	13	General Electric Co.	Fairfield, Conn.	2,019.3	1,791.3	12.7	827.9	1,191.4	138.0	171.0	43.9	672.0	114.3	52.1
10	11	Sears Holdings Corp.	Hoffman Estates, Ill.	1,864.9	1,956.9	-4.7	1,129.2	735.7	59.8	191.2	0.3	432.3	35.6	16.5
11	6	Ford Motor Co.	Dearborn, Mich.	1,856.0	2,525.2	-26.5	844.0	1,012.0	123.4	54.0	11.4	721.0	44.2	57.9
12	9	GlaxoSmithKline	Brentford, Middlesex, U.K.	1,827.0	2,123.0	-13.9	802.3	1,024.7	231.7	29.1	0.3	742.4	7.6	13.6
13	15	Toyota Motor Corp.	Toyota City, Japan	1,690.4	1,757.9	-3.8	668.5	1,022.0	146.5	18.9	20.9	761.4	17.9	56.3
14	18	L'Oreal	Clichy, France	1,673.1	1,632.3	2.5	875.6	797.6	324.3	32.5	1.4	431.4	1.6	6.5
15	21	Walmart Stores	Bentonville, Ark.	1,659.8	1,432.4	15.9	794.4	865.4	266.1	29.3	2.3	448.2	96.6	22.8
16	14	Bank of America Corp.	Charlotte, N.C.	1,650.0	1,770.9	-6.8	1,032.7	617.3	31.8	163.5	10.0	138.6	50.2	223.2
17	24	Anheuser-Busch InBev	Leuven, Belgium/St. Louis	1,587.3	1,360.0	16.7	1,008.1	579.2	50.3	10.4	44.2	431.4	30.1	12.8
18	12	Sprint Nextel	Overland Park, Kan.	1,500.0	1,800.0	-16.7	562.7	937.3	90.4	142.5	46.7	572.5	28.1	57.1

		Corp.												
19	17	Sony Corp.	Tokyo	1,464.9	1,736.8	-15.7	628.3	836.5	122.3	106.0	17.4	527.4	33.1	30.5
20	19	JPMorgan Chase & Co.	New York	1,356.8	1,518.9	-10.7	882.9	473.9	23.7	121.4	26.7	215.1	52.6	34.4
21	26	News Corp.	New York	1,337.8	1,307.5	2.3	428.1	909.7	69.9	197.9	27.1	423.8	90.2	100.8
22	25	J.C. Penney Co.	Plano, Texas	1,314.0	1,316.0	-0.2	884.4	429.6	63.6	150.4	0.3	162.7	38.2	14.4
23	23	PepsiCo	Purchase, N.Y.	1,293.9	1,362.3	-5.0	517.6	776.3	167.9	29.3	2.9	516.9	41.3	18.0
24	27	Pfizer	New York	1,292.4	1,291.1	0.1	517.0	775.4	197.7	24.8	0.8	531.3	1.6	19.2
25	20	Kraft Foods	Northfield, Ill.	1,272.1	1,508.0	-15.6	435.4	836.7	401.6	33.3	3.8	372.3	15.3	10.5
26	29	Honda Motor Co.	Tokyo	1,254.6	1,234.3	1.6	423.4	831.1	147.8	20.7	9.3	582.4	14.9	55.9
27	32	Macy's	Cincinnati	1,239.0	1,194.0	3.8	256.7	982.3	74.4	583.3	2.4	263.8	51.5	6.9
28	31	Target Corp.	Minneapolis	1,233.0	1,195.0	3.2	466.4	766.6	108.2	160.7	8.9	388.6	31.4	69.0
29	34	McDonald's Corp.	Oak Brook, Ill.	1,201.0	1,150.1	4.4	386.1	814.9	41.3	4.3	68.1	606.9	76.2	18.1
30	22	Nissan Motor Co.	Tokyo	1,199.3	1,422.9	-15.7	391.3	808.0	143.9	37.6	12.8	586.0	10.9	16.8
31	37	U.S. Government	Washington	1,195.6	1,121.9	6.6	527.4	668.1	157.3	45.5	10.1	387.1	47.9	20.2
32	38	Berkshire Hathaway	Omaha, Neb.	1,186.1	1,117.7	6.1	355.8	830.3	137.2	20.7	29.0	493.2	135.3	14.9
33	33	Viacom	New York	1,178.6	1,181.7	-0.3	423.8	754.8	56.9	93.2	26.1	497.5	37.8	43.3
34	41	General Mills	Minneapolis	1,174.3	955.2	22.9	381.6	792.6	42.4	112.8	0.5	613.4	4.2	19.2
35	28	Nestle	Vevey, Switzerland	1,138.8	1,260.3	-9.6	521.0	617.7	113.5	51.0	3.0	416.9	19.3	14.0
36	16	Chrysler Group	Auburn Hills, Mich.	1,129.6	1,739.4	-35.1	381.3	748.3	87.5	41.9	5.7	565.5	7.9	39.8
37	35	American Express Co.	New York	1,056.8	1,146.0	-7.8	710.6	346.2	73.9	27.0	5.3	201.7	2.7	35.6
38	40	Mars Inc.	McLean, Va.	1,037.6	986.5	5.2	454.3	583.3	146.0	22.2	2.7	394.8	4.6	12.8
39	30	Home Depot	Atlanta	1,000.0	1,200.0	-16.7	520.2	479.8	19.5	67.6	0.3	276.3	105.5	10.6
40	36	Citigroup	New York	970.7	1,135.3	-14.5	598.0	372.7	96.5	105.1	1.8	145.6	4.8	18.7
41	39	Yum Brands	Louisville, Ky.	960.7	1,004.4	-4.3	169.4	791.4	10.7	2.8	4.2	739.1	29.9	4.7
42	43	Deutsche Telekom	Bonn, Germany	940.3	900.0	4.5	362.0	578.3	10.7	98.7	2.5	399.2	27.9	39.3
43	42	SABMiller	London	934.0	927.6	0.7	513.7	420.3	26.2	8.6	40.7	302.4	36.1	6.3
44	48	Bristol-Myers Squibb Co.	New York	906.2	810.6	11.8	473.7	432.6	135.8	1.8	1.1	290.9	0.6	2.3

45	46	Kohl's Corp.	Menomonee Falls, Wis.	890.0	839.0	6.1	467.3	422.7	21.3	153.8	0.1	208.4	32.6	6.5
46	58	Eli Lilly & Co.	Indianapolis	847.1	688.7	23.0	423.6	423.6	78.6	6.0	0.1	335.7	1.0	2.2
47	45	Bayer	Leverkusen, Germany	840.2	860.8	-2.4	386.5	453.7	113.8	15.6	0.6	311.0	11.1	1.7
48	44	Kellogg Co.	Battle Creek, Mich.	820.3	871.6	-5.9	295.2	525.1	119.9	11.4	1.4	372.0	4.5	15.9
49	50	Microsoft Corp.	Redmond, Wash.	802.3	764.5	4.9	449.8	352.6	105.4	17.0	9.6	154.2	13.9	52.5
50	56	Nike	Beaverton, Ore.	790.4	715.4	10.5	604.9	185.5	66.8	3.5	4.2	105.5	2.1	3.4
51	49	Lowe's Cos.	Mooresville, N.C.	789.0	788.0	0.1	389.5	399.5	40.9	61.8	3.4	248.2	26.0	19.2
52	65	SC Johnson	Racine, Wis.	774.7	591.9	30.9	250.3	524.4	70.2	59.7	0.2	386.8	2.7	4.7
53	47	Schering-Plough Corp.	Kenilworth, N.J.	770.1	831.6	-7.4	308.0	462.1	70.5	7.3	0.4	374.5	2.5	6.8
54	53	Estee Lauder Cos.	New York	770.0	751.0	2.5	639.3	130.7	111.0	0.6	3.4	13.4	0.8	1.4
55	55	Coca-Cola Co.	Atlanta	752.1	726.4	3.5	310.2	441.9	78.1	13.7	30.3	280.1	31.7	8.0
56	64	Reckitt Benckiser	Slough, Berkshire, U.K.	725.8	625.1	16.1	181.4	544.3	39.3	69.1	0.0	428.7	6.3	0.9
57	61	Campbell Soup Co.	Camden, N.J.	711.1	670.3	6.1	133.4	577.8	234.1	47.3	0.7	277.5	14.5	3.6
58	62	LVMH Moet Hennessy Louis Vuitton	Paris	687.3	667.3	3.0	453.0	234.3	192.7	24.2	5.9	8.2	0.9	2.5
59	59	Clorox Co.	Oakland, Calif.	686.3	683.2	0.5	245.8	440.5	161.7	2.0	0.0	265.5	6.1	5.2
60	57	Comcast Corp.	Philadelphia	669.8	692.6	-3.3	154.9	514.9	25.8	82.9	19.7	244.8	78.7	63.1
61	51	Capital One Financial Corp.	McLean, Va.	654.1	757.0	-13.6	362.4	291.8	0.5	36.3	3.4	158.6	9.5	83.6
62	52	Merck & Co.	Whitehouse Station, N.J.	617.7	751.8	-17.8	318.6	299.1	115.5	15.2	0.0	166.3	0.2	1.8
63	54	Wyeth	Madison, N.J.	614.0	745.0	-17.6	238.7	375.3	64.9	12.6	0.0	279.1	10.3	8.5
64	68	Best Buy Co.	Richfield, Minn.	596.0	569.6	4.6	296.9	299.1	13.5	135.5	2.1	120.0	5.8	22.1
65	87	State Farm Mutual Auto Insurance Co.	Bloomington, Ill.	576.1	431.2	33.6	139.5	436.6	49.2	13.9	27.6	271.0	34.2	40.6
66	69	AstraZeneca	London	576.0	566.5	1.7	293.7	282.2	111.0	8.1	0.2	142.3	0.6	20.0
67	66	Visa	San Francisco	549.1	581.0	-5.5	229.6	319.5	53.5	4.9	1.3	232.1	16.4	11.3
68	63	Dell	Round Rock, Texas	538.2	630.8	-14.7	156.0	382.2	121.1	102.8	0.2	98.1	2.5	57.5

69	67	Diageo	London	536.6	576.5	-6.9	375.6	161.0	35.8	8.4	20.7	85.8	8.3	2.0
70	73	Kroger Co.	Cincinnati	532.0	506.0	5.1	387.0	145.0	1.1	56.6	11.0	37.0	37.9	1.3
71	71	Allstate Corp.	Northbrook, Ill.	526.2	536.8	-2.0	162.6	363.7	38.5	19.1	6.9	248.0	39.4	11.8
72	70	Wells Fargo & Co.	San Francisco	525.0	548.0	-4.2	274.7	250.3	20.0	76.8	17.5	72.3	35.4	28.3
73	60	Hyundai Motor Co.	Seoul	512.8	676.1	-24.2	164.1	348.7	24.2	2.6	1.5	312.1	2.3	6.0
74	72	Limited Brands	Columbus, Ohio	502.0	507.0	-1.0	435.3	66.7	15.0	0.5	0.3	50.4	0.0	0.6
75	84	Novartis	Basel, Switzerland	494.7	450.0	9.9	210.2	284.4	57.7	21.0	0.3	186.1	12.1	7.2
76	75	FMR Corp. (Fidelity Investments)	Boston	483.8	499.0	-3.0	100.4	383.4	53.2	60.6	3.5	43.4	10.0	212.7
77	74	Boehringer Ingelheim	Ingelheim, Germany	482.1	505.3	-4.6	197.6	284.6	46.8	5.4	0.1	228.7	3.1	0.5
78	107	Abbott Laboratories	Abbott Park, Ill.	470.9	329.7	42.9	202.5	268.4	80.0	2.1	0.5	144.3	6.3	35.3
79	82	Progressive Corp.	Mayfield Village, Ohio	470.4	459.7	2.3	176.4	294.0	5.6	0.9	0.7	234.2	10.3	42.3
80	85	Wendy's/Arby's Group	Atlanta	453.4	445.0	1.9	33.8	419.6	0.9	0.8	5.7	375.9	33.4	2.8
81	83	IBM Corp.	Armonk, N.Y.	445.7	459.0	-2.9	265.1	180.6	85.9	19.6	5.2	51.3	2.8	15.8
82	101	DirecTV Group	El Segundo, Calif.	442.0	356.4	24.0	60.3	381.7	26.7	33.3	0.4	311.0	6.5	3.8
83	77	MasterCard	Purchase, N.Y.	437.5	488.7	-10.5	173.1	264.4	28.6	3.9	4.6	197.6	18.0	11.7
84	88	Doctor's Associates (Subway)	Milford, Conn.	432.0	410.0	5.4	56.0	376.0	15.8	1.7	4.5	327.4	21.2	5.4
85	78	eBay	San Jose, Calif.	429.1	487.8	-12.0	353.3	75.9	1.7	0.8	0.1	17.1	7.4	48.7
86	76	Sanofi-Aventis	Paris	422.8	493.1	-14.2	216.3	206.5	92.0	6.8	0.0	104.7	0.2	2.8
87	80	Safeway	Pleasanton, Calif.	420.2	473.3	-11.2	272.7	147.5	0.4	16.5	2.8	29.5	93.4	4.8
88	79	Hewlett-Packard Co.	Palo Alto, Calif.	412.1	475.0	-13.2	188.8	223.3	71.0	17.2	0.4	69.4	7.5	57.8
89	81	Qwest Communications International	Denver	411.0	460.0	-10.7	333.5	77.5	6.4	4.7	4.0	54.0	4.4	4.0
90	127	Volkswagen	Wolfsburg, Germany	407.2	279.0	46.0	122.2	285.1	21.5	14.2	1.4	230.5	4.4	13.1
91	90	Circuit City Stores	NA	404.6	402.9	0.4	155.1	249.5	0.6	98.3	0.0	117.6	1.1	31.8

92	91	Mattel	El Segundo, Calif.	403.4	402.2	0.3	187.0	216.4	27.1	1.6	0.4	185.5	1.1	0.7
93	124	Daimler	Stuttgart, Germany	401.3	287.3	39.7	120.4	280.9	52.5	16.0	4.5	185.5	16.7	5.7
94	86	Coty (JAB Investments)	New York (Ludwigshafen, Germany)	394.7	444.8	-11.2	205.3	189.5	164.6	2.6	0.2	21.7	0.1	0.3
95	97	Burger King Holdings	Miami	387.8	364.0	6.5	61.2	326.6	9.8	0.5	7.0	249.0	56.9	3.3
96	92	Fortune Brands	Deerfield, Ill.	386.0	395.0	-2.3	287.5	98.5	51.6	3.8	6.4	34.4	0.7	1.5
97	96	Colgate-Palmolive Co.	New York	384.3	372.3	3.2	232.5	151.8	32.8	34.4	0.0	72.0	2.3	10.3
98	112	Lions Gate Entertainment Corp.	Santa Monica, Calif.	375.4	313.4	19.8	102.3	273.1	12.0	35.3	5.3	188.1	18.7	13.8
99	89	ConAgra Foods	Omaha, Neb.	352.4	404.8	-13.0	135.7	216.7	59.7	17.4	0.1	136.4	1.0	2.2
100	99	Philips Electronics	Amsterdam	351.5	362.4	-3.0	301.7	49.8	11.6	2.1	0.0	30.7	4.8	0.6

Source: Ad Age DataCenter. Notes: Numbers rounded. 2008 and 2007 rankings based on data compiled in 2009. Measured media from WPP's TNS Media Intelligence (www.tns-mi.com) and TNS's Marx Promotion Intelligence (FSIs; www.tnsmi-marx.com) based on spending in 19 media: magazines—consumer magazines, Sunday magazines, local magazines and business-to-business magazines; newspaper—local and national newspapers (including FSIs); television—broadcast network TV, spot TV, syndicated TV and network cable TV; radio—network, national spot and local; Spanish-language magazines, newspapers and TV networks; outdoor; and internet (display advertising; excludes paid search and broadband video). Unmeasured spending is Ad Age DataCenter estimate including direct marketing, promotion, internet paid search and other forms of spending not tracked in measured media. See Methodology.

AdvertisingAge®

Methodology for 100 Leading National Advertisers 2009 ed.

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Ad Age on June 22, 2009, published the 54th annual 100 LNA report in print and online.

The Ad Age DataCenter compiled the 100 Leading National Advertisers by starting with the 300 largest national advertisers based on measured U.S. media spending. Ad Age pared that to 100 after adding in estimated unmeasured spending.

ABOUT MARKETER TREES 2009
Advertising Age's DataCenter produced Marketer Trees 2009 as an online database application detailing ad spending, brands, agency assignments and executives for the nation's top 100 advertisers.

Send your ideas to improve the Marketer Trees. Update us on agency assignments and executives. Report database errors. E-mail: DataCenter@AdAge.com

METHODOLOGY FOR
100 LEADING NATIONAL ADVERTISERS 2009
Measured media
Measured media advertising is estimated U.S. spending across 19 media. It consists of 18 media tracked by WPP's TNS Media Intelligence in its Stradegy product plus freestanding inserts tracked by TNS's Marx Promotion Intelligence. Measured media include:

Network TV (6 properties) – ABC, CBS, NBC, Fox, CW, MyTV.

Cable TV (72 properties) – included in this count are four Spanish language cable networks: Galavision, ESPN Desportes, MTV3 and Mun2.

Spanish language network TV (four properties) – Univision, Telemundo, Telfutura, TV Azteca.

Spot TV
• In the top 101 markets: a total of 636 properties. Of these, 59 are Spanish-language stations.
• In the 210 markets: a total of 1,014 properties. Of these, 74 are Spanish-language stations.

Syndication TV (392 programs).

Magazines (236 properties) – includes ad spend in all regional and demographic editions.
Sunday magazines (7 properties).
Local magazines (31 properties).
Hispanic magazines (29 properties).
Business-to-business magazines (470 properties).

Newspapers (148 properties).
National newspapers (3 properties) – NY Times, USA Today, Wall St Journal.
Hispanic newspapers (58 properties).
All measured newspaper data include daily and weekend editions, full-run and part-run ads and FSIs; excluded are classified ads.

Network radio (5 properties).
Local radio (34 markets, provided by Miller Kaplan Arase).
National spot radio (all U.S. markets, provided by sales rep companies).

Outdoor (all U.S. markets, provided by outdoor operators).

Internet (3,003 sites) – display advertising only; search and broadband video not included. TNS in 2009 revised methodology for measuring internet advertising and restated its internet figures for 2008 and 2007.

Unmeasured spending
Unmeasured spending is an Ad Age DataCenter estimate that includes direct marketing, promotion, co-op, coupons, catalogs, product placement, events and unmeasured forms of internet media (such as paid search). Essentially, unmeasured is the difference between a company's measured media (from TNS) and its total ad costs (either reported by the company or estimated by Ad Age). Ad Age weights a company's reported ad costs to reflect a U.S.-only percentage.

Mergers and joint ventures
Brands and companies an LNA buys or divests are treated pro forma in this report as if the deals had occurred at the beginning of the company's previous fiscal year (2007). Media spending for those brands or units is folded into or removed from the company for two consecutive years (2007 and 2008). An LNA must own more than 50% of a product or unit for that product or unit's media to be consolidated with the company.

Ad Age treats joint ventures with 50/50 ownership as stand-alone ventures.

Megabrands
Ad Age determines the top 200 megabrands by aggregating measured spending for all products or services that fall under that brand. For example, Ad Age combines Miller Lite, Miller Genuine Draft and Miller High Life under Miller.

Key data sources
TNS Media Intelligence
TNS's Marx Promotion Intelligence
ZenithOptimedia

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L'Oreal

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U.S. advertising spending $1,673.1 million

U.S. AD SPENDING ($ in thousands)

By media	2008	2007	% chg
Magazine	$319,947	$324,253	-1.3
Sunday magazine	721	831	-13.2
B-to-B magazine	2,520	3,750	-32.8
Local magazine	NA	32	NA
Spanish-language magazine	1,114	1,915	-41.8
Newspaper	180	1,844	-90.2
National newspaper	286	910	-68.6
FSI (freestanding inserts)	32,037	31,616	1.3
Network TV	212,329	195,072	8.8
Spot TV	3,793	4,255	-10.9
Syndicated TV	95,561	95,796	-0.2
Cable TV networks	90,215	84,139	7.2
Spanish-language network TV	29,507	28,595	3.2
Network radio	567	270	110.0
National spot radio	510	1,283	-60.2
Local radio	475	1,106	-57.1
Outdoor	1,351	842	60.5
Internet (display only)	6,453	7,498	-13.9
Measured media	797,566	784,007	1.7
Unmeasured spending	875,572	848,322	3.2
Total	1,673,138	1,632,329	2.5
Media spending by megabrand	**2008**	**2007**	**% chg**
L'Oreal	316,632	297,606	6.4
Garnier	189,259	186,582	1.4
Maybelline	121,035	114,184	6.0
Ralph Lauren, Polo	23,189	15,892	45.9
Lancome	22,517	17,006	32.4
Giorgio Armani	16,501	21,209	-22.2
Magnifique	10,624	0	NA

SALES & EARNINGS ($ in millions)

L'Oreal (Euronext Paris: OR)

Worldwide	2008	2007	% chg
Sales	$25,810	$23,320	10.7
Earnings	2,870	3,632	-21.0
Geographic sales	**2008**	**2007**	**% chg**
Western Europe	11,748	10,731	9.5
Rest of World	7,929	6,539	21.3
North America	6,131	6,049	1.4
Division sales	**2008**	**2007**	**% chg**
Consumer Products	12,292	11,316	8.6
Luxury Products	6,134	5,368	14.3
Professional Products	3,636	3,269	11.2
Active Cosmetics	1,897	1,705	11.3
Body Shop Branch	1,112	1,075	3.4
Dermatology Branch	628	502	25.1
Other Cosmetics	108	82	31.7

Sources: Measured media from TNS Media Intelligence. FSIs from TNS's Marx Promotion Intelligence. Unmeasured spending estimates from Ad Age DataCenter. Sales and earnings from public documents. See methodology.

Headquarters
L'Oreal/41, rue Martre, Clichy, France 92117/Phone: 33-1-47-56-70-00.

U.S. Headquarters
L'Oreal/575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500.

Website
http://www.loreal.com

Fast facts
L'Oreal is a cosmetics and personal-care products marketer based in France.

L'Oreal markets its products in 130 countries. The company claimed a worldwide market share in the beauty market (hair care, hair color, skin care, makeup, fragrances) of 15.8% in 2008, No. 1 in the industry, up from 11% in 2000. It claimed a North American market share of 18.2%.

L'Oreal sees its main competitors in the U.S. mass market as Neutrogena (part of Johnson & Johnson), Revlon and Procter & Gamble Co. In the luxury market, it competes with Estee Lauder Cos. and LVMH.

Nestle, another LNA 100 company, as of Dec. 31, 2008, owned 30.6% of L'Oreal.

L'Oreal was founded in 1909.

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CLICK THE DIVISIONS BELOW FOR PERSONNEL, BRANDS AND AGENCIES

Corporate
L'Oreal Consumer Products
L'Oreal Luxury Products
L'Oreal Paris Division (div. of L'Oreal USA)
L'Oreal Professional Products Division
Maybelline Worldwide
Soft Sheen-Carson Co.

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 **ORAL ARGUMENT REQUESTED**

EXHIBIT D-10 TO OPPOSER'S NOTICE OF RELIANCE

AdvertisingAge®

100 Leading National Advertisers: 2010 edition index
Facts and figures on U.S. ad spending

Published: June 20, 2010

MARKETER TREES 2010
Explore database of the 100 Leading National Advertisers
Featuring U.S. ad spending, division sales, personnel, brands and agencies.

RANKINGS, ANALYSIS, CHARTS AND MORE

100 Leading National Advertisers
A ranking of the top 100 U.S. advertisers in 2009

Top 100 outlays plunge 10%
Analysis by Bradley Johnson

U.S. Spending Trends 2010
100 LNA: % change in ad spend, 1999-2009
How 2009 U.S. ad spending was split by media

How top brands are driving Detroit
Analysis of megabrand spending. By Maureen Morrison

Top 200 Megabrands
By U.S. measured media spending in 2009

Total U.S. Advertising Spending by Medium
Measured media spending from Kantar Media
Media plus marketing services from ZenithOptimedia

Total U.S. Measured Advertising Spending by Category
Media spending totals from Kantar by category for 2009

Top 10 Advertisers in 8 Media

Top spenders in magazine, newspaper, outdoor, radio, broadcast TV, cable, spot TV and internet based on measured media

U.S. Advertising as Percent of Sales
For the 100 LNA by category

U.S. Market Leaders
Marketers in key ad categories for 2009: Automotive, retail, restaurants, wireless, beverages, beer, prescription drugs, personal care, household products, movies and credit cards

METHODOLOGY AND MORE INFO
Report Methodology
How Ad Age compiled this report

Leading National Advertisers Archive
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100 LEADING NATIONAL ADVERTISERS

RANKED BY TOTAL U.S. ADVERTISING SPENDING IN 2009, Dollars in millions.

RANK				TOTAL U.S. AD SPENDING					U.S. MEASURED MEDIA BREAKOUT FOR 2009					
2009	2008	ADVERTISER	HEADQUARTERS	2009	2008	% CHG	ESTIMATED UNMEASURED	MEASURED MEDIA	MAGAZINES	NEWSPAPER	OUTDOOR	TV	RADIO	INTERNET
1	1	Procter & Gamble Co.	Cincinnati	$4,188.9	$4,838.1	-13.4	$1,351.2	$2,837.7	$949.3	$187.7	$0.5	$1,582.3	$17.6	$100.3
2	2	Verizon Communications	New York	3,020.0	3,282.6	-8.0	779.0	2,241.0	98.8	475.5	78.9	1,182.8	162.7	242.2
3	3	AT&T	Dallas	2,797.0	3,073.0	-9.0	886.7	1,910.3	40.6	257.9	42.1	1,289.8	131.6	148.2
4	4	General Motors Co.	Detroit	2,214.9	2,825.0	-21.6	0.0	2,214.9	274.2	632.0	19.4	1,013.9	66.6	208.9
5	10	Pfizer	New York	2,097.0	1,906.4	10.0	579.2	1,517.8	317.8	77.4	3.0	1,004.0	41.1	74.6
6	5	Johnson & Johnson	New Brunswick, N.J.	2,060.9	2,529.2	-18.5	764.7	1,296.3	323.3	48.2	2.3	851.5	11.6	59.5
7	6	Walt Disney Co.	Burbank, Calif.	2,003.8	2,217.6	-9.6	909.1	1,094.7	150.7	113.4	36.2	643.2	48.4	102.8
8	8	Time Warner	New York	1,848.1	2,070.6	-10.7	643.6	1,204.5	242.4	108.7	49.6	726.0	34.9	42.8
9	14	L'Oreal	Clichy, France	1,833.6	1,841.8	-0.4	943.7	889.9	387.9	40.0	0.2	455.2	0.8	5.8
10	16	Kraft Foods	Northfield, Ill.	1,748.4	1,687.0	3.6	957.2	791.2	301.1	53.5	2.0	397.8	15.6	21.3
11	21	Walmart Stores	Bentonville, Ark.	1,729.5	1,514.0	14.2	555.2	1,174.3	231.7	41.8	3.1	796.3	51.2	50.2
12	11	Sears Holdings Corp.	Hoffman Estates, Ill.	1,700.3	1,864.9	-8.8	1,004.2	696.1	44.3	168.3	0.7	434.0	25.0	23.8
13	7	Bank of America Corp.	Charlotte, N.C.	1,587.8	2,111.5	-24.8	1,123.4	464.4	52.8	105.5	3.2	150.9	19.6	132.5
14	9	General Electric Co.	Fairfield, Conn.	1,575.7	2,019.3	-22.0	647.0	928.7	89.1	120.5	26.3	563.7	60.3	68.8
15	13	Ford Motor Co.	Dearborn, Mich.	1,516.8	1,842.0	-17.7	418.5	1,098.2	175.8	28.5	3.4	711.6	36.6	142.2
16	22	Sprint Nextel Corp.	Overland Park, Kan.	1,500.0	1,500.0	0.0	254.7	1,245.3	106.8	107.7	32.5	639.8	33.1	325.5
17	18	Anheuser-Busch InBev	Leuven, Belgium/St. Louis	1,467.2	1,587.3	-7.6	931.8	535.4	49.9	4.0	37.0	412.3	25.7	6.5
18	15	GlaxoSmithKline	Brentford, Middlesex, U.K.	1,394.9	1,827.0	-23.6	597.3	797.7	188.9	18.9	0.1	544.9	13.1	31.8
19	12	JPMorgan Chase & Co.	New York	1,341.0	1,852.2	-27.6	998.0	342.9	26.7	67.0	23.4	154.1	40.6	31.2
20	35	Nestle	Vevey, Switzerland	1,332.6	1,138.8	17.0	488.2	844.4	227.5	55.7	4.2	489.5	23.2	44.2
21	29	Unilever	Rotterdam/London	1,294.3	1,212.5	6.7	430.2	864.1	300.2	31.3	0.2	490.8	8.9	32.7
22	17	American Express Co.	New York	1,294.2	1,659.0	-22.0	909.6	384.7	40.7	111.5	12.7	138.8	27.6	53.3
23	20	Merck & Co.	Whitehouse Station, N.J.	1,286.5	1,549.2	-17.0	587.7	698.7	247.0	51.2	0.7	366.9	1.6	31.3
24	19	Toyota Motor Corp.	Toyota City, Japan	1,286.3	1,572.1	-18.2	450.1	836.1	108.2	21.3	16.8	629.9	8.0	51.9
25	30	McDonald's Corp.	Oak Brook, Ill.	1,236.4	1,201.0	2.9	362.8	873.6	43.2	4.1	58.9	675.8	65.0	26.7
26	25	Sony Corp.	Tokyo	1,219.3	1,284.2	-5.1	426.3	793.1	42.6	106.7	21.2	545.9	41.4	35.2
27	28	Target Corp.	Minneapolis	1,167.0	1,233.0	-5.4	514.2	652.8	82.9	146.6	9.0	302.9	33.8	77.5
28	24	J.C. Penney Co.	Plano, Texas	1,167.0	1,314.0	-11.2	803.1	363.9	51.6	103.4	2.8	158.8	31.3	16.1
29	33	Berkshire Hathaway	Omaha, Neb.	1,153.6	1,186.1	-2.7	346.1	807.5	132.0	19.8	31.5	502.9	108.8	12.5
30	23	News Corp.	New York	1,117.0	1,337.8	-16.5	351.2	765.8	56.1	201.0	18.5	378.7	64.3	47.1
31	27	Macy's	Cincinnati	1,087.0	1,239.0	-12.3	176.8	910.2	75.4	536.1	2.3	242.9	33.7	19.8
32	48	Microsoft Corp.	Redmond, Wash.	1,058.6	802.3	31.9	540.5	518.1	55.6	3.9	2.9	375.2	5.3	75.1
33	32	U.S. Government	Washington	1,034.1	1,195.6	-13.5	456.2	577.9	110.6	32.7	7.3	365.6	32.0	29.7
34	46	General Mills	Minneapolis	993.4	839.5	18.3	141.4	852.0	20.8	89.6	0.4	696.5	5.1	39.5
35	37	PepsiCo	Purchase, N.Y.	958.2	1,098.6	-12.8	328.0	630.3	147.8	21.4	29.3	365.9	35.7	30.3
36	26	Honda Motor Co.	Tokyo	935.9	1,254.6	-25.4	315.9	620.0	106.0	7.9	4.5	429.0	13.4	59.2
37	34	Viacom	New York	932.1	1,178.6	-20.9	359.8	572.3	37.7	53.3	19.0	395.4	28.7	38.2

38	42	SABMiller	London/Chicago	926.8	934.0	-0.8	509.7	417.2	15.8	3.5	41.2	317.9	32.5	6.2
39	40	Yum Brands	Louisville, Ky.	882.4	960.7	-8.2	171.4	711.0	12.4	2.5	5.3	650.6	30.3	9.9
40	47	Kellogg Co.	Battle Creek, Mich.	856.7	820.3	4.4	261.7	595.0	119.1	13.6	0.0	409.2	1.4	51.7
41	43	Kohl's Corp.	Menomonee Falls, Wis.	846.0	890.0	-4.9	480.2	365.8	5.5	136.5	0.1	170.8	36.1	16.8
42	41	Deutsche Telekom	Bonn, Germany	834.5	940.3	-11.2	321.3	513.2	24.7	41.1	5.5	389.4	12.1	40.4
43	36	Chrysler Group	Auburn Hills, Mich.	824.6	1,129.6	-27.0	248.6	576.0	49.8	78.4	3.0	382.6	14.4	47.9
44	38	Mars Inc.	McLean, Va.	779.0	1,037.6	-24.9	317.4	461.6	131.4	25.0	6.3	283.8	2.4	12.7
45	66	AstraZeneca	London	760.4	576.0	32.0	387.8	372.6	96.9	11.2	0.0	211.3	1.3	51.9
46	52	Lowe's Cos.	Mooresville, N.C.	750.0	789.0	-4.9	386.6	363.4	34.8	49.7	6.4	225.3	20.6	26.6
47	44	Eli Lilly & Co.	Indianapolis	748.3	847.1	-11.7	374.2	374.2	48.3	29.2	0.1	269.1	0.9	26.5
48	55	Coca-Cola Co.	Atlanta	721.5	752.1	-4.1	315.4	406.1	73.5	20.0	30.7	238.4	22.5	21.0
49	57	Bristol-Myers Squibb Co.	New York	719.3	707.4	1.7	295.2	424.1	120.6	3.6	0.4	292.4	0.0	7.2
50	59	Clorox Co.	Oakland, Calif.	711.2	686.3	3.6	233.3	478.0	181.5	4.0	0.0	264.5	5.4	22.5
51	49	Home Depot	Atlanta	708.2	800.3	-11.5	232.9	475.4	36.0	62.6	0.2	261.3	100.3	15.1
52	54	Estee Lauder Cos.	New York	707.1	770.0	-8.2	578.5	128.5	113.5	0.7	0.8	12.0	0.1	1.4
53	50	Campbell Soup Co.	Camden, N.J.	699.3	791.5	-11.6	213.2	486.2	228.7	58.6	0.1	185.1	9.9	3.8
54	31	Nissan Motor Co.	Tokyo	690.9	1,199.3	-42.4	241.8	449.1	76.8	11.2	1.8	294.1	5.4	59.8
55	45	Bayer	Leverkusen, Germany	677.7	840.2	-19.3	300.3	377.5	87.7	14.4	0.2	269.0	3.9	2.2
56	60	Comcast Corp.	Philadelphia	653.3	669.8	-2.5	154.7	498.6	34.7	64.3	16.7	224.7	110.4	47.8
57	51	Nike	Beaverton, Ore.	592.8	790.4	-25.0	484.2	108.6	39.2	1.5	1.0	59.3	0.3	7.2
58	56	Reckitt Benckiser	Slough, Berkshire, U.K.	584.1	725.8	-19.5	110.7	473.4	55.7	64.5	0.0	348.9	3.7	0.6
59	70	Wells Fargo & Co.	San Francisco	572.0	525.0	9.0	406.5	165.5	12.3	32.4	9.7	73.1	23.3	14.7
60	58	LVMH Moet Hennessy Louis Vuitton	Paris	568.1	687.3	-17.3	392.6	175.5	146.0	15.0	5.0	7.9	0.2	1.3
61	39	Citigroup	New York	560.4	970.7	-42.3	371.3	189.1	5.7	97.4	0.7	67.4	10.3	7.6
62	64	Best Buy Co.	Richfield, Minn.	555.6	596.0	-6.8	267.1	288.5	2.4	110.2	0.5	153.5	3.9	18.0
63	62	State Farm Mutual Auto Insurance Co.	Bloomington, Ill.	550.0	623.6	-11.8	165.0	385.0	30.1	10.4	22.3	256.3	20.9	45.0
64	63	Visa	San Francisco	532.4	599.4	-11.2	249.6	282.8	56.1	5.5	0.7	174.8	7.8	37.9
65	53	SC Johnson	Racine, Wis.	529.5	774.7	-31.7	116.3	413.1	81.5	57.3	1.0	260.4	6.6	6.3
66	69	Kroger Co.	Cincinnati	529.0	532.0	-0.6	389.9	139.1	0.5	47.5	10.5	46.1	31.5	2.9
67	79	Progressive Corp.	Mayfield Village, Ohio	517.0	470.4	9.9	193.9	323.1	4.8	1.4	2.2	253.9	10.9	49.9
68	74	Novartis	Basel, Switzerland	516.3	494.7	4.4	199.7	316.6	61.6	20.7	0.3	209.8	8.0	16.2
69	68	Diageo	London	509.0	536.6	-5.1	369.0	140.0	9.8	6.6	13.1	95.3	9.1	6.1
70	72	Wendy's/Arby's Group	Atlanta	497.0	517.4	-4.0	100.4	396.6	1.9	2.3	7.4	339.0	33.1	12.8
71	65	Sanofi-Aventis	Paris	487.1	593.7	-18.0	207.9	279.2	70.5	0.0	0.0	191.6	1.3	15.8
72	78	Abbott Laboratories	Abbott Park, Ill.	465.0	470.9	-1.3	191.1	273.9	84.2	37.4	0.0	146.5	1.0	4.8
73	85	Doctor's Associates (Subway)	Milford, Conn.	450.0	432.0	4.2	63.7	386.3	15.4	5.2	7.0	327.9	27.2	3.6
74	82	IBM Corp.	Armonk, N.Y.	446.5	445.7	0.2	229.4	217.1	66.2	25.4	7.9	87.2	9.5	21.0
75	75	Fortune Brands	Deerfield, Ill.	432.5	492.5	-12.2	345.5	87.0	43.7	4.1	8.4	29.6	0.2	1.0
76	87	Safeway	Pleasanton, Calif.	430.6	420.2	2.5	252.9	177.7	1.5	21.0	5.4	39.0	94.4	16.4
77	80	Limited Brands	Columbus, Ohio	425.1	465.6	-8.7	376.9	48.2	5.4	0.2	0.2	40.3	0.0	2.1
78	95	DirecTV	El Segundo, Calif.	423.8	392.5	8.0	10.7	413.1	16.9	26.2	0.6	355.0	8.4	6.0
79	67	Dell	Round Rock, Texas	422.7	539.1	-21.6	109.5	313.3	85.5	53.2	1.9	87.0	0.1	85.6
80	100	Gap Inc.	San Francisco	419.5	357.3	17.4	77.1	342.4	80.0	10.2	9.5	213.9	22.2	6.6
81	77	Boehringer Ingelheim	Ingelheim, Germany	411.5	482.1	-14.7	164.2	247.3	26.2	4.5	0.1	207.3	1.1	8.1
82	118	Dish Network Corp.	Englewood, Colo.	408.0	305.6	33.5	17.5	390.5	9.5	94.4	0.5	267.9	6.6	11.6

83	89	Burger King Holdings	Miami	401.9	410.6	-2.1	93.8	308.0	7.5	0.8	8.1	257.6	31.8	2.3
84	73	Hyundai Motor Co.	Seoul	401.7	512.8	-21.7	128.5	273.2	17.2	2.3	0.5	230.8	2.9	19.6
85	71	Allstate Corp.	Northbrook, Ill.	390.1	519.6	-24.9	117.0	273.1	23.6	7.5	8.5	201.6	15.7	16.2
86	112	Apollo Group	Phoenix	377.1	322.5	16.9	228.8	148.3	4.1	2.4	5.0	43.8	3.9	89.1
87	81	Apple	Cupertino, Calif.	376.9	456.2	-17.4	128.1	248.7	12.0	14.9	24.4	182.2	1.7	13.6
88	90	Volkswagen	Wolfsburg, Germany	368.0	407.2	-9.6	110.4	257.6	7.4	7.9	0.5	217.3	3.9	20.6
89	115	Dr Pepper Snapple Group	Plano, Texas	367.4	316.1	16.2	204.5	162.9	15.1	1.4	8.4	119.5	13.6	5.0
90	138	Hershey Co.	Hershey, Pa.	365.6	252.1	45.0	110.6	254.9	53.3	11.5	3.4	181.2	5.0	0.5
91	86	eBay	San Jose, Calif.	365.2	429.1	-14.9	284.1	81.1	16.9	0.5	0.3	11.2	1.7	50.5
92	97	Colgate-Palmolive Co.	New York	365.1	384.3	-5.0	200.0	165.1	32.3	40.1	0.0	81.0	1.6	10.0
93	61	Capital One Financial Corp.	McLean, Va.	361.8	654.1	-44.7	179.4	182.4	0.1	26.6	4.0	117.2	8.3	26.3
94	102	ConAgra Foods	Omaha, Neb.	357.8	348.9	2.6	126.6	231.2	52.7	20.5	0.2	155.3	0.8	1.7
95	92	Mattel	El Segundo, Calif.	356.6	403.4	-11.6	177.2	179.4	23.7	0.8	0.1	153.3	0.8	0.6
96	83	MasterCard	Purchase, N.Y.	343.5	441.3	-22.2	135.1	208.4	20.4	0.6	1.9	144.5	11.7	29.3
97	93	Hewlett-Packard Co.	Palo Alto, Calif.	340.0	396.0	-14.1	124.6	215.4	58.7	37.2	0.7	84.8	4.4	29.5
98	107	Fry's Electronics	San Jose, Calif.	338.6	336.8	0.5	128.7	210.0	0.0	206.9	0.0	2.1	0.9	0.0
99	84	Daimler	Stuttgart, Germany	338.5	435.5	-22.3	120.2	218.4	30.3	6.9	1.8	159.8	10.2	9.4
100	88	Qwest Communications International	Denver	338.0	411.0	-17.8	280.2	57.8	4.8	4.2	2.7	39.5	5.4	1.2

Notes: Dollars in millions. 2009 rankings represent data compiled in 2010. Measured media from Kantar Media's Stradegy. Magazine includes Sunday magazine, local magazine, B to B magazine and Spanish-language magazine; newspaper includes national newspaper, Spanish-language newspaper and FSI data from Kantar Media's Marx; TV includes broadcast network, spot, syndicated, Spanish-language and network cable TV; radio includes network, national spot and local. Unmeasured spending is Ad Age DataCenter estimate including direct marketing, promotion, internet paid search and other forms of spending not tracked in measured media. 1. For 2009, Ad Age used GM's U.S. measured-media spending figure (based on rate card) as proxy for for what General Motors Co. and predecessor General Motors Corp. actually spent (including measured media bought at negotiated rates below rate card and unmeasured spending). See Methodology.

AdvertisingAge®

Methodology for 100 Leading National Advertisers, 2010 edition

Published: June 20, 2010

Ad Age on June 21, 2010, published the 55th annual 100 Leading National Advertisers report in print and online.

The Ad Age DataCenter compiled the 100 Leading National Advertisers by starting with the 300 largest national advertisers based on measured 2009 U.S. media spending. Ad Age pared that to 100 after adding in estimated unmeasured spending.

ABOUT MARKETER TREES 2010
Advertising Age's DataCenter produced Marketer Trees 2010 as an online database application detailing ad spending, brands, agency assignments and executives for the nation's top 100 advertisers.

Send your ideas to improve the Marketer Trees. Update us on agency assignments and executives. Report database errors. E-mail: DataCenter@AdAge.com

METHODOLOGY FOR
100 LEADING NATIONAL ADVERTISERS 2010
Measured media
Measured media advertising is estimated U.S. spending across 19 media. It consists of 18 media tracked by WPP's Kantar Media in its Stradegy product plus free-standing inserts (FSIs) from Kantar Media's Marx.

Measured media include: Network TV (6 properties): ABC, CBS, CW, Fox, MyNetworkTV, NBC.

Cable TV (72 properties). Included in this count are four Spanish language cable networks: Galavision, ESPN Desportes, MTV3 and Mun2.

Spanish language network TV (four properties): Univision, Telemundo, TelaFutura, TV Azteca.

Spot TV
--In the top 101 markets: a total of 636 properties. Of these, 59 are Spanish-language stations.
--In the 210 markets: a total of 1,014 properties. Of these, 74 are Spanish-language stations.

Syndication TV (392 programs).

Magazines (236 properties): Includes ad spending in all regional and demographic editions.
Sunday magazines (7 properties).
Local magazines (31 properties).
Hispanic magazines (29 properties).
Business-to-business magazines (470 properties).

Newspapers (148 properties).
National newspapers (3 properties): Wall Street Journal, USA Today, New York Times.
Hispanic newspapers (58 properties).
All measured newspaper data include daily and weekend editions, full-run and part-run ads and FSIs; excluded are classified ads.

Network radio (5 properties).
Local radio (34 markets, provided by Miller, Kaplan, Arase & Co.).

National spot radio (all U.S. markets, provided by sales rep companies).

Outdoor (all U.S. markets, provided by outdoor operators).

Internet (3,003 sites): Display advertising only; search and broadband video not included.

Unmeasured spending
Unmeasured spending is an Ad Age DataCenter estimate that includes direct marketing, promotion, co-op, coupons, catalogs, product placement, events and unmeasured forms of digital media (such as paid search). Essentially, unmeasured is the difference between a company's measured media (from Kantar Media) and its total ad costs (either reported by the company or estimated by Ad Age). Ad Age weights a company's reported ad costs to reflect a U.S.-only percentage.

Mergers and joint ventures
Brands and companies an LNA buys or divests are treated pro forma in this report as if the deals had occurred at the beginning of the company's previous fiscal year (2008). Media spending for those brands or units is folded into or removed from the company for two consecutive years (2008 and 2009). An LNA must own more than 50% of a product or unit for that product or unit's media to be consolidated with the company.

Ad Age treats joint ventures with 50/50 ownership as stand-alone ventures.

Megabrands
Ad Age determines the top 200 megabrands--the nation's 200 most-advertised brands--by aggregating measured spending for all products or services that fall under that brand. For example, Ad Age combines Miller Lite, Miller Genuine Draft and Miller High Life under Miller.

Key data sources
Kantar Media
Kantar Media's Marx
ZenithOptimedia

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MARKETER TREES 2010

DATABASE OF 100 LEADING NATIONAL ADVERTISERS (JUNE 2010)

Ad Age DataCenter subscribers can click on the "+" sign to see expanded data. The first record can be viewed for free. To subscribe, go to AdAge.com/subscribe/

- Go to 100 Leading National Advertisers 2010 report index
- Marketers' "big four" agencies are hot linked to Agency Family Trees 2010; click on those links for agency profiles.
- Questions? Comments? Updates? Contact us: DataCenter@AdAge.com
- This database was last updated June 21, 2010.

Marketer database from Abbott to Yum

2009 U.S. ad spending and rank. Click plus signs to explore database. Click each division name to see brands, agencies and people.

Berkshire Hathaway U.S. advertising spending $1,153.6 million	29
Abbott Laboratories U.S. advertising spending $465.0 million	72
Allstate Corp. U.S. advertising spending $390.1 million	85
American Express Co. U.S. advertising spending $1,294.2 million	22
Anheuser-Busch InBev U.S. advertising spending $1,467.2 million	17
Apollo Group (Univ. of Phoenix) U.S. advertising spending $377.1 million	86
Apple U.S. advertising spending $376.9 million	87
AstraZeneca U.S. advertising spending $760.4 million	45
AT&T	

U.S. advertising spending $2,797.0 million 3

Bank of America Corp.
U.S. advertising spending $1,587.8 million 13

Bayer
U.S. advertising spending $677.7 million 55

Best Buy Co.
U.S. advertising spending $555.6 million 62

Boehringer Ingelheim
U.S. advertising spending $411.5 million 81

Bristol-Myers Squibb Co.
U.S. advertising spending $719.3 million 49

Burger King Holdings
U.S. advertising spending $401.9 million 83

Campbell Soup Co.
U.S. advertising spending $699.3 million 53

Capital One Financial Corp.
U.S. advertising spending $361.8 million 93

Chrysler Group
U.S. advertising spending $824.6 million 43

Citigroup
U.S. advertising spending $560.4 million 61

Clorox Co.
U.S. advertising spending $711.2 million 50

Coca-Cola Co.
U.S. advertising spending $721.5 million 48

Colgate-Palmolive Co.
U.S. advertising spending $365.1 million 92

Comcast Corp.
U.S. advertising spending $653.3 million 56

ConAgra Foods
U.S. advertising spending $357.8 million 94

Daimler
U.S. advertising spending $338.5 million 99

Dell
U.S. advertising spending $422.7 million 79

Deutsche Telekom
U.S. advertising spending $834.5 million 42

Diageo
U.S. advertising spending $509.0 million 69

DirecTV
U.S. advertising spending $423.8 million 78

Dish Network Corp.
U.S. advertising spending $408.0 million 82

Doctor's Associates (Subway)
U.S. advertising spending $450.0 million 73

Dr Pepper Snapple Group
U.S. advertising spending $367.4 million 89

eBay
U.S. advertising spending $365.2 million 91

Eli Lilly & Co.

U.S. advertising spending $748.3 million 47

Estee Lauder Cos.
U.S. advertising spending $707.1 million 52

Ford Motor Co.
U.S. advertising spending $1,516.8 million 15

Fortune Brands
U.S. advertising spending $432.5 million 75

Fry's Electronics
U.S. advertising spending $338.6 million 98

Gap Inc.
U.S. advertising spending $419.5 million 80

General Electric Co.
U.S. advertising spending $1,575.7 million 14

General Mills
U.S. advertising spending $993.4 million 34

General Motors Co.
U.S. advertising spending $2,214.9 million 4

GlaxoSmithKline
U.S. advertising spending $1,394.9 million 18

Hershey Co.
U.S. advertising spending $365.6 million 90

Hewlett-Packard Co.
U.S. advertising spending $340.0 million 97

Home Depot
U.S. advertising spending $708.2 million 51

Honda Motor Co.
U.S. advertising spending $935.9 million 36

Hyundai Motor Co.
U.S. advertising spending $401.7 million 84

IBM Corp.
U.S. advertising spending $446.5 million 74

J.C. Penney Co.
U.S. advertising spending $1,167.0 million 28

Johnson & Johnson
U.S. advertising spending $2,060.9 million 6

JPMorgan Chase & Co.
U.S. advertising spending $1,341.0 million 19

Kellogg Co.
U.S. advertising spending $856.7 million 40

Kohl's Corp.
U.S. advertising spending $846.0 million 41

Kraft Foods
U.S. advertising spending $1,748.4 million 10

Kroger Co.
U.S. advertising spending $529.0 million 66

L'Oreal
U.S. advertising spending $1,833.6 million 9

U.S. AD SPENDING ($ in thousands)			
By media	2009	2008	% chg
Magazine	$385,052	$329,486	16.9

Sunday magazine	396	721	-45.0
B-to-B magazine	2,154	2,587	-16.7
Local magazine	129	NA	NA
Spanish-language magazine	134	1,114	-88.0
Newspaper	870	180	383.8
National newspaper	1,675	505	231.5
FSI (freestanding inserts)	37,494	32,037	17.0
Network TV	202,230	212,329	-4.8
Spot TV	3,389	3,793	-10.7
Syndicated TV	93,777	95,561	-1.9
Cable TV networks	125,796	91,781	37.1
Spanish-language network TV	30,048	29,507	1.8
Network radio	660	567	16.4
National spot radio	44	563	-92.1
Local radio	98	475	-79.3
Outdoor	198	1,351	-85.4
Internet (display only)	5,753	6,322	-9.0
Measured media	889,898	808,880	10.0
Unmeasured spending	943,745	1,032,921	-8.6
Total	1,833,643	1,841,801	-0.4
Media spending by megabrand	**2009**	**2008**	% chg
L'OrΘal Paris	350,999	317,200	10.7
Garnier	171,593	189,144	-9.3
Maybelline New York	155,558	121,184	28.4
Lanc ⌠me	50,165	40,832	22.9
Ralph Lauren/Polo	34,759	27,919	24.5
Giorgio Armani	31,394	34,878	-10.0
Yves Saint Laurent	17,862	7,056	153.2
SALES & EARNINGS ($ in millions)			
L'Oreal (Euronext Paris: OR)			
Worldwide	**2009**	**2008**	**% chg**
Sales	$24,368	$25,810	-5.6
Earnings	2,499	2,867	-12.8
Geographic sales	**2009**	**2008**	**% chg**
Western Europe	10,629	11,748	-9.5
Rest of World	7,794	7,930	-1.7
North America	5,945	6,132	-3.0
Division sales	**2009**	**2008**	**% chg**
Consumer Products	11,931	12,398	-3.8
Luxury Products	5,690	6,135	-7.3
Professional Products	3,331	3,636	-8.4
Active Cosmetics	1,721	1,897	-9.3
Body Shop Branch	1,013	1,112	-8.9
Dermatology Branch	682	628	8.6

Sources: Measured media from Kantar Media. Unmeasured spending estimates from Ad Age DataCenter. Sales and earnings from public documents. See methodology.

Headquarters
L'Oreal/41, Rue Martre, Clichy, France 92117/Phone: 33-1-47-56-70-00.

U.S. Headquarters
L'Oreal/575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500.

Website
http://www.loreal.com

Fast facts
L'Oreal is a cosmetics and personal-care products marketer based in France.

L'Oreal markets its products in 130 countries.

L'Oreal's competitors in the U.S. mass market include Neutrogena (part of Johnson & Johnson), Revlon and Procter & Gamble Co. In the luxury market, it competes with Estee Lauder Cos. and LVMH.

Nestle, another LNA 100 company, owned 30.5% of L'Oreal at year-end 2009,

L'Oreal owned an 8.97% stake in pharma marketer Sanofi-Aventis as of December 2009.

L'Oreal was founded in 1909.

http://www.loreal.com

Click plus signs to see more data.

Corporate +

L'Oreal Consumer Products +

L'Oreal Luxury Products +

L'Oreal Professional Products +

Limited Brands U.S. advertising spending $425.1 million	77
Lowe's Cos. U.S. advertising spending $750.0 million	46
LVMH Moet Hennessy Louis Vuitton U.S. advertising spending $568.1 million	60
Macy's U.S. advertising spending $1,087.0 million	31
Mars Inc. U.S. advertising spending $779.0 million	44
MasterCard U.S. advertising spending $343.5 million	96
Mattel U.S. advertising spending $356.6 million	95
McDonald's Corp. U.S. advertising spending $1,236.4 million	25
Merck & Co. U.S. advertising spending $1,286.5 million	23
Microsoft Corp. U.S. advertising spending $1,058.6 million	32
Nestle U.S. advertising spending $1,332.6 million	20
News Corp.	

U.S. advertising spending $1,117.0 million	30
Nike U.S. advertising spending $592.8 million	57
Nissan Motor Co. U.S. advertising spending $690.9 million	54
Novartis U.S. advertising spending $516.3 million	68
PepsiCo U.S. advertising spending $958.2 million	35
Pfizer U.S. advertising spending $2,097.0 million	5
Procter & Gamble Co. U.S. advertising spending $4,188.9 million	1
Progressive Corp. U.S. advertising spending $517.0 million	67
Qwest Communications International U.S. advertising spending $338.0 million	100
Reckitt Benckiser U.S. advertising spending $584.1 million	58
SABMiller (MillerCoors) U.S. advertising spending $926.8 million	38
Safeway U.S. advertising spending $430.6 million	76
Sanofi-Aventis U.S. advertising spending $487.1 million	71
SC Johnson U.S. advertising spending $529.5 million	65
Sears Holdings Corp. U.S. advertising spending $1,700.3 million	12
Sony Corp. U.S. advertising spending $1,219.3 million	26
Sprint Nextel Corp. U.S. advertising spending $1,500.0 million	16
State Farm Mutual Auto Insurance Co. U.S. advertising spending $550.0 million	63
Target U.S. advertising spending $1,167.0 million	27
Time Warner U.S. advertising spending $1,848.1 million	8
Toyota Motor Corp. U.S. advertising spending $1,286.3 million	24
U.S. Government U.S. advertising spending $1,034.1 million	33
Unilever U.S. advertising spending $1,294.3 million	21
Verizon Communications U.S. advertising spending $3,020.0 million	2
Viacom U.S. advertising spending $932.1 million	37
Visa U.S. advertising spending $532.4 million	64

Volkswagen U.S. advertising spending $368.0 million	88
Walmart Stores U.S. advertising spending $1,729.5 million	11
Walt Disney Co. U.S. advertising spending $2,003.8 million	7
Wells Fargo & Co. U.S. advertising spending $572.0 million	59
Wendy's/Arby's Group U.S. advertising spending $497.0 million	70
Yum Brands U.S. advertising spending $882.4 million	39

ABOUT MARKETER TREES 2010
Advertising Age's DataCenter updated Marketer Trees 2010 in May and June 2010 as an online database application detailing ad spending, brands, agency assignments and executives for the nation's top 100 advertisers.

Collection of data on brands, agency assignments and executives was coordinated by Research Editor Maureen Morrison.

To find rankings of marketers by medium, selected market share data and other industry analysis, see the 100 Leading National Advertisers 2010 report. For more on how this list was compiled, see Methodology.

For more information on agencies, see Agency Report 2010, and Agency Family Trees 2010.

Send your ideas to improve the Marketer Trees. Update us on agency assignments and executives. Report database errors. E-mail: DataCenter@AdAge.com

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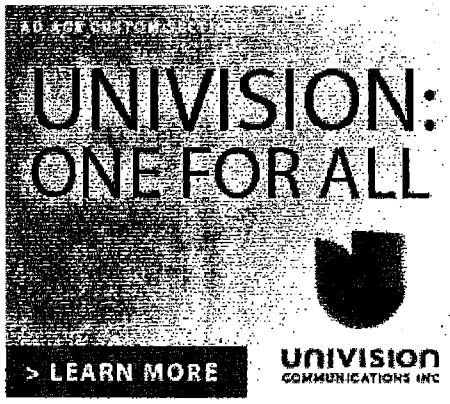

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

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 **ORAL ARGUMENT REQUESTED**

EXHIBIT D-11 TO OPPOSER'S NOTICE OF RELIANCE

AdvertisingAge®

100 Leading National Advertisers: 2011 edition index
Facts and figures on U.S. ad spending

Published: June 19, 2011

100 Leading National Advertisers is Ad Age's annual ranking of the 100 largest U.S. advertising spenders.

This online version includes Marketer Trees, a database showing extensive and exclusive content—company profiles, brands, agency assignments, executives and estimated ad spending. Ad Age started the LNA report in 1956.

MARKETER TREES 2011
Explore database of the 100 Leading National Advertisers
Featuring U.S. ad spending, division sales, personnel, brands and agencies.
Updated in December 2011, for Ad Age Annual 2012.

RANKINGS, ANALYSIS, CHARTS AND MORE

100 Leading National Advertisers

A ranking of the 100 largest U.S. advertisers in 2010

Ad Spending Surges 8.8% in 2010 for Nation's Leading Advertisers

Budgets rebound from 2009's 10.2% recession plunge.

But faltering economy in 2011 could put pressure on marketing spending.

Also includes chart: U.S. spending trends, 2000 to 2010

Analysis by Bradley Johnson

U.S. Market Leaders

Marketers in key ad categories for 2010: Automotive, retail, restaurants, wireless, beverages, beer, prescription drugs, personal care, household products, movies and credit cards

Top 200 Megabrands

By U.S. measured media spending in 2010

A Graphic Look at Media Spending of the 200 Largest Megabrands

Plus: Megabrand winner and losers in social media. By Matt Carmichael

Total U.S. Advertising Spending by Medium
Measured media spending from Kantar Media

U.S. Advertising and Marketing-Services Spending Forecasts
ZenithOptimedia looking ahead to 2012

Total U.S. Measured Advertising Spending by Category
Media spending totals from Kantar by category for 2010

Top 10 Advertisers in Eight Media
Top spenders from broadcast TV networks, cable TV networks, spot TV, magazine, newspaper, internet, radio and outdoor based on measured media

METHODOLOGY AND MORE INFO
Report Methodology
How Ad Age compiled this report

Leading National Advertisers Archive
1997 to present

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100 LEADING NATIONAL ADVERTISERS

RANKED BY TOTAL U.S. ADVERTISING SPENDING IN 2010. DOLLARS IN MILLIONS.

RANK				TOTAL U.S. AD SPENDING					U.S. MEASURED MEDIA BREAKOUT FOR 2010					
2010	2009	ADVERTISER	HEADQUARTERS	2010	2009	% CHG	ESTIMATED UNMEASURED	MEASURED MEDIA	MAGAZINES	NEWSPAPER	OUTDOOR	TV	RADIO	INTERNET
1	1	Procter & Gamble Co.	Cincinnati	$4,614.7	$3,915.1	17.9	$1,273.7	$3,341.1	$1,096.9	$202.7	$3.3	$1,851.8	$17.7	$168.8
2	3	AT&T [1]	Dallas	2,989.0	2,787.0	7.2	873.7	2,115.3	49.3	214.9	51.2	1,515.9	144.4	139.6
3	4	General Motors Co.	Detroit	2,869.0	2,460.9	16.6	697.7	2,171.3	409.6	245.6	17.5	1,202.6	56.0	240.0
4	2	Verizon Communications	New York	2,451.0	3,020.0	-18.8	573.7	1,877.3	87.1	291.0	69.6	1,106.1	154.3	169.2
5	19	American Express Co.	New York	2,222.6	1,365.0	62.8	1,601.3	621.4	63.2	130.3	22.2	227.8	45.8	132.0
6	5	Pfizer	New York	2,124.1	2,097.0	1.3	814.5	1,309.6	333.3	65.9	0.6	831.3	32.1	46.4
7	7	Walmart Stores	Bentonville, Ark.	2,055.3	2,037.6	0.9	1,152.1	903.2	191.9	45.2	3.2	524.3	80.6	58.0
8	9	Time Warner	New York	2,044.3	1,873.5	9.1	831.0	1,213.4	260.4	96.8	62.4	698.6	31.9	63.2
9	6	Johnson & Johnson	New Brunswick, N.J.	2,026.5	2,060.9	-1.7	829.3	1,197.1	293.4	40.8	1.4	805.0	6.7	49.8
10	10	L'Oreal	Clichy, France	1,978.8	1,838.6	7.6	825.9	1,152.9	566.1	38.9	1.8	536.5	0.6	8.9
11	8	Walt Disney Co.	Burbank, Calif.	1,931.7	1,961.1	-1.5	838.0	1,093.7	178.1	87.7	36.3	546.1	58.5	186.9
12	21	JPMorgan Chase & Co.	New York	1,916.7	1,341.0	42.9	1,356.6	560.1	59.6	92.1	36.3	272.7	62.1	37.2
13	15	Ford Motor Co.	Dearborn, Mich.	1,914.9	1,474.9	29.8	758.1	1,156.8	144.7	20.1	3.9	809.8	32.9	145.4
14	11	Comcast Corp. [2]	Philadelphia	1,852.5	1,782.0	4.0	473.7	1,378.8	107.3	131.8	53.9	708.7	211.9	165.1
15	12	Sears Holdings Corp.	Hoffman Estates, Ill.	1,778.6	1,700.3	4.6	1,076.3	702.3	29.5	157.4	0.9	470.7	29.2	14.6
16	24	Toyota Motor Corp.	Toyota City, Japan	1,735.7	1,286.3	34.9	613.9	1,121.7	140.1	31.4	17.2	795.6	6.0	131.3
17	13	Bank of America Corp.	Charlotte, N.C.	1,552.6	1,547.4	0.3	1,166.5	386.1	37.2	34.7	11.0	220.9	3.8	78.6
18	20	Target Corp.	Minneapolis	1,508.0	1,346.0	12.0	858.0	650.0	102.9	142.2	14.5	337.5	25.2	27.7
19	17	Macy's	Cincinnati	1,417.0	1,385.0	2.3	527.3	889.7	84.8	470.5	4.6	281.0	34.0	14.9
20	14	Sprint Nextel Corp.	Overland Park, Kan.	1,400.0	1,500.0	-6.7	414.1	985.9	79.5	45.1	13.3	594.6	12.2	241.1
21	18	Unilever [3]	Rotterdam, The Netherlands/London	1,379.2	1,379.2	0.0	552.9	826.4	227.8	42.2	2.0	510.7	8.2	35.5
22	16	Anheuser-Busch InBev	Leuven, Belgium/St. Louis	1,357.9	1,467.2	-7.5	797.1	560.8	40.6	2.5	34.3	446.4	25.3	11.7
23	26	Berkshire Hathaway	Omaha, Neb.	1,343.6	1,153.6	16.5	376.2	967.4	152.5	19.6	30.0	648.9	102.8	13.7
24	27	News Corp.	New York	1,319.5	1,117.0	18.1	368.5	951.0	54.0	235.0	32.0	466.1	84.4	79.4
25	22	J.C. Penney Co.	Plano, Texas	1,317.0	1,315.0	0.2	903.0	414.0	51.4	102.3	1.5	214.5	24.5	19.8
26	25	McDonald's Corp.	Oak Brook, Ill.	1,295.8	1,241.3	4.4	408.0	887.8	37.0	3.4	68.5	686.7	64.8	27.5
27	50	Fiat (Chrysler Group)	Turin, Italy/Auburn Hills, Mich.	1,164.0	665.7	74.9	290.6	873.4	75.6	69.2	8.2	625.9	15.0	79.5
28	28	U.S. Government	Washington	1,106.9	1,034.1	7.0	488.0	618.9	70.8	52.1	15.2	386.8	50.5	43.5
29	33	Honda Motor Co.	Tokyo	1,060.7	951.3	11.5	370.9	689.8	96.6	17.4	4.9	521.7	12.1	37.2
30	32	Nestle	Vevey, Switzerland	1,058.1	960.2	10.2	127.0	931.1	285.3	64.5	5.5	501.5	21.9	52.4
31	30	Kohl's Corp.	Menomonee Falls, Wis.	1,017.0	988.0	2.9	677.1	339.9	4.6	123.6	0.2	159.2	42.8	9.5
32	38	Kraft Foods	Northfield, Ill.	1,006.9	875.9	15.0	121.3	885.6	347.3	56.6	5.3	441.8	13.6	21.1
33	31	PepsiCo	Purchase, N.Y.	1,005.8	986.1	2.0	421.1	584.7	135.3	23.8	8.6	358.1	23.6	35.3
34	29	GlaxoSmithKline	Brentford, Middlesex, U.K.	1,002.3	1,000.0	0.2	311.4	690.9	131.9	13.2	0.8	515.5	10.7	18.7
35	39	General Mills	Minneapolis	986.7	854.6	15.5	0.0	986.7	20.3	101.4	0.9	800.0	7.1	56.9
36	36	Viacom	New York	969.6	893.9	8.5	351.9	617.7	24.0	39.8	25.7	450.8	31.5	45.9
37	41	Microsoft Corp.	Redmond, Wash.	926.3	791.8	17.0	312.3	613.9	47.7	6.3	3.3	451.3	8.5	96.8

38	23	Merck & Co.	Whitehouse Station, N.J.	921.1	1,286.5	-28.4	428.1	493.0	233.1	42.3	0.3	194.2	1.3	22.0
39	35	Sony Corp.	Tokyo	892.4	914.2	-2.4	119.7	772.7	51.0	80.4	25.6	520.7	33.6	61.3
40	37	Nike	Beaverton, Ore.	887.1	889.3	-0.2	770.7	116.4	35.3	0.4	1.4	70.0	0.3	9.0
41	58	Capital One Financial Corp.	McLean, Va.	877.7	556.2	57.8	555.4	322.3	1.1	37.5	9.6	221.5	20.8	32.0
42	51	Nissan Motor Co.	Tokyo	867.4	635.1	36.6	256.0	611.5	81.7	13.8	0.4	412.5	10.6	92.5
43	43	Eli Lilly & Co.	Indianapolis	857.6	748.3	14.6	385.4	472.2	82.1	56.7	0.1	305.7	0.1	27.5
44	34	SABMiller (MillerCoors)	London/Chicago	841.9	926.8	-9.2	448.1	393.8	9.9	2.7	39.5	308.2	25.5	8.0
45	46	Deutsche Telekom (T-Mobile) [1]	Bonn, Germany	820.4	718.7	14.1	237.9	582.5	7.7	113.3	2.5	398.8	6.5	53.7
46	42	Yum Brands	Louisville, Ky.	797.9	783.1	1.9	68.3	729.5	3.3	3.3	6.0	678.2	29.9	8.8
47	44	Lowe's Cos.	Mooresville, N.C.	778.2	743.3	4.7	388.3	389.9	31.8	34.4	8.0	263.2	25.4	27.1
48	48	AstraZeneca	London	773.5	708.4	9.2	348.1	425.4	129.7	28.3	0.2	248.8	4.5	13.9
49	40	Home Depot	Atlanta	768.7	802.1	-4.2	321.1	447.6	10.1	34.5	0.3	288.9	99.6	14.2
50	45	Coca-Cola Co.	Atlanta	758.4	721.5	5.1	339.6	418.8	43.0	16.1	33.1	277.0	32.0	17.7
51	72	Progressive Corp.	Mayfield Village, Ohio	743.4	470.3	58.1	237.9	505.5	6.7	5.1	2.7	325.9	20.4	144.8
52	49	Kellogg Co.	Battle Creek, Mich.	722.9	697.8	3.6	73.9	649.0	152.6	16.8	0.0	435.7	1.7	42.3
53	53	Estee Lauder Cos.	New York	698.1	586.6	19.0	506.9	191.2	129.2	1.1	1.4	56.9	0.0	2.6
54	76	Samsung Electronics Co.	Seoul	683.3	449.6	52.0	410.1	273.1	59.0	6.2	13.2	158.1	3.9	32.7
55	55	LVMH Moet Hennessy Louis Vuitton	Paris	683.1	568.1	20.2	435.6	247.5	192.2	31.1	8.1	13.7	0.4	2.0
56	52	Best Buy Co.	Richfield, Minn.	666.5	629.2	5.9	399.7	266.8	1.8	96.1	1.3	147.3	3.6	16.7
57	59	State Farm Mutual Auto Insurance Co.	Bloomington, Ill.	665.6	550.0	21.0	213.0	452.6	3.6	6.0	18.6	375.0	19.8	29.6
58	47	Bristol-Myers Squibb Co.	New York	632.5	716.8	-11.8	301.9	330.6	79.0	0.1	0.0	241.0	0.0	10.4
59	65	Mars Inc.	McLean, Va.	630.2	514.2	22.6	63.0	567.2	141.6	27.6	2.5	324.9	4.1	66.5
60	54	Wells Fargo & Co.	San Francisco	630.0	572.0	10.1	441.4	188.6	20.3	35.5	11.4	76.6	28.1	16.7
61	56	Time Warner Cable	New York	629.0	563.0	11.7	433.6	195.4	0.8	25.2	7.6	142.0	11.8	7.9
62	62	Visa	San Francisco	559.1	532.4	5.0	353.0	206.1	20.6	3.8	4.3	150.9	14.0	12.5
63	66	Diageo	London	550.4	509.0	8.1	400.0	150.5	9.9	8.0	24.8	83.5	14.6	9.6
64	57	Bayer	Leverkusen, Germany	546.7	562.0	-2.7	177.1	369.5	89.5	11.6	0.2	257.0	3.9	7.4
65	91	Allstate Corp.	Northbrook, Ill.	541.7	401.3	35.0	173.3	368.3	16.3	8.1	11.0	275.6	27.3	29.9
66	63	Kroger Co.	Cincinnati	533.0	529.0	0.8	383.5	149.5	0.8	44.9	9.3	59.0	32.7	2.9
67	64	Novartis	Basel, Switzerland	525.1	516.3	1.7	198.4	326.6	51.9	40.8	0.1	217.3	5.8	10.8
68	61	Campbell Soup Co.	Camden, N.J.	522.8	538.9	-3.0	57.0	465.7	220.7	36.7	0.0	199.8	4.4	4.2
69	78	Citigroup	New York	506.5	435.7	16.3	374.8	131.7	15.4	30.6	3.7	55.4	8.8	17.8
70	110	Amazon	Seattle	486.8	310.4	56.8	324.1	162.7	42.1	12.4	0.2	83.0	1.0	23.9
71	75	Doctor's Associates (Subway)	Milford, Conn.	477.0	450.0	6.0	46.8	430.2	2.1	5.7	8.1	381.6	30.6	2.1
72	67	Walgreen Co.	Deerfield, Ill.	468.0	508.0	-7.9	252.1	215.9	16.9	64.7	0.9	101.6	25.9	5.9
73	90	Hyundai Motor Co.	Seoul	467.8	401.7	16.5	152.2	315.6	34.3	3.9	1.5	248.7	3.9	23.3
74	88	Discover Financial Services	Riverwoods, Ill.	463.1	406.0	14.1	285.1	178.0	53.3	14.0	1.0	90.0	8.6	11.0
75	71	Wendy's/Arby's Group [4]	Atlanta	460.0	471.1	-2.4	80.7	379.4	8.2	0.7	7.9	313.1	27.9	21.5
76	70	Reckitt Benckiser	Slough, Berkshire, U.K.	459.7	476.2	-3.5	0.0	459.7	89.5	57.0	0.0	304.4	3.7	5.1
77	79	Fortune Brands	Deerfield, Ill.	456.6	432.5	5.6	354.9	101.7	43.0	2.4	6.6	41.8	0.8	7.2
78	123	Hershey Co.	Hershey, Pa.	440.6	271.7	62.2	0.0	440.6	42.1	14.3	2.4	374.7	5.8	1.4

79	82	Limited Brands	Columbus, Ohio	435.5	425.1	2.5	373.5	62.0	1.3	0.1	0.0	57.6	0.1	2.9
80	73	Abbott Laboratories	Abbott Park, Ill.	432.4	465.0	-7.0	184.6	247.7	54.4	1.3	0.3	180.3	0.4	10.9
81	86	DirecTV	El Segundo, Calif.	431.7	413.0	4.5	0.0	431.7	24.0	24.5	0.2	376.4	1.3	5.5
82	80	SC Johnson	Racine, Wis.	431.7	431.1	0.1	17.3	414.4	77.1	62.0	0.0	266.5	2.6	6.2
83	94	Volkswagen	Wolfsburg, Germany	431.3	368.0	17.2	138.0	293.3	24.9	3.7	3.0	229.8	4.5	27.4
84	81	Safeway	Pleasanton, Calif.	431.0	430.6	0.1	242.7	188.3	0.7	35.0	0.4	41.7	103.4	7.1
85	105	Daimler	Stuttgart, Germany	426.9	338.5	26.1	153.5	273.4	31.4	15.7	1.7	195.3	11.8	17.5
86	100	Apple	Cupertino, Calif.	420.4	353.3	19.0	100.9	319.5	20.6	8.1	33.4	232.4	0.9	24.3
87	133	Coty	New York	417.6	250.8	66.5	168.3	249.3	210.7	3.0	0.2	32.6	0.5	2.1
88	77	IBM Corp.	Armonk, N.Y.	417.4	446.5	-6.5	243.3	174.1	59.5	16.5	7.8	61.6	6.1	22.7
89	92	Apollo Group	Phoenix	417.2	377.1	10.6	229.7	187.5	2.6	0.3	5.2	63.0	1.9	114.6
90	84	Gap Inc.	San Francisco	413.1	419.5	-1.5	90.8	322.3	81.8	5.9	6.2	199.4	19.9	9.2
91	117	Kia Motors Corp.	Seoul	411.0	288.4	42.5	133.4	277.6	13.0	4.3	1.8	243.9	0.1	14.6
92	85	Dish Network Corp.	Englewood, Colo.	409.5	415.6	-1.5	0.0	409.5	10.0	23.3	1.1	350.7	14.9	9.4
93	74	Clorox Co.	Oakland, Calif.	405.1	457.1	-11.4	17.5	387.6	124.1	11.0	0.0	231.2	4.0	17.3
94	104	Hewlett-Packard Co.	Palo Alto, Calif.	405.0	340.0	19.1	160.7	244.3	35.2	37.5	4.7	111.2	20.2	35.5
95	60	CVS Caremark Corp.	Woonsocket, R.I.	400.0	542.0	-26.2	292.6	107.4	1.4	56.0	1.6	39.3	5.2	4.0
96	95	Dr Pepper Snapple Group	Plano, Texas	397.1	367.4	8.1	177.8	219.3	6.1	4.0	8.6	172.5	15.1	13.0
97	89	Burger King Holdings	Miami	392.0	401.9	-2.5	91.3	300.7	0.7	0.4	6.5	272.7	15.9	4.5
98	83	Dell	Round Rock, Texas	391.1	422.7	-7.5	155.1	235.9	33.1	27.2	2.0	125.6	0.7	47.3
99	101	Fry's Electronics	San Jose, Calif.	384.8	350.0	10.0	153.9	230.9	0.0	227.8	0.0	1.5	0.7	0.9
100	97	Colgate-Palmolive Co.	New York	384.7	365.1	5.4	223.5	161.2	34.4	34.6	0.0	81.8	1.8	8.5

Source: Ad Age DataCenter. Numbers rounded. Measured media from WPP's Kantar Media (kantarmediana.com). See Methodology. 2010 and 2009 rankings based on data compiled in 2011. Measured media from WPP's Kantar Media (kantarmediana.com) based on spending in 19 media: magazine—consumer magazines, Sunday magazines, local magazines and business-to-business magazines; newspaper—local and national newspapers, free-standing inserts; TV—broadcast network TV, spot TV, syndicated TV and network cable TV; radio—network, national spot and local; Spanish-language magazines, newspapers and TV networks; outdoor; and internet (display advertising; excludes paid search and broadband video). Unmeasured spending is Ad Age DataCenter estimate including direct marketing, promotion, internet paid search, social media and other forms of spending not tracked in measured media. 1. AT&T in March 2011 struck a deal to buy T-Mobile USA (No. 45). 2. Comcast bought 51% stake in NBC Universal in January 2011; estimated ad spending shown is pro forma including NBC Universal. 3. Estimated pro forma ad spending including Alberto Culver Co. (acquired in May 2011). 4. Wendy's/Arby's Group in June 2011 agreed to sell Arby's to a private-equity firm.

AdvertisingAge®

Methodology for 100 Leading National Advertisers, 2011 edition

Published: June 19, 2011

Ad Age on June 20, 2011, published the 56th annual 100 Leading National Advertisers report in print and online.

The Ad Age DataCenter compiled the 100 Leading National Advertisers by starting with the 300 largest national advertisers based on measured 2010 U.S. media spending. Ad Age pared that to 100 after adding in estimated unmeasured spending.

ABOUT MARKETER TREES 2011
Advertising Age's DataCenter produced Marketer Trees 2011 as an online database application detailing ad spending, brands, agency assignments and executives for the nation's 100 biggest advertisers.

Send your ideas to improve the Marketer Trees. Update us on agency assignments and executives. Report database errors. E-mail: DataCenter@AdAge.com

METHODOLOGY FOR
100 LEADING NATIONAL ADVERTISERS 2011
Measured media
Measured media advertising is estimated U.S. spending across 19 media. It consists of 18 media tracked by WPP's Kantar Media in its Stradegy product plus free-standing inserts (FSIs) from Kantar Media's Marx.

Measured media include: Network TV (six properties): ABC, CBS, CW, Fox, MyNetworkTV, NBC.

Cable TV (72 properties). Included in this count are four Spanish language cable networks: Galavision, ESPN Desportes, MTV3 and Mun2.

Spanish language network TV (four properties): Univision, Telemundo, TelaFutura, TV Azteca.

Spot TV
--In the top 101 markets: a total of 636 properties. Of these, 59 are Spanish-language stations.
--In the 210 markets: a total of 1,014 properties. Of these, 74 are Spanish-language stations.

Syndication TV (392 programs).

Magazines (236 properties): Includes ad spending in all regional and demographic editions.
Sunday magazines (seven properties).
Local magazines (31 properties).
Hispanic magazines (29 properties).
Business-to-business magazines (470 properties).

Newspapers (148 properties).
National newspapers (three properties): New York Times, USA Today, Wall Street Journal.
Hispanic newspapers (58 properties).
All measured newspaper data include daily and weekend editions, full-run and part-run ads and FSIs; classified ads are excluded.

Network radio (five properties).
Local radio (34 markets, provided by Miller, Kaplan, Arase & Co.).

National spot radio (all U.S. markets, provided by sales rep companies).

Outdoor (all U.S. markets, provided by out-of-home operators).

Internet (3,003 sites): Display advertising only; paid search and broadband video not included.

Unmeasured spending
Unmeasured spending is an Ad Age DataCenter estimate that includes direct marketing, promotion, co-op, coupons, catalogs, product placement, events and unmeasured forms of digital media (such as paid search and broadband video).

Essentially, unmeasured is the difference between a company's measured media (from Kantar Media) and its total ad costs (either reported by the company or estimated by Ad Age). Ad Age weights a company's reported ad costs to reflect a U.S.-only percentage.

In a change to LNA methodology effective with the June, 20, 2011, report, Ad Age DataCenter revised the way it accounts for cooperative advertising allowances that product marketers give to retailers. Ad Age previously included co-op ad money in estimates of product-marketers' ad spending. Effective in the June 2011 LNA report, Ad Age added a calculation of co-op money to retailers' estimated net--that is, out of pocket--ad costs so as to rank retailers based on estimated gross ad costs (including co-op). As part of this change, the June 2011 report included restated estimated 2009 total spending for some product marketers to exclude the co-op money that they give retailers.

Mergers and joint ventures
Brands and companies an LNA buys or divests are treated pro forma in this report as if the deals had occurred at the beginning of the company's previous fiscal year (2009). Media spending for those brands or units is folded into or removed from the company for two consecutive years (2009 and 2010).

A Leading National Advertiser must own more than 50% of a product or unit for that product or unit's media to be consolidated with the company.

Ad Age treats joint ventures with 50/50 ownership as stand-alone ventures.

Megabrands
Ad Age determines the 200 largest U.S. megabrands--the nation's 200 most-advertised brands--by aggregating measured-media spending for all products or services that fall under that brand. For example, Ad Age combines Miller Lite, Miller Genuine Draft and Miller High Life under Miller.

Key data sources
WPP's Kantar Media
Kantar Media's Marx
Publicis Groupe's ZenithOptimedia
Securities and Exchange Commission

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MARKETER TREES 2011

DATABASE OF 100 LEADING NATIONAL ADVERTISERS (JUNE 2011)

Ad Age DataCenter subscribers can click on the "+" sign to see expanded data. The first record can be viewed for free. To subscribe, go to AdAge.com/subscribe/

Go to 100 Leading National Advertisers 2011 report index

Marketers' "big four" agencies are hot linked to Agency Family Trees 2011; click on those links for agency profiles.

Questions? Comments? Updates? Contact us: DataCenter@AdAge.com

This database was last updated June 20, 2011.

A more recent edition of this database is here: AdAge.com/marketertrees2011update

Marketer database from Abbott to Yum

2010 U.S. ad spending and rank. Click plus signs to explore database. Click each division name to see brands, agencies and people.

Comcast Corp. [This record free to all users] U.S. advertising spending $1.85 billion	14
Abbott Laboratories U.S. advertising spending $432.4 million	80
Allstate Corp. U.S. advertising spending $541.7 million	65
Amazon U.S. advertising spending $486.8 million	70
American Express Co. U.S. advertising spending $2.22 billion	5
Anheuser-Busch InBev	

U.S. advertising spending $1.36 billion 22

Apollo Group (University of Phoenix)
U.S. advertising spending $417.2 million 89

Apple
U.S. advertising spending $420.4 million 86

AstraZeneca
U.S. advertising spending $773.5 million 48

AT&T
U.S. advertising spending $2.99 billion 2

Bank of America Corp.
U.S. advertising spending $1.55 billion 17

Bayer
U.S. advertising spending $546.7 million 64

Berkshire Hathaway
U.S. advertising spending $1.34 billion 23

Best Buy Co.
U.S. advertising spending $666.5 million 56

Bristol-Myers Squibb Co.
U.S. advertising spending $632.5 million 58

Burger King Holdings
U.S. advertising spending $392.0 million 97

Campbell Soup Co.
U.S. advertising spending $522.8 million 68

Capital One Financial Corp.
U.S. advertising spending $877.7 million 41

Citigroup
U.S. advertising spending $506.5 million 69

Clorox Co.
U.S. advertising spending $405.1 million 93

Coca-Cola Co.
U.S. advertising spending $758.4 million 50

Colgate-Palmolive Co.
U.S. advertising spending $384.7 million 100

Coty
U.S. advertising spending $417.6 million 87

CVS Caremark Corp.
U.S. advertising spending $400.0 million 95

Daimler
U.S. advertising spending $426.9 million 85

Dell
U.S. advertising spending $391.1 million 98

Deutsche Telekom
U.S. advertising spending $820.4 million 45

Diageo
U.S. advertising spending $550.4 million 63

DirecTV
U.S. advertising spending $431.7 million 81

Discover Financial Services
U.S. advertising spending $463.1 million 74

Dish Network Corp.
U.S. advertising spending $409.5 million 92

Doctor's Associates (Subway) U.S. advertising spending $477.0 million	71
Dr Pepper Snapple Group U.S. advertising spending $397.1 million	96
Eli Lilly & Co. U.S. advertising spending $857.6 million	43
Estee Lauder Cos. U.S. advertising spending $698.1 million	53
Fiat (Chrysler Group) U.S. advertising spending $1.16 billion	27
Ford Motor Co. U.S. advertising spending $1.91 billion	13
Fortune Brands U.S. advertising spending $456.6 million	77
Fry's Electronics U.S. advertising spending $384.8 million	99
Gap Inc. U.S. advertising spending $413.1 million	90
General Mills U.S. advertising spending $986.7 million	35
General Motors Co. U.S. advertising spending $2.87 billion	3
GlaxoSmithKline U.S. advertising spending $1.00 billion	34
Hershey Co. U.S. advertising spending $440.6 million	78
Hewlett-Packard Co. U.S. advertising spending $405.0 million	94
Home Depot U.S. advertising spending $768.7 million	49
Honda Motor Co. U.S. advertising spending $1.06 billion	29
Hyundai Motor Co. U.S. advertising spending $467.8 million	73
IBM Corp. U.S. advertising spending $417.4 million	88
J.C. Penney Co. U.S. advertising spending $1.32 billion	25
Johnson & Johnson U.S. advertising spending $2.03 billion	9
JPMorgan Chase & Co. U.S. advertising spending $1.92 billion	12
Kellogg Co. U.S. advertising spending $722.9 million	52
Kia Motors Corp. U.S. advertising spending $411.0 million	91
Kohl's Corp. U.S. advertising spending $1.02 billion	31
Kraft Foods U.S. advertising spending $1.01 billion	32
Kroger Co.	

U.S. advertising spending $533.0 million 66

L'Oreal
U.S. advertising spending $1.98 billion 10

U.S. AD SPENDING ($ in thousands)			
By media	**2010**	**2009**	**% chg**
Magazine	$559,831	$389,824	43.6
Sunday magazine	1,225	632	93.9
B-to-B magazine	4,875	2,369	105.8
Local magazine	47	129	-63.4
Spanish-language magazine	129	134	-3.6
Newspaper	668	870	-23.2
National newspaper	2,371	1,675	41.6
FSI (freestanding inserts)	35,891	37,488	-4.3
Network TV	235,994	202,230	16.7
Spot TV	5,252	3,389	55.0
Syndicated TV	96,746	93,777	3.2
Cable TV networks	167,157	125,796	32.9
Spanish-language network TV	31,389	30,048	4.5
Network radio	528	660	-20.0
National spot radio	25	44	-43.0
Local radio	89	98	-9.7
Outdoor	1,804	198	812.9
Internet (display only)	8,869	5,563	59.4
Measured media	1,152,888	894,924	28.8
Unmeasured spending	825,919	943,666	-12.5
Total	1,978,807	1,838,590	7.6
Media spending by megabrand	**2010**	**2009**	% chg
L'Oreal Paris	441,124	351,279	25.6
Maybelline New York	256,036	155,558	64.6
Garnier	228,471	171,575	33.2
Lancome	86,203	50,166	71.8
Ralph Lauren/Polo	36,513	34,759	5.0
Giorgio Armani	28,199	25,957	8.6
Yves Saint Laurent	16,522	18,098	-8.7
SALES & EARNINGS ($ in millions)			
L'Oreal (Euronext Paris: OR)			
Worldwide	**2010**	**2009**	**% chg**
Sales	$25,888	$24,368	6.2
Earnings	2,977	2,499	19.1
Geographic sales	**2010**	**2009**	**% chg**
Western Europe	10,360	10,575	-2.0
Rest of World	9,130	7,832	16.6
North America	6,399	5,961	7.3
Division sales	**2010**	**2009**	**% chg**
Consumer Products	12,655	11,931	6.1
Luxury Products	5,984	5,636	6.2

Professional Products	3,608	3,331	8.3
Active Cosmetics	1,840	1,774	3.7
Body Shop Branch	1,002	1,013	-1.1
Dermatology Branch	799	682	17.2

Sources: Measured media from Kantar Media. Unmeasured spending estimates from Ad Age DataCenter. Sales and earnings from public documents. See methodology.

Headquarters
L'Oreal/41, Rue Martre, Clichy, France 92117/Phone: 33-1-47-56-70-00. L'Oreal/575 Fifth Ave., 34th Fl., New York, N.Y. 10017/Phone: (212) 818-1500.

Website
http://www.loreal.com

Marketer profile
L'Oreal is a cosmetics and personal-care products marketer based in France.

L'Oreal markets its products in 130 countries.

L'Oreal's annual report for year ended December 2010 said: "L'Oreal's performances in 2010 confirm the relevance of the strategic directions taken at the end of 2008: accessible innovation, new categories of products, accelerated globalization of our brands, and an increase in the investments in research and in advertising and promotion expenses. 2010 is also a year of a strong increase in profit; the actions undertaken over the last two years with regard to operational efficiency continue to bear fruit. Ready to seize all strategic opportunities and carried along by the ambition of attracting a billion new consumers, L'Oreal is turning a new page of its history: universalization and beauty for everyone."

L'Oreal in September 2010 named Marc Menesguen the managing director of a newly created strategic marketing department effective Jan. 1, 2011, making him L'Oreal's first chief marketing officer. Menesguen had been managing director of L'Oreal's luxury products division. Menesguen reports to CEO Jean-Paul Agon.

L'Oreal reported worldwide advertising and promotion expenses of 6.029 billion euros ($8.006 billion) or 30.9% of net sales in 2010; 5.389 billion euros ($7.515 billion) or 30.8% of sales in 2009; 5.269 billion euros ($7.753 billion) or 30.0% of sales in 2008; and 5.125 billion euros ($7.025 billion) or 30.0% of sales in 2007.

The company said advertising and promotion expenses "consist mainly of expenses relating to the advertisement and promotion of products to customers and consumers."

L'Oreal deducts trade promotion costs from net sales. The annual report for year ended December 2010 said: "Sales incentives, cash discounts and product returns are deducted from sales, as are incentives granted to distributors or consumers resulting in a cash outflow, such as commercial cooperation, coupons, discounts and loyalty programs."

Nestle, another Leading National Advertiser company, owned 29.7% of L'Oreal at year-end 2010.

L'Oreal and Nestle are 50/50 owners of Galderma, a pharma company focused on dermatology products.

L'Oreal owned a 9% stake in pharma marketer Sanofi as of December 2010.

L'Oreal was founded in 1909.

http://www.loreal.com

Click plus signs to see more data.

Corporate +

L'Oreal Consumer Products +

L'Oreal Luxury Products +

L'Oreal Professional Products +

The Body Shop +

Limited Brands U.S. advertising spending $435.5 million	79
Lowe's Cos. U.S. advertising spending $778.2 million	47
LVMH Moet Hennessy Louis Vuitton U.S. advertising spending $683.1 million	55
Macy's U.S. advertising spending $1.42 billion	19
Mars Inc. U.S. advertising spending $630.2 million	59
McDonald's Corp. U.S. advertising spending $1.30 billion	26
Merck & Co. U.S. advertising spending $921.1 million	38
Microsoft Corp. U.S. advertising spending $926.3 million	37
Nestle U.S. advertising spending $1.06 billion	30
News Corp. U.S. advertising spending $1.32 billion	24
Nike U.S. advertising spending $887.1 million	40
Nissan Motor Co. U.S. advertising spending $867.4 million	42
Novartis U.S. advertising spending $525.1 million	67
PepsiCo U.S. advertising spending $1.01 billion	33
Pfizer U.S. advertising spending $2.12 billion	6
Procter & Gamble Co. U.S. advertising spending $4.61 billion	1
Progressive Corp. U.S. advertising spending $743.4 million	51
Reckitt Benckiser U.S. advertising spending $459.7 million	76
SABMiller (MillerCoors) U.S. advertising spending $841.9 million	44
Safeway U.S. advertising spending $431.0 million	84
Samsung Electronics Co. U.S. advertising spending $683.3 million	54
SC Johnson U.S. advertising spending $431.7 million	82
Sears Holdings Corp. U.S. advertising spending $1.78 billion	15
Sony Corp. U.S. advertising spending $892.4 million	39
Sprint Nextel Corp.	

U.S. advertising spending $1.40 billion	20
State Farm Mutual Auto Insurance Co. U.S. advertising spending $665.6 million	57
Target Corp. U.S. advertising spending $1.51 billion	18
Time Warner U.S. advertising spending $2.04 billion	8
Time Warner Cable U.S. advertising spending $629.0 million	61
Toyota Motor Corp. U.S. advertising spending $1.74 billion	16
U.S. Government U.S. advertising spending $1.11 billion	28
Unilever U.S. advertising spending $1.38 billion	21
Verizon Communications U.S. advertising spending $2.45 billion	4
Viacom U.S. advertising spending $969.6 million	36
Visa U.S. advertising spending $559.1 million	62
Volkswagen U.S. advertising spending $431.3 million	83
Walgreen Co. U.S. advertising spending $468.0 million	72
Walmart Stores U.S. advertising spending $2.06 billion	7
Walt Disney Co. U.S. advertising spending $1.93 billion	11
Wells Fargo & Co. U.S. advertising spending $630.0 million	60
Wendy's/Arby's Group U.S. advertising spending $460.0 million	75
Yum Brands U.S. advertising spending $797.9 million	46

ABOUT MARKETER TREES 2011
Advertising Age's DataCenter updated Marketer Trees 2011 in May and June 2011 as an online database application detailing ad spending, brands, agency assignments and executives for the nation's top 100 advertisers.

Research Editor Keri Lynch managed the collection of data on brands, agency assignments and executives.

To find rankings of marketers by medium, selected market share data and other industry analysis, see the 100 Leading National Advertisers 2011 report. For more on how this list was compiled, see Methodology.

For more information on agencies, see Agency Report 2011, and Agency Family Trees 2011.

Send your ideas to improve the Marketer Trees. Update us on agency assignments and executives. Report database errors. E-mail: DataCenter@AdAge.com

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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 **ORAL ARGUMENT REQUESTED**

EXHIBIT D-12 TO OPPOSER'S NOTICE OF RELIANCE

AdvertisingAge®

100 Leading National Advertisers 2012 edition index Facts and figures on U.S. ad spending

Published: June 24, 2012

100 Leading National Advertisers is Ad Age's annual ranking of the 100 largest U.S. advertising spenders.

Ad Age on June 25, 2012, published the 57th annual 100 Leading National Advertisers report in print and online.

This online version includes Marketer Trees, a database showing extensive and exclusive content—company profiles, brands, agency assignments, executives and estimated ad spending.

MARKETER TREES 2012
Explore database of the 100 Leading National Advertisers
Featuring U.S. ad spending, division sales, personnel, brands and agencies.
Updated in June 2012 for 100 Leading National Advertisers 2012.

RANKINGS, ANALYSIS, CHARTS AND MORE

100 Leading National Advertisers

Ranking of the 100 largest U.S. advertisers in 2011.

Top Marketers Increased 2011 U.S. Ad Spending by 4.8%

Traditional media are losing out as big spenders shift money into disciplines that let them connect directly with consumers.

Analysis by Bradley Johnson

Includes chart: U.S. spending trends, 2000 to 2011.

How Google Became a $2 billion Global Advertiser

The search leader and three other rulers of the internet domain are now among the biggest ad spenders.

Analysis by Bradley Johnson

U.S. Market Leaders

Marketers in key ad categories for 2011: automotive, beer, beverages, credit cards, household products, movies, personal care, prescription drugs, restaurants, retail and wireless.

Top 200 Megabrands
Most-advertised brands by U.S. measured-media spending in 2011.

Total U.S. Measured-Media Advertising Spending by Medium
Measured-media spending from Kantar Media.

U.S. Major-Media and Marketing-Services Spending Forecasts
ZenithOptimedia looks ahead to 2013.

Total U.S. Measured-Media Advertising Spending by Category
Media spending totals from Kantar Media by category for 2011.

Top 10 Advertisers in Nine Media
Top spenders from broadcast TV networks, cable TV networks, spot TV, syndicated TV, magazine, newspaper, internet, radio and outdoor based on measured media from Kantar Media.

METHODOLOGY AND MORE INFO
Report Methodology
How Ad Age compiled this report.

Leading National Advertisers Archive
1997 to present.

Contact customer service regarding print, digital or Ad Age DataCenter subscriptions; or to purchase single copies of the June 25, 2012, print edition including the LNA report.

INDUSTRY CONTACT LIST
Ad Age's exclusive 2012 marketer executive contact list is available for purchase. Ad Age DataCenter subscribers qualify for a discount. Download names, titles and contact information for more than 2,500 marketing executives at the 100 Leading National Advertisers.

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100 LEADING NATIONAL ADVERTISERS

Ranked by total U.S. advertising spending in 2011. Dollars in millions.

RANK				TOTAL U.S. AD SPENDING					U.S. MEASURED-MEDIA BREAKOUT FOR 2011					
2011	2010	ADVERTISER	HEADQUARTERS	2011	2010	% CHG	ESTIMATED UNMEASURED	MEASURED MEDIA	MAGAZINES	NEWSPAPER	OUTDOOR	TV	RADIO	INTERNET
1	1	Procter & Gamble Co.	Cincinnati	$4,971.5	$4,710.0	5.6	$1,837.1	$3,134.4	$1,050.1	$182.2	$2.6	$1,719.2	$7.3	$172.9
2	3	General Motors Co.	Detroit	3,055.7	2,746.3	11.3	1,281.5	1,774.2	223.9	152.0	6.9	1,114.9	34.7	241.8
3	4	Verizon Communications	New York	2,523.0	2,451.0	2.9	859.8	1,663.2	34.9	164.2	60.2	1,062.0	100.1	241.7
4	6	Comcast Corp. [1]	Philadelphia	2,465.4	2,156.2	14.3	880.8	1,584.6	114.8	123.5	66.9	834.8	233.5	211.1
5	2	AT&T	Dallas	2,359.0	2,989.0	-21.1	505.2	1,853.8	52.1	193.6	35.0	1,325.3	92.5	155.3
6	13	JPMorgan Chase & Co.	New York	2,351.8	1,923.0	22.3	1,699.1	652.7	63.8	60.0	58.7	352.8	44.6	72.9
7	14	Ford Motor Co.	Dearborn, Mich.	2,141.3	1,914.9	11.8	1,081.0	1,060.3	144.9	11.5	2.3	779.9	31.6	90.2
8	5	American Express Co.	New York	2,125.3	2,259.8	-6.0	1,719.8	405.4	64.8	74.1	17.5	105.3	23.5	120.2
9	11	L'Oreal	Clichy, France	2,124.6	1,978.8	7.4	744.2	1,380.4	709.4	41.2	1.8	602.6	0.5	24.8
10	12	Walt Disney Co.	Burbank, Calif.	2,112.2	1,931.7	9.3	1,121.1	991.1	175.1	55.1	38.6	546.8	60.2	115.3
11	7	Pfizer	New York	2,071.7	2,146.4	-3.5	728.2	1,343.5	406.8	30.4	0.2	849.2	17.1	40.0
12	9	Time Warner	New York	2,050.9	2,044.3	0.3	770.8	1,280.1	281.2	63.5	76.2	766.8	21.2	71.2
13	10	Johnson & Johnson	New Brunswick, N.J.	1,939.6	2,026.5	-4.3	898.9	1,040.8	247.7	48.2	0.9	699.1	2.8	42.0
14	8	Walmart Stores	Bentonville, Ark.	1,890.9	2,055.3	-8.0	1,217.6	673.3	69.4	58.5	5.4	419.0	86.4	34.5
15	27	Fiat (Chrysler Group)	Turin, Italy/Auburn Hills, Mich.	1,770.9	1,164.0	52.1	484.5	1,286.4	164.2	41.7	8.9	957.3	29.6	84.8
16	16	Toyota Motor Corp.	Toyota City, Japan	1,727.6	1,721.7	0.3	639.2	1,088.4	139.1	12.4	18.3	767.0	13.6	137.9
17	17	Bank of America Corp.	Charlotte, N.C.	1,704.6	1,552.6	9.8	1,291.4	413.2	25.3	60.8	10.7	191.3	15.7	109.6
18	15	Sears Holdings Corp.	Hoffman Estates, Ill.	1,688.2	1,806.2	-6.5	1,011.0	677.3	35.2	146.2	1.6	408.5	63.4	22.2
19	18	Target Corp.	Minneapolis	1,616.0	1,508.0	7.2	922.1	693.9	96.1	127.3	12.9	378.7	34.5	44.4
20	19	Macy's	Cincinnati	1,507.0	1,417.0	6.4	672.2	834.8	77.7	428.8	6.3	263.7	35.8	22.6
21	22	Anheuser-Busch InBev	Leuven, Belgium/St. Louis	1,423.0	1,357.9	4.8	907.1	515.9	30.8	3.0	30.4	409.4	26.5	15.8
22	20	Sprint Nextel Corp.	Overland Park, Kan.	1,400.0	1,400.0	0.0	519.2	880.8	89.1	69.3	10.5	584.5	13.1	114.4
23	23	Berkshire Hathaway	Omaha, Neb.	1,393.7	1,349.9	3.2	390.2	1,003.4	158.5	20.1	27.2	680.3	99.2	18.1
24	26	McDonald's Corp.	Oak Brook, Ill.	1,366.9	1,295.8	5.5	403.5	963.4	48.7	4.2	71.6	741.4	70.1	27.3
25	21	Unilever	Rotterdam, The Netherlands/London	1,297.4	1,378.2	-5.9	603.6	693.8	137.3	33.6	1.2	477.6	4.5	39.5
26	24	News Corp.	New York	1,274.8	1,319.5	-3.4	492.1	782.7	48.8	158.7	37.0	387.3	81.7	69.3
27	25	J.C. Penney Co.	Plano, Texas	1,157.0	1,314.0	-11.9	713.4	443.6	53.6	70.9	1.5	289.1	12.6	15.8
28	29	Honda Motor Co.	Tokyo	1,139.9	1,087.8	4.8	433.2	706.7	101.9	9.7	3.4	510.5	7.6	73.6
29	31	Kohl's Corp.	Menomonee Falls, Wis.	1,123.0	1,017.0	10.4	791.7	331.3	10.6	98.6	0.3	172.6	37.0	12.2
30	37	Viacom	New York	1,060.8	969.3	9.4	402.0	658.8	30.7	33.1	29.2	497.4	28.2	40.2
31	41	Capital One Financial Corp.	McLean, Va.	1,043.0	877.7	18.8	534.1	508.9	6.3	58.5	14.8	280.4	15.5	133.5
32	32	Sony Corp.	Tokyo	1,040.8	1,009.7	3.1	241.1	799.7	36.0	85.0	28.0	564.0	26.2	60.4
33	39	Microsoft Corp.	Redmond, Wash.	1,032.5	926.3	11.5	575.7	456.8	51.7	5.6	6.4	330.8	10.3	52.0
34	61	Google [2]	Mountain View, Calif.	1,004.9	624.6	60.9	746.9	258.0	12.6	8.2	2.7	102.3	3.4	128.8
35	35	General Mills	Minneapolis	1,001.7	984.2	1.8	0.0	1,001.7	28.0	69.1	0.2	834.7	9.9	59.9
36	30	Nestle	Vevey, Switzerland	974.3	1,056.6	-7.8	146.1	828.2	213.3	66.3	0.9	475.3	24.8	47.5

37	38	Kraft Foods	Northfield, Ill.	966.9	965.3	0.2	176.2	790.7	195.1	53.4	2.3	483.6	9.7	46.7
38	43	Eli Lilly & Co.	Indianapolis	954.7	857.6	11.3	433.8	520.9	120.2	55.5	0.1	312.6	0.3	32.2
39	36	Merck & Co.	Whitehouse Station, N.J.	946.1	970.1	-2.5	439.7	506.4	174.4	100.6	0.3	204.5	6.0	20.4
40	33	PepsiCo	Purchase, N.Y.	944.3	1,005.8	-6.1	292.8	651.5	110.9	19.6	12.8	456.4	33.6	18.2
41	42	Nissan Motor Co.	Yokohama, Japan	940.8	860.9	9.3	310.4	630.4	87.9	13.6	4.2	477.3	8.4	38.9
42	40	Nike	Beaverton, Ore.	877.6	887.1	-1.1	773.3	104.3	47.1	0.6	1.1	45.5	0.2	9.8
43	50	Progressive Corp.	Mayfield Village, Ohio	867.0	724.1	19.7	277.4	589.6	27.2	1.9	1.4	334.3	19.7	205.0
44	55	Allstate Corp.	Northbrook, Ill.	860.6	671.5	28.2	275.4	585.2	28.8	17.1	6.0	380.2	66.2	86.9
45	45	SABMiller (MillerCoors)	London/Chicago	859.2	841.9	2.1	457.3	401.8	11.1	4.0	37.2	314.7	24.1	10.6
46	56	State Farm Mutual Auto Insurance Co.	Bloomington, Ill.	858.1	661.1	29.8	274.6	583.5	1.8	23.8	12.2	438.2	37.1	70.4
47	34	GlaxoSmithKline	Brentford, Middlesex, U.K.	849.2	1,002.3	-15.3	297.8	551.4	134.9	9.7	0.0	391.2	4.3	11.4
48	49	Home Depot	Atlanta	845.9	768.7	10.0	359.3	486.6	17.6	20.7	0.9	308.2	100.3	39.0
49	53	LVMH Moet Hennessy Louis Vuitton	Paris	835.8	683.1	22.4	566.5	269.3	209.4	31.0	6.9	20.4	0.2	1.4
50	44	Yum Brands	Louisville, Ky.	835.0	850.0	-1.8	162.1	672.9	1.8	3.2	6.1	625.3	30.3	6.3
51	52	Estee Lauder Cos.	New York	811.6	698.1	16.3	536.5	275.1	158.6	2.8	3.4	97.5	0.1	12.7
52	47	Lowe's Cos.	Mooresville, N.C.	787.7	778.2	1.2	443.7	344.1	18.2	11.3	0.3	268.5	32.2	13.6
53	74	Amazon	Seattle	777.6	486.8	59.8	578.1	199.6	54.3	17.4	0.5	96.4	0.1	30.9
54	46	Deutsche Telekom (T-Mobile)	Bonn, Germany	772.0	819.0	-5.7	254.8	517.2	4.0	67.5	24.2	315.7	50.7	55.2
55	54	Diageo	London	755.6	678.3	11.4	604.2	151.5	23.4	6.8	30.1	69.2	13.3	8.7
56	28	U.S. Government	Washington	738.5	1,103.6	-33.1	325.6	412.9	41.9	24.2	8.5	259.7	30.6	48.0
57	57	Best Buy Co.	Richfield, Minn.	738.1	644.3	14.6	367.3	370.9	3.6	101.2	1.1	237.1	5.2	22.6
58	88	Volkswagen	Wolfsburg, Germany	729.6	428.5	70.2	218.9	510.7	31.2	12.1	8.0	426.8	2.5	30.1
59	51	Kellogg Co.	Battle Creek, Mich.	710.4	722.9	-1.7	50.0	660.4	158.5	11.2	0.0	429.7	3.5	57.5
60	70	Citigroup	New York	706.6	506.5	39.5	343.8	362.8	66.0	36.8	12.1	183.2	12.2	52.4
61	48	AstraZeneca	London	633.1	773.5	-18.2	284.9	348.2	168.6	17.3	0.0	148.8	0.0	13.5
62	90	Apple	Cupertino, Calif.	632.1	420.4	50.3	55.4	576.7	29.1	11.8	37.5	461.5	2.4	34.3
63	60	Mars Inc.	McLean, Va.	631.5	626.2	0.8	63.1	568.3	139.9	28.8	1.2	341.3	2.7	54.3
64	58	Bristol-Myers Squibb Co.	New York	623.7	632.5	-1.4	400.1	223.6	60.0	0.0	0.1	157.9	0.2	5.4
65	63	Apollo Group	Phoenix	614.4	584.7	5.1	451.9	162.5	3.7	0.4	6.7	59.3	0.8	91.5
66	62	Coca-Cola Co.	Atlanta	610.4	606.6	0.6	220.3	390.0	60.0	9.8	36.2	228.4	31.0	24.6
67	59	Wells Fargo & Co.	San Francisco	607.0	630.0	-3.7	405.6	201.4	20.6	41.3	15.5	88.2	23.0	12.8
68	68	Novartis	Basel, Switzerland	566.5	524.1	8.1	214.1	352.4	67.6	36.3	0.1	234.2	1.6	12.5
69	78	Hyundai Motor Co.	Seoul	559.2	466.6	19.8	254.8	304.4	40.9	1.6	4.5	227.1	3.6	26.7
70	65	Bayer	Leverkusen, Germany	554.6	546.7	1.5	167.3	387.3	68.1	15.5	0.2	291.9	3.6	8.0
71	79	Discover Financial Services	Riverwoods, Ill.	537.5	463.1	16.1	383.9	153.6	47.4	8.0	1.5	82.9	5.8	8.0
72	67	Kroger Co.	Cincinnati	532.0	533.0	-0.2	369.4	162.6	2.1	41.3	9.5	75.8	31.2	2.7
73	100	Sanofi	Paris	517.6	383.2	35.1	181.2	336.5	38.4	1.8	0.3	277.7	8.2	10.2
74	75	Doctor's Associates (Subway)	Milford, Conn.	513.0	477.0	7.5	37.0	476.0	3.4	6.6	8.8	414.1	28.8	14.3
75	87	Abbott Laboratories	Abbott Park, Ill.	507.5	430.2	18.0	216.7	290.8	78.7	4.9	0.2	185.7	0.5	20.9
76	69	Campbell Soup Co.	Camden, N.J.	504.9	522.8	-3.4	43.4	461.5	218.0	25.2	0.0	207.3	5.1	5.9
77	115	Kia Motors Corp.	Seoul	497.8	342.9	45.2	122.1	375.7	22.5	5.8	1.6	321.3	0.0	24.6
78	77	Walgreen Co.	Deerfield, Ill.	489.0	468.0	4.5	251.1	237.9	13.9	60.6	0.6	110.3	34.3	18.0

79	64	Visa	San Francisco	487.3	563.9	-13.6	336.6	150.7	0.8	0.5	1.2	100.3	17.1	30.7
80	72	DirecTV	El Segundo, Calif.	486.1	495.1	-1.8	121.5	364.6	18.3	19.8	0.2	316.7	0.8	8.8
81	80	Coty	New York	477.5	445.2	7.2	192.5	285.0	243.3	2.8	0.5	36.3	0.0	2.1
82	66	Samsung Electronics Co.	Seoul	476.4	542.0	-12.1	213.6	262.8	45.6	4.6	10.4	183.9	0.2	18.0
83	76	IBM Corp.	Armonk, N.Y.	475.7	476.3	-0.1	309.5	166.2	53.6	16.6	7.2	65.2	4.6	18.9
84	71	Reckitt Benckiser	Slough, Berkshire, U.K.	471.3	503.3	-6.4	37.7	433.6	80.4	46.2	0.0	288.6	5.5	12.8
85	81	Hershey Co.	Hershey, Pa.	463.3	440.4	5.2	0.0	463.3	3.0	12.3	2.5	438.2	6.0	1.2
86	108	Expedia	Bellevue, Wash.	460.6	363.5	26.7	348.5	112.1	2.2	0.0	0.1	85.5	6.9	17.4
87	104	eBay	San Jose, Calif.	459.8	372.1	23.6	325.0	134.8	8.4	0.4	4.1	32.8	5.4	83.8
88	82	Time Warner Cable	New York	441.1	436.9	1.0	225.0	216.1	0.5	24.5	7.6	162.4	15.7	5.5
89	73	Dish Network Corp.	Englewood, Colo.	435.5	491.3	-11.4	87.1	348.4	14.2	9.3	0.6	302.1	4.0	18.1
90	83	Limited Brands	Columbus, Ohio	430.9	435.5	-1.1	369.6	61.3	0.2	0.0	0.0	59.1	0.1	1.8
91	91	Gap Inc.	San Francisco	428.2	413.1	3.6	128.0	300.2	78.0	2.4	3.7	200.3	11.3	4.5
92	102	Dell	Round Rock, Texas	421.3	378.8	11.2	232.0	189.2	26.6	20.6	6.0	103.3	0.4	32.4
93	92	Hewlett-Packard Co.	Palo Alto, Calif.	408.7	405.0	0.9	204.4	204.4	20.4	36.9	0.8	106.6	9.8	29.9
94	94	Dr Pepper Snapple Group	Plano, Texas	408.6	397.1	2.9	199.8	208.8	3.9	3.2	9.0	167.1	15.3	10.2
95	155	Boehringer Ingelheim	Ingelheim, Germany	403.4	230.2	75.2	161.0	242.4	48.6	8.3	0.1	183.8	0.1	1.4
96	101	Mattel	El Segundo, Calif.	399.6	383.1	4.3	220.9	178.7	24.1	1.2	0.4	147.0	2.0	3.9
97	96	Clorox Co.	Oakland, Calif.	396.4	394.3	0.5	52.8	343.6	92.4	11.5	0.0	213.2	3.9	22.6
98	95	Kimberly-Clark Corp.	Irving, Texas	394.9	394.9	0.0	67.0	327.8	67.0	46.7	0.1	198.8	1.3	14.0
99	89	Daimler	Stuttgart, Germany	388.3	424.9	-8.6	143.7	244.6	17.8	3.5	2.1	204.0	5.7	11.7
100	86	Safeway	Pleasanton, Calif.	382.0	431.0	-11.4	224.5	157.5	0.7	23.2	0.5	36.7	91.1	5.2

Source: Ad Age DataCenter. Measured media from WPP's Kantar Media (kantermediana.com), based on spending in 19 media: magazine (consumer magazines, Sunday magazines, local magazines, business-to-business magazines); newspaper (local newspapers, national newspapers, free-standing inserts); TV (broadcast network TV, spot TV, syndicated TV, network cable TV); radio (network radio, national spot radio, local radio); Spanish-language media (magazines, newspapers, TV networks); outdoor; and internet (display advertising; excludes paid search, video and other forms of internet advertising). Unmeasured spending figures are Ad Age DataCenter estimates including direct marketing, promotion, internet paid search, social media and other forms of spending not included in the 19 measured media. 1. Estimated 2011 pro forma U.S. ad spending (and pro forma percent change from 2010) for Comcast Corp. including NBC Universal. Comcast bought 51% stake in NBC Universal in January 2011. 2. Estimated 2011 pro forma U.S. ad spending (and pro forma percent change from 2010) for Google including Motorola Mobility. Google bought Motorola Mobility in May 2012. 3. Estimated 2011 pro forma U.S. ad spending (and pro forma percent change from 2010) for Allstate Corp. including Esurance and Answer Financial. Allstate bought Esurance and Answer Financial in October 2011. See Methodology.

AdvertisingAge®

Methodology for 100 Leading National Advertisers, 2012 edition

Published: June 24, 2012

Advertising Age on June 25, 2012, published the 57th annual 100 Leading National Advertisers report in print and online. Ad Age started the LNA report in 1956.

The Ad Age DataCenter compiled the 100 Leading National Advertisers by starting with the 300 largest national advertisers based on 2011 U.S. measured-media spending. Ad Age pared that to 100 after adding in estimated unmeasured spending.

ABOUT MARKETER TREES 2012
Advertising Age's DataCenter produced Marketer Trees 2012 as an online database application detailing ad spending, brands, agency assignments and executives for the nation's 100 biggest advertisers. Ad Age DataCenter contacted the top 100 advertisers and their agencies in May and June 2012 to confirm and update information on executives and agency assignments.

Send your ideas to improve the Marketer Trees. Update us on agency assignments and executives. Report database errors. Email: DataCenter@AdAge.com

METHODOLOGY FOR
100 LEADING NATIONAL ADVERTISERS 2012
Measured media
Measured-media advertising is estimated U.S. spending across 19 media. It consists of 18 media tracked by WPP's Kantar Media in its Stradegy product plus free-standing inserts (FSIs).

Measured media include:

Network TV: five properties (ABC, CBS, CW, Fox, NBC).

Cable TV: 78 properties. Included in this count are four Spanish-language cable networks (Galavision, ESPN Desportes, MTV3, Mun2).

Spanish-language network TV: four properties (Univision, Telemundo, TelaFutura, TV Azteca).

Spot TV
Top 125 designated market areas: 748 properties. Included in this count are 76 Spanish-language stations.
All 210 designated market areas: 1,017 properties. Included in this count are 78 Spanish-language stations.

Syndicated TV: 395 programs.

Magazines: 210 properties. Includes ad spending in all regional and demographic editions.
Sunday magazines: eight properties.
Local magazines: 31 properties.
Hispanic magazines: 18 properties.
Business-to-business magazines: 401 properties.

Newspapers: 143 properties.
National newspapers: three properties (New York Times, USA Today, Wall Street Journal).
Hispanic newspapers: 49 properties.
All measured newspaper data include daily and weekend editions, full-run and part-run ads and free-standing

inserts; classified ads are excluded.

Network radio: five properties.
Local radio: 33 markets, provided by Miller, Kaplan, Arase & Co.
National spot radio: all U.S. markets, provided by sales rep companies.

Outdoor: all U.S. markets, provided by sales companies.

Internet: 3,531 sites. Internet expenditures reflect display advertising only. Paid search, video and other forms of internet advertising are not included.

Unmeasured spending
Unmeasured spending figures are Ad Age DataCenter estimates that include direct marketing, promotion, co-op, coupons, catalogs, product placement, events and unmeasured forms of digital media (such as paid search and video).

Essentially, unmeasured is the difference between a company's measured media (from Kantar Media) and its total ad costs (either reported by the company or estimated by Ad Age). Ad Age weights a company's reported worldwide ad costs to reflect a U.S.-only percentage.

Ad Age DataCenter accounts for cooperative advertising allowances that product marketers give to retailers, adding co-op money to retailers' estimated net--that is, out of pocket--ad costs so as to rank retailers based on estimated gross ad costs (including co-op).

Mergers and joint ventures
Brands and companies that a Leading National Advertiser had (as of June 2012) bought or divested are treated pro forma in this report as if completed deals had occurred at the beginning of the company's previous fiscal year (2010). Media spending for those brands or units is folded into or removed from the company for two consecutive years (2010 and 2011).

A Leading National Advertiser must own more than 50% of a product or unit for that product or unit's media to be consolidated with the company in this report.

Ad Age treats joint ventures with 50/50 ownership as stand-alone ventures.

Megabrands
Ad Age determines the 200 largest U.S. megabrands--the nation's 200 most-advertised brands--by aggregating measured-media spending for all products or services that fall under that brand. For example, Ad Age combines Miller Lite, Miller Genuine Draft and Miller High Life under MillerCoors' Miller megabrand.

Key data sources
WPP's Kantar Media
Publicis Groupe's ZenithOptimedia
Securities and Exchange Commission

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MARKETER TREES 2012

DATABASE OF 100 LEADING NATIONAL ADVERTISERS

June 2012

Ad Age DataCenter subscribers can click on the "+" sign to see expanded data. The first record can be viewed for free. To subscribe, go to AdAge.com/subscribe/

Go to 100 Leading National Advertisers 2012 report index

Marketers' "Big Four" agencies are hot linked to Agency Family Trees 2012; click on those links for agency profiles.

Questions? Comments? Updates? Contact us: DataCenter@AdAge.com

This database was last updated June 25, 2012. A more recent edition is here: Marketer Trees 2012 Update.

Marketers from Abbott to Yum

2011 U.S. ad spending and rank. Click plus signs to explore database. Click each division name to see brands, agencies and people.

Comcast Corp. [This record free to all users] U.S. advertising spending $2.47 billion	4
Abbott Laboratories U.S. advertising spending $507.5 million	75
Allstate Corp. U.S. advertising spending $860.6 million	44
Amazon U.S. advertising spending $777.6 million	53
American Express Co. U.S. advertising spending $2.13 billion	8
Anheuser-Busch InBev U.S. advertising spending $1.42 billion	21
Apollo Group	

U.S. advertising spending $614.4 million	65
Apple U.S. advertising spending $632.1 million	62
AstraZeneca U.S. advertising spending $633.1 million	61
AT&T U.S. advertising spending $2.36 billion	5
Bank of America Corp. U.S. advertising spending $1.70 billion	17
Bayer U.S. advertising spending $554.6 million	70
Berkshire Hathaway U.S. advertising spending $1.39 billion	23
Best Buy Co. U.S. advertising spending $738.1 million	57
Boehringer Ingelheim U.S. advertising spending $403.4 million	95
Bristol-Myers Squibb Co. U.S. advertising spending $623.7 million	64
Campbell Soup Co. U.S. advertising spending $504.9 million	76
Capital One Financial Corp. U.S. advertising spending $1.04 billion	31
Citigroup U.S. advertising spending $706.6 million	60
Clorox Co. U.S. advertising spending $396.4 million	97
Coca-Cola Co. U.S. advertising spending $610.4 million	66
Coty U.S. advertising spending $477.5 million	81
Daimler U.S. advertising spending $388.3 million	99
Dell U.S. advertising spending $421.3 million	92
Deutsche Telekom U.S. advertising spending $772.0 million	54
Diageo U.S. advertising spending $755.6 million	55
DirecTV U.S. advertising spending $486.1 million	80
Discover Financial Services U.S. advertising spending $537.5 million	71
Dish Network Corp. U.S. advertising spending $435.5 million	89
Doctor's Associates (Subway) U.S. advertising spending $513.0 million	74
Dr Pepper Snapple Group U.S. advertising spending $408.6 million	94
eBay	

U.S. advertising spending $459.8 million 87

Eli Lilly & Co.
U.S. advertising spending $954.7 million 38

Estee Lauder Cos.
U.S. advertising spending $811.6 million 51

Expedia
U.S. advertising spending $460.6 million 86

Fiat (Chrysler Group)
U.S. advertising spending $1.77 billion 15

Ford Motor Co.
U.S. advertising spending $2.14 billion 7

Gap Inc.
U.S. advertising spending $428.2 million 91

General Mills
U.S. advertising spending $1.00 billion 35

General Motors Co.
U.S. advertising spending $3.06 billion 2

GlaxoSmithKline
U.S. advertising spending $849.2 million 47

Google
U.S. advertising spending $1.00 billion 34

Hershey Co.
U.S. advertising spending $463.3 million 85

Hewlett-Packard Co.
U.S. advertising spending $408.7 million 93

Home Depot
U.S. advertising spending $845.9 million 48

Honda Motor Co.
U.S. advertising spending $1.14 billion 28

Hyundai Motor Co.
U.S. advertising spending $559.2 million 69

IBM Corp.
U.S. advertising spending $475.7 million 83

J.C. Penney Co.
U.S. advertising spending $1.16 billion 27

Johnson & Johnson
U.S. advertising spending $1.94 billion 13

JPMorgan Chase & Co.
U.S. advertising spending $2.35 billion 6

Kellogg Co.
U.S. advertising spending $710.4 million 59

Kia Motors Corp.
U.S. advertising spending $497.8 million 77

Kimberly-Clark Corp.
U.S. advertising spending $394.9 million 98

Kohl's Corp.
U.S. advertising spending $1.12 billion 29

Kraft Foods
U.S. advertising spending $966.9 million 37

Kroger Co.
U.S. advertising spending $532.0 million 72

U.S. AD SPENDING ($ in thousands)			
By media	**2011**	**2010**	**% chg**
Magazine	$701,640	$574,457	22.1
Sunday magazine	993	1,225	-19.0
B-to-B magazine	5,434	5,666	-4.1
Local magazine	NA	104	NA
Spanish-language magazine	1,376	129	967.6
Newspaper	312	736	-57.6
National newspaper	2,270	2,371	-4.3
Spanish-language newspaper	5	NA	NA
FSI (freestanding inserts)	38,640	35,891	7.7
Network TV	264,668	235,994	12.2
Spot TV	9,411	5,252	79.2
Syndicated TV	112,873	96,746	16.7
Cable TV networks	164,352	167,157	-1.7
Spanish-language network TV	51,286	31,389	63.4
Network radio	437	528	-17.1
National spot radio	9	25	-62.7
Local radio	41	89	-54.1
Outdoor	1,832	1,804	1.5
Internet (display only)	24,799	8,696	185.2
Measured media	1,380,378	1,168,257	18.2
Unmeasured spending	744,222	810,549	-8.2
Total	2,124,599	1,978,807	7.4
Media spending by megabrand	**2011**	**2010**	**% chg**
L'Oreal Paris	503,165	439,652	14.4
Maybelline New York	304,637	255,910	19.0
Garnier	262,676	228,364	15.0
Lancome	97,331	86,116	13.0
Ralph Lauren	44,097	36,513	20.8
Armani	34,609	28,197	22.7
Essie	31,847	4,412	621.9
Yves Saint Laurent	24,094	16,522	45.8
Clarisonic	22,091	15,875	39.1
SALES & EARNINGS ($ in millions)			
L'Oreal (EPA: OR)			
Worldwide	**2011**	**2010**	**% chg**
Sales	$28,335	$25,888	9.4
Earnings	3,400	2,977	14.2
Geographic sales	**2011**	**2010**	**% chg**
Western Europe	11,047	10,360	6.6
Rest of world	10,418	9,130	14.1
North America	6,870	6,399	7.4
Division sales	**2011**	**2010**	**% chg**

Consumer Products	13,699	12,655	8.2
Luxury Products	6,686	5,984	11.7
Professional Products	3,919	3,608	8.6
Active Cosmetics	1,980	1,840	7.6
Body Shop Branch	1,069	1,002	6.7
Dermatology Branch	982	799	22.9

Sources: Measured media from Kantar Media. Unmeasured spending estimates from Ad Age DataCenter. Sales and earnings from public documents. See methodology.

Headquarters
L'Oreal/41, Rue Martre, Clichy, France 92117/Phone: 33-1-47-56-70-00. L'Oreal/575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500.

http://www.loreal.com

Click plus signs to see more data.

Corporate +

L'Oreal Active Cosmetics +

L'Oreal Consumer Products +

L'Oreal Luxury Products +

L'Oreal Professional Products +

The Body Shop +

Marketer profile
L'Oreal is a cosmetics and personal-care products marketer based in France.

L'Oreal markets its products in 130 countries.

L'Oreal reported worldwide advertising and promotion expenses of 6.292 billion euros ($8.764 billion) or 30.9% of net sales in 2011; 6.029 billion euros ($8.006 billion) or 30.9% of sales in 2010; 5.389 billion euros ($7.515 billion) or 30.8% of sales in 2009; 5.269 billion euros ($7.753 billion) or 30.0% of sales in 2008; and 5.125 billion euros ($7.025 billion) or 30.0% of sales in 2007.

The company said advertising and promotion expenses "consist mainly of expenses relating to the advertisement and promotion of products to customers and consumers."

L'Oreal deducts trade promotion costs from net sales. The annual report for year ended December 2011 said: "Sales incentives, cash discounts and product returns are deducted from sales, as are incentives granted to distributors or consumers resulting in a cash outflow, such as commercial cooperation, coupons, discounts and loyalty programmes."

L'Oreal's annual report for year ended December 2011 said: "L'Oreal's performances in 2011 demonstrate the relevance of the strategic thrusts and provide further confirmation of the key role played by research, innovation and creativity in the Group's industry. 2011 was also another year of solid construction for operating profit. The strong growth in results reflects the virtuous dynamics set in motion: operational efficiency has advanced in all fields of activity, enabling L'Oreal to prepare well for the future, and the profitability of the New Markets zone increased substantially. The good quality of these results means that the Group is more confident than ever in its ability to achieve sustainable and profitable growth. L'Oreal is well equipped to succeed in its strategy of universalising beauty and to achieve another year of sales and profit growth in 2012."

L'Oreal's annual report for year ended December 2010 said: "L'Oreal's performances in 2010 confirm the relevance of the strategic directions taken at the end of 2008: accessible innovation, new categories of products, accelerated globalization of our brands, and an increase in the investments in research and in advertising and promotion expenses. 2010 is also a year of a strong increase in profit; the actions undertaken over the last two years with regard to operational efficiency continue to bear fruit. Ready to seize all strategic opportunities and carried along by the ambition of attracting a billion new consumers, L'Oreal is turning a new page of its history: universalization and beauty for everyone."

L'Oreal in September 2010 named Marc Menesguen the managing director of a newly created strategic marketing department effective Jan. 1, 2011, making him L'Oreal's first chief marketing officer. Menesguen had been managing director of L'Oreal's luxury products division. Menesguen reports to CEO Jean-Paul Agon.

Nestle, another Leading National Advertiser company, owned 29.58% of L'Oreal at year-end 2011.

L'Oreal and Nestle are 50/50 owners of Galderma, a pharma company focused on dermatology products, and Laboratoires Inneov, which markets cosmetic nutritional supplements. L'Oreal and Nestle formed Galderma in 1981. L'Oreal owned an 8.8% stake in pharma marketer Sanofi as of December 2011.

L'Oreal has expanded through acquisitions.

Among its acquisitions:

2011: Q-Med (by Galderma); Clarisonic.

2010: Essie Cosmetics in the U.S.

2008: YSL Beaute.

2006: The Body Shop.

2000: Matrix and Kiehl's since 1851 in the U.S.

1998-2000: Softsheen and Carson in the U.S. and in South Africa.

1996: Maybelline in the U.S.

1993: Redken 5th Avenue in the U.S.

1989: La Roche-Posay.

1970: Biotherm.

1965: Laboratoires Garnier.

1964: Lancome.

L'Oreal was founded in 1909.

Limited Brands U.S. advertising spending $430.9 million	90
Lowe's Cos. U.S. advertising spending $787.7 million	52
LVMH Moet Hennessy Louis Vuitton U.S. advertising spending $835.8 million	49
Macy's U.S. advertising spending $1.51 billion	20
Mars Inc. U.S. advertising spending $631.5 million	63
Mattel U.S. advertising spending $399.6 million	96
McDonald's Corp. U.S. advertising spending $1.37 billion	24
Merck & Co. U.S. advertising spending $946.1 million	39
Microsoft Corp. U.S. advertising spending $1.03 billion	33
Nestle U.S. advertising spending $974.3 million	36

News Corp. U.S. advertising spending $1.27 billion	26
Nike U.S. advertising spending $877.6 million	42
Nissan Motor Co. U.S. advertising spending $940.8 million	41
Novartis U.S. advertising spending $566.5 million	68
PepsiCo U.S. advertising spending $944.3 million	40
Pfizer U.S. advertising spending $2.07 billion	11
Procter & Gamble Co. U.S. advertising spending $4.97 billion	1
Progressive Corp. U.S. advertising spending $867.0 million	43
Reckitt Benckiser U.S. advertising spending $471.3 million	84
SABMiller (MillerCoors) U.S. advertising spending $859.2 million	45
Safeway U.S. advertising spending $382.0 million	100
Samsung Electronics Co. U.S. advertising spending $476.4 million	82
Sanofi U.S. advertising spending $517.6 million	73
Sears Holdings Corp. U.S. advertising spending $1.69 billion	18
Sony Corp. U.S. advertising spending $1.04 billion	32
Sprint Nextel Corp. U.S. advertising spending $1.40 billion	22
State Farm Mutual Auto Insurance Co. U.S. advertising spending $858.1 million	46
Target Corp. U.S. advertising spending $1.62 billion	19
Time Warner U.S. advertising spending $2.05 billion	12
Time Warner Cable U.S. advertising spending $441.1 million	88
Toyota Motor Corp. U.S. advertising spending $1.73 billion	16
U.S. Government U.S. advertising spending $738.5 million	56
Unilever U.S. advertising spending $1.30 billion	25
Verizon Communications U.S. advertising spending $2.52 billion	3
Viacom U.S. advertising spending $1.06 billion	30
Visa	

U.S. advertising spending $487.3 million	79
Volkswagen U.S. advertising spending $729.6 million	58
Walgreen Co. U.S. advertising spending $489.0 million	78
Walmart Stores U.S. advertising spending $1.89 billion	14
Walt Disney Co. U.S. advertising spending $2.11 billion	10
Wells Fargo & Co. U.S. advertising spending $607.0 million	67
Yum Brands U.S. advertising spending $835.0 million	50

ABOUT MARKETER TREES 2012
Advertising Age's DataCenter updated Marketer Trees 2012 in May and June 2012 as an online database application detailing ad spending, brands, agency assignments and executives for the nation's top 100 advertisers.

To find rankings of marketers by medium, selected market share data and other industry analysis, see the 100 Leading National Advertisers 2012 report. For more on how this list was compiled, see Methodology.

For more information on agencies, see Agency Report 2012 and Agency Family Trees 2012.

Send your ideas to improve the Marketer Trees. Update us on agency assignments and executives. Report database errors. E-mail: DataCenter@AdAge.com

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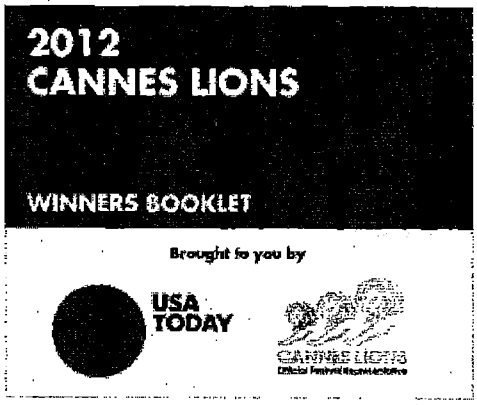

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The Huffington Post

February 14, 2013 Thursday 6:15 PM EST

LENGTH: 1583 words

HEADLINE: Five Companies Inspiring Us to Champion Change

BODY:

Feb 14, 2013 (The Huffington Post:http://www.huffingtonpost.com/ Delivered by Newstex)
I'm a firm believer that we can't depend only on our politicians and heads of state to improve our world. It's up to civilians -- you and me -- and the businesses we create and buy from, to actually advance the public good in the world that we all share.

When it comes to private sector businesses, I am convinced we'd get to a safer and more successful state faster if:
1. Every company that existed would bake a social purpose into their corporate actions in ways that are authentic to their heritage. Richard Branson calls this "Capitalism 24,902," the number standing for the earth's circumference in miles and the concept referring to how companies need to step up to treat people and the planet right in their everyday business.
2. We get more females into top corporate leadership positions and balance out the now less than 20 percent rate. It's not just about being right, it's also about being better. The Committee for Economic Development published a report[1] last year urging companies to expand opportunities for women, citing research that suggests that more diverse leadership groups reach better decisions.
Yes, capitalism creates successful communities, but doing business has to be about much more than making money. The 3 P's of Sustainability (that's people, planet and profit) remind us to build an internal social structure that is beneficial on all sides and be conscious about how we are contributing to our environment while achieving economic impact. It may take some time to train our mindsets, but it IS possible! Here are five companies whose core values have been built around this triple bottom line. I hope that their efforts ignite you to incorporate social good into your business plan.
1. INTEL[2] The Cause: Intel Corporation's Intel Foundation[3] develops programs to target four core efforts: fostering innovation in STEM education, empowering girls and women, inspiring underserved youth and engaging with communities. Their goal, to make opportunity accessible worldwide, is fueled by their social innovation focus. Intel Foundation provides stability and support to the communities where their employees live and work so that their employees can plant seeds of restoration, growth and empowerment in the people that need a hand up to pursue their potential. Intel Corporation is also the founding strategic partner for the 10x10 global action campaign to improve girl's education and advocate for equality.
The Woman: As vice president at Intel Corporation and president of the Intel Foundation, Shelly Esque has led Intel's

Corporate Social Responsibility, environmental sustainability, community, foundation and government relation efforts worldwide for over 15 years in more than 35 countries. By participating in the Clinton Global Initiative, the World Economic Forum and the Women's Network for a Sustainable Future, Shelly is committed to directing positive energy toward Intel's social good efforts. In addition to community volunteerism and education advancement, Shelly is passionate about coaching and mentoring women.

2. Clif Bar amp; Company[4] The Cause: In Good Company[5] is an outgrowth of Clif Bar's longtime commitment to improving people's lives through volunteer service. Today the organization raises awareness about specific needs and responds to those needs through community service with the help of Clif Bar employees and employees of other companies. In Good Company believes that when businesses collaborate to promote positive change, healthy communities will abound locally and globally. They are truly and honestly striving to make the world a better place every single day.

The Woman: An advocate of extending a helping hand more than once in a while, Kit Crawford is the co-owner and co-CEO of Clif Bar amp; Company, along with her husband. When she is not biking, hiking or climbing, Kit also serves as the president of the Clif Bar Family Foundation, which has donated half a million dollars to organic seed research, and as the advisor to Lunafest, a traveling film festival made for, by and about women that donates 100 percent of its profits to the Breast Cancer Fund. At Clif, Kit says there are no glass ceilings ... no pressure to lead like a man. She is free to be a woman and express the issues most important to her. Growing up with a deep appreciation for the environment, Kit is enthusiastic about preserving the natural beauty of the world and making the eco-friendly lifestyle accessible.

3. Deloitte[6] The Cause: Business value and social impact intersect at the heart of Deloitte--their Diversity and Inclusion[7] department--where uniqueness is their greatest strength and shared values are fuel for progress. Because Deloitte believes they have more to offer than their checkbook, they are deeply committed to donating their time and skills to the community through volunteerism, pro-bono work and philanthropy. To create a solid foundation for the world's future, Deloitte also sponsors Deloitte University [8], which is cultivating a generation of leaders to take the corporate world by storm. Deloitte is excited to launch their DU Leadership Center for Inclusion in March 2013, which will bring together the company's firm leaders, client leaders and thought leaders for a discussion around inclusion topics.

The Woman: As chief inclusion officer, Deborah L. DeHaas leads Deloitte's Women's Initiative and Diversity strategies. Believing that a full integration of women in the workplace and the marketplace can yield significant return, Deborah works to correct the lag between men and women in executive leadership positions, board membership and compensation. At Deloitte she spearheads sponsorship programs, executive accountability and flexible work policies that propel investment in women from ideology to action. Deborah is passionate about fostering an environment where all people can thrive as leaders and inspiring other companies to increase their inclusion efforts.

4. L'Oreal Paris[9] The Cause: L'Oreal Paris goes above and beyond by celebrating and funding women who are making a beautiful difference in their communities through Women of Worth[10]. The program and awards ceremony recognize the work of 10 everyday women who are making an extraordinary impact by raising awareness for their causes. Each honoree receives $10,000 to support their purpose and one Women of Worth honoree's charity receives an additional $25,000. Women of Worth encourages each of us to take action by providing volunteer opportunities through honoree organizations.

The Woman: As president of L'Oreal Paris, Karen Fondu played a major role in establishing the brand as a leader in the cosmetics industry. She has continued to prove the brand's iconic philosophy, "Because I'm Worth It," by putting women's empowerment into action through L'Oreal's products and philanthropy. Karen's success has fueled even greater endeavors as L'Oreal Paris' initiatives continue to inspire women to be a force of positive change.

5. Dermalogica[11] The Cause: joinFITE[12] is a women's micro-lending initiative that operates worldwide in partnership with Kiva.org[13]. Through access to small loans (only $25!), more than 25,000 women have been empowered to start or grow a business and better their communities. joinFITe was born with the realization that the majority of the world's women live in brutal poverty and that the recovery of the world economy relies on giving these women a way to create a life beyond their circumstances. Jane often quotes Nicholas Kristof saying, "Women aren't the problem but the solution. The plight of girls is no more a tragedy than an opportunity."

The Woman: Dermalogica Founder Jane Wurwand[14] is recognized worldwide as a key innovator in the skin care

profession, inspiring the careers of more than 100,000 skin therapists in over 80 countries and establishing the industry's number one professional brand, Dermalogica. Their business, she says, is education. From the beginning, Dermalogica's focus has been to equip their skin therapists with the knowledge and tools to succeed. She is a firm believer that companies marketing to women should empower women and has aligned her personal work ethic with that belief. Jane launched a unique nonprofit platform, joinFITE, to help fund women entrepreneurs by placing the world within their reach.

For more by Claudia Chan, click here[15]

For more remarkable women igniting social change, click here[16]

[1]: http://www.fwa.org/pdf/CED_WomenAdvancementonCorporateBoards.pdf [2]: http://www.intel.com/content/www/us/en/corporate-responsibility/intel-foundation.html [3]: http://www.intel.com/content/www/us/en/corporate-responsibility/intel-foundation.html [4]: http://www.clifbar.com/soul/who_we_are/ [5]: http://www.clifbar.com/soul/in_good_company/ [6]: http://www.deloitte.com/view/en_US/us/index.htm [7]: http://www.deloitte.com/view/en_US/us/About/Inclusion/index.htm [8]: http://mycareer.deloitte.com/us/en/life-at-deloitte/leadership/deloitteuniversity [9]: http://www.lorealparisusa.com/ [10]: http://www.lorealparisusa.com/en/About-Loreal-Paris/Corporate-Responsibility/Women-Of-Worth.aspx [11]: http://buy.dermalogica.com/ [12]: http://joinfite.org/en [13]: http://www.kiva.org/joinfite [14]: http://www.claudiachan.com/woman/jane-wurwand/ [15]: http://www.claudiachan.com/claudia/ [16]: http://www.claudiachan.com/topic/giving-back/

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FOCUS - 11 of 50 DOCUMENTS

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Entertainment Close-Up

July 24, 2012 Tuesday

LENGTH: 860 words

HEADLINE: L'Oreal USA Women in Digital Names 'Next Generation Award' Winners

BODY:

L'Oreal USA Women in Digital recognized five women digital companies that focus on how technology is revolutionizing the beauty industry during the Next Generation awards ceremony in New York City.

The highly esteemed L'Oreal USA Women in Digital "NEXT Generation Award" honors the most promising female entrepreneurs in digital technology.

According to a release, the L'Oreal USA Next Generation winners were selected by a panel of L'Oreal USA executives, Venture Capital Partners and the L'Oreal USA Women in Digital Board of Advisors that include: Joanne Bradford , Chief Revenue and Marketing Officer, Demand Media; Shaherose Charania, Co-Founder and CEO, Women 2.0; Carolyn Everson , Vice President, Global Marketing Solutions, Facebook; Arianna Huffington , President and Editor-in-Chief, Huffington Post Media Group; Jalak Jobanputra, Managing Director and Founding Partner, RTP Ventures; Karin Klein Business Development, New Initiatives, Bloomberg, L.P.; Katie Rae , Managing Director, TechStars Boston; Rudina Seseri , Partner, Fairhaven Capital; Shelley Zalis , CEO, Ipsos Open Thinking Exchange.

"At L'Oreal, women are at the heart of our business and play a fundamental role in the company's success in the US and worldwide," said Frederic Roze, President & CEO, L'Oreal USA. "The Women in Digital program is a natural extension for L'Oreal USA, as we want to continue our lineage of celebrating and empowering women who will be essential to the growth of our company."

The winners of the 2012 L'Oreal USA Women in Digital "NEXT Generation Awards", as described by the Company, include:

Doreen Bloch , Founder CEO, Poshly.com - Poshly is a beauty-meets-digital company that provides customized samples based on an algorithm that will help the beauty industry market to consumers with targeted samples and giveaways.

Bettina Hein , Founder and CEO, Pixibility - Pixability is a video marketing company that helps organizations get the right video in front of the right audience, by driving more business and increasing awareness with online video, whether on YouTube, Facebook, or any other hosting platform with its cloud-based online video marketing software.

Sarah McIlroy, Founder and CEO, FashionPlaytes.com - FashionPlaytes is the first girl-driven fashion and style commerce company. At the forefront of commerce innovation, the FashionPlaytes' website, FPgirl.com, enables tween girls to create, share and wear original looks, transforming creative ideas into wearable fashions. With millions of possible design combinations, designers on FPgirl.com can create their own brand and showcase their designs through the development of an online collection, studio, look-book, models and participation in social games.

Kathryn Minshew , Founder, The Daily Muse - isan online community for professional women (and a few great dudes too). Withtherecent launch of theircareer and job discovery tool at CompanyMuse.com, the site also helps connect hundreds of thousands of aspiring professionals with amazing companies.

Vivian Rosenthal , Founder and CEO, GoldRun - GoldRun is an augmented reality mobile platform that transforms traditional digital media placements into immersive and immediately shareable brand-consumer engagements: GPS-defined Virtual Photobooths. Users share their branded AR photos and accompanying messages on various social networks to earn rewards including discounts and coupons, instant win prizes, access to exclusive media and the ability to order products. The free GoldRun virtual camera app is available on iOS and Android.

Additionally, five finalists were named L'Oreal Women in Digital Honorees including: Sophia Kim , Founder & CEO, Tellagami, Melody McCloskey , CEO, StyleSeat, Sarah Paiji, Co-Founder & CEO, Snappette, Janelle Shaffer , Founder, My Best Friend's Hair, and Cheryl Yeo , Co-Founder, City Pockets.

"Having so many distinguished women involved with this initiative is a testament to our honorees and the community of women making strides at the intersection of beauty and technology," stated Rachel Weiss, VP, Digital Strategy and Innovation, L'Oreal USA.

Honorees will be given the opportunity to meet with venture capital firms, L'Oreal USA executives and partners who can help advise them in taking their business to higher levels. In addition,L'Oreal Women in Digital will invite them on an ongoing basis to attend all L'Oreal Women in Digital meet-ups in local markets and will provide mentorship both internally and through the L'Oreal USA Women in Digital Advisory Board.

The L'Oreal USA Women in Digital program was created to support, mentor and educate women working in technology as a collective force across all industries and functions, and to address the underrepresentation of women in digital and technical fields.

As part of the ongoing commitment to supporting women in digital career paths at L'Oreal USA, L'Oreal will be hosting internal meetings, events, speakers and workshops for all L'Oreal USA employees.

L'Oreal USA, headquartered in New York City, is a subsidiary of L'Oreal SA.

More information:

www.lorealwomenindigital.com

((Comments on this story may be sent to newsdesk@closeupmedia.com))

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Chain Drug Review

June 25, 2012

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HEADLINE: L'Oreal keeps upping ante in beauty care;
Marketplace 2012/CorporateProfiles

BODY:

NEW YORK -- As a division of L'Oreal USA Inc., L'Oreal Paris is a total beauty care company that combines the latest technology with high-quality items in cosmetics, skin care and hair care.

One of the most recognizable names in beauty care, L'Oreal continues to keep its name in front of consumers by steadily upgrading its line and debuting new and unique products. For example, the company recently launched Colour Caresse by Colour Riche Luminous Lipcolour, a 16-shade line of lip color that uses the company's exclusive Lightfeel System technology. A spokeswoman explains that the products employ a combination of polymers and a base that feels weightless on the lips, while a custom blend of light shine oils imparts a clear, luminousfinish that allows clean, true color to shine through.

Meanwhile, in the eye cosmetics segment, L'Oreal has introduced L'Oreal Paris Voluminous Power Volume 24-hour mascara. The new mascara--the latest addition to the L'Oreal Paris Voluminous franchise--is said to deliver 15 times the impact on lashes and last for a full day. The company spokeswoman says the product's formula, combined with thebrand's largest mascara brush to date (29 mm in length and 10 mm in diameter), results in fast-building volume, while acrylate polymers ensure that the mascara's formula does not flake or crumble.

Also in the eye arena, L'Oreal Paris has recently launched Infallible Never Fail Lacquer Liner 24H. Described as an intensely rich gel eyeliner that delivers a glossy, lacquered look, the product is said to leave eyelids with a dramatic, wet-looking finish that lasts for 24 hours. L'Oreal says the liner's innovative formula is soft and silky, allowing for a smooth and comfortable application on the delicate eye area. The product's colorless base lets the pigments and pearls in the eyeliner appear vivid and intense, providing a shiny, high-color payoff.

The product's brush is flat and slightly tapered for the control and precision needed to create a perfect line every

time, she adds. "Whether creating clean definition or a smudged, more dramatic eye effect, an easy-to-use smooth gliding brush allows for expert and preciseapplication," the spokeswoman notes.

L'Oreal Paris has also added a variety of new skin care items to its lineup in recent months. Magic Skin Beautifier BB (beauty balm) Cream, for example, is said to provide the sheer coverage needed to create a naturally nude finish, while delivering built-in skin care benefits.

The company spokeswoman explains that the secret to the Magic SkinBeautifier BB Cream lies in its formula. Encapsulated within the product's "beautifying beads" lie self-adjusting pigments that ultimately blend perfectly into skin, she says. Once the BB Cream is applied, the beads are released and broken--dispersing a sheer layer of natural-looking color onto the user's skin.

"Unlike traditional tinted moisturizers or light-coverage foundations, this hybrid product blends easily, thanks to its ultra-lightweight liquid texture, which is infused with skin care ingredients such as panthenol, vitamin E and glycerin for 24-hour moisturization," the spokeswoman says.

According to L'Oreal Paris, the new cream and its new Youth Code BB Cream Illuminator were inspired by the beauty balm trend in Asia. The latter product is also an all-in-one skin care solution that evens, illuminates, perfects, corrects and moisturizes in a single step. "Light-reflecting particles and a hint of tint provide instant luminosity, while visibly improving uneven skin tone," the spokeswoman says.

One of L'Oreal Paris' newest foundation products is True Match Lumi Healthy Luminous foundation. The newest addition to the brand's True Match portfolio, the new liquid foundation is said to improve the condition of skin even after a woman washes off her makeup.

Another new foundation--Visible Lift Repair Absolute Foundation--is described as "a breakthrough foundation that goes beyond coverage by providing intense nourishing moisture and maximum broad-spectrum SPF protection in a luxurious liqui-creme compact form."

The L'Oreal Paris spokeswoman says that the product is infused with proven skin care actives in a purified water base, giving the product liquid-cream texture that melts instantly upon contact with skin, transforming into a true liquid makeup. The base formula also provides the support to infuse the skin with millions of antiaging microdroplets, she says, so that with each use the skin is cared for while beautified to a perfectly flawless finish.

In the hair care side of the category, L'Oreal Paris recently added EverSleek Precious Oil Treatment with Argan Oil from Morocco to itsroster of products. "The desire for straight, smooth hair and the increasing popularity of professional straightening and salon oil treatments have resulted in women clamoring for a complete range of products that protect, smooth and maintain results," the spokeswoman says.

The latest addition to the EverSleek sulfate-free smoothing systemthat L'Oreal Paris launched in early 2011 as an at-home alternative to expensive salon treatments, the new oil is a lightweight, salon-inspired treatment that revitalizes dry, frizzy hair to reveal smoother, softer and shinier strands.

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Primary business: BEAUTY CARE

Hair care, skin care, color cosmetics

Marketplace booth #1806

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AdvertisingAge

Advertising Age

November 7, 2011

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HEADLINE: 2011 MARKETER A-LIST;
LÓRÉAL

BYLINE: JACK NEFF; JNEFF@ADAGE.COM

BODY:

ZIGGING TO FIND BEAUTIFUL RESULTS

Going against the grain and boosting U.S. efforts has paid off for global company, as has centralizing marketing across its broadening set of brands, boosting digital

Most global packaged-goods and beauty marketers focus predominantly where the growth is these days: developing markets. Others are benefiting by catering mainly to upscale households left unscathed by the recession in developed markets.

But L'Oréal has stood apart by actually stepping up its focus on the U.S., from where it expects to provide 70 million of the billion new consumers it hopes to add globally by 2021, ranking it just behind China and India in strategic importance. And it is doing so with the broadest portfolio in the business, operating in mass, prestige and even retail via such outlets as Kiehl's and Body Shop units.

Zigging where others have zagged seems to be paying off. L'Oréal's sales in North America rose 5.8% organically in the first half, well ahead of the 3.5% growth Kline & Co. projects this year in U.S. beauty. And L'Oréal's gains have come despite just entering the fastest-growing mass segment-nail care-and being the dominant player in the weakest segment, salon hair-care, where the company has seen sales growth despite broader market decline.

The success comes as-and in part because-L'Oréal has, for the first time, coordinated marketing across its far-flung

collection of brands. L'Oréal USA CEO Frederic Roze last year named Colgate-Palmolive Co. veteran Marc Speichert as the company's first chief marketing officer. It was a big change for a traditionally decentralized company, and one that forged the path for appointment of a global CMO, Marc Menesguen, later in the year.

The goal, Mr. Speichert said, was to get innovation in marketing and media to the level L'Oréal has had in products. To that end, he led creation of the company's first centralized market-research or "insights" organization after the function had previously been divided among brands.

Mr. Speichert also stepped up digital marketing, leading a review consolidating U.S. digital media planning buying with Moxie Interactive in December and putting them to work fast. L'Oréal will spend as much on digital marketing in 2011 as it spent the prior two years combined, after doubling such spending in 2010, Mr. Speichert said, bringing the level to around 10% of an outlay that's also been growing in other areas; it's up 25% to $1 billion last year in overall measured media.

Part of the rationale behind that shift, he said, are changing consumer purchase habits, as people not only buy more beauty products online, but also spend more time there in the "evaluation phase" of offline purchases. "When we realized we needed to shift more [spending] to the evaluation phase, that led to more investment in owned assets" in digital, Mr. Speichert said.

Among the steps L'Oréal has taken in digital during the past two years:

* Creating a multibrand Beauty TV YouTube channel that's generated 22 million views, and enlisting video blogger Michelle Phan, who's produced five of the 10 most-watched beauty videos on YouTube, for Lancôme.

* Working with Demand Media to create microsites to capture beauty consumers as they make increasingly complex searches of five words or more.

* Purchasing Makeup.com, supported 100% by L'Oréal ads, and revamping it with editorial content from Federated Media.

Social media also has played a role in L'Oréal growing sales in a shrinking salon hair-care market this year. Its Professional division segmented its brands and salon customers four ways along volume and price lines, then used a Facebook marketing program developed with Buddy Media to build business through stylists in each segment.

The effort, which won a Forrester Groundswell Award, created an estimated 21 million impressions through 6,000 salons and 1.7 million consumers, with some salons reporting incremental sales of more than $4,000 as a result.

Helping fuel the explosion of digital efforts, Mr. Speichert said, has been L'Oréal's first centralized marketing innovation fund. While centralized, Mr. Speichert has worked to keep marketers from all of L'Oréal's brands involved in evaluation and selection of vendors and projects.

Part of L'Oréal's recent success also has come from an agility that's rare for big, traditional beauty marketers. L'Oréal last year found itself shut out of the nail category, the fastest-growing segment of the business, up 20% in 2010. As a result, its Maybelline brand was losing share modestly in U.S. cosmetics despite gaining share in each of its categories of eye, lip and face makeup.

Then L'Oréal in April of 2010 acquired salon nail brand Essie. By December, Essie was showing up at Walmart on the way to a mass rollout in the U.S. early this year. By September, L'Oréal had captured a 10% share of a category growing 25% this year, according to the company's Nielsen data.

"One of the reasons I felt good about joining the company is that I felt it was open to change," Mr. Speichert said. "It's entrepreneurial because it's a big company created over time as a compilation of small companies."

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Branding Strategy Inside

September 30, 2010 Thursday 12:10 AM EST

LENGTH: 386 words

HEADLINE: Formula For The Right Brand Spokesperson

BYLINE: Derrick Daye, The Blake Project

BODY:

Sep. 30, 2010 (Branding Strategy Insider delivered by Newstex) --

L'Oreal announced a new addition to their roster of celebrity spokespeople this week, signing actress Julianna Margulies as a new ambassador and celebrity face for the brand. Ms. Margulies currently stars in the critically acclaimed TV series "The Good Wife," for which she won a Golden Globe and SAG award for her portrayal of a loyal yetbetrayed wife of a politician.

Does it surprise you that L'Oreal (and most other beauty brands (both luxury and mass merchandiser) went the expected route and found a high-profile beauty to front for their brand? We weren't. But just because it's predictable doesn't mean it isn't practicable, and there are two basic ways a celebrity can positively affect a brand.

The first is by creating what might be called "borrowed equity," when the celebrity causes more attention to the brand than otherwise might be the case, an approach usually used when a brand is seeking high levels of awareness. The second is when the spokesperson association actually increases the brand's equity that is, when the values inherent in the spokesperson significantly reinforce brand values. If successful, the brand is then seen to better meet, and can even exceed, expectations consumers dream about for the ideal in the category.

That measure - the brand versus the real, unconstrained-by-the-marketplace Ideal - is the very best measure of brand engagement and loyalty because it takes into account real emotional values, something that imagery and good-looking celebrities can't bring about on their own.

Ms. Margulies won't appear in advertising for L'Oreal Paris until 2011, but until then, we turned to the Brand Keys' 2010 Loyalty Leaders List to see which brands were currently engaging loyal customers.

Here's the top-10 ranking:

1. Mary Kay
2. Maybelline
3. Estee Lauder (NYSE:EL)
4. Clinique
5. Avon
6. Lancome
7. L'Oreal
8. Cosmetics
9. Chanel
10. Max Factor

Coco Chanel is said to have offered this bon mot: Women have two weapons - cosmetics and tears.

Happily, these days beauty brands can arm themselves with something more than outdated clichés: the loyalty driven by real emotional connection.

Contributed to BSI by: Robert Passikoff, Brand KeysSponsored by: The Brand Positioning Workshop

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LOAD-DATE: September 30, 2010

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March 15, 2010

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LENGTH: 576 words

HEADLINE: Study: brand plays big role in conveying value;
Supplier News;
Survey

BODY:

NEW YORK -- Although a number of surveys have shown that recession-weary consumer are more concerned with a product's overall value than getting the lowest price, another measure finds that brand also is an influential part of the shopping equation.

The 2010 Customer Loyalty Engagement Index by market consulting firm Brand Keys reveals that, for 86 brands tracked in the consumer packaged goods segment, attributes relating to brand and the degree to which brands affect customer decision making, category expectations and engagement have increased significantly.

"While a powerful finding, it's not entirely surprising," observesRobert Passikoff, founder and president of New York-based Brand Keys.

"Our 2009 findings predicted that value, not price, was the watchword in consumer behavior," Passikoff explains. "And you can't have the value conversation without the brand conversation, as true brands provide meaningful differentiation in a world overrun by commodities."

For the 2010 index, Brand Keys surveyed 33,500 consumers--ages 18 to 65 and drawn from nine United States Census regions--by telephone,face-to-face and online.

Among health and beauty aids (H&BA) segments in the Brand Keys index, over-the-counter allergy medicine saw Tylenol, Claritin, Benadryl, Sudafed,

Zyrtec and Chlor-Trimeton receive the highest customer loyalty and engagement assessments for 2010.

Leading the pack in the O-TC pain relievers category were Advil, Tylenol, Aleve, Excedrin, Bayer, St. Joseph's and Motrin.

And in toothpaste, Tom's of Maine, Crest, Colgate, Arm & Hammer, Listerine, Ultra Brite, Aim, Sensodyne and Aquafresh earned the top assessments.

"Given the levels of commoditization we've witnessed in the past decade, it's no surprise that consumers are looking for brands to makea difference," notes Passikoff. "The consumer value equation has shifted dramatically from price-value to value-for-dollar. Consumers looking for value have been forced to look beyond mere primacy of product, price and service. With increased standardization and decreased product differentiation, a real brand can serve up the value consumers expect."

In mass market cosmetics, the top brand assessments in the Customer Loyalty Engagement Index went to Mary Kay, Maybelline,

L'Oreal,

CoverGirl, Revlon, Max Factor, Neutrogena, Avon, Almay, Sephora, Rimmel and Coty.

For moisturizing skin care in the mass market, brands leading the field were Mary Kay,

L'Oreal,

Aveeno, Eucerin, Neutrogena, Vaseline, Garnier, Oil of Olay, Nivea and Pond's.

"It is important to note that the Customer Loyalty Engagement Index data is predictive of coming shifts in the consumer marketplace," Passikoff adds. "This particular swing, with real brands becoming morevaluable to consumers, is showing up in how they view, compare and buy in key categories."

H&BA Brands with Highest Customer Loyalty/Engagement

Allergy Medicine (O-T-C)	Pain Reliever (O-T-C)
1. Tylenol	1. Advil
2. Claritin	2. Tylenol
3. Benadryl	3. Aleve
4. Sudated	4. Excedrin
5. Zyrtec	5. Bayer
6. Chlor-Trimeton	6. St. Joseph's

Toothpaste	Cosmetics (Mass)
1. Tom's of Maine	1. Mary Kay
2. Crest	2. Maybelline
3. Colgate	3.
L'Oreal	
4. Arm & Hammer	4. CoverGirl

5. Listerine	5. Revlon
6. Ultra Brite	6. Max Factor

Source: Brand Keys 2010 Customer Loyalty Engagement Index.

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June 29, 2009

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LENGTH: 583 words

HEADLINE: Behind L'Oreal a belief that beauty adds value to society;
L'OREAL 100: A Century of Inspiration and Creation;
L'Oreal Paris;
Company overview

BODY:

[ILLUSTRATION OMITTED]

CDR Special Report -- From the beginning, L'Oreal has kept itself on the cutting edge of beauty care.

Founded in Paris a century ago this month by Eugene Schueller, a chemist who worked briefly as an assistant pharmacist before striking out on his own, the company has always been guided by the conviction that a science-based approach to the beauty business will lead to thedevelopment of products that have a meaningful point of difference for the consumer. Revolutionary at the start of the 20th century, thatphilosophy is now common currency among top-tier beauty suppliers.

Working out of his home, with the kitchen as a laboratory and the dining room as a demonstration area, Schueller first made his mark inhair coloring. He rolled out his initial product, L'Aureale, in 1907and marketed it to Parisian hair salons.

Societe Francaise des Teintures Inoffensives pour Cheveux, the company that evolved into L'Oreal, was founded two years later. A steadystream of product innovations followed, culminating in the launch ofImedia in 1928. The technology behind the brand, fast-oxidation hairdye, was the first of its kind and is still in use today.

Schueller was a visionary in another respect. Early on he recognized the potential of the international market. The L'Aureale brand wassold in Italy, Austria and the Netherlands before the start of WorldWar I, and shortly thereafter it was available in Great Britain, theUnited States, Canada and Brazil.

Today the basic tenets of Schueller's strategy continue to guide L'Oreal, the world's largest stand-alone beauty

supplier with a 15.8% share of the global market.

"Our centenary is an opportunity to reaffirm our commitment to ourvision and values--a robust scientific approach, a constant quest for innovation, a taste for real challenge, a respect for diversity anda deep-rooted belief in the valuable role that beauty plays in society," says chief executive officer Jean-Paul Agon. "The globalization of the cosmetics market is only just beginning. It provides our company with a huge opportunity for at least the next 20 years."

L'Oreal, whose offerings run the gamut from such luxury brands as Lancome to professional products like Redken and such mass market staples as Garnier Fructis, is well positioned to capitalize on that phenomenon. The company has employees in 65 countries, and its products are sold there and in 65 more. As a result, multiculturalism is a wayof life.

"There is no such thing as an 'ideal model of beauty,'" chairman Lindsay Owen-Jones comments. "Beauty takes on many forms and expressesitself in many different ways."

L'Oreal is committed to creating products that address myriad needs. An annual investment of 600 million euros ($832.3 million), or some 3% of the company's 17.5 billion euros ($24.3 billion) in sales, keeps more than 3,000 scientists at work in 18 research centers and 15 evaluation facilities around the world. Their task is not simply to apply existing knowledge to hair care, cosmetics and skin care products but to develop molecules that represent true breakthroughs in beauty care.

To celebrate L'Oreal's 100th anniversary, Chain Drug Review sat down with the people who oversee the company's mass market business in the U.S. On the pages that follow, Joe Campinell, Karen Fondu, David Greenberg and Dave Waldock share their thoughts about L'Oreal's history, its expansion in the U.S. market and what's being done to ensure that the company's future is as momentous as its past.

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June 29, 2009

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LENGTH: 188 words

HEADLINE: An invaluable partner for retailers;
L'OREAL 100: A Century of Inspiration and Creation;
Brief article

BODY:

NEW YORK -- With its impressive range of capabilities--including technologically advanced cosmetics, hair and skin care products, sophisticated marketing, knowledge of the consumer, and insights into whatgoes on in-store--L'Oreal has earned a position as a valued partner for leading mass market retailers in this country and abroad.

The experience of Rite Aid Corp. is typical.

"The L'Oreal brand has consistently represented quality and innovation to women," says Bill Bergin, vice president of health and beautycare at the Camp Hill, Pa.-based drug chain, which operates more than 4,800 stores in 31 states and the District of Columbia. "As a premium mass market brand, L'Oreal draws women into Rite Aid with productsthat are technologically advanced and prestige-inspired."

Although L'Oreal is celebrating its centennial, the company didn'tbegin building a major presence in the United States until 1953, when it teamed up with Cosmair Inc. (which became a wholly owned subsidiary in 1994).

"L'Oreal has been a great partner and strong supporter of Rite Aid, and we wish it continued success for the next 100 years," Bergin adds.

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LENGTH: 1071 words

HEADLINE: L'Oreal changes with times;
100 L'OREAL: A Century of Inspiration and Creation

BODY:

NEW YORK -- Joe Campinell's interpretation of the L'Oreal USA experience differs markedly from those of his colleagues. More specifically, the president of L'Oreal's consumer products group frames the evolution of the U.S. unit of the world's largest beauty care company not by examining the company internally but rather by studying the changing retail and consumer environment in which L'Oreal, under Campinell's direction, has competed, grown, flourished and emerged as the most important and relevant beauty care marketer the world has seen.

Campinell's view is that L'Oreal's biggest strength has been the company's ability to anticipate, understand and respond to the cataclysmic changes that have transformed the business of doing business in America during his 23-year tenure at L'Oreal.

"The business model has changed in many dramatic ways over the last two decades, and those changes have challenged us to change as well," says Campinell. "One change that comes to mind is the accelerationof innovation within our industry. The products that come to market today are simply better--more effective than they've ever been. As a result, our retail customers and the consumers who buy our brands expect them to perform as advertised.

"The increased expectations that have made product performance critical have played to one of our strengths as a company: our commitment to R&D. L'Oreal was founded by a chemist. Over 3% of consolidated sales are devoted annually to research and product development, more than any other beauty care marketer commits to new-product development. On average we file over 500 new patent applications each year.

"My point is that this emphasis on R&D has been, in part, our response to the acceleration of innovation in our industry. We've become better at discovering and marketing innovative products--products with a proven benefit--because the market has challenged us to do so."

The president of L'Oreal USA's consumer products group points to the consolidation within the chain drug industry over the past two decades as another development that has brought change to L'Oreal, by forcing the company to realign its approach to the chain drug community.

"Once upon a time the 20 largest drug chains accounted for 80% of our chain drug business," he says. "More recently 80% of our businesscame from the 10 largest drug chains. Today, three drug chains dominate.

"This consolidation has made our approach to the industry far morecomplicated and challenging. Miss an opportunity with one of the three major drug chains and you pay a huge price."

Campinell points to a similar pattern of consolidation within the grocery business, though he insists that it has not been as dramatic as the chain drug consolidation. "The food industry is still characterized by a powerful regional segment, one that, while challenging us across a broad geographical landscape, still compels us to devote energy and resources to so small a segment of the industry," he says.

Another of the changes L'Oreal has successfully addressed over thepast two decades has been the evolution of different go-to-market retail strategies, strategies that today vary, sometimes dramatically, by account. "We have been compelled not only to recognize and identify these different strategies," says Campinell, "but to respond to them."

So it is that L'Oreal has customized its approach to the mass retailing community. Today its marketing approach to Target Corp., a retailer that emphasizes its own brand, is different from its approach toprice-oriented, customer-sensitive Wal-Mart, and its offering to CVSCaremark Corp., which puts a heavy emphasis on providing the customer with unique beauty brands, differs from its offering to Walgreen Co., a retailer that, in the past, has focused its efforts on not disappointing the customer but is today remaking itself under new, modern leadership.

A final change in the marketplace that has caught the attention ofthe president of L'Oreal USA's consumer products group is the growing diversity and sophistication of the options open to marketers in their efforts to communicate with consumers.

"Where print and television were once the only viable options for communicating with the consumer, the options available today threatento overwhelm us," he says. "The catalyst for this dramatic expansionof options has been the consumer. Today's consumer wants to know what she wants to know when she wants to know it. That's particularly true when it comes to making buying decisions.

[ILLUSTRATION OMITTED]

The Internet and the ability to link people have given consumers the ability and resources to evaluate the quality and effectiveness ofdifferent products immediately."

Campinell acknowledges that mastering this communications revolution has been a learning experience for L'Oreal. "Content is king: That's the learning that has come from this communications revolution," he says. "As with all change, it has affected some of our retail customers more than others, and some of our retail customers have become more involved in the new media while others have not."

Withal, Campinell believes the mass retailing community is stronger today, for an the changes it has endured, than it has ever been. Yet he still finds room for improvement. "Service is still missing fromthe mass market," he says. "Customers are not always given enough pertinent information to make intelligent buying decisions at the storebecause the retailers don't always provide easy access to data. But that's changing, and it's changing very quickly."

And how has all this accumulated wisdom affected the thinking and decision making of L'Oreal's consumer products group president? "I'velearned that we can't be local in our outlook or approach," he says."We must be national, even global. While we've become more efficientat adapting ideas from one country to another, we are still learning."

In a broader sense, Campinell is more convinced than ever of the advantages of having a cadre of senior staffers with long tenures at L'Oreal. "Having the same people here for 10, 20, even 30 years has been a huge plus for L'Oreal, as it would be for any company," he says.

Finally, L'Oreal's consumer products group chief insists that he and his team are at last grasping the intricacies of that most difficult lesson of all--"how to tailor our marketing and sales efforts to each retailer as if that retailer is the only retailer."

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SECTION: Pg. 31(1) Vol. 31 No. 11 ISSN: 0164-9914

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LENGTH: 251 words

HEADLINE: Wal-Mart's rise alters equation;
100 L'OREAL: A Century of Inspiration and Creation;
Wal-Mart Stores Inc.;
Brief article

BODY:

NEW YORK -- Perhaps the most dramatic change at L'Oreal during thetenure of Joe Campinell, president of the supplier's consumer products group, was the one forced on it by the growth of Wal-Mart Stores Inc.

"In the early days of Wal-Mart's growth, there were some people here who felt that we shouldn't sell to them," he says. "Kmart was our only national account in those days, and many inside L'Oreal took theposition that selling to Wal-Mart would upset that relationship."

Campinell felt otherwise, believing that Wal-Mart represented an opportunity if L'Oreal had the imagination to seize it.

"I told our people that the issue we had to confront was not whether to sell Wal-Mart but how to sell them," he remembers. "I encouraged them to select the fight SKUs, the ones that Wal-Mart's customers wanted and would buy."

Today, the Wal-Mart people are, in Campinell's view, "among the best people we deal with. They're very fair and honest in their approach to the business. And they recognize and respect the strong L'Oreal culture."

Campineli acknowledges that Wal-Mart, like all retailers, can be difficult. "Their people battle us at times, but it's an honest battle, one based on doing what they believe is right for their business," he says. "But even when we disagree, they listen to us--and take us seriously. They understand and respect our belief that you can't convey innovation with just price, and they recognize that our passion forthe beauty business is equal to their passion for the customer."

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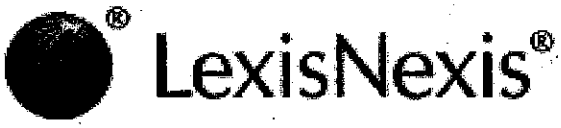

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SECTION: Pg. 34(1) Vol. 31 No. 11 ISSN: 0164-9914

ACC-NO: 203229795

LENGTH: 213 words

HEADLINE: L'Oreal USA milestones;
100 L'OREAL: A Century of Inspiration and Creation;
Brief article

BODY:

1953

* Cosmair Inc. becomes the exclusive licensee of L'Oreal Group. Headquartered in Clark, N.J., Cosmair has 20 employees and sales of $6 million.

1965

* Cosmair moves its headquarters to New York City.

1966

* L'Oreal introduces Preference, a mass market hair color line.

1973

* The first ad campaign that includes what is to become the company's tagline "Because You're Worth It"--debuts.

1974

* Lancome is introduced.

1983

* L'Oreal Paris unveils a complete color cosmetics line for the mass market.

1984

* Ralph Lauren Fragrances is acquired.

1986

* Biotherm is introduced in the U.S.

1991

* Annual sales for the company reach $1 billion.

* The company buys Redken.

* Cosmair becomes a wholly owned L'Oreal subsidiary.

* The company acquires Maybelline.

* SoftSheen is purchased.

* The name of Cosmair is changed to L'Oreal USA. The company acquires Carson, Matrix and Kiehl's.

* Shu Uemura is purchased.

2002

* L'Oreal buys ARTec and integrates it into its professional products division.

2005

* The company purchases SkinCeuticals.

2007

* PureOlogy is acquired. The company strengthens its salon division with the purchase of key distributors Beauty Alliance and Maly's West.

2008

* Columbia Beauty Supply and YSL Beaute--a high-end line with six cosmetics, fragrance and skin care lines--are acquired.

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ACC-NO: 203229796

LENGTH: 999 words

HEADLINE: Collaborating with customers key to success;
100 L'OREAL: A Century of Inspiration and Creation

BODY:

NEW YORK -- Behind L'Oreal's success in the mass beauty business in the United States are many factors, some obvious, others more subtle.

The one that comes most readily to mind is the innovative nature of the company's brands, innovation based on the most extensive, far-reaching and effective R&D component ever organized to support a majorbeauty care company anywhere in the world. Less apparent to some observers is the character of L'Oreal's senior executives and, even morenotably, the length of their tenure with the company--and with each other.

That is particularly true of Dave Waldock, senior vice president of sales and business development for the company's consumer products division.

Waldock joined L'Oreal in 1987, at a time when the world's largestbeauty care marketer was still working to develop a strategy, a business and an image in the United States. For most of the past 22 yearshe was responsible for directing the company's national accounts sales force. Last fall he was promoted to the sales and business development role, one that was expressly created for him.

This length of service has given Waldock a unique perspective on the company and the milestones it has passed en route toward assuming the U.S. leadership position it today commands in beauty care marketing.

"One of the events that everyone around recognizes as transformational for L'Oreal was the introduction, in the 1970s, of the advertising tagline 'Because You're Worth It,'" says Waldock. "As I've heard the story--it happened before I joined L'Oreal--it was coined, almost by accident, by a young woman who worked as a copywriter for our advertising agency, at the end of a long and fruitless meeting to developa slogan for Preference, our new hair color brand. At any rate, it ultimately came to represent our relationship to our customers, how wewant them to feel about their self-esteem

and the quality of our products, as well as justifying for them the premium prices our productscommanded."

[ILLUSTRATION OMITTED]

Waldock recalls the importance of cosmetics in transforming L'Oreal from a company known in the U.S. only for marketing hair color brands to one that came to be recognized as a complete beauty brand marketer. In that transformation he recognizes the role that the late VernBrunner, then merchandising chief at Walgreen Co., played by perspicaciously agreeing to stock and merchandise L'Oreal's new cosmetics offering.

"Most retailers at the time didn't take us seriously as a cosmetics company," says Waldock. "But Vern did. Not only was he willing to give us a chance, he helped develop our go-to-market strategy. That was a major turning point for us."

L'Oreal's sales and business development VP recalls with equal clarity the company's road to success as a cosmetics marketer--its relentless pursuit of space on the cosmetics wall; the introduction of Plenitude, the prestige-priced skin care brand that L'Oreal insisted be positioned within the beauty care section and not, as most retailers preferred, on the cosmetics wall; and finally the Maybelline acquisition.

"The acquisition of Maybelline, at the time an iconic U.S. mass brand, was particularly significant," Waldock remembers. "It rounded out our portfolio as a complete beauty marketer, enabling us to meet consumers' beauty care needs everywhere in the world at a variety of price points."

As well, Waldock cites the U.S. launch and success of Garnier, then the No. 3 L'Oreal brand globally, as a milestone for the beauty care company. "Garnier opened up the opportunity for distribution acrossall beauty care product segments, as well as new opportunities for retailers to turn to us to help build their business."

Through all the years of growth and change, out of which emerged the company that retailers today accept and embrace, Dave Waldock cites L'Oreal's steady relationship with America's mass retailing community as critical to its development. "There was a time when we weren't sure we should sell our products to and through Wal-Mart's stores," he remembers. "Some people here believed our customers were not Wal-Mart's customers. Happily, however, as several upscale beauty companiesdid at the time, we determined that Wal-Mart would do well with our brands. And that has indeed been the case.

"Our relationship with the trade throughout the years I've been with L'Oreal has invariably worked to our mutual benefit," Waldock continues. We've always found ways to work with our retail customers and to find mutually acceptable solutions to common challenges. That's been at the heart of our success."

At the end of the day, however, Waldock ties L'Oreal's success very closely to the nature of the company. "Most companies claim that their people are the difference," he says. "In our case it's really true. The longevity of our senior-level people attests to that."

Equally responsible for the company's success, Waldock believes, is its dedication to research and development. "Most companies laud their R&D capabilities," he says. "In our case we have reason to laud them."

Foremost among those reasons, Waldock points out, are the 3,000 scientists L'Oreal employs in its search for new chemicals, new formulations and new products. "No beauty company anywhere approaches that kind of commitment to R&D," he says.

Still looking internally, Waldock also views as critical to L'Oreal's success the fact that beauty is its only business. "Being exclusively in the beauty business has helped us better understand and market to our consumer," he says simply.

Then there's the company's consistently demonstrated ability to make long-term brand commitments. "Before I came to L'Oreal, I worked for another beauty company. There, if a new product or project didn't succeed at once, we

immediately looked for an exit strategy.

"Here, the opposite is the case: If something doesn't work initially, we look harder for ways to make it work. We're willing to lose money on a brand for a long time if we believe in the brand."

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ACC-NO: 203229797

LENGTH: 415 words

HEADLINE: Always looking for something new;
100 L'OREAL: A Century of Inspiration and Creation

BYLINE: McNeill, Kathleen

BODY:

L'Oreal is near and dear to our hearts at drugstore.com.

L'Oreal is extremely innovative in the industry while staying trueto their brand and their heritage. We've seen a lot of pioneering new products and categories from them. They're always looking for something fresh and new for customers. As a result, they're one of our fastest-growing beauty brands on drugstore.com. We also developed a relationship with the L'Oreal Prestige team last year with Beauty.com.

I've always looked at L'Oreal as a glamorous, high-quality French line. My first foundation when I was 16 was L'Oreal Mattique.

How I developed my relationship with L'Oreal is one of my favoritestories. In April 20071 met L'Oreal senior vice president of sales David Waldock at my very first NACDS Annual Meeting. Drugstore.com wasdoing a small business and had a somewhat spotty assortment. We did not have a broad partnership at that time. Dave looked at me and said, "Do you want to develop a long-term partnership? I believe in online but want to make sure you are committed to growing this business." We both saw the potential. It was an "aha" moment for me.

We talked about putting together an initiative, and we decided drugstore.com could take a pretty bold stance as a retailer. The upshot was that we now carry every single SKU in their entire assortment. Wecarry every L'Oreal, Maybelline and Garnier product. That's over 1,200 SKUs! The thought process is that if you love one of their products and it gets discontinued by a brick-and-mortar retailer because it has been replaced by a new product, you will search for it online.

The results of this deep assortment test have been tremendous. Forthe last two years L'Oreal has been one of our fastest-growing beauty brands on drugstore.com. We've evolved to where [customers] do a cart transfer from lorealparisusa. com to drugstore.com.

The L'Oreal mix fits our strategy of offering a customer the ability to trade up or trade down in a single checkout between drugstore.com and Beauty.com. People may buy their favorite high-end product, but they've got to have their Maybelline Great Lash mascara. It's stillone of the best products out there.

I have immense respect for the L'Oreal brand. It has a long, rich heritage, and they're true to themselves while continuing to innovate. It's refreshing to see a 100-year-old brand be one of the most innovative in the beauty industry. Cheers to another 100 years!

Kathleen McNeill is drugstore. com's vice president of beauty.

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SECTION: Pg. 37(2) Vol. 31 No. 11 ISSN: 0164-9914

ACC-NO: 203229798

LENGTH: 881 words

HEADLINE: Parallel success stories: Karen Fondu and L'Oreal;
100 L'OREAL: A Century of Inspiration and Creation;
L'Oreal USA Inc.;
Occupation overview

BODY:

NEW YORK -- Karen Fondu is celebrating her 30th anniversary with L'Oreal. Put another way, she has worked for L'Oreal for upward of a third of the company's 100-year lifespan.

Fondu joined L'Oreal in June 1979 as a sales representative for a then-unknown U.S. unit of a French-based hair coloring company. From that point, she routinely gained more responsibility and larger rolesat L'Oreal, even as the company she worked for was slowly emerging as the world's foremost beauty care marketer.

Two years after joining Cosmair, then L'Oreal's U.S. licensee, Fondu was promoted to key accounts manager. A year later she was named district manager. So began a steady climb that brought her, last fall,to the pinnacle of her career and her industry, when she was named president of L'Oreal Paris.

Along the way she held various sales positions at L'Oreal, becoming vice president of sales for the L'Oreal Cosmetics and Fragrance division in 1992. But her big break came in 1996 when, in the immediate aftermath of L'Oreal's acquisition of Maybelline, she was named senior vice president of sales for the brand. Five years later she was appointed general manager for Maybelline-Garnier, and three years after that she was named the division's president.

[ILLUSTRATION OMITTED]

Today, 30 years after signing on with Cosmair, Fondu is at the very top of her profession. Yet she has changed little from the girl fresh out of college, full of confidence and ready to change the world. With one difference: She has changed the world--or at least the worldof beauty care that she has embraced and that in turn has embraced her. Indeed, it is fair to say that no mass retailing supplier executive has achieved the respect accorded Fondu in that retailing

community, and no senior manager has gained the access routinely granted her at the senior levels of retailing.

Fondu has reached that plateau for two reasons: She has never doubted herself, and she never doubted the potential of L'Oreal.

"My father was a hairstylist," she remembers. "And one day, when Iwas a young girl, he came home with a new hair-coloring product produced by a French company. He was so impressed with it that he introduced the line into his salons. That was my introduction to L'Oreal."

The product was Preference, the brand that launched L'Oreal in theU.S. Years later Fondu joined the company as a sales rep.

Looking back over 30 years, the president of L'Oreal Paris identifies several milestones in the company's inexorable march to the very top of the mass beauty care business in the United States. At the topof her list are the contributions of Lindsay Owen-Jones, the legendary Welshman who ran L'Oreal's U.S. business for a time before becoming the company's global CEO in 1988.

"In the 1980s OJ took L'Oreal beyond hair coloring and hair care by broadening our presence in this country to include cosmetics," she says. "Our initial entry into the cosmetics business was in lip and nail. From there we slowly added categories, ultimately reorganizing the company into two divisions: one to oversee hair care, the other for cosmetics."

Fondu also fondly recalls the introduction of Plenitude, the upscale mass skin care brand that created a stir in the retailing community when L'Oreal insisted that it be positioned within the toiletries category and not, as most retailers preferred, in the cosmetics department.

As it turned out, L'Oreal's positioning was the correct one. L'Oreal Paris skin care is today the third best-selling mass skin care brand in the U.S.

Fondu also remembers well L'Oreal's Maybelline acquisition, one inwhose aftermath she was to become so critical a factor. "Maybelline extended L'Oreal's reach, positioning and impact globally," she says."We were smart enough to keep Maybelline separate from L'Oreal, giving us two distinct niches--L'Oreal's French chic positioning and Maybelline's mass identity. From there we went on to reinvent the Maybelline brand, which is today the leading mass cosmetics brand in the U.S."

L'Oreal Paris' president also recalls the decision to bring Garnier, then the No. 3 L'Oreal brand globally, into the U.S., and put it under the Maybelline umbrella. "Maybelline and Garnier are accessible brands that complement L'Oreal, which has a prestige cachet," she says. "In that context, it made sense to put them together under one division. And it turned out very well for us."

Through all these reminiscences, Fondu routinely overlooks or downplays the one that links them: her presence. Both within L'Oreal and throughout the mass retailing community, she gets much of the credit for the success of both Maybelline and Garnier under the L'Oreal banner. But the sense one gets of Karen Fondu is that any success she hashelped her company to achieve is a by-product of a career she has thoroughly enjoyed, one that has brought her interesting friends and unprecedented influence within a retailing community she has done much to change, shape and orchestrate.

Of course, any attempt to convince her that this is so is wasted. For in many ways she remains the 20-something college graduate who has convinced herself, all evidence to the contrary, that a small French-based hair coloring company would change her life.

That, in the end, is what Karen Fondu has always been about.

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LENGTH: 906 words

HEADLINE: 'When I think about L'Oreal, I think ..;
100 L'OREAL: A Century of Inspiration and Creation;
L'Oreal USA Inc.;
Occupation overview;
Column

BYLINE: Steirly, Kathy

BODY:

When I think about L'Oreal, I invariably think about Karen Fondu. It is particularly appropriate that I remember both these days, sinceI understand that L'Oreal is celebrating its 100th birthday--and Karen is marking her 30th anniversary with one of the finest companies with which I've done business over the years.

But this isn't about L'Oreal. It's about Karen--easily the most passionate person the beauty business has ever produced.

I can offer many examples to support that statement, but the one that comes most readily to mind involves Walgreens and Maybelline Garnier, the L'Oreal division Karen headed until she was named president of L'Oreal Paris late last year. The incident I recall involved the introduction of the Garnier Fructis skin care line. We had incredible success with Garnier Fructis hair care, but the skin care launch did not get off to a great start. As a result, our team decided to drop some of the skin care SKUs.

To put it in its simplest terms, when Karen found out she went through the roof. "Here's why you can't do this," she said. And as usual, she was right.

Eventually, with lots of perseverance, insistence, involvement andencouragement from her, Garnier Nutritioniste turned the corner at Walgreens. And it's still going great guns.

Even in those instances--relatively few I might add--where a product or program didn't start out as well as we thought it would, Karen never got discouraged and never allowed us to get discouraged. Indeed, that was Karen at her best, the supplier executive who always believed in her products and was always certain she could improve the situation if only we gave her the chance.

Karen was always honest and eminently fair. She would come into a room and talk openly about what was working and wasn't. Perhaps the advertising program was wrong, or the strategy or the placement of a product on a planogram (she invariably insisted, when a product wasn'tselling to her expectations, that we had put it in the wrong location).

But at bottom, what she really wanted was to get it right. To thatend, she would empower her internal Maybelline Garnier teams to helpfigure out how to correct a situation gone bad. And she never stopped trying until she turned things around.

Her question was never

"Why?" It was always "Well, why not?" She was exciting to work with, she created an electric atmosphere, and her passion was contagious. In the end, we always worked twice as hard to make something work because we didn't want to disappoint Karen.

I first met Karen after L'Oreal acquired Maybelline and she was given a senior-level job at the newly acquired company. I met her at Maybelline's Little Rock manufacturing facility. I was there as vice president of merchandising for Shopko, with responsibility for beauty.

I saw very quickly that Karen was different, that she had more than her company's interest at heart, that surprisingly she was committed to both Maybelline and Shopko. She cared as much about us as she did about herself--and she recognized that if we won, she would win.

That's always what has made Karen special. Each side could think it had the better ideas and strategies. There could be violent disagreements, acrimonious discussions. But we always managed to find a solution.

Working with Karen paid off for me when I was at Shopko, then whenI moved first to Eckerd and then to Walgreens. We didn't always agree. She would come flying into meetings and (using her pet name for me) would say, "Here are all the reasons you're wrong, Katrina," or "Here's what I'm going to do for you, Katrina."

It was interesting to watch the interplay when Karen was in chargeof Maybelline and Carol Hamilton was heading L'Oreal Paris. Though they were fierce competitors, each loved the business and saw its possibilities. Still, the quickest way to incur the wrath of Karen or Carol was to give one brand an extra foot on the wall, or move one in front of the other. Boy, did my phone ring off the hook.

My most telling memory of Karen is of an incident that happened a couple of winters ago in Chicago. Walgreens has a team of 24,000 or so beauty advisers, and every January--a delightful time in Chicago--we bring our beauty supervisors in for a weeklong meeting. It's a group of maybe 80 ladies, and they come to learn about new products, merchandising strategies and upcoming launches.

[ILLUSTRATION OMITTED]

The second or third year I was at Walgreens we invited L'Oreal andMaybelline, both of which were tremendous supporters of ours, to send representatives. Well, Karen decided to come herself--something shehad never done before. And when she spoke to the supervisors and talked about how she started as a saleswoman and worked her way up, she mesmerized the audience.

I still recall the e-mails these women sent me--e-mails that lauded Karen, mentioned what an inspiration she was

and dwelled on the fact that she was a regular person. Most impressive of all, she gave everybody in that room her personal e-mail address and invited them to stay in touch, to send her comments and questions anytime and anywhere. And they did.

I told her afterward, "You're going to get bombarded. I hope you know what you've done." And from what I hear, she answered every single e-mail.

Karen Fondu totally gets it. She knows that that's where it all comes together--in the stores.

Kathy Steirly has run the beauty business at several leading mass market retailers, most recently at Walgreen Co.

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LENGTH: 582 words

HEADLINE: Fresh perspective makes all the difference;
100 L'OREAL: A Century of Inspiration and Creation

BYLINE: Levin, Alan

BODY:

Thirty years ago the professional cosmetics world was dominated bythe likes of Herm Schnitz, Allan Kurtzman, Arnie Zimmerman and Joe DeKama. All were white males whose only connection to the industry wasthat they had a seemingly good eye for what was fashionable and whatwould be the newest trend. To my knowledge, none of them wore makeupor knew what it was like to wear it.

In short, the industry was clueless as to what women wanted and, more importantly, what its customers expected. But 1979 brought a change that each of us have benefited from. That was the year that the career of Karen Fondu began at L'Oreal Consumer Products.

Karen brought to the job a fresh perspective, one filled with youth, femininity and an eye for what was hot and what appealed to a woman. In an industry dominated by testosterone, here was someone with estrogen, one who knew what it was to wear makeup and, more importantly, what it meant to be a woman. No longer was the company relying on focus groups--in Karen it had the real thing.

Throughout her career she distinguished herself through not only her hard work and effort but her knowledge, ability and personality. And while she always felt she had to work harder than her male counterparts, Karen should know that whenever she was in the room there was never any proving necessary.

Thoughtful in her speech and far more talented than the others in the field, she knew when to keep quiet and when to add her valued opinion, which has been sought out by every retailer in the industry. Most important, she never had anything bad to say about anyone. Coming from this industry, that says much about her character.

Rising through the ranks of L'Oreal to become president of Maybelline New York-Gamier and now L'Oreal Paris, Karen touched all those who were privileged to be associated with her. It did not matter which division she worked for; she brought the same tireless energy and enthusiasm to the job every day. And while we have seen the cosmetics industry go through many changes and owners, it seemed that the only constant was Karen Fondu at L'Oreal and its divisions.

Several years ago Karen was approached by another firm and asked to jump ship and become the company's president and chief executive officer. If she had made the switch, Karen would have been the first woman to assume that type of leadership position in the industry. She decided to stay put, proving what we all knew about Karen: Loyalty wasand remains one of her strongest characteristics.

As it turns out, her decision to stay with L'Oreal proved fortuitous, as her suitor company has changed hands and CEOs several times since it made the offer to Karen. And while many of us have sacrificed family for achievement, nothing could be further from the truth for Karen. There is nothing more important to Karen than her husband, Henry, and her two boys. She is a great example that women can truly do it and have it all.

After 30 years, certainly Karen has earned the right to relax and enjoy the fruits of her efforts. But that is not what any of us should expect. Karen has served as a role model, mentor and leader to hundreds in this industry.

We have all benefited from this remarkable trailblazer and friend.As she begins her next 30 years, we all thank her for what she has done for our industry and what she will no doubt do in the days and years to come.

Alan Levin, former president and CEO of Happy Harry's Inc., is director of economic development for the state of Delaware.

LOAD-DATE: July 14, 2009

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Chain Drug Review

June 29, 2009

SECTION: Pg. 42(2) Vol. 31 No. 11 ISSN: 0164-9914

ACC-NO: 203229803

LENGTH: 1264 words

HEADLINE: Reliving L'Oreal's golden years;
100 L'OREAL: A Century of Inspiration and Creation;
L'Oreal USA Inc.;
Company overview

BYLINE: Zimmerman, Arnold

BODY:

I started at L'Oreal in 1967, when we were pioneering the mass retail business. The president at the time was Walter Mishkoff, who cameout of the salon world.

Cosmair Inc. started selling L'Oreal products in the U.S. around 1965, first entering the U.S. in salons. A year or two later they expanded into retail stores, department stores and better, high-end drug stores.

Jacques Courrege, the true U.S. founder, brought the L'Oreal business to America. The company wanted a retail business in the U.S. and selected Walter to run things.

When L'Oreal started to emerge in retail, the company sold not only hair color but other hair items and a full line of cosmetics. Everyorder that came in had to be reviewed by Mishkoff.

That was the beginning, and the company soon was aggressively attempting to get drug store penetration. I'd get into my car, drive up the thruway to every exit and every little town, step into a pharmacy and soon was opening new stores at the pace of 25 to 30 a week.

At the time, L'Oreal was facing unbelievable competition in the hair color business from Clairol, Revlon, Max Factor, Dorothy Grey, Ogilvie, Alberto Culver--even Gillette had a hair color line. One by onethe competition started to drop out. Clairol was the leader at the time, but L'Oreal quietly began to move up.

L'Oreal started its hair color business in the U.S. with a productcalled Excellence. They developed superior

technology early on--L'Oreal was always very research-oriented.

The breakthrough came when L'Oreal announced a new technology in acolor creme formula that clearly overwhelmed the industry. We calledthe brand Preference hair color, and believe its technology providedthe best product on the market, with Excellence second in our color regimen.

Preference was the most expensive hair color brand on the market. We made a daring free offer one year, where anyone using a Clairol hair color brand could send it in to us and receive a box of Preferencefree. We gave away a half-million boxes of hair color in an extremely successful promotion that established Preference as a future power brand.

Meanwhile, we were trying to figure out how to position the brand.As we were getting up to leave after one of many meetings on the subject, one of the agency ladies said, "Why don't you just say it's more expensive 'because I'm worth it'?"

That's how the positioning of the Preference brand happened in theearly 70s, and that became the format of L'Oreal's advertising: "It's more expensive because I'm worth it."

We were now growing by leaps and bounds, and went through a numberof different presidents. John Caste, a marketing and financial manager, took the reins, running the company for over a decade, increasingmarket penetration and fortifying Cosmair's profitability in the U.S.

Lindsay Owen-Jones came over in the early 1980s, revised all the factories and started to manufacture Lancome in the U.S. His leadership and strategic vision accelerated the company's growth immediately. I have never come across a more brilliant, decisive marketing executive. He challenged everything and turned Lancome into a luxury brand powerhouse by improving the factories and manufacturing all the items in the U.S. and controlling its destiny.

When one looks at the early years, the company was very strategic,with incredible research in France.

I was with L'Oreal for 20 years, moving from sales to vice president to senior vice president. For my last three years, I was presidentof all the hair care business. When I arrived, the company was doing$5 million; when I left, it was doing close to half a billion.

During my tenure we had a major launch aside from hair color that created a new generation of products for styling called Free Hold mousse, creating the technology for spray foam styling, selling $15 million to $20 million in its first year and establishing L'Oreal as a very strong technology-driven business.

The issue with living with a French company based in the U.S. was to understand their strategy. Early on, they tried to launch every one of their products here. It was challenging working with them until they got it. Owen-Jones was a great mediator in this regard.

We had a finite amount of resources, so we took Preference hair color and used that as the driver for L'Oreal in the U.S. It was a great period in my business life.

A major decision by Owen-Jones was a total reinvention of the lipstick and nail enamel package and formula, which supported the marketing initiative that put the company in the color cosmetics business.

A major shift in the market was when permanent hair color users drifted from 32 years of age to 42 years of age. We launched highlight kits, blonding kits, etc., that replaced permanent color within the vacuum of the changes taking place.

With all the challenges we were going through, the industry survived and thrived. There were only about 30 million in-home users when Iwas there; now it's about 55 to 60 million.

It was a lot of fun when I started in the business, There were also 40 to 50 drug chains in America, and the independents were very strong. There were no cell phones, no database system to work from--it was all hustle and hard work.

There were warehouses to which you shipped 30- to 45-day supplies.Now they want goods in three days at 100% fulfillment.

Now you're at the mercy of everyone--all the discounts, returns, slotting allowance. It wasn't like that then, it was all about partnerships.

There were executives like Vern Brunner, whom I call the genius ofthe drug store business, who really wove the fabric that created theindustry and made the relationships with manufacturers of prime importance and made Walgreen Co. a market maker.

We poured out vital new ideas at every dinner, every drink after work. There was imagination and passion. Now it's "Give me that computer and let me look at the numbers," waiting for a decision that may or may not come. Something definitely has been lost, something that challenges the entrepreneurial spirit to give birth to new ideas and new products.

It was a great time, and we had a great relationship with the French management of L'Oreal. We had terrific people, and it was run likea family. We were all close, passionate working toward the same goal.

We'd nurture a strong relationship with a pharmacist, a chain store executive, and as they grew, the relationship remained and strengthened and business flourished.

The most significant change that happened during my tenure was when third-party pharmacy kicked in. Drug chains were making 38% marginsin pharmacy right before and 19 % soon after. That's when they realized they had to consolidate or they'd go out of business.

[ILLUSTRATION OMITTED]

When this occurred, the charm of the chain drug industry evaporated.

One of the biggest changes in the business was the dissolution of fair trade. When discounting started, retailing became a different world: dog eat dog. Tonnage was supposed to deliver profits lost in price erosion.

Along with its incredible re search, the greatest strength at L'Oreal was always the great relationship it always had with retailers. Once again it came down, as it always does, to the people aspect. Manyof the people I brought in to L'Oreal are still there, including current leader Joe Campinell, a strong executive with a calming voice.

All these people grew in scope and capacity and built an empire, now a company of over a $4 billion in the U.S. alone. In the end it still comes down to innovation, people and relationships.

Arnold Zimmerman is the former president of L'Oreal's hair products division.

LOAD-DATE: July 14, 2009

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MMR

November 29, 2004

SECTION: Pg. 6(1) Vol. 21 No. 19 ISSN: 1080-0794

ACC-NO: 126313015

LENGTH: 702 words

HEADLINE: What sets L'Oreal apart in beauty;
Opinion

BYLINE: Pinto, David

BODY:

In a supplier community preciously short on innovation and excitement, it's time to recognize the singular accomplishments of L'Oreal, the French beauty care company whose U.S. presence has had a significantly positive impact on mass market retailing in America.

Indeed, it is not too much of a stretch to say that L'Oreal has redefined the role that beauty care products play in today's retailing environment. While other major beauty care suppliers, even the very good ones, have made the delivery of beauty products part of their total product portfolio, beauty care is L'Oreal's only business, its sole reason for existence.

Moreover, in what may well serve as a model for supplier companiesgoing forward, L'Oreal's beauty offering reaches across all retail and consumer segments. Thus, its portfolio of brands includes such mass consumer offerings as L'Oreal Paris, Maybelline New York and, most recently, Garnier, each presented with a single-minded focus and dedication that positions each brand as the only brand. An indication of just how successful this effort has been can be found in the fact that no one brand interferes with another, either in the retailer's buying office or the consumer's mind.

At the same time, the company offers Lancome to the department store trade and Redkin for the salon trade. Niche consumers can buy the company's Vichy line of men's and women's skin care products at carefully selected outlets, while ethnic shoppers can easily find the company's Soft Sheen/Carson brand. There are other, smaller brands as well, each marketed to a limited but sharply defined segment of the beauty care business.

If the brand is successfully marketed across trade segments, it ismarketed with equal success across the consumer spectrum. Men, women, ethnic or niche-brand shoppers, children of most ages each can finda beauty care product,

brand or regimen designed, it would appear, exclusively for them. At a time when many suppliers are paring and pruning products and portfolios to focus more heavily on fewer, high-profile brands, L'Oreal's commitment to a broad spectrum of brands is remarkable--and remarkably effective.

So too is the supplier's approach to its retail customers. It is one that turns on a group of managers, sales and marketing people, whocombine knowledge, ability, experience and commitment to a degree not often duplicated these days. It is an approach that emphasizes long-term relationships rather than short-term gains. And, rare these days, it is one that respects, or at least acknowledges, all customers equally, to the point where even the smallest retailer occasionally sees a L'Oreal or Maybelline salesperson.

This approach has been its own reward. L'Oreal is routinely the vendor of the year at one retailer or another. New products, aided by astrong retailer commitment, invariably succeed. Even new brands quickly emerge as category leaders. Witness Garnier's Fructis.

Now, L'Oreal has opened its first freestanding beauty boutique in 2,000 feet of space in the Beverly Center in Los Angeles. It is just what the L'Oreal people say it is: a laboratory in which to test new products and marketing, merchandising and promotional approaches in an environment that will not directly impact its business through massmarket outlets. Credit the trust the company has built for the fact that retailers, always skeptical of independent supplier initiatives or thinking, really believe that L'Oreal's intention is as stated. Credit the company's curiosity and self-confidence for the fact that this innovative Beverly Center retail laboratory, to be followed next spring by a second boutique, in Connecticut, really is, in addition toan effort to find new customers for its L'Oreal brand, a laudable attempt to market that brand more effectively.

This, then, is arguably the way for a supplier to succeed in this new millennium: Develop innovative products, put them in the hands ofa strong and loyal sales and marketing staff, base retail partnerships not on short-term goals but on long-term involvement, and constantly seek to improve both the products and the way you go to market. That definition applies to L'Oreal today as it does to few other major suppliers.

LOAD-DATE: February 1, 2008

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Advertising Age

March 1, 2004, Monday

SECTION: Pg. 3

LENGTH: 642 words

HEADLINE: Unilever stamps corporate name on all packages ; Kao, P&G adopt similar strategy

BYLINE: JACK NEFF

BODY:

Unilever is placing its corporate brand-which now lurks in the background of its packaging-more prominently across its far-flung lineup. The move is the latest by multibrand package-goods manufacturers including Kao Corp., Procter & Gamble Co., S.C. Johnson and Johnson & Johnson, which are experimenting with highlighting their names across brands at a time when corporate reputations have been buffeted by financial scandals and product-safety scares.

"There's a good reason and a bad reason companies are doing (more corporate branding)," said Robert Passikoff, founder of the consulting firm Brand Keys. The good reason is corporate branding is more cost efficient, he said. "The bad reason is that it's much easier to do (corporate branding) because the categories where multibrand companies are competing are turning more and more into commodities and trying to brand on the basis of any real differentiation has gotten tougher and tougher."

under wraps

Details of how Unilever will play up its corporate brand remain under wraps and largely under development at this point, a spokesman said. But one change happening already is that the Unilever name will appear at least in small print on almost all brand packaging, replacing in some cases names of such companies as Chesebrough-Pond's and Helene Curtis that Unilever acquired and consolidated long ago.

"Increasingly, we feel consumers will be using (corporate reputation) as a factor in how we look at brands," said a Unilever spokesman.

For decades, Unilever and its forbears did little to play up parentage of its brands. Similarly, many of its competitors and peers have played down the corporate link. The reason, said industry executives, was the somewhat defeatist theory that a problem with the parent company or any one brand or business could taint the entire lineup if the corporate link became too clear with consumers.

good rep

But in a presentation to investors last month, Unilever Co-Chairman Niall FitzGerald turned the theory on its head. Although corporate reputations generally "have never been at such a low ebb," he said, Unilever, by contrast, enjoys a strong reputation that it should take advantage of, he said. "We believe the Unilever name would add real strength across all aspects of our business through association with our consumer brands." The company has no plans to put media support behind a corporate brand-building initiative.

"I think part of (the global industry trend) is the L'Oreal effect," said Brad Kirk, VP-marketing and sales, Andrew Jergens Co., noting that L'Oreal's success in stamping its corporate brand across a wide range of sub-brands and categories is making competitors take note. "Some of it has to do just with the cost of building a new brand. (With a corporate brand) you can launch new stuff at a lower risk." After operating for more than a decade in the U.S. under the name of the acquired Andrew Jergens Co., the Japanese company is changing the unit's name to Kao Brands and preparing a corporate branding initiative.

P&G, a global rival of Kao, L'Oreal and Unilever, also inched toward corporate branding two years ago with its Brandsaver program in the U.S. The program combines a 10-times-a-year newspaper coupon insert produced by coupon distributor Valassis Communications and WPP Group's Landor Associates, Cincinnati, with an online Web and loyalty program from Bridge Worldwide, Cincinnati.

SC Johnson in 2001 also began playing up its corporate brand more in ads from Interpublic Group of Cos.' Foote, Cone & Belding, Chicago, featuring Sam Johnson, patriarch of the family company. And J&J, despite its considerable decentralization, last year sponsored a multibrand, corporate-branded interactive quiz on ABC's "The View," and plans to use the format twice more in 2004.

LOAD-DATE: March 03, 2004

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Advertising Age

June 23, 2003, Monday

SECTION: Pg. 12

LENGTH: 671 words

HEADLINE: Skin care next beauty battlefield; Budgets grow, players try to figure out men

BYLINE: JACK NEFF

BODY:

Playing off the popularity of Botox, L'Oreal in July launches Wrinkle De-Crease with "Boswelox," a botanical ingredient from India, backed, according to a sales rep, with $15 million in TV and print ads in its first six months alone.

That line is one of a host of skin-care initiatives from L'Oreal, Unilever, Procter & Gamble Co. and others showcased at the National Association of Chain Drug Stores show recently in San Diego, where it was clear that skin care will be the next beauty battlefield.

Unlike Botox, a biotoxin that immobilizes muscles to reduce wrinkles, Wrinkle De-Crease fills them in and smoothes them out. Retailing for less than $20 at mass retailers, the line is similar to L'Oreal's Lancome Resolution, which sells for $50 in prestige beauty outlets. Besides an "advanced wrinkle correction" cream, De-Crease also comes in an eye line eraser stick.

At the same time, L'Oreal is restaging its Plenitude and Pure Zone brands, folding both into a L'Oreal Dermo-Expertise facial cleanser and moisturizer brand that gibes with the Body Expertise line. Interpublic Group of Cos.' McCann Erickson Worldwide, New York, handles L'Oreal's skin-care brands.

L'Oreal's overall market share in skin care has risen over the past year with the launch of Pure Zone last fall and Body Expertise last winter. But sales of Plenitude facial moisturizers are down by double digits in the 52 weeks ended May 18, according to Information Resources Inc., and Pure Zone has disappointed some retail executives. Now, Pure Zone, aimed at the 12 to 24 age range, will become one of five color-coded sub-lines, each addressing skin-care needs of a different range, in the new Dermo-Expertise lineup meant to attract and keep women in the fold from their teens through old age.

Spending wasn't disclosed, but Dermo-Expertise will get both TV and print support.

L'Oreal is fending off P&G's Olay Regenerist super-premium line launched this spring and Unilever's Dove, which this month ships the Essential Nutrients facial moisturizer and cleanser line and a new Dove Exfoliating Bar and Body

Wash backed by more than $60 million in total marketing support.

Exfoliating may be the rage in women's skin care, but it's become a dirty word in the nascent men's segment. Beiersdorf's Nivea for Men recently renamed its men's "Exfoliating" scrub to "Deep Cleaning."

secret endorser

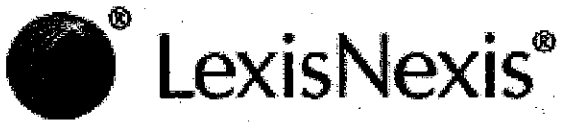
Coty will try to beef up the masculine appeal of its Adidas Active Skincare for Men by using an undisclosed athlete endorser in the brand's first TV ads, set to break in August, said John Galantic, president, Coty U.S. Coty in August also introduces Stetson Unlimited, a fragrance to be backed by TV, print and sampling.

P&G, through licensee Universal Razor, recently launched Old Spice's first entry into Nivea-style men's skin care. The macho image Old Spice cultivates in ads could add legitimacy to the rest of the category, said an executive with Johnson & Johnson's Neutrogena. And in another sign men's skin care may be gaining broader acceptance, Unilever later this month launches Suave for Men body wash, an extension of the hair-care line launched this winter.

Big budgets will also support products outside skin care. In oral care, P&G's Crest in September launches a Crest Whitening Effects featuring three "extreme" flavors, such as Citrus Breeze, defying the category's heritage of tame tastes. One retail executive said Crest will put more than $50 million in marketing behind the launch. Publicis Groupe's Saatchi & Saatchi handles Crest.

SC Johnson & Son's Glade, meanwhile, is looking to reverse share losses in recent years to Reckitt Benckiser's Airwick with two gadgets to drive its air-freshener oil business. Next month it launches Plug-Ins oil scents with built-in variable-speed fans, backed by $15 million in ads, from Interpublic's Foote Cone Belding, Chicago. Glade Car, an oil-based air freshener that clips on to auto vents, ships at the same time, backed by $5 million in ads.

LOAD-DATE: June 25, 2003



Copyright 2002 Crain Communications Inc.
Advertising Age

August 26, 2002, Monday

SECTION: Pg. 3

LENGTH: 318 words

HEADLINE: Exclusive: L'Oreal chases after youth with PureZone ad campaign; Actress Biel featured in TV, print for line of women's skin care

BYLINE: RICH THOMASELLI

BODY:

L'Oreal Paris, a division of L'Oreal USA, breaks a $10 million campaign today to introduce Pure Zone, its line of skin-care products aimed at young women.

The national rollout, including TV and print work featuring actress Jessica Biel, is handled by Publicis Groupe's Publicis in New York,one of L'Oreal's roster agencies.

"We've worked with L'Oreal for a long time and had been successful in launching products that targeted women 25-plus," said Linda Joselow, managing director for Publicis in New York who also heads up the L'Oreal business. "This line is going after the younger woman and it was an opportunity for both of us to talk to this (15- to 29-year-old) market."

Ms. Biel, 20, has been under contract to L'Oreal for several months and was previously featured in a commercial for one of L'Oreal's hair care products. She was one of the stars of the WB's "7th Heaven," but gained notoriety for trying to get kicked off the show by posing for provocative photos in Gear magazine in order to pursue a film career.

"Jessica's natural beauty, youthful spirit and self-confidence embodies what Pure Zone is all about," said Carol Hamilton, president of the L'Oreal Paris Brand Division of L'Oreal USA, part of France's L'Oreal Group.

The three-step L'Oreal Pure Zone line offers cleansers for normal, oily and combination skin, along with Pore Tightening Astringent and Skin Relief Oil Free Moisturizer.

TV will run on network and cable. Print ads will appear in September issues of young women's magazines, including Time Inc.'s Teen People, Gruner & Jahr's YM, Primedia's Seventeen, Hachette Filipacchi Media's Elle and Elle Girl, Hearst Magazines' Cosmo and Cosmo Girl and Conde Nast's Lucky.

In addition to launching a Pure Zone Web site, which features a Q-and-A with dermatologist Lydia Evans, L' Oreal also sponsors teen site Bolt.com's back-to-school section.

GRAPHIC: 'Youthful spirit': Jessica Biel, 20, of "7th Heaven" has been featured previously in L'Oreal ads. Now she is the face of the company's PureZone line, which targets females age 15 to 29.

LOAD-DATE: August 30, 2002

Copyright 2000 Crain Communications Inc.
Advertising Age

October 9, 2000, Monday

SECTION: Pg. S10

LENGTH: 351 words

HEADLINE: L'Oreal targets 'final frontier'; Haircare: Array of line extensions splashed across media landscape

BYLINE: Mercedes M. Cardona

BODY:

For carol hamilton, L'Oreal USA is still worth it.

As senior VP-general manager of the brand, she continues to extend the product lineup and advertising presence.

In the last year, L'Oreal has continued expanding its products aimed at men, who Ms. Hamilton calls "my final frontier." In addition, she has been catering to children and women of a certain age. The expansion efforts have all been supported with advertising, including new media for the brand: the Internet and men's magazines. Still, the marketer maintains a high level of spending on network TV and other mass media.

MORE TARGETED

"Today, to be successful (at marketing) you have to be more targeted," says Ms. Hamilton. "We want to use more media in more targeted ways than we have in the past."

For example, she says L'Oreal has promoted some of its brands with Internet "mini-sites." The sites function online in the same way advertorial inserts function in magazines.

The diversification strategy also plays out in the product line, where L'Oreal has extended successful brands such as its Vive shampoo, Plenitude skincare and Feria hair-color lines.

This summer, L'Oreal launched Casting ColorSpa for Men, a male version of its semi-permanent ColorSpa hair coloring, backed by a McCann-Erickson Worldwide campaign in May issues of men's health and fitness magazines. This was the second male hair-color extension after last year's launch of Feria's brand extension "Dyes for Guys," a group of 10 shades.

GRAY CHIC IN PLACE

Later in the summer, the brand also took aim at seniors with Gray Chic, a line of hair-color products targeting

gray-haired women. This month L'Oreal added new products to avoid sagging skin in its Plenitude Revitalift sub-brand, a lineup of products aimed at 40-plus women.

More line extensions will follow in 2001, starting with hand and body wash and bath and body gel under L'Oreal Kids, the company's successful 3-year old children's haircare line. The line extensions will ship to stores in January, backed by advertising and promotions in January and February magazines.

GRAPHIC: Mixing it up: Carol Hamilton keeps rolling out new endeavors.

LOAD-DATE: October 13, 2000

Copyright 1999 Crain Communications Inc.
Advertising Age

October 11, 1999

SECTION: Special Report; Pg. S14

LENGTH: 410 words

HEADLINE: SHARP PRINT, SHARP COLORS SCORE FOR L'OREAL

BYLINE: Mercedes M. Cardona

BODY:

Because i'm worth it," could be the motto for all of L'Oreal's marketing, not just its Preference hair color.

That 1973 pitch is still valid today, when the brand -- which sells in mass-market outlets -- advertises and promotes itself in a way similar to brands sold in department stores.

L'Oreal has succeeded in building an upscale brand image among mass brands, says Burt Flickinger a consultant with Reach Marketing. The creative and media for its print advertising is more similar to department-store brands such as Estee Lauder and Elizabeth Arden than to other brands sold in drugstores and supermarkets, he says.

The company has used its print schedule wisely, choosing to advertise in fashion books and publications that appeal to the hip and young, rather than mass-appeal titles, Mr. Flickinger says. He notes L'Oreal has allied itself with publications such as Elle for promotions in the U.S. and overseas to create an upscale image as a fashion-conscious company.

L'Oreal is the big spender in the Cosmair family, which also includes Maybelline, Laboratoires Garnier, Lancome and Redken. L'Oreal consolidated its haircare and cosmetics and fragrance units in 1997, putting Senior VP of Marketing Carol Hamilton in charge of the largest spender in the beauty category.

Under her leadership, the retail division extended the "Because I'm worth it" positioning to launch the L'Oreal Kids shampoo line in 1997 and launched Feria hair color and Plenitude Revitalift, an extension of L'Oreal's skincare line.

At the same time, the existing hair-color lines were all revamped with new formulas and additional advertising. Casting was relaunched as Casting ColorSpa in spring and L'Oreal's top lines, Preference and Excellence, were both reformulated this summer.

Feria is the best example of L'Oreal's fashion-focused approach to product development and marketing. The line was pitched for its fashionable shades, rather than gray coverage. The strategy was used to attract younger consumers who see hair color as a fashion accessory.

In spring, L'Oreal took on a bolder marketing step when it introduced Dyes for Guys, an assortment of shades aimed at men. The line was based on research that showed a growing group of young men were coloring their hair with women's tints.

Shades were packaged in the boxes with men's pictures and advertised in men's magazines, but where displayed in stores along with women's shades.

GRAPHIC: Colorful: Carol Hamilton is having success at expanding her brand franchise. Profile on page S-4.

LOAD-DATE: October 12, 1999

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The Denver Post

August 7, 1999 Saturday 2D EDITION

SECTION: A SECTION; Pg. A-16

LENGTH: 248 words

HEADLINE: Pop stars will unite for benefit show

BYLINE: By Percy Ednalino Jr., Special to The Denver Post

BODY:

Some of today's hottest teen pop-music acts - including Britney Spears, 'N Sync, 98 Degrees, BWitched and Christina Aguilara - will combine their talents at a concert near San Diego to benefit victims of the Columbine High School shootings.

The concert, "L'Oreal's Summer Music Mania '99," will be held and taped Monday at the Coors Amphitheater in Chula Vista, Calif., a suburb of San Diego. The UPN network (Channel 20) will broadcast the concert at 7 p.m. on Aug. 31.

"It's really been touching to see these artists take the initiative in helping their peers," said Michael Levitt, one of the concert's producers. "We hear so many bad things about what young people are doing that it's really heartwarming to see the positive side of teenagers."

The event is being billed as "Lollapalooza for the teen audience," a reference to the defunct alternative-rock summer festival.

All of the Music Mania artists are donating their performance fees to the A Friend of Mine Foundation, which supports victims of the shootings and their families. During the concert, a presentation of the donation will be made by 98 Degrees to two of the students who were injured in the April 20 shootings, Makai Hall and Dan Steepleton.

The donation wasn't part of the concert's original plans.

Members of 98 Degrees "were happy to do the special, but they wanted to do something to benefit Columbine," Levitt said. "When the idea was presented to 'N Sync and Britney, they immediately agreed."

LOAD-DATE: August 09, 1999

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Chain Drug Review

January 31, 2005

SECTION: Pg. 16(1) Vol. 27 No. 2 ISSN: 0164-9914

ACC-NO: 127935772

LENGTH: 506 words

HEADLINE: Cosmetics--eye makeup;
Beauty Aids Report/Best-Sellers In Key Categories

BODY:

While EYE
MAKEUP
sales were flat in the overall
mass market
for the year 2004, the drug channel reported an uptick of 2.7% in dollar sales and a 3.9% advance in unit sales.

Maybelline

New York
, the category leader, continues to set the pace with its Great
Lash
brand, which
captured
a 5.4%
market share
. The supplier's
Volum
Express,

Sky High

Curves
and Expert Eyes were also among the top 10 in
drug stores
, and the supplier expects to maintain this category leadership position with a number of innovative launches in 2005.

L'Oreal
placed three brands on the
best-seller
list in 2004, with its
Voluminous
brand in second place right behind Great
Lash
, its
Wear

Infinite
brand capturing the fourth
slot
and its Double
Extend
brand holding the sixth position.

Procter
&
Gamble
Co.'s
CoverGirl
Eye
Enhancers

captured
the third position, while
Revlon Inc.'s

ColorStay
and
Almay
One

Coat
owned the fifth and 10th
slots
, respectively.
Cosmetics--eye
makeup

Trade class	Dollar sales (add 000)	% change vs. year ago
Total mass market ([dagger])	$747,519	+0.5%
Drug stores	428,497	+2.7%
Supermarkets	134,118	-5.1%

Trade class	Unit sales (add 000)	% change vs. year ago
Total mass market ([dagger])	171,262	+4.0%
Drug stores	96,191	+3.9%
Supermarkets	29,205	-4.8%

Best-sellers
in
drug stores

Brand	Manufacturer	Dollar market share

Great
Lash

Maybelline

New York
5.4%

Voluminous

L'Oreal
3.8%

CoverGirl
Eye
Enhancers

Procter
&
Gamble
3.2%

Wear

Infinite

L'Oreal
2.9%

ColorStay

Revlon
2.8%
Double
Extend

L'Oreal
2.7%

Volum'

Express
Maybelline

New York
2.6%

Sky High

Curves

Maybelline

New York
2.5%
Expert Eyes
Maybelline

New York
2.4%

Almay
One
Coat

Revlon
2.4%

Brand	Dollar sales (add 000)	Unit sales (add 000)
Great Lash $23	,252	6,201
Voluminous	16,351	2,730
CoverGirl Eye Enhancers	13,780	3,709

Wear

Infinite
12,280 2,615

ColorStay
11,879 1,867
Double
Extend
11,425 1,246

Volum'
Express 10,978 2,100

Sky High

Curves
10,861 2,059
Expert Eyes 10,375 2,785

Almay
One
Coat
10,235 1,895
([
dagger
]) Sales are through
drug stores
,
supermarkets
and discount stores (excluding Wal-Mart Stores Inc.) for the 52 weeks ended October 31, 2004.

Source: Information Resources Inc.

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HEADLINE: COSMAIR MAKES A NAME FOR ITSELF

BYLINE: By WILLIAM MEYERS; William Meyers is a New York business writer.

BODY:

TWO years ago, a little-known American cosmetics company called Cosmair quietly began buying up the supply of customized aerosol cans in Europe, where they were used to package a break-through hair styling foam called mousse. It was a product that had not yet reached America's shores and when Cosmair introduced its Free Hold mousse here six months later, its can strategy paid off: Cosmair got a running start in the market, preventing rivals from posing a challenge for several months until the can supply could be replenished.

By then, American consumers were already equating Free Hold with mousse. And although competitors quickly started selling their own products, Cosmair has kept its commanding lead, now controlling about 40 percent of the lucrative $150 million American mousse market. It far outpaces the rivals that patterned their own products on the mousse developed by L'Oreal, one of Cosmair's European owners.

Cosmair's aggressiveness in shaping the mousse market, and its move last year past the venerable Estee Lauder into the No. 3 spot in America's $7 billion cosmetics and fragrance industry, has confirmed for analysts and competitors that Cosmair is a force to be reckoned with. Until recently, the products of this privately held company - which include Lancome and L'Oreal cosmetics, as well as Vanderbilt, Chaps and Lauren fragrances - have been better known than its corporate name.

"Cosmair is clearly the most successful cosmetics firm in the United States today," says Deepak Raj, an analyst at Merrill Lynch. "Not too many companies could come in like they have and take significant business away from such tough players as Revlon and Lauder. The people I talk to say they haven't seen anything like this since Charles Revson first appeared on the scene with Revlon 40 or 50 years ago."

Analysts say that Franc,ois Dalle, who recently stepped down as L'Oreal chairman and now heads L'Oreal's strategic planning, is Cosmair's equivalent of Charles Revson. Working with Cosmair officials in New York, he helped engineer a strategy that is a shrewd mix of money, muscle and marketing savvy.

Cosmair's research spending exceeds the industry average by far. It has demonstrated an ability to find potentially profitable niches in a maturing American cosmetics market and to back those findings with hefty budgets for

advertising and promotion. Its aggressive sales force has undertaken a two-pronged assault on the marketplace, pursuing consumers in such mass outlets as drug chains as well as in tonier department stores. It has bought itself a strong presence in the lucrative fragrance market with its $146 million purchase of Warner Cosmetics a year and a half ago. And throughout, analysts say, Cosmair has shown itself to be one of the toughest players in an ad-mittedly aggressive industry.

"This is a ruthlessly competitive enterprise and it has a killer instinct that's part of its corporate culture," said Allan Mottus, a cosmetics consultant who publishes an industry newsletter called The Informationist. "Its executives target an opponent, whether it's Lauder or Revlon, and then go after it with a vengeance. If you were going to write a book about this company, you'd have to title it 'Blood and Guts,' not 'Fire and Ice,' " he said, referring to the book about Revlon and Mr. Revson.

Another reason cited for the effectiveness of Cosmair's assault on the American market is the strong financial backing of Nestle S.A., the Swiss-based food conglomerate that owns 62 percent of Cosmair.

"Nestle is Cosmair's Swiss godfather," said Mr. Mottus. "They've got awfully deep pockets and are pumping a lot of money into the company. This is one of the reasons why Cosmair is so formidable." But how much, exactly, does Nestle contribute? "Nobody really knows for sure; that's the $64 million question," said Mr. Mottus. The dollar's strength and the stability of the American economy are behind Nestle's commitment to Cosmair, which posted sales of $665 million last year, analysts said.

Cosmair, which is the American licensing agent and distributor for L'Oreal, denies that it is getting any financing from Nestle. But it is clear that a major battle is under way in cosmetics - and that Cosmair wants to win it.

"The establishment must understand that they can't be winners by right," says the 53-year-old Jean Levy, who has been Cosmair's president since December 1983 and a L'Oreal executive for about 25 years. "They're going to have to fight every day for this. Their leadership isn't perennial - it isn't given by heaven or God."

Stories are rife in publishing and retailing about what Mr. Mottus called Cosmair's "ferocious jockeying" for position in magazine advertising and department store counter location. He described its tactics as "heavy-handed and confrontational." For example, analysts and publishing sources say that when Cosmair demanded better placement for its ads in Architectural Digest, the magazine would not accommodate that change and Cosmair promptly withdrew its considerable advertising patronage. Now, two years later, Cosmair still does not advertise in the magazine, despite Architectectural Digest's efforts to woo it back.

For his part, Mr. Levy did not deny that Cosmair was demanding better treatment from department stores. "Having, in many stores, the biggest productivity per foot, we think that, in most of the cases, we deserve more space and we are telling this to the stores," he said.

Cosmair started life as a wholesale distributor of L'Oreal hair-care products to American beauty salons. It was founded in 1953 as a joint venture by L'Oreal and Jacques Correze, who is Cosmair's 73-year-old chairman and a part owner.

Despite Mr. Correze's involvement, it is the 67-year-old Mr. Dalle who is credited by outsiders with establishing and expanding Cosmair. Mr. Dalle is a prominent French businessman who has been friends with French President Francois Mitterrand since the two were in college. IN the 1970's, Mr. Correze and Mr. Dalle pushed Cosmair into high gear. It entered the consumer market with L'Oreal's Preference hair coloring and Lancome skin treatment and beauty products, all of which were already being sold in Europe by L'Oreal. And in 1974, Mr. Dalle helped attract the interest of Nestle, which now owns 62 percent of Cosmair and an indirect 27 percent share of L'Oreal. (The remaining 38 percent of Cosmair is closely held by L'Oreal; Mr. Dalle; Liliane Bettencourt, the daughter of Eugene Schueller, L'Oreal's founder, and Mr. Correze.) Cosmair's purchase of Warner Cosmetics from Warner Communications helped establish the company as a major force in fragrances.

Cosmair's results, so far, have been impressive. Although Avon Products Inc., is the country's biggest beauty company, analysts say that if Cosmair's sales momentum continues, it could push Revlon out of the No. 2 spot in this country before the decade is out.

In 1984, Cosmair's annual growth rate was about 40 percent, far above its two most fervent rivals: Revlon, which had $798 million in North American sales last year, grew at about 1 percent. And Estee Lauder, a private company that had sales of $660 million, grew at about 12 percent, according to analysts. And Mr. Levy says that his goal is to add approximately $120 million a year in revenues, making Cosmair a $1 billion enterprise by 1988. (Despite Avon's size, analysts do not compare its sales with such companies as Cosmair, Estee Lauder or Revlon because Avon sells cosmetics door-to-door rather than in department stores and drugstores. And evaluating the worldwide market is even more complicated, mainly because of currency fluctuations and Avon's insistence that, despite L'Oreal's higher sales figure, Avon is the larger company. Avon insists that it be recognized as the world's largest beauty company because it is one single corporate entity, unlike L'Oreal's confederation of licensees and consolidated companies.) Cosmair's strong performance notwithstanding, its heavy spending on research, advertising and promotion has kept it from turning in blockbuster profits. Cosmair said it paid about $25 million in royalties last year to L'Oreal for the use of L'Oreal's brand name and all research data. And Cosmair's advertising and promotion budgets, analysts say, total about $230 million, or 35 percent of sales, higher than the industry norm of about 25 percent.

"I've gone over their numbers time and time again," says Mr. Mottus, the consultant, whose figures are supplied by company executives and through an annual department store audit of cosmetics, fragrances and toiletries sales. "There's no way they're making much money if we use standard American accounting methods. The cosmetics business is exceedingly competitive right now, and Cosmair probably won't be able to continue supporting this kind of expansion unless it begins generating some meaningful profits."

Jack Salzman, who follows the cosmetics business for Goldman, Sachs & Company, sees it another way. "Cosmair is spending a fortune to establish its place in the market, but I think they're spending wisely," he said. "This is a dynamite company and their business strategy is realistic. The United States is the largest cosmetics market in the world, representing about 40 percent of global sales. It's worth penetrating, even if Cosmair has to forgo a fair return on investment short term."

YET maintaining strong growth rates could prove increasingly difficult because of the sluggish growth that the cosmetics business is now experiencing. Cosmetics unit sales rose only 2 percent in 1984, and they are expected to flatten over the next few years. Analysts say that the industry's growth has plateaued, after 5 to 10 percent annual unit gains during the 1960's and 70's, when women were first flooding the workplace.

"Taking control of a mature market like cosmetics is next to impossible," says a senior executive at one beauty supply company, who asked not to be identified.

Cosmair denies that it is spending excessively. A private company under no obligation to disclose financial data, it claims that its spending levels are in line with the competition and that its profit margins are healthy.

Whipping out a black looseleaf notebook during an interview in his New York office, Mr. Levy points to various figures on a balance sheet. "You see our operating margins are almost 9 percent, very close to the other companies in the industry," he says. "We're not mortgaging this business to grow. We'll even have profits to pay our shareholders by the end of 1985."

And, Mr. Levy claims, Cosmair is financing its own efforts, without help from Nestle. "We're not getting money from anyone, not Nestle," said Mr. Levy. "We are independent from a management point of view. We are self-financing, have no debt and a positive cash flow." Nestle, he added, "has never been involved in our business."

Instead, he says, Cosmair's growth is financed, for the most part, by what he calls the company's "cash cows" - Lancome, Vanderbilt and Polo fragrances and L'Oreal hair coloring products, which together account for about 45

percent, or $310 million, of the company's total sales. In all, hair care products account for 34 percent of sales, fragrances, 33 percent, makeup, 25 percent, and skin care, 8 percent.

Cosmair, with its L'Oreal line of cosmetics, is now fighting one of its toughest battles to take a bigger share of sales from mass-market outlets, where some 60 percent of all beauty aids are now sold in this country. In such outlets as drugstore chains, it has gone head-to-head with Revlon, which now outsells L'Oreal by about a 3-to-1 margin - and Cosmair managed to trim that margin from about 5 to 1 in 1981. And Cosmair's products sold through these outlets are growing at a 30 percent annual clip, about three times faster than Revlon's.

Under a strategy devised by Beatrice Dautresme, vice president of marketing for L'Oreal's cosmetics line in this country, Cosmair is catering to the high end of the market, selling L'Oreal cosmetics in drug chains at higher, department store prices. Each unit price is about 20 to 30 percent higher than the competition at the drugstore.

THE rationale behind this unusual approach is that today's busy working woman does not have time to shop in several places, so Cosmair offers prestige beauty products with French allure in the same place she buys her deodorant or mouthwash.

"This is a smart way to sell women cosmetics today," says Diana Temple, an analyst at Salomon Brothers. "Cosmair understands the dynamics of the marketplace, and its ability to promote class products in a mass environment definitely fits in with the active new feminine life style."

Says the 38-year-old, Miss Dautresme, a Frenchwoman who is credited by analysts with having an uncanny understanding of the American woman: "Women will spend a little more to get department store products in mass outlets."

Helen James, the cosmetics buyer for Hook Drug, a 300-store chain based in Indianapolis, agrees. "L'Oreal has brought a bit of panache to the mass outlets," she said. "It's made shopping in them respectable for the upscale woman. We're doing very well with their products, even though they are expensive."

In its bid for additional sales in mass outlets, Cosmair has decided to go all out with its L'Oreal brand of makeup. It recently repackaged the products and created elaborate in-store displays in the hopes of wooing affluent and sophisticated consumers. Cosmair is also spending nearly $25 million this year to advertise the line - and as a result, trade sources say, L'Oreal makeup has been sapped of its profitability.

For his part, Mr. Levy claims that the makeup products are making money, but not "a lot." He adds that the makeup line will attain real success in "three to four years," when he estimates that its sales will reach $180 million.

While Cosmair has undertaken this aggressive strategy, Revlon seems to have lost some of its once-vaunted product innovation and marketing drive, buyers and analysts say.

"Revlon has been asleep," says Mrs. James. "It has dropped the ball by not trying anything new. They're letting L'Oreal take over." Dale L'Amoureux, the cosmetics buyer for Fay's Drug Company, a 120-store chain that spreads across upstate New York, northern Pennsylvania and western Massachusetts, believes that Cosmair could eventually overtake Revlon in mass outlets. "L'Oreal is marketed better than anything else today," she says. "They've done a number on Revlon."

Revlon's sales of cosmetics, fragrances, toiletries and treatment products in the United States, Canada and Puerto Rico, increased by just 1 percent in 1984 after a flat 1983. Its diversification into health care and pharmaceuticals in the late 1970's is cited by analysts as a factor in Revlon's less focused efforts in cosmetics. And Revlon's slump helped Cosmair get its foot in the American market.

To get back on track, Revlon recently introduced Custom Eyes - an economical eye shadow compact with

replaceable powder pans that allows consumers to select whatever color combinations they want. And it has been a hit, recording what the industry considered to be impressive sales of $20 million in its first year.

REVLON has also repackaged its nail polish line in an effort to stay ahead of Cosmair in mass outlets. Analysts estimate that it is spending $10 million to repackage and market the line.

"We are still the most innovative and creative company in the business," says Paul P. Woolard, president of Revlon's Beauty Group. "We have enormous consumer loyalty. You can't achieve this without the kind of high quality products we offer."

Cosmair faces different challenges in department stores, where about 40 percent of all cosmetics in this country are sold. Here, however, the company does not have to worry about a lack of profitability. The company said its $125 million Lancome cosmetics line is growing at an annual rate of 36 percent, with operating margins of close to 20 percent. The growth rate for Vanderbilt, Polo and Chaps ranged from 15 to 20 percent last year, and their operating margins are an impressive 30 percent.

Cosmair is now lining up its Ralph Lauren fragrances - Polo, Chaps and the newly introduced Monogram - for an assault on Lauder's Aramis, which has been the best-selling men's scent in department stores for almost two decades. But not to be outdone, Estee Lauder several weeks ago introduced Lauder for Men, a line of fragrances and skin care products that analysts say is intended to compete with Monogram and Polo, and help Lauder maintain its top position in department stores.

Despite its strong sales figures for cosmetics and fragrances in department stores, Cosmair must still confront Estee Lauder, which refused comment for this article. Lauder holds a dominant 37 percent share of that market and Cosmair holds 14 percent. According to analysts and retailers, it is doubtful that Cosmair can surpass Estee Lauder in upscale retail outlets anytime soon.

"Cosmair is doing extremely well with us," says Maria Hynds, divisional merchandise manager for cosmetics at Bloomingdale's Manhattan store. "They are a strong second and it's clear to me that their goal is to close the gap with Lauder."

IN COSMETICS THE JAPANESE CONNECTION

TOKYO In the Japanese beauty world, Shiseido is the company to follow. Japan's largest cosmetics manufacturer, Shiseido is a stylish, aggressive company that posted $1.5 billion in sales and a net income of $62 million in the fiscal year ended Nov. 30, 1984. The company estimates that it ranks third in worldwide cosmetics sales, behind Avon and L'Oreal.

Its products sell well in France, Italy, West Germany and Canada, but the United States is Shiseido's second-largest market after Japan. American sales last year were estimated at about $60 million, Yoshikuni Sato, a company spokesman, said, and the company plans to double that within three years. A key strategy, he said, is to create a luxury image for its products, selling them only through such chic department stores as Bloomingdale's and by advertising chiefly in magazines such as Harper's and Town and Country. Over all, sales abroad accounted for 9 percent of Shiseido's total revenues, Mr. Sato said, and the company is the market leader in Taiwan, Hong Kong and New Zealand.

In Japan, Shiseido has been known for aggressive and imaginative marketing and promotion. The tactic, says Aiichiro Endo, of the Daiwa Securities Research Institute, has helped Shiseido withstand heavy competition and slow industrywide growth brought on by the decline of the number of Japanese women in their 20's, Shiseido's biggest market. And the company, aware that cosmetics is a maturing market, has also moved into a new growth area. It recently diversified into restaurants and now runs 12 - ranging from bistros to elegant, nouvelle-cuisine restaurants done up in pink and black decor, mainly in Tokyo.

Mr. Endo estimated that Shiseido now has a little bit more than 30 percent of the Japanese cosmetics market and it is working to maintain that lead, particularly in the area of cosmetics research. It recently announced the development of a new biotechnological method for moisturizing the skin.

Susan Chira

THE MOUSSE MYSTIQUE The first mousse-like products hit the cosmetics world in the late 1970's, but it took a few years to get the formula in working order. A permanent-wave formula based on a frothy cream was developed in West Germany in the 1970's. About the same time, L'Oreal was testing, but without satisfaction, its own permanent-wave product in the United States. And Bristol-Myers was selling three foam-based hair-coloring products.

But, according to L'Oreal, the birth of hair styling mousse - as we now know it - did not come until 1980. Then, after five years of development, L'Oreal lab technicians in France married two molecules once thought to be incompatible and came up with a patented hair styling mousse, which holds hair in place without the brittle feel of sprays or the greasy look of gels, In January 1983, L'Oreal introduced a mousse - called Valence - in French beauty salons and within two months, the company believed it had a hit. In March 1983, mousse was offered to consumers in Britain. By the end of the year, almost 5 million cans of L'Oreal's Freestyle mousse in its slender aerosol can were sold in Britain and 1.5 million cans of Valence were sold to French salons.

In April 1983, mousse made its debut in America, when Cosmair test-marketed Valence in beauty salons. It was such a hit that in December of that year, it appeared in retail outlets, named Free Hold.

Today mousse is a hot seller. Total sales registered approximately $150 million last year, and according to Allan Mottus, a cosmetics consultant, they are expected to rise by about 35 percent this year.

L'Oreal is the leading producer, but about 35 companies now sell some mousse-like product in this country that are used for purposes ranging from skin cleansing to tanning. There is an herbal-laced mousse hair conditioner from Klorane, even lightly scented mousse hair styling products from Jheri Redding that come in chocolate for brunnettes, lemon for blondes and strawberry for redheads.

"We live in a push-button society and people want less mess and more convenience," says Mr. Mottus, citing liquid soap and pump dispensers for toothpaste as other examples. "Mousse has suddenly created an entirely new way of looking at packaging in the health and beauty aids business."

GRAPHIC: Graph of U.S. cosmetic, fragrance and toiletry sales (Mottus & Associates Ltd.); Photo of samling of Cosmair products; Photo of Jean Levy (NYT/Jack Manning)

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 **ORAL ARGUMENT REQUESTED**

EXHIBIT E-2 TO OPPOSER'S NOTICE OF RELIANCE

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HEADLINE: Despite plateau, antiaging segment poised to grow;
BEAUTY CARE: SKINCARE

BODY:

NEW YORK -- The eternal quest to turn back the clock seems to havehit a wall.

After several years of sales growth, the market for facial antiaging products has leveled off.

Data from SymphonyIRI Group Inc. shows that drug store sales for antiaging formulas dipped 0.9% during the three months ended January 27. The number of units moved during that time increased by 0.3 %.

The overall mass market fared slightly better, with dollar volume inching up 0.1% and unit sales increasing by 2.6%.

Retailers and brand marketers say they are baffled by the segment's recent performance because of the fact that more baby boomers are reaching an age when these products are most beneficial and the recenttrend of younger women turning to these products in an effort to avoid looking prematurely old.

Despite the relatively flat performance of the segment, most people continue to see a rosy future for antiaging products.

For instance, they say, market research shows that women in the United States are more apt to incorporate an antiaging formula into their dally beauty routines than consumers in any other part of the world.

In addition, they point out that while the overall segment is flat, several individual brands continue to experience significant sales gains.

L'Oreal, for instance, saw three of its antiaging formulas skyrocket during the past three months, while formulas

offered under Procter& Gamble Co.'s (P&G's) Olay label and Johnson & Johnson's Neutrogenabrand also turned in double-digit increases in the period.

Part of the success that these brands have experienced over the past few months comes from their ability to continually enhance their formulations and extend their offerings.

L'Oreal Revitalift, for instance, added a Triple Power formula last fall. The product is designed to repair wrinkles, refirm contours and replenish facial volume.

Similarly, L'Oreal's Garnier Skin Renew line and P&G's Olay collection have seen their sales continually grow because the brands offer a comprehensive assortment of antiaging creams, treatments, moisturizers and formulas for use around the eyes.

Meanwhile, over-the-counter antiaging formulas continue to garner attention from skin care professionals with a growing number of dermatologists suggesting that combining in-office procedures with the products offered at retail is an ideal way to repair damaged skin.

Combining professional treatments such as dermatological fillers with O-T-C creams that target wrinkles and fine lines, they say, givesthe user a dual-pronged way to get fuller and younger-looking skin.

[ILLUSTRATION OMITTED]

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HEADLINE: Beauty product elite

BYLINE: JASON ASHLEY WRIGHT World Scene Writer

BODY:

Are you a Burt's Bees, Clinique or L'Oreal fan? Then we have some news you might be proud to hear, as the Cosmetic Executive Women (CEW) recently recognized the most innovative beauty products of the year at the 18th annual CEW Beauty Insiders' Choice Awards. The only awards program where winners are determined exclusively by beauty industry professionals, the CEW Beauty Awards products ranged across nearly 30 categories, from cosmetics and hair care to skin care and a newly added nail category. Throughout the year, the 2012 winners will display a special seal and be showcased with custom promotions in stores, online and on TV.

Many categories are designated as mass market or prestige brands. Here are some of the winners: BATH AND BODY Bath & Body Mass: Burt's Bees Richly Replenishing Cocoa & Cupuacu Butters Body Lotion Bath & Body Prestige: Shiseido Cosmetics America Replenishing Body Cream FACIAL SKINCARE Acne Treatment: Kate Somerville Skin Care 24-hour Pimple Punisher Anti-Aging Mass: L'Oreal Paris Youth Code Serum Intense Anti-Aging Prestige: Shiseido Cosmetics America Future Solution LX Ultimate Regenerating Serum Cleanser & Scrub: Fresh Sugar Lip Polish Eye Treatment Mass: Garnier Ultra-lift Anti-wrinkle Eye Roller Eye Treatment Prestige: Estee Lauder Idealist Cooling Eye Illuminator Moisturizer Mass: RoC Multi Correxion Lift Anti-gravity Day Moisturizer with SPF 30 Moisturizer Prestige: StriVectin TL Tightening Neck Cream HAIR, NAILS Hair Care Product: Ojon Instant Restorative Hair Serum Hair Coloring Product: Rita Hazan Salon Temporary Color Root Concealer Hair Styling Product: Bumble and bumble. Bb Texture Hair (un)Dressing Creme Nail Product: Sally Hansen Salon Effects Real Nail Polish Strips MAKEUP Eye Product Mass: L'Oreal Paris Voluminous False Fiber Lashes Mascara Eye Product Prestige: Clinique Bottom Lash Mascara Face Product Mass: Maybelline Instant Age Rewind Eraser Dark Circles Treatment Concealer Face Product Prestige: Smashbox Cosmetics Photo Finish Hydrating Foundation Primer Lip Product Mass: Covergirl Blast Flipstick Lip Product Prestige: Fresh Sugar Passion Tinted Lip Treatment SPF 15 SCENT Men's Scent: John Varvatos Fragrance and Skincare Star USA Women's Scent Mass: Coty Beauty Heidi Klum Shine Women's Scent Prestige: Prada Candy Eau de Parfum Spray For more winners or information about specific products, go to a class="ArticleLink" href="http://tulsaworld.com/cewawards2012" target="_blank" tulsaworld.com/cewawards2012 Jenks boutique offers T-shirt quilting session Liv a Little Boutique at 201 E. Main St.

in Jenks is about to offer you a way to translate clothing into a colorful memory. The shop will host a prep class for making T-shirt quilts 6:30-8:30 p.m. Monday, said DeAnna VanBecelaere, who owns Liv a Little with fellow Jenks mom Jamie Peer. "Graduation just ended, and these moms are stepping up their game so they'll be ready for next year," VanBecelaere said. Now, moms with seniors starting in the fall can begin preparing T-shirts for a memory quilt that they can give their graduates next May. Prep classes are $20, which includes snacks, drinks and materials needed for prepping T-shirts for quilting. For those who want help turning their T-shirt squares into a quilt, the store offers help. A twin-size quilt, which requires 24 tees, is $125; full-size, requiring 30 tees, is $150; and queen-size, requiring 48, is $175. To reserve your spot for Monday night, call Peer at 918-446-8322. You can also call Liv a Little, 918-629-9495. SUBHEAD: Professionals award the year's most innovative products in 30 categories.

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HEADLINE: For many, it's all about antiaging;
FACIAL

BODY:

NEW YORK -- As more baby boomers reach middle age and younger women begin taking steps to avoid looking prematurely old, antiaging products have come to dominate the facial skin care market.

According to SymphonyIRI Group Inc., drug store sales of antiagingfacial products declined for the first time in a long time during the 12 weeks ended July 10, falling by slightly less than 0.2%.

The downturn is seen by most in the industry as nothing more than a blip on the screen, with everyone from market forecasters to product manufacturers predicting a rosy future for skin care formulas that will help people ward off the visible signs of old age.

According to the research firm Global Industry Analysts, baby boomers will drive the U.S. market for antiaging products from around $80billion ($20 billion for skin care) in today's market to more than $114 billion by 2015.

Some of that growth, they say, will also come from the shifting demographics of the typical consumer of antiaging products.

For most of the time that antiaging skin care formulas have been on the market, they have targeted older consumers looking to regain a youthful appearance. Recently, however, marketers and skin care scientists have begun to suggest that these products can help people in their 20s and 30s, and some retailers report that they have seen more younger shoppers buying antiaging products.

Some market researchers have estimated that nearly half of women ages 25 to

34 use antiaging products on their faces.

Meanwhile, ongoing scientific research into what causes skin to age and the resulting products based on these findings are also expected to drive sales in coming years.

For instance, scientists from

L'Oreal's

Vichy Laboratoires recently presented findings on the skin aging process that they say will radically change the way consumers view antiaging skin care. The researchers say they have uncovered the function of a thin layer of cells called the papillary dermis that is responsible for driving skin rejuvenation processes.

[ILLUSTRATION OMITTED]

As a result of these findings, the company has developed LiftActivwith Rhamnose 5%, a line of antiaging formulas that targets the papillary dermis.

The advances that are being made in antiaging skin care and the sales spikes that are expected to result in the coming years are causing more scrutiny of these products.

The magazine Consumer Reports has looked at antiaging formulas several times in recent years, employing high-tech optical devices and other scientific methods to assess the products.

Last year the magazine tested nine antiwrinkle serums available atdrug stores for prices ranging from $20 to $65.

The degree of effectiveness of these products varied, the magazinenoted, with Procter & Gamble Co.'s Olay Regenerist showing the best results and outperforming formulas carrying much higher pace points.

Several mass market brands were also cited in Good Housekeeping's initial Anti-Aging Awards.

Three products from Alliance Boots' No. 7 line topped their respective categories, including Protect & Perfect intense beauty serum, Intense line filler and advanced Renewal antiaging glycolic peel kit.

In addition,

L'Oreal's

Advanced RevitaLift deep-set wrinkle repairnight cream and Vichy's LiftActiv Retinol HA Night tied as the best night cream. Olay Pro-X Eye Restoration Complex was found to be the best eye cream, and Johnson & Johnson's Roc Multi Correxion tone perfecting treatment was cited as the best age-spot fader.

FACIAL ANTIAGING

TOTAL DOLLAR SALES * $178.3 mil. (-1%)

DRUG STORES $106.9 mil. (-0.2%)

LEADING BRANDS **	Market share	Dollar sales (000)	Dollar sales % change
Olay Regenerist	8.8%	$9,444	-5.8%

L'Oreal Drm Experts Advncd Revitl	5.1%	5,462	-5.7%
Olay Regenerist Micro Sculpting	4.0%	4,220	+1.1%
Olay Professional Pro X	3.0%	3,188	-26.3%
Olay Total Effects	2.9%	3,135	+147.0%
L'Oreal Skin Expertise Youth Code	2.8%	3,025	--
Neutrogena Ageless Intensives	2.8%	2,967	-19.1%
Roc Retinol Correxion Dip Wrinkle	2.8%	2,936	+5.9%
Olay Age Defying	2.7%	2,899	-20.6%
Olay Total Effects 7X	2.7%	2,831	-12.0%

TOTAL UNIT SALES * 11.2 mil. (+4.1%)
DRUG STORES 6.3 mil. (+3.7%)

LEADING BRANDS **	Avg. price per unit	Unit sales (000)	Unit sales % change
Olay Regenerist	$20.11	470	-5.7%
L'Oreal Drm Experts Advncd Revitl	14.88	367	-8.1%
Olay Age Defying	11.82	245	-17.7%
Garnier Nutritioniste Skin Renew	12.54	187	+29.3%
Bio Oil	13.93	186	-10.9%
L'Oreal Dermo Expertis Age Perfct	14.42	165	-4.3%
Olay Regenerist Micro Sculpting	25.74	164	+1.0%
Olay Total Effects	19.44	161	+150.2%
Neutrogena Healthy Skin	13.54	158	-0.8%
Neutrogena Ageless Intensives	18.82	158	-19.6%

* Total of drug stores, supermarkets and discount stores excluding Walmart.

** in drug stores only. Private label products account for a 9.4% dollar share and a 12.1% unit share.

Source: SymphonyIRI Group. For the 12 weeks ended July 10, 2011.

LOAD-DATE: September 27, 2011

FOCUS - 23 of 272 DOCUMENTS

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Women's Wear Daily(WWD)

May 25, 2012

SECTION: 1; Pg. 8 Vol. 203 No. 109 ISSN: 0149-5380

LENGTH: 321 words

HEADLINE: CEW Beauty Award Winners

BYLINE: Uncredited

BODY:

BATH AND BODY

Bath & Body Mass

Burt's Bees Richly Replenishing Cocoa & Cupuaçu Butters Body Lotion

Bath & Body Prestige

Shiseido Cosmetics America Replenishing Body Cream

FACIAL SKINCARE

Acne Treatment

Kate Somerville Skin Care 24-Hour Pimple Punisher

Anti-Aging Mass

L'Oréal Paris Youth Code Serum Intense

Anti-Aging Prestige

Shiseido Cosmetics America Future Solution LX Ultimate Regenerating Serum

Cleanser & Scrub

Fresh Sugar Lip Polish

Eye Treatment Mass

Garnier Ultra-Lift Anti-Wrinkle Eye Roller

Eye Treatment Prestige

Estée Lauder Idealist Cooling Eye Illuminator

Moisturizer Mass

RoC Multi Correxion Lift Anti-Gravity Day Moisturizer with SPF 30

Moisturizer Prestige

StriVectin TL Tightening Neck Cream

HAIR

Hair Care Product

Ojon Instant Restorative Hair Serum

Hair Coloring Product

Rita Hazan Salon Temporary Color Root Concealer

Hair Styling Product

Bumble and bumble Bb. Texture Hair(un)dressing Crème

MAKEUP

Eye Product Mass

L'Oréal Paris Voluminous False Fiber Lashes Mascara

Eye Product Prestige

Clinique Bottom Lash Mascara

Face Product Mass

Maybelline Instant Age Rewind Eraser Dark Circles Treatment Concealer

Face Product Prestige

Smashbox Cosmetics Photo Finish Hydrating Foundation Primer

Lip Product Mass

Cover Girl Blast Flipstick

Lip Product Prestige

Fresh Sugar Passion Tinted Lip Treatment SPF 15

NAIL PRODUCT

Sally Hansen Salon Effects Real Nail Polish Strips

MEN'S GROOMING

Lab Series Skincare for Men Max LS Overnight Renewal Serum

SCENT

Men's Scent

John Varvatos Fragrance and Skincare Star USA

Women's Scent Mass

Coty Beauty Heidi Klum Shine

Women's Scent Prestige

Prada Candy Eau de Parfum Spray

SUN

Neutrogena Corporation Wet Skin Sunblock Spray SPF 50

INDIE BEAUTY AWARD

Supergoop

ECO BEAUTY AWARD

Neutrogena Corp. Naturals Purifying Facial Cleanser

* Sponsored by Givaudan and vetted by The Natural Step

BEST SELLER AWARD

Mass Product

Sally Hansen Salon Effects Real Nail Polish Strips

Prestige Product

Lancôme Visionnaire [LR 2412 4%] Advanced Skin Corrector

LOAD-DATE: June 4, 2012

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Women's Wear Daily(WWD)

October 15, 2010

SECTION: 1; Pg. 5 Vol. 200 No. 80 ISSN: 0149-5380

LENGTH: 505 words

HEADLINE: L'Oréal's Youth Code to Hit Mass

BYLINE: Andrea Nagel

BODY:

GENE-BOOSTING TECHNOLOGY IS ABOUT TO HIT THE MASS BEAUTY AISLE.

L'Oréal Paris is launching Youth Code, a four-item antiaging line that the beauty firm said "cracks the genetic code to younger-acting skin." The line has been in the works for 10 years at the Saint-Louis Hospital Skin Research Institute in Paris, overseen by Louis Dubertret, who spoke at the line's unveiling to the beauty press in September. It is being billed as the first range in the mass market to use gene-boosting science.

Dubertret said Youth Code uses "the latest knowledge in gene science and the understanding of how genes express themselves" in a clinically proven topical skin care formula that acts against aging.

The collection includes a day-night cream, a serum, a day lotion with SPF 30 and an eye cream. L'Oréal claims that after four weeks of use, the collection "significantly diminishes the signs of aging."

What Youth Code could offer the antiage category in the mass market is considerable. Sources told WWD that Youth Code could generate as much as $80 million in first-year retail sales, backed by a media spend of $50 million. The line will likely go straight up against Olay's various franchises, most notably the high-end Pro-X range.

According to SymphonyIRI Group, a Chicago-based market research firm, L'Oréal Paris ranks second in facial antiaging, behind its closest competitor, Procter & Gamble, with 17.76 percent dollar share, versus P&G's 38.7 percent. L'Oréal also claims the second-best-selling facial antiaging brand, L'Oréal Dermo-Expertise Advanced RevitaLift. P&G's Olay Regenerist is the best-selling brand. Data reflects sales for the latest 52 weeks ended Sept. 5, excluding

Wal-Mart.

One industry observer called Youth Code "a great addition to the L'Oréal skin care offering. Something new and fresh [that likely would not compete with] L'Oréal Paris RevitaLift much at all." The observer added that the $24.99 price for each item "shouldn't be an issue, and quite the value compared to [Olay] Pro-X."

Youth Code launched in the United Kingdom in January to much buzz and has been pitted against Boots' No 7 Protect & Perfect Serum, a bestseller there.

GenActiv technology, the company said, is the secret to Youth Code, which has two key ingredients. There's Biolysat (a lysate of bifidobacteria that is obtained by a fermentation process of Bifidus bacteria), which acts at the epidermis level and tells genes to act faster in the recovery process. Then there's adenosine, a molecule that is found in skin cells that acts at the dermis level to produce collagen.

L'Oréal's Françoise Cabanne, international director of product development, said the GenActiv technology "helps the skin recover faster after aggressions& and is capable of making the skin act faster and younger."

For example, when there is an aggression, the skin reacts and produces proteins to help repair the epidermis and barrier function. But as skin ages, it does not do this as well.

Youth Code is launching to Wal-Mart Nov. 15 and nationwide in January.

GRAPHIC: Picture, Françoise Cabanne; Karen Fondu, president, L'Oréal Paris; Nathalie Kristo, senior vice president of marketing, L'Oréal Paris; Katherine Flecker, vice president of marketing, L'Oréal Paris Skincare, and Louis Dubertret, founder of the Saint Louis Hospital Skin Research Institute.

LOAD-DATE: October 26, 2010

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WWD Supplements

March 13, 2009

SECTION: Pg. 40 Vol. 197 No. 53 ISSN: 0149-5380

LENGTH: 2216 words

HEADLINE: COMING OF AGE

BYLINE: Jennifer Laing; - with contributions by BELA BORSODI

HIGHLIGHT:

CUTTING-EDGE RESEARCH IS TRANSFORMING THE WAY SCIENTISTS APPROACH SKIN CARE AND THE AGING PROCESS.

BODY:

About 15 years ago scientists made a stunning discovery: There are genes that control aging. This was followed by another significant finding: These genes, called sirtuins, could be activated to extend life span--a phenomenon that has since been proven in yeast, fruit flies, a tiny worm and mice. What's more, the animals in these studies didn't just go on to live longer lives, they went on to live healthier lives, with less diabetes, less weight gain on high lipid diets and better allover cardiovascular well-being.

While life-span extension hasn't yet been achieved in humans, it's being studied at the cellular level with promising results. The implications for a longer, healthier life are clear. Such research has equally as significant consequences for the beauty industry. As the science of aging has progressed, cosmetics firms have benefited with an increasingly deeper understanding of how the skin ages and have been able to harness that information to develop ever more sophisticated products.

"In the last 20 years, there has been essentially a revolution in research on aging," says Tom Mammone, executive director of research and development for Clinique Worldwide. "The excitement in the field is that we can do something: We can't stop the aging process, but we can slow it down."

While most of us regard aging skin in terms of its effects--lines, wrinkles, hyperpigmentation and lack of tone, to name a few--scientists are focused on the shifts that occur at the cellular level. It's here they've identified the seven distinct signs that cause aging, according to Eric Perrier, executive vice president of R&D at LVMH Parfums et Cosmétiques: Cell loss and tissue atrophy, nuclear mutations (that is, changes to the cell nucleus), mitochondria mutations (changes to the parts of the cells that contain genetic material), death resistant cells, tissue stiffening, extracellular aggregates and intracellular aggregates.

To counter these effects virtually every major beauty brand is looking at various aspects of this genetic aging process, conducting state-of-the-art research often in partnership with leading academic institutions, hospitals and biotech and pharmaceutical companies.

At Procter & Gamble, for example, a major focus since the late Nineties has been on gene expression profiling technologies--measuring the activity of thousands of genes simultaneously--to gain a better understanding of skin biology as a whole and, in particular, how skin changes as a result of its environment and the natural aging process.

Where once upon a time a large sample of skin had to be biopsied and sectioned for study (a process that might yield info on one or two genes at a time), now a microscopic bit can deliver information on over 40,000 genes in a single experiment and up to 1.3 million genes a week. The result is faster and more precise information about the skin than ever before.

Among the applications of this information: the detection of cellular signaling pathways, insight into how the skin interacts with its environment, the sun and ingredients applied to it, a deeper understanding of the structures of the skin and the identification of the signatures of healthy skin. According to Jay Tiesman, principal scientist in global biotechnology, who leads the genomics team in providing biotech expertise across P&G, "As the database grows of what a healthy [gene] signature looks like, we can more rapidly create new and better products that will help us in that direction."

Tiesman's colleague, Rosemarie Osborne, principal scientist in beauty biology specializing in skin aging at P&G, has pioneered the use of in vitro human skin equivalents at the company. Originally developed to serve as alternatives to animal testing in safety assessments for chemicals and product formulations, Osborne's human skin models are now being used to measure irritant responses of skin and also to better understand the skin's response to ingredients commonly used in antiaging and other personal care products. Her team uses these same multilayer skin cultures to assess other skin parameters, such as moisturization, pigmentation and the production of collagen.

These artificial skin cultures help to develop a better understanding of the efficacy of skin care products and ingredients, says Osborne. This, along with the genomics research being performed at the company, is helping its researchers pinpoint what is happening to the skin as it ages. Among their recent findings, the skin's barrier is profoundly damaged in aged skin. "This primary change causes the skin to use all its energy to repair the barrier instead of repairing deeper damage, like collagen and elastin deterioration," says Osborne. "Improving the barrier will allow the skin to repair its deeper layers."

In the past, researchers at the Estée Lauder Cos. had concentrated their antiaging work on protection and repair: Protecting the skin from damage caused by the external environment and repairing damage caused by UV light. Almost five years ago that focus shifted to genetic aging and, specifically, sirtuins, the genes that impact longevity, with Lauder working in conjunction with research groups at Harvard and the Massachusetts Institute of Technology. The goal at the time was to activate sirtuins artificially, to induce an increase in longevity without putting the cells in caloric deprivation. Resveratrol, from grapes, was one molecule found to successfully trigger this false alarm response in the cells and lead to an increase in their life span.

In addition to the cells living longer, researchers found those cells also became more resistant to DNA damage. "Activating the sirtuin increased the duration of each cell cycle, allowing the cells more time to repair," says Daniel

Maes, senior vice president of global research and development at Estée Lauder. "This led us to the belief that it is absolutely necessary not to speed up the cells but to slow them down so they can repair themselves of damage they're exposed to."

Going forward, Lauder is continuing to exploit the impact of sirtuins on skin cells and looking at activating others cells so they, too, have better opportunity to repair.

Like its sister brand, scientists at Clinique are focused on continuing research into sirtuin genes (there are seven) and molecules beyond resveratrol that trigger their activation. They, along with the 20 outside research collaborators they partner with, are also looking beyond these established longevity genes. "Sirtuins just scratch the surface," says Mammone. "There's a whole other body of longevity genes having to do with insulin and insulinlike pathways in the body that have been shown to influence aging."

Mammone is also keeping close tabs on rapidly expanding stem cell research and, specifically, the adult stem cells in the skin that divide and make new skin on a monthly basis. "We want to know how they change with age and how we [can] help them do a better job at it," he says.

Another area of interest for Clinique is pharmacogenetics--or the interactions of compounds based on one's genetic profile. Basically, instead of picking products based on the condition of one's skin--dry, oily, sun sensitive, etc.--the brand foresees the day when a customer will be able to get a whole skin care regime customized for her according to her genes. It "will result in more targeted, not to mention safer, products for our consumers," says Mammone.

In its quest for a deeper understanding of the skin, scientists at L'Oréal partner with approximately 100 universities, hospitals and public research institutions worldwide. L'Oréal research draws from the fields of cellular biology, molecular biology and, increasingly, skinomics--a term it coined to describe its state-of-the-art tools of research including genomics, transcriptomics (the study of gene activity and expression) and proteomics (the study of proteins). For skinomics and aging, in particular, L'Oréal Research has had a long-term partnership with Hôpital Saint-Louis in Paris and Centre Hospitalier Universitaire Laval in Quebec.

Recent skinomics research comparing the signatures of young and old skin resulted in the identification of gene expression and protein fingerprints. First, researchers determined gene activity in young skin compared with aged skin. "They found that in response to a skin surface aggression, the onset of gene activity linked to skin barrier recovery was slower in old skin than in young skin," says George Rivera, senior scientific liaison for L'Oréal Laboratories. A clinical study of the link between the gene and protein signatures led to the identification of active ingredients that are able to modify the protein signature of aged skin, so that it more closely approximates that of young skin. These ingredients will be formulated in future antiaging products, says the company.

Going forward, all L'Oréal research will begin with the assumption that by increasing levels of proteins that reduce over time one can work to approach the protein signature of younger skin. "Skinomics gave us access to the protein signatures of young and aged skin and uncovered approaches to reverse the skin status," sums up Patricia Pineau, research communication director at L'Oréal.

Researchers at Dior and its parent company LVMH Moët Hennessy Louis Vuitton are investing significant resources into gene expression and longevity research, too, but another major focus is on stem cells. Embryonic stem cells--derived from human embryos and having the capacity to transform into any type of tissue--are generally unusable for ethical reasons. On the other hand, adult stem cells--found in all human organs and dedicated to tissue renewal and repair (or, with respect to skin, the making of new skin)--are fair game and the skin contains many more of them than expected.

Unfortunately, their number and capacity to divide and self-renew decreases with age and recent studies have shown they're especially sensitive to oxidative stress. "We need to protect them so they don't lose strength and power with age" says LVMH's Perrier. This is especially challenging since stimulating stem cells tends to induce a

proliferation of them, which in turn causes them to lose their ability to regenerate tissue. Adding insult to injury, so to speak, adult stem cells are notoriously difficult to identify, extract and cultivate in vitro, making research of them even more taxing.

Still, thanks to their capacity for regeneration, adult stem cells in the skin offer great potential for cosmetic application, says Perrier. "We think stem cells are very important and will provide much more knowledge and understanding of the skin," he says, "but we're at the beginning of this work, and have to proceed in an intelligent way."

Scientists at Chanel base all their antiaging research on two principles: 1) That aging is not coded in the genome, but involves the coordination and interaction of different gene functions and 2) that it's a complex process influenced by multiple interacting factors including genetics, biology, behavior and social and cultural aspects of the human environment.

To that end, the company is partnering with the University of Pennsylvania on its genomics research, Toulouse University in France on gene expression technology and for stem cells, a university near London they decline to name due to the proprietary and confidential nature of the work. Current areas of interest include research in cellular aging (specifically, identifying the right markers of cutaneous stem cells versus regular skin cells in the dermis), cell-cell adhesion (that is, looking at how growth factors and proteins act as messengers of communication between cells) and glycomics, when natural sugar molecules bind to protein fibers in the skin and cause them to become stiff and brittle.

"We know sugars have a strong deregulation function on the skin and are working on ways to reverse glycation," says Christian Mahé, senior vice president of research and technology at Chanel. "But we also believe these sugars are linked to communication between cells and could be vectors for enhancing properties of the messenger, so it's a huge topic for us in the next few years." An upcoming European launch from the company will deal directly with counteracting glycation.

Mahé is also interested in skin-barrier function, not only as it relates to hydration, but aging as well. "We need to understand the key enzymes and proteins that deliver the best barrier function, to see how this quality of barrier function can act on the cellular properties of the skin," he says.

But that's not all. Mahé is eager to highlight the psycho-sensorial aspect of this research. "To have a well-defined barrier is important, but as important is how we feel about having a nice barrier. Advances in cognitive sciences mean the sensorial and emotional effect of our products can be amplified."

So what's next? According to researchers, more targeted, more effective and, eventually, more customized therapies. "We can imagine the ultraprecise and ultrarapid analysis of the quality of the skin, such that we can propose products especially for that person," says Mahé. "The products will be just the right combination of technology, efficacy and simplicity."

LOAD-DATE: May 4, 2009

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USA TODAY

April 15, 2008 Tuesday
FINAL EDITION

SECTION: MONEY; Pg. 3B

LENGTH: 822 words

HEADLINE: Men arm themselves with anti-aging weapons;
Market for skin care grows as guys try to look younger

BYLINE: Laura Petrecca

BODY:

In the drive to look youthful -- "distinguished" is out -- guys are slathering on anti-aging lotions, potions and serums.

Prior to 2005, facial anti-agers aimed at men weren't even a blip on the male skin care scene, according to tracker Mintel. But by 2007, crease-fighters accounted for 20% of the estimated $46 million in male skin care sales.

"Men in general have shown that they are much more open to using products that enhance personal appearance, including anti-aging products," Mintel said a report on anti-aging goods in 2007.

As the war on wrinkles escalates, both high-end and mass-market personal care companies are pumping out new products. Last year, there were 53 new anti-aging skin care products for men, according to Datamonitor's Productscan Online. That was four times the launches in 2005.

This week, men's skin care company Zirh will launch its upscale Platinum collection, which includes products such as $145 Repair gel, $125 PM Rescue serum and $125 Age Defense cream. The gel "targets deep lines," the serum helps "restore the skin's youthful appearance" and the cream helps "prevent early signs of aging," Zirh says.

Their target buyer: "The guy who has an American Express black card, wears the best clothing, drives a sports car and makes above $250,000 a year in income," Zirh President Brian Robinson says.

Products for maturing skin, however, have a much broader market these days than that elite niche, particularly among baby boomers.

As the job market tightens and competition heats up, boomers "are under increased pressure in the workplace to

look younger," Robinson says.

It's not just boomers: A third of men 18 to 59 say it is "very or extremely acceptable" to use anti-aging products, according to a poll recently released by magazine Men's Health. "Guys definitely want to look younger, and they're interested in having the tools to do so," says Brian Boye, fashion and grooming editor for the magazine.

While men and women have some differences in skin care needs -- male skin, for instance, usually is thicker and oilier than a woman's, according to L'Oreal Paris -- most "guy" anti-agers have similar active ingredients to products for women. What's very different, however, is the marketing. "You can't just take a woman's anti-aging product, put it in a blue bottle and sell it to the guys," Boye says. "Guys talk about anti-aging products much differently than women do."

To lure men, marketers try for "active" and "powerful" approaches, with words such as "fight" and "defend," Boye says. "The language isn't so much anti-aging as it is fighting bad skin or defending against age," he says.

Packaging, for example, may say "wrinkle defense" as opposed to "fine-line minimizer."

Truman's, "gentlemen's groomers" in New York City, takes a low-key tack in promoting age-fighting services such as facials and gray-concealing hair color. "We wouldn't call it an anti-aging service, but that's the main reason men are doing it," co-owner John Esposito says. Customers "will say it makes them look better, but the real reason is that it makes them look younger."

Esposito says more guys realize careful skin and hair maintenance can give them an edge: "Looking good is a competitive advantage."

Trying to sell men a version of the Fountain of Youth:

*Male-focused skin care companies. Zirh's age-fighting line, sold only at upscale department store Barneys and at Zirh.com, has competition from other high-end lines such as Jack Black and Anthony Logistics For Men.

*Major packaged-goods companies. Nivea, Neutrogena and L'Oreal Paris have all added male-focused wrinkle fighters to their lineups. For guys who need a little training, LorealMen.com offers online skin-enhancing "tips" and "tricks," such as "When you wash your face, don't scrub too hard." Also, there are video instructions for applying anti-wrinkle moisturizer.

*Guys-only spas. The demand for age-thwarting services "is up significantly" at the Grooming Lounge's three locations, co-founder Mike Gilman says. Among the offerings in Atlanta, Virginia and Washington, D.C.: a $110 anti-aging facial and a $60 fine-line-reducing glycolic skin peel.

Grooming Lounge doesn't shy away from touting its services as "anti-aging" but does add active words such as "advanced masking" (for face masks) and "intense exfoliation" in its descriptions.

The just-opened store in Atlanta had five anti-aging facials booked for April 6. "A year ago, at our established stores, it would have just been one, if any," Gilman says. "But guys are getting more comfortable with this stuff."

*Plastic surgeons. While many men are trying anti-wrinkle products, some are taking more drastic, and costlier, measures to decrease their creases. From 2000 to 2007, there was a 215% increase in men getting Botox injections, according to the American Society of Plastic Surgeons. In that same time period, there was a 96% rise in laser skin resurfacing.

GRAPHIC: PHOTO, B/W
PHOTO, B/W, Photos by Carol T. Powers for USA TODAY
PHOTO, B/W

LOAD-DATE: April 15, 2008

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The Indianapolis Star (Indiana)

August 23, 2007 Thursday
FINAL EDITION

SECTION: BUSINESS; Pg. 1

LENGTH: 216 words

HEADLINE: Just 1 Minute

BYLINE: John Russell

BODY:

Skin care: A new wrinkle on an old problem

Have you noticed a few more wrinkles lately? Well, where you see signs of maturity, the skin- care industry sees dollar signs.

With the aging of the U.S. population, demand for anti-aging creams, moisturizers and other age-defying products is expected to increase 8.5 percent a year, reaching more than $8 billion by 2010, according to Freedonia Group, an industry-research organization in Cleveland.

The biggest demand will come from the "fast- expanding group of middle-aged and relatively affluent consumers who want to prevent or redress visible damage to the skin caused by aging, ultraviolet radiation and other stressors," the report said.

Big players include L'Oreal, Estee Lauder, Avon, Allergan and Procter & Gamble.

John Russell

The ticker

Dow Jones industrials

13,236.13 up 145.27

Nasdaq

2,552.80 up 31.50

S&P 500

1,464.07 up 16.95

Bloomberg

Indiana Index

584.85 up 5.75

Kudos: IU, BSU rate

Indiana University and Ball State University get a plug in the September issue of Fortune Small Business magazine, making the list of America's best colleges for entrepreneurs.

IU was recognized for its undergraduate and master of business administration degree programs, while Ball State was acclaimed for its undergrad program.

The schools were not ranked.

John Russell

LOAD-DATE: August 24, 2007

FOCUS - 141 of 268 DOCUMENTS

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Progressive Grocer

May 31, 2007

SECTION: NEWS; EBUSINESS

LENGTH: 277 words

HEADLINE: Natural, Anti-Aging Products Boost $6 Billion U.S. Makeup Market

HIGHLIGHT:

CHICAGO -- Women looking for more natural beauty alternatives are driving makeup sales, which hit $6 billion in 2006 for the food, drug, and mass merchandiser channels, with strong contributions as well from the anti-aging makeup segment, according to a new study from market research firm Mintel.

BODY:

CHICAGO -- Women looking for more natural beauty alternatives are driving makeup sales, which hit $6 billion in 2006 for the food, drug, and mass merchandiser channels, with strong contributions as well from the anti-aging makeup segment, according to a new study from market research firm Mintel.

"Women continue to search for the fountain of youth, and the anti-aging sector has expanded significantly to cater to this need," said Kat Fay, senior analyst for Mintel. "This particular segment has grown because products are more area-specific, which helps the consumer narrow the field of choices. Because boomer women cover three different decades, formulations must serve a variety of expectations from tightening skin to reducing fine lines."

The report, "Beauty and Personal Care Products: USA," which is based on data from Mintel's Global New Products Database (GNPD), found that brands claiming to promote youthful skin added $39 million of growth in the FDM category from 2004-2006.

Major companies such as L'Oreal, Maybelline and Revlon have introduced signature anti-aging lines nearly tripling their combined sales, growing from $22 million to $61 million in the last two years. The research also showed that more than 40 percent of respondents wear makeup with anti-aging ingredients.

More than 40 percent of Mintel's survey respondents said that they prefer makeup with all-natural ingredients. More than 200 new introductions in this segment have debuted in the U.S. this year. More than one fifth of global organic and natural new product makeup launches have come from the U.S. alone, the study found.

To purchase the full report, visit www.mintel.com.

LOAD-DATE: May 31, 2007

Copyright 2007 St. Louis Post-Dispatch, Inc.
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St. Louis Post-Dispatch (Missouri)

January 19, 2007 Friday
THIRD EDITION

SECTION: BUSINESS; Pg. B1

LENGTH: 1029 words

HEADLINE: Good skin is in with men Drugstores and department stores rush to meet rising demand as men become increasingly open about their health and their looks.

BYLINE: By Gail Appleson St. Louis Post-Dispatch

BODY:

Tim Fisk is a 61-year-old farmer and probably one of the last men you'd expect to find looking for skin-care products made by L'Oréal Paris, maker of Endless Kissable lipstick, Volume Shocking mascara and Féria shimmering hair color.

But Fisk turned into a L'Oréal fan during a visit to his local Walgreens, where he discovered Men's Expert Vita Lift with SPF 15. The label describes the L'Oréal product as an "anti-wrinkle and firming moisturizer."

"I've been out in the sun my whole life. I went without a shirt for 30 years," said Fisk, who lives in Sikeston. "But everyone wants to postpone getting old."

And that's as true for men as it is for women. Indeed, a range of retailers from drugstore chains to department stores report that the demand for men's skin-care products and treatments is rising rapidly.

"It's the fastest-growing segment of our cosmetics," said Tina Hodak, creative merchandising manager for St. Louis-based Macy's Midwest.

And it's not just women buying for their men. The Clinique counter at the downtown St. Louis Macy's, surrounded by law and financial services firms, draws a steady clientele of male shoppers, said Burnice Glasco, a saleswoman there.

"A man is a different customer," said Glasco, who has sold cosmetics for more than 30 years. "He buys in bulk. If he can't get a larger size, he'll buy two or three at one time."

Drugstore chains Walgreen Co. and CVS Corp., based in Deerfield, Ill., and Woonsocket, R.I., respectively, have also seen a boom in the category.

Market research firm Datamonitor reports that about 19 percent of skin-care products sold in 2003 in the United States were for men. While Datamonitor hasn't updated its gender statistics since then, evidence suggests the men's share is growing.

Overall, skin-care sales are expected to grow to $5 billion in 2010 from $4.3 billion in 2005, an 18 percent increase. But several sub-categories with high male appeal are expected to see even faster growth over that time. Anti-aging products, for example, will see 30 percent growth to nearly $2.6 billion in 2010, according to Datamonitor.

Sandra Doty, the St. Louis area cosmetic supervisor for Walgreens, said the number of products aimed at men has been growing over the last few years, and that the demand began to "skyrocket" last summer.

"We quadrupled our shelf space for men's grooming in 2006," said Erin Pensa, CVS spokeswoman.

And it doesn't stop there. Men are boldly going where mostly women have gone before: day spas.

Peggy Mitchusson, owner of Face & the Body Day Spas in Brentwood, O'Fallon, Mo., and Chesterfield, said men now account for between 25 to 30 percent of her clients getting facials.

"They want to know how to take care of their skin," she said. In describing facials to men, Mitchusson said estheticians stress that the process removes impurities.

"We try to create an environment that's about health, not about fluff or pampering," she said. "But once they have one [facial], a lot of men learn to like it because it's relaxing."

Actually, men's concern about their skin has been going on for years, but what is new is their openness about it and their assertiveness in seeking out moisturizers with sun protection and wrinkle-fighting ingredients. Indeed, retailers believe that men secretly had been sneaking into the medicine cabinet for years and using skin-care products belonging to their wives and significant others.

So why have men come out of the medicine cabinet?

Fear of skin cancer is one key reason.

"It's about health," said Mitchusson. "Men think they are infallible, that nothing will happen to them. But skin cancer gives them permission to care about their skin."

"I think that's huge," agreed Pensa. "It's all tied to health."

Accessibility is a big part of the story as a steady stream of new products specifically for men has made skin care more appealing to males. And these offerings are at all price points, starting at less-expensive private-label drugstore lines to new offerings from long-existing upscale labels like Clinique and Lab Series.

Meanwhile, Nivea, Neutrogena and L'Oréal, all of which have a huge female following at drugstores and mass merchandisers, have added men's lines.

When L'Oréal introduced Men's Expert in 2005, an executive told Women's Wear Daily that 20 percent of all men were using skin care at that time and another one-third of men were "on the cusp." That meant about half the male population was either using or considering using skin care, presenting a huge opportunity to cosmetic companies.

So along with product launches have come heavy advertising on television and in men's magazines and even Sunday insert coupons. And just this month, Lancome announced that British actor Clive Owen will be the face in the upscale cosmetic company's ads for its new men's grooming products including an anti-aging skin-care line. Owen stars in the movie "Children of Men."

"Advertising has really made it socially acceptable. Men don't have to feel embarrassed to use them anymore," said Doty.

Hodak pointed to a recent story in Details magazine about men's lip balm. "It's a mainstream idea. There's just a lot more acceptance of it."

Retailers said the category also got a boost from "Queer Eye for the Straight Guy," the Emmy award-winning television series that premiered on the Bravo cable television network in summer 2003. The hit show involved a team of five gay men who helped make over straight men, educating them on everything from hair products to foreign films. One of the team members was a grooming guru who focused on skin and hair care.

So while the health aspect of skin products with sun protection is important, so is the anti-aging factor. Doty said Walgreens' best-selling men's skin-care products contain both an SPF and anti-wrinkle ingredients.

"Men want to look good, too," she said.

Fisk said his new skin-care regime is part of an overall effort to appear younger and feel better. He said over the years he's given up smoking and started lifting weights.

"Your body is like a motor. If you take care of it, it keeps going," he said.

Plus, he added, using the skin-care products seems to have paid off. "I think I was more wrinkled before."

GRAPHIC: PHOTO
PHOTO - James St. John undergoes a four-step facial at the Face & the Body Day Spas in Brentwood. The facility's owner says men now account for 25 to 30 percent of her clients who receive facials. Kevin Manning | Post-Dispatch

LOAD-DATE: January 19, 2007

FOCUS - 102 of 132 DOCUMENTS

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Marketing

May 4, 2006

SECTION: NEW CAMPAIGN; Pg. 5

LENGTH: 116 words

HEADLINE: L'OREAL SET TO RUN JANE FONDA WORK

BODY:

Hollywood actress Jane Fonda is to be the face of L'Oreal Paris' anti-ageing treatment, Age Re-Perfect.

The French cosmetics giant believes that Fonda, 68, will reflect its relevance to the mature-women market.

The Age Re-Perfect range is specifically designed to address the physiological needs of women over the age of 65.

Fonda, who has won two Oscars and an Emmy, is renowned for her attitude toward 'real beauty' and embracing the ageing process. Last October, she refused to allow photographs of her to be retouched when she became the oldest woman to appear on the cover of Good Housekeeping magazine.

Other celebrities who endorse L'Oreal products include Andie MacDowell and Claudia Schiffer.

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Chain Drug Review

June 6, 2005

SECTION: Pg. 158(1) Vol. 27 No. 10 ISSN: 0164-9914

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LENGTH: 1149 words

HEADLINE: L'Oreal keeps new beauty concepts coming;
MARKETPLACE 2005/CORPORATEPROFILES;
Company Profile

BODY:

NEW YORK -- With a trendsetting and constantly updated selection of products in the cosmetics, skin care, hair care and now men's grooming categories, L'Oreal continues to play a leadership role as a key supplier to chain drug retailers.

Among the latest new product offerings from L'Oreal in the makeup category is Endless Kissable ShineWear, which combines the long-lasting, fade-proof characteristics of traditional lip color with the high-shine look that only a lip gloss can provide, according to a companyspokeswoman.

Endless Kissable ShineWear is a-two-step product featuring L'OrealParis Endless Kissable Lipcolour in 12 new shades packed with a Gloss Topcoat. The Gloss Topcoat is specifically formulated to work with the Lipcolour to maintain its zero-transfer properties while delivering an ultrashiny finish, the spokeswoman notes.

In the eye makeup segment L'Oreal plans an August rollout for its new Illumination Loose Eye Colour, described as the first loose powder eye shadow that gives a shimmery look without the dusty mess. Available in eight luminous shades, the product is packaged with a built-in brush for precise application.

The reality of an all-day liner that goes on smoothly and evenly is the promise of new L'Oreal Paris Wear Infinit Waterproof Liner, which hits drug store shelves in June. The creamlike formulation comes in three shades and stands up to tears, sweat, humidity and even swimming, according to the spokeswoman. The self-advancing pencil providesa precise line in a smudge-free formula.

"A total foundation that exceeds expectations, leaving a natural, flawless, lasting finish that never fails," is how the

spokeswoman describes new Infallible Never Fail Makeup. The longwearing foundation is formulated with vitamin C, magnesium, oil-absorbing mattifiers andSPF 18 to combat signs of fatigue, hide blemishes, stop shine, end rub-off and fight the elements.

A blendable, natural-looking formula, Infallible Never Fail Makeupis dermatologist-tested, nonacnegenic, noncomedogenic and oil-free. It debuts in drug stores and other mass market retail outlets in August in 14 shades of ivory, beige, buff, tan, sable and cocoa.

Rounding out L'Oreal's upcoming introductions in facial makeup is the June launch of True Match Super-Blendable Blush.

"Our True Match skin-matching technology is the first shade-finding system available in the mass market that lets women find the perfect foundation, powder, concealer and now blush," the spokeswoman says.

The company has beefed up its skin care lineup this year with a number of product introductions, including ReNoviste Anti-Aging Glycolic Peel Kit, Sublime Slim Day Anti-Cellulite + Skin Sculpting Body Firming Gel, and Sublime Slim Night Anti-Cellulite + Smoothing BodyToning Gel.

ReNoviste Anti-Aging Glycolic Peel is an easy-to-use three-step kit formulated with glycolic acid, the ingredient used by dermatologists for many in-office facial peels but in a gentler formulation. It isdesigned for use up to twice a week, on nonconsecutive days.

L'Oreal's Sublime anticellulite products are new to the American market, but they have already built a strong following in Europe, where the brand has been ranked as the No. I anticellulite treatment by an independent consumer research magazine, the spokeswoman notes.

L'Oreal continues to strengthen its popular Vive and Studio Line brands in the hair care category. To its Vive lineup it has added Non-Stop Volume shampoo and conditioner, Hi-Light Boosting shampoo and conditioner, and Smooth-Intense For Women of Color shampoo, conditionerand antifrizz cream.

In addition, the company has introduced Vive for Men 2-in-1 Anti-Dandruff shampoo, which the spokeswoman says targets men's top two hair concerns--stopping the itching and flaking of dandruff, and thickening and texturizing hair.

Two new items--Absolute Wet Gel and Out of Bed Whipped Gel--have been added to the L'Oreal Studio Line of half-a-dozen styling gels. Studio Line also includes Mega Mousse, Mega Spritz, Mega Glue and Crystal Wax.

Now that men's grooming has become mainstream, thanks in part to the "metrosexual" trend, L'Oreal Paris Dermo-Expertise is targeting the men's skin care market with its Men's Expert collection, a line of eight products formulated with Active Defense System (ADS). Describedas a cutting-edge element in skin care technology, ADS is a powerfulcombination of active ingredients that increase the skin's resiliency and help it to withstand daily assaults, according to Lydia Evans, consulting dermatologist for L'Oreal Paris.

"Men suffer from the same skin care issues as women--oiliness, clogged pores, dry and rough skin, wrinkles and sagging," she says. "These conditions tend to affect them on the same time scale as women."

However, the needs of men's skin differ from women's, so L'Oreal used its extensive research and development capabilities and technology expertise to "design a skin care line for men's unique skin physiology," Evans adds. "Unlike women, men have thicker and oilier skin andmore prominent pores, and their faces truly suffer from regular shaving."

According to the company's research, the skin challenges faced by men begin between age 15 and 25, when male hormones affect sebum production, which can cause skin to be shiny and oily and may predispose skin to acne.

Between age 25 and 35 men's skin becomes more vulnerable to fatigue and environmental effects, causing tired-looking skin with a lack of energy and brightness.

Early impairment of collagen and elastin production begins betweenage 35 and 45, and the skin loses the ability to move with the same suppleness it had earlier in life. From age 45 on, collagen and elastin production continue to slow, causing deep wrinkles and sagging skin.

Four products in the new Men's Expert collection--Power Clean antidullnes's face wash, Power Buff antiroughness exfoliator, Circle Eraser eye moisturizer to fight dark circles and puffiness, and Comfort Max anti-irritation SPF 15 aftershave balm--are positioned for use by men in all age groups.

Oil Controller--an antishine moisturizer with minerals, vitamin E and silicones--is formulated for us e by men from age 15 to 25. HydraPower, a moisturizer that fights fatigue with vitamin C and caffeine, is designed to meet the needs of men in the 25 to 35 age bracket.

Stop Lines, an antiwrinkle SPF 15 moisturizing lotion, contains Boswelox, L'Oreal's patented powerful rejuvenating ingredient. Its target user is the 35- to 45-year-old man. Men over age 45 are most likely to benefit from Vita Lift, an antiwrinkle and firming moisturizer formulated with Pro-Retinol, another patented ingredient from L'Oreal.

L'Oreal

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BEAUTY CARE

Cosmetics, skin care, hair care

Marketplace booth #4814

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FOCUS - 265 of 268 DOCUMENTS

Copyright 1991 A/S/M Communications, Inc.
ADWEEK

April 22, 1991

SECTION: CORPORATE PROFILE; Pg. 24

LENGTH: 1438 words

HEADLINE: L'Oreal Makes Itself Over For The U.S. Market;
The international giant struggled for five years to master mass-market cosmetics in the U.S. Now it is on a roll.

BYLINE: By Cara Appelbaum

BODY:

The pecking order keeps shifting in mass-market cosmetics, and the spot-light keeps focusing on newcomer Procter & Gamble. Less than two years ago it acquired top-selling Cover Girl. Two weeks ago it bought one of the oldest names in American beauty, the Max Factor brand, from Revlon Inc. But the Cincinnati company wasn't the only cosmetics giant interested in bidding. And it isn't the only one on a roll.

L'Oreal, a division of Cosmair Inc. of New York, has steadily gained share in the past two years, reaching 5% of the U.S. cosmetics market. Its most dramatic growth has been in skin care. Since launching the Plenitude product line in 1989, it has gained 9% of the hot category.

Parent company, L'Oreal S.A. of Paris was one of several global powerhouses seeking part of the Revlon cosmetics empire in recent months. Industry observers still expect it will boost its U.S. presence one way or another. But they doubt it will be able to keep pace without putting more muscle behind its marketing.

The mere presence of Procter & Gamble, with its clout in advertising and distribution, has raised the stakes for the entire cosmetics category. The master marketer has thrown considerable resources into the brands it has acquired. It has revived the Oil of Olay skin-care line and bolstered Cover Girl. Earlier this month it launched an image makeover of Clarion, its upscale mass-market brand, with new advertising and packaging. When the Max Factor deal goes through, the company will have amassed more than 30% of the $ 1.87 billion U.S. market.

While L'Oreal is not a big threat in this country, it will be one of Procter & Gamble's biggest rivals abroad. It has 30% of the French market, and worldwide sales of about $ 5.5 billion, according to Andrew Shore, an analyst with Prudential Securities. Known foremost for its hair-care products, L'Oreal color cosmetics have only been in the U.S. since 1983. It struggled for five years to translate its experience in Europe to the U.S. mass market.

"L'Oreal used to be very gimmicky and promotion-heavy," says Wendy Liebmann, president of WSL Marketing, a New York consultancy. "That kind of marketing is a way to find yourself knee-deep in product returns and not

knee-high in profits."

In 1988 the company decided to take time off and clean house. It cut promotional activity in half, consolidated its lines and suspended new-product launches.

"We needed to take a year and refocus our attention back to our basic business," says Amy Frankel, vice president of marketing for cosmetics and fragrances at L'Oreal.

In 1989 the company came back stronger than ever. It launched the Plenitude line with the same positioning as the rest of its products -- high quality at affordable prices. But for the first time, the products offered clearly stated benefits.

With Plenitude, L'Oreal decided to combat the competition head-on. Instead of putting the skin-care line next to its other products, it struggled with retailers to create a separate skin-care section in the hand and body lotion aisle. The goal was to get all 11 products on the same shelf as Procter & Gamble's Oil of Olay.

"It was a challenge to get retailers to carry the whole line, never mind getting a skincare section," says Frankel. "We went back to key retailers six, seven and eight times to convince them we would give enough support to boost the entire category."

L'Oreal distributed more than 20 million product samples and backed the line with $ 18 million in advertising. True to its word, it helped boost the $ 540 million category 8% last year. The Plenitude line now includes 14 products. With 9% of the market, it is second only to Oil of Olay, which has a 20% share. The company concentrated its marketing effort on just one product in the line, a strategy it has long used.

"We advertise using the star philosophy," says Frankel. "Most of our money goes into one or two products in key categories. It just goes farther that way."

The current star of the Plenitude line is Eye Defense Gel-Cream, which features action liposomes. They are tiny beads of moisture that slowly dissolve to enhance the skin's appearance. L'Oreal introduced the technology last spring in Action Liposomes Targeted Daily Skincare. Now it is focusing on developing other technological advances. The company traditionally spends 5% of its earnings on research and development, more than most of its rivals. But its latest innovations have had the greatest impact.

L'Oreal is not resting on its success in skin care. In 1989 it launched Lash Out mascara, which shot right to the top of the category. It is vying for the No. 1 spot with Maybelline's venerable Great Lash brand. Last year it followed with Splash Out waterproof mascara, now the most popular brand in the segment. The company has also come out with new foundation, lipstick and blusher. It introduced Mattique oil control make-up, Color Supreme lipstick and Micro-blush last fall, and Hydra-Perfecte foundation this month.

"It's smart for L'Oreal to focus on basic products," says Liebmann. "Women are very brand-loyal when it comes to things like skin care, mascara and foundation. These items can also be sold at higher price points, and you don't need as many colors as you do with lipsticks and nail color."

To keep the new products from cannibalizing exisiting ones, L'Oreal developed them to meet different needs and designed them in a different color scheme. They are packaged in grey, rather than the flagship shade of aubergine.

Other new products are on the way. Voluminous Mascara is coming out next month. A full line of nail products, fortified with a special Du Pont fiber, will follow. For the first time, L'Oreal plans to package its nail line in boxes, so it can fully describe the product benefits.

"We've found that consumers are really hungry for information," says Frankel. "You can't tell them very much on the back of a bottle. So our new products have outer packaging."

The rash of new products has given L'Oreal the perfect opportunity to change its advertising focus. In years past, the company positioned itself as a mass-market brand with a sort of Euro-chic image. But the new products are meant to solve specific beauty problems, which L'Oreal's agency McCann-Erickson has worked into its pitches. Ads for Eye Defense Gel-Cream, for instance, say the product reduces signs of aging.

"L'Oreal has moved away from its trendy image into a company with products that offer specific benefits," says Suzanne Grayson, president of Grayson Associates consultancy of Santa Barbara, Calif. "They really have something to brag about now."

These days the company is willing to put more money behind its product claims. It spent $ 40 million last year advertising fragrances and cosmetics, an estimated 35% increase from 1989.

L'Oreal may have made its share of mistakes learning to market cosmetics in the U.S., but one of its early moves has paid off in spades. In 1985 the company chose a relatively unknown model to be the face of L'Oreal. But Andie McDowell has since become a movie star, boosting the company's visibility along with her own. Her recent films include sex, lies and videotape and Green Card. The latest, Object of Desire, is coming out this spring.

Despite its turnaround, L'Oreal still is far from being a major cosmetics player in this country. Maybelline remains in second place with 16.7% of the market, although it has dropped two percentage points since 1986, according to Prudential's Shore.

The Revlon brand, with a 14.5% market share, continues to hold the No. 3 spot, despite the financial problems of its parent. With the sale of Max Factor and a reduction of its debt load, the company may choose to put more resources behind its core brand. And that would mean even tougher competition for L'Oreal. Sheer marketing may not be enough to compete in the highstakes category.

"Everyone acknowledges that L'Oreal has been moving ahead these last few years," says Shore. "But everyone is also questioning whether or not they can keep it up. My gut feeling is that they really need to be thinking about acquisition possibilities."

The game of musical chairs in the cosmetics category is not over yet. Revlon is expected to sell Almay, a mature brand with 7% of the market. Several international companies -- including L'Oreal, The Unilever Group and Kao Corp. -- have already expressed interest. And most observers would agree, the quickest way to gain U.S. market share is to buy it.

GRAPHIC: Picture 1, Forget the Euro-chic image. L'Oreal and actress Andie McDowell, its longtime spokesmodel, have switched to a product-benefit pitch.; Picture 2, Plenitude captured 9% of the skin-care market in just two years.; Picture 3, L'Oreal marketer Amy Frankel.

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Chain Drug Review

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HEADLINE: H&BA houses release plethora of skin treatment lines.; health and beauty aids

BODY:

H&BA houses release plethora of skin treatment lines

CDR Roundup--Health and beauty aids manufacturers, equaling cosmetics concerns in their hunger for skin care dollars, are releasing treatments and lotions of their own. The big news in skin care this summer is Plenitude, the new 15-SKU line from

Cosmair Inc.'s

L'Oreal

division. Already the No. 1 mass market line of facial products in France, Plenitude will be available to American women this month.

L'Oreal

describes Plenitude as designed to protect skin against such aging elements as wind, ultraviolet rays, stress, pollution and temperature extremes, and to reduce signs of aging. The line includes active daily moisturizers, a nighttime replenisher, a wrinkle defense cream, an eye contour cream, a cleansing gel, aqua cleansing cream, exfoliators and makeup removers.

Cosmair is committing extensive resources to promote the line. So far, $15 million has been allocated to TV and print advertising. Another $20 million is to be divided among in-store promotions and other traditional forms of support. These include 4 million direct-mail pieces and 20 million testers and samplers.

"We've developed upscale shelf organizers for drug chains," says Plenitude

director of marketing Steve Mormoris. "The organizers will include $1-off coupons and testers."

Part of the in-store money is earnmarked for trained representatives who work in the field, assisted by models from local agencies. Themodels will be briefed by the field representatives in order to helpstores sell Plenitude.

L'Oreal has decided to position the line in the H&BA sections of drug stores, where about 80% of all chain drug facial product sales occur. In Dallas and Atlanta test market stores the line has shown 10% or better market share figures.

Johnson & Johnson is moving in on skin care with its new line, Purpose. The dual-treatment moisturizer is getting a two-pronged marketing boost from J&J. Not only is Purpose being stocked in chain drug and other mass retail outlets, it is also being promoted and sampled through dermatologists and other physicians.

In addition, J&J is putting an aging-market spin on Purpose. It claims the product is gentle enough to be used with Retin-A, the antiaging vitamin A derivative that is marketed by J&J's Ortho Pharmaceutical division.

The product contains sunscreens with an SPF of 12. Its formula is non-greasy and contains emollients to soften skin. It also contains ahumectant to attract and hold moisture. In blind consumer tests, thecompany says, Purpose was preferred by 58% to 42% over the leading facial moisturizer without a sunscreen, and by 68% to 32% over the leading doctor-recommended facial sunscreen.

Exhibition tours malls

To support Purpose, J&J has been using a photoaging computer, similar to the one used by the Federal Bureau of Investigation to age photographs of missing children, as part of an educational exhibition that is touring various shopping malls.

Beiersdorf Inc., the maker of the Nivea line, is starting shipments to small and midsize drug chains of its new bath line, Nivea Bath Silk. This two-SKU line (gel and a shower formula) is being positionedbetween the expensive bath products and the low-price brands. In test markets on the West Coast, Nivea Bath Silk earned a 3% market share.

Earlier this year Beiersdorf released its Nivea Moisturizing Oil, a heavy-duty product for people with extremely dry skin. It is the company's fastest-growing product to date, reports Beiersdorf Cosmed marketing and sales senior vice president Frederick Hoefer.

Early in 1989, longtime skin care concern Westwood Pharmaceuticalsadded another product to its line, an antiaging moisturizing lotion specially designed to screen ultraviolet rays. Formulated with PABA and oxybenzone, the cream comes packaged in an attractive and upscale 6-ounce or 12-ounce bottle.

Chesebrough-Pond's, a division of Lever Bros., is test-marketing its Vaseline Intensive Care facial moisturizer, in a two-product line consisting of a lotion in a 4-ounce bottle with pump dispenser, a cream in a 2-ounce container, in South Bend, Ind., supermarkets.

But that's not all at Chesebrough. As of July 1 its Prince Matchabelli unit took control of the rights to distribute Pears soap in the U.S. (Parent company Unilever recently bought those rights back from Dep Corp.)

Matchabelli intends to explore the extension of Pears into facial cleansers in 1990, according to Chesebrough executives. They note that the Pears name has been trademarked by Unilever for everything fromlaundry goods to bath, body

and hair products.

Part of a package

Pears' direct competitor, Neutrogena, rolled out an antiseptic cleanser for acne-prone skin earlier this year. Released in June, the cleanser is included as part of a promotional campaign for the Neutrogena cleansing bar for acne-prone skin. The the cleansing bar, in turn, is part of another promotional package. Two-ounce tubes of Neutrogena acne mask are being packaged with free 1.4-ounce, trial-size bars.

LOAD-DATE: March 27, 2008

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 **ORAL ARGUMENT REQUESTED**

EXHIBIT F TO OPPOSER'S NOTICE OF RELIANCE

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ADVANCED REVITALIFT

US Serial Number: 78772310

Application Filing Date: Dec. 13, 2005

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Status Date: Jun. 30, 2009

Publication Date: Apr. 14, 2009

Mark Information

Mark Literal Elements: ADVANCED REVITALIFT

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 2093410, 2493424, 2602468

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: non-medicated skin care preparations

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 2006

Use in Commerce: Jun. 2006

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

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Legal Entity Type: SOCIETE ANONYME

State or Country Where Organized: FRANCE

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Mark: AGE COMBAT

AGE COMBAT

US Serial Number: 85055998

Application Filing Date: Jun. 07, 2010

US Registration Number: 3921248

Registration Date: Feb. 15, 2011

Register: Principal

Mark Type: Trademark

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

Status Date: Feb. 15, 2011

Publication Date: Aug. 31, 2010

Notice of Allowance Date: Oct. 26, 2010

Mark Information

Mark Literal Elements: AGE COMBAT

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Facial skincare preparation

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: May 01, 2010 **Use in Commerce:** May 01, 2010

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: L'Oreal USA Creative, Inc.

Owner Address: 575 Fifth Avenue
New York, NEW YORK 10017
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Lisa M. Gigliotti **Docket Number:** KHL 1080-108

Correspondent

Correspondent Name/Address: LISA M. GIGLIOTTI
L'OREAL USA CREATIVE, INC.
575 5TH AVE FL 34
NEW YORK, NEW YORK 10017-2422
UNITED STATES

Phone: 212-984-4177 **Fax:** 212-984-5082

Domestic Representative - Not Found

Prosecution History

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Jan. 08, 2011

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Mark: AGE PERFECT

AGE-PERFECT

US Serial Number: 75983382

Application Filing Date: Jan. 06, 2000

US Registration Number: 2810954

Registration Date: Feb. 03, 2004

Register: Principal

Mark Type: Trademark

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

Status Date: Dec. 04, 2009

Publication Date: Oct. 10, 2000

Notice of Allowance Date: Jan. 02, 2001

Mark Information

Mark Literal Elements: AGE PERFECT

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Related Properties Information

Claimed Ownership of US Registrations: 75889209, 75981219

Child Of: 75889209

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: SKIN CLEANSER

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 2003 **Use in Commerce:** Jun. 2003

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: L OREAL

Owner Address: 14, rue Royale
75008 Paris
FRANCE

Legal Entity Type: SOCIETE ANONYME **State or Country Where Organized:** FRANCE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Robert L. Sherman **Docket Number:** 29172.00012

Attorney Primary Email Address: rls@paulhastings.com **Attorney Email Authorized:** Yes

Correspondent

Correspondent Name/Address: Robert L. Sherman
Paul, Hastings, Janofsky & Walker LLP
75 East 55th Street
NEW YORK, NEW YORK 10022
UNITED STATES

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

Correspondent e-mail: rls@paulhastings.com **Correspondent e-mail Authorized:** Yes

Domestic Representative

Domestic Representative Name: BAKER & BOTTS, L.L.P.

Prosecution History

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 115 **Date in Location:** Dec. 04, 2009

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Mark: AGE-PERFECT

AGE-PERFECT

US Serial Number: 75981219

Application Filing Date: Jan. 06, 2000

US Registration Number: 2534805

Registration Date: Jan. 29, 2002

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Jan. 04, 2012

Publication Date: Oct. 10, 2000

Notice of Allowance Date: Jan. 02, 2001

Mark Information

Mark Literal Elements: AGE-PERFECT

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Related Properties Information

Claimed Ownership of US Registrations: 75889209

Child Of: 75889209

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: SKIN [MOISTURIZE] * MOISTURIZER *

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 01, 2001 **Use in Commerce:** Mar. 01, 2001

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: L OREAL

Owner Address: 14, rue Royale
75008 Paris
FRANCE

Legal Entity Type: SOCIETE ANONYME **State or Country Where Organized:** FRANCE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Robert L. Sherman **Docket Number:** 29172.00012

Attorney Primary Email Address: rls@paulhastings.com **Attorney Email Authorized:** No

Correspondent

Correspondent Name/Address: Robert L. Sherman
Paul Hastings LLP
75 EAST 55TH STREET
NEW YORK, NEW YORK 10022
UNITED STATES

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

Correspondent e-mail: rls@paulhastings.com **Correspondent e-mail Authorized:** No

Domestic Representative

Domestic Representative Name: Robert L. Sherman **Phone:** 212-318-6037

Fax: 212-318-6847

Domestic Representative e-mail: rls@paulhastings.com

Domestic Representative e-mail Authorized: No

Prosecution History

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Jan. 29, 2012

Change in Registration: Yes

Correction made to Registration: In the statement, Column 1, line 4, "MOISTURIZE" should be deleted, and "MOISTURIZER" should be inserted.

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: Not Found

Date in Location: Jan. 04, 2012

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Mark: BECAUSE YOU'RE WORTH IT

BECAUSE YOU'RE WORTH IT

US Serial Number: 75370491

Application Filing Date: Oct. 09, 1997

US Registration Number: 2320106

Registration Date: Feb. 22, 2000

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Aug. 09, 2010

Publication Date: Nov. 30, 1999

Mark Information

Mark Literal Elements: BECAUSE YOU'RE WORTH IT

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Related Properties Information

Claimed Ownership of US Registrations: 1043925

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 97/677367

Foreign Application Filing Date: May 07, 1997

Foreign Registration Number: 97/677367

Foreign Registration Date: May 07, 1997

Foreign Application/Registration Country: FRANCE

Foreign Expiration Date: May 07, 2007

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Cosmetics, namely, makeup, mascara, eyebrow pencils, pressed powder compact, foundation, eyeshadow, concealer, eyeliner, blush, [perfume, toilet water;] hair care products, namely, shampoo, conditioner, hair care and hair coloring preparations; and skin care preparations, namely, creams, milks, lotions, gels, and powders for the face, the body and the hands, facial cleanser, skin toner, eye cream, daily skin moisturizer, night cream, day cream, make-up remover, anti-wrinkle cream, cold cream, exfoliating scrub [sun care preparations, namely, tanning and after-sun, milks, gels and oils; gels and salts for the bath and shower, essential oils for personal use]

International Class: 003 - Primary Class **U.S Class:** 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 44(e)

For: [Acne treatment preparations]

International Class: 005 - Primary Class **U.S Class:** 006, 018, 044, 046, 051, 052

Class Status: SECTION 8 - CANCELLED

Basis: 44(e)

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	No	**Amended Use:**	No
Filed ITU:	No	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	Yes	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	Yes	**Amended 44E:**	Yes
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: L'OREAL

Owner Address: 14, rue Royale
Paris 75008
FRANCE

Legal Entity Type: SOCIETE ANONYME **State or Country Where Organized:** FRANCE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Robert L. Sherman

Docket Number: 29172.00012

Attorney Primary Email Address: rls@paulhastings.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Robert L. Sherman
PAUL, HASTINGS, JANOFSKY & WALKER LLP
75 EAST 55TH STREET
NEW YORK, NEW YORK 10022
UNITED STATES

Phone: 212-318-6037

Fax: 212-318-6847

Correspondent e-mail: rls@paulhastings.com

Correspondent e-mail Authorized: Yes

Domestic Representative

Domestic Representative Name: Robert L. Sherman

Phone: 212-318-6037

Fax: 212-318-6847

Domestic Representative e-mail: rls@paulhastings.com

Domestic Representative e-mail Authorized: Yes

Prosecution History

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Feb. 22, 2010

Change in Registration: Yes

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: Not Found

Date in Location: Aug. 09, 2010

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Mark: COLLAGEN REMODELER

COLLAGEN REMODELER

US Serial Number: 77210793

Application Filing Date: Jun. 20, 2007

US Registration Number: 3446292

Registration Date: Jun. 10, 2008

Register: Principal

Mark Type: Trademark

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

Status Date: Jun. 10, 2008

Publication Date: Dec. 04, 2007

Notice of Allowance Date: Feb. 26, 2008

Mark Information

Mark Literal Elements: COLLAGEN REMODELER

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "COLLAGEN"

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Facial moisturizers and non-medicated skincare preparations for the face

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 2008 **Use in Commerce:** Jan. 2008

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: L'Oreal

Owner Address: 14 rue Royale
Paris 75008
FRANCE

Legal Entity Type: SOCIETE ANONYME **State or Country Where Organized:** FRANCE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Robert L. Sherman **Docket Number:** 29172.00012

Attorney Primary Email Address: rls@paulhastings.com **Attorney Email Authorized:** No

Correspondent

Correspondent Name/Address: Robert L. Sherman
PAUL, HASTINGS, JANOFSKY & WALKER LLP
75 E 55TH ST
NEW YORK, NEW YORK 10022-3404
UNITED STATES

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

Correspondent e-mail: rls@paulhastings.com **Correspondent e-mail Authorized:** No

Domestic Representative

Domestic Representative Name: Robert L. Sherman **Phone:** 212-318-6037

Fax: 212-318-6847

Domestic Representative e-mail: rls@paulhastings.com

Domestic Representative e-mail Authorized: Yes

Prosecution History

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** May 05, 2008

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Mark: DEEP-SET WRINKLE REPAIR

DEEP-SET WRINKLE REPAIR

US Serial Number: 77373968

Application Filing Date: Jan. 17, 2008

US Registration Number: 3745527

Registration Date: Feb. 02, 2010

Register: Supplemental

Mark Type: Trademark

Date Amended to Current Register: May 11, 2009

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

Status Date: Feb. 02, 2010

Mark Information

Mark Literal Elements: DEEP-SET WRINKLE REPAIR

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "WRINKLE REPAIR"

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Non-medicated skincare preparation

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 2009 **Use in Commerce:** Jan. 2009

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: L'Oreal

Owner Address: 14 rue Royale
Paris 75008
FRANCE

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

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Robert L. Sherman **Docket Number:** 29172.00012

Attorney Primary Email Address: rls@paulhastings.com **Attorney Email Authorized:** No

Correspondent

Correspondent Name/Address: ROBERT L. SHERMAN
PAUL, HASTINGS, JANOFSKY & WALKER LLP
75 E 55TH ST
NEW YORK, NEW YORK 10022-3404
UNITED STATES

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

Correspondent e-mail: rls@paulhastings.com **Correspondent e-mail Authorized:** No

Domestic Representative

Domestic Representative Name: Robert L. Sherman **Phone:** 212-318-6037

Fax: 212-318-6847

Domestic Representative e-mail: rls@paulhastings.com

Domestic Representative e-mail Authorized: Yes

Prosecution History

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Feb. 02, 2010

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Mark: LA PARISIENNE

LA PARISIENNE

US Serial Number:	78525410	**Application Filing Date:**	Dec. 01, 2004
US Registration Number:	3045955	**Registration Date:**	Jan. 17, 2006
Register:	Principal		
Mark Type:	Trademark		
Status:	A Section 8 declaration has been accepted.		
Status Date:	Aug. 02, 2012		
Publication Date:	Oct. 25, 2005		

Mark Information

Mark Literal Elements: LA PARISIENNE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Translation: The English translation of "LA PARISIENNE" is "The Parisian one".

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: [Non-medicated skin care preparations, namely, anti- aging cream, anti-wrinkle cream, astringent for cosmetic purposes,] body cream, [body emulsion, body lotion, body milk, body oil, body scrub, body spray, exfoliants for skin, eye cream, eye gel, facial cleanser, facial cream, facial emulsions, facial masks, facial scrub, hand cream, hand lotion, hand soap, moisturizing milks, non-medicated body

soak, non-medicated foot cream,] shower gel, [skin clarifiers, skin cleansers, skin cleansing cream, skin cleansing lotion, skin conditioners, skin cream, skin emollients, skin lotion, skin masks, skin moisturizer, skin soap, skin toner, soap for cosmetic purposes; Shaving preparations, namely, shaving balm, shaving cream, shaving foam, shaving gel, shaving lotion, shaving soap, after-shave gel, after-shave lotion; Bath additives, namely, bath beads, bath crystals, bath foams, bath gels, bath milk, bath oils, bath pearls, bubble bath, non- medicated bath salts; Fragrances, namely, essential oils for personal use, potpourri, scented linen sprays, scented room sprays,] perfume, eau de toilette; [Non-medicated hair care preparations, namely, hair conditioners, hair dressings for men, hair emollients, hair gel, hair mousse, hair pomades, hair rinses, hair shampoo, hair spray, hair styling preparations; Household cleaning preparations, namely, dish detergents, laundry detergents, glass cleaning preparations, cleaner for use on countertops]

International Class: 003 - Primary Class **U.S Class:** 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 01, 2002 **Use in Commerce:** Feb. 01, 2002

Basis Information (Case Level)

Filed Use:	Yes	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	No	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: L'OREAL (UK) LIMITED

Owner Address: 255 HAMMERSMITH ROAD
LONDON W6 8AZ
UNITED KINGDOM

Legal Entity Type: PRIVATE LIMITED COMPANY **State or Country Where Organized:** UNITED KINGDOM

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Robert L. Sherman **Docket Number:** 29172.00152

Attorney Primary Email Address: rls@paulhastings.com **Attorney Email Authorized:** Yes

Correspondent

Correspondent Name/Address: Robert L. Sherman
Paul Hastings LLP
75 East 55th Street
New York, NEW YORK 10022
UNITED STATES

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

Correspondent e-mail: rls@paulhastings.com **Correspondent e-mail Authorized:** Yes

Domestic Representative

Domestic Representative Name: Robert L. Sherman **Phone:** 212-318-6037

Fax: 212-318-6847

Domestic Representative e-mail: rls@paulhastings.com **Domestic Representative e-mail Authorized:** Yes

Prosecution History

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 111 **Date in Location:** Aug. 02, 2012

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Mark: MEN'S EXPERT

MEN'S EXPERT

US Serial Number: 76600493

Application Filing Date: Jul. 02, 2004

US Registration Number: 3233924

Registration Date: Apr. 24, 2007

Register: Principal

Mark Type: Trademark

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

Status Date: Nov. 25, 2012

Publication Date: May 16, 2006

Notice of Allowance Date: Aug. 08, 2006

Mark Information

Mark Literal Elements: MEN'S EXPERT

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "men's"

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Face wash, facial and eye moisturizers, eye creams, antiwrinkle and skin firming moisturizers, and skin exfoliating cleansers, lotions and creams

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 2005

Use in Commerce: Feb. 2005

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: L'Oréal

Owner Address: 14, Rue Royale
Paris 75008
FRANCE

Legal Entity Type: SOCIÉTÉ ANONYME

State or Country Where Organized: FRANCE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Robert L. Sherman

Docket Number: 29172.00012

Attorney Primary Email Address: rls@paulhastings.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Robert L. Sherman
Paul Hastings LLP
75 E 55TH ST FL C1
NEW YORK, NEW YORK 10022-3404
UNITED STATES

Phone: 212-318-6037

Fax: 212-318-6847

Correspondent e-mail: rls@paulhastings.com

Correspondent e-mail Authorized: Yes

Domestic Representative

Domestic Representative Name: Robert L. Sherman

Phone: 212-318-6037

Fax: 212-318-6847

Domestic Representative e-mail: rls@paulhastings.com

Domestic Representative e-mail Authorized: Yes

Prosecution History

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 103 **Date in Location:** Nov. 25, 2012

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

On March 7, 2013, the USPTO released version 2.1 of Trademark Status and Document Retrieval (TSDR). Please send any TSDR related questions or comments to **TSDR@USPTO.GOV**. Additional information about the TSDR 2.1 deployment is available here: **TSDR 2.1**.

Generated on: This page was generated by TSDR on 2013-04-12 18:19:40 EDT

Mark: REVITALIFT CLINICAL

REVITALIFT CLINICAL

US Serial Number: 85476931

Application Filing Date: Nov. 18, 2011

Register: Principal

Mark Type: Trademark

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

Status Date: Jan. 08, 2013

Publication Date: Jun. 05, 2012

Notice of Allowance Date: Jul. 31, 2012

Mark Information

Mark Literal Elements: REVITALIFT CLINICAL

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "CLINICAL"

Related Properties Information

Claimed Ownership of US Registrations: 2602468, 3647591

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Non-medicated skincare preparations

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(b)

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	No	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	Yes	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: L'Oreal

Owner Address: 14 Rue Royale
Paris 75008
FRANCE

Legal Entity Type: société anonyme (sa)

State or Country Where Organized: FRANCE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Robert L. Sherman

Docket Number: 29172.00012

Attorney Primary Email Address: rls@paulhastings.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: ROBERT L. SHERMAN
PAUL HASTINGS LLP
75 E 55TH ST
NEW YORK, NEW YORK 10022-3404
UNITED STATES

Phone: 212-318-6037

Fax: 212-318-6847

Correspondent e-mail: rls@paulhastings.com

Correspondent e-mail Authorized: Yes

Domestic Representative

Domestic Representative Name: Robert L. Sherman

Phone: 212-318-6037

Fax: 212-318-6847

Domestic Representative e-mail: rls@paulhastings.com

Domestic Representative e-mail Authorized: Yes

Prosecution History

TM Staff and Location Information

TM Staff Information

TM Attorney: LEIPZIG, MARC J

Law Office Assigned: LAW OFFICE 115

File Location

Current Location: INTENT TO USE SECTION

Date in Location: Jul. 31, 2012

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

On March 7, 2013, the USPTO released version 2.1 of Trademark Status and Document Retrieval (TSDR). Please send any TSDR related questions or comments to TSDR@USPTO.GOV. Additional information about the TSDR 2.1 deployment is available here: TSDR 2.1.

Generated on: This page was generated by TSDR on 2013-04-12 18:21:01 EDT

Mark: REVITALIFT COMPLETE

REVITALIFT COMPLETE

US Serial Number: 76160165

Application Filing Date: Nov. 06, 2000

US Registration Number: 2602468

Registration Date: Jul. 30, 2002

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: May 22, 2012

Publication Date: Aug. 07, 2001

Notice of Allowance Date: Oct. 30, 2001

Mark Information

Mark Literal Elements: REVITALIFT COMPLETE

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Skin care preparations, namely, moisturizer

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 2001

Use in Commerce: Jan. 2001

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: L'Oreal

Owner Address: 14, rue Royale
75008 Paris
FRANCE

Legal Entity Type: SOCIETE ANONYME

State or Country Where Organized: FRANCE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Robert L. Sherman

Docket Number: 29172.00012

Attorney Primary Email Address: rls@paulhastings.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Robert L. Sherman
Paul Hastings LLP
75 EAST 55TH STREET
NEW YORK, NEW YORK 10022
UNITED STATES

Phone: 212-318-6037

Fax: 212-318-6847

Correspondent e-mail: rls@paulhastings.com

Correspondent e-mail Authorized: Yes

Domestic Representative

Domestic Representative Name: Robert L. Sherman

Phone: 212-318-6037

Fax: 212-318-6847

Domestic Representative e-mail: rls@paulhastings.com

Domestic Representative e-mail Authorized: Yes

Prosecution History

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Jul. 30, 2012

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: Not Found **Date in Location:** May 22, 2012

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

On March 7, 2013, the USPTO released version 2.1 of Trademark Status and Document Retrieval (TSDR). Please send any TSDR related questions or comments to **TSDR@USPTO.GOV**. Additional information about the TSDR 2.1 deployment is available here: **TSDR 2.1**.

STATUS **DOCUMENTS** | **Back to Search** | Print

Generated on: This page was generated by TSDR on 2013-04-12 18:22:14 EDT

Mark: SERUM BLENDING PRO K
RECHERCHE AVANCEE L'OREAL

US Serial Number: 85742415

Application Filing Date: Oct. 01, 2012

Register: Principal

Mark Type: Trademark

Status: A non-final Office action has been sent (issued) to the applicant. This is a letter from the examining attorney requiring additional information and/or making an initial refusal. The applicant must respond to this Office action. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

Status Date: Jan. 28, 2013

Mark Information

Mark Literal Elements: SERUM BLENDING PRO K RECHERCHE AVANCEE L'OREAL

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of SERUM BLENDING contained in a rectangle with K in reverse print and PRO in reverse print reading from bottom to top both to its left and RECHERCHE AVANCEE L'OREAL in smaller letters above.

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

Design Search Code (s): 26.09.21 - Squares that are completely or partially shaded
26.11.10 - Rectangles divided once into two sections
26.11.21 - Rectangles that are completely or partially shaded

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 123912786

Foreign Application Filing Date: Apr. 13, 2012

Foreign Application/Registration Country: FRANCE

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Perfume, toilet water; gels, salts for the bath and the shower not for medical purpose; toilet soaps, body deodorants; cosmetics, namely, creams, milks, lotions, masks, gels and powders for the face, the body and the hands; non-medicated sun care preparations; cosmetic products for capillary use, namely, shampoos; products for hair styling and hair care, namely, gels, mousses, balms, creams, powders, wax, serums, lotions and masks; hair lacquers; hair colouring and hair decolorant preparations; protective coloring preparations for treated hair; permanent waving and curling preparations; essential oils for personal use

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(b) 44(d)

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	No	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	Yes	**Amended ITU:**	No
Filed 44D:	Yes	**Currently 44D:**	Yes	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: L'Oreal

Owner Address: 14 Rue Royale
Paris 75008
FRANCE

Legal Entity Type: société anonyme (sa)

State or Country Where Organized: FRANCE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Robert L. Sherman

Docket Number: 29172.00145

Attorney Primary Email Address: rls@paulhastings.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: ROBERT L. SHERMAN
PAUL HASTINGS LLP
75 E 55TH ST
NEW YORK, NEW YORK 10022-3404
UNITED STATES

Phone: 212-318-6037

Fax: 212-318-6847

Correspondent e-mail: rls@paulhastings.com

Correspondent e-mail Authorized: Yes

Domestic Representative

Domestic Representative Name: Robert L. Sherman

Phone: 212-318-6037

Fax: 212-318-6847

Domestic Representative e-mail: rls@paulhastings.com

Domestic Representative e-mail Authorized: Yes

Prosecution History

TM Staff and Location Information

TM Staff Information

TM Attorney: HALMEN, KATHERINE E

Law Office Assigned: LAW OFFICE 109

File Location

Current Location: TMEG LAW OFFICE 109 - EXAMINING ATTORNEY ASSIGNED

Date in Location: Jan. 28, 2013

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

On March 7, 2013, the USPTO released version 2.1 of Trademark Status and Document Retrieval (TSDR). Please send any TSDR related questions or comments to **TSDR@USPTO.GOV**. Additional information about the TSDR 2.1 deployment is available here: **TSDR 2.1**.

Generated on: This page was generated by TSDR on 2013-04-12 18:22:47 EDT

Mark: VISIBLE LIFT

VISIBLE LIFT

US Serial Number: 77189330

Application Filing Date: May 24, 2007

US Registration Number: 3375503

Registration Date: Jan. 29, 2008

Register: Principal

Mark Type: Trademark

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

Status Date: Jan. 29, 2008

Publication Date: Nov. 13, 2007

Mark Information

Mark Literal Elements: VISIBLE LIFT

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Makeup foundation

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 15, 1998 **Use in Commerce:** Sep. 15, 1998

Basis Information (Case Level)

Filed Use:	Yes	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	No	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: L'Oreal

Owner Address: 14 rue Royale
Paris 75008
FRANCE

Legal Entity Type: SOCIETE ANONYME **State or Country Where Organized:** FRANCE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Robert L. Sherman **Docket Number:** 29172.00012

Attorney Primary Email Address: rls@paulhastings.com **Attorney Email Authorized:** No

Correspondent

Correspondent Name/Address: ROBERT L. SHERMAN
PAUL, HASTINGS, JANOFSKY & WALKER LLP
75 E 55TH ST
NEW YORK, NEW YORK 10022-3404
UNITED STATES

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

Correspondent e-mail: rls@paulhastings.com **Correspondent e-mail Authorized:** No

Domestic Representative

Domestic Representative Name: Robert L. Sherman **Phone:** 212-318-6037

Fax: 212-318-6847

Domestic Representative e-mail: rls@paulhastings.com

Domestic Representative e-mail Authorized: Yes

Prosecution History

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Jan. 29, 2008

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

On March 7, 2013, the USPTO released version 2.1 of Trademark Status and Document Retrieval (TSDR). Please send any TSDR related questions or comments to **TSDR@USPTO.GOV**. Additional information about the TSDR 2.1 deployment is available here: **TSDR 2.1**.

Generated on: This page was generated by TSDR on 2013-04-12 18:23:24 EDT

Mark: YOUTH CODE

YOUTH CODE

US Serial Number: 77819322

Application Filing Date: Sep. 03, 2009

Register: Principal

Mark Type: Trademark

Status: An Office action suspending further action on the application has been sent (issued) to the applicant. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

Status Date: Nov. 28, 2012

Mark Information

Mark Literal Elements: YOUTH CODE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 093635153

Foreign Application Filing Date: Mar. 09, 2009

Foreign Registration Number: 093635153

Foreign Registration Date: Mar. 09, 2009

Foreign Application/Registration Country: FRANCE

Foreign Expiration Date: Mar. 09, 2019

Priority Claimed: Yes

Foreign Application Number: 093635153

Foreign Application Filing Date: Mar. 09, 2009

Foreign Registration Number: 093635153

Foreign Registration Date: Mar. 09, 2009

Foreign Application/Registration Country: FRANCE

Foreign Expiration Date: Mar. 09, 2019

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Perfume, toilet water; gels for the face, skin and body; salts for the bath and the shower not for medical purpose; toilet soaps, body deodorants; cosmetics, namely, creams, milks, lotions, gels and powders for the face, the body and the hands; non-medicated sun care preparations; makeup preparations; shampoos; hair styling and hair care products, namely, gels, sprays, mousses, balms, cream, serums and waxes; hair lacquers; hair coloring preparations, hair decolorant preparations; non-medicated hair care preparations, namely, permanent waving and curling preparations; essential oils for personal use

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 44(d) 44(e)

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	No	**Amended Use:**	No
Filed ITU:	No	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	Yes	**Currently 44D:**	Yes	**Amended 44D:**	No
Filed 44E:	Yes	**Currently 44E:**	Yes	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: L'Oreal

Owner Address: 14 Rue Royale
Paris 75008
FRANCE

Legal Entity Type: société anonyme (sa)

State or Country Where Organized: FRANCE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Robert L. Sherman **Docket Number:** 29172.00012

Attorney Primary Email Address: rls@paulhastings.com **Attorney Email Authorized:** Yes

Correspondent

Correspondent Name/Address: ROBERT L. SHERMAN
PAUL, HASTINGS, JANOFSKY & WALKER LLP
75 E 55TH ST
NEW YORK, NEW YORK 10022-3404
UNITED STATES

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

Correspondent e-mail: rls@paulhastings.com **Correspondent e-mail Authorized:** Yes

Domestic Representative

Domestic Representative Name: Robert L. Sherman **Phone:** 212-318-6037

Fax: 212-318-6847

Domestic Representative e-mail: rls@paulhastings.com **Domestic Representative e-mail Authorized:** Yes

Prosecution History

TM Staff and Location Information

TM Staff Information

TM Attorney: ERVIN, INGA MARIE **Law Office Assigned:** LAW OFFICE 111

File Location

Current Location: TMO LAW OFFICE 111 - EXAMINING ATTORNEY ASSIGNED **Date in Location:** Nov. 28, 2012

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

On March 7, 2013, the USPTO released version 2.1 of Trademark Status and Document Retrieval (TSDR). Please send any TSDR related questions or comments to **TSDR@USPTO.GOV**. Additional information about the TSDR 2.1 deployment is available here: **TSDR 2.1**.

Generated on: This page was generated by TSDR on 2013-04-12 18:26:06 EDT

Mark: YOUTH CODE RECHARGE

YOUTH CODE RECHARGE

US Serial Number: 85435073

Application Filing Date: Sep. 29, 2011

Register: Principal

Mark Type: Trademark

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

Status Date: Nov. 08, 2012

Publication Date: Mar. 13, 2012

Notice of Allowance Date: May 08, 2012

Mark Information

Mark Literal Elements: YOUTH CODE RECHARGE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Non-medicated facial skincare preparations

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(b)

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	No	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	Yes	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: L'Oreal

Owner Address: 14 Rue Royale
Paris 75008
FRANCE

Legal Entity Type: société anonyme (sa)

State or Country Where Organized: FRANCE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Robert L. Sherman

Docket Number: 29172.00012

Attorney Primary Email Address: rls@paulhastings.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: ROBERT L. SHERMAN
PAUL HASTINGS LLP
75 E 55TH ST
NEW YORK, NEW YORK 10022-3404
UNITED STATES

Phone: 212-318-6037

Fax: 212-318-6847

Correspondent e-mail: rls@paulhastings.com

Correspondent e-mail Authorized: Yes

Domestic Representative

Domestic Representative Name: Robert L. Sherman

Phone: 212-318-6037

Fax: 212-318-6847

Domestic Representative e-mail: rls@paulhastings.com

Domestic Representative e-mail Authorized: Yes

Prosecution History

TM Staff and Location Information

TM Staff Information

TM Attorney: FICKES, JERI J **Law Office Assigned:** LAW OFFICE 107

File Location

Current Location: INTENT TO USE SECTION **Date in Location:** May 08, 2012

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

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 **ORAL ARGUMENT REQUESTED**

EXHIBIT G TO OPPOSER'S NOTICE OF RELIANCE

On March 7, 2013, the USPTO released version 2.1 of Trademark Status and Document Retrieval (TSDR). Please send any TSDR related questions or comments to **TSDR@USPTO.GOV**. Additional information about the TSDR 2.1 deployment is available here: **TSDR 2.1**.

STATUS **DOCUMENTS** | **Back to Search** | Print

Generated on: This page was generated by TSDR on 2013-04-12 18:29:55 EDT

Mark: ACTIVE COPPER

ACTIVE COPPER

US Serial Number: 76975228

Application Filing Date: Nov. 30, 2000

US Registration Number: 2716520

Registration Date: May 13, 2003

Register: Principal

Mark Type: Trademark

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

Status Date: Jan. 03, 2009

Publication Date: Apr. 23, 2002

Notice of Allowance Date: Jul. 16, 2002

Mark Information

Mark Literal Elements: ACTIVE COPPER

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Disclaimer: "COPPER"

Related Properties Information

Claimed Ownership of US Registrations: 76173185

Child Of: 76173185

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Firming facial treatment cream, firming and anti-aging eye treatment cream, anti-aging facial cream; [cosmetics, namely, foundation, makeup and concealer;] body lotion; and firming facial treatment lotion and anti-aging facial lotion

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 15, 2001

Use in Commerce: Apr. 15, 2001

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: NEUTROGENA CORPORATION

Owner Address: 5760 West 96th Street
Los Angeles, CALIFORNIA 90045
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Amy E. Carroll

Docket Number: 33178/421574

Attorney Primary Email Address: dctrademarks@dbr.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Amy E. Carroll
Drinker Biddle & Reath LLP
1500 K Street, N.W.
Suite 1100
WASHINGTON, DISTRICT OF COLUMBIA 20005
UNITED STATES

Phone: 202-842-8800

Fax: 202-842-8465

Correspondent e-mail: dctrademarks@dbr.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: SCANNING ON DEMAND

Date in Location: Mar. 04, 2009

Assignment Abstract Of Title Information - Click to Load

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Mark: ADVANCED SOLUTIONS

ADVANCED SOLUTIONS

US Serial Number:	76978285	**Application Filing Date:**	Nov. 24, 2003
US Registration Number:	3149331	**Registration Date:**	Sep. 26, 2006
Register:	Principal		
Mark Type:	Trademark		
Status:	Registered. The registration date is used to determine when post-registration maintenance documents are due.		
Status Date:	Sep. 26, 2006		
Publication Date:	Nov. 01, 2005	**Notice of Allowance Date:**	Jan. 24, 2006

Mark Information

Mark Literal Elements: ADVANCED SOLUTIONS

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 76561231

Child Of: 76561231

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Facial skin care products, namely, non-medicated facial treatment cream, and lotion; anti-aging cream, and lotion; moisturizer cream; skin exfoliation products, namely, facial cream and facial peel

International Class: 003 - Primary Class **U.S Class:** 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 30, 2004 **Use in Commerce:** Aug. 30, 2004

For: Battery operated, hand-held skin exfoliators

International Class: 008 - Primary Class **U.S Class:** 023, 028, 044

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 03, 2005 **Use in Commerce:** Jan. 03, 2005

Basis Information (Case Level)

Filed Use: No	**Currently Use:** Yes	**Amended Use:** No
Filed ITU: Yes	**Currently ITU:** No	**Amended ITU:** No
Filed 44D: No	**Currently 44D:** No	**Amended 44D:** No
Filed 44E: No	**Currently 44E:** No	**Amended 44E:** No
Filed 66A: No	**Currently 66A:** No	
Filed No Basis: No	**Currently No Basis:** No	

Current Owner(s) Information

Owner Name: NEUTROGENA CORPORATION

Owner Address: 5760 West 96th Street
Los Angeles, CALIFORNIA 90045
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: AMY E. CARROLL **Docket Number:** US-A-341

Attorney Primary Email Address: amy.carroll@dbr.com **Attorney Email Authorized:** Yes

Correspondent

Correspondent Name/Address: AMY E CARROLL
DRINKER BIDDLE & REATH LLP

1500 K ST NW STE 1100
WASHINGTON, DISTRICT OF COLUMBIA 20005-1209
UNITED STATES

Phone: (202) 842-8800

Correspondent e-mail: amy.carroll@dbr.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Aug. 18, 2006

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Mark: AGELESS RESTORATIVES

AGELESS RESTORATIVES

US Serial Number: 77432883

Application Filing Date: Mar. 27, 2008

US Registration Number: 3734796

Registration Date: Jan. 05, 2010

Register: Principal

Mark Type: Trademark

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

Status Date: Jan. 05, 2010

Publication Date: Feb. 03, 2009

Notice of Allowance Date: Apr. 28, 2009

Mark Information

Mark Literal Elements: AGELESS RESTORATIVES

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "RESTORATIVES"

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Facial skin care products, namely, facial treatment lotion, eye treatment cream, eye treatment lotion, anti-aging treatment serums and moisturizer lotion; products for skin exfoliation, namely, skin exfoliants

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 07, 2009 **Use in Commerce:** Jun. 07, 2009

For: Exfoliating and cleansing devices, namely, battery-operated handheld skin exfoliating and cleansing pads

International Class: 021 - Primary Class **U.S Class:** 002, 013, 023, 029, 030, 033, 040, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 07, 2009 **Use in Commerce:** Jun. 07, 2009

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: Neutrogena Corporation

Owner Address: 5760 West 96th Street
Los Angeles, CALIFORNIA 90045
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Amy E. Carroll **Docket Number:** 033178/42133

Attorney Primary Email Address: dctrademarks@dbr.com **Attorney Email Authorized:** No

Correspondent

Correspondent Name/Address: AMY E. CARROLL
DRINKER BIDDLE & REATH LLP
1500 K ST NW STE 1100
WASHINGTON, DISTRICT OF COLUMBIA 20005-1209

UNITED STATES

Phone: 202-842-8800 **Fax:** 202-842-8465

Correspondent e-mail: dctrademarks@dbr.com **Correspondent e-mail Authorized:** No

Domestic Representative - Not Found

Prosecution History

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Dec. 02, 2009

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Mark: AGE TRANSFORM

AGE TRANSFORM

US Serial Number: 78827497

Application Filing Date: Mar. 02, 2006

US Registration Number: 3272959

Registration Date: Jul. 31, 2007

Register: Principal

Mark Type: Trademark

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

Status Date: Jul. 31, 2007

Publication Date: Jul. 04, 2006

Notice of Allowance Date: Sep. 26, 2006

Mark Information

Mark Literal Elements: AGE TRANSFORM

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: non-medicated skin care preparations

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 22, 2007 **Use in Commerce:** Jan. 22, 2007

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: The Procter & Gamble Company

Owner Address: One Procter & Gamble Plaza
Cincinnati, OHIO 45202
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** OHIO

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Susan M. Shook **Docket Number:** 79248

Attorney Primary Email Address: pgtrademarks.im@pg.com **Attorney Email Authorized:** No

Correspondent

Correspondent Name/Address: SUSAN M SHOOK
THE PROCTER & GAMBLE COMPANY
PO BOX 11
GO C-2 Box 11
CINCINNATI, OHIO 45201-0011
UNITED STATES

Phone: 513-983-4225 **Fax:** 513-983-1992

Domestic Representative - Not Found

Prosecution History

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Jun. 25, 2007

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Mark: AGELESS INTENSIVES

AGELESS INTENSIVES

US Serial Number: 77432892

Application Filing Date: Mar. 27, 2008

US Registration Number: 3734797

Registration Date: Jan. 05, 2010

Register: Principal

Mark Type: Trademark

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

Status Date: Jan. 05, 2010

Publication Date: Feb. 03, 2009

Notice of Allowance Date: Apr. 28, 2009

Mark Information

Mark Literal Elements: AGELESS INTENSIVES

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "INTENSIVES"

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Facial skin care products, namely, facial treatment cream, facial treatment gel, facial treatment lotion, eye treatment cream, anti-aging treatment, namely, serums, moisturizer cream and moisturizer lotion; products for skin exfoliation, namely, skin exfoliants

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 08, 2008 **Use in Commerce:** Dec. 08, 2008

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: Neutrogena Corporation

Owner Address: 5760 West 96th Street
Los Angeles, CALIFORNIA 90045
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Amy E. Carroll **Docket Number:** 033178/42099

Attorney Primary Email Address: dctrademarks@dbr.com **Attorney Email Authorized:** No

Correspondent

Correspondent Name/Address: AMY E. CARROLL
DRINKER BIDDLE & REATH LLP
1500 K ST NW STE 1100
WASHINGTON, DISTRICT OF COLUMBIA 20005-1209
UNITED STATES

Phone: 202-842-8800 **Fax:** 202-842-8465

Correspondent e-mail: dctrademarks@dbr.com **Correspondent e-mail Authorized:** No

Domestic Representative - Not Found

Prosecution History

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Dec. 02, 2009

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Mark: ANTI-AGING TRIPLE RESPONSE SYSTEM

ANTI-AGING TRIPLE RESPONSE SYSTEM

US Serial Number: 78884951

Application Filing Date: May 16, 2006

US Registration Number: 3321633

Registration Date: Oct. 23, 2007

Register: Principal

Mark Type: Trademark

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

Status Date: Oct. 23, 2007

Publication Date: Dec. 26, 2006

Notice of Allowance Date: Mar. 20, 2007

Mark Information

Mark Literal Elements: ANTI-AGING TRIPLE RESPONSE SYSTEM

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "ANTI-AGING"

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Non-medicated skin care preparations

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 29, 2006 **Use in Commerce:** Dec. 29, 2006

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: The Procter & Gamble Company

Owner Address: One Procter & Gamble Plaza
Cincinnati, OHIO 45202
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** OHIO

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Susan M. Shook **Docket Number:** 79434

Attorney Primary Email Address: pgtrademarks.im@pg.com **Attorney Email Authorized:** No

Correspondent

Correspondent Name/Address: SUSAN M SHOOK
THE PROCTER & GAMBLE COMPANY
ONE PROCTER & GAMBLE PLZ
GO C-2 BOX 11
CINCINNATI, OHIO 45202
UNITED STATES

Phone: 513-983-4225 **Fax:** 513-983-1992

Correspondent e-mail: pgtrademarks.im@pg.com **Correspondent e-mail Authorized:** No

Domestic Representative - Not Found

Prosecution History

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Sep. 17, 2007

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Mark: DERMA-FULL

DERMA-FULL

US Serial Number: 77758539

Application Filing Date: Jun. 12, 2009

US Registration Number: 3731408

Registration Date: Dec. 29, 2009

Register: Principal

Mark Type: Trademark

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

Status Date: Dec. 29, 2009

Publication Date: Oct. 13, 2009

Mark Information

Mark Literal Elements: DERMA-FULL

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 2990319, 3403506, 3428210

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Facial cream; Non-medicated anti-aging serum

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 19, 2009

Use in Commerce: Feb. 19, 2009

Basis Information (Case Level)

Filed Use:	Yes	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	No	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: Avon Products, Inc.

Owner Address: 777 Third Avenue
Avon Products, Inc.
New York, NEW YORK 10017
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: NEW YORK

Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent Name/Address: JOHN M. BERGIN
AVON PRODUCTS, INC.
777 Third Avenue
Legal Department, 3rd Floor
New York, NEW YORK 10017
UNITED STATES

Phone: 212-282-7253

Fax: 646-588-0438

Correspondent e-mail: Patricia.Gumpert@avon.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Dec. 29, 2009

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Mark: FRESHCOVER

FRESHCOVER

US Serial Number: 77093649

Application Filing Date: Jan. 29, 2007

US Registration Number: 3427700

Registration Date: May 13, 2008

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

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

Status Date: May 13, 2008

Publication Date: Jul. 24, 2007

Notice of Allowance Date: Oct. 16, 2007

Mark Information

Mark Literal Elements: FRESHCOVER

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Anti-aging cream; anti-wrinkle creams; bath gels; beauty creams; beauty gels; blush; blush pencils; body creams; cold creams; cosmetic creams; eye cream; eye gels; eye pencils; eye shadows; facial cleansers; facial creams; hair creams; hair gel; hair gels; hand creams; lip gloss; lipstick; make-up kits comprised of lipstick and lip gloss; mascara; nail care preparations; nail cream; nail polish; shower gels; skin creams; skin creams in liquid and solid form

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 01, 2008 **Use in Commerce:** Feb. 01, 2008

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: REVLON CONSUMER PRODUCTS CORPORATION

Owner Address: 237 PARK AVENUE
NEW YORK, NEW YORK 10017
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Erica J. Swartz **Docket Number:** REVL20156USA

Attorney Primary Email Address: erica.swartz@revlon.com **Attorney Email Authorized:** Yes

Correspondent

Correspondent Name/Address: Erica J. Swartz
Revlon
237 Park Avenue
New York, NEW YORK 10017
UNITED STATES

Phone: 2125275618

Correspondent e-mail: erica.swartz@revlon.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Maintenance Filings or Post Registration Information

Amendment to a Registration/Renewal Certificate: Issue New Certificate to: REVLON CONSUMER PRODUCTS CORPORATION (Delaware Corporation) 237 PARK AVENUE, NEW YORK NY 10017

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: Not Found **Date in Location:** Jun. 15, 2012

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Mark: HEXYL-WHITE

HEXYL-WHITE

US Serial Number: 85676502

Application Filing Date: Jul. 13, 2012

Register: Principal

Mark Type: Trademark

Status: A non-final Office action has been sent (issued) to the applicant. This is a letter from the examining attorney requiring additional information and/or making an initial refusal. The applicant must respond to this Office action. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

Status Date: Oct. 11, 2012

Mark Information

Mark Literal Elements: HEXYL-WHITE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Beauty care products and preparations; skin care preparations and products; facial care products; body care preparations and products; natural body care products for the face and the skin; cosmetics; cosmetic preparations; exfoliants for the care and cleansing of the skin; non-medicated preparations for moisturising, nourishing, toning and the care of the skin; preparations in the form of emulsions for the care of the skin; make-up preparations; facial packs; beauty masks; facial wipes impregnated with cosmetics; masks for the face; cleansing masks; creams for wrinkles; creams for firming the skin; lipsticks; lip moisturizers and conditioners; liquid and powder foundation; make-up base; skin moisturizing creams, lotions and gels; skin whitening preparations; skin toners; skin cleansers and astringents; eye masks; eye creams, lotions and gels; skin and body massage creams; soaps;

perfumeries; essential oils; dentifrices; shampoos; conditioners; hair styling preparations; hair care preparations; hair coloring preparations

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(b)

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	No	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	Yes	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: The Procter & Gamble Company

Owner Address: One Procter & Gamble Plaza
Cincinnati, OHIO 45202
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: OHIO

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Emily M. Judge

Docket Number: TM-232886/US

Attorney Primary Email Address: pgtrademarks.im@pg.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: EMILY M. JUDGE
THE PROCTER & GAMBLE COMPANY
299 E 6TH ST
CINCINNATI, OHIO 45202-3216
UNITED STATES

Phone: 513-983-2105

Fax: 513-945-6798

Correspondent e-mail: pgtrademarks.im@pg.com
judge.em.1@pg.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

TM Staff and Location Information

TM Staff Information

TM Attorney: FRENCH, CURTIS W **Law Office Assigned:** LAW OFFICE 115

File Location

Current Location: TMO LAW OFFICE 115 - EXAMINING ATTORNEY ASSIGNED **Date in Location:** Oct. 11, 2012

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Mark: JI

JI

US Serial Number: 85655653

Application Filing Date: Jun. 19, 2012

Register: Principal

Mark Type: Trademark

Status: An Office action suspending further action on the application has been sent (issued) to the applicant. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

Status Date: Mar. 01, 2013

Mark Information

Mark Literal Elements: JI

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Foreign Information

Priority Claimed: Yes

Foreign Application Number: T1206505J

Foreign Application Filing Date: May 07, 2012

Foreign Application/Registration Country: SINGAPORE

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Beauty care products and preparations, namely, cosmetic preparations for body care; non-medicated skin care preparations; facial cleansers and creams; cosmetic body care preparations; natural body care lotions and creams for the face and the skin; cosmetics; cosmetic preparations; exfoliants for the care and cleansing of the skin; non-medicated preparations for moisturising, nourishing, toning and the care of the skin; cosmetic preparations in the form of emulsions for the care of the skin; make-up preparations; facial masks; beauty masks; facial wipes impregnated with cosmetics; cosmetic masks for the face; cleansing skin masks; anti-wrinkle creams; creams for firming the skin; lipsticks; lip moisturizers and conditioners; liquid and powder foundation; make-up foundation; skin moisturizing creams, lotions and gels; skin whitening preparations; skin toners; skin cleansers and astringents for cosmetic preparations; gel eye masks; eye creams, lotions and gels; skin and body massage creams; soaps; perfumeries; essential oils; dentifrices; shampoos; conditioners; hair styling preparations; hair care preparations; hair coloring preparations

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(b) 44(d)

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	No	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	Yes	**Amended ITU:**	No
Filed 44D:	Yes	**Currently 44D:**	Yes	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: The Procter & Gamble Company

Owner Address: One Procter & Gamble Plaza
Cincinnati, OHIO 45202
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: OHIO

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Emily M. Judge

Docket Number: TM-232547/US

Attorney Primary Email Address: pgtrademarks.im@pg.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: EMILY M. JUDGE
THE PROCTER & GAMBLE COMPANY
299 E 6TH ST
CINCINNATI, OHIO 45202-3216
UNITED STATES

Phone: 513-983-2105 **Fax:** 513-945-6798

Correspondent e-mail: pgtrademarks.im@pg.com judge.em.1@pg.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

TM Staff and Location Information

TM Staff Information

TM Attorney: STRUCK, ROBERT J **Law Office Assigned:** LAW OFFICE 109

File Location

Current Location: TMEG LAW OFFICE 109 - EXAMINING ATTORNEY ASSIGNED **Date in Location:** Mar. 01, 2013

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Mark: NEUTROGENA DERMATOLOGICS

NEUTROGENA DERMATOLOGICS

US Serial Number:	78763325	**Application Filing Date:**	Nov. 30, 2005
US Registration Number:	3804895	**Registration Date:**	Jun. 15, 2010
Register:	Principal		
Mark Type:	Trademark		
Status:	Registered. The registration date is used to determine when post-registration maintenance documents are due.		
Status Date:	Jun. 15, 2010		
Publication Date:	Feb. 13, 2007	**Notice of Allowance Date:**	May 08, 2007

Mark Information

Mark Literal Elements:	NEUTROGENA DERMATOLOGICS
Standard Character Claim:	Yes. The mark consists of standard characters without claim to any particular font style, size, or color.
Mark Drawing Type:	4 - STANDARD CHARACTER MARK
Disclaimer:	"DERMATOLOGICS"

Related Properties Information

Claimed Ownership of US Registrations: 0590385, 0746749, 0761074, 78979164, 78980785 and others

Parent Of: 78979164, 78980785

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;

- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: facial treatments, specifically, skin moisturizers, anti-aging lotion and eye cream

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 03, 2009

Use in Commerce: Dec. 03, 2009

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: Neutrogena Corporation

Owner Address: 5760 West 96th Street
Los Angeles, CALIFORNIA 90045
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Amy E. Carroll

Docket Number: 33178 (US-A-

Attorney Primary Email Address: dctrademarks@dbr.com

Attorney Email Authorized: No

Correspondent

Correspondent Name/Address: Amy E. Carroll
DRINKER BIDDLE & REATH LLP
1500 K ST NW STE 1100
WASHINGTON, DISTRICT OF COLUMBIA 20005-1209
UNITED STATES

Phone: 202-842-8889

Fax: 202-842-8465

Correspondent e-mail: dctrademarks@dbr.com

Correspondent e-mail Authorized: No

Domestic Representative - Not Found

Prosecution History

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** May 12, 2010

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Mark: NEUTROGENA HEALTHY SKIN

US Serial Number:	74563552	**Application Filing Date:**	Aug. 19, 1994
US Registration Number:	1974300	**Registration Date:**	May 14, 1996
Register:	Principal		
Mark Type:	Trademark		
Status:	The registration has been renewed.		
Status Date:	Jul. 28, 2006		
Publication Date:	Jul. 04, 1995	**Notice of Allowance Date:**	Sep. 26, 1995

Mark Information

Mark Literal Elements: NEUTROGENA HEALTHY SKIN

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Disclaimer: "HEALTHY SKIN"

Related Properties Information

Claimed Ownership of US Registrations: 0590385, 0761074 and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of

- Asterisks *..* identify additional (new) wording in the goods/services.

For: skin moisturizers

International Class: 003 - Primary Class **U.S Class:** 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 05, 1995 **Use in Commerce:** Sep. 05, 1995

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: NEUTROGENA CORPORATION

Owner Address: 5760 West 96th Street
Los Angeles, CALIFORNIA 90045
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: AMY E. CARROLL

Correspondent

Correspondent Name/Address: AMY E CARROLL
DRINKER BIDDLE & REATH LLP
1500 K ST NW STE 1100
WASHINGTON, DISTRICT OF COLUMBIA 20005-1209
UNITED STATES

Domestic Representative - Not Found

Prosecution History

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: May 14, 2006

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: SCANNING ON DEMAND **Date in Location:** Jun. 11, 2007

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Mark: NEUTROGENA HEALTHY SKIN ANTI -WRINKLE INTENSIVE SERUM "THE DEEP WRINKLE TREATMENT"

NEUTROGENA HEALTHY SKIN ANTI-WRINKLE INTENSIVE SERUM "THE DEEP WRINKLE TREATMENT"

US Serial Number: 78584212

Application Filing Date: Mar. 10, 2005

US Registration Number: 3389788

Registration Date: Feb. 26, 2008

Register: Principal

Mark Type: Trademark

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

Status Date: Feb. 26, 2008

Publication Date: Jul. 04, 2006

Notice of Allowance Date: Sep. 26, 2006

Mark Information

Mark Literal Elements: NEUTROGENA HEALTHY SKIN ANTI-WRINKLE INTENSIVE SERUM "THE DEEP WRINKLE TREATMENT"

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "HEALTHY SKIN ANTI-WRINKLE INTENSIVE SERUM THE DEEP WRINKLE TREATMENT"

Related Properties Information

Claimed Ownership of US Registrations: 0746749, 2621912, 2972204 and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;

- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Non-medicated facial serum, namely, an anti-wrinkle skin care preparation

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 06, 2005

Use in Commerce: Jun. 06, 2005

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: Neutrogena Corporation

Owner Address: 5760 West 96th Street
Los Angeles, CALIFORNIA 90045
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Amy E. Carroll

Docket Number: 33178/US-A-3

Attorney Primary Email Address: amy.carroll@dbr.com

Attorney Email Authorized: No

Correspondent

Correspondent Name/Address: AMY E CARROLL
DRINKER BIDDLE & REATH LLP
1500 K ST NW STE 1100
WASHINGTON, DISTRICT OF COLUMBIA 20005-1209
UNITED STATES

Phone: 202-842-8889

Fax: 202-842-8465

Correspondent e-mail: amy.carroll@dbr.com

Correspondent e-mail Authorized: No

Domestic Representative - Not Found

Prosecution History

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Jan. 18, 2008

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Mark: PRO-X

US Serial Number: 75589963

Application Filing Date: Nov. 17, 1998

US Registration Number: 2588821

Registration Date: Jul. 02, 2002

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Nov. 29, 2011

Publication Date: Aug. 29, 2000

Notice of Allowance Date: Oct. 02, 2001

Mark Information

Mark Literal Elements: PRO-X

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Cosmetic products, namely, [color cosmetics, namely, lipsticks, foundations, blushes, eye shadows, eyeliners, lipstick liners, mascara;] skin treatment products, namely, [cleansers, toners,] moisturizers [, eye creams, hand and body lotions and body and facial soap; and fragrance products, namely, cologne, perfume splashing water, scented soaps, body powders, bath oils; and sun screen preparations said goods being sold primarily to department and specialty stores]

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 15, 1998

Use in Commerce: Apr. 15, 1998

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: THE PROCTER & GAMBLE COMPANY

Owner Address: ONE PROCTER & GAMBLE PLAZA
CINCINNATI, OHIO 45202
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: OHIO

Attorney/Correspondence Information

Attorney of Record

Attorney Name: EMILY M. JUDGE

Docket Number: 72472.001

Attorney Primary Email Address: pgtrademarks.im@pg.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: EMILY M. JUDGE
THE PROCTER & GAMBLE COMPANY
299 E. SIXTH STREET
S8-226
CINCINNATI, OHIO 45202
UNITED STATES

Phone: 513-983-2105

Fax: 513-946-6798

Correspondent e-mail: pgtrademarks.im@pg.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Jul. 02, 2012

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: Not Found **Date in Location:** Nov. 29, 2011

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Mark: PUT THE SPRING BACK IN YOUR SKIN

PUT THE SPRING BACK IN YOUR SKIN

US Serial Number: 78623387

Application Filing Date: May 04, 2005

US Registration Number: 3167682

Registration Date: Nov. 07, 2006

Register: Principal

Mark Type: Trademark

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

Status Date: Nov. 07, 2006

Publication Date: Aug. 22, 2006

Mark Information

Mark Literal Elements: PUT THE SPRING BACK IN YOUR SKIN

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Anti-aging facial moisturizer cream, anti-aging eye moisturizer cream, anti-aging moisturizer lotion and anti-aging facial serum

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 01, 2004 **Use in Commerce:** Aug. 01, 2004

Basis Information (Case Level)

Filed Use:	Yes	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	No	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: Neutrogena Corporation

Owner Address: 5760 West 96th Street
Los Angeles, CALIFORNIA 90045
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Amy E. Carroll **Docket Number:** 33178-205077

Attorney Primary Email Address: amy.carroll@dbr.com **Attorney Email Authorized:** Yes

Correspondent

Correspondent Name/Address: AMY E CARROLL
DRINKER BIDDLE & REATH LLP
1500 K ST NW STE 1100
WASHINGTON, DISTRICT OF COLUMBIA 20005-1209
UNITED STATES

Phone: 202-842-8889 **Fax:** 202-842-8465

Correspondent e-mail: amy.carroll@dbr.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Nov. 07, 2006

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Mark: RAPID WRINKLE REPAIR

RAPID WRINKLE REPAIR

US Serial Number: 85406759

Application Filing Date: Aug. 25, 2011

US Registration Number: 4270629

Registration Date: Jan. 08, 2013

Register: Principal

Mark Type: Trademark

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

Status Date: Jan. 08, 2013

Publication Date: Oct. 23, 2012

Mark Information

Mark Literal Elements: RAPID WRINKLE REPAIR

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "WRINKLE REPAIR"

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Facial moisturizer, facial eye cream, facial serum, and facial anti-aging treatments

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 31, 2011 **Use in Commerce:** Jan. 31, 2011

Basis Information (Case Level)

Filed Use:	Yes	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	No	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: Neutrogena Corporation

Owner Address: 5760 West 96th Street
Los Angeles, CALIFORNIA 90045
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Amy E. Carroll **Docket Number:** 33178/US-A-4

Attorney Primary Email Address: dctrademarks@dbr.com **Attorney Email Authorized:** No

Correspondent

Correspondent Name/Address: AMY E. CARROLL
DRINKER BIDDLE & REATH LLP
1500 K ST NW STE 1100
WASHINGTON, DISTRICT OF COLUMBIA 20005-1209
UNITED STATES

Phone: 202-842-8800 **Fax:** 202-842-8465

Correspondent e-mail: dctrademarks@dbr.com **Correspondent e-mail Authorized:** No

Domestic Representative - Not Found

Prosecution History

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Jan. 08, 2013

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Mark: REGENERIST

US Serial Number: 78119732

Application Filing Date: Apr. 05, 2002

US Registration Number: 2949551

Registration Date: May 10, 2005

Register: Principal

Mark Type: Trademark

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

Status Date: Jun. 02, 2010

Publication Date: Nov. 05, 2002

Notice of Allowance Date: Nov. 02, 2004

Mark Information

Mark Literal Elements: REGENERIST

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Skin care preparations

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 31, 2003 **Use in Commerce:** Jan. 31, 2003

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: Procter & Gamble Company, The

Owner Address: One Procter & Gamble Plaza
Cincinnati, OHIO 45202
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** OHIO

Attorney/Correspondence Information

Attorney of Record

Attorney Name: THOMAS A. ADAMS **Docket Number:** 75944

Attorney Primary Email Address: pgtrademarks.im@pg.com **Attorney Email Authorized:** Yes

Correspondent

Correspondent Name/Address: THOMAS A. ADAMS
THE PROCTER & GAMBLE COMPANY
299 EAST SIXTH STREET
S8-216
CINCINNATI, OHIO 45202
UNITED STATES

Phone: 513-983-3817 **Fax:** 513-983-1992

Correspondent e-mail: pgtrademarks.im@pg.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 116 **Date in Location:** Jun. 02, 2010

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On March 7, 2013, the USPTO released version 2.1 of Trademark Status and Document Retrieval (TSDR). Please send any TSDR related questions or comments to **TSDR@USPTO.GOV**. Additional information about the TSDR 2.1 deployment is available here: **TSDR 2.1**.

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Mark: REGENERIST LUMINOUS

REGENERIST LUMINOUS

US Serial Number: 85766631

Application Filing Date: Oct. 30, 2012

Register: Principal

Mark Type: Trademark

Status: Review prior to publication completed.

Status Date: Mar. 12, 2013

Publication Date: Apr. 16, 2013

Mark Information

Mark Literal Elements: REGENERIST LUMINOUS

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 2949551, 3681226

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Non-medicated skin care preparations

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(b)

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	No	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	Yes	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: The Procter & Gamble Company

Owner Address: One Procter & Gamble Plaza
Cincinnati, OHIO 45202
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: OHIO

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Emily M. Judge

Docket Number: TM-233340/US

Attorney Primary Email Address: pgtrademarks.im@pg.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: EMILY M. JUDGE
THE PROCTER & GAMBLE COMPANY
299 E 6TH ST
CINCINNATI, OHIO 45202-3216
UNITED STATES

Phone: 513-983-2105

Fax: 51-945-6798

Correspondent e-mail: pgtrademarks.im@pg.com
judge.em.1@pg.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

TM Staff and Location Information

TM Staff Information

TM Attorney: BEN, LINDSEY HEATHER **Law Office Assigned:** LAW OFFICE 108

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Mar. 12, 2013

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On March 7, 2013, the USPTO released version 2.1 of Trademark Status and Document Retrieval (TSDR). Please send any TSDR related questions or comments to **TSDR@USPTO.GOV**. Additional information about the TSDR 2.1 deployment is available here: **TSDR 2.1**.

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Mark: REVERSALIST

REVERSALIST

US Serial Number: 77635816

Application Filing Date: Dec. 18, 2008

US Registration Number: 3800463

Registration Date: Jun. 08, 2010

Register: Principal

Mark Type: Trademark

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

Status Date: Jun. 08, 2010

Publication Date: Mar. 24, 2009

Notice of Allowance Date: Jun. 16, 2009

Mark Information

Mark Literal Elements: REVERSALIST

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Anti-aging cleanser, anti-aging moisturizer, eye cream

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 01, 2009 **Use in Commerce:** Oct. 01, 2009

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: Avon Products, Inc.

Owner Address: 777 Third Avenue
Avon Products, Inc.
New York, NEW YORK 10017
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** NEW YORK

Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent Name/Address: Patricia A. Gumpert
Avon Products, Inc.
777 Third Avenue
Legal Department, 3rd Floor
New York, NEW YORK 10017
UNITED STATES

Phone: 212-282-7253 **Fax:** 646-588-0438

Correspondent e-mail: Patricia.Gumpert@avon.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** May 06, 2010

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On March 7, 2013, the USPTO released version 2.1 of Trademark Status and Document Retrieval (TSDR). Please send any TSDR related questions or comments to TSDR@USPTO.GOV. Additional information about the TSDR 2.1 deployment is available here: TSDR 2.1.

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Mark: TOTAL EFFECTS

TOTAL EFFECTS

US Serial Number:	75539366	**Application Filing Date:**	Aug. 20, 1998
US Registration Number:	2373766	**Registration Date:**	Aug. 01, 2000
Register:	Principal		
Mark Type:	Trademark		
Status:	The registration has been renewed.		
Status Date:	Aug. 17, 2009		
Publication Date:	May 18, 1999	**Notice of Allowance Date:**	Aug. 10, 1999

Mark Information

Mark Literal Elements: TOTAL EFFECTS

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: skin care products, namely cleansers, moisturizers, and lotions

International Class: 003 - Primary Class

U.S Class: 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 22, 1999

Use in Commerce: Jun. 22, 1999

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: Procter & Gamble Company, The

Owner Address: One Procter & Gamble Plaza
Cincinnati, OHIO 45202
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: OHIO

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas A. Adams

Attorney Primary Email Address: pgtrademarks.im@pg.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Thomas A. Adams
THE PROCTER & GAMBLE COMPANY
299 East Sixth Street
S8-216
CINCINNATI, OHIO 45202-3393
UNITED STATES

Correspondent e-mail: pgtrademarks.im@pg.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Aug. 01, 2010

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: POST REGISTRATION **Date in Location:** Aug. 17, 2009

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