

ESTTA Tracking number: **ESTTA534987**

Filing date: **04/29/2013**

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

Proceeding	91202898
Party	Plaintiff L'Oreal USA, Inc. and L'Oreal
Correspondence Address	ROBERT L SHERMAN PAUL HASTINGS LLP 75 EAST 55TH STREET NEW YORK, NY 10022 UNITED STATES nataliefurman@paulhastings.com, rls@paulhastings.com
Submission	Plaintiff's Notice of Reliance
Filer's Name	Robert L. Sherman
Filer's e-mail	rls@paulhastings.com
Signature	/Robert L. Sherman/
Date	04/29/2013
Attachments	Opposer's Notice of Reliance - Part 3 of 3.pdf (3 pages)(158331 bytes) Manfredi Declaration - REDACTED - PUBLIC VERSION.pdf (4 pages)(149845 bytes) Brooks Declaration - REDACTED - PUBLIC VERSION.pdf (6 pages)(226511 bytes) H-1 REDACTED - PUBLIC VERSION.pdf (3 pages)(61256 bytes) H-2 REDACTED - PUBLIC VERSION.pdf (3 pages)(57345 bytes) H-3 REDACTED - PUBLIC VERSION.pdf (3 pages)(186175 bytes) Caparelli Declaration - REDACTED - PUBLIC VERSION (2).pdf (12 pages)(475458 bytes) I.pdf (17 pages)(5309926 bytes) J.pdf (20 pages)(259067 bytes) K-1.pdf (17 pages)(5039809 bytes) K-2.pdf (17 pages)(5728491 bytes) K-3.pdf (12 pages)(4004527 bytes) K-4.pdf (17 pages)(5126959 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 3 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:

4. Testimony Declaration of Manuel Manfredi, dated April 25, 2013.¹
5. Testimony Declaration of Mark Brooks, with exhibits, dated April 12, 2013, including Opposer's Confidential Exhibit H.²
 - a. **Opposer's Confidential Exhibit H-1:** A Corporate Image Study prepared for Opposer in May 2004.

¹ Portions of the Declaration of Manuel Manfredi are confidential. The unredacted versions are being submitted separately under seal.

² Exhibits H1 – H3 and the related portions of the Declaration of Mark Brooks are confidential. The unredacted versions are being submitted separately under seal.

- b. **Opposer's Confidential Exhibit H-2:** A Corporate Image Study prepared for Opposer in August 2007.
- c. **Opposer's Confidential Exhibit H-3:** A Corporate Image Study prepared for Opposer in August 2010.

6. Testimony Declaration of Lisa J. Capparelli, with exhibits, dated April 15, 2013, including Opposer's Exhibits I – K.³

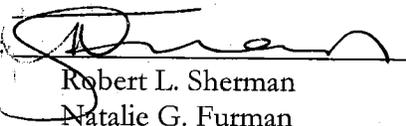
- a. **Opposer's Exhibit I:** Representative sample of goods sold under the L'ORÉAL Marks.
- b. **Opposer's Exhibit J:** A list of awards won by products sold under the L'ORÉAL Marks in the years 2005 through 2012.
- c. **Opposer's Exhibit K:** Images of anti-aging products sold under the L'ORÉAL Marks.

ORAL ARGUMENT REQUESTED

Dated: April 29, 2013

Respectfully submitted,

PAUL HASTINGS LLP

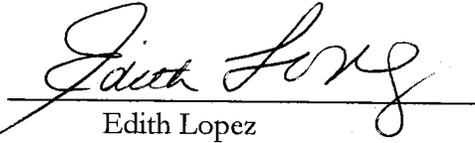
By: 

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

³ Portions of the Declaration of Lisa J. Capparelli are confidential. The unredacted versions are being submitted separately under seal.

CERTIFICATE OF SERVICE

The undersigned hereby certifies that a copy of OPPOSER'S NOTICE OF RELIANCE (Part 3 of 3) has been served upon Dr. Mikhail Levitin, P.O. Box 102, Reeders, Pennsylvania 18352, by electronic transmission, as mutually agreed upon by the parties, and by depositing a true copy of the same with the U.S. Postal Service, first-class mail, postage prepaid, on April 29, 2013.


Edith Lopez

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

TESTIMONY DECLARATION OF MANUEL MANFREDI

Manuel Manfredi declares as follows:

1. I am the Senior Vice President, Finance, Consumer Products Division, for L'Oréal USA, Inc. ("L'Oréal USA"), 575 Fifth Avenue, New York, New York 10017, a wholly-owned subsidiary of L'Oréal S.A. and its exclusive United States licensee (L'Oréal USA and L'Oréal S.A. are collectively referred to as "L'Oréal" or "Opposer"). I submit the following based on my personal knowledge, my review of L'Oréal's records kept in the ordinary course of business, and, where indicated, on information and belief.

2. I have worked at L'Oréal USA for more than three (3) years and have worked for L'Oréal, including in connection with the L'ORÉAL mark and L'ORÉAL PARIS mark (collectively, the "L'ORÉAL Marks"), for more than ten (10) years. I am familiar with and knowledgeable about

many aspects of the business, particularly its finances. I am specifically familiar with and knowledgeable about sales, advertising and promotional expenditures, and other financial information regarding the L'ORÉAL Marks.

3. For decades, L'Oréal has been recognized as one of the leading cosmetics companies in the United States and in the world, in terms of revenue and other metrics.

4. L'Oréal's name and products have generated hundreds of millions, if not billions, of dollars in annual revenue in the United States for decades. As early as 1985, twenty-five years prior to Applicant's filing date, L'Oréal USA (then known as Cosmair) generated annual U.S. sales in excess of five hundred million (\$500,000,000) dollars.

5. Many of L'Oréal's leading consumer products are sold under the L'ORÉAL Marks in the United States. The L'ORÉAL Marks, quite naturally, identify L'Oréal for the consuming public.

6. The United States is the single largest market for products sold under the L'ORÉAL Marks.

7. Product lines sold under the L'ORÉAL Marks generate substantial annual sales, and have done so for decades.

8. Over the ten year period of 2000 through 2009, cumulative revenue from products sold under the L'ORÉAL Marks in the United States exceeded ten billion (\$10,000,000,000) dollars. In 2010, the year before Applicant filed his application, annual revenue from products sold under the L'ORÉAL Marks in the United States was approximately [REDACTED]

[REDACTED]. In 2011, that figure increased to [REDACTED]
[REDACTED], and in 2012, annual revenue from products sold under the L'ORÉAL Marks in the United States increased again to [REDACTED]
[REDACTED].

9. Product lines under the L'ORÉAL Marks that are category leaders, taken together, generate hundreds of millions of dollars per year. From March 2010 to March 2011, the twelve month period prior to Applicant's filing the application at issue in this Opposition, the REVITALIFT, AGE PERFECT, PREFERENCE, EXCELLENCE, FERIA, HEALTHY LOOK, EVERPURE, SUBLIME BRONZE, TRUE MATCH, VISIBLE LIFT, VOLUMINOUS, and DOUBLE EXTEND product lines, all sold under the L'ORÉAL Marks, were among the top ten by market share in their respective product categories.

10. L'Oréal is well known and its sales and marketing activities are extensively reported by the financial and general press, including frequent articles mentioning L'Oréal's size and/or dominance, in publications such as the New York Times business section, Business Week, Forbes Magazine, and Fortune Magazine, which provide information about L'Oréal's corporate activities to a broad audience. *See, e.g.*, Declaration of Natalie G. Furman, dated April 10, 2013 (the "Furman Decl."), Exhibit I.

11. Based on extensive sales of products under the L'ORÉAL Marks and the extensive advertising and promotion of those marks, L'ORÉAL is among the best known brands in the world and in the United States. *See, e.g.*, Furman Decl. Exhibit G.

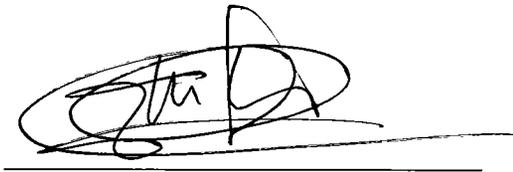
12. L'Oréal's sales and marketing of the products sold under the L'ORÉAL Marks have been long-standing, substantial, consistent, and extremely broad in both geographic and demographic reach.

13. L'Oréal has made an enormous investment in its L'ORÉAL Marks and has generated substantial recognition and goodwill in those marks as a result.

14. Based on the above, I believe that if a third party, such as Applicant, were to register and use the FOREAL FORÉAL BY MIKHAIL mark in connection with anti-aging products, consumers likely would be deceived or confused into believing that the goods sold under that mark emanate from the same source as the hundreds of products sold and marketed extensively, valued in the billions of dollars, under the L'ORÉAL Marks. For those consumers who are not confused, the use of FOREAL FORÉAL BY MIKHAIL by the Applicant would dilute and diminish the extraordinary goodwill that L'Oréal has developed through its investment of billions of dollars and decades of effort.

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

Executed on April 25, 2013.

A handwritten signature in black ink, appearing to read 'Manfredi', is written over a horizontal line. The signature is stylized and cursive.

Manuel Manfredi

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

TESTIMONY DECLARATION OF MARK BROOKS

Mark Brooks declares as follows:

1. I am the Senior Vice President, Consumer Products Division, Consumer & Market Intelligence, for L'Oréal USA, Inc. ("L'Oréal USA"), 575 Fifth Avenue, New York, New York 10017, the exclusive United States licensee of L'Oréal S.A. (together, "L'Oréal" or "Opposer"). I submit the following based on my personal knowledge, my review of L'Oréal's records kept in the ordinary course of business, and, where indicated, on information and belief.

2. I have worked at L'Oréal USA for eleven (11) years, including in connection with the L'ORÉAL and L'ORÉAL PARIS marks (collectively, the "L'ORÉAL Marks") for all eleven (11) years. I am familiar with and knowledgeable about many aspects of the business, particularly research and information regarding the demographics of current and potential consumers of

products marketed under the L'ORÉAL Marks; consumer awareness and perception of the L'ORÉAL Marks; and general market considerations for products sold under the L'ORÉAL Marks, including the market presence and image of L'Oréal and its competitors.

3. L'Oréal is one of the leading cosmetics companies in the United States and in the world in terms of revenue, product volume, advertising and promotion, brand recognition, innovation, and reputation. The company and its brands, including most notably, the L'ORÉAL Marks, are among the most famous in the world, and in the United States. The L'ORÉAL Marks, quite naturally, identify L'Oréal for the consuming public.

4. L'Oréal products, which include the full range of cosmetics, makeup, skin care and anti-aging products, hair care, and hair color, are available in all fifty states and throughout the world.

5. Many of L'Oréal's leading consumer products are sold under the L'ORÉAL Marks in the United States. The L'ORÉAL Marks appear prominently on the packaging for each of those products.

6. L'Oréal invests substantial effort and resources in understanding and developing its brand image and awareness among consumers, and L'Oréal commissioned a Corporate Image Study each year from 2001 through 2007 as well as 2010. The Corporate Image Study for 2004 involved face-to-face computer-assisted personal interviews over a three to four week period with a nationally representative sample of more than one thousand (1,000) women aged fifteen (15) or older. That methodology changed somewhat for the 2007 and 2010 Corporate Image Studies, for which data were collected using an online survey among a nationally representative sample of women between sixteen (16) and sixty-four (64) years of age, with more than two thousand (2,000) interviews collected in each study and respondents randomly assigned to one of four categories: hair color, hair care, cosmetics, and facial skin care. Each respondent evaluated certain mega brands and provided

information about beauty care practices, hair characteristics and demographics. The interviews covered brand awareness and usage, brand linkage, brand imagery, as well as brand evaluations regarding awareness of and degree of familiarity with personal and beauty care product brands and manufacturers, association between the brands and the categories noted above, brand personality ratings, and respondent classification data.

7. Attached hereto as Confidential Exhibit H-1 is the Corporate Image Study prepared for L'Oréal in May 2004. Among the key findings of that report are that respondents gave L'ORÉAL the third best score in brand evaluation (*id.* at 9, 12); that L'ORÉAL enjoys high levels of both unaided awareness ([REDACTED] of respondents) and aided awareness ([REDACTED] of respondents) (*id.* at 12), that respondents strongly associate L'ORÉAL with shampoo ([REDACTED]), hair color ([REDACTED]), and makeup ([REDACTED]) (*id.*); that "L'ORÉAL is mainly perceived as a [REDACTED]

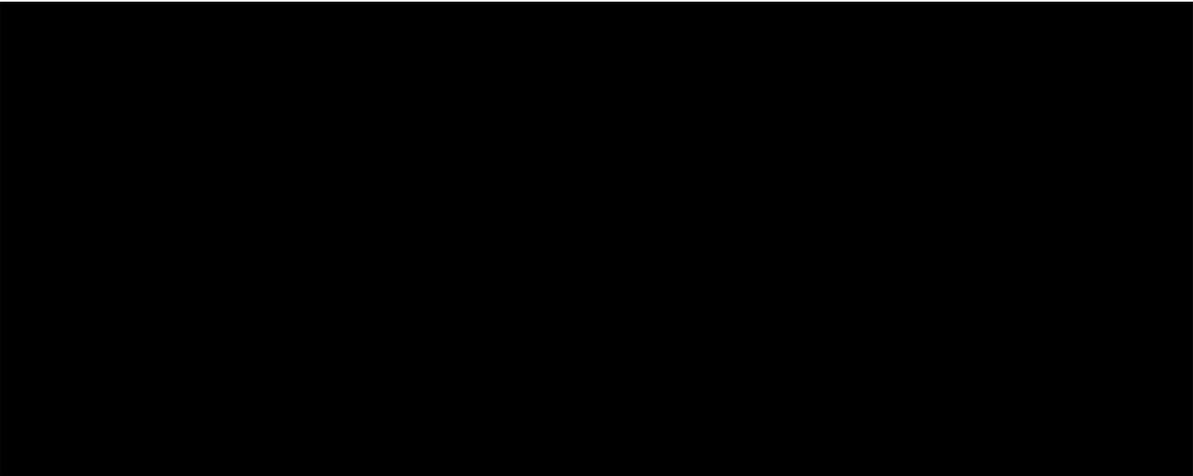
[REDACTED]

[REDACTED] (*id.* at 13); that several product lines sold under the L'ORÉAL Marks were "among the highest rated brands within the Hair Color market," with many of the L'ORÉAL products having consumer awareness of greater than [REDACTED] (*id.* at 14); that approximately one-fourth of respondents "strongly agree" that L'ORÉAL [REDACTED]

[REDACTED]

[REDACTED]

8. Attached hereto as Confidential Exhibit H-2 is the Corporate Image Study prepared for L'Oréal in August 2007. Among the key findings of that report are that [REDACTED]



Consumers surveyed rated the L'ORÉAL PARIS brand as a [redacted] out of 10, with 0 being poor and 10 being excellent. The rating was even higher for hair color and cosmetics, for which consumers rated L'Oréal a [redacted] and [redacted], respectively. Total awareness of the L'ORÉAL PARIS brand is [redacted] among women between sixteen (16) and sixty-four (64) years of age (*id.* at 32), and familiarity with the brand is in line with key competitors (*id.* at 35). More than half of women [redacted] surveyed stated that L'ORÉAL is their preferred brand (*id.* at 38).

9. Attached hereto as Confidential Exhibit H-3 is the Corporate Image Study prepared for L'Oréal in August 2010. Among the key findings of that report are that [redacted]



Total awareness of L'ORÉAL is [redacted] among women between sixteen (16) and sixty-four (64) years of age (*id.* at 11). In particular, [redacted] of the women surveyed were aware of the L'ORÉAL brand for cosmetics (*id.* at 56) and [redacted] were aware of the L'ORÉAL brand for facial skincare (*id.* at 69). [redacted] consumers surveyed rated the

L'ORÉAL brand as a [REDACTED] out of 10, with 0 being poor and 10 being excellent, [REDACTED] [REDACTED] (*id.* at 6, 12). The brand rating for L'ORÉAL facial skincare preparations [REDACTED] [REDACTED] to a 2010 rating of [REDACTED] out of 10 (*id.* at 70). With respect to facial skincare, [REDACTED]

10. Based on the extensive sales of products under the L'ORÉAL Marks, and the extensive advertising and promotion of those marks, the L'ORÉAL Marks are among the best known brands in the world and in the United States.

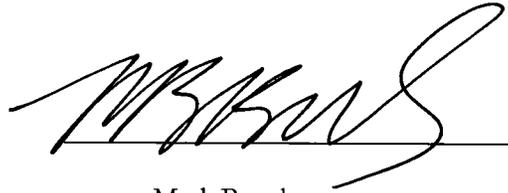
11. L'Oréal's sales and marketing of the products sold under its L'ORÉAL Marks have been long-standing, substantial, consistent, and extremely broad in both geographic and demographic reach.

12. L'Oréal has made an enormous investment in its L'ORÉAL Marks and has generated substantial recognition and goodwill in those marks as a result.

13. Based on the above, I believe that if a third party, such as Applicant, were to register and use the FOREAL FORÉAL BY MIKHAIL mark in connection with anti-aging products, consumers likely would be deceived or confused into believing that the goods sold under that mark emanate from the same source as the hundreds of products sold and marketed extensively, valued in the billions of dollars, under the L'ORÉAL Marks. For those consumers who are not confused, the use of FOREAL FORÉAL BY MIKHAIL by the Applicant would dilute and diminish the extraordinary goodwill that L'Oréal has developed through its investment of billions of dollars and decades of effort.

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

Executed on April 12, 2013.

A handwritten signature in black ink, appearing to read 'Mark Brooks', is written over a horizontal line. The signature is stylized and cursive.

Mark Brooks

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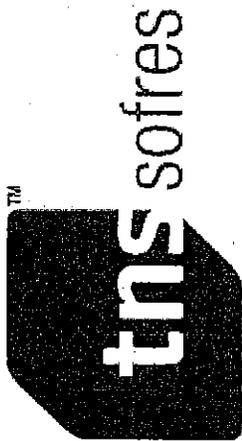
Applicant.

Opposition No. 91202898

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EXHIBIT H-1 TO OPPOSER'S NOTICE OF RELIANCE

REDACTED
CONFIDENTIAL PORTIONS FILED UNDER SEAL



L'OREAL Image
Survey USA

Wave 4

May 2004

L'ORÉAL

CLIENT
Elana Carnes

Contact TNS Sofres :
Département Consumer
Véronique AULFINGER/ Caroline TOTI
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Site Web : www.tns-sofres.com

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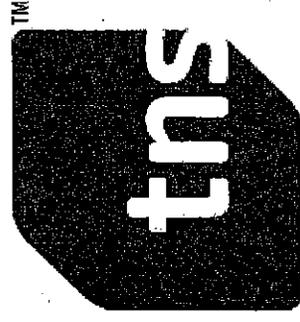
REDACTED
CONFIDENTIAL PORTIONS FILED UNDER SEAL

L'Oréal Corporate Image Study

- *Final Report* -

Prepared for: L'Oréal Paris
August, 2007

Project #: L07-71/G07-29/M07-21



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EXHIBIT H-3 TO OPPOSER'S NOTICE OF RELIANCE

REDACTED

CONFIDENTIAL PORTIONS FILED UNDER SEAL

L'ORÉAL

Corporate Image Study

- Overview Presentation -

Prepared for: L'Oréal Paris
August, 2010
C1X0R00002



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MIKHAIL LEVITIN T/A MIKHAIL
LEVITIN INSTITUTE,

Applicant.

Opposition No. 91202898

TESTIMONY DECLARATION OF LISA J. CAPPARELLI

Lisa J. Capparelli declares as follows:

1. I am Senior Vice President, Consumer Products Division, Integrated Marketing Communications for L'Oréal USA, Inc. ("L'Oréal USA"), 575 Fifth Avenue, New York, New York 10017, a wholly-owned subsidiary of L'Oréal S.A. and its exclusive United States licensee (L'Oréal USA and L'Oréal S.A. are collectively referred to as "L'Oréal" or "Opposer"). I submit the following based on my personal knowledge, my review of L'Oréal's records kept in the ordinary course of business, and, where indicated, on information and belief.

2. I have worked at L'Oréal USA for nine (9) years, including in connection with the L'ORÉAL mark and L'ORÉAL PARIS mark (collectively, the "L'ORÉAL Marks"), for all nine (9) years. I am familiar with and knowledgeable about many aspects of the business, particularly sales;

marketing, advertising, and promotional activities; marketplace presence; and the level of consumer awareness of the L'ORÉAL Marks in the United States, as well as with unsolicited media coverage, publicity and articles written about products sold under the L'ORÉAL Marks.

3. L'Oréal S.A. has offered products under the L'ORÉAL Marks in the United States for more than fifty years through its exclusive licensee and wholly-owned subsidiary, L'Oréal USA, Inc. and its predecessors.

4. L'Oréal is one of the leading cosmetics companies in the United States and in the world in terms of revenue, product volume, advertising and promotion, consumer awareness, innovation, and reputation. The company and its brands, including most notably the L'ORÉAL Marks, are among the most famous in the world, and in the United States. The L'ORÉAL Marks, quite naturally, identify L'Oréal for the consuming public.

5. L'Oréal products, which include the full range of cosmetics, skincare and anti-aging products, hair care, and hair color, are available in all fifty states and throughout the world.

6. Many of L'Oréal's leading consumer products are sold under the L'ORÉAL Marks in the United States. The L'ORÉAL Marks appear prominently on the packaging for each of those products. Exhibit I, attached hereto, contains a representative sample of products bearing the L'ORÉAL mark.

7. Products sold under the L'ORÉAL Marks are available, and have been from a time long prior to Applicant's filing date, at drugstores, supermarkets, and mass merchandisers throughout the United States, including leading national retailers such as Wal-Mart, Target, Rite-Aid, Duane Reade, Walgreens', CVS, Kmart, and Kroger, as well as online at Internet sites such as www.drugstore.com.

8. L'Oréal supports the individual product lines sold under the L'ORÉAL Marks with substantial advertising and promotion expenditures.

9. L'Oréal USA's promotional spending consistently ranks among the highest in the United States. For the past decade, L'Oréal USA has been ranked in the top thirty of the one hundred leading national advertisers, as ranked by Advertising Age magazine, one of the advertising and marketing industry's leading and most respected publications, ranking in the top fifteen for each of the past five years. In 2011, the most recent year for which rankings by Advertising Age magazine are available, L'Oréal USA was ranked in the top ten of the one hundred leading national advertisers. *See, e.g.*, the Declaration of Natalie G. Furman, dated April 15, 2013 (the "Furman Decl."), Exhibit D, for rankings and methodology. Based on my review of L'Oréal USA's records kept in the ordinary course of its business, Advertising Age's published figures for L'Oréal USA's advertising spending are accurate within a reasonable margin of error.

10. At least as early as 2003, L'Oréal has spent more than two hundred fifty million (\$250,000,000) dollars each year in reported media spending to advertise products under the L'ORÉAL Marks in the United States.

11. For the years 2004 to 2008, L'Oréal has spent more than three hundred million (\$300,000,000) dollars annually in reported media spending to advertise products under the L'ORÉAL Marks in the United States. In 2009, L'Oréal invested more than three hundred fifty million (\$350,000,000) dollars in reported media spending on major product lines under the L'ORÉAL Marks.

12. In 2010, the year prior to Applicant's filing of his application, L'Oréal spent three hundred sixty million (\$360,000,000) dollars in reported media spending to advertise products under the L'ORÉAL Marks in the United States. In 2011, the year in which Applicant filed his application, L'Oréal spent an additional three hundred ninety million (\$390,000,000) dollars in reported media spending to advertise products under the L'ORÉAL Marks in the United States. Most recently – in

2012 – L'Oréal invested [REDACTED] in reported media spending on major product lines under the L'ORÉAL Marks.

13. In 2010, the year prior to Applicant's filing of his application, L'Oréal aired a commercial for GO 360 CLEAN, sold under the L'ORÉAL Marks, during the Superbowl Pre-Show, with a viewership of almost sixty million (60,000,000), as estimated by Nielsen Media Research according to L'Oréal USA's media agency Universal McCann Worldwide. L'Oréal also created "Healthy Skin TV" on the WebMD Web site in 2009. As of the date of this declaration, L'ORÉAL PARIS has a Facebook page with more than one million nine hundred seventy-seven thousand (1,977,143) fans.

14. Since 2010, L'Oréal has delivered to customers nearly seven million (7,000,000) direct mail promotional pieces and in excess of fourteen million (14,000,000) register receipt promotions for products sold in connection with the L'ORÉAL Marks.

15. In addition to promoting products sold in connection with the L'ORÉAL Marks, L'Oréal promotes the L'ORÉAL brand itself. For example, L'Oréal has been a sponsor of Project Runway from the television show's inception in 2004 through the present. The historical average audience for that program is two million (2,000,000) viewers, as estimated by Nielsen Media Research according to L'Oréal USA's media agency Universal McCann Worldwide.

16. L'Oréal was a sponsor of the Academy Awards each year from 2004 through 2008, spending a cumulative total of more than eight and one-half million (\$8,500,000) dollars on Academy Award advertising in that five-year period. The historical average viewership of the Academy Awards is almost 65 million people, as estimated by Nielsen Media Research according to L'Oréal USA's media agency Universal McCann Worldwide.

17. L'Oréal has also sponsored the Golden Globes and the Grammy's, each with a current viewership of more than nineteen million (19,000,000) people. In addition, L'Oréal sponsors the Screen Actors Guild Awards show, for which the most recent viewership exceeded five million (5,000,000) people.

18. L'Oréal has established a number of beauty channels in partnership with YouTube, including Destination Beauty, the number one partner channel on YouTube. Destination Beauty heightens brand awareness as one hundred (100%) percent of the advertising on Destination Beauty features products sold under the L'ORÉAL Marks.

19. L'Oréal's advertising and promotion is aided by spokespersons for the L'ORÉAL and L'ORÉAL PARIS brands. Those spokespersons are famous actresses, musicians, models, and other celebrities, including Jennifer Lopez, Andie MacDowell, Lea Michele, Julianne Moore, Barbara Palvin, Milla Jovovich, Julianna Margulies, Claudia Schiffer, Natasha Poly, Freida Pinto, Doutzen Kroes, Eva Longoria, Aimee Mullins, Laetitia Casta, Beyonce Knowles, Diane Keaton, Bianca Balti and Liya Kebede.

20. L'Oréal has engaged in an active press strategy to ensure that new products are communicated to the trade and consumer press. Specifically, L'Oréal issued more than two hundred fifty (250) press releases regarding products sold under the L'ORÉAL Marks in the years 2003 through 2012.

21. In addition, L'Oréal receives a significant amount of unsolicited press coverage, both regarding L'Oréal as a company and regarding individual products sold under the L'ORÉAL Marks. For example, after L'Oréal introduced mousse to the United States market with its FREE HOLD STYLING MOUSSE product in 1983, Fortune Magazine named it a "product of the year." In addition, numerous L'ORÉAL PARIS products—including many anti-aging facial skincare and

cosmetics products sold under the L'ORÉAL Marks— have won awards or commendations from magazines including Allure, Cosmopolitan, Elle, Essence, Family Circle, Fitness, Glamour, Good Housekeeping, Health, InStyle, Ladies Home Journal, Latina, Life & Style, Marie Claire, Real Simple, Redbook, Self, Seventeen, Shape, Teen Vogue, and Women's Health. Exhibit J, attached hereto, summarizes awards won by products sold under the L'ORÉAL Marks since 2005.

22. In addition to using and promoting the L'ORÉAL Marks in connection with cosmetics, L'Oréal has contributed substantial amounts to charitable and other endeavors under those marks. For example, since 1997, L'Oréal has worked with the Ovarian Cancer Research Fund to raise money and awareness to fight ovarian cancer. During that time, the L'ORÉAL PARIS brand has raised more than twenty million (\$20,000,000) dollars for that cause through efforts such as the L'Oréal Legends Gala and the L'Oréal "Color of Hope" cosmetics collection.

23. L'Oréal is committed to helping women achieve their goals, and is a longtime sponsor of Glamour magazine's "Women of the Year" awards. In 2004, L'Oréal also sponsored a national television broadcast of the awards, with entertainment provide by Grammy-winner Alicia Keys. The last airing of that awards show was at the end of 2006, and achieved eighty-eight (88%) percent of total U.S. coverage.

24. L'Oréal partnered with UNESCO in 1998 to create the "For Women in Science Program," which provides awards and recognition to promote women in science.

25. L'Oréal recently has been recognized as one of "Five Companies Inspiring Us to Champion Change" for its participation in the Women of Worth program, which honors and funds women who are active in their communities as leaders, service-providers and advocates. See "Five Companies Inspiring Us to Champion Change," Huffington Post, February 14, 2013, attached to the Furman Decl. as part of Exhibit E.

26. According to Interbrand, L'ORÉAL was the forty-fifth most valuable global brand in 2010 and the fortieth most valuable global brand in 2011, across all business sectors. Its global brand value was estimated at almost eight billion (\$7,981,000,000) dollars in 2010 and eight billion seven-hundred million (\$8,699,000,000) dollars in 2011. In the most recent year, 2012, L'ORÉAL was ranked the forty-second most valuable brand, with an estimated global brand value in excess of eight and one-half billion (\$8,821,000,000) dollars. See Furman Decl., Exhibit C for rankings and methodology.

27. L'Oréal's success in developing customer awareness by using the L'ORÉAL Marks as trademarks on all of the product lines sold under those brands has been noted in the advertising press and imitated by major competitors. For example, an Advertising Age article in 2004 quoted a Vice President of marketing and sales at Andrew Jergens, Co., who referred to the display of corporate brands on product packaging for sub-brands as "the L'Oréal effect," noted L'Oréal's success, and credited it with influencing the global marketing trend. That article, "Unilever Stamps Corporate Name on All Packages; Kao, P&G Adopt Similar Strategy," Advertising Age, March 1, 2004, is attached to the Furman Decl. as part of Exhibit E.

28. For more than twenty years, L'Oréal has been recognized as both a product leader and a leader in developing a strong image among consumers. *See, e.g.*, "Sharp Print, Sharp Colors Score for L'Oréal," Advertising Age, October 11, 1999, attached to the Furman Decl. as part of Exhibit E.

29. In 2010, L'ORÉAL was recognized as a top-ten brand by Branding Strategy Insider, which based its rating on customer loyalty, and noted that the top brands engendered loyalty by "real emotional connection." *See* "Formula for the Right Brand Spokesperson," Branding Strategy Inside, September 30, 2010, attached to the Furman Decl. as part of Exhibit E.

30. L'Oréal is so well recognized as an important cosmetics company that the Chain Drug Review ran a special series of articles about L'Oréal in 2009 in honor of its 100-year anniversary. Articles in that issue refer to L'Oréal as the world's largest stand-alone beauty supplier and state that L'Oréal captures more than fifteen percent (15%) of the global cosmetics market. See "L'Oreal 100: A Century of Inspiration and Creation," Chain Drug Review, June 29, 2009, attached to the Furman Decl. as part of Exhibit E.

31. Products sold under the L'ORÉAL Marks are routinely the market leader, or among the top three products in a category. In 2012, products sold under the REVITALIFT, TRUE MATCH, COLOUR RICHE, VOLUMINOUS and INFALLIBLE product lines, each of which is sold under the L'ORÉAL Marks, were among the top three by market share in their respective product categories.

32. L'OREAL PARIS skincare currently is the third best-selling mass skincare brand in the United States.

33. L'Oréal is an innovator in the personal care market, and consumers have come to expect new and different types of products under the L'ORÉAL Marks.

34. Companies that produce skincare products often develop products that specifically target an adult and mature audience and market those products as "anti-aging," "anti-wrinkle," "youth regenerating," "age-reversing," and/or "age minimizing."

35. L'Oréal presently sells anti-aging products under the L'ORÉAL PARIS RevitaLift® brand, a line of anti-aging creams, lotions, moisturizers, and cleansers. The L'ORÉAL PARIS RevitaLift® product line includes the L'ORÉAL PARIS RevitaLift Triple Power SPF 30 Day Lotion, L'ORÉAL PARIS RevitaLift Miracle Blur instant skin smoother, L'ORÉAL PARIS RevitaLift Triple Power Eye Treatment, L'ORÉAL PARIS RevitaLift Triple Power Deep-Acting Moisturizer, L'ORÉAL PARIS RevitaLift Firming Anti-Wrinkle + Firming SPF 30 Day Lotion,

L'ORÉAL PARIS RevitaLift Deep-Set Wrinkle Repair SPF Day Lotion SPF 15, L'ORÉAL PARIS RevitaLift Deep-Set Wrinkle Repair Night Crème, L'ORÉAL PARIS RevitaLift Anti-Wrinkle + Firming Night Cream, L'ORÉAL PARIS RevitaLift Anti-Wrinkle + Firming Face & Neck Contour Cream, L'ORÉAL PARIS RevitaLift Firming Anti-Wrinkle + Firming Eye Cream, L'ORÉAL PARIS RevitaLift Anti-Wrinkle + Firming Day Cream, RevitaLift Double Lifting, RevitaLift Double Eye Lift, RevitaLift Radiant Smoothing Cleanser, RevitaLift Radiant Smoothing Wet Cleansing Towelettes and RevitaLift Triple Power Concentrated Serum. Exhibit K-1, attached hereto, includes images of the L'ORÉAL PARIS Revitalift products.

36. L'Oréal also sells anti-aging products under the L'ORÉAL PARIS Age Perfect® brand, a line of products made exclusively for mature skin and predominantly consisting of creams and moisturizers. The L'ORÉAL PARIS Age Perfect product line includes the L'ORÉAL PARIS Age Perfect BB Cream Instant Radiance, L'ORÉAL PARIS Age Perfect Hydra-Nutrition Advanced Skin Repair Daily Serum, L'ORÉAL PARIS Age Perfect Hydra-Nutrition Golden Balm Face, Neck & Chest, L'ORÉAL PARIS Age Perfect Hydra-Nutrition Golden Balm Eye, L'ORÉAL PARIS Age Perfect Hydra-Nutrition Day/Night Cream, L'ORÉAL PARIS Age Perfect Day Cream SPF 15, L'ORÉAL PARIS Age Perfect Eye Cream, L'ORÉAL PARIS Age Perfect Night Cream and L'ORÉAL PARIS Age Perfect Rich Restorative Cream Cleanser. Exhibit K-2, attached hereto, includes images of the L'ORÉAL PARIS Age Perfect products.

37. L'Oréal sells anti-aging products as well under the L'ORÉAL PARIS Youth Code™ brand, a youth regenerating skincare which includes L'ORÉAL PARIS Youth Code Day/Night Cream, L'ORÉAL PARIS Youth Code Serum Intense, L'ORÉAL PARIS Youth Code Dark Spot Correcting & Illuminating Serum Corrector, L'ORÉAL PARIS Youth Code Day Lotion SPF 30, L'ORÉAL PARIS Youth Code Dark Spot SPF 30 Day Cream, L'ORÉAL PARIS Youth Code BB Cream Illuminator Light, L'ORÉAL PARIS Youth Code Youth Regenerating Skincare Foaming Gel

Cleanser, and L'ORÉAL PARIS Youth Code Power Trio Kit. Exhibit K-3, attached hereto, includes images of the L'ORÉAL PARIS Youth Code products.

38. In addition to anti-aging skincare products, L'Oréal sells anti-aging cosmetics products under the L'ORÉAL Marks. Those anti-aging cosmetics include the L'ORÉAL PARIS Visible Lift® product line, an age-reversing makeup line that provides youthful complexion through line-minimizing foundations, powders, blushes and concealers. The L'ORÉAL PARIS Visible Lift product line includes the L'ORÉAL PARIS Visible Lift Color Lift Blush, L'ORÉAL PARIS Visible Lift Repair Absolute, L'ORÉAL PARIS Visible Lift Serum Absolute Advanced Age-Reversing Powder, L'ORÉAL PARIS Visible Lift Serum Absolute Concealer, L'ORÉAL PARIS Visible Lift Smooth Absolute, L'ORÉAL PARIS Visible Lift Serum Absolute Advanced Age-Reversing Makeup, and L'ORÉAL PARIS Visible Lift Line-Minimizing & Tone-Enhancing Makeup. Exhibit K-4, attached hereto, includes images of the L'ORÉAL PARIS Visible Lift products.

39. L'Oréal's anti-aging facial skincare and cosmetics products have received numerous awards and recognition. Those award-winning products include, among others, L'ORÉAL PARIS Youth Code BB Cream Illuminator, L'ORÉAL PARIS Youth Code Foaming Gel Cleanser, L'ORÉAL PARIS Youth Code Eye Cream, L'ORÉAL PARIS Youth Code Serum Intense, L'ORÉAL PARIS Youth Code Dark Spot Correcting & Illuminating Serum Corrector, L'ORÉAL PARIS Age Perfect Hydra-Nutrition Golden Balm Face, Neck & Chest, L'ORÉAL PARIS RevitaLift Complete SPF 30 Day Lotion, L'ORÉAL PARIS Go 360 Clean Deep Exfoliating Cleanser, L'ORÉAL PARIS Youth Code SPF 30 Day Lotion, L'ORÉAL PARIS Collagen Micro-Pulse Eye, L'ORÉAL PARIS Collagen Filler Targeted Wrinkle Reducer, L'ORÉAL PARIS Advanced RevitaLift Deep-Set Wrinkle Repair Night Crème, L'ORÉAL PARIS Visible Lift Repair Absolute, L'ORÉAL PARIS Visible Lift Serum Absolute Advanced Age-Reversing Concealer, and

L'ORÉAL PARIS Visible Lift Smooth Absolute. Exhibit J, attached hereto, summarizes awards won by products, including anti-aging products, sold under the L'ORÉAL Marks since 2005.

40. In October 2010, Good Housekeeping named L'ORÉAL PARIS Advanced RevitaLift Deep-Set Wrinkle Repair Night Crème in its "Anti-Aging Beauty Awards." In May 2011, InStyle Magazine selected L'ORÉAL PARIS Collagen Micro-Pulse Eye as the "Best Beauty Buys – Anti-Aging Editors Pick." In August 2011, Prevention Magazine featured L'ORÉAL PARIS Youth Code SPF 30 Day Lotion in its "Defy Your Age Beauty Awards." In September 2011, Ladies' Home Journal selected L'ORÉAL PARIS Youth Code Serum Intense as the best "Anti-Aging Treatment." In October 2011, Life & Style Magazine voted L'ORÉAL PARIS Go 360 Clean Deep Exfoliating Cleanser best "Fine Line Fading Scrub." In November 2011, Natural Health Magazine selected L'ORÉAL PARIS RevitaLift Complete SPF 30 Day Lotion as the top anti-aging cream. In May 2012, Self Magazine identified L'ORÉAL PARIS Age Perfect Hydra-Nutrition Golden Balm Face, Neck & Chest as the "Best Anti-Aging Balm."

41. L'Oréal is a mass-market leader in the facial skincare industry and in the facial anti-aging market in particular. In 2011, the L'ORÉAL PARIS RevitaLift brand was the second best-selling skincare brand and second best-selling facial anti-aging brand in drugstores, with more than twenty-seven million (\$27,348,330) dollars in sales.

42. Based on the extensive sales of products under the L'ORÉAL Marks and the extensive advertising and promotion of those marks, L'ORÉAL is among the best known brands in the world and in the United States.

43. L'Oréal's sales and marketing of the products sold under the L'ORÉAL Marks have been long-standing, substantial, consistent, and extremely broad in both geographic and demographic reach.

44. L'Oréal has made a huge investment in its L'ORÉAL Marks and has generated substantial recognition and goodwill in those marks as a result.

45. Furthermore, based on the extensive sales and marketing of anti-aging products under the L'ORÉAL Marks, the extensive, substantial, consistent, and extremely broad advertising and promotion of anti-aging products under the L'ORÉAL Marks, and the huge investment in anti-aging products under the L'ORÉAL Marks, resulting in substantial recognition and goodwill, L'ORÉAL is among the best known brands in the world and in the United States for anti-aging products.

46. Based on the above, I believe that if a third party, such as Applicant, were to register and use the FOREAL FORÉAL BY MIKHAIL mark in connection with anti-aging products, consumers likely would be deceived or confused into believing that the goods sold under that mark emanate from the same source as the hundreds of products sold and marketed extensively, valued in the billions of dollars, under the L'Oréal Marks. For those consumers who are not confused, the use of FOREAL FORÉAL BY MIKHAIL by Applicant would dilute and diminish the extraordinary goodwill that L'Oréal has developed through its investment of billions of dollars and decades of effort.

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

Executed on April 15, 2013.

A handwritten signature in cursive script that reads "Lisa J. Capparelli". The signature is written in black ink and is positioned above a horizontal line.

Lisa J. Capparelli

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,

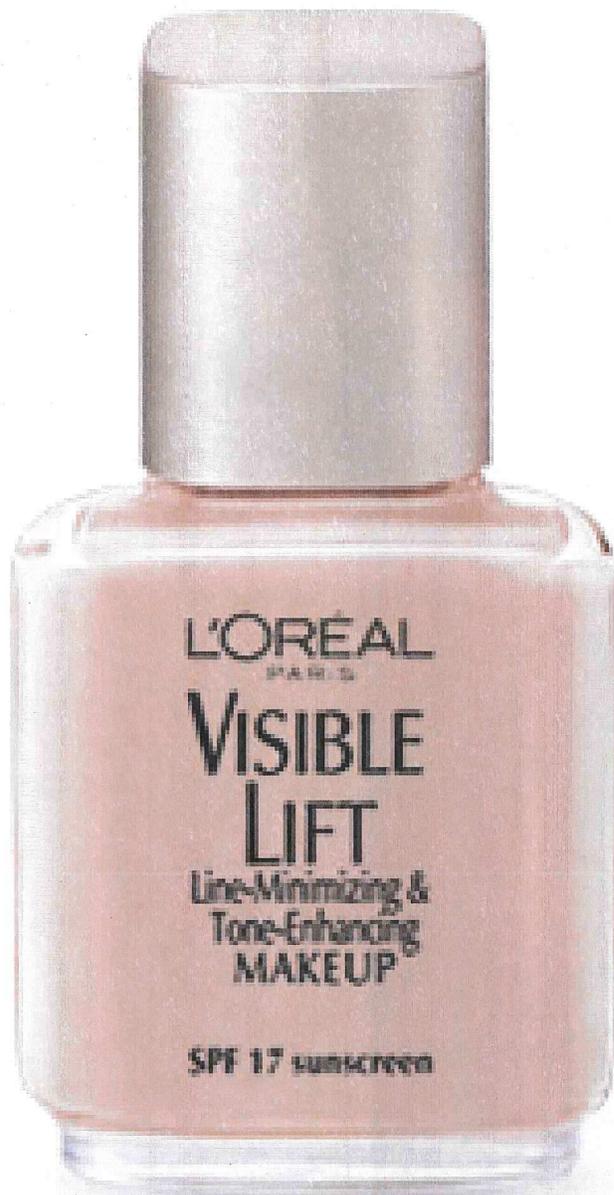
Applicant.

Opposition No. 91202898

ORAL ARGUMENT REQUESTED

EXHIBIT I TO OPPOSER'S NOTICE OF RELIANCE











IMPORTANT: FOLLOW THE USAGE ADVISORY

L'ORÉAL
PARIS



56
ASHY
BROWN

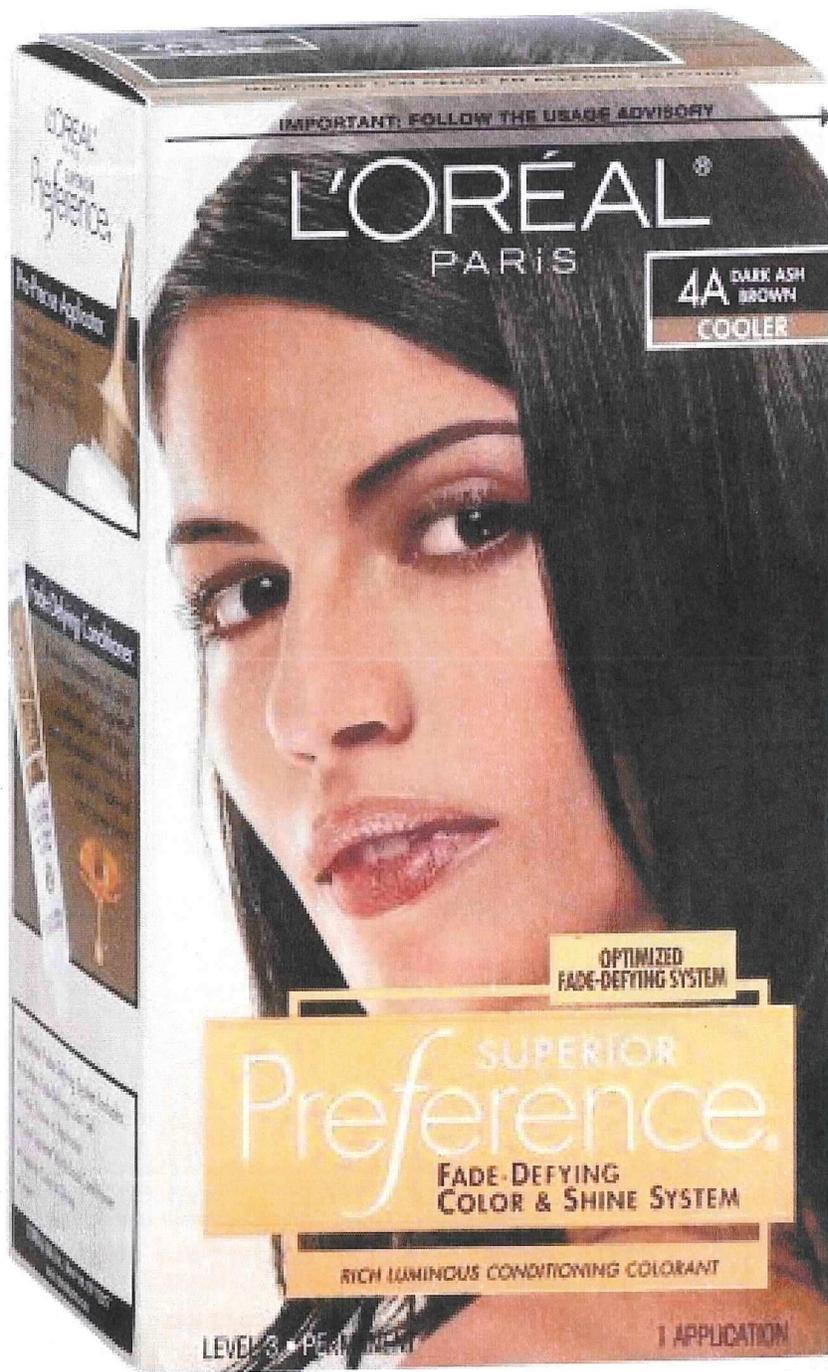
WARMER

Féria

Multi-Faceted
Shimmering Colour
3X Highlights

Gentle, Deep Conditioning
Permanent Haircolour Gel

ONE APPLICATION





NEW! NOUVEAU

L'ORÉAL

PARIS
HAIR COSMETICS

EVERCRÈME

SULFATE-FREE
MOISTURE SYSTEM™

CAMELINA  CAMELINE

DEEP NOURISHING MASQUE
MASQUE NOURRISSANT EN PROFONDEUR

NO HEAVY WAXES
TRIPLE ACTION HYDRATION

SANS CIRE SÈCHES
HYDRATATION À TRIPLE ACTION

5.1 FL. OZ.
150 ml



NOE FREE OF
SULFATES & PARABENS
NOE COMPLEX OF
BIO-CERAMIDES & BOTANICALS

L'OREAL
PARIS
HAIR EXPERTISE

NEW/NOUVEAU
EVERSTRONG

SULFATE-FREE
FORTIFY SYSTEM

ROSEMARY MINT



RECONSTRUCT CONDITIONER
REVITALISANT RE-CONSTRUCTEUR

STRENGTHENS & REPAIRS
BIO-CERAMIDE COMPLEX
NATURAL BOTANICALS

FORTIFIE ET REPAR
COMPLEXE DE BIO-CERAMIDE
EXTRAITS NATURELS DE PLANTES

8.5 FL. OZ. (230 ml)



L'OREAL[®]
PARIS

ADVANCED HAIRCARE

TOTAL REPAIR 5
Restoring conditioner

CERAMIDE

- 1 Hydration
- 2 Strength
- 3 Smoothness
- 4 Softness
- 5 Shine

Damaged, Overworked Hair





L'ORÉAL[®]
PARIS

BROAD SPECTRUM SPF 30
SUNSCREEN

REVITALIFT[®]

MIRACLE
BLUR

INSTANT SKIN SMOOTHER

ERASES THE LOOK OF
WRINKLES, LINES & PORES

L'ORÉAL®

PARIS

SKIN EXPERTISE

NIGHT
CREAM

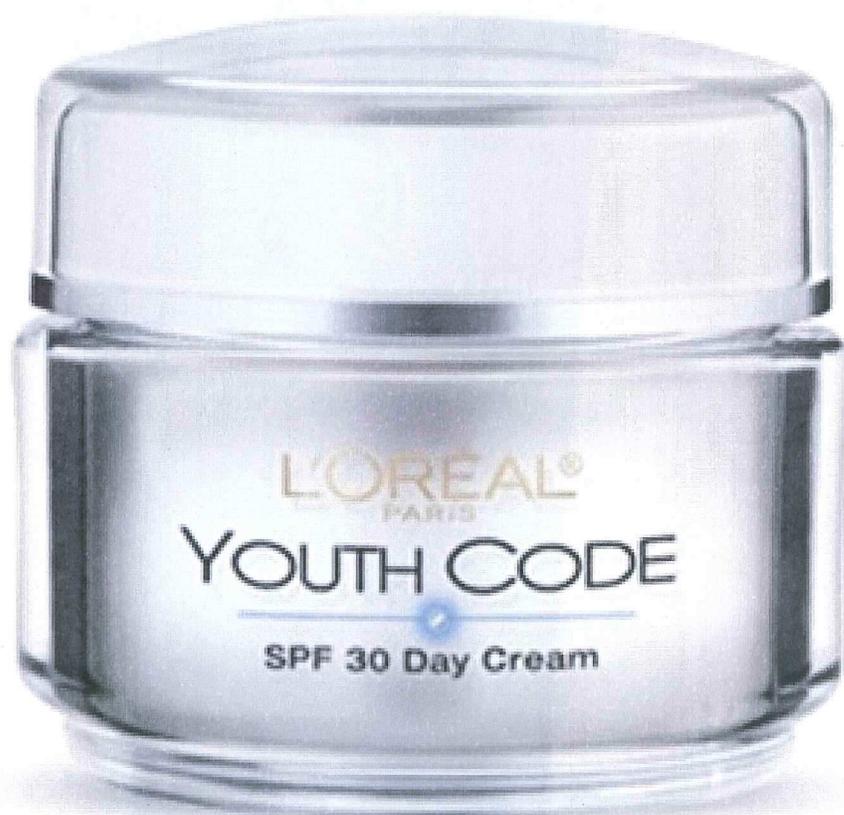
AGE PERFECT®
FOR MATURE SKIN

ANTI-SAGGING +
ANTI-AGE SPOT
HYDRATING MOISTURIZER

Rebuilds Skin's Substance
with Soy Seed Proteins

actual size

NET WT. 2.5 OZ. (70g)





L'ORÉAL[®]
PARIS

NEW

IDEAL CLEAN

ALL SKIN TYPES
TODO TIPO DE PIEL

FOAMERS DEL CLEANSER
LIFT GEL & MOISTURE

LIFT GEL & MOISTURE
REMOVES MAKEUP AND IMPURITIES
PREVENT DRY-OUT SKIN
HIDRATACION Y PREVENCIÓN

6.5 FL. OZ. (200ml)

L'Oreal Paris: Awards 2005 – 2012

Magazine	Name of Award/Article	Product	Month	Year
GENERAL				
Ladies Home Journal	Do Good Award	L'Oréal Paris Brand	N/A	2010
SKINCARE				
RealBeauty.com	Best Makeup Products	L'Oréal Paris Youth Code BB Cream Illuminator	December	2012
Fitness		L'Oréal Paris Youth Code Foaming Gel Cleanser	October	2012
Cosmopolitan		L'Oréal Paris Youth Code BB Cream Illuminator	October	2012
Allure	Best Cleanser: Normal Skin	L'Oréal Paris Youth Code Foaming Gel Cleanser	October	2012
iVillage.com	Skincare Miracle Workers: Sunscreen We Love	L'Oréal Paris Sublime Sun Liquid Silk Sunshield for Face SPF 50+	September	2012
All You	Best Beauty Buy	L'Oréal Paris Youth Code Eye Cream	August	2012
Prevention	Best Sunscreen - Body	L'Oréal Paris Sublime Sun Hydra Lotion Spray SPF 50+	July	2012
Essence	Skin	L'Oréal Paris Sublime Sun Crystal Clear Mist Spray SPF 50+	May	2012
Health	Skincare – The Best Sunscreen (Body)	L'Oréal Paris Sublime Sun Hydra Lotion Spray 50+	May	2012
Self	Skincare – The Best Anti-Aging Balm	L'Oréal Paris Age Perfect Hydra-Nutrition Golden Balm Face, Neck & Chest	May	2012
InStyle	Best Beauty Buys	L'Oréal Paris Youth Code Serum Intense	May	2012
OK! Weekly	Amazing Skin – Amazing New Sunblock	L'Oréal Paris Sublime Sun Lotion SPF 30	April	2012
People En Espanol	Star Products	L'Oréal Paris Youth Code Dark Spot Correcting & Illuminating Serum Corrector	April	2012
Natural Health	Anti-Aging Cream	L'Oréal Paris Revitalift Complete SPF 30 Day Lotion	November	2011
Fitness	Best Moisturizer	L'Oréal Paris Youth Code SPF 30 Day Lotion	October	2011
Life & Style	Fine Line Fading Scrub	L'Oréal Paris Go 360 Clean Deep Exfoliating Cleanser	October	2011

L'Oréal Paris: Awards 2005 – 2012

Magazine	Name of Award/Article	Product	Month	Year
DailyGlow.com		L'Oréal Paris Sublime Bronze Clear Self-Tanning Gel	October	2011
Essence	Reader's Choice Awards – Best Self-Tanner	L'Oréal Paris Sublime Bronze Clear Self-Tanning Gel	September	2011
Ladies' Home Journal	This Stuff Works Awards – Anti-Aging Treatment	L'Oréal Paris Youth Code Serum Intense	September	2011
Parents	Best of Beauty Awards	L'Oréal Paris Youth Code SPF 30 Day Lotion	September	2011
Prevention	Defy Your Age Beauty Awards	L'Oréal Paris Youth Code Day Lotion SPF 30	August	2011
InStyle	Best Beauty Buys – Anti-Aging Editors Pick	L'Oréal Paris Collagen Micro-Pulse Eye	May	2011
Self	Beauty Awards – Best Acne Cleanser	L'Oréal Paris Go 360 Clean Anti-Breakout	May	2011
Marie Claire	Beauty Awards – Body	L'Oréal Paris Sublime Bronze One Day	May	2011
Elle	Genius Awards	L'Oréal Paris Collagen Filler Targeted Wrinkle Reducer	April	2011
WWD Beauty Biz		L'Oréal Paris Go 360 Clean Collection	December/ January	2010/ 2011
Allure	Best of Beauty	L'Oréal Paris Go 360 Clean Deep Facial Cleanser	October	2010
Fitness		L'Oréal Paris Go 360 Clean Deep Facial Cleanser	October	2010
Good Housekeeping	Anti-Aging Beauty Awards	L'Oréal Paris Advanced Revitalift Deep-Set Wrinkle Repair Night Crème	October	2010
Seventeen	Beauty Awards	L'Oréal Paris Go 360 Clean Deep Facial Cleanser	September	2010
Shape	Beauty Awards	L'Oréal Paris Sublime Bronze One Day Tinted Gel	September	2010
Brides	Beauty Awards – Best Night Cream	L'Oréal Paris Skin Genesis Intensive Treatment Deep-Action Night Complex	June	2010
Brides	Beauty Awards – Reader's Choice	L'Oréal Paris Ideal Skin Genesis Daily Moisturizer SPF 15	June	2010
Real Simple	Road Test: Face Cleansers	L'Oréal Paris Go 360° Clean	May	2010

L'Oreal Paris: Awards 2005 – 2012

Magazine	Name of Award/Article	Product	Month	Year
Redbook	MVP Beauty Award	L'Oréal Paris Go 360 Clean Deep Exfoliating Scrub	March	2010
Redbook	MVP Beauty Award	L'Oréal Paris Revitalift SPF Day Lotion	December	2009
Brides	Beauty Awards - Best Day Cream	L'Oréal Paris Skin Genesis Daily Moisturizer SPF 15	May/June	2009
CosmoGirl!	Kiss of Approval Readers' Kiss - Best Gradual Self Tanner	L'Oréal Paris Sublime Glow Daily Moisturizer	September	2008
Shape	"Best Facial Exfoliator" - Best In Beauty Awards	L'Oréal Paris Advanced Revitalift Micro-Dermabrasion Kit	September	2008
Health	Americas Best Beauty Buys Best Eye Product	L'Oréal Paris Skin Genesis Daily Treatment Eye Serum	June	2008
Latina	Beauty Awards - Everyday Sunscreen	L'Oréal Paris Revitalift UV Daily Moisturizing Cream with Mexoryl SX	May	2008
Real Simple	Road Test: Self-Tanners	L'Oréal Paris Sublime Bronze Gradual Self-Tanning Lotion	May	2008
Self	Readers Tested Healty Beauty Award-Best Moisturizer With SPF	L'Oréal Paris Skin Genesis Daily Moisturizer SPF 15 Lotion	May	2008
Self	Readers Tested Healty Beauty Award-Best Body Self-Tanner Spray	L'Oréal Paris Sublime ProPerfect Airbrush Self-Tanning Mist	May	2008
InStyle	Best Eye Cream for Wrinkles	L'Oréal Paris Advanced Revitalift Double Eye Life	April	2008
Marie Claire	Readers Pick-25 Best Beauty Product	L'Oréal Paris Skin Genesis Daily Moisturizer with SPF 15	April	2008
Redbook	MVP Beauty Award	L'Oréal Paris UV Protective Everyday Facial Moisturizing Sunscreen Cream	December	2007
Allure	Breakthrough	L'Oréal Paris Skin Genesis products	October	2007
More	Outside Expert Pick-More Best of Beauty - Skin	L'Oréal Paris Revitalift UV Daily Moisturizing Cream with Mexoryl SX	October	2007
Essence	Readers' Choice Beauty Awards - The Best Skincare - Exfoliator	L'Oréal Paris Pure Zone Unclogging Scrub Cleanser	April	2007
InStyle	Best Wrinkle Treatment for Dry Skin	L'Oréal Paris Advanced Revitalift face & neck	April	2007
Cosmopolitan	Editor's Choice-First Rate Face Finds: Ace Acne Kit	L'Oréal Paris AcneResponse Intensive Adult Acne Peel	October	2006

L'Oreal Paris: Awards 2005 – 2012

Magazine	Name of Award/Article	Product	Month	Year
More	Outside Expert Pick-More Best of Beauty - Skincare	L'Oréal Paris Age Perfect Pro-Calcium Restorative Hydrating Cream	October	2006
Self	Readers Tested Healty Beauty Award-Best Anti-aging Serum	L'Oréal Paris Revitalift Double Lifting Intense Re-Tightening Gel + Anti-Wrinkle Treatment	May	2006
Allure	Editor's choice	L'Oréal Paris ReFinish Micro-Dermabrasion Kit	October	2005
Shape	"Best Facial Exfoliator" - Best In Beauty Awards	L'Oréal Paris ReFinish Micro-Dermabrasion Kit	September	2005
COSMETICS				
Justine Magazine	Best Blush	L'Oréal Paris True Match Super-Blendable Blush	December/ January	2012/ 2013
Family Circle	Top Picks	L'Oréal Paris Visible Lift Repair Absolute	November	2012
Allure	Best Mascara: Waterproof	L'Oréal Paris Voluminous Million Lashes Mascara Waterproof	October	2012
Allure	Best Powder: Pressed	L'Oréal Paris True Match Super-Blendable Powder	October	2012
Allure	Best Nail Polish: Bright	L'Oréal Paris Colour Riche Nail in Violet Vixen	October	2012
Ladies' Home Journal	Concealer – This Stuff Works Beauty Awards	L'Oréal Paris Visible Lift Serum Absolute Advanced Age-Reversing Concealer	October	2012
Fitness		L'Oréal Paris Colour Riche Nail	October	2012
Fitness		L'Oréal Paris Infallible Never Fail Lacquer Liner 24H	October	2012
Parents	Best Eyeliner	L'Oréal Paris Voluminous Smoldering Eye Liner	September	2012
Ebony	Best Eye Shadow	L'Oréal Paris Infallible Eye Shadow in Endless Sea	September	2012
Latina	Best Makeup	L'Oréal Paris True Match Super-Blendable Makeup	September	2012
Seventeen		L'Oréal Paris Lineur Defining Liquid Liner in Carbon Black	September	2012
iVillage.com	Drugstore Beauty Products: Mascara We Love	L'Oréal Paris Voluminous False Fiber Lashes Mascara	September	2012

L’Oreal Paris: Awards 2005 – 2012

Magazine	Name of Award/Article	Product	Month	Year
Women’s Health	Our Experts’ Picks	L’Oréal Paris Infallible Le Gloss 8HR	June	2012
Allure	Readers’ Choice Award	L’Oréal Paris Infallible Le Gloss 8HR	June	2012
Upscale Magazine	Best in Nails	L’Oréal Paris Colour Riche Nail	June	2012
InStyle	Best Beauty Buys	L’Oréal Paris True Match Super-Blendable Makeup	May	2012
InStyle	Best Beauty Buys	L’Oréal Paris HIP Studio Secrets Professional Shadow Duo	May	2012
InStyle	Best Beauty Buys	L’Oréal Paris True Match Super-Blendable Blush	May	2012
Better Homes & Gardens	Cosmetics – Best New Product	L’Oréal Paris Infallible Le Rouge	May	2012
Better Homes & Gardens	Cosmetics – Best New Product	L’Oréal Paris Visible Lift Smooth Absolute	May	2012
Essence	Best in Black Beauty Awards	L’Oréal Paris Infallible Eye Shadow	May	2012
People En Espanol	Star Products	L’Oréal Paris Visible Lift Smooth Absolute	April	2012
O, the Oprah Magazine	Cosmetics	L’Oréal Paris Paris Colour Riche Nail	March	2012
O, the Oprah Magazine		L’Oréal Paris Colour Riche Balm	March	2012
Siempre Mujer	Excelencia en Belleza “Ojos”	L’Oréal Paris Voluminous Million Lashes Mascara	March	2012
Marie Claire	25 Best Products	L’Oréal Paris Visible Lift Smooth Absolute	February	2012
The Knot	Best Foundation	L’Oréal Paris True Match Super-Blendable Makeup	Winter	2012
Shecky’s	Best Eyeliner	L’Oréal Paris Extra-Intense Carbon Black Liquid Pencil Eyeliner	November	2011
Shecky’s	Best Mascara	L’Oréal Paris Double Extend Eye Illuminator Mascara	November	2011
Latina	Best Eye Brightener	L’Oréal Paris Double Extend Eye Illuminator Eyeliner	November	2011

L'Oreal Paris: Awards 2005 – 2012

Magazine	Name of Award/Article	Product	Month	Year
Latina	Loveliest Lip Gloss	L'Oréal Paris Colour Riche Le Gloss	November	2011
Allure	Best of Beauty Awards – Best Volumizing Mascara	L'Oréal Paris Voluminous Million Lashes Mascara	October	2011
Allure	Best of Beauty Awards – Cheap Thrills: Makeup	L'Oréal Paris Colour Rich Lipcolour in British Red	October	2011
Allure	Best Pressed Powder	L'Oréal Paris True Match Super-Blendable Powder	October	2011
DailyGlow.com		L'Oréal Paris Infallible Le Rouge	October	2011
DailyGlow.com		L'Oréal Paris Studio Secrets Professional The One Sweep Eye Shadow	October	2011
Cosmopolitan		L'Oréal Paris Voluminous False Fiber Lashes Mascara	October	2011
More	Big Beauty Try On	L'Oréal Paris Voluminous Million Lashes Mascara	October	2011
Seventeen	Besties Awards – Best Liquid Liner, Blogger Pick!	L'Oréal Paris Lineur Intense Brush Tip Liquid Eyeliner	September	2011
Shape	Beauty Awards – Best Foundation	L'Oréal Paris Studio Secrets Professional Magic Smooth Soufflé Makeup	September	2011
Ebony	Best High Drama Mascara	L'Oréal Paris Voluminous Million Lashes Mascara	September	2011
The Knot	Beauty Awards	L'Oréal Paris Studio Secrets Professional Magic Perfecting Base	Summer	2011
Women's Health	Beauty Awards – Best Lipstick, Expert Pick	L'Oréal Paris Infallible Le Rouge	June	2011
InStyle	Best Beauty Buys	L'Oréal Paris True Match Super-Blendable Makeup	May	2011
InStyle	Best Beauty Buys	L'Oréal Paris HIP Studio Secrets Professional Shadow Duos	May	2011
InStyle	Best Beauty Buys	L'Oréal Paris Infallible Never Fail Lip Gloss	May	2011
Brides	Beauty Awards – Best Mascara	L'Oréal Paris Voluminous Million Lashes Mascara	May	2011
Star	SuperStar Beauty Awards	L'Oréal Paris Studio Secrets Professional The One Sweep Eye Shadow	May	2011

L’Oreal Paris: Awards 2005 – 2012

Magazine	Name of Award/Article	Product	Month	Year
CEW	Best Lip Product, Mass	L’Oréal Paris Infallible Le Rouge	May	2011
Teen Vogue	Beauty Awards – Best Hair Color	L’Oréal Paris Healthy Look Crème Gloss Color	April	2011
Teen Vogue	Beauty Awards – Best Drugstore Brand	[Image of L’Oréal Paris Color Juice]	April	2011
Teen Vogue	Beauty Awards – Best Blush	L’Oréal Paris True Match Super-Blendable Blush	April	2011
TotalBeauty.com	Reader’s Choice Beauty Awards – Best Mascara	L’Oréal Paris Voluminous Original Mascara	April	2011
O, the Oprah Magazine	Spring Makeup Beauty O-wards	L’Oréal Paris Infallible Le Rouge in Perennial Pink	April	2011
O, the Oprah Magazine	Spring Makeup Beauty O-wards	L’Oréal Paris Studio Secrets Professional The One Sweep Eye Shadow	April	2011
Ladies’ Home Journal	This Stuff Works Awards – Foundation	L’Oréal Paris Double Extend Eye Illuminator Mascara	March	2011
Essence	Beauty Awards – Best Budget Friendly	L’Oréal Paris Double Extend Eye Illuminator Mascara	March	2011
Natural Health	Beauty Awards – Best Mascara	L’Oréal Paris Double Extend Lash Boosting Mascara	November	2010
Allure	Best of Beauty – Best Nude Lipstick	L’Oréal Paris Colour Riche Lipcolour in Fairest Nude	October	2010
Allure	Best of Beauty – Best Primer	L’Oréal Paris Studio Secrets Professional Magic Perfecting Base	October	2010
Allure	Best of Beauty – Best Pressed Powder	L’Oréal Paris True Match Super-Blendable Powder	October	2010
Allure	Best of Beauty – Best Oil-Free Foundation	L’Oréal Paris True Match Super-Blendable Makeup	October	2010
Glamour	Glammys	L’Oréal Paris Colour Riche Nurturing & Protective Lipcolour	September	2010
Allure	Reader’s Choice Awards	L’Oréal Paris Infallible Never Fail Lipgloss in Sangria	June	2010
Allure	Reader’s Choice Awards	L’Oréal Paris HIP Studio Secrets Metallic Shadow Duo in Platinum	June	2010
Allure	Reader’s Choice Awards	L’Oréal Paris Infallible Never Fail Eyeliner in Black	June	2010

L'Oreal Paris: Awards 2005 – 2012

Magazine	Name of Award/Article	Product	Month	Year
Women's Health	Beauty Awards – Editors' Pick Best Lip Gloss	L'Oréal Paris Infallible Never Fail Plumping Gloss	June	2010
InStyle	Best Beauty Buys – Best Inexpensive Eye Shadow	L'Oréal Paris HIP Shadow Duos	May	2010
InStyle	Best Beauty Buys – Best Inexpensive Concealer	L'Oréal Paris True Match Super-Blendable Concealer	May	2010
InStyle	Best Beauty Buys – Best Inexpensive Foundation	L'Oréal Paris True Match Super-Blendable Makeup	May	2010
InStyle	Best Beauty Buys – Best Inexpensive Lipstick	L'Oréal Paris Colour Riche	May	2010
InStyle	Best Beauty Buys – Best Inexpensive Long-Wearing Lip Color	L'Oréal Paris Infallible Never Fail Lipcolour Compact	May	2010
InStyle	Best Beauty Buys – Best Inexpensive Powder Blush	L'Oréal Paris True Match Super-Blendable Blush	May	2010
InStyle	Best Beauty Buys – Best Inexpensive Mascara	L'Oréal Paris Voluminous Volume Building Mascara	May	2010
Self	Readers Tested Beauty Awards – Best Plumping Lipgloss	L'Oréal Paris Infallible Never Fail Plumping Lipgloss	May	2010
Redbook	MVP Beauty Awards	L'Oréal Paris True Match Roller Perfecting Roll On Makeup	May	2010
Marie Claire	Readers Pick – 25 Best Beauty Products – Makeup	L'Oréal Paris Extra-Intense Liquid Pencil Eyeliner	April	2010
Shape	"Best Concealer" - SunSmart Awards	L'Oréal Paris Visible Lift Line-Minimizing & Tone Enhancing Under Eye Concealer SPF 20	April	2010
Elle	Best In Show	L'Oréal Paris Double Extend Lash Boosting Mascara	March	2010
Real Simple	Road Test: Mascara	L'Oréal Paris Extra-Volume Collagen Mascara	March	2010
Elle	IT LIST	L'Oréal Paris HIP Shocking Shadow Pigments in Rebel, Valiant and Fiery	February	2010
Elle	IT LIST	L'Oréal Paris Infallible Lipgloss in Rebel Red	November	2009
Allure	Editor's Choice	L'Oréal Paris True Match Super Blendable Powder	October	2009
Allure	Editor's Choice	L'Oréal Paris HIP High Intensity Pigments Color Truth Cream Eyeliner	October	2009

L'Oreal Paris: Awards 2005 – 2012

Magazine	Name of Award/Article	Product	Month	Year
Allure	Editor's Choice	L'Oréal Paris Linear Intense Brush Tip Liquid Eyeliner	October	2009
Allure	Editor's Choice	L'Oréal Paris Colour Riche Lipcolour in Pink Lady	October	2009
More	Readers pick- More's Big Beauty Try-On Reader's Choice - Makeup	L'Oréal Paris Extra-Volume Collagen Mascara	October	2009
Elle	Best In Show	L'Oréal Paris Extra-Intense Liquid Pencil Eyeliner	September	2009
Seventeen	Readers Pick-Best Shadow	L'Oréal Paris HIP High Intensity Pigments Concentrated Shadow Duo in Wicked	July	2009
Brides	Beauty Awards - Best Mascara	L'Oréal Paris Voluminous Volume Building Mascara	May/June	2009
Latina	Beauty Awards - Readers' Choice	L'Oréal Paris Telescopic Precision Liquid Eyeliner in Carbon Black	May	2009
Real Simple	Road Test: Budget Makeup	L'Oréal Paris Wear Infinite Eye Shadow Single	May	2009
Real Simple	Road Test: Budget Makeup	L'Oréal Paris Infallible Never Fail Eyeliner	May	2009
InStyle	Best Inexpensive Foundation	L'Oréal Paris True Match Foundation	April	2009
InStyle	Best Inexpensive Eye Shadow	L'Oréal Paris HIP Bright Shadow Duo	April	2009
InStyle	Best Inexpensive Mascara	L'Oréal Paris Voluminous Original Mascara	April	2009
InStyle	Best Inexpensive Powder Blush	L'Oréal Paris Bare Naturale Gentle Mineral Blush	April	2009
InStyle	Best Inexpensive Lipstick with Best Color Range	L'Oréal Paris Colour Riche	April	2009
Elle	Best In Show	L'Oréal Paris Bare Naturale Gentle Mineral	March	2009
Allure	Readers Choice	L'Oréal Paris Infallible Never Fail Lipgloss in Sangria	February	2009
Allure	Readers Choice	L'Oréal Paris HIP High Intensity Pigments Metallic Shadow Duo in Platinum	February	2009
Allure	Readers Choice	L'Oréal Paris True Match Super Blendable Make Up	February	2009

L'Oreal Paris: Awards 2005 – 2012

Magazine	Name of Award/Article	Product	Month	Year
Elle	IT LIST	L'Oréal Paris HIP High Intensity Pigments Color Presso Lip Gloss in Swanky	February	2009
Allure	Editor's Choice	L'Oréal Paris True Match Super-Blendable Powder	October	2008
Allure	Editor's Choice	L'Oréal Paris HIP High Intensity Pigments Cream Shadow Paint in Nervy	October	2008
Allure	Editor's Choice	L'Oréal Paris Lineur Intense Defining Brush Tip Liquid Eyeliner	October	2008
Allure	Breakthrough	L'Oréal Paris Infallible Never Fail Lipcolour	October	2008
CosmoGirl!	Kiss of Approval Readers' Kiss - Best Lip Conditioner	L'Oréal Paris Bare Naturale Gentle Lip Conditioner	September	2008
Essence	The Hot List Readers' Choice Award - Best Mascara	L'Oréal Paris Voluminous Full Definition Mascara	August	2008
Women's Health	Experts' Award-Best Lip Color	L'Oréal Paris Infallible Never Fail Lip Colour Compact	July/ August	2008
Star	Beauty Awards - Best Eyeliner	L'Oréal Paris Voluminous Eyeliner Mistake-Proof Marker	May	2008
InStyle	Best Inexpensive Foundation	L'Oréal Paris True Match Foundation	April	2008
InStyle	Best Inexpensive Eye Shadow	L'Oréal Paris HIP Bright Shadow Duo	April	2008
InStyle	Best Inexpensive Powder Blush	L'Oréal Paris True Match Super-Blendable Blush	April	2008
InStyle	Best Inexpensive Lip Gloss	L'Oréal Paris Colour Juice Sheer Lip Gloss	April	2008
Allure	Readers Choice	L'Oréal Paris Colour Riche Nurturing & Protective Lipcolour in Mica	February	2008
Allure	Readers Choice	L'Oréal Paris True Match Super -Blendable Makeup SPF 17	February	2008
Allure	Editor's Choice	L'Oréal Paris Infallible Never Fail Lipgloss	October	2007
Allure	Editor's Choice	L'Oréal Paris True Match Super-Blendable Powder	October	2007
Allure	Editor's Choice	L'Oréal Paris Colour Riche Nurturing & Protective Lipcolour in Pink Lady	October	2007

L'Oreal Paris: Awards 2005 – 2012

Magazine	Name of Award/Article	Product	Month	Year
Allure	Editor's Choice	L'Oréal Paris HIP High Intensity Pigments Bright Shadow Duo in Showy	October	2007
Allure	Editor's Choice	L'Oréal Paris Lineur Intense Brush Tip Liquid Eyeliner	October	2007
Cosmopolitan	Editor's Choice-Face Flatterers: Fresh Powder	L'Oréal Paris Bare Naturale Soft-Focus Mineral Finish	October	2007
Fitness	Beauty Awards	L'Oréal Paris Infallible Never Fail Makeup	October	2007
More	Outside Expert Pick-More's Big Beauty Try-On Reader's Choice - Makeup	L'Oréal Paris Extra-Volume Collagen Mascara	October	2007
CosmoGirl!	Kiss of Approval Readers' Kiss - Best At-Home Hair Color	L'Oréal Paris Féria Multi-Faceted Shimmering Colour in Espresso	September	2007
Glamour	Glammies- Best Foundation	L'Oréal Paris True Match Super-Blendable Makeup	September	2007
Shape	"Best Lip Color" - Best In Beauty Awards	L'Oréal Paris Colour Riche Lip Gloss	September	2007
Women's Health	Experts' Award-Best Lip Color	L'Oréal Paris Endless Lip Colour in Timeless Tany	July/ August	2007
Self	Readers Tested Healty Beauty Award-Best Eyeliner	L'Oréal Paris Carbon Black Le Kohl Pencil	May	2007
Essence	Readers' Choice Beauty Awards - Eye Shadow	L'Oréal Paris HIP Shocking Shadow Pigments	April	2007
InStyle	Best Inexpensive Foundation	L'Oréal Paris True Match Foundation	April	2007
InStyle	Best Inexpensive Eye Shadow	L'Oréal Paris Studio Secrets Professional Crystal Shadow Duo	April	2007
InStyle	Best Thickening Mascara	L'Oréal Paris Voluminous Volume Building Mascara	April	2007
Marie Claire	Readers Pick-25 Best Beauty Product	L'Oréal Paris Voluminous Mascara	April	2007
Real Simple	Road Test: Mascara	L'Oréal Paris Original Voluminous Mascara	April	2007
Allure	Readers Choice	L'Oréal Paris Colour Riche Lipcolour in Sugar Plum	February	2007
Allure	Readers Choice	L'Oréal Paris Colour Juice Sheer Juicy Lip Gloss in Watermelon Crush	February	2007

L'Oreal Paris: Awards 2005 – 2012

Magazine	Name of Award/Article	Product	Month	Year
Allure	Readers Choice	L'Oréal Paris True Match Super-Blendable Make Up	February	2007
Allure	Readers Choice	L'Oréal Paris Colour Riche Lipcolour in Pink Lady	October	2006
Allure	Editor's Choice	L'Oréal Paris Translucide Loose Powder in Translucent	October	2006
Allure	Editor's Choice	L'Oréal Paris High Intensity Pigments Illuminating Highlighter in Shimmer	October	2006
Allure	Editor's Choice	L'Oréal Paris High Intensity Pigments Flawless Liquid Makeup	October	2006
Cosmopolitan	Editor's Choice-Colored Hair Cure-Alls: Number One Natural Dye	L'Oréal Paris Natural Match	October	2006
More	Outside Expert Pick-More Best of Beauty - Makeup	L'Oréal Paris Age Perfect Skin-Supporting and Hydrating Makeup SPF 12	October	2006
Glamour	Glammies- Best Foundation	L'Oréal Paris True Match Super-Blendable Makeup	September	2006
Shape	"Best Blush/Bronzer" - Best In Beauty Awards	L'Oréal Paris True Match Superblendable Blush	September	2006
Brides	Beauty Awards - Makeup	L'Oréal Paris Colour Riche Lip Liner	May/June	2006
Self	Readers Tested Healty Beauty Award-Best Thickening Mascara	L'Oréal Paris Volume Shocking 2 Step Volume Construction Mascara	May	2006
Elle	Genius Awards	L'Oréal Paris Lash Out Waterproof mascara	April	2006
InStyle	Best Inexpensive Foundation	L'Oréal Paris True Match Foundation	April	2006
InStyle	Best Inexpensive Concealer	L'Oréal Paris True Match concealer	April	2006
InStyle	Best Inexpensive Eye Shadow	L'Oréal Paris Studio Secrets Professional Crystal Shadow Duo	April	2006
Allure	Readers Choice	L'Oréal Paris True Match Super-Blendable Makeup SPF 17	February	2006
Allure	Editor's Choice	L'Oréal Paris Double Extend Lash Extender and Magnifier Mascara	October	2005
Allure	Editor's Choice	L'Oréal Paris True Match Super-Blendable Powder	October	2005

L'Oreal Paris: Awards 2005 – 2012

Magazine	Name of Award/Article	Product	Month	Year
Cosmopolitan	Editor's Choice-Top Nail and Lid Picks: Spectacular Eye Shadow	L'Oréal Paris Illumination Loose Eye Colour	October	2005
Glamour	Glammies- Best Foundation	L'Oréal Paris True Match Super-Blendable Makeup	September	2005
InStyle	Best Inexpensive Foundation	L'Oréal Paris True Match Foundation	April	2005
InStyle	Best Overall Mascara	L'Oréal Paris Voluminous Mascara	April	2005
Redbook	MVP Beauty Award	L'Oréal Paris Cashmere Perfect Blush & Eyes Soft Powdercreme Colour	January	2005
HAIR				
Justine Magazine	Best Hairspray	L'Oréal Paris Elnett Satin Hairspray	December/ January	2012/ 2013
DailyGlow.com	Best Hair Product – Two-in-One	L'Oréal Paris EverCrème Cleansing Conditioner	December	2012
RealBeauty.com	Best Hair Product	L'Oréal Paris Elnett Satin Hairspray	December	2012
Natural Health	Hair Helper: Best Hair Styling Product	L'Oréal Paris EverStyle Strong Hold Styling Spray	November/ December	2012
Allure	Best Home Color: Highlighting Kit	L'Oréal Paris Touch-On Highlights	October	2012
Allure	Best Shampoo & Conditioner: African American Hair	L'Oréal Paris EverCrème Cleansing Conditioner	October	2012
Ladies' Home Journal	Hair/Conditioner – This Stuff Works Beauty Awards	L'Oréal Paris EverCrème Intense Nourishing Conditioner	October	2012
Prevention	Hair	L'Oréal Paris EverStyle Strong Hold Styling Spray	October	2012
Parents	Best Curl Enhancer	L'Oréal Paris EverStyle Curl Activating Mousse	September	2012
Women's Health		L'Oréal Paris Feria Multi-Faceted Shimmering Colour	June	2012
Women's Health	Our Experts' Picks	L'Oréal Paris Elnett Satin Hairspray Extra Strong Hold	June	2012
Allure	Reader's Choice Award	L'Oréal Paris Superior Preference	June	2012

L'Oreal Paris: Awards 2005 – 2012

Magazine	Name of Award/Article	Product	Month	Year
InStyle	Best Beauty Buys	L'Oréal Paris Couleur Experte Express	May	2012
InStyle	Best Beauty Buys	L'Oréal Paris Elnett Satin Hairspray	May	2012
Health	Hair – The Best Multi-Tasker	L'Oréal Paris EverCrème Cleansing Conditioner	May	2012
Better Homes & Gardens	Hair Care – Best New Product	L'Oréal Paris EverSleek Frizz Taming Crème Serum	May	2012
Teen Vogue	Hair Color	L'Oréal Paris Sublime Mousse	April	2012
Redbook	Hair Care	L'Oréal Paris EverCrème Nourishing Leave-In Spray	April	2012
Redbook		L'Oréal Paris EverStyle Curl Defining Gel	April	2012
The Knot	Best Hairspray	L'Oréal Paris Elnett Satin Hairspray	Winter	2012
New Beauty	Hair – The Best Overall At-Home Hair Color	L'Oréal Paris Superior Preference	Winter/ Spring	2011/ 2012
New Beauty	Hair – The Best Overall Hairspray	L'Oréal Paris Elnett Satin Hairspray	Winter/ Spring	2011/ 2012
Shecky's	Best Hairspray	L'Oréal Paris Elnett Satin Hairspray	November	2011
Allure	Best of Beauty Awards – Best Root Coverage	L'Oréal Paris Touch-On Highlights	October	2011
Allure	Best of Beauty Awards – Powder Cheap Thrills: Hair	L'Oréal Paris EverSleek Intense Smoothing Shampoo & Conditioner	October	2011
DailyGlow.com		L'Oréal Paris Sublime Mousse by Healthy Look	October	2011
DailyGlow.com		L'Oréal Paris EverSleek Intense Smoothing Shampoo & Conditioner	October	2011
Life & Style	Style Holding Hairspray	L'Oréal Paris Elnett Satin Hairspray	October	2011
Good Housekeeping	Anti-Aging Awards – Hair	L'Oréal Paris Root Rescue	September	2011
Ladies' Home Journal	This Stuff Works Awards – Hair Smoothing and Frizzing Category	L'Oréal Paris EverSleek Frizz Taming Crème Serum	September	2011

L'Oréal Paris: Awards 2005 – 2012

Magazine	Name of Award/Article	Product	Month	Year
Seventeen	Besties Awards – Powder Cheap Thrills: Hair	L'Oréal Paris EverSleek Intense Smoothing Shampoo & Conditioner	September	2011
The Knot	Beauty Awards	L'Oréal Paris Elnett Satin Extra Strong Hold Hairspray	Summer	2011
The Knot	Beauty Awards	L'Oréal Paris EverPure Sulfate-Free Color Care Moisture Shampoo	Summer	2011
HBA Global Expo	HBA International Packaging Design Awards	L'Oréal Paris Root Rescue	June	2011
Allure	Reader's Choice Awards	L'Oréal Paris Superior Preference	June	2011
Women's Health	Best of Beauty Awards	L'Oréal Paris Feria Multi-Faceted Shimmering Color	June	2011
Women's Health	Best of Beauty Awards	L'Oréal Paris EverPure Sulfate-Free Color Care Moisture Shampoo	June	2011
Women's Health	Best of Beauty Awards	L'Oréal Paris Elnett Satin Extra Hold Hairspray	June	2011
InStyle	Best Beauty Buys – Best Highlighting Kit	L'Oréal Paris Touch-On Highlights	May	2011
InStyle	Best Beauty Buys	L'Oréal Paris Elnett Satin Hairspray	May	2011
Brides	Reader's Top Pick	L'Oréal Paris Elnett Satin Hairspray	May	2011
TotalBeauty.com	Beauty Awards – Best Hair Color	L'Oréal Paris Sublime Mousse by Healthy Look	April	2011
Elle	Genius Awards	L'Oréal Paris Elnett Satin Hairspray	April	2011
Ladies' Home Journal	This Stuff Works Awards – At-Home Color Care	L'Oréal Paris Féria Multi-Faceted Shimmering Color	March	2011
Siempre Mujer	Excelencia en Belleza – Hair/Cabello	L'Oréal Paris Elnett Satin Hairspray	March	2011
New Beauty	Hair – Best Overall Hairspray	L'Oréal Paris Elnett Satin Hairspray	Winter/ Spring	2010/ 2011
The Knot	Beauty Awards – Hairspray	L'Oréal Paris Elnett Satin Hairspray	Winter/ Spring	2010/ 2011
New Beauty	Best Overall Hair Color	L'Oréal Paris Superior Preference	December	2010

L'Oreal Paris: Awards 2005 – 2012

Magazine	Name of Award/Article	Product	Month	Year
Allure	Best of Beauty – Best Home Color	L'Oréal Paris Touch On Highlights	October	2010
Cosmopolitan	Beauty Awards – Repair-Anything Treatment	L'Oréal Paris EverStrong Deep Replenishing Masque	October	2010
Elle	Beauty Hall of Fame Top 25	L'Oréal Paris Elnett Satin Hairspray	October	2010
Shape	Beauty Awards	L'Oréal Paris Touch On Highlights	September	2010
Good Housekeeping	Good Housekeeping Seal	L'Oréal Paris Excellence Crème	July	2010
Allure	Reader's Choice Awards	L'Oréal Paris Superior Preference Fade-Defying Color & Shine System	June	2010
Brides	Beauty Awards/Readers' Choice	L'Oréal Paris Couleur Experte Express	June	2010
Brides	Beauty Awards – Shampoo and Conditioner	L'Oréal Paris EverPure Moisture Shampoo and Conditioner	June	2010
Women's Health	Beauty Awards – Readers' Picks Best At Home Hair Color	L'Oréal Paris Féria Multi-Faceted Shimmering Color	June	2010
InStyle	Best Beauty Buys – Single Process Color	L'Oréal Paris Féria Multi-Faceted Shimmering Color	May	2010
InStyle	Best Beauty Buys – Highlight Kit	L'Oréal Paris Touch On Highlights	May	2010
InStyle	Best Beauty Buys – Shampoos and Conditioners for Color-Treated Hair	L'Oréal Paris Vive Pro Color Vive Hi-Gloss Shampoo and Conditioner	May	2010
InStyle	Best Beauty Buys – Hairspray	L'Oréal Paris Elnett Satin Hairspray	May	2010
Star	SuperStar Beauty Awards – At-Home Hair Color	L'Oréal Paris Touch On Highlights	May	2010
Self	Best Awards – Hydrating Shampoo	L'Oréal Paris EverStrong Sulfate-Free Hydrate Shampoo	May	2010
InStyle	Best Shampoo/Conditioner for Color-Treated Hair	L'Oréal Paris Vive Pro Color Vive Hi-Gloss	May	2010
InStyle	Best Highlighting Kit	L'Oréal Paris Touch-On Highlights	May	2010
InStyle	Best Single Process Color	L'Oréal Paris Féria Multi-Faceted Shimmering Colour	May	2010

L'Oréal Paris: Awards 2005 – 2012

Magazine	Name of Award/Article	Product	Month	Year
InStyle	Best Hairspray	L'Oréal Paris Elnett Satin Hairspray	May	2010
Teen Vogue	Beauty Awards – Best Hair Color	L'Oréal Paris brand	April	2010
Family Circle	Circle of Excellence Award – Best Beauty Product	L'Oréal Paris Elnett Satin Hairspray	April	2010
Marie Claire	25 Best Beauty Products – Hair – Reader Pick	L'Oréal Paris EverPure Moisture Deep Restorative Masque	April	2010
Elle	Genius Awards	L'Oréal Paris Elnett Hairspray	April	2010
Family Circle	Circle of Excellence	L'Oréal Paris Elnett Satin Hairspray	April	2010
Elle	Best In Show	L'Oréal Paris Elnett Satin Hair Spray	March	2010
Siempre Mujer	Beauty Awards – Hair	L'Oréal Paris Elnett Satin Hairspray	February	2010
Good Housekeeping	Seal Of Approval	L'Oréal Paris Excellence Crème	N/A	2010
Marie Claire	Readers Pick-15 Best Beauty Product	L'Oréal Paris Elnett Hairspray	December	2009
Real Simple	Road Test: Shampoo	L'Oréal Paris EverPure Sulfate-Free Color Care Moisture Shampoo	November	2009
Allure	Editor's choice	L'Oréal Paris Féria Multi-Faceted Shimmering Highlights	October	2009
Fitness	Beauty Awards	L'Oréal Paris Elnett Satin Hairspray	October	2009
Elle	Best In Show	L'Oréal Paris Elnett Hairspray	September	2009
Shape	"Best Hair Color"- Best In Beauty Awards	L'Oréal Paris Excellence-to-Go	September	2009
Brides	Beauty Awards - Best Hairspray	L'Oréal Paris Elnett Satin Hairspray	May/June	2009
Brides	Beauty Awards - Best Conditioner	L'Oréal Paris EverPure Moisture Conditioner	May/June	2009
Brides	Beauty Awards /Readers' Choice	L'Oréal Paris Féria Multi-Faceted Shimmering Haircolour	May/June	2009

L'Oreal Paris: Awards 2005 – 2012

Magazine	Name of Award/Article	Product	Month	Year
Self	Readers Tested Healthy Beauty Award- Best Hairspray	L'Oréal Paris Elnett Satin Hairspray	May	2009
Latina	Beauty Awards - At-Home Hair Color	Excellence-To-Go	May	2009
Redbook	MVP Beauty Award	L'Oréal Paris EverPure Color Care System	May	2009
InStyle	Best Hairspray	L'Oréal Paris Elnett Satin Hairspray	April	2009
InStyle	Best At-Home Color Kit for Red, Blond or Black hair	L'Oréal Paris Féria Multi-Faceted Shimmering Haircolor	April	2009
Marie Claire	Readers Pick-25 Best Beauty Product	L'Oréal Paris EverPure Moisture Deep Restorative Masque	April	2009
Allure	Readers choice	L'Oréal Paris Féria Multi-Faceted Shimmering Hair Colour	February	2009
Teen Vogue	Readers Choice-Best Hair Color	L'Oréal Paris Féria Multi-Faceted Shimmering Haircolor	February	2009
Redbook	MVP Beauty Award	L'Oréal Paris Elnett Satin Hairspray	December	2008
Allure	Editor's choice	L'Oréal Paris Vive Pro Glossy Volume Shampoo	October	2008
Allure	Editor's choice	L'Oréal Paris Vive Pro Color Vive Conditioner	October	2008
Allure	Editor's choice	L'Oréal Paris Féria Multi-Faceted Shimmering Colour	October	2008
Allure	Editor's choice	L'Oréal Paris Féria Multi-Faceted Highlights	October	2008
Allure	Editor's choice	L'Oréal Paris Elnett Satin Hairspray	October	2008
CosmoGirl!	Kiss of Approval Readers' Kiss - Best At-Home Hair Color	L'Oréal Paris Féria Multi-Faceted Shimmering Colour in Espresso	September	2008
Life & Style	Best At-Home Hair Color	Féria Multi-Faceted Shimmering Colour in Espresso	August	2008
Brides	Beauty Awards /Reader's Choice	L'Oréal Paris Féria Multi-Faceted Shimmering Color	May/June	2008
Allure	Reader's choice	L'Oréal Paris Féria Multi-Faceted Shimmering Haircolor	February	2008

L'Oreal Paris: Awards 2005 – 2012

Magazine	Name of Award/Article	Product	Month	Year
Allure	Readers choice	L'Oréal Paris Vive Pro Nutri Gloss Line	February	2008
Teen Vogue	Readers Choice-Best Hair Color	L'Oréal Paris Féria Multi-Faceted Shimmering Haircolor	February	2008
Allure	Editor's choice	L'Oréal Paris VIVE Pro Nutri Gloss Shampoo and Conditioner	October	2007
Allure	Editor's choice	L'Oréal Paris Couleur Experte Expert Multi-Tonal Color System	October	2007
More	Outside Expert Pick-More Best of Beauty - Hair	L'Oréal Paris Vive Pro Smooth Intense Treatment	October	2007
Brides	Beauty Awards - Hair	L'Oréal Paris Vive Pro Smooth Intense Shampoo	May/June	2007
InStyle	Best Highlighting Kit	L'Oréal Paris Excellence Crème lights	April	2007
InStyle	Best Permanent Color	L'Oréal Paris Superior Preference	April	2007
Allure	Readers choice	L'Oréal Paris Superior Preference Fade-Defying Color & Shine System in Lightest Golden Brown	February	2007
Allure	Editor's choice	L'Oréal Paris Couleur Experte	October	2006
Allure	Editor's choice	L'Oréal Paris Pro Smooth Intense Conditioner	October	2006
Allure	Editor's choice	L'Oréal Paris Vive-Pro Color Vive Conditioner	October	2006
Allure	Editor's choice	L'Oréal Paris Vive-Pro Color Vive Shampoo	October	2006
Allure	Editor's choice	L'Oréal Paris Pro Smooth Intense Shampoo	October	2006
More	Outside Expert Pick-More Best of Beauty - Hair	L'Oréal Paris Vive Pro color Vive Shampoo for Highlighted Hair	October	2006
Brides	Beauty Awards – Hair Care	L'Oréal Paris Studio Line Hot Spring	May/June	2006
Self	Readers Tested Healty Beauty Award-Best Straightening Balm	L'Oréal Paris Studio Line Hot Straight	May	2006
InStyle	Best At-Home Hair Highlighting Kit	L'Oréal Paris Féria Colour Strands Quick Shimmer Highlights	April	2006

L'Oreal Paris: Awards 2005 – 2012

Magazine	Name of Award/Article	Product	Month	Year
InStyle	Best At-Home Permanent Hair Color	L'Oréal Paris Superior Preference	April	2006
Allure	Readers choice	L'Oréal Paris Féria Multi-Faceted Shimmering Colour in Espresso	February	2006
Allure	Editor's choice	L'Oréal Paris Couleur Experte	October	2005
InStyle	Best At-Home Permanent Hair Color	L'Oréal Paris Superior Preference	April	2005
Allure	Readers choice	L'Oréal Paris Preference in Lightest Golden Brown	February	2005

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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.,

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v.

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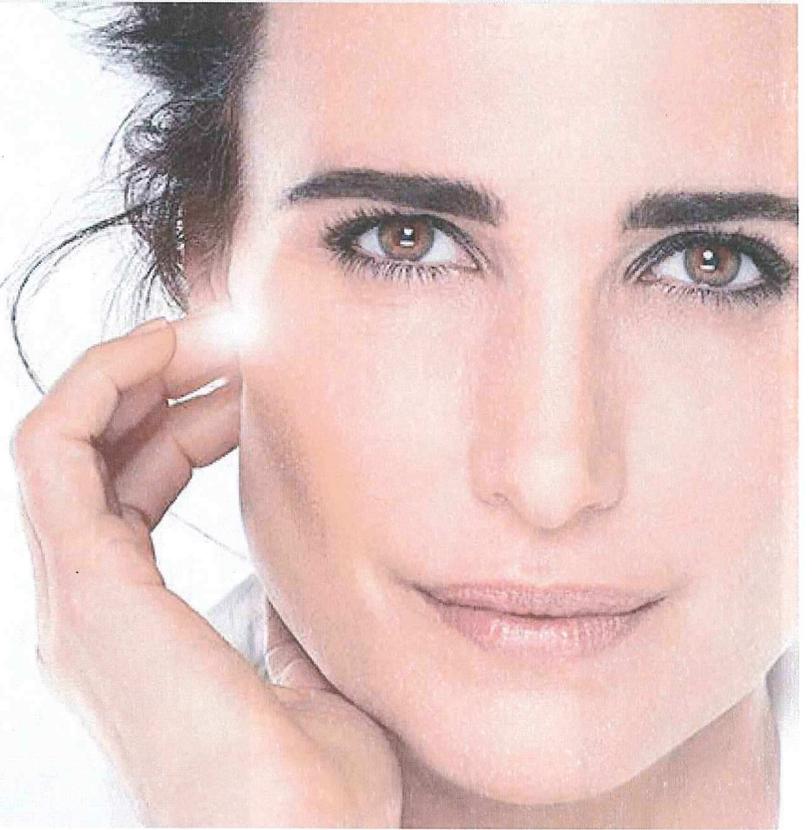
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RevitaLift

REVITALIFT®
RevitaLift® Anti-Aging Skincare



Miracle Blur



Triple Power >

Anti-Wrinkle & Firming >

Double Lifting >

Deep-Set Wrinkle Repair >



L'Oréal Paris presents a breakthrough for your skin: **NEW RevitaLift® Miracle Blur**.

What Is Miracle Blur? It's NOT a moisturizer, it's MORE than a primer; it's the first of-its-kind Instant Skin Smoother.

What Does It Do? Miracle Blur instantly erases the look of lines, wrinkles, and pores. Skin instantly looks and feels smooth, leaving a velvet soft matte finish

When Should I Use It? Apply daily after moisturizing as the final step in every woman's skincare routine. Wear alone for a matte finish, or wear under makeup for smoother application and wear.

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RevitaLift® Miracle Blur Miracle Blur

SAVE



RevitaLift® Triple Power Triple Power™ Concentrated Serum

SAVE



RevitaLift® Triple Power Triple Power™ Deep-Acting Moisturizer

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"It really works!"

SEE WHAT PEOPLE ARE SAYING

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Repairs Wrinkles. Replenishes Facial Volume. Refirms Contours.

RevitaLift® Triple Power™ SPF 30 Day Lotion



\$24.99

★★★★★1



Instantly Erases the Look of Lines. Wrinkles. Pores.



RevitaLift® Miracle Blur

\$24.99

★★★★★14



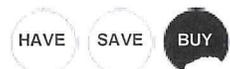
Repairs Wrinkles. Replenishes Facial Volume. Refirms Contours.



RevitaLift® Triple Power™ Eye Treatment

\$24.99

★★★★★1



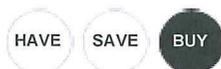


Repairs Wrinkles. Replenishes Facial Volume. Refirms Contours.

RevitaLift® Triple Power™ Deep-Acting Moisturizer

\$24.99

★★★★★ 279

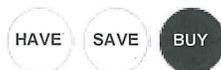


Smoother, Firmer Skin in 4 weeks. UVA/UVB SPF 30.

RevitaLift® Anti-Wrinkle + Firming SPF 30 Day Lotion

\$16.99

★★★★★ 8



Reduces deep-set wrinkles. Deeply hydrates. Firms.

RevitaLift® Deep-Set Wrinkle Repair SPF Day Lotion SPF 15

\$19.99

★★★★★ 22





Reduces deep-set wrinkles. Deeply hydrates. Firms.

Revitalift® Deep-Set Wrinkle Repair Night Creme

\$19.99

★★★★★ 12



Smoother, Firmer skin in 4 weeks. Rejuvenates skin overnight.

Revitalift® Anti-Wrinkle + Firming Night Cream

\$16.99

★★★★★ 14



Smoother, Firmer skin in 4 weeks. Improves elasticity on neck and jawline.

Revitalift® Anti-Wrinkle + Firming Face & Neck Contour Cream

\$16.99

★★★★★ 7



Smoother, Firmer skin in 4 weeks. Visibly reduce dark circles. Non-comedogenic.

RevitaLift® Anti-Wrinkle + Firming Eye Cream



\$16.99

★★★★★7

HAVE

SAVE

BUY

Smoother, Firmer skin in 4 weeks. All Day hydration. SPF 18.

RevitaLift® Anti-Wrinkle + Firming Day Cream SPF 18



\$16.99

★★★★★14

HAVE

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Beauty Secret *for healthy skin*

Beauty starts with great skin. Try a simple skin care routine using a cleanser, serum and moisturizer in the AM and PM.

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We made it simple.

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Age Perfect



AGE PERFECT
MATURE SKIN EXPERT

Anti-Sagging



Anti-Age Spot



Hydra-Nutrition





*# 1 in brands that exclusively target women with mature skin (ages 50+) —based on units sold—as per IRI for full year 2011 for Mass, Food, and Drug outlets, excluding Wal-Mart and Club stores

Age Perfect Expert Solutions for Mature Skin

L'Oréal introduces the first BB Cream Exclusively for mature skin. Age Perfect Instant Radiance BB Cream with SPF 20 sunscreen - 5 beautifying actions in one luxurious step: boosts radiance, nourishes, evens, and helps protect mature skin.

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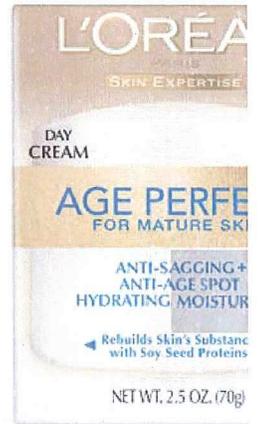
AgePerfect Anti-Sagging BB Cream Instant Radiance

SAVE



AgePerfect Anti-Sagging Rich Restorative Cream Cleanser

SAVE



AgePerfect Anti-Sagging Cream SPF 15

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THE FEATURES



Dr. Gervaise Gerstner Skin Care Expert

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New! Age Perfect Instant Radiance BB Cream
THE FIRST BB CREAM FOR MATURE SKIN >

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ABOUT THIS BRAND

★★★★★

This is the best facial cream I have purchased in years!

SEE WHAT PEOPLE ARE SAYING

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Boosts Radiance. Evens Skin. Redensifies.

Age Perfect® BB Cream Instant Radiance



\$16.99

★★★★★15

HAVE SAVE BUY



Ultra Nourishing. Boosts Radiance. Improves Skin Elasticity.

Age Perfect® Hydra-Nutrition Advanced Skin Repair Daily Serum

\$19.99

★★★★★12

HAVE SAVE BUY



Ultra-Nourishing & Comforting. Firms & Redensifies Skin. Infused with Calcium + 10 precious oils.

Age Perfect® Hydra-Nutrition Golden Balm Face, Neck & Chest

\$19.99

★★★★★28

HAVE SAVE BUY

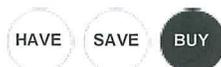


Ultra-Nourishing & Comforting. De-puffs/reduces dark circles. Infused with Precious Oils

Age Perfect® Hydra-Nutrition Golden Balm Eye

\$19.99

★★★★★ 6

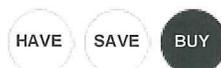


Ultra Nourishing. Boosts resilience. Deeply Hydrates dry to very dry skin.

Age Perfect® Hydra-Nutrition Day/Night Cream

\$16.99

★★★★★ 19



5 Beautifying Actions. Anti-Aging. For Mature Skin.

Age Perfect® Day Cream SPF 15

\$16.99

★★★★★ 11





Lifts/tones. Brightens Eye Area. Evens skin.

Age Perfect® Eye Cream

\$16.99

★★★★★6



Firms Sagging Skin. Reduces age spots. Overnight Deep Hydration.

Age Perfect® Night Cream

\$16.99

★★★★★7



Beauty Secret *for healthy skin*

Don't skimp on your bedtime regimen, even when you're exhausted. Skin regenerates itself and absorbs ingredients better while you sleep, so nightly potions are a must!

MAKE THE SWITCH



We made it simple.

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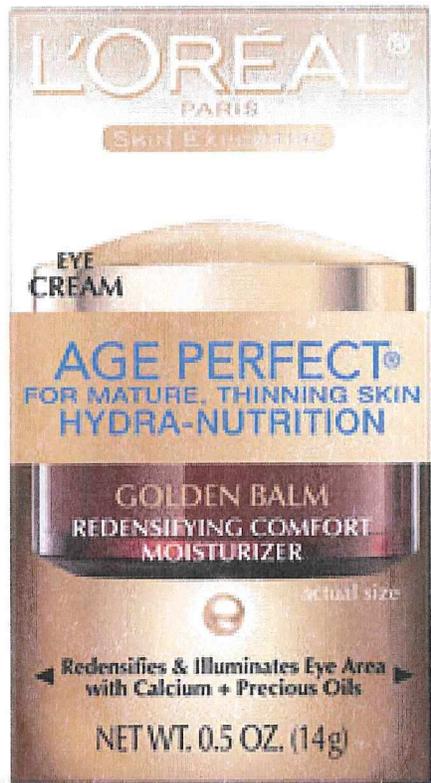
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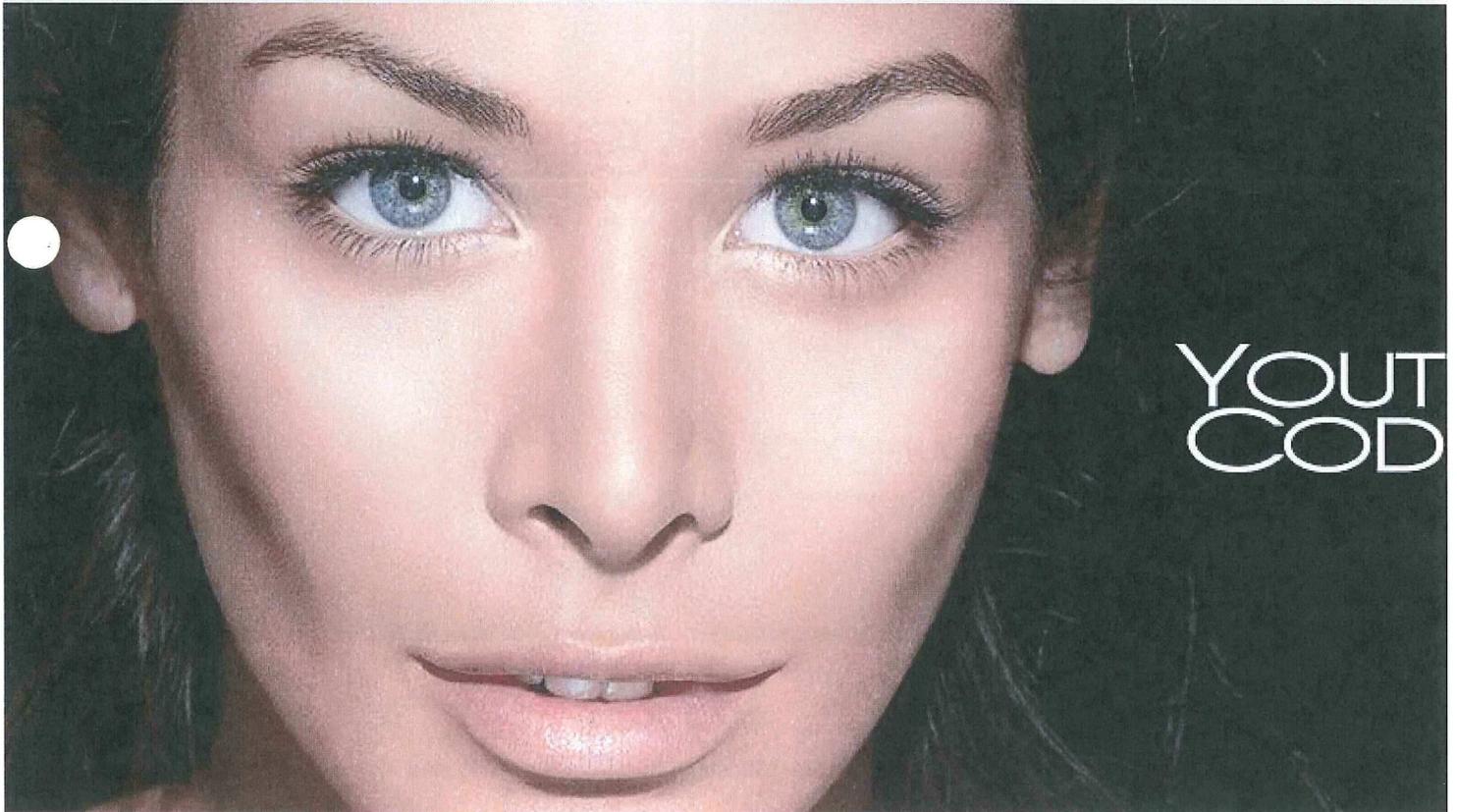
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Youth Code



Youth Regenerating Skincare



Dark Spot Correcting & Illuminating Skincare



BB Cream Illuminator



Dark Spot Correcting & Illuminating Skin Care

Works from skin's surface to help correct dark spots. Vibrant with a youthful look, skin instantly appears luminous as if lit from within.

Treats:

- ✓ Dark Spots
- ✓ Signs of Sun Damage
- ✓ Post-acne Marks
- ✓ Uneven Skin Tone

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Youth Regenerating Skincare
Eye Cream

SAVE

Youth Regenerating Skincare
Day/Night Cream

SAVE

Youth Regenerating Skir
Serum Intense

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ABOUT THIS BRAND

★★★★★

"At first I was skeptical, but after using it for several weeks...I love it!"

SEE WHAT PEOPLE ARE SAYING ABOUT YOUTH CODE BB CREAM ILLUMINATOR

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Foaming Gel Cleanser. Serum Intense. Day/Night Cream.

Youth Code™ Power Trio Kit



\$24.99

★★★★★0

HAVE SAVE BUY



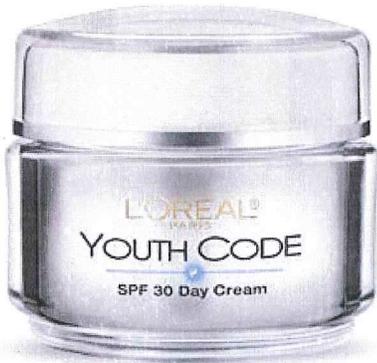
Multi-action. Perfects instantly. SPF 15.

Youth Code™ BB Cream Illuminator
2 shades

\$16.99

★★★★★25

HAVE SAVE BUY



Evens skin tone. Velvety soft. SPF 30.

Youth Code™ Dark Spot SPF 30 Day Cream

\$24.99

★★★★★9

HAVE SAVE BUY



Lightweight. Oil-free. SPF 30.

Youth Code™ Day Lotion SPF 30

\$24.99

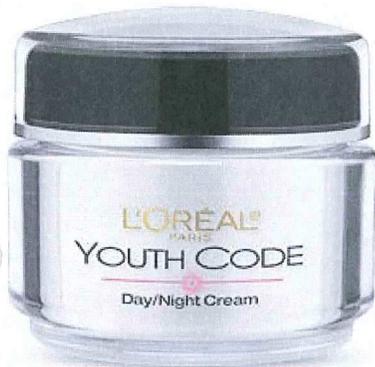
★★★★★9

HAVE

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BUY

Luxurious. Velvety soft. Non-greasy.



Youth Code™ Day/Night Cream

\$24.99

★★★★★116

HAVE

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BUY

Beauty Secret *for healthy skin*

It's true—what you eat does matter. A diet rich in vegetables and Omega oils helps stave off inflammation and keeps skin hydrated and more youthful.

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POWER TRIO
TRIO PODEROSO

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3-STEP SYSTEM

YOUTH CODE™

Foaming Gel Cleanser
 Serum Mince
 DayNight Cream

SEE RESULTS IN JUST 1 WEEK*

- ✓ REDUCES FINE LINES
- ✓ VISIBLY SMOOTHES
- ✓ ILLUMINATES SKIN

*With Serum and DayNight Cream

GEL CLEANSER 1.0 FL. OZ. (30 mL) SERUM Mince 0.5 FL. OZ. (15 mL) DAYNIGHT CREAM NET WT. 0.5 OZ. (14 g)

BB CREAM
PERFECT SKIN
STARTS HERE

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NEW MEDIUM

BB CREAM

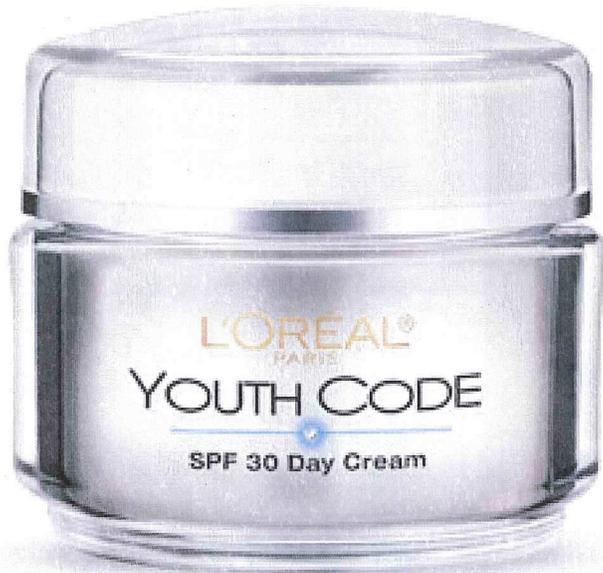
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SPF 15
SUNSCREEN**

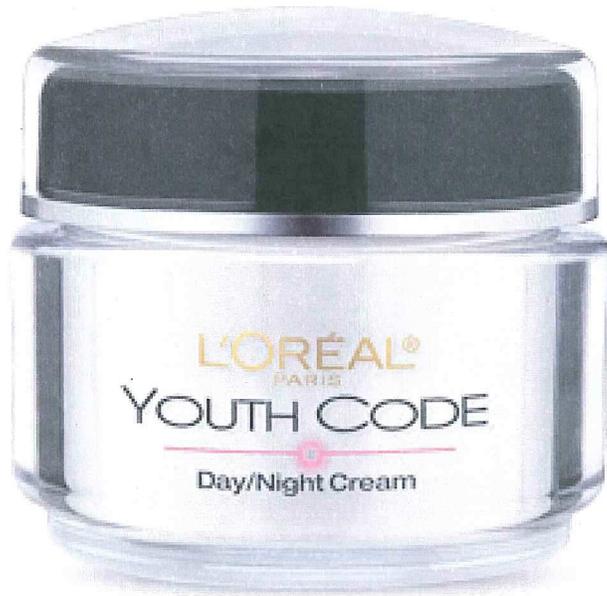
YOUTH CODE™

**BB CREAM
ILLUMINATOR**

IN ONE STEP
 • Evens
 • Illuminates
 • Perfects
 • Moisturizes
 • Corrects

actual size 2.5 FL. OZ. (75 mL)





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Powder



Blush



Concealer



Visible Lift
Powerful Anti-Aging. Visible Results.

Reveal your most youthful complexion with our comprehensive range of advanced age-reversing, line minimizing makeup.

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Visible Lift® Line-Minimizing & Tone-Enhancing Makeup

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Visible Lift® Serum Absolute Advanced Age-Reversing Makeup

SAVE



Visible Lift® Serum Absolute Advanced Age-Reversing Powder

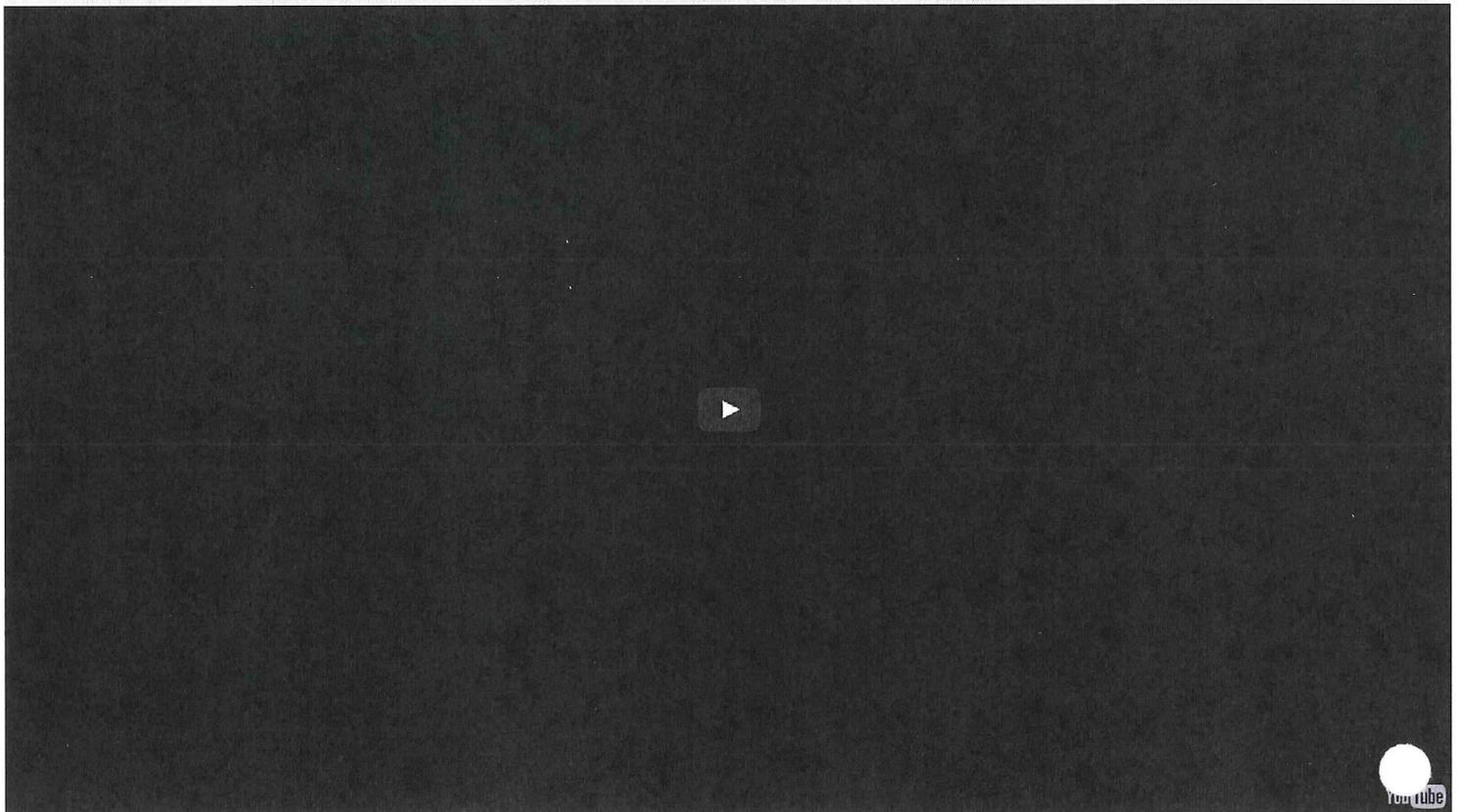
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FACE

Visible Lift



EYES

Andie MacDowell: Anti-Aging Benefits of Visible Lift

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ABOUT THIS BRAND

★★★★★

"I put it on, I take years off" - Andie MacDowell



FACE MAKEUP CONSULTATION

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Contours. Hybrid Cream to Powder. Smooths Lines & Wrinkles.

Visible Lift® Color Lift Blush
6 shades



\$10.95

★★★★★5

HAVE SAVE BUY

Anti-aging ingredients. SPF 16. Results in 4 weeks.



Visible Lift® Repair Absolute™

12 shades

\$14.95

★★★★★24

HAVE SAVE BUY

Youthfully luminous. 5 anti-aging benefits. Vitamin C + E.



Visible Lift® Serum Absolute Advanced Age-Reversing Powder

3 shades

\$12.95

★★★★★5

HAVE SAVE BUY



Won't settle into lines. 5 anti-aging benefits. SPF 20.

Visible Lift® Serum Absolute Concealer

4 shades

\$12.95

★★★★★4

HAVE SAVE BUY



Smooths Wrinkles. Plumps & Hydrates from below. SPF 17

Visible Lift® Smooth Absolute

8 shades

\$15.95

★★★★★38

HAVE SAVE BUY



Anti-aging ingredients. SPF 16. Results in 4 weeks.

Visible Lift® Serum Absolute Advanced Age-Reversing Makeup

12 shades

\$12.48

★★★★★111

HAVE SAVE BUY



Fights lines and wrinkles. Results in 2 weeks. Non-comedogenic.

Visible Lift® Line-Minimizing & Tone-Enhancing Makeup
6 shades

\$14.49

★★★★★14

HAVE

SAVE

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Beauty Secret *for a flawless face*

For a believably bronzed look, apply to areas where the sun would naturally hit: cheekbones, forehead, the bridge of the nose and chin.

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