ESTTA Tracking number: **ESTTA663597**
Filing date: **03/27/2015**

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

Proceeding	91202984
Party	Plaintiff Hachette Filipacchi Presse
Correspondence Address	GARY H FECHTER MCCARTER & ENGLISH LLP 245 PARK AVENUE, 27TH FLOOR NEW YORK, NY 10167 UNITED STATES gfechter@mccarter.com, lshyavitz@mccarter.com, apang@mccarter.com, dlynch@mccarter.com
Submission	Plaintiff's Notice of Reliance
Filer's Name	Gary H. Fechter
Filer's e-mail	gfechter@mccarter.com, lshyavitz@mccarter.com, apang@mccarter.com, dlynch@mccarter.com
Signature	/ghf/
Date	03/27/2015
Attachments	Opposer's Second Notice of Reliance - USE.pdf(367345 bytes) Exhibit A.PDF(1423940 bytes) Exhibit B.PDF(548122 bytes) Exhibit C.PDF(269775 bytes) Exhibit D- elle.com.PDF(1048053 bytes) Exhibit E- elleuk.com.PDF(487591 bytes) Exhibit F - Vogue.it.PDF(865006 bytes) Exhibiit G- shrunk_Part1.pdf(1490227 bytes) Exhibiit G- shrunk_Part2.pdf(4164704 bytes) Exhibiit G- shrunk_Part3.pdf(1286028 bytes) EXHIBIT H - part 1 shrunk_Part1.pdf(2665513 bytes) EXHIBIT H - part 1 shrunk_Part2.pdf(3411219 bytes) EXHIBIT H - part 1 shrunk_Part3.pdf(4161172 bytes) EXHIBIT H - part 2 shrunk_Part1.pdf(2151810 bytes)

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

In the Matter of Application Serial No. 85/240,605
Filed on February 11, 2011
Published in the Official Gazette on June 21, 2011
Mark: ELLE SCHNEIDER

Hachette Filipacchi Presse, Opposer, -v- Lauren R. Schneider, Applicant.	Opposition No. 91202984

OPPOSER'S SECOND NOTICE OF RELIANCE

Opposer Hachette Filipacchi Presse ("Opposer") hereby offers into evidence and makes of record in the above-caption proceeding the documents and materials set forth below.

On September 9, 2014, Opposer filed a motion to reopen the pretrial disclosure, testimony and briefing periods in this proceeding (the "Motion") to make of record Opposer's registrations and certain documents produced by Applicant in the course of discovery in this Proceeding. *See* Docket Entry No. 28. On March 10, 2015, the Board granted Opposer's Motion. *See* Docket Entry No. 30. Opposer relied upon these documents in its Opening Trial Brief filed on September 8, 2014 (Docket Entry 27) without objection from Applicant.

Accordingly, pursuant to the Board's Order of March 10, 2015 (Docket Entry No. 30), 37 C.F.R. § 2.122 and TBMP § 704.08, Opposer hereby gives notice that it will or may rely on the following materials which are relevant to the issues presented in this Opposition, copies of which are attached to this Notice.

1. Attached hereto as Exhibit A are true and correct copies of the certificates of registrations for Opposer's ELLE-formative marks, including those registrations that were not pleaded in the Notice of Opposition or otherwise made of record. These registrations are offered pursuant to 37 C.F.R. § 2.122(d) and are relevant because they are prior registrations of the Opposer for a substantially similar mark as the one applied for by Applicant. The particular registrations at issue are:

Mark	Reg. No.	Reg. Date	Goods / Services
ELLE	0758137	Oct. 8, 1963	Class 16: Magazines Date of First Use/First Use in Commerce: Nov. 01, 1945 Affidavit of Incontestability – Accepted
E L L E	1314558	Jan. 15, 1985	Class 16: Stationery-Namely, Notebooks, Writing Pads, Pencils, Notebooks/Writing Pads Affidavit of Incontestability – Accepted
ELLE DÉCOR	1732988	Nov. 17, 1992	Class 16: Magazines featuring interior and exterior decorating, architecture, landscaping, gardening and horticulture; cuisine; art and sculpture, artifacts, antiques and collections, furniture; household accessories, accoutrements, and fixtures; critiques of residences; biographical sketches; electronics for the home; national and international lifestyles, travel, tourism and photography Date of First Use/First Use in Commerce: Oct. 03, 1989 Affidavit of Incontestability – Accepted
ELLEDECOR	1668272	Dec. 17, 1991	Class 16: printed matter and periodicals, namely, newspapers, reviews, pamphlets, brochures, newsletters, information or advertising letters, journals and magazines in

Mark	Reg. No.	Reg. Date	Goods / Services
			the fields of interior and exterior decorating, architecture, landscaping, gardening and horticulture; cuisine Class 41: publication of books, magazines, and newspapers Affidavit of Incontestability – Accepted
ELLE	2242315	May 4, 1999	Class 38: Telephone communications services; electronic transmission of data, images and sounds and documents via computer terminals; electronic transmission of information from data banks via computer terminals Class 41: Forums in the field of fashion and beauty; entertainment services, namely, providing an on-line entertainment variety show, featuring fashion and beauty Class 42: Licensing of intellectual property; editing of written texts, book reviews, periodicals, magazines and publications of all types regardless of their form, including electronic and digitalized publications, compiling data bases and data banks for use by others Affidavit of Incontestability – Accepted
ELLE	0861159	Nov. 26, 1968	Class 35: Promoting the sale of women's apparel by others by staging style shows and by the preparation of various types of advertising First Use: March 20, 1951 First Use in Commerce: Oct. 13, 1955 Affidavit of Incontestability – Accepted

Mark	Reg. No.	Reg. Date	Goods / Services
E L L E	1429609	Feb. 17, 1987	Class 42: (Based on 44(e)) News agency services- namely, gathering and disseminating news by electronic transmission Affidavit of Incontestability – Accepted
ELLE	1454808	Sept. 1, 1987	Class 3: (Based on 44(e)) Toiletries and cosmetics, namely perfumes; toilet water; essential oils; skin and bath lotions; toilet soaps; body lotions ; lipstick; skin moisturizing lotion; bath gels and oils Affidavit of Incontestability – Accepted
ELLE	2120688	Dec. 16, 1997	Class 35: Offering technical assistance in the establishment and/or operation of fashion shows and beauty pageants, beauty salons and fashion wear boutiques Class 42: Providing consulting to others in the fields of beauty, health and fashion wear; consulting services in the field of cooking; providing social clubs; editing written texts for others; setting up and compiling data banks; mail order services rendered by a clothing boutique Date of Use: Sep. 14, 1984 Affidavit of Incontestability – Accepted
E L L E	2199132	Oct. 27, 1998	Class 9: (Based on 44(e)) Data bases containing stored information in the field of music, theater, cinema, literature, arts, education, home decoration, gardening, landscaping, culinary arts, fashion and beauty to be read/consulted and or used on computer terminals and video equipment; compact discs, and audio and/or video discs featuring themes such as music, theater, cinema, literature, arts, education, home decoration,

Mark	Reg. No.	Reg. Date	Goods / Services
			gardening, landscaping, culinary arts, fashion and beauty Affidavit of Incontestability – Accepted
ELLE	2914032	Dec. 28, 2004	Class 3: (Based on 44(e)) beauty and cosmetic products, namely, cosmetics creams, cosmetic preparations for skin care Class 21:(Based on 44(e)) hair brushes Affidavit of Incontestability – Accepted
ELLE	3492949	Aug. 26, 2008	Class 3: (Based on 66(a)) Beauty products, namely, make-up, lipstick, eye shadow, mascara, blush, nail polish, cosmetic creams, cleansing milks and cosmetics, perfumery, eau de cologne and eau de toilette, bath, skin and toiletry body lotions, body gels, shampoos Section 71 - Accepted
ELLE	3727498	Dec. 22, 2009	Class 35: (Based on 44(e)) Advertising services, in particular by means of advertorials, for others, by means of co-branding operations, by means of the sale and/or rental of display stands, placards and printed and/or electronic promotional media, for the promotion of miscellaneous goods and services, in particular in the fields of fashion, fashion articles and fashion accessories, styling, fashion shows, beauty and hygiene, cosmetics, soaps, perfumery, hygiene preparations, beauty care, body care and body massage, relaxation and thalassotherapy, food, dietetic preparations and slimming products, food supplements, gastronomic products, including wines and alcohol, services for providing food and drink, the fitting out of interiors and exteriors, table

Mark	Reg. No.	Reg. Date	Goods / Services
			linen and tableware, household linen, decorative objects, furniture, interior and exterior decor, landscaping, shows and exhibitions relating thereto, tourism, travel arrangement and organizing holidays, entertainment and culture, organization of events in the field of cinema, theatre, music, forums and meetings, music compilations and mood music compilations, digital images and sounds, games, toys, automobiles and sport, sports activities and competitions, of new technologies, goods related to computers, telephony, robotics, home automation, finance, mutual assistance services; publication of advertising texts; advertising mailing; online advertising on a computer network; compilation of data and information into databases. commercial information and consulting services in relation to sale and promoting of various goods and services in particular in the fields of fashion, fashion articles and fashion accessories, styling, fashion shows, beauty and hygiene, cosmetics, soaps, perfumery, hygiene preparations, beauty care, body care and body massage, relaxation and thalassotherapy, food, dietetic preparations and slimming products, food supplements, gastronomic products, including wines and alcohol, services for providing food and drink, the fitting out of interiors and exteriors, table linen and tableware, household linen, decorative objects, furniture, interior and exterior decor, landscaping, shows and exhibitions relating thereto, tourism, travel arrangement and organizing holidays, entertainment and culture, organization of events in the field of cinema, theatre, music, forums and meetings, music compilations and

Mark	Reg. No.	Reg. Date	Goods / Services
			mood music compilations, digital images and sounds, games, toys, automobiles and sport, sports activities and competitions, of new technologies, goods related to computers, telephony, robotics, home automation, finance, mutual assistance services; services provided by a franchiser, namely, assistance in the operation or management of commercial companies; arranging of subscriptions for the publication of others in particular newspapers, magazines and electronic publications accessible via and on the Internet; data entry and processing services, namely, data entry, data systematization, computerized file management. services relating to sales promotion activity in all forms and, especially referral services, sponsorship, co-branding operations and campaigns of promotional information concerning various goods and services, in particular in the fields of fashion, fashion articles and fashion accessories, styling, fashion shows, beauty and hygiene, cosmetics, soaps, perfumery, hygiene preparations, beauty care, body care and body massage, relaxation and thalassotherapy, food, dietetic preparations and slimming products, food supplements, gastronomic products, including wines and alcohol, services for providing food and drink, the fitting out of interiors and exteriors, table linen and tableware, household linen, decorative objects, furniture, interior and exterior decor, landscaping, shows and exhibitions relating thereto, tourism, travel arrangement and organizing holidays, entertainment and culture, organization of events in the field of cinema, theatre, music, forums and meetings, music compilations and

Mark	Reg. No.	Reg. Date	Goods / Services
			mood music compilations, digital images and sounds, games, toys, automobiles and sport, sports activities and competitions, of new technologies, goods related to computers, telephony, robotics, home automation, finance, mutual assistance services; presentation of goods on any communication means for retail sales; commercial information and advice for consumers; organization of exhibitions for commercial or advertising purposes. mail order catalog services, retail store services and online retail store services featuring a wide variety of goods and services especially in the fields of fashion, clothing, fashion articles and fashion accessories, leather goods and luggage, beauty and hygiene, cosmetics, soaps, perfumery, essential oils, hygiene preparations, toilet articles, infant care, food, dietetic preparations and slimming products, food supplements, gastronomic products, including wines and alcohol, the fitting out of interiors and exteriors, table linen and tableware, household linen, decorative objects, furniture, electronic and electric household appliances, computer and electronic goods, TV sets, Hi-Fi sets, video sets, telephony, robotics, home automation, sport articles, games and toys, printed matter; mail order services, retail store services and on-line retail store services featuring various goods and services especially in the fields of fashion, clothing, fashion articles and fashion accessories, leather goods and luggage, beauty and hygiene, cosmetics, soaps, perfumery, essential oils, hygiene preparations, toilet articles, infant care, food, dietetic preparations and slimming products, food supplements, gastronomic products,

Mark	Reg. No.	Reg. Date	Goods / Services
			including wines and alcohol, the fitting out of interiors and exteriors, table linen and tableware, household linen, decorative objects, furniture, electronic and electric household appliances, computer and electronic goods, TV sets, Hi-Fi sets, video sets, telephony, robotics, home automation, sport articles, games and toys and printed matter
ELLE	3745516	Feb. 2, 2010	Class 9: Downloadable electronic publications in the nature of magazines and newsletters in the field of beauty, fashion, cooking, music, theater, cinema, literature, arts, education, home decoration, gardening, landscaping; downloadable ring tones, logos, photos, fashion and beauty videos, games and horoscopes via a global computer network and wireless devices. Date of First Use: Sep. 15, 2005 Date of First Use in Commerce: Jun. 01, 2006 Class 25: Sleepwear, namely, short and long gowns, pajamas, sleepshirts, robes, tops, shorts; headband. Date of First Use: Aug. 31, 2005 Class 26: All kinds of hair accessories, namely, barrettes, bows, elastic ribbons, hair clips, hair bands, ponytail holders, hair pins, non-electric hair rollers, twisters, hair ornaments. Date of First Use: May 31, 2004
ELLE	3943368	Apr. 12, 2011	Class 44: ((Based on 44(e)) Beauty spa services, namely, cosmetic body care; health spa services for health and wellness of the body and spirit, namely, providing massage, facial and body treatment services, waxing,

Mark	Reg. No.	Reg. Date	Goods / Services
			nail care, manicures, pedicures and hairdressing services
ELLE	4284558	Feb. 5, 2013	Class 9: (Based on 44(e)) Video recordings featuring music, theater, cinema, literature, arts, as well as home decoration, gardening, landscaping, culinary arts, fashion and beauty Class 38: (Based on Use in Commerce) Transmission and broadcast of images, sounds, data, information by computer terminals; providing user access to a global computer network; interactive communication services, namely, interactive delivery of video over digital networks, transmission of sound and vision via satellite or interactive multimedia networks; information transmission services via digital networks designed for public information; communications on computer networks in general; transmission of information by electronic means; providing discussion forums on the Internet; virtual chat rooms established via text messaging; instant messaging services; wireless electronic transmission of voice signals, data, facsimiles, images and information (Based on 44(e)) Television and radio broadcasting services, including cable transmissions of such services; communication services, namely, cable television transmission services; transmission and broadcast of images, sounds, data, information by cable, by data communications channel, namely, cable, satellite and fiber optics and via telecommunication networks, wireless communication networks and the internet; broadcasting of radio and television programs; providing online forums for

Mark	Reg. No.	Reg. Date	Goods / Services
			transmission of messages in the fields of literature, education, home decoration, publication of books. Date of First Use: Nov. 30, 1996 Class 41: (Based on Use in Commerce) Online publication of books, periodicals, newspaper, magazines, illustrations; providing an online magazine featuring information in the fields of fashion, beauty, entertainment, cooking, music, theater, cinema, literature, arts, education, home decoration, gardening, landscaping; entertainment services, namely, providing an online service featuring photographs, and other multimedia materials in the fields of entertainment, music, theater, cinema, literature, arts, and education; providing a web site featuring information in the fields of music, and commentary and articles of general interest issues in the fields of entertainment and games; (Based on 44(e)) Entertainment in the nature of beauty pageants; production of television programs; entertainment services in the nature of a cable television variety show featuring fashion and beauty; video tape film production; services for the public entertainment, namely, organization of shows for cultural purposes; organization of conferences, forums, congresses, colloquiums in the fields of fashion, beauty, entertainment, cooking, music, theater, cinema, literature, arts, education, home decoration, gardening, landscaping, media for non business purposes; production and editing of movie, radio and television programs, including computer editing of texts and still or animated

Mark	Reg. No.	Reg. Date	Goods / Services
			images and musical or non-musical sound, for interactive use or not; organization of sports competitions and arranging and conducting competitions in the fields of fitness and exercise, fashion, beauty, entertainment, cooking, music, theater, cinema, literature, arts, child and adolescent educational issues, home decoration, gardening, landscaping, and media; organization of games and lotteries; production and editing of radio information and entertainment programs. entertainment services, namely, providing on-line computer games; providing a web site featuring non downloadable musical performances, musical videos, video recordings and related film clips; assisting others with online electronic publishing; providing of information via the Internet in the fields of literature and education; publication of books; publishing of illustrations, books, newspapers, and video-cassette tapes. Date of First Use: Nov. 30, 1996 Class 42: (Based on Use in Commerce) Computer services, namely, interactive hosting services which allow the user to publish and share their own content and images online; providing search engines on the Internet; hosting a website allowing users to download texts, press articles, photographs, telegrams, pictures, logos, messages, data, sounds, ringtones, music, games, video, and information; providing customer-generated content in the nature of customized web pages and other data feed formats featuring user-defined information; hosting digital content of others automatically selected and customized based on the known or estimated geographical

Mark	Reg. No.	Reg. Date	Goods / Services
			location of an Internet, mobile telephone or other wired or wireless digital network based customer; (Based on 44(e)) providing a website allowing users to upload and download electronic files; computer programming services; creating and designing web pages for others; providing search platforms to allow users to request content from and receive content to a mobile device; design, development and hosting of data banks, databases and websites for others; providing of information via the Internet in the field of home decoration; providing an online service featuring photographs, and other multimedia materials in the field of home decoration. Date of First Use: Jan. 31, 2002 Class 44: (Based on Use in Commerce) Providing a web site featuring information in the field of beauty; providing an online service featuring photographs, and other multimedia materials in the field of beauty. Date of First Use: Nov. 30, 1996 Class 45: (Based on Use in Commerce) Providing a web site featuring information and content in the fields of personal relationships, dating and fashion; providing horoscope information via computer networks; providing an online service featuring photographs, and other multimedia materials in the field of fashion. Date of First Use: Nov. 30, 1996
ELLE	4314947	Apr. 2, 2013	Class 3: Beauty and cosmetic products, namely, make-up, make-up powders, make-up preparations, nail varnishes, pomades for

Mark	Reg. No.	Reg. Date	Goods / Services
			cosmetic purposes, cosmetic preparations for eyelashes, nail emery boards Date of First Use: Apr. 30, 2012 Class 8: Tweezers, eyelash curlers, nail files and clippers; nail scissors, cuticle trimmer Date of First Use: Apr. 30, 2012 Class 21: Eyebrow brushes, hair combs, perfume sprayers sold empty Date of First Use: Apr. 30, 2012
ELLE	4332238	May 7, 2013	Class 4: Candles Date of First Use: May 30, 2012 Class 18: Mini handbags, satchels Date of First Use: May 30, 2012 Class 20: Furniture, picture frames; decorating accessories, namely, figurines made of plastic, wood, glass or ceramic; decorative pillows, decorative boxes made of plastic, side tables Date of First Use: Sept. 20, 2010 Class 21: Dishes, plates, trays for domestic purposes, perfume vaporizers sold empty, buckets, pails, soup plates, bowls, decorative boxes made of glass; decorative items, namely, decorative figurines made in ceramic, decorative trays; vases, serving trays, candle holders Date of First Use: Sept. 20, 2010 Class 25: Tunics, shorts; Ladies apparel, namely, tops, turtlenecks, cardigans, tunics, trench coats, jeans, capris, belts; swimwear;

Mark	Reg. No.	Reg. Date	Goods / Services
			leggings, bermuda shorts, jogging suits, parkas, mittens, tights, stockings; Articles for new born babies, namely, body suits, tee-shirts, sweaters, pants, sleepers, dresses, leggings, cardigans, blouses Date of First Use: Sept. 30, 2008
ELLE ACCESSORIES	3254776	June 26, 2007	Class 16: Magazines in the field of beauty and fashion Date of First Use Aug. 30, 2005 Affidavit of Use – Accepted
ELLE girl	3730569	Dec. 29, 2009	Class 9: Downloadable electronic newsletters in the field of general interest issues for girls and young women, in the fields of fashion, beauty, entertainment, games; video recordings featuring music, general interest issues for girls and young women, in the fields of fashion, beauty, entertainment, games. Class 38: Virtual chat rooms established via text messaging; instant messaging services; wireless electronic transmission of voice signals, data, facsimiles, images and information. Class 41: Providing on-line publications in the nature of an online magazine, dealing with general interest issues for girls and young women; online magazine featuring information in the fields of fashion, beauty, entertainment; entertainment services, namely, providing on-line computer games; entertainment services, namely, providing a web site featuring musical performances, musical videos, video recordings, related film clips, photographs, and other multimedia materials; providing a web site featuring

Mark	Reg. No.	Reg. Date	Goods / Services
			information in the field of music, and commentary and articles of general interest issues for girls and young women, in the fields of entertainment and games; all on-line via a global computer network. Class 42: Computer services, namely, providing search platforms to allow users to request content from and receive content to a mobile device; computer services, namely, interactive hosting services which allow the user to publish and share their own content and images online; providing customer-defined generated content and content of others automatically selected and customized based on the known or estimated geographical location of an Internet, mobile telephone or other wired or wireless digital network based customer. Class 44: Providing a web site featuring information in the field of beauty. Class 45: Providing a web site featuring information and content in the fields of personal relationships, dating and fashion; providing horoscope information via computer networks. Date of First Use (all classes): Aug. 31, 2007
E L L E	4193075	Aug. 21, 2012	Class 32: (Based on 44(e)) Beers; mineral water, still water, spring water, aerated and carbonated waters, drinking water with vitamins, mineral or herb base; energy drinks enhanced with vitamins, mineral or herb base; non-alcoholic water-based beverages with tea extracts; flavored water, treated drinking water, non-alcoholic beverages made with fruit and/or fruit flavoured; fruit juices and vegetable juices, fruit nectars, lemonades,

Mark	Reg. No.	Reg. Date	Goods / Services
			soda water, syrups and other non-alcoholic preparations for making non-alcoholic beverages and aerated water; isotonic beverages; non-alcoholic energy drink, non-alcoholic aperitifs, non-alcoholic cocktails, pastilles and powders used in making non alcoholic effervescent beverages
ELLE	4236064	Nov. 06, 2012	Class 43: (Based on 44(e)) Café; cafeteria; restaurants; self-service restaurants; snack bars; chophouse restaurant; buffet restaurant; bars services; coffee, tea and juice bar services; fast food restaurant services; take-out restaurant services; carry-out restaurant; catering services
ELLE BIJOUX	4154861	Jun. 05, 2012	Class 14: (Based on 66(a)) Costume jewellery, fashion jewellery, imitation jewellery, jewellery and precious stones in general, necklaces, pendants, earrings, bracelets, bangles, rings, trinkets in the nature of rings Date of First Use: Nov. 30, 2011
ELLE	4402101	Sep. 17, 2013	Class 33: (Based on 66(a)) Alcoholic beverages except beers, namely, wines; alcoholic beverages containing fruit; distilled alcoholic beverages; hard cider; liqueurs
ELLE	4448057	Dec. 10, 2013	Class 21: Glass jars, drinking vessels, glass bowls, candle holders, plates, dishes, cups, dinnerware, vases Date of First Use: Sep. 11, 2010 Class 25: Bath robes Date of First Use: Mar. 14, 2013 Class 26: Artificial flowers

Mark	Reg. No.	Reg. Date	Goods / Services
			Date of First Use: Mar. 30, 2012
ELLE	2560906	Apr. 16, 2002	Class 41: (Based on 44(e)) Natural agricultural products, namely, living, natural flowers, rose bushes Affidavit of Incontestability - Accepted
ELLE	1571639	Dec. 19, 1989	Class 9: (Based on 44(e)) Adding machines and calculators Affidavit of Incontestability - Accepted
ELLE	2708222	Apr. 22, 2003	Class 9: (Based on 44(e)) Spectacles Class 25: (Based on 44(e)) Footwear - namely, shoes, boots, sandals and clogs Affidavit of Incontestability – Accepted
ELLE	1454393	Aug. 25, 1987	Class 25: Lingerie Date of First Use: Feb. 1986 Affidavit of Incontestability – Accepted
ELLE	1421118	Dec. 16, 1986	Class 25: (Based on 44(e)) Bags for storage; sacks of textile for packaging Affidavit of Use – Accepted
ELLE	1419815	Dec. 09, 1986	Class 9: (Based on 44(e)) Spectacles Affidavit of Incontestability – Accepted
ELLE	1348158	Jul. 09, 1985	Class 25: (Based on 44(e)) Footwear-namely, shoes Affidavit of Incontestability – Accepted
ELLE	1318319	Feb. 05, 1985	Class 26: (Based on 44(e)) Earrings of Nonprecious Metal

Mark	Reg. No.	Reg. Date	Goods / Services
			Affidavit of Incontestability – Accepted
ELLE	1322177	Feb. 26, 1985	Class 18: (Based on 44(e)) Articles Made of Leather, Imitation Leather and Canvas-Namely, Luggage, Travelling Bags, Tote Bags, Hand Bags, Shoulder Bags, Cosmetic Bags Sold Empty, Shopping Tote Bags Affidavit of Incontestability – Accepted

2. Attached hereto as Exhibit B is a true and correct copy of a decision issued by the Trademark Trial and Appeal Board (TTAB) in the matter of *Hachette Filipacchi Presse v. Ev International, LLC*, 2008 WL 4233885 (TTAB Sept. 5, 2008) (non-precedential). This decision is offered pursuant to 37 C.F.R. § 2.122(e) and is relevant to show the strength and fame of Opposer's ELLE mark.

3. Attached hereto as Exhibit C is a true and correct copy of the Final Judgment entered by the United States District Court for the Southern District of Florida in the matter of *Hachette Filipacchi Presse v. Ricardo Orduz d/b/a ELLAHAIRSTRAIGHTENER.COM*, Civil Action No. 14-cv-20599-UU on April 24, 2014. This decision is offered pursuant to 37 C.F.R. § 2.122(e) and is relevant to show the strength and fame of Opposer's ELLE mark.

4. Attached hereto as Exhibits D-F are a true and correct copy of Internet printouts offered pursuant to 37 C.F.R § 2.122(e). Applicant produced these documents during the course of discovery and did not object to their submission by Opposer in connection with Opposer's Opening Trial Brief filed on September 8, 2014 (Docket Entry 27). Exhibits D and E are relevant to show the relatedness of the parties' goods and services and the channels of trade through which Opposer promotes its ELLE mark. Exhibit F is relevant to show that Applicant is

merely using her name to identify herself as an individual and not to identify any service she provides.

a. Elle.com excerpt accessed on October 4, 2012 at 4:37 a.m., and available at http://www.elle.com. *See* Exhibit D.

b. Elleuk.com excerpt accessed on October 4, 2012 at 4:38 a.m., and available at http://www.elleuk.com/elle-tv. *See* Exhibit E.

c. Vogue.it excerpt on October 5, 2012 at 10:57 p.m., and available at http://Vogue.it. *See* Exhibit F.

5. Attached hereto as Exhibit G is a true and correct copy of Opposer's 2012 Media Kit. Applicant produced this document during the course of discovery and did not object to its submission by Opposer in connection with Opposer's Opening Trial Brief filed on September 8, 2014 (Docket Entry 27). This document is offered pursuant to 37 C.F.R. § 2.122(e) and is relevant to show the strength and fame of Opposer's ELLE mark, the relatedness of the parties' goods and services, and the channels of trade through which Opposer's goods and services are promoted.

6. Attached hereto as Exhibit H is a true and correct copy of the February 21, 2012 Declaration of Fabienne Sultan Declaration, and exhibits thereto, which was offered in the matter of *Hachette Filipacchi Presse v. Ellebodycare*, Opposition No. 91200547 and assigned Docket Entry Nos. 9 and 10. Applicant produced this document during the course of discovery and did not object to its submission by Opposer in connection with Opposer's Opening Trial Brief filed on September 8, 2014 (Docket Entry 27). This Declaration is publicly available for download at TTABVUE, the Trademark Trial and Appeal Board Inquiry System. This decision is offered pursuant to 37 C.F.R. § 2.122(e) and is relevant to show the strength and fame of Opposer's

ELLE mark, the relatedness of the parties' goods and services, and the channels of trade through which Opposer's goods and services are promoted.

Dated: March 27, 2015

Respectfully submitted,

McCARTER & ENGLISH, LLP

By: /Gary H. Fechter/
Gary H. Fechter
Lori Shyavitz

245 Park Avenue, 27th Floor
New York, New York 10167
Phone: (212) 609-6800
Fax: (212) 609-6921

Attorneys for Opposer Hachette Filipacchi Presse

CERTIFICATE OF SERVICE

The undersigned hereby certifies that the foregoing Opposer's Second Notice of Reliance has been served by First Class Mail on Applicant, Lauren R. Schneider, at the following address for Applicant:

Lauren R. Schneider
465 North Summit Avenue
Pasadena, CA 91103-3719
elle.schneider@gmail.com, elle@attentionsoldier.com

Date: March 27, 2015

/Alice M. Pang/
Alice M. Pang

EXHIBIT A

United States Patent Office

758,137
Registered Oct. 8, 1963

PRINCIPAL REGISTER
Trademark

Ser. No. 157,211, filed Nov. 14, 1962

ELLE

France Editions & Publications (French limited-liability company)
100 Rue Reaumur
Paris 2°, France

For: MAGAZINE, in CLASS 38.
First use Nov. 1, 1945; in commerce 1945.
An English translation of the French word "Elle" is "she."

Int. Cl.: 16

Prior U.S. Cl.: 37

Reg. No. 1,314,558
Registered Jan. 15, 1985

United States Patent and Trademark Office

TRADEMARK
Principal Register

ELLE

France Editions & Publications (France corporation)
6 rue Ancelle
Neuily-sur-Seine, (Hauts-de-Seine), France

For: STATIONERY—NAMELY, NOTEBOOKS, WRITING PADS, FOUNTAIN PENS, PENCILS, PENCIL HOLDERS, INDEXES, STATIONERY PORTFOLIOS, NOTEBOOKS/WRITING PADS, ADDRESS BOOKS, FOLDERS, DIARIES, in CLASS 16 (U.S. Cl. 37).

Owner of France Reg. No. 1,113,720, dated Jun. 28, 1979, expires Jun. 28, 1989.

The mark "Elle" may be translated into English as "she".

Ser. No. 452,244, filed Nov. 10, 1983.

SUE CARRUTHERS, Examining Attorney

Int. Cl.: 16

Prior U.S. Cl.: 37

United States Patent and Trademark Office

Reg. No. 1,314,558
Registered Jan. 15, 1985

TRADEMARK
Principal Register

ELLE

France Editions & Publications (France corporation)
6 rue Ancelle
Neuily-sur-Seine, (Hauts-de-Seine), France

For: STATIONERY—NAMELY, NOTEBOOKS, WRITING PADS, FOUNTAIN PENS, PENCILS, PENCIL HOLDERS, INDEXES, STATIONERY PORTFOLIOS, NOTEBOOKS/WRITING PADS, ADDRESS BOOKS, FOLDERS, DIARIES, in CLASS 16 (U.S. Cl. 37).

Owner of France Reg. No. 1,113,720, dated Jun. 28, 1979, expires Jun. 28, 1989.

The mark "Elle" may be translated into English as "she".

Ser. No. 452,244, filed Nov. 10, 1983.

SUE CARRUTHERS, Examining Attorney

Int. Cl.: 16

Prior U.S. Cl.: 38

Reg. No. 1,732,988

United States Patent and Trademark Office

Registered Nov. 17, 1992

TRADEMARK
PRINCIPAL REGISTER

ELLE DECOR

FRANCE EDITIONS ET PUBLICATIONS (FRANCE CORPORATION)
2 RUE ANCELLE
92200 NEUILLY-SUR-SEINE, FRANCE

FOR: MAGAZINES FEATURING INTERIOR AND EXTERIOR DECORATING, ARCHITECTURE, LANDSCAPING, GARDENING AND HORTICULTURE; CUISINE; ART AND SCULPTURE, ARTIFACTS, ANTIQUES AND COLLECTIONS, FURNITURE; HOUSEHOLD ACCESSORIES, ACCOUTREMENTS, AND FIXTURES; CRITIQUES OF RESIDENCES; BIOGRAPHICAL SKETCHES; ELECTRONICS FOR THE HOME; NATIONAL AND INTERNATIONAL LIFESTYLES, TRAVEL, TOURISM AND PHOTOGRAPHY, IN CLASS 16 (U.S. CL. 38).

FIRST USE 10-3-1989; IN COMMERCE 10-3-1989.

OWNER OF U.S. REG. NOS. 1,654,884 AND 1,668,272.

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

THE ENGLISH TRANSLATION OF THE WORD "ELLE" IN THE MARK IS "SHE".

SER. NO. 74-232,527, FILED 12-23-1991.

CHERYL LYNN BLACK, EXAMINING ATTORNEY

Int. Cls.: 9, 16, 38, 40, 41 and 42

Prior U.S. Cls.: 2, 14, 22, 26, 37, 38, 100, 104, 106 and 107

Reg. No. 1,668,272

United States Patent and Trademark Office

Registered Dec. 17, 1991

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER

ELLEDECOR

FRANCE EDITIONS ET PUBLICATIONS (FRANCE CORPORATION)
2 RUE ANCELLE
92200 NEUILLY-SUR-SEINE, FRANCE

FOR: DATA PROCESSING EQUIPMENT AND COMPUTERS; COMPUTER FURNITURE; BLANK INFORMATION HOLDERS AND CARRIERS FOR COMPUTER PROGRAMS; NAMELY, CARDS, BANDS, TAPES, RIBBONS, DRUMS, CASSETTES, DISCS, SHEETS AND FILMS; COMPUTER SOFTWARE PROGRAMS AND TEACHING APPARATUS AND INSTRUMENTS CONSISTING OF COMPUTER DRIVE PERIPHERALS AND SOFTWARE AND COMPUTER FURNITURE FOR USE IN THE FIELD OF CONSULTING SERVICES ON INTERIOR AND EXTERIOR DECORATING, ARCHITECTURE, LANDSCAPING, GARDENING AND HORTICULTURE, CUISINE, ART AND SCULPTURE, ARTIFACTS, ANTIQUES AND COLLECTIONS, FURNITURE, HOUSEHOLD ACCESSORIES, ACCOUTREMENTS AND FIXTURES, CRITIQUES OF RESIDENCES, BIOGRAPHICAL SKETCHES, ELECTRONICS FOR THE HOME, NATIONAL AND INTERNATIONAL LIFESTYLES, TRAVEL, TOURISM AND PHOTOGRAPHY, IN CLASS 9 (U.S. CLS. 26 AND 38).

FOR: PRINTED MATTER AND PERIODICALS; NAMELY, NEWSPAPERS, REVIEWS, PAMPHLETS, BROCHURES, NEWSLETTERS, INFORMATION OR ADVERTISING LETTERS, JOURNALS AND MAGAZINES IN THE FIELDS OF INTERIOR AND EXTERIOR DECORATING, ARCHITECTURE, LANDSCAPING, GARDENING AND HORTICULTURE; CUISINE; ART AND SCULPTURE, ARTIFACTS, ANTIQUES AND COLLECTIONS; FURNITURE; HOUSEHOLD ACCESSORIES, ACCOUTREMENTS, AND FIXTURES; CRITIQUES OF RESIDENCES, BIOGRAPHICAL SKETCHES; ELECTRONICS FOR THE HOME; NATIONAL AND INTERNATIONAL LIFESTYLES, TRAVEL, TOURISM AND PHOTOGRAPHY; STATIONERY; STATIONERY BOXES, CABINETS, FOLDERS, WRITING PAPER AND ENVELOPES; PAPER; NAMELY, BOND, CARBON, CONSTRUCTION, CORRUGATED, CREPE, FIBER, FILLER, ILLUSTRATION, LINING, MAGNETIC, MIMEOGRAPH, NEWSPRINT, NOTE, ONION SKIN, PACKING, PRINTING REPRODUCTION, TRACING, TYPEWRITTEN AND WRAPPING; PAPERBOARD; BLANK OR PARTIALLY PRINTED POSTCARDS; POSTER BOARD; PRINTING BLOCKS; CARDS; NAMELY, BLANK, BUSINESS, FILE, INDEX, GIFT AND GREETING, NOTE, PLAYING, RECORD AND SCORE CARDS; CARDBOARD CONTAINERS (BOXES) FOR WRAPPING AND PACKAGING; PLASTIC FOR WRAPPING, IN CLASS 16 (U.S. CLS. 2, 14, 22, 37 AND 38).

FOR: TELECOMMUNICATIONS SERVICES; TELEPHONE COMMUNICATION SERVICES; AUDIO VISUAL AND VIDEO COMMUNICATION SERVICES; NAMELY, AUDIO VISUAL, CABLE, AND SATELLITE TELECOMMUNICA-

TION BROADCAST AND TELEPHONE TRANSMISSION SERVICES, HOME VIDEO, AND RECORDED MUSIC SERVICES; TELEGRAPH SERVICES; CABLE TELEGRAM TRANSMISSION AND COMMUNICATION SERVICES; ELECTRONIC MAIL SERVICES, PROVIDING ELECTRONIC ACCESS TO DATABANKS; TELECONFERENCING SERVICES; TELETYPE COMMUNICATION SERVICES; OPERATING CLOSED CIRCUIT TELEVISION FOR OTHERS; AUDIO VISUAL AND VIDEO INFORMATION AND COMMUNICATION UTILIZING TELECOMPUTER TERMINAL UNITS, PERIPHERAL SYSTEMS AND VIDEO DISPLAY SYSTEMS, IN CLASS 38 (U.S. CLS. 100 AND 104).

FOR: FILM, VIDEO TAPE AND AUDIO TAPE DUPLICATION SERVICES, IN CLASS 40 (U.S. CL. 106).

FOR: EDUCATIONAL AND TRAINING SERVICES IN THE USE AND OPERATION OF LICENSEES, COMMERCIAL CONCESSIONS AND FRANCHISING NETWORKS, INCLUDING BASIC TRAINING FOR PERSONNEL; FASHION TRENDS AND CLOTHING DESIGN; INTERIOR DECORATING; SEWING AND WEAVING; HOME FURNISHINGS, DESIGN AND DECORATION OF SHUTTERS, SILK PAINTING; HOME ECONOMICS, ALL CONDUCTED THROUGH COURSES, SEMINARS, TUTORIALS, CONFERENCES, COLLOQUIES, LECTURES, AND CLOSED CIRCUIT TELEVISION BROADCASTS; PRODUCTION OF RADIO AND TELEVISION PROGRAMS; PUBLICATION OF BOOKS, ILLUSTRATIONS, MAGAZINES, AND NEWSPAPERS; CORRESPONDENCE COURSES IN THE FIELD OF ENTERTAINMENT SERVICES THROUGH THE USE OF TELEVISION AND/OR RADIO, INVOLVING NEWS, DOCUMENTARY, PLAYS, MOVIES, DOCU-DRAMA, MELODRAMA, SPORTS, COMEDY, VARIETY SHOWS, GAME SHOWS, SERIALS, EDUCATION, NATURE, PUBLIC INFORMATION, BUSINESS, POLITICAL AND SOCIAL COMMENTARY, AND PUBLIC DEBATE PROGRAMS; FILM, VIDEOTAPE AND AUDIO TAPE PRODUCTION SERVICES; FILM VIDEOTAPE RENTAL SERVICES; AUDIO TAPE RECORDING STUDIO SERVICES, AND RECORD MASTER PRODUCTION SERVICES, IN CLASS 41 (U.S. CLS. 100 AND 107).

FOR: NEWS AGENCY SERVICES; NAMELY, GATHERING AND DISSEMINATION OF NEWS, NEWS CLIPPING SERVICES, AND PROVIDING INFORMATION TO NEWSPAPERS, OTHER NEWS SERVICES, MAGAZINES, PUBLISHERS, LOCAL TELEVISION STATIONS AND NATIONAL TELEVISION NETWORKING, PUBLIC BROADCASTING STATIONS; ALL CABLE TELEVISION NETWORKS, SATELLITE NETWORKS AND SYSTEMS; SYNDICATED NEWS PROGRAMS, SYNDICATED COLUMNISTS, NATIONAL SYNDICATORS, AND RADIO STATIONS IN THE FIELD OF NATIONAL AND INTERNATIONAL NEWS, BUSINESS, SPORTS, POLITICS, DIPLOMACY, ENTERTAINMENT, SCIENCE AND MEDICINE, AND COMMENTARY, IN CLASS 42 (U.S. CLS. 100 AND 104).

PRIORITY CLAIMED UNDER SEC. 44(D) ON FRANCE APPLICATION NO. 143871, FILED 7-17-1989, REG. NO. 1541556, DATED 7-17-1989, EXPIRES 7-17-1999.

OWNER OF U.S. REG. NOS. 758,137, 1,314,558 AND OTHERS.

THE ENGLISH TRANSLATION OF THE FRENCH WORD "ELLE" IN THE MARK IS "SHE".

SER. NO. 74-017,819, FILED 1-10-1990.

JOHN MICHOS, EXAMINING ATTORNEY

Int. Cls.: 28, 38, 39, 41 and 42

Prior U.S. Cls.: 22, 23, 38, 50, 100, 101, 104, 105 and 107

Reg. No. 2,242,315

United States Patent and Trademark Office

Registered May 4, 1999

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER

ELLE

HACHETTE FILIPACCHI PRESSE (FRANCE JOINT STOCK COMPANY)
149, RUE ANATOLE FRANCE
92534 LEVALLOIS-PERRET CEDEX, FRANCE

FOR: INTERACTIVE VIDEO GAME PROGRAMS; GAMES, NAMELY, BOARDGAMES, CARD GAMES, MANIPULATIVE GAMES, TOYS, NAMELY, WIND-UP TOYS, BATTERY OPERATED AND NON-BATTERY OPERATED MECHANICAL ACTION TOYS, PLUSH TOYS, INFLATABLE BATH TOYS, BATTERY OPERATED AND NON-BATTERY OPERATED STUFFED TOYS, BATTERY OPERATED AND NON-BATTERY OPERATED DOLLS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FOR: COMMUNICATION SERVICES, NAMELY, RADIO COMMUNICATION SERVICES, TELEPHONE COMMUNICATIONS SERVICES, TELEGRAPH SERVICES AND VIDEO TELECONFERENCING SERVICES, TELEGRAPH SERVICES AND VIDEO TELECONFERENCING SERVICES; ELECTRONIC TRANSMISSION OF DATA, IMAGES AND SOUNDS AND DOCUMENTS VIA COMPUTER TERMINALS; TELEVISION AND RADIO BROADCASTING SERVICES; INCLUDING CABLE TRANSMISSIONS OF SUCH SERVICES; TELEX TRANSMISSION SERVICES; TELEGRAM TRANSMISSION SERVICES; ELECTRONIC TRANSMISSION OF INFORMATION FROM DATA BANKS VIA COMPUTER TERMINALS; CABLE TELEVISION TRANSMISSION SERVICES, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FOR: HOME AND OFFICE DELIVERY OF MULTIMEDIA AND AUDIOVISUAL PRODUCTS, NAMELY, VIDEODISCS, COMPACT DISCS, INTERACTIVE DISCS, AND COMPACT DISCS WITH READ ONLY MEMORY (CD-ROM), IN CLASS 39 (U.S. CLS. 100 AND 105).

FOR: EDUCATIONAL SERVICES, NAMELY, ADMINISTRATION OF CULTURAL EXCHANGE PROGRAMS; ENTERTAINMENT SERVICES, NAMELY, SPONSORING SPORTS COMPETITIONS AND TOURNAMENTS; EDUCATION IN THE FIELD OF MUSIC, THEATER, CINEMA, LITERATURE, ARTS, HOME DECORATION, GARDENING, LANDSCAPING, CULINARY ARTS, FASHION AND BEAUTY RENDERED THROUGH CORRESPONDENCE COURSES; PROVIDING CLASSES OF INSTRUCTION TO BEGINNERS AND ADVANCED PERSONS IN THE FIELD OF MUSIC, THEATER, CINEMA, LITERATURE, ARTS, EDUCATION, HOME DECORATION, GARDENING, LANDSCAPING, CULINARY ARTS, FASHION AND BEAUTY; CONDUCTING EDUCATIONAL CONFERENCES, WORKSHOPS AND COURSES OF INSTRUCTION IN THE FIELD OF MUSIC, THEATER, CINEMA, LITERATURE, ARTS, EDUCATION, HOME DECORATION, GARDENING, LANDSCAPING, CULINARY ARTS, FASHION AND BEAUTY; EDUCATIONAL CONFERENCES, FORUMS, CONGRESSES AND COLLOQUIUMS IN THE FIELD OF MUSIC, THEATER, CINEMA, LITERATURE, ARTS, EDUCATION, HOME DECORATION, GARDENING, LANDSCAPING, CULINARY ARTS, FASHION AND BEAUTY; PUBLI-

CATION OF BOOKS; ENTERTAINMENT IN THE NATURE OF GAMES AND CONTESTS,NAMELY, ESSAY-WRITING AND NOVEL-WRITING CONTESTS; BEAUTY PAGEANTS; INDOOR AND OUTDOOR SPORTS COMPETITIONS FEATURING, HOCKEY, SOCCER, FOOTBALL AND VOLLEYBALL; PRODUCTION OF RADIO AND TELEVISION PROGRAMS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING AN ON-LINE ENTERTAINMENT VARIETY SHOW, FEATURING MUSIC, THEATER, CINEMA, LITERATURE, ARTS, EDUCATION, HOME DECORATION, GARDENING, LANDSCAPING, CULINARY ARTS, FASHION AND BEAUTY; ENTERTAINMENT SERVICES IN THE NATURE OF A CABLE TELEVISION VARIETY SHOW FEATURING MUSIC, THEATER, CINEMA, LITERATURE, ARTS, EDUCATION HOME DECORATION, GARDENING, LANDSCAPING, CULINARY ARTS, FASHION AND BEAUTY; AUDIO RECORDING AND PRODUCTION SERVICES; LIBRARIES AND BOOKS LENDING SERVICES; VIDEO AND GAME LIBRARY SERVICES; VIDEO TAPE FILM PRODUCTION, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FOR: LEGAL CONSULTING SERVICES; CORRESPONDENCE EXCHANGE SERVICES; LICENSING OF INTELLECTUAL PROPERTY; COMPUTER PROGRAMMING SERVICES; PROGRAMMING ELECTRONIC INSTRUMENTS FOR OTHERS; EDITING OF WRITTEN TEXTS; NEWS SYNDICATION REPORTING; LANGUAGE TRANSLATION; PRINTING SERVICES; RENTAL OF COMPUTERS AND RENTAL OF DISPLAY APPARATUS FOR USE IN MULTIMEDIA PRESENTATIONS USING SLIDES, FILM, TAPE RECORDINGS AND SPECIAL LIGHTING EFFECTS; EDITING OF WRITTEN TEXTS, ILLUSTRATIONS BOOKS, BOOK REVIEWS, NEWSPAPERS, PERIODICALS, MAGAZINES AND PUBLICATIONS OF ALL TYPES REGARDLESS OF THEIR FORM, INCLUDING ELECTRONIC AND DIGITALIZED PUBLICATIONS, DESKTOP PUBLISHING OF SOUND AND/OR VISUAL MEDIA - OR MULTIMEDIA SOFTWARE PROGRAMS FOR OTHERS; COMPILING DATA BASES AND DATA BANKS FOR USE BY OTHERS; PRODUCTION AND RENTAL OF MOTION PICTURE FILM, VIDEO-CASSETTE TAPES AND MULTI-MEDIA ENTERTAINMENT SOFTWARE, IN CLASS 42 (U.S. CLS. 100 AND 101).

PRIORITY CLAIMED UNDER SEC. 44(D) ON FRANCE APPLICATION NO. 94/543,958, FILED 11-9-1994, REG. NO. 94543958, DATED 11-9-1994, EXPIRES 11-9-2004.

OWNER OF U.S. REG. NOS. 758,137, 1,419,815 AND OTHERS.

THE WORD "ELLE" MEANS "SHE" IN ENGLISH.

SER. NO. 74-671,728, FILED 5-9-1995.

RUSS HERMAN, EXAMINING ATTORNEY

Int. Cl.: 35

Prior U.S. Cl.: 101

United States Patent and Trademark Office

Renewal

Reg. No. 861,159
Registered Nov. 26, 1968
OG Date Mar. 14, 1989

SERVICE MARK
PRINCIPAL REGISTER

ELLE

FRANCE EDITIONS & PUBLICATIONS
(FRANCE CORPORATION)
2, RUE ANCELLE
92200 NEUILLY-SUR-SEINE, FRANCE

PRIORITY CLAIMED UNDER SEC. 44(D) ON FRANCE, FILED 8-2-1965, REG. NO. 539700, DATED 8-2-1965.

OWNER OF U.S. REG. NO. 758,137.

THE WORD "ELLE" MEANS "SHE" IN ENGLISH.

FOR: PROMOTING THE SALE OF WOMEN'S APPAREL BY OTHERS BY STAGING STYLE SHOWS AND BY THE PREPARATION OF VARIOUS TYPES OF ADVERTISING, IN CLASS 101 (INT. CL. 35).

FIRST USE 3-20-1951; IN COMMERCE 10-13-1955.

SER. NO. 237,756, FILED 2-1-1966.

In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on Mar. 14, 1989.

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 42

Prior U.S. Cls.: 100 and 104

Reg. No. 1,429,609

United States Patent and Trademark Office

Registered Feb. 17, 1987

SERVICE MARK
PRINCIPAL REGISTER

ELLE

FRANCE EDITIONS ET PUBLICATIONS (FRANCE JOINT STOCK COMPANY)
6 RUE ANCELLE
NEUILLY-SUR-SEINE, HAUTS-DE-SEINE, FRANCE

FOR: NEWS AGENCY SERVICES- NAMELY, GATHERING AND DISSEMINATING NEWS BY ELECTRONIC TRANSMISSION, IN CLASS 42 (U.S. CLS. 100 AND 104).

OWNER OF FRANCE REG. NO. 926992, DATED 6-20-1975, RENEWED AS REG. NO. 745834, DATED 6-3-1985, EXPIRES 6-20-1995.

THE ENGLISH TRANSLATION OF THE FRENCH WORD "ELLE" IN THE MARK IS "SHE".

SER. NO. 566,750, FILED 11-4-1985.

EDWARD NELSON, EXAMINING ATTORNEY

Int. Cl.: 3

Prior U.S. Cls.: 51 and 52

Reg. No. 1,454,808

United States Patent and Trademark Office

Registered Sep. 1, 1987

TRADEMARK
PRINCIPAL REGISTER

ELLE

FRANCE EDITIONS ET PUBLICATIONS (FRANCE COMPANY)
6 RUE ANCELLE
NEUILLY-SUR-SEINE, HAUTE-DE-SEINE, FRANCE

FOR: TOILETRIES AND COSMETICS, NAMELY PERFUMES; COLOGNES; TOILET WATER; ESSENTIAL OILS; HAIR; SKIN AND BATH LOTIONS; TOILET SOAPS; BODY LOTIONS AND POWDERS; PERSONAL DEODORANTS; FACE POWDER AND LOTIONS; LIPSTICK; LIP LINERS; EYE SHADOW; EYEBROW PENCILS; EYE LINERS; LIQUID FOUDATION; MASCARA; BLUSH; ROUGE; SKIN ASTRINGENTS; CLEANSERS AND SCRUBS; FACIAL MASKS; SKIN MOISTURIZING LOTION; AND CREAMS; HAIR SHAMPOO; HAIR CONDITIONING LOTION; EYE MAKEUP REMOVER; NAIL POLISH; NAIL HARDENER; NAIL POLISH REMOVER; CUTICLE REMOVERS AND CONDITIONERS; TALCUM POWDER; SHAVING CREAM; HAIR DEPILATORIES; SUN SCREENING CREAMS; FOAMS AND LOTIONS; HAIR STYLING MOUSSE AND GELS; HAIR SPRAY; BATH GELS AND OILS; BUBBLE BATHS; AND DENTRIFICESS, IN CLASS 3 (U.S. CLS. 51 AND 52).

OWNER OF FRANCE REG. NO. 1113720, DATED 6-28-1979, EXPIRES 6-28-1989.

OWNER OF U.S. REG. NOS. 758,137, 1,348,158 AND OTHERS.

THE ENGLISH TRANSLATION OF THE FRENCH WORD "ELLE" IS "SHE".

SER. NO. 585,396, FILED 2-28-1986.

EDWARD NELSON, EXAMINING ATTORNEY

Int. Cls.: 35 and 42

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

United States Patent and Trademark Office

Reg. No. 2,120,688

Registered Dec. 16, 1997

SERVICE MARK
PRINCIPAL REGISTER

ELLE

HACHETTE FILIPACCHI PRESSE (FRANCE CORPORATION)
149, RUE ANATOLE FRANCE
92534 LEVALLOIS-PERRET CEDEX, FRANCE

FOR: PROMOTING THE GOODS AND SERVICES OF OTHERS THROUGH THE DISTRIBUTION OF DISCOUNT AND/OR PRIORITY USER CARDS; OFFERING TECHNICAL ASSISTANCE IN THE ESTABLISHMENT AND/OR OPERATION OF FASHION SHOWS AND BEAUTY PAGEANTS, BEAUTY SALONS AND FASHION WEAR BOUTIQUES; COPYRIGHT MANAGEMENT SERVICES; ADVERTISING SLOGAN LICENSING SERVICES; ORGANIZING TRADE SHOW EXPOSITIONS IN THE ENTERTAINMENT ARTS FIELD FEATURING MUSIC, THEATER AND CINEMATOGRAPHIC PRODUCTS; ORGANIZING TRADE SHOW EXPOSITIONS FEATURING HOME AND GARDEN DECORATING PRODUCTS, LANDSCAPING PRODUCTS AND CULINARY PRODUCTS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 9-14-1984; IN COMMERCE 9-14-1984.

FOR: INTERIOR DESIGN SERVICES; ARCHITECTURE SERVICES; LANDSCAPE GARDENING SERVICES; CONSTRUCTION DRAFTING SERVICES; TECHNICAL RESEARCH IN THE FIELDS OF LANDSCAPING, LANDSCAPE GARDENING AND INTERIOR AND EXTERIOR DECORATING; CONSULTING SERVICES IN THE FIELDS OF LANDSCAPING AND LANDSCAPE GARDENING; PROVIDING CONSULTING TO OTHERS IN THE FIELDS OF BEAUTY, HEALTH AND FASHION WEAR; CONSULTING IN THE FIELDS OF INTERIOR AND EXTERIOR DECORATING; CONSULTING SERVICES IN THE FIELD OF COOKING; PROVIDING TEMPORARY HOUSING ACCOMMODATIONS, PROVIDING BOARDING HOUSES AND CONVALESCENT HOMES; PROVIDING PERSONAL ESCORT SERVICES; PROVIDING BEAUTY AND HAIRDRESSING SALONS; PROVIDING MARRIAGE BUREAUS; PROVIDING COSTUME RENTALS; PROVIDING SOCIAL CLUBS; EDITING WRITTEN TEXTS FOR OTHERS; DATING SERVICES; PRINTING SERVICES; COMPUTER PROGRAMMING SERVICES; PERSONAL LETTER WRITING FOR OTHERS; SETTING UP AND COMPILING DATA BANKS; HOTEL AND RESTAURANT SERVICES; RETAIL CLOTHING BOUTIQUE STORE SERVICES; MAIL ORDER SERVICES RENDERED BY A CLOTHING BOUTIQUE; RETAIL CLOTHING BOUTIQUE STORE SERVICES OFFERED WITHIN A DEPARTMENT STORE, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 9-14-1984; IN COMMERCE 9-14-1984.

OWNER OF FRANCE REG. NO. 1,538,354, DATED 6-27-1989, EXPIRES 6-27-1999.

OWNER OF U.S. REG. NOS. 758,137, 1,419,815 AND OTHERS.

THE WORD "ELLE" MEANS "SHE" IN ENGLISH.

SER. NO. 74-540,441, FILED 4-8-1994.

RUSS HERMAN, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 2,199,132

United States Patent and Trademark Office

Registered Oct. 27, 1998

TRADEMARK
PRINCIPAL REGISTER

ELLE

HACHETTE FILIPACCHI PRESSE (FRANCE CORPORATION)
149, RUE ANATOLE FRANCE
92534 LEVALLOIS-PERRET, FRANCE

FOR: ~~AMUSEMENT APPARATUS ADOPTED FOR USE WITH TELEVISION RECEIVERS,~~ NAMELY, AUDIO VISUAL TEACHING APPARATUS, NAMELY, FILM AND VIDEO PROJECTORS FOR USE WITH OR WITHOUT SLIDES, PRECISION BALANCES, WEIGHING APPARATUS; DICTATING MACHINES, RECORD PLAYERS, AUDIO/VIDEO RECEIVERS, AUDIO/VIDEO TAPE RECORDERS, VIDEO RECORDERS, REMOTE CONTROL APPARATUS, ELECTRONIC AND COMPUTER PERIPHERAL JUKE BOXES, COMPUTERS, DATA ~~PROCESSORS~~; DATA BASES CONTAINING STORED INFORMATION IN THE FIELD OF MUSIC, THEATER, CINEMA, LITERATURE, ARTS, EDUCATION, HOME DECORATION, GARDENING, LANDSCAPING, CULINARY ARTS, FASHION AND BEAUTY TO BE READ/CONSULTED AND OR USED ON COMPUTER TERMINALS AND VIDEO EQUIPMENT; ~~BLANK MAGNETIC DATA CARRIERS FOR~~ COMPUTER PROGRAMS AND VIDEO EQUIPMENT, FOR OPTICAL, DIGITAL OR AUDIO-VISUAL USE, NAMELY, VIDEO DISCS, INTERACTIVE VIDEO DISCS, BLANK AND REREADABLE VIDEO DISC; MAGNETIC CODED CARDS, BLANK AUDIO TAPES, BLANK MAGNETIC COMPUTER TAPES, ~~BLANK VIDEO TAPES~~, PRERECORDED AUDIO, COMPUTER AND VIDEO TAPES FEATURING THEMES SUCH AS MUSIC, THEATER, CINEMA, LITERATURE, ARTS, EDUCATION, HOME DECORATION, GARDENING, LANDSCAPING, CULINARY ARTS, FASHION AND BEAUTY; ~~BLANK AUDIO AND BLANK VIDEO CASSETTES~~, PRERECORDED AUDIO AND PRERECORDED VIDEO CASSETTES FEATURING THEMES SUCH AS MUSIC, THEATER, CINEMA, LITERATURE, ARTS, EDUCATION, HOME DECORATION, GARDENING, LANDSCAPING, CULINARY ARTS, FASHION AND BEAUTY; FLOPPY DISCS FOR COMPUTERS; COMPACT DISCS, AND AUDIO AND/OR VIDEO DISCS FEATURING THEMES SUCH AS MUSIC, THEATER, CINEMA, LITERATURE, ARTS, EDUCATION, HOME DECORATION, GARDENING, LANDSCAPING, CULINARY ARTS, FASHION AND BEAUTY; EXPOSED CAMERA FILM AND MOTION PICTURE FILM FEATURING THEMES SUCH AS MUSIC, THEATER, CINEMA, LITERATURE, ARTS, EDUCATION, HOME DECORATION, GARDENING, LANDSCAPING, CULINARY ARTS, FASHION AND BEAUTY; ~~COMPUTER SOFTWARE PROGRAMS FOR USE IN THE FIELD OF CONSULTING SERVICES ON INTERIOR AND EXTERIOR DECORATING~~, ARCHITECTURE, LANDSCAPING, GARDENING AND HORTICULTURE, CUISINE, ART, FURNITURE, CRITIQUES OF RESIDENCES, BIOGRAPHICAL SKETCHES, TRAVEL, TOURISM, PHOTOGRAPHY, FASHION AND SPORTING ACTIVITIES; COMPUTER SOFTWARE PROGRAMS FOR USE IN CULINARY ARTS, HOME DECORATION, FASHION AND BEAUTY FOR HOUSE-

HOLD AND DOMESTIC USE; COMPUTER SOFTWARE PROGRAMS FOR USE IN REVIEWING DEVELOPMENTS AND CURRENT EVENTS IN THE FIELD OF CINEMA, ARTS, THEATER, DANCE, PANTOMIME, MIME, CIRCUS, MUSICAL AND LITERARY ENTERTAINMENT; COMPUTER SOFTWARE PROGRAMS FOR USE IN THE FIELD OF DOCUMENTARIES CONCERNING SCIENCE, NATURAL SCIENCE, ANIMAL AND PLANT LIFE, THE HUMAN BODY AND ITS FUNCTIONS, HEALTH AND DIET FOR HUMANS AND ANIMALS, LEARNING A LANGUAGE PROGRAMS, ARTS, CINEMA AND LITERATURE; CASH REGISTERS AND CALCULATING MACHINES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

OWNER OF FRANCE REG. NO. 1,538,354, DATED 6-27-1989, EXPIRES 6-27-1999.

OWNER OF U.S. REG. NOS. 1,419,815, 1,767,100 AND OTHERS.

THE WORD "ELLE" MEANS "SHE" IN ENGLISH.

SER. NO. 74-411,619, FILED 7-12-1993.

RUSS HERMAN, EXAMINING ATTORNEY

Int. Cls.: 3 and 21

Prior U.S. Cls.: 1, 4, 6, 13, 29, 40, 50, 51 and 52

Reg. No. 2,914,032

United States Patent and Trademark Office

Registered Dec. 28, 2004

TRADEMARK
PRINCIPAL REGISTER

ELLE

HACHETTE FILIPACCHI PRESS (FRANCE CORPORATION)
149, RUE ANATOLE FRANCE
LEVALLOIS-PERRET CEDEX, FRANCE 92534

FOR: BEAUTY AND COSMETIC PRODUCTS, NAMELY, SUN-TANNING PREPARATIONS (COSMETICS), COSMETIC AND EYEBROW PENCILS, COSMETICS CREAMS, MAKE-UP REMOVING PREPARATIONS, DENTIFRICE, DEPILATORIES AND DEPILATORY PREPARATIONS, CLEANSING MILK FOR TOILET PURPOSES, MAKE-UP, MAKE-UP POWDER, MAKE-UP PREPARATIONS, BEAUTY MASKS, NAIL CARE PREPARATIONS, NAIL VARNISH, FALSE-NAILS, COSMETIC PREPARATIONS FOR SKIN CARE, COSMETIC PREPARATIONS FOR SLIMMING PURPOSES IN THE FORM OF OIL, LOTION, CREAM AND GEL, OILS FOR COSMETIC PURPOSES, POMADES FOR COSMETIC PURPOSES, DEODORANTS FOR PERSONAL USE, COTTON STICKS AND COTTON WOOL FOR COSMETIC PURPOSES, COSMETIC KITS, NAMELY, A SMALL BAG, BOX OR CASE CONTAINING LIPSTICK, BLUSH, MASCARA, COSMETIC PENCILS AND EYESHADOW, COSMETIC PREPARATIONS FOR BATHS, COSMETIC PREPARATIONS FOR EYELASHES, EYEBROW COSMETICS, DECORATIVE TRANSFERS FOR COSMETICS PURPOSES, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FOR: HAIR BRUSHES, NAIL BRUSHES, EYEBROW BRUSHES, HAIR COMBS, COSMETIC WIPES, POWDER PUFFS AND PERFUME SPRAYERS SOLD EMPTY, IN CLASS 21 (U.S. CLS. 13, 29 AND 40).

OWNER OF FRANCE REG. NO. 1500024, DATED 1-20-1989, RENEWED AS REG. NO. 1500024, DATED 1-20-1999, EXPIRES 1-20-2009.

OWNER OF U.S. REG. NOS. 1,374,805, 1,408,531 AND OTHERS.

THE ENGLISH TRANSLATION OF THE WORD "ELLE" IS "SHE".

SER. NO. 74-092,685, FILED 8-30-1990.

ANGELA M. MICHELI, EXAMINING ATTORNEY

Int. Cl.: 3

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

Reg. No. 3,492,949

United States Patent and Trademark Office

Registered Aug. 26, 2008

TRADEMARK
PRINCIPAL REGISTER

ELLE

HACHETTE FILIPACCHI PRESSE,; SOCIÉTÉ ANONYME (FRANCE SOCIETE ANONYME)
149, RUE ANATOLE FRANCE
F-92534 LEVALLOIS-PERRET CEDEX
FRANCE

FOR: BEAUTY PRODUCTS, NAMELY, ESSENTIAL OILS, MAKE-UP, LIPSTICK, EYE SHADOW, MASCARA, ROUGE, BLUSH, NAIL POLISH, COSMETIC CREAMS, CLEANSING MILKS AND COSMETICS, PERFUMERY, DEODORANT FOR PERSONAL USE, SUNTAN CREAMS, EAU DE COLOGNE AND EAU DE TOILETTE, TOILET SOAPS, BATH, SHAVING, SKIN AND TOILETRY BODY LOTIONS, BATH AND NON-MEDICATED TOILETRY SALTS, OILS, BODY GELS, SHAMPOOS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

OWNER OF INTERNATIONAL REGISTRATION 0546813 DATED 7-10-1989, EXPIRES 7-10-2009.

OWNER OF U.S. REG. NOS. 1,454,808 AND 2,914,032.

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

SER. NO. 79-044,656, FILED 11-24-2006.

SOPHIA S. KIM, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office

ELLE

Reg. No. 3,727,498
Registered Dec. 22, 2009

HACHETTE FILIPACCHI PRESSE (FRANCE CORPORATION)
149-151 RUE ANATOLE FRANCE
LEVALLOIS-PERRET CEDEX, FRANCE 92534

Int. Cl.: 35

SERVICE MARK
PRINCIPAL REGISTER

FOR: ADVERTISING SERVICES, IN PARTICULAR BY MEANS OF ADVERTORIALS, FOR OTHERS, BY MEANS OF CO-BRANDING OPERATIONS, BY MEANS OF THE SALE AND/OR RENTAL OF DISPLAY STANDS, PLACARDS AND PRINTED AND/OR ELECTRONIC PROMOTIONAL MEDIA, FOR THE PROMOTION OF MISCELLANEOUS GOODS AND SERVICES, IN PARTICULAR IN THE FIELDS OF FASHION, FASHION ARTICLES AND FASHION ACCESSORIES, STYLING, FASHION SHOWS, BEAUTY AND HYGIENE, COSMETICS, SOAPS, PERFUMERY, HYGIENE PREPARATIONS, BEAUTY CARE, BODY CARE AND BODY MASSAGE, RELAXATION AND THALASSOTHERAPY, FOOD, DIETETIC PREPARATIONS AND SLIMMING PRODUCTS, FOOD SUPPLEMENTS, GASTRONOMIC PRODUCTS, INCLUDING WINES AND ALCOHOL, SERVICES FOR PROVIDING FOOD AND DRINK, THE FITTING OUT OF INTERIORS AND EXTERIORS, TABLE LINEN AND TABLEWARE, HOUSEHOLD LINEN, DECORATIVE OBJECTS, FURNITURE, INTERIOR AND EXTERIOR DECOR, LANDSCAPING, SHOWS AND EXHIBITIONS RELATING THERETO, TOURISM, TRAVEL ARRANGEMENT AND ORGANIZING HOLIDAYS, ENTERTAINMENT AND CULTURE, ORGANIZATION OF EVENTS IN THE FIELD OF CINEMA, THEATRE, MUSIC, FORUMS AND MEETINGS, MUSIC COMPILATIONS AND MOOD MUSIC COMPILATIONS, DIGITAL IMAGES AND SOUNDS, GAMES, TOYS, AUTOMOBILES AND SPORT, SPORTS ACTIVITIES AND COMPETITIONS, OF NEW TECHNOLOGIES, GOODS RELATED TO COMPUTERS, TELEPHONY, ROBOTICS, HOME AUTOMATION, FINANCE, MUTUAL ASSISTANCE SERVICES; PUBLICATION OF ADVERTISING TEXTS; ADVERTISING MAILING; ONLINE ADVERTISING ON A COMPUTER NETWORK; COMPILATION OF DATA AND INFORMATION INTO DATABASES; COMMERCIAL INFORMATION AND CONSULTING SERVICES IN RELATION TO SALE AND PROMOTING OF VARIOUS GOODS AND SERVICES IN PARTICULAR IN THE FIELDS OF FASHION, FASHION ARTICLES AND FASHION ACCESSORIES, STYLING, FASHION SHOWS, BEAUTY AND HYGIENE, COSMETICS, SOAPS, PERFUMERY, HYGIENE PREPARATIONS, BEAUTY CARE, BODY CARE AND BODY MASSAGE, RELAXATION AND THALASSOTHERAPY, FOOD, DIETETIC PREPARATIONS AND SLIMMING PRODUCTS, FOOD SUPPLEMENTS, GASTRONOMIC PRODUCTS, INCLUDING WINES AND ALCOHOL, SERVICES FOR PROVIDING FOOD AND DRINK, THE FITTING OUT OF INTERIORS AND EXTERIORS, TABLE LINEN AND TABLEWARE, HOUSEHOLD LINEN, DECORATIVE OBJECTS, FURNITURE, INTERIOR AND EXTERIOR DECOR, LANDSCAPING, SHOWS AND EXHIBITIONS RELATING THERETO, TOURISM, TRAVEL ARRANGEMENT AND ORGANIZING HOLIDAYS, ENTERTAINMENT AND CULTURE, ORGANIZATION OF EVENTS IN THE FIELD OF CINEMA, THEATRE, MUSIC, FORUMS AND MEETINGS, MUSIC COMPILATIONS AND MOOD MUSIC COMPILATIONS, DIGITAL IMAGES AND SOUNDS, GAMES, TOYS, AUTOMOBILES AND SPORT, SPORTS ACTIVITIES AND COMPETITIONS, OF NEW TECHNOLOGIES, GOODS RELATED TO COMPUTERS, TELEPHONY, ROBOTICS, HOME AUTOMATION, FINANCE, MUTUAL ASSISTANCE SERVICES; SERVICES PROVIDED BY

David J. Kappos

Director of the United States Patent and Trademark Office

Reg. No. 3,727,498 A FRANCHISER, NAMELY, ASSISTANCE IN THE OPERATION OR MANAGEMENT OF COMMERCIAL COMPANIES; ARRANGING OF SUBSCRIPTIONS FOR THE PUBLICATION OF OTHERS IN PARTICULAR NEWSPAPERS, MAGAZINES AND ELECTRONIC PUBLICATIONS ACCESSIBLE VIA AND ON THE INTERNET; DATA ENTRY AND PROCESSING SERVICES, NAMELY, DATA ENTRY, DATA SYSTEMATIZATION, COMPUTERIZED FILE MANAGEMENT; SERVICES RELATING TO SALES PROMOTION ACTIVITY IN ALL FORMS AND, ESPECIALLY REFERRAL SERVICES, SPONSORSHIP, CO-BRANDING OPERATIONS AND CAMPAIGNS OF PROMOTIONAL INFORMATION CONCERNING VARIOUS GOODS AND SERVICES, IN PARTICULAR IN THE FIELDS OF FASHION, FASHION ARTICLES AND FASHION ACCESSORIES, STYLING, FASHION SHOWS, BEAUTY AND HYGIENE, COSMETICS, SOAPS, PERFUMERY, HYGIENE PREPARATIONS, BEAUTY CARE, BODY CARE AND BODY MASSAGE, RELAXATION AND THALASSOTHERAPY, FOOD, DIETETIC PREPARATIONS AND SLIMMING PRODUCTS, FOOD SUPPLEMENTS, GASTRONOMIC PRODUCTS, INCLUDING WINES AND ALCOHOL, SERVICES FOR PROVIDING FOOD AND DRINK, THE FITTING OUT OF INTERIORS AND EXTERIORS, TABLE LINEN AND TABLEWARE, HOUSEHOLD LINEN, DECORATIVE OBJECTS, FURNITURE, INTERIOR AND EXTERIOR DECOR, LANDSCAPING, SHOWS AND EXHIBITIONS RELATING THERETO, TOURISM, TRAVEL ARRANGEMENT AND ORGANIZING HOLIDAYS, ENTERTAINMENT AND CULTURE, ORGANIZATION OF EVENTS IN THE FIELD OF CINEMA, THEATRE, MUSIC, FORUMS AND MEETINGS, MUSIC COMPILATIONS AND MOOD MUSIC COMPILATIONS, DIGITAL IMAGES AND SOUNDS, GAMES, TOYS, AUTOMOBILES AND SPORT, SPORTS ACTIVITIES AND COMPETITIONS, OF NEW TECHNOLOGIES, GOODS RELATED TO COMPUTERS, TELEPHONY, ROBOTICS, HOME AUTOMATION, FINANCE, MUTUAL ASSISTANCE SERVICES; PRESENTATION OF GOODS ON ANY COMMUNICATION MEANS FOR RETAIL SALES; COMMERCIAL INFORMATION AND ADVICE FOR CONSUMERS; ORGANIZATION OF EXHIBITIONS FOR COMMERCIAL OR ADVERTISING PURPOSES; MAIL ORDER CATALOG SERVICES, RETAIL STORE SERVICES AND ONLINE RETAIL STORE SERVICES FEATURING A WIDE VARIETY OF GOODS AND SERVICES ESPECIALLY IN THE FIELDS OF FASHION, CLOTHING, FASHION ARTICLES AND FASHION ACCESSORIES, LEATHER GOODS AND LUGGAGE, BEAUTY AND HYGIENE, COSMETICS, SOAPS, PERFUMERY, ESSENTIAL OILS, HYGIENE PREPARATIONS, TOILET ARTICLES, INFANT CARE, FOOD, DIETETIC PREPARATIONS AND SLIMMING PRODUCTS, FOOD SUPPLEMENTS, GASTRONOMIC PRODUCTS, INCLUDING WINES AND ALCOHOL, THE FITTING OUT OF INTERIORS AND EXTERIORS, TABLE LINEN AND TABLEWARE, HOUSEHOLD LINEN, DECORATIVE OBJECTS, FURNITURE, ELECTRONIC AND ELECTRIC HOUSEHOLD APPLIANCES, COMPUTER AND ELECTRONIC GOODS, TV SETS, HI-FI SETS, VIDEO SETS, TELEPHONY, ROBOTICS, HOME AUTOMATION, SPORT ARTICLES, GAMES AND TOYS, PRINTED MATTER; MAIL ORDER SERVICES, RETAIL STORE SERVICES AND ON-LINE RETAIL STORE SERVICES FEATURING VARIOUS GOODS AND SERVICES ESPECIALLY IN THE FIELDS OF FASHION, CLOTHING, FASHION ARTICLES AND FASHION ACCESSORIES, LEATHER GOODS AND LUGGAGE, BEAUTY AND HYGIENE, COSMETICS, SOAPS, PERFUMERY, ESSENTIAL OILS, HYGIENE PREPARATIONS, TOILET ARTICLES, INFANT CARE, FOOD, DIETETIC PREPARATIONS AND SLIMMING PRODUCTS, FOOD SUPPLEMENTS, GASTRONOMIC PRODUCTS, INCLUDING WINES AND ALCOHOL, THE FITTING OUT OF INTERIORS AND EXTERIORS, TABLE LINEN AND TABLEWARE, HOUSEHOLD LINEN, DECORATIVE OBJECTS, FURNITURE, ELECTRONIC AND ELECTRIC HOUSEHOLD APPLIANCES, COMPUTER AND ELECTRONIC GOODS, TV SETS, HI-FI SETS, VIDEO SETS, TELEPHONY, ROBOTICS, HOME AUTOMATION, SPORT ARTICLES, GAMES AND TOYS AND PRINTED MATTER, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

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

OWNER OF ERPN CMNTY TM OFC REG. NO. 3.475.365, DATED 10-30-2003, EXPIRES 10-30-2013.

OWNER OF U.S. REG. NOS. 758,137, 2,120,688 AND OTHERS.

Reg. No. 3,727,498 THE FOREIGN WORDING IN THE MARK TRANSLATES INTO ENGLISH AS SHE.

SER. NO. 77-642,165, FILED 12-31-2008.

DAVID HOFFMAN, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office

ELLE

Reg. No. 3,745,516
Registered Feb. 2, 2010

HACHETTE FILIPACCHI PRESSE (FRANCE CORPORATION)
149 RUE ANATOLE FRANCE
LEVALLOIS-PERRET, FRANCE 92300

Int. Cls.: 9, 25, and 26

TRADEMARK
PRINCIPAL REGISTER

FOR: DOWNLOADABLE ELECTRONIC PUBLICATIONS IN THE NATURE OF MAGAZINES AND NEWSLETTERS IN THE FIELD OF BEAUTY, FASHION, COOKING, MUSIC, THEATER, CINEMA, LITERATURE, ARTS, EDUCATION, HOME DECORATION, GARDENING, LANDSCAPING; DOWNLOADABLE RING TONES, LOGOS, PHOTOS, FASHION AND BEAUTY VIDEOS, GAMES AND HOROSCOPES VIA A GLOBAL COMPUTER NETWORK AND WIRELESS DEVICES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 9-15-2005; IN COMMERCE 6-1-2006.

FOR: SLEEPWEAR, NAMELY, SHORT AND LONG GOWNS, PAJAMAS, SLEEPSHIRTS, ROBES, TOPS, SHORTS; HEADBAND, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 8-31-2005; IN COMMERCE 8-31-2005.

FOR: ALL KINDS OF HAIR ACCESSORIES, NAMELY, BARRETTES, BOWS, ELASTIC RIBBONS, HAIR CLIPS, HAIR BANDS, PONYTAIL HOLDERS, HAIR PINS, NON-ELECTRIC HAIR ROLLERS, TWISTERS, HAIR ORNAMENTS, IN CLASS 26 (U.S. CLS. 37, 39, 40, 42 AND 50).

FIRST USE 5-31-2004; IN COMMERCE 5-31-2004.

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

OWNER OF U.S. REG. NOS. 862,001, 2,708,222, AND OTHERS.

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

SN 78-981,251, FILED 12-20-2005.

DANIEL BRODY, EXAMINING ATTORNEY

David J. Kappos

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

ELLE

Reg. No. 3,943,368

Registered Apr. 12, 2011

Int. Cl.: 44

SERVICE MARK

PRINCIPAL REGISTER

HACHETTE FILIPACCHI PRESSE (FRANCE CORPORATION)
149-151 RUE ANATOLE FRANCE
LEVALLOIS-PERRET, FRANCE 92534

FOR: BEAUTY SPA SERVICES, NAMELY, COSMETIC BODY CARE; HEALTH SPA SERVICES FOR HEALTH AND WELLNESS OF THE BODY AND SPIRIT, NAMELY, PROVIDING MASSAGE, FACIAL AND BODY TREATMENT SERVICES, WAXING, NAIL CARE, MANICURES, PEDICURES AND HAIRDRESSING SERVICES, IN CLASS 44 (U.S. CLS. 100 AND 101).

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

OWNER OF FRANCE REG. NO. 3363763, DATED 6-8-2005, EXPIRES 6-8-2015.

OWNER OF U.S. REG. NOS. 758,137, 1,732,988, AND 2,120,688.

THE ENGLISH TRANSLATION OF "ELLE" IN THE MARK IS "SHE".

SER. NO. 85-050,513, FILED 5-28-2010.

JAMES GRIFFIN, EXAMINING ATTORNEY

David J. Kappos

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

ELLE

Reg. No. 4,284,558

Registered Feb. 5, 2013

Int. Cls.: 9, 38, 41, 42, 44 and 45

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

HACHETTE FILIPACCHI PRESSE (FRANCE CORPORATION)
149, RUE ANATOLE, 92534 LEVALLOIS-PERRET
CEDEX, FRANCE

FOR: (BASED ON 44(E)) VIDEO RECORDINGS FEATURING MUSIC, THEATER, CINEMA, LITERATURE, ARTS, AS WELL AS HOME DECORATION, GARDENING, LANDSCAPING, CULINARY ARTS, FASHION AND BEAUTY, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FOR: (BASED ON USE IN COMMERCE) TRANSMISSION AND BROADCAST OF IMAGES, SOUNDS, DATA, INFORMATION BY COMPUTER TERMINALS; PROVIDING USER ACCESS TO A GLOBAL COMPUTER NETWORK; INTERACTIVE COMMUNICATION SERVICES, NAMELY, INTERACTIVE DELIVERY OF VIDEO OVER DIGITAL NETWORKS, TRANSMISSION OF SOUND AND VISION VIA SATELLITE OR INTERACTIVE MULTIMEDIA NETWORKS; INFORMATION TRANSMISSION SERVICES VIA DIGITAL NETWORKS DESIGNED FOR PUBLIC INFORMATION; COMMUNICATIONS ON COMPUTER NETWORKS IN GENERAL; TRANSMISSION OF INFORMATION BY ELECTRONIC MEANS; PROVIDING DISCUSSION FORUMS ON THE INTERNET; VIRTUAL CHAT ROOMS ESTABLISHED VIA TEXT MESSAGING; INSTANT MESSAGING SERVICES; WIRELESS ELECTRONIC TRANSMISSION OF VOICE SIGNALS, DATA, FACSIMILES, IMAGES AND INFORMATION (BASED ON 44(E)) TELEVISION AND RADIO BROADCASTING SERVICES, INCLUDING CABLE TRANSMISSIONS OF SUCH SERVICES; COMMUNICATION SERVICES, NAMELY, CABLE TELEVISION TRANSMISSION SERVICES; TRANSMISSION AND BROADCAST OF IMAGES, SOUNDS, DATA, INFORMATION BY CABLE, BY DATA COMMUNICATIONS CHANNEL, NAMELY, CABLE, SATELLITE AND FIBER OPTICS AND VIA TELECOMMUNICATION NETWORKS, WIRELESS COMMUNICATION NETWORKS AND THE INTERNET; BROADCASTING OF RADIO AND TELEVISION PROGRAMS; PROVIDING ONLINE FORUMS FOR TRANSMISSION OF MESSAGES IN THE FIELDS OF LITERATURE, EDUCATION, HOME DECORATION, PUBLICATION OF BOOKS, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 11-30-1996; IN COMMERCE 11-30-1996.

FOR: (BASED ON USE IN COMMERCE) ONLINE PUBLICATION OF BOOKS, PERIODICALS, NEWSPAPER, MAGAZINES, ILLUSTRATIONS; PROVIDING AN ONLINE MAGAZINE FEATURING INFORMATION IN THE FIELDS OF FASHION, BEAUTY, ENTERTAINMENT, COOKING, MUSIC, THEATER, CINEMA, LITERATURE, ARTS, EDUCATION, HOME DECORATION, GARDENING, LANDSCAPING; ENTERTAINMENT SERVICES, NAMELY,

Acting Director of the United States Patent and Trademark Office

Reg. No. 4,284,558 PROVIDING AN ONLINE SERVICE FEATURING PHOTOGRAPHS, AND OTHER MULTIMEDIA MATERIALS IN THE FIELDS OF ENTERTAINMENT, MUSIC, THEATER, CINEMA, LITERATURE, ARTS, AND EDUCATION; PROVIDING A WEB SITE FEATURING INFORMATION IN THE FIELDS OF MUSIC, AND COMMENTARY AND ARTICLES OF GENERAL INTEREST ISSUES IN THE FIELDS OF ENTERTAINMENT AND GAMES; (BASED ON 44(E)) ENTERTAINMENT IN THE NATURE OF BEAUTY PAGEANTS; PRODUCTION OF TELEVISION PROGRAMS; ENTERTAINMENT SERVICES IN THE NATURE OF A CABLE TELEVISION VARIETY SHOW FEATURING FASHION AND BEAUTY; VIDEO TAPE FILM PRODUCTION; SERVICES FOR THE PUBLIC ENTERTAINMENT, NAMELY, ORGANIZATION OF SHOWS FOR CULTURAL PURPOSES; ORGANIZATION OF CONFERENCES, FORUMS, CONGRESSES, COLLOQUIUMS IN THE FIELDS OF FASHION, BEAUTY, ENTERTAINMENT, COOKING, MUSIC, THEATER, CINEMA, LITERATURE, ARTS, EDUCATION, HOME DECORATION, GARDENING, LANDSCAPING, MEDIA FOR NON BUSINESS PURPOSES; PRODUCTION AND EDITING OF MOVIE, RADIO AND TELEVISION PROGRAMS, INCLUDING COMPUTER EDITING OF TEXTS AND STILL OR ANIMATED IMAGES AND MUSICAL OR NON-MUSICAL SOUND, FOR INTERACTIVE USE OR NOT; ORGANIZATION OF SPORTS COMPETITIONS AND ARRANGING AND CONDUCTING COMPETITIONS IN THE FIELDS OF FITNESS AND EXERCISE, FASHION, BEAUTY, ENTERTAINMENT, COOKING, MUSIC, THEATER, CINEMA, LITERATURE, ARTS, CHILD AND ADOLESCENT EDUCATIONAL ISSUES, HOME DECORATION, GARDENING, LANDSCAPING, AND MEDIA; ORGANIZATION OF GAMES AND LOTTERIES; PRODUCTION AND EDITING OF RADIO INFORMATION AND ENTERTAINMENT PROGRAMS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING ON-LINE COMPUTER GAMES; PROVIDING A WEB SITE FEATURING NON DOWNLOADABLE MUSICAL PERFORMANCES, MUSICAL VIDEOS, VIDEO RECORDINGS AND RELATED FILM CLIPS; ASSISTING OTHERS WITH ONLINE ELECTRONIC PUBLISHING; PROVIDING OF INFORMATION VIA THE INTERNET IN THE FIELDS OF LITERATURE AND EDUCATION; PUBLICATION OF BOOKS; PUBLISHING OF ILLUSTRATIONS, BOOKS, NEWSPAPERS, AND VIDEO-CASSETTE TAPES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 11-30-1996; IN COMMERCE 11-30-1996.

FOR: (BASED ON USE IN COMMERCE) COMPUTER SERVICES, NAMELY, INTERACTIVE HOSTING SERVICES WHICH ALLOW THE USER TO PUBLISH AND SHARE THEIR OWN CONTENT AND IMAGES ONLINE; PROVIDING SEARCH ENGINES ON THE INTERNET; HOSTING A WEBSITE ALLOWING USERS TO DOWNLOAD TEXTS, PRESS ARTICLES, PHOTOGRAPHS, TELEGRAMS, PICTURES, LOGOS, MESSAGES, DATA, SOUNDS, RINGTONES, MUSIC, GAMES, VIDEO, AND INFORMATION; PROVIDING CUSTOMER-GENERATED CONTENT IN THE NATURE OF CUSTOMIZED WEB PAGES AND OTHER DATA FEED FORMATS FEATURING USER-DEFINED INFORMATION; HOSTING DIGITAL CONTENT OF OTHERS AUTOMATICALLY SELECTED AND CUSTOMIZED BASED ON THE KNOWN OR ESTIMATED GEOGRAPHICAL LOCATION OF AN INTERNET, MOBILE TELEPHONE OR OTHER WIRED OR WIRELESS DIGITAL NETWORK BASED CUSTOMER; (BASED ON 44(E)) PROVIDING A WEBSITE ALLOWING USERS TO UPLOAD AND DOWNLOAD ELECTRONIC FILES; COMPUTER PROGRAMMING SERVICES; CREATING AND DESIGNING WEB PAGES FOR OTHERS; PROVIDING SEARCH PLATFORMS TO ALLOW USERS TO REQUEST CONTENT FROM AND RECEIVE CONTENT TO A MOBILE DEVICE; DESIGN, DEVELOPMENT AND HOSTING OF DATA BANKS, DATABASES AND WEBSITES FOR OTHERS; PROVIDING OF INFORMATION VIA THE INTERNET IN THE FIELD OF HOME DECORATION; PROVIDING AN ONLINE SERVICE FEATURING PHOTOGRAPHS, AND OTHER MULTIMEDIA MATERIALS IN THE FIELD OF HOME DECORATION, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 1-31-2002; IN COMMERCE 1-31-2002.

FOR: (BASED ON USE IN COMMERCE) PROVIDING A WEB SITE FEATURING INFORMATION IN THE FIELD OF BEAUTY; PROVIDING AN ONLINE SERVICE FEATURING

Reg. No. 4,284,558 PHOTOGRAPHS, AND OTHER MULTIMEDIA MATERIALS IN THE FIELD OF BEAUTY, IN CLASS 44 (U.S. CLS. 100 AND 101).

FIRST USE 11-30-1996; IN COMMERCE 11-30-1996.

FOR: (BASED ON USE IN COMMERCE) PROVIDING A WEB SITE FEATURING INFORMATION AND CONTENT IN THE FIELDS OF PERSONAL RELATIONSHIPS, DATING AND FASHION; PROVIDING HOROSCOPE INFORMATION VIA COMPUTER NETWORKS; PROVIDING AN ONLINE SERVICE FEATURING PHOTOGRAPHS, AND OTHER MULTIMEDIA MATERIALS IN THE FIELD OF FASHION, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 11-30-1996; IN COMMERCE 11-30-1996.

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

OWNER OF FRANCE REG. NO. 053363763, DATED 6-8-2005, EXPIRES 6-8-2015.

OWNER OF FRANCE REG. NO. 94543958, DATED 11-9-1994, EXPIRES 11-9-2014.

SER. NO. 85-061,017, FILED 6-11-2010.

JAMES GRIFFIN, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office

ELLE

Reg. No. 4,314,947

Registered Apr. 2, 2013

Int. Cls.: 3, 8, and 21

TRADEMARK

PRINCIPAL REGISTER

HACHETTE FILIPACCHI PRESSE (FRANCE CORPORATION)
149-151 RUE ANATOLE FRANCE
LEVALLOIS-PERRET, FRANCE 92534

FOR: BEAUTY AND COSMETIC PRODUCTS, NAMELY, MAKE-UP, MAKE-UP POWDERS, MAKE-UP PREPARATIONS, NAIL VARNISHES, POMADES FOR COSMETIC PURPOSES, COSMETIC PREPARATIONS FOR EYELASHES, NAIL EMERY BOARDS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 4-30-2012; IN COMMERCE 4-30-2012.

FOR: TWEEZERS, EYELASH CURLERS, NAIL FILES AND CLIPPERS; NAIL SCISSORS, CUTICLE TRIMMER, IN CLASS 8 (U.S. CLS. 23, 28 AND 44).

FIRST USE 4-30-2012; IN COMMERCE 4-30-2012.

FOR: EYEBROW BRUSHES, HAIR COMBS, PERFUME SPRAYERS SOLD EMPTY, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 4-30-2012; IN COMMERCE 4-30-2012.

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

OWNER OF U.S. REG. NOS. 758,137, 3,745,516, AND OTHERS.

THE ENGLISH TRANSLATION OF "ELLE" IN THE MARK IS "SHE".

SN 85-978,681, FILED 6-17-2011.

JUDITH HELFMAN, EXAMINING ATTORNEY

UNITED STATES PATENT AND TRADEMARK OFFICE · DEPARTMENT OF COMMERCE

Acting Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

ELLE

Reg. No. 4,332,238

Registered May 7, 2013

Int. Cls.: 4, 18, 20, 21, and 25

TRADEMARK

PRINCIPAL REGISTER

HACHETTE FILIPACCHI PRESSE (FRANCE CORPORATION)
149-151 RUE ANATOLE FRANCE
LEVALLOIS-PERRET
CEDEX, FRANCE 92534

FOR: CANDLES, IN CLASS 4 (U.S. CLS. 1, 6 AND 15).

FIRST USE 5-30-2012; IN COMMERCE 5-30-2012.

FOR: MINI HANDBAGS, SATCHELS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 5-30-2012; IN COMMERCE 5-30-2012.

FOR: FURNITURE, PICTURE FRAMES; DECORATING ACCESSORIES, NAMELY, FIGURINES MADE OF PLASTIC, WOOD, GLASS OR CERAMIC; DECORATIVE PILLOWS, DECORATIVE BOXES MADE OF PLASTIC, SIDE TABLES, IN CLASS 20 (U.S. CLS. 2, 13, 22, 25, 32 AND 50).

FIRST USE 9-11-2010; IN COMMERCE 9-11-2010.

FOR: DISHES, PLATES, TRAYS FOR DOMESTIC PURPOSES, PERFUME VAPORIZERS SOLD EMPTY, BUCKETS, PAILS, SOUP PLATES, BOWLS, DECORATIVE BOXES MADE OF GLASS; DECORATIVE ITEMS, NAMELY, DECORATIVE FIGURINES MADE IN CERAMIC, DECORATIVE TRAYS; VASES, SERVING TRAYS, CANDLE HOLDERS, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 9-11-2010; IN COMMERCE 9-11-2010.

FOR: TUNICS, SHORTS; LADIES APPAREL, NAMELY, TOPS, TURTLENECKS, CARDIGANS, TUNICS, TRENCH COATS, JEANS, CAPRIS, BELTS; SWIMWEAR; LEGGINGS, BERMUDA SHORTS, JOGGING SUITS, PARKAS, MITTENS, TIGHTS, STOCKINGS; ARTICLES FOR NEW BORN BABIES, NAMELY, BODY SUITS, TEE-SHIRTS, SWEATERS, PANTS, SLEEPERS, DRESSES, LEGGINGS, CARDIGANS, BLOUSES, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 9-30-2008; IN COMMERCE 9-30-2008.

UNITED STATES PATENT AND TRADEMARK OFFICE · DEPARTMENT OF COMMERCE

Acting Director of the United States Patent and Trademark Office

Reg. No. 4,332,238 THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 862,001, 2,708,222, AND OTHERS.

THE ENGLISH TRANSLATION OF "ELLE" IN THE MARK IS "SHE".

SN 77-983,507, FILED 12-10-2009.

MARY I. SPARROW, EXAMINING ATTORNEY

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

Reg. No. 3,254,776

United States Patent and Trademark Office

Registered June 26, 2007

TRADEMARK
PRINCIPAL REGISTER

ELLE ACCESSORIES

HACHETTE FILIPACCHI PRESSE (FRANCE CORPORATION)

149 RUE ANATOLE FRANCE

LEVALLOIS-PERRET, FRANCE 92300

FOR: MAGAZINES IN THE FIELD OF BEAUTY AND FASHION, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 8-30-2005; IN COMMERCE 8-30-2005.

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

OWNER OF U.S. REG. NOS. 758,137, 2,737,728 AND OTHERS.

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

THE ENGLISH TRANSLATION OF THE WORD "ELLE" IN THE MARK IS "SHE".

SER. NO. 78-594,067, FILED 3-24-2005.

CHRISTOPHER BUONGIORNO, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office

ELLE girl

Reg. No. 3,730,569
Registered Dec. 29, 2009

HACHETTE FILIPACCHI PRESSE (FRANCE CORPORATION)
149-151 RUE ANATOLE FRANCE
LEVALLOIS-PERRET CEDEX, FRANCE 92534

Int. Cls.: 9, 38, 41, 42, 44 and 45

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER

FOR: DOWNLOADABLE ELECTRONIC NEWSLETTERS IN THE FIELD OF GENERAL INTEREST ISSUES FOR GIRLS AND YOUNG WOMEN, IN THE FIELDS OF FASHION, BEAUTY, ENTERTAINMENT, GAMES; VIDEO RECORDINGS FEATURING MUSIC, GENERAL INTEREST ISSUES FOR GIRLS AND YOUNG WOMEN, IN THE FIELDS OF FASHION, BEAUTY, ENTERTAINMENT, GAMES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 8-31-2007; IN COMMERCE 8-31-2007.

FOR: VIRTUAL CHAT ROOMS ESTABLISHED VIA TEXT MESSAGING; INSTANT MESSAGING SERVICES; WIRELESS ELECTRONIC TRANSMISSION OF VOICE SIGNALS, DATA, FACSIMILES, IMAGES AND INFORMATION , IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 8-31-2007; IN COMMERCE 8-31-2007.

FOR: PROVIDING ON-LINE PUBLICATIONS IN THE NATURE OF AN ONLINE MAGAZINE, DEALING WITH GENERAL INTEREST ISSUES FOR GIRLS AND YOUNG WOMEN; ONLINE MAGAZINE FEATURING INFORMATION IN THE FIELDS OF FASHION, BEAUTY, ENTERTAINMENT; ENTERTAINMENT SERVICES, NAMELY, PROVIDING ON-LINE COMPUTER GAMES; ENTERTAINMENT SERVICES, NAMELY, PROVIDING A WEB SITE FEATURING MUSICAL PERFORMANCES, MUSICAL VIDEOS, VIDEO RECORDINGS, RELATED FILM CLIPS, PHOTOGRAPHS, AND OTHER MULTIMEDIA MATERIALS; PROVIDING A WEB SITE FEATURING INFORMATION IN THE FIELD OF MUSIC, AND COMMENTARY AND ARTICLES OF GENERAL INTEREST ISSUES FOR GIRLS AND YOUNG WOMEN, IN THE FIELDS OF ENTERTAINMENT AND GAMES; ALL ON-LINE VIA A GLOBAL COMPUTER NETWORK, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 8-31-2007; IN COMMERCE 8-31-2007.

FOR: COMPUTER SERVICES, NAMELY, PROVIDING SEARCH PLATFORMS TO ALLOW USERS TO REQUEST CONTENT FROM AND RECEIVE CONTENT TO A MOBILE DEVICE; COMPUTER SERVICES, NAMELY, INTERACTIVE HOSTING SERVICES WHICH ALLOW THE USER TO PUBLISH AND SHARE THEIR OWN CONTENT AND IMAGES ONLINE;

David J. Kappos

Director of the United States Patent and Trademark Office

Reg. No. 3,730,569 PROVIDING CUSTOMER-DEFINED GENERATED CONTENT AND CONTENT OF OTHERS AUTOMATICALLY SELECTED AND CUSTOMIZED BASED ON THE KNOWN OR ESTIMATED GEOGRAPHICAL LOCATION OF AN INTERNET, MOBILE TELEPHONE OR OTHER WIRED OR WIRELESS DIGITAL NETWORK BASED CUSTOMER, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 8-31-2007; IN COMMERCE 8-31-2007.

FOR: PROVIDING A WEB SITE FEATURING INFORMATION IN THE FIELD OF BEAUTY, IN CLASS 44 (U.S. CLS. 100 AND 101).

FIRST USE 8-31-2007; IN COMMERCE 8-31-2007.

FOR: PROVIDING A WEB SITE FEATURING INFORMATION AND CONTENT IN THE FIELDS OF PERSONAL RELATIONSHIPS, DATING AND FASHION; PROVIDING HOROSCOPE INFORMATION VIA COMPUTER NETWORKS, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 8-31-2007; IN COMMERCE 8-31-2007.

OWNER OF U.S. REG. NOS. 758,137, 2,737,728 AND OTHERS.

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

THE MARK CONSISTS OF THE WORD "ELLE GIRL" IN STYLIZED LETTERING; THE WORD "ELLE" ABOVE THE WORD "GIRL" WHICH IS IN A LARGER SIZE THAN THE WORD "ELLE".

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

SER. NO. 77-596,109, FILED 10-20-2008.

JAMES A. RAUEN, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office

ELLE

Reg. No. 4,193,075

Registered Aug. 21, 2012

Int. Cl.: 32

TRADEMARK

PRINCIPAL REGISTER

HACHETTE FILIPACCHI PRESSE (FRANCE CORPORATION)
149-151 RUE ANATOLE FRANCE
LEVALLOIS-PERRET, FRANCE 92534

FOR: BEERS; MINERAL WATER, STILL WATER, SPRING WATER, AERATED AND CARBONATED WATERS, DRINKING WATER WITH VITAMINS, MINERAL OR HERB BASE; ENERGY DRINKS ENHANCED WITH VITAMINS, MINERAL OR HERB BASE; NON-ALCOHOLIC WATER-BASED BEVERAGES WITH TEA EXTRACTS; FLAVORED WATER, TREATED DRINKING WATER, NON-ALCOHOLIC BEVERAGES MADE WITH FRUIT AND/OR FRUIT FLAVOURED; FRUIT JUICES AND VEGETABLE JUICES, FRUIT NECTARS, LEMONADES, SODA WATER, SYRUPS AND OTHER NON-ALCOHOLIC PREPARATIONS FOR MAKING NON-ALCOHOLIC BEVERAGES AND AERATED WATER; ISOTONIC BEVERAGES; NON-ALCOHOLIC ENERGY DRINK, NON-ALCOHOLIC APERITIFS, NON-ALCOHOLIC COCKTAILS, PASTILLES AND POWDERS USED IN MAKING NON ALCOHOLIC EFFERVESCENT BEVERAGES, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

OWNER OF FRANCE REG. NO. 1.538.354, DATED 6-27-1989, EXPIRES 6-27-2019.

OWNER OF U.S. REG. NOS. 758,137, 3,745,516 AND OTHERS.

THE ENGLISH TRANSLATION OF "ELLE" IN THE MARK IS "SHE".

SER. NO. 85-359,815, FILED 6-29-2011.

JUDITH HELFMAN, EXAMINING ATTORNEY

David J. Kappos

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

ELLE

Reg. No. 4,236,064

Registered Nov. 6, 2012

Int. Cl.: 43

SERVICE MARK

PRINCIPAL REGISTER

HACHETTE FILIPACCHI PRESSE (FRANCE CORPORATION)
149-151 RUE ANATOLE FRANCE
LEVALLOIS-PERRET, FRANCE 92534

FOR: CAFÉ; CAFETERIA; RESTAURANTS; SELF-SERVICE RESTAURANTS; SNACK BARS; CHOPHOUSE RESTAURANT; BUFFET RESTAURANT; BARS SERVICES; COFFEE, TEA AND JUICE BAR SERVICES; FAST FOOD RESTAURANT SERVICES; TAKE-OUT RESTAURANT SERVICES; CARRY-OUT RESTAURANT; CATERING SERVICES, IN CLASS 43 (U.S. CLS. 100 AND 101).

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

OWNER OF FRANCE REG. NO. 05/3.363.763, DATED 6-8-2005, EXPIRES 6-8-2015.

OWNER OF U.S. REG. NOS. 758,137, 3,745,516 AND OTHERS.

THE ENGLISH TRANSLATION OF "ELLE" IN THE MARK IS "SHE".

SER. NO. 85-352,222, FILED 6-21-2011.

JUDITH HELFMAN, EXAMINING ATTORNEY

David J. Kappos

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

ELLE BIJOUX

Reg. No. 4,154,861

Registered June 5, 2012

Int. Cl.: 14

TRADEMARK

PRINCIPAL REGISTER

HACHETTE FILIPACCHI PRESSE (FRANCE CORPORATION)
149-151 RUE ANATOLE FRANCE
LEVALLOIS-PERRET CEDEX, FRANCE 92534

FOR: COSTUME JEWELLERY, FASHION JEWELLERY, IMITATION JEWELLERY, JEWELLERY AND PRECIOUS STONES IN GENERAL, NECKLACES, PENDANTS, EARRINGS, BRACELETS, BANGLES, RINGS, TRINKETS IN THE NATURE OF RINGS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FIRST USE 11-30-2011; IN COMMERCE 11-30-2011.

OWNER OF U.S. REG. NOS. 758,137, 2,120,688, AND OTHERS.

THE COLOR(S) RED, WHITE AND BLACK IS/ARE CLAIMED AS A FEATURE OF THE MARK.

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

THE MARK CONSISTS OF THE WORD "ELLE" IN WHITE LETTERS ON A RED BACKGROUND AND THE WORD "BIJOUX" IN BLACK LETTERS ON A WHITE BACKGROUND.

THE ENGLISH TRANSLATION OF "ELLE" IN THE MARK IS "SHE".

SN 85-157,949, FILED 10-21-2010.

ERNEST SHOSHO, EXAMINING ATTORNEY

UNITED STATES PATENT AND TRADEMARK OFFICE · DEPARTMENT OF COMMERCE

David J. Kappos

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

ELLE

Reg. No. 4,402,101

Registered Sep. 17, 2013

Int. Cl.: 33

TRADEMARK

PRINCIPAL REGISTER

HACHETTE FILIPACCHI PRESSE, SOCIÉTÉ ANONYME (FRANCE SOCIÉTÉ ANONYME)
149, RUE ANATOLE FRANCE
F-92534 LEVALLOIS-PERRET CEDEX
FRANCE

FOR: ALCOHOLIC BEVERAGES EXCEPT BEERS, NAMELY, WINES; ALCOHOLIC BEVERAGES CONTAINING FRUIT; DISTILLED ALCOHOLIC BEVERAGES; HARD CIDER; LIQUEURS, IN CLASS 33 (U.S. CLS. 47 AND 49).

OWNER OF U.S. REG. NOS. 4,193,075 AND 4,236,064.

OWNER OF INTERNATIONAL REGISTRATION 0292472 DATED 12-28-1964, EXPIRES 12-28-2014.

THE ENGLISH TRANSLATION OF "ELLE" IN THE MARK IS "SHE".

SER. NO. 79-111,379, FILED 2-24-2012.

MARIA-VICTORIA SUAREZ, EXAMINING ATTORNEY

Deputy Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

ELLE

Reg. No. 4,448,057

Registered Dec. 10, 2013

Int. Cls.: 21, 25, and 26

TRADEMARK

PRINCIPAL REGISTER

HACHETTE FILIPACCHI PRESSE (FRANCE CORPORATION)
149-151 RUE ANATOLE FRANCE
LEVALLOIS-PERRET
CEDEX, FRANCE 92534

FOR: GLASS JARS, DRINKING VESSELS, GLASS BOWLS, CANDLE HOLDERS, PLATES, DISHES, CUPS, DINNERWARE, VASES, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 9-11-2010; IN COMMERCE 9-11-2010.

FOR: BATH ROBES, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 3-14-2013; IN COMMERCE 3-14-2013.

FOR: ARTIFICIAL FLOWERS, IN CLASS 26 (U.S. CLS. 37, 39, 40, 42 AND 50).

FIRST USE 3-30-2012; IN COMMERCE 3-30-2012.

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

OWNER OF U.S. REG. NOS. 862,001, 2,708,222, AND OTHERS.

THE ENGLISH TRANSLATION OF "ELLE" IN THE MARK IS "SHE".

SN 77-983,566, FILED 12-10-2009.

MARY I. SPARROW, EXAMINING ATTORNEY

Deborah S. Cohen

Commissioner for Trademarks of the
United States Patent and Trademark Office

Int. Cl.: 31

Prior U.S. Cls.: 1 and 46

Reg. No. 2,560,906

United States Patent and Trademark Office

Registered Apr. 16, 2002

TRADEMARK
PRINCIPAL REGISTER

ELLE

HACHETTE FILIPACCHI PRESSE (FRANCE JOINT STOCK COMPANY)
149 RUE ANATOLE FRANCE
92500 LEVALLOIS-PERRET, FRANCE

FOR: NATURAL AGRICULTURAL PRODUCTS, NAMELY, LIVING, NATURAL AND DRIED FLOWERS, AGRICULTURAL SEEDS, LIVING, NATURAL AND DRIED PLANTS, BUNCHES OF FLOWERS, WREATHS OF FLOWERS, FLOWER BULBS, ROSE BUSHES, IN CLASS 31 (U.S. CLS. 1 AND 46).

OWNER OF FRANCE REG. NO. 1538354, DATED 6-27-1999, EXPIRES 6-27-2009.

THE ENGLISH TRANSLATION OF "ELLE" IS "SHE".

SER. NO. 75-699,473, FILED 5-7-1999.

RUSS HERMAN, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cl.: 26

Reg. No. 1,571,639

United States Patent and Trademark Office

Registered Dec. 19, 1989

TRADEMARK
PRINCIPAL REGISTER

ELLE

FRANCE EDITIONS ET PUBLICATIONS (FRANCE CORPORATION)
2, RUE ANCELLE
NEUILLY-SUR-SEINE, FRANCE

FOR: ADDING MACHINES AND CALCULATORS, IN CLASS 9 (U.S. CL. 26).

PRIORITY CLAIMED UNDER SEC. 44(D) ON FRANCE APPLICATION NO. 954311, FILED 9-14-1988, REG. NO. 1504810, DATED 9-14-1988, EXPIRES 9-14-1998.

OWNER OF U.S. REG. NOS. 758,137, 1,454,393 AND OTHERS.

THE ENGLISH TRANSLATION OF THE FRENCH WORD "ELLE" IS "SHE".

SER. NO. 73-759,067, FILED 10-19-1988.

FRANK HELLWIG, EXAMINING ATTORNEY

Int. Cls.: 8, 9, 20, 21, 24 and 25

Prior U.S. Cls.: 2, 23, 26, 29, 30, 32, 33, 34, 39 and 42

Reg. No. 2,708,222

United States Patent and Trademark Office

Registered Apr. 22, 2003

TRADEMARK
PRINCIPAL REGISTER

ELLE

HACHETTE FILIPACCHI PRESSE (FRANCE CORPORATION)
92534 LEVALLOIS-PERRET CEDEX, FRANCE
149, RUE ANATOLE, FRANCE , BY CHANGE OF NAME FRANCE EDITIONS ET PUBLICATIONS (FRANCE CORPORATION) HAUTS DE SEINE, FRANCE

FOR: TABLE UTENSILS, NAMELY, KNIVES, FORKS, AND SPOONS, IN CLASS 8 (U.S. CL. 23).

FOR: SPECTACLES, IN CLASS 9 (U.S. CL. 26).

FOR: FURNITURE, IN CLASS 20 (U.S. CL. 32).

FOR: DISHES, PLATES, CUPS, DRINKING GLASSES, BOTTLES, BOTTLE STANDS, COASTERS, BOTTLE OPENERS, JUGS, BRUSHES FOR CLEANING TANKS AND CONTAINERS, BRUSHES FOR FOOTWEAR, ELECTRIC BRUSHES, BRUSHES FOR CLOTHING, TOOTHBRUSHES, TRAYS, COFFEE SERVICE IN NON-PRECIOUS METAL, COFFEE POTS, MENU CARD RESTS, POTS FOR MAKE-UP SOLD EMPTY, FRUIT CUPS, STATUES AND FIGURINES OF PORCELAIN, TERRA COTTA AND GLASS, BASINS, COOKING POTS, BUTTER DISHES, GLASS JARS, DRINKING VESSELS, ORNAMENTAL BOXES OF GLASS, ALL-PURPOSE BOXES OF METAL FOR DOMESTIC USE, BASIN BOWLS, CORK SCREWS, SPONGES FOR HOUSEHOLD PURPOSES, TOILET SPONGES, FLASKS IN NON-PRECIOUS METAL, OIL CRUETS IN NON-PRECIOUS METAL, CRUMB TRAYS, FITTED VANITY CASES, PERFUME VAPORIZERS, CURRY COMBS, FITTED PICNIC BASKETS, HAND OPERATED PEPPER MILLS, PEPPER POTS IN NON-PRECIOUS METAL, POWDER COMPACTS IN NON-PRECIOUS METAL SOLD EMPTY, BUCKETS, PAILS, EPERGNES, MUGS, GOBLETS, BASKETS FOR DOMESTIC USE, TRAYS FOR DOMESTIC USE, SAUCERS IN NON-PRECIOUS METAL, CUPS IN NON-PRECIOUS METAL, TABLE PLATES, DECANTERS, DISHES IN NON-PRECIOUS METAL, DECANTER STANDS, GLASS BOWLS, STEW PANS, EGG CUPS IN NON-PRECIOUS METAL, PITCHERS, POTS IN NON-PRECIOUS METAL, AND KNIFE RESTS FOR THE TABLE, IN CLASS 21 (U.S. CLS. 2, 23, 29, 30, 33 AND 34).

FOR: BATH TOWELS, HAND TOWELS, TABLE CLOTHS, TEXTILE TABLE NAPKINS, SHEETS, BLANKETS AND PILLOWCASES, IN CLASS 24 (U.S. CL. 42).

FOR: FOOTWEAR - NAMELY, SHOES, BOOTS, SLIPPERS, SANDALS AND CLOGS, IN CLASS 25 (U.S. CL. 39).

PRIORITY CLAIMED UNDER SEC. 44(D) ON FRANCE APPLICATION NO. 104229, FILED 1-20-1989, REG. NO. 1500024, DATED 1-20-1989, EXPIRES 1-20-1999.

OWNER OF U.S. REG. NOS. 1,374,805 AND 1,408,531.

THE ENGLISH TRANSLATION OF THE WORD "ELLE" IN THE MARK IS "SHE".

SER. NO. 73-814,081, FILED 7-20-1989.

KATHY DE JONGE, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cl.: 39

Reg. No. 1,454,393

United States Patent and Trademark Office

Registered Aug. 25, 1987

TRADEMARK
PRINCIPAL REGISTER

ELLE

FRANCE EDITIONS ET PUBLICATIONS (FRANCE JOINT STOCK COMPANY)
6 RUE ANCELLE A NEUILLY SUR SEINE
HAUTS DE SEINE, FRANCE

FOR: LINGERIE, IN CLASS 25 (U.S. CL. 39).
FIRST USE 2-0-1986; IN COMMERCE 2-0-1986.

OWNER OF U.S. REG. NOS. 758,137, 862,001 AND OTHERS.
THE ENGLISH TRANSLATION OF "ELLE" IS "SHE".

SER. NO. 633,631, FILED 12-4-1986.

ERIC WACHSPRESS, EXAMINING ATTORNEY

Int. Cl.: 22

Prior U.S. Cl.: 2

Reg. No. 1,421,118

United States Patent and Trademark Office

Registered Dec. 16, 1986

TRADEMARK
PRINCIPAL REGISTER

ELLE

FRANCE EDITIONS ET PUBLICATIONS (FRANCE COMPANY)
6 RUE ANCELLE, NEUILLY-SUR-SEINE
HAUTS-DE-SEINE, FRANCE

FOR: BAGS FOR STORAGE; SACKS OF TEXTILE FOR PACKAGING; NON-METALLIC WRAPPING OR BINDING BANDS, IN CLASS 22 (U.S. CL. 2).

OWNER OF FRANCE REG. NO. 1113720, DATED 6-28-1979, EXPIRES 6-28-1989.

OWNER OF U.S. REG. NOS. 758,137, 862,001 AND OTHERS.

THE ENGLISH TRANSLATION OF THE WORD "ELLE" IN THE MARK IS "SHE".

SER. NO. 566,638, FILED 11-4-1985.

STEWART J. BELLUS, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21 and 26

Reg. No. 1,419,815

United States Patent and Trademark Office Registered Dec. 9, 1986

TRADEMARK
PRINCIPAL REGISTER

ELLE

FRANCE EDITIONS ET PUBLICATIONS (FRANCE JOINT STOCK COMPANY)
6 RUE ANCELLE, NEUILLY-SUR-SEINE
HAUTS-DE-SEINE, FRANCE

FOR: SPECTACLES AND VIDEOCASSETTES, IN CLASS 9 (U.S. CLS. 21 AND 26).
PRIORITY CLAIMED UNDER SEC. 44(D) ON FRANCE APPLICATION NO. 750648, FILED 7-3-1985, REG. NO. 1315174, DATED 7-3-1985, EXPIRES 7-3-1995.

OWNER OF U.S. REG. NOS. 758,137, 862,001 AND OTHERS.

THE ENGLISH TRANSLATION OF THE WORD "ELLE" IN THE MARK IS "SHE".

SER. NO. 566,634, FILED 11-4-1985.

MARILYN MCMAHON, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cl.: 39

Reg. No. 1,348,158

United States Patent and Trademark Office

Registered July 9, 1985

TRADEMARK
PRINCIPAL REGISTER

ELLE

FRANCE EDITIONS & PUBLICATIONS (FRANCE CORPORATION)
6 RUE ANCELLE NEUILLY-SUR-SEINE, HAUTS DE SEINE, FRANCE

FOR: FOOTWEAR—NAMELY, SHOES, BOOTS, SLIPPERS, SANDALS AND CLOGS, IN CLASS 25 (U.S. CL. 39).

OWNER OF FRANCE REG. NO. 1113720, DATED 6-28-1979, EXPIRES 6-28-1989.

OWNER OF U.S. REG. NOS. 758,137 AND 861,159.

THE MARK ELLE MAY BE TRANSLATED INTO ENGLISH AS "SHE".

SER. NO. 512,968, FILED 12-10-1984.

SUE CARRUTHERS, EXAMINING ATTORNEY

Int. Cl.: 26

Prior U.S. Cl.: 28

Reg. No. 1,318,319

United States Patent and Trademark Office

Registered Feb. 5, 1985

TRADEMARK
Principal Register

ELLE

France Editions & Publications (France corporation)
6 rue Ancelle
Neuilly-sur-Seine (Hauts de Seine), France

For: EARRINGS OF NONPRECIOUS METAL, in CLASS 26 (U.S. Cl. 28).

Owner of France Reg. No. 1,113,720, dated Jun. 28, 1979, expires Jun. 28, 1989.

The English translation of the word "Elle" is "she".

Ser. No. 452,264, filed Nov. 10, 1983.

SUE CARRUTHERS, Examining Attorney

Int. Cl.: 18

Prior U.S. Cls.: 3 and 41

Reg. No. 1,322,177

United States Patent and Trademark Office

Registered Feb. 26, 1985

TRADEMARK
Principal Register

ELLE

France Editions & Publications (France corporation)
6 rue Ancelle
Neuilly-sur-Seine (Hauts de Seine), France

For: UMBRELLAS; ARTICLES MADE OF LEATHER, IMITATION LEATHER AND CANVAS—NAMELY, LUGGAGE, TRAVELLING BAGS, TOTE BAGS, HAND BAGS, BEACH TOTE BAGS, SHOULDER BAGS, COSMETIC BAGS SOLD EMPTY, KEY CASES, SHOPPING TOTE BAGS, AND WALLETS, in CLASS 18 (U.S. Cls. 3 and 41).

Owner of France Reg. No. 1,113,720, dated Jun. 28, 1979, expires Jun. 28, 1989.

"Elle" may be translated as "She".

Ser. No. 452,261, filed Nov. 10, 1983.

SUE CARRUTHERS, Examining Attorney

EXHIBIT B

2008 WL 4233885 (Trademark Tr. & App. Bd.)

THIS OPINION IS NOT A PRECEDENT OF THE TTAB

Trademark Trial and Appeal Board

Patent and Trademark Office (P.T.O.)

Hachette Filipacchi Presse
v.
Ev International, LLC

Opposition No. 91174433 to application Serial No. 78545895 filed on January 11, 2005
September 5, 2008

*1 Perla M. Kuhn of Hughes Hubbard & Reed LLP for Hachette Filipacchi Presse
Karla C. Shippey of Law offices of Karla Shippey for Ev International, LLC
Before Kuhlke, Cataldo and Taylor
Administrative Trademark Judges
Opinion by Kuhlke
Administrative Trademark Judge:

Applicant, Ev International, LLC, seeks registration of the mark shown below for goods identified in the application as "clothing, namely, bras, underwear, thong underwear, nightgowns, pajamas, camisoles, robes, maternity support underwear, maternity support belts, breast-feeding bras, breast-feeding night gowns, maternity swimwear, maternity pantyhose, maternity camisoles, maternity pajamas, maternity robes, and maternity thong underwear" in International Class 25.[1] The word LINGERIE is disclaimed and the application includes the translation statement that "the foreign wording, CHEZ ELLE in the mark translates into English as 'House of the Women.'"

WestlawNext © 2015 Thomson Reuters. No claim to original U.S. Government Works.

Opposer, Hachette Filipacchi Presse, opposed registration of applicant's mark on the grounds that, as applied to applicant's goods, the mark so resembles opposer's previously used and registered ELLE and ELLE formative marks for "including, among others, goods and services in the magazine, apparel, footwear, jewelry, cosmetics, food, home décor, publishing, news, advertising and multimedia fields" as to be likely to cause confusion, to cause mistake, or to deceive under Trademark Act Section 2(d), 15 U.S.C. §1052(d).[2]

Applicant filed an answer by which it admitted the allegations in paragraphs 4 and 5 of the notice of opposition concerning the status and title of opposer's pleaded registrations and otherwise denied the salient allegations. Applicant's answer also included "Affirmative Defenses" that are more in the nature of amplifications of applicant's general defense that there is no likelihood of confusion.

The evidence of record consists of the pleadings herein; the file of the opposed application; and the "Joint Stipulated Facts and Submissions of Evidence." The parties also filed main briefs and opposer filed a reply brief.

WestlawNext © 2015 Thomson Reuters. No claim to original U.S. Government Works.

We begin by noting the efficient and cooperative manner in which the parties and their attorneys have litigated this case, resolving discovery issues without the need for Board interference and presenting the case on stipulated facts.

PRIORITY/STANDING

Priority is not in dispute. With respect to the opposer's pleaded registrations, as noted above applicant admitted "the existence of the registrations." In addition, the registrations are stipulated into the record by the joint stipulation and the attached printouts from the Trademark Applications and Registrations Retrieval (TARR) database. Opposer's registrations as well as the stipulated facts regarding both the registrations and opposer's common law use, establish opposer's priority of use of the ELLE and ELLE formative marks for all of the various goods and services listed in the registrations and the stipulations. In view thereof, opposer has also established its standing. Cunningham v. Laser Golf Corp., 222 F.3d 943, 55 USPQ2d 1842 (Fed. Cir. 2000).

***2** Accordingly, we turn to the question of likelihood of confusion.

LIKELIHOOD OF CONFUSION

We begin by noting that while opposer has made sixteen registrations of record, for our analysis of the other du Pont factors we focus our attention on the following most relevant registrations:
Reg. No. 758137 for the mark ELLE (in typed form) for a "magazine," renewed;

Reg. No. 862001 for the mark ELLE (in typed form) for "dresses, cloaks, capes, skirts, jackets, suits, two-piece costumes or suits, coats, sweaters, bathing suits, jodphurs, knickers, ties, scarves, square shawls, hats, caps, gloves, and slippers," renewed; and

Reg. No. 2242315 for the mark ELLE (in typed form) for, inter alia, "entertainment services in the nature of a cable television variety show featuring fashion and beauty," Sections 8 and 15 affidavits accepted and acknowledged.

Our likelihood of confusion determination under Section 2(d) is based on an analysis of all of the probative facts in evidence that are relevant to the factors set forth in In re E. I. du Pont de Nemours and Co., 476 F.2d 1357, 177 USPQ 563 (CCPA 1973). See also, In re Majestic Distilling Co., Inc., 315 F.3d 1311, 65 USPQ2d 1201 (Fed. Cir. 2003).

In any likelihood of confusion analysis, however, two key considerations are the similarities between the marks and the similarities between the goods and/or services. See Federated Foods, Inc. v. Fort Howard Paper Co., 544 F.2d 1098, 192 USPQ 24 (CCPA 1976).

Another key factor, is the fame of the prior mark. We begin with this factor, because fame "plays a 'dominant' role in the process of balancing the du Pont factors." Recot Inc. v. Benton, 214 F.3d 1322, 54 USPQ2d 1894, 1897 (Fed. Cir. 2000). See also, Palm Bay Imports, Inc. v. Veuve Clicquot, 396 F.3d 1369, 73 USPQ2d 1689, 1694 (Fed. Cir. 2005). In addition, fame "varies along a spectrum from very strong to very weak." In re Coors Brewing Co., 343 F.3d 1340, 68 USPQ2d 1059 (Fed. Cir. 2003).

It is stipulated that the mark ELLE is used in connection with "the world-famous women's magazine." Stip. ¶3. It is further stipulated that the French language magazine has been distributed in the United States since 1945 and the United States edition was first published in 1985, Stip. ¶4; ELLE magazine is read by over four million readers each month, id.; 24% of women aged 18 to 49 have read one or more issues of ELLE in the past six months, id.; ELLE's online magazine receives 26 million page views per month and 600,000 unique user's per month, id.; since 1965 opposer has sold women's clothing, Stip. ¶5; it advertises its clothing line in various publications, Stip. ¶7; and opposer uses its ELLE mark in connection with "the fashion and clothing featured in the popular television series Project Runway," where one of the judges on the show is the fashion director for ELLE magazine and approximately 5.6 million viewers watched the third season's finale, Stip. ¶9.

***3** As shown through the stipulated facts and evidence, opposer has extensive sales and readership in connection with the magazine under the ELLE mark. In addition, the ELLE mark is broadly connected generally with the fashion industry, in

particular for women's clothing, as evidenced by its high profile position in sponsoring the extremely popular cable show Project Runway. Moreover, the mark is used with a wide variety of goods and services, including magazines, umbrellas, luggage, hand bags, swimwear, dresses, watches, promoting the sale of women's apparel by others by staging style shows and by preparation of various types of advertising, technical assistance services for fashion shows and fashion wear boutiques, and entertainment services in the nature of a cable television variety show featuring fashion and beauty. On this record, we find that opposer's ELLE mark is famous in connection with its magazine and within the fashion industry generally, and is entitled to broad protection. Bose Corp. v. QSC Audio Products, Inc., 293 F.3d 1367, 63 USPQ2d 1303, 1305 (Fed. Cir. 2002).

Applicant argues that:

> The mere fact that Opposer's mark has a strong reputation in the field of women's fashion and designer clothing and magazines does not automatically mean that there would be likelihood of confusion with Applicant's mark used in connection with the limited field of maternity lingerie.

Br. p. 20.

The cases cited by applicant do not support its position. In Hard Rock Cafe Licensing Corp. v. Elsea, 48 USPQ2d 1400 (TTAB 1998), the Board found there was insufficient evidence upon which to support a finding of fame. Here, applicant has conceded that opposer "has submitted significant evidence of the strength of its mark." Br. p. 20. In the ex parte decision In re Comexa Ltda., 60 USPQ2d 1118 (TTAB 2001), the Board found a likelihood of confusion. Finally, in the ex parte decision In re General Motors Corp., 23 USPQ2d 1465, 1471 (TTAB 1992), the Board found no confusion based on an evidentiary showing that the term Grand Prix was highly suggestive in the field of automobiles and auto parts, and that given 30 years of coexistence there was no incidence of actual confusion despite the fame of applicant's mark. Here, there is no evidence that ELLE is diluted by third-party use nor has there been an opportunity for actual confusion inasmuch as there has been little coexistence in the United States marketplace. Stip. ¶¶32-33.

Applicant further argues that the term ELLE is weak in connection with opposer's goods and services because it translates to "she" in English and thus "actually labels the market for Opposer's goods and would be considered a descriptive mark without sufficient evidence of acquired distinctiveness." Br. p. 15. First, other than the translation "she," there is nothing in the record to support applicant's argument that ELLE is weak, such as, for example, third-party use. See In re Broadway Chicken, Inc., 38 USPQ2d 1559, 1565-1566 (TTAB 1996). Second, there is no counterclaim challenging the registrations and we must accord them all the presumptions afforded by Section 7(b). Thus, to the extent applicant argues that ELLE is descriptive, in the absence of a counterclaim, it is an improper collateral attack. Finally, in view of our finding of fame, even considering the term ELLE to be suggestive rather than completely arbitrary when used in connection with opposer's goods and services, it is a strong mark.

***4** We turn next to a consideration of the similarities between opposer's and applicant's goods and services, channels of trade and class of purchasers. We must make our determinations under these factors based on the goods and services as they are recited in the application and registrations, respectively. See In re Elbaum, 211 USPQ 636 (TTAB 1981).

As a preliminary matter, in the stipulated facts, paragraph 30 lists the goods identified in the application. However, paragraph 31 provides as follows:

> 31. Applicant has sold or intends to sell women's maternity underwear, namely maternity bras, maternity support underwear, maternity support belts, breast-feeding bras, breast-feeding night gowns, maternity swimwear, maternity pantyhose, maternity camisoles, maternity pajamas, and maternity robes. Applicant has agreed to modify its specification of goods to limit the coverage to maternity goods only and this opposition proceeding will continue against such modified identification of goods.

However, opposer continues to refer to the applicant's identification of goods as listed in the application which includes items that are not restricted to maternity wear. In view of the stipulation, we make our determination based on the maternity wear alone. We further note that considering only applicant's maternity wear does not change our analysis, inasmuch as opposer's registrations do not exclude this subset of clothing and we must presume they encompass these goods.

WestlawNext © 2015 Thomson Reuters. No claim to original U.S. Government Works.

Applicant argues that its goods are distinguished from opposer's goods because applicant's "focus is on maternity lingerie and all goods in its amended specification are for maternity use" and "opposer has been in business since 1945 but has not in more than 50 years extended its business to cover maternity underwear or lingerie. Its registered marks do not constitute constructive notice of exclusive rights in this field." Br. p. 17.

While applicant is correct that "if a cited registration contains a limitation as to the nature, type, channels of trade, or class of purchasers, an applicant's narrow identification of unrelated goods can avoid likelihood of confusion," there is no such limitation in opposer's registration. The designation "bathing suits" in Reg. No. 862001 is not limited and, therefore, encompasses all types of bathing suits including maternity bathing suits. Thus, applicant's identified "maternity swimwear" is encompassed by opposer's "bathing suits" in Reg. No. 862001 and, as such, are legally identical.

Moreover, even taking into account the differences in maternity versus nonmaternity clothing items, as opposer argues:

> There is no limitation in the registration excluding maternity wear from these items of clothing. Pregnant women wear dresses, skirts, bathing suits, and slippers, as well as lingerie and underwear. Further, as women go through the different stages of life, including before, during, and after pregnancy, they will purchase different articles and lines of clothing under the same brand. These consumers, seeing Hachette's ELLE mark along with other terms on Applicant's women's clothing, will think that the clothing originates from the same source, namely Hachette. Moreover, the fact that Hachette, which is well known as a magazine that contains features and articles on clothing, also licenses the sale of clothing and other items of apparel (jewelry, footwear, and spectacles) under the ELLE Marks, reinforces to consumers the relatedness of the goods and the likelihood that clothing bearing a mark containing the term "elle" originates from Hachette.

*5 Reply Br. pp. 9-10.

As to the magazine in Reg. No. 758137 and the entertainment services in the fashion field in Reg. No. 2242315, we find that these goods and services are related to applicant's maternity clothing to the extent that consumers have already seen opposer expand its use of the famous mark ELLE from the magazine and cable show to its own line of clothing.

With regard to the channels of trade and class of purchasers, inasmuch as there are no restrictions in the registrations and the application, we must presume that applicant's goods would be sold in all appropriate channels of trade, including those in which opposer's goods are sold and to the same relevant purchasers. See Hewlett-Packard Co. v. Packard Press Inc., 281 F.3d 1261, 62 USPQ2d 1001 (Fed. Cir. 2002); and Octocom Systems Inc. v. Houston Computer Services Inc., 918 F.2d 937, 16 USPQ2d 1783 (Fed. Cir. 1987). These channels of trade for the clothing items would include retail clothing stores. Applicant's argument that it only sells its clothing through a specific website is unavailing inasmuch as we must make our determination on the unrestricted goods as identified in the application.

In view of the above, the du Pont factors of the similarity of the goods, channels of trade and class of purchasers favor a finding of likelihood of confusion.

As to the level of care in the purchasing decision, clothing generally is an ordinary consumer item which would not be purchased with the same level of care as, for example, computer equipment. Potential purchasers are from the general public and it is also the case that clothing includes a wide range of products and pricing. Applicant's goods range in price from $9.99 to $38.99 retail. Stip. ¶32. Opposers pricing is also moderate.[3] Although it may be that consumers would exercise some higher level of care with regard to at least maternity clothing, the parties' goods are not priced so high to find that this factor would offset the other du Pont factors, in particular with regard to clothing in the lower price range of applicant's goods. In addition, given that these goods are ordinary consumer items and potential purchasers would not necessarily know the price range of products of the parties, they are not likely to assume different sources for the goods based on a perceived price difference. See In re Decombe, 9 USPQ2d 1812 (TTAB 1988); In re Pellerin Milnor Corp., 221 USPQ 558 (TTAB 1983). Therefore, to the extent there is some discretion in purchasing applicant's maternity wear, we find it is not sufficient to offset the other du Pont factors in this case.

WestlawNext © 2015 Thomson Reuters. No claim to original U.S. Government Works.

We turn then to the first du Pont factor, i.e., whether applicant's mark CHEZ ELLE LINGERIE and design and opposer's mark ELLE are similar or dissimilar when compared in their entireties in terms of appearance, sound, connotation and commercial impression. We make this determination in accordance with the following principles. The test, under this du Pont factor, is not whether the marks can be distinguished when subjected to a side-by-side comparison, but rather whether the marks are sufficiently similar in terms of their overall commercial impressions that confusion as to the source of the goods offered under the respective marks is likely to result. The focus is on the recollection of the average purchaser, who normally retains a general rather than a specific impression of trademarks. See Sealed Air Corp. v. Scott Paper Co., 190 USPQ 106 (TTAB 1975).

*6 As discussed above, opposer's ELLE mark is famous. Thus, to the extent the mark is suggestive of goods and services directed towards women, in that ELLE translates to "she," opposer's mark nonetheless is a very strong mark due to its fame and entitled to broad protection.

Applicant's mark incorporates the entirety of opposer's famous mark. The disclaimed term LINGERIE is the generic name of some of the identified goods. With regard to the design of the woman, we first note that in general words will dominate over a design element inasmuch as it is the words by which consumers call for the goods. In re Appetito Provisions Co. Inc., 3 USPQ2d 1553, 1554 (TTAB 1987). Moreover, this design of a woman in either lingerie or a bathing suit is suggestive of the goods.

The last element, CHEZ, is merely a preposition. CHEZ is defined as, "prep. At, to, in (the house, family or country of) ... je viens de chez ma mere I have come from my mother's." See Cassell's New French Dictionary (5th ed. 1951).[4] As noted by opposer, "the addition of the pronoun 'chez' in Applicant's Mark adds meaning to the mark - namely, it conveys location - but it does not change the meaning of the word 'elle,' which is still a female pronoun." Reply Br. 7. Thus, although the translation in the application is "House of the Women," "chez elle" could also translate to "her house," or, given the fame of the ELLE mark in the fashion industry, could be perceived as ELLE'S house or House of ELLE for those consumers who would translate CHEZ. For those consumers who do not speak French, "CHEZ ELLE" would have no meaning other than the instantly recognizable ELLE mark when viewed in connection with women's clothing. In general, ELLE stands out in applicant's mark as the more memorable element. See In re National Data Corp., 753 F.2d 1056, 224 USPQ 749, 751 (Fed. Cir. 1985).

With regard to sound, applicant argues that in its mark "the word 'elle' does not stand alone in pronunciation, but is slurred into 'chez' so that the second syllable actually becomes 'zel.' Thus, the first word of Applicant's mark is 'shayzel," and "elle" is not said separately. Again, there is no added emphasis on the word "elle"; it is does not dominate the sound of the mark." Br. p. 13. However, "[t]here is no correct pronunciation of a trademark, and it obviously is not possible for a trademark owner to control how purchasers will vocalize its mark." Centraz Industries Inc. v. Spartan Chemical Co., 77 USPQ2d 1698, 1701 (TTAB 2006). Moreover, it is impossible to know how consumers who do not speak French will pronounce "chez" and "elle."

In view of the above, the marks as a whole are similar, and even though there are some differences in appearance due to the design component and additional wording in applicant's mark, these differences are not sufficient to distinguish applicant's mark from opposer's mark, in particular given the fame of opposer's mark; overall they convey similar commercial impressions. Thus, we find that the similarities in the parties' marks outweigh the differences and the similarity of the marks weighs in favor of a finding of likelihood of confusion.

*7 Finally, opposer argues that "consumers are accustomed to seeing marks containing the term 'elle' as well as an additional term, such as Hachette's marks ELU PAR ELLE, ELLE ACCESSORIES, and ELLE GIRL, for clothing and related goods, and understanding those marks as conveying that the goods originate from Hachette. The additional terms in Applicant's Mark do not function differently." Reply Br. pp. 7-8. However, opposer did not plead a family of marks. Moreover, although opposer submitted its registrations, there is no evidence of use of these specific ELLE formative marks to support a finding that "the pattern of usage of the common element is sufficient to be indicative of the origin of the family." The Black & Decker Corp. v. Emerson Electric Co., 84 USPQ2d 1482, 1490 (TTAB 2007) citing J & J Snack Foods Corp. v. McDonald's Corp., 932 F.2d 1460, 18 USPQ2d 1889, 1891 (Fed. Cir. 1991).

Considering the respective marks in their entireties, we conclude that the evidence of record as it pertains to the relevant du

Pont factors supports a finding of likelihood of confusion as to opposer's ELLE mark, and that registration of applicant's mark, CHEZ ELLE LINGERIE and design, therefore, is barred under Trademark Act Section 2(d). To the extent we have any doubt, we resolve it, as we must, in favor of opposer, the prior user and registrant. Hewlett-Packard Co. v Packard Press, Inc., 281 F.3d 1261, 62 USPQ2d 1001, 1003 (Fed. Cir. 2002) ("This court resolves doubts about the likelihood of confusion against the newcomer because the newcomer has the opportunity and obligation to avoid confusion with existing marks").

Decision: The opposition is sustained.

Footnotes

1 Serial No. 78545895, filed January 11, 2005. The application is based on an allegation of a bona fide intention to use the mark in commerce under Trademark Act Section 1(b), 15 U.S.C. §1051(b).

2 Opposer's assertion of dilution under Section 43(c) in the pleading is deficient inasmuch as opposer did not plead that its mark became famous prior to the filing date of the involved application. Polaris Industries Inc. v. DC Comics, 59 USPQ2d 1798 (TTAB 2000). In any event, in its brief opposer stated that it is not pursuing the dilution claim.

3 Although it is not clear why retail prices are confidential, opposer's prices were submitted under seal.

4 The Board may take judicial notice of dictionary definitions. University of Notre Dame du Lac v. J.C. Gourmet Food Imports Co., 213 USPQ 594, 596 (TTAB 1982), aff'd, 703 F.2d 1372, 217 USPQ 505 (Fed. Cir. 1983).

2008 WL 4233885 (Trademark Tr. & App. Bd.)

End of Document

© 2015 Thomson Reuters. No claim to original U.S. Government Works.

EXHIBIT C

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF FLORIDA

HACHETTE FILIPACCHI PRESSE,

Plaintiff,

v. Civil Action No. 14-cv-20599-UU

RICARDO ORDUZ d/b/a
ELLAHAIRSTRAIGHTENER.COM

Defendant.

_____/

FINAL JUDGMENT

This matter having been commenced by Plaintiff Hachette Filipacchi Presse ("Plaintiff") by filing a complaint charging defendant Ricardo Orduz d/b/a ELLAhairstraightener.com ("Defendant") with trademark infringement under Section 32(1) of the Lanham Act, 15 U.S.C. § 1114(1); unfair competition under Section 43(a) of the Lanham Act, 15 U.S.C. § 1125(a); trademark dilution under Section 43(c) of the Lanham Act, 15 U.S.C. § 1125(c); and substantial and related claims under Florida and common law, all arising out of Defendant's use of the **ELLA** trademark in connection with the advertisement, promotion, distribution and sale of electric hair straightening irons;

Defendant having been duly served with a copy of the Complaint on March 10, 2014 by substitute service pursuant to Florida Statute 48.031(6) on Jack Polestri as a person in charge of the UPS Store located at 1835 N.E. Miami Gardens Dr., North Miami Beach, Florida 33179;

Defendant having filed on April 3, 2014 a "Motion to Dismiss" (the "Motion"), which Motion this Court denied, stating that he is "willing to cease and desist any business" under the **ELLA** mark upon order of the Court;

Defendant having represented in his Motion that he ordered a sum total of 500 units of the **ELLA** electric hair straighteners in or around 2009 and since has sold or otherwise distributed the majority of those products and has only a "couple boxes" of the product remaining in inventory (the "Inventory");

This Court having made the following findings and conclusions:

A. The Court has jurisdiction over the subject matter of this action pursuant to § 39 of the Lanham Act, 15 U.S.C. § 1121, and under §§ 1331, 1338(a) and 1338(b) of the Judicial Code, 28 U.S.C. §§ 1331, 1338(a) and (b). The Court has supplemental jurisdiction over the state law claims in this matter under § 1367(a) of the Judicial Code, 28 U.S.C. § 1367(a).

B. The Court has personal jurisdiction over Defendant because, among other things, Defendant is a resident of this state and district;

C. Venue is proper in this District pursuant to § 1391(b) and (d) of the Judicial Code, 28 U.S.C. § 1391(b), (d).

D. Plaintiff has been using the **ELLE** mark on and in connection with a wide range of fashion-related products, and the promotion thereof, including in connection with hair brushes and hair accessories, and owns trademark registrations for the **ELLE** mark, including in connection with hair brushes and hair accessories, which registrations are valid and subsisting.

E. The **ELLE** mark is strong and famous.

F. This action arises out of Defendant's manufacture, marketing and sale of electric hair straightening irons under the **ELLA** mark (the "Infringing Goods") without the authorization, consent or approval of Plaintiff.

G. Defendant advertised and sold the Infringing Goods on and through websites (the "Websites") located at the domain names www.ELLAhairstraightener.com and www.ELLAflatiron.com (the "Domain Names"), at trade shows and on Defendant's Facebook page (i.e., Facebook page of user name Ricardo Orduz);

H. Defendant's Infringing Goods under the **ELLA** mark trade on the fame and reputation of the **ELLE** mark;

I. Defendant's use of the **ELLA** mark in connection with the Infringing Goods constitutes an infringement of Plaintiff's **ELLE** mark, dilutes the **ELLE** mark, and otherwise violates 15 U.S.C. §§ 1114(1), 1125(a), 1125(c) and Florida state and common law.

NOW THEREFORE, it is hereby ORDERED, ADJUDGED AND DECREED as follows:

1. In view of the foregoing findings, Defendant, his partners, directors, agents, representatives, successors, heirs or assigns, any business owned, managed or controlled by Defendant, and all persons acting in concert or in participation with any of them now or in the future who receive notice of this Order, shall be immediately and permanently enjoined from:

a. Using or seeking to register the **ELLA** mark, the **ELLE** mark, any other mark that is confusingly similar to or a derivation of Plaintiff's **ELLE** mark, or any mark that includes or incorporates any of the foregoing (the "Prohibited Marks"), in connection with any goods or services or in connection with the

advertisement, promotion, marketing, distribution or sale of any goods or services;

b. using any of the Prohibited Marks in any commercial manner or for any commercial purpose, including as or as part of a mark, name, model designation, product name, brand name, domain name, user name, email address, keyword, AdWord, Twitter name, social network label, name or tag, or any other identification, designation or signifier of source;

c. using any of the Prohibited Marks in any media or on any media platform existing now or hereafter created in order to market, advertise or promote any goods or services;

d. accepting orders for, ordering, producing, or having produced on his behalf (i) any goods to be sold under any mark that includes any of the Prohibited Marks or (ii) packaging, order forms, invoices, brochures, promotional materials, marketing materials, advertising materials, stationary and any other printed materials or products of any kind that include any of the Prohibited Marks;

e. renewing any listings in any directories including online directories, websites, social media sites or other publications, regardless of media, under any name that includes any of the Prohibited Marks;

f. using any false designation of origin or false description or representation or any other thing calculated or likely to cause confusion or mistake in the mind of the trade or public or to deceive the trade or public into believing that Defendant's products or activities are in any way sponsored, licensed,

endorsed, authorized by or affiliated or connected with Plaintiff, or originate from Plaintiff;

g. doing any other acts or things calculated or likely to cause confusion or mistake in the mind of the public or to lead purchasers or consumers or investors into the belief that the products promoted, offered, sold or sponsored by Defendant emanate from or originate with Plaintiff or its licensees, or are somehow sponsored, licensed, endorsed, authorized by or affiliated or connected with Plaintiff, or originate from Plaintiff;

h. using or registering any of the Prohibited Marks as or as part of any domain name, uniform resource locator, internet address, or social media account name, user handle or other identifier;

i. purchasing any of the Prohibited Marks in connection with any sponsored advertising on the Internet for Defendant or any business of Defendant, using any of the Prohibited Marks in any source code, metadata or page tags, engaging or using any keyword marketing strategy that would generate a sponsored ad for Defendant or any business of Defendant in response to a search using any of the Prohibited Marks, or otherwise using the Prohibited Marks so as to optimize search results such that a search for Plaintiff on the Internet will cause any domain name or website of Defendant or any business of Defendant to appear in search results;

j. assisting, aiding, or abetting any other person or business entity in engaging in or performing any of the activities referred to in the above subparagraphs (a) through (j), or effecting any assignments or transfers, forming new entities or

associations or utilizing any other device for the purpose of circumventing or otherwise avoiding the prohibitions set forth in subparagraphs (a) through (j).

2. Within five (5) days after receipt of notice of this Judgment in accordance with Paragraph 10 below, at Defendant's own cost and without receipt of any compensation from Plaintiff, Defendant shall send all Inventory and any other materials or items bearing any of the Prohibited Marks (e.g., goods, labels, tags, signs, stationery, prints, packages, promotional and marketing materials, business cards, advertisements and other materials) that are in Defendant's possession, custody or control, as well as a written attestation that what is being sent constitutes all inventory and materials bearing the Prohibited Marks that are in Defendant's possession, custody or control, to Plaintiff's counsel at the following address:

Casey Joly, Esq.
Ipso
5 rue murillo
75008 Paris
France

3. Within five (5) days after receipt of notice of this Judgment in accordance with Paragraph 10 below, all domain names registered, owned or controlled Defendant that incorporate the Prohibited Marks, including but not limited to the Domain Names, shall be transferred to Plaintiff, and Defendant shall provide all necessary authorization, codes, passwords and confirmations or approvals, shall execute all necessary documents, and shall unlock the domain names for transfer and take all actions necessary to effectuate such transfer, all of the foregoing in a timely manner.

4. In the event Defendant does not take all actions necessary to cancel or transfer to Plaintiff any domain names required to be canceled or transferred to Plaintiff hereunder, the applicable registrars for such domain names are hereby ordered to take all necessary action to

cancel the registrations of such domain names or, at Plaintiff's election, transfer such domain names to Plaintiff.

5. To the extent Defendant continues to use any of the Prohibited Marks on or in connection with the Websites or any other website on the Internet, any Internet service provider providing website hosting services to Defendant in connection with such site shall immediately remove the site from the Internet.

6. Defendant is directed to file with the Court and serve upon Plaintiff's counsel within thirty (30) days after entry of judgment a report in writing under oath, setting forth in detail the manner and form in which they have complied with the above.

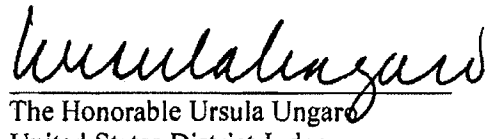
7. In the event that Defendant at any time violates any provision of this Judgment, Plaintiff shall be entitled to all relief under 18 U.S.C. § 401 *et seq.* for contempt of a Court order, including costs and reasonable attorneys' fees and for such other and further relief to which Plaintiff may be entitled including injunctive relief. The jurisdiction of this Court is retained for the purposes of making any other orders necessary to enforce or implement the terms of this Judgment and to punish or award damages for violations thereof.

8. Service of any documents related to this Judgment, including notice of this Judgment, or relating to enforcement of this Judgment shall be deemed given by sending such documents both by e-mail to ordux@yahoo.com and to the street address 1835 N.E. Miami Gardens Dr., #477, North Miami Beach, Florida 33179, or such other e-mail address and/or street address that Defendant provides to Plaintiff pursuant to this Paragraph 8. For a change of Defendant's address to be effective pursuant to this Paragraph 8, Defendant shall send the change of address in writing to Plaintiff by e-mail and U.S. Mail to the following address:

Casey Joly, Esq.
Ipso
5 rue murillo
75008 Paris
France
Email: joly@ipso.pro

This Judgment is a final judgment terminating all claims in the Civil Action and is made part of the public record.

SO ORDERED this 24 day of April 2014:



The Honorable Ursula Ungaro
United States District Judge

EXHIBIT D

THE MOST ORIGINAL TASTE DESERVES THE MOST ORIGINAL VODKA Stoli

ELLE

THE MOST ORIGINAL TASTE DESERVES THE MOST ORIGINAL VODKA Stoli

WORK ESSENTIALS

50 MUST-HAVE WARDROBE STAPLES PERFECT FOR THE OFFICE

BREAKING NEWS

STREET CHIC: PARIS

Doina Ciobanu wears a Miu Miu dress, Chloé bag, and Charlotte Olympia shoes.

OCT 4 7:00 AM ELLE NEWS

CHANEL DOES FRENCH MANICURES; DEBORAH LIPPMANN TALKS SHOP ON THE CLASSIC LOOK

OCT 3 6:15 PM ELLE NEWS

LULU GUINNESS LAUNCHES NEW LINE; ALEXA CHUNG IS WRITING A STYLE BOOK

OCT 3 5:30 PM ELLE NEWS

INTRODUCING NEW DESIGNER ACCESSORIES TRUNK SHOW SITE BONFAIRE

OCT 3 4:30 PM ELLE NEWS

FIRST LOOK: TOM FORD'S LATEST MAKEUP

OCT 3 3:30 PM ELLE NEWS

SEE MORE NEWS

FASHION

CONNECT WITH ELLE

ADVERTISEMENT

OBSESSION OF THE DAY

Anais Jacquard Top

PARIS FASHION WEEK

All the latest collections from the Paris runways

HAPPY BIRTHDAY, GWEN!

In honor of the singer's 43rd birthday, a look at her best-dressed moments

SHOP THE TREND

Fall's crop of curl-up-in knits has arrived. Shop 36 cozy sweaters

SEE MORE FASHION

HAIR & BEAUTY

BEAUTY CHAT: CHRISTINA ZILBER

Jouer Cosmetics Founder on no-makeup makeup looks

SPRING 2013 BEAUTY

How to get a Christian Dior-inspired eye makeup look

FALL'S TOP NAIL COLORS

6 trends to keep in mind for your next manicure. Plus, shop 24 of our favorite shades

STEP-BY-STEP BEAUTY

Still mystified by the smoky eye or a crimson lip? Here's your how-to guide for pretty-on-everyone looks

SEE MORE HAIR & BEAUTY

BEST OF ELLE

TIBI
$315
GET IT NOW!

ELLE.COM NEWSLETTER

Get the latest ELLE news right in your inbox

YOUR EMAIL ADDRESS

SIGN UP NOW!

THE MAGAZINE

POP CULTURE

SNL'S SETH MEYERS IS A POLITICAL ANIMAL

Getting to the heart of the pol-skewering comic

LESLIE MANN: IT'S FUNNY 'CUZ IT'S TRUE

NEW MUST-READS FOR OCTOBER

THE ELLE 25: OUR ANNUAL FALL CULTURE CRIBSHEET

SEE MORE POP CULTURE

STREET CHIC

OCT. 4
7:00 AM
PARIS

OCT. 3
7:00 AM

OCT. 2
7:00 AM

SEE MORE STREET CHIC

LIFE & LOVE

LESLIE FREMAR'S POSH TRIBECA LOFT

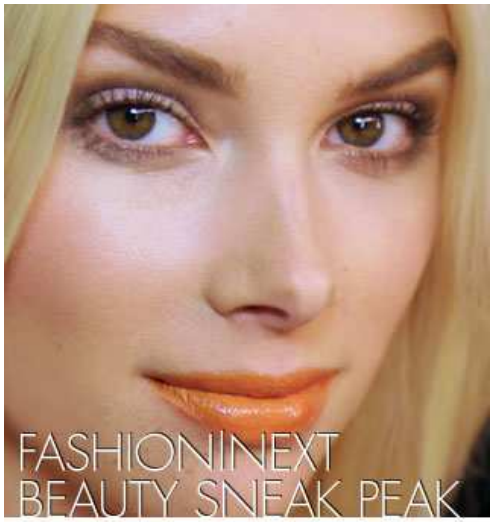
Stylist Leslie Fremar invites Julie Vadnal into the NYC loft Julianne Moore helped decorate

STYLE CASTER: LESLIE FREMAR'S NEW YORK CITY LOFT

DISTANCE MAKES THE HEART GROW FONDER

TALK UP YOUR WEAKNESS

SEE MORE LIFE & LOVE



Get the look from ELLE's hotly anticipated FASHION|NEXT show before fashion week begins.

BROUGHT TO YOU BY:
MAYBELLINE NEW YORK

ELLE VIDEO

ELLE VIDEO

ETRO: SPRING 2013 RTW

JUST CAVALLI: SPRING 2013 RTW

ERMANNO SCERVINO: SPRING 2013 RTW

MOSCHINO: SPRING 2013 RTW

C'N'C COSTUME NATIONAL: SPRING 2013 RTW

VERSACE: SPRING 2013 RTW

TRUSSARDI: SPRING 2013 RTW

SEE MORE VIDEO

RUNWAY

SPRING 2013 RTW

SEE THE COLLECTION

SPRING 2013 STYLE 360

FALL 2012 HAUTE COUTURE

RESORT 2013

SEE MORE RUNWAY

ACCESSORIES

WARDROBE MUSTS

Shop Nicholas Kirkwood's favorite accessory

FIGHTING WITH FASHION

Shop pink items that support the war against breast cancer

SEE MORE ACCESSORIES

ADVERTISEMENT

MORE, MORE, MORE ELLE

RUNWAY

- Fall 2012 Fashion Trends
- Fashion Week
- Fall 2012 Ready-to-Wear
- Pre-Fall 2012

FASHION

- 2012 Oscars Best Dressed
- Red Carpet Dresses
- Fashion Designers
- 2011 Best Dressed Women

HAIR & BEAUTY

- Best Short Hairstyles
- Fall 2012 Beauty Trends
- Best Budget Makeup
- Best Foundation

LIFE & LOVE

- Love Horoscopes
- Where to Go in 2012
- Ask E. Jean
- Daily Horoscope

POP CULTURE

- 50 Most Beautiful People
- Celebrity Makeovers
- 12 Actors with Bands
- Top 10 Taboo Books

ACCESSORIES

- Designer Sunglasses
- Designer Cuffs
- Eco-Chic Jewelry
- Office-Appropriate Shoes

SPECIAL OFFER

ADVERTISEMENT

THE LATEST FROM

- In Her Bag: Alice Lane
- Major Makeovers
- The Latest & Greatest Beauty Products

Search ELLE.com

TRENDING

FASHION WEEK HOROSCOPES FALL FASHION TRENDS 2012 WEDDING HAIRSTYLES ERMANNO SCERVINO

ABOUT ELLE

- Mobile
- Digital Edition
- About Our Ads
- Media Kit
- Press Room

ELLE MAGAZINES

- Subscribe
- Customer Service
- Address Change
- Renewals
- Give a Gift

FASHION

- Fashion 2012
- Fashion Blog
- Mad Men Fashion
- Jeans by Body Type
- Runway

BEAUTY

- Beauty Tips
- Virtual Makeover
- Best Foundation
- Lipstick
- Mascara

HAIR

- Hairstyles
- Formal Hairstyles
- Medium Hair
- At-Home Hair Color
- Celebrity Hairstyles

RELATIONSHIPS

- Love Horoscopes
- Boost Intimacy
- Daily Horoscope
- Gifts for Boyfriend
- Cheap Date Ideas

Privacy Policy
Your California Privacy Rights
Terms of Use
Community Guidelines
Site Map
Contact Us
About Us
ELLE International

Other Hearst Subscriptions

SITE SERVICE

Promo Events
Sweepstakes
Newsletter

Fashion Ideas
Street Style
Red Carpet Dresses
French Style
Fashion Trends
Fall Fashion

Best Eye Cream
Makeup
Nail Polish
Eyeliner
Makeup Tips
How to Look Younger

Long Hairstyles
Red Hair Colors
Hairstyles with Bangs
Curly Hairstyles
Blonde Hair Colors
Short Hairstyles

Improve Marriage
Date Night
Romantic Destinations
How to Be Sexy
Sex Advice
More Date Ideas

©2012 Hearst Communications, Inc. All Rights Reserved. Being Green | Why did I get this ad?

EXHIBIT E

(http://ad.uk.doubleclick.net/click;h=v8/3d04/0/0/%2a/o;261981161;0-0;0;72159130;3454-728/90;50693981/50666129/1;;~sscs=%3fhttp://www.agentprovocateurparfums.com/en/)

(http://ad.uk.doubleclick.net/click;h=v8/3d04/0/0/%2a/l;26160
300/250;50021942/50012315/1;;~fdr=262134065;1-0;0;7215913
300/250;50231655/50219228/1;;~sscs=%3fhttp://www.aveda.c

today's watch

COVER STAR'S VIDEO (/elle-tv/cover-stars/elle-magazine/jessie-j-behind-the-cover-video)

FASHION (/ELLE-TV/FASHION) BEAUTY SCHOOL (/ELLE-

Jessie J: behind the cover video (/elle-tv/cover-stars/elle-magazine/jessie-j-behind-the-cover-video)

E UK magazine hits the streets, with co...

Follow Fashion Week with the ELL...

Prada, Burberry, Dolce & Gabbana, Dior… New York… London… Milan… Pa...

ELLE Edited by the Interns (/elle-tv/fashion/london/elle-edited-by-the-interns)

Inside ELLE Collections AW12 (/elle-tv/fashion/london/inside-elle-collections-aw12)

ELLE Beauty Awards 2012

Today is the launch of the ELLE Beauty Awards 2012.The 100 winning products can...

George Northwood's Hitchcock Heroine Roll (/elle-tv/beauty-school/beauty-school/george-northwood-s-hitchcock-heroine-roll)

George Northwood's Rough Bun

MOST POPULAR (# TWITTER (#tab-2)

Jessie J: behind the cover video

er-stars/elle-
ssie-j-behind-the-
)

Beauty Awards 2012: Make-up Winners

ke-up-skin/make-up-
auty-awards-2012-
nners)

Jessie J's Nails: The Graphic Moon

ke-up-skin/make-up-
sie-j-s-nails-the-
on)

What ELLE Wears : What ELLE Wears

elle-wears/what-
uesday-2nd-

Paris Beauty Street Style

ke-up-skin/make-up-

The Autumn Winter 2012 Fashion Trends (/elle-tv/fashion/london/the-autumn-winter-2012-fashion-trends)

WATCH ALL FASHION VIDEOS (/elle-tv/fashion)

(/elle-tv/beauty-school/beauty-school/george-northwood-s-rough-bun)

Beauty School: Romantic Goth (/elle-tv/beauty-school/beauty-school/beauty-school-romantic-goth)

WATCH ALL BEAUTY SCHOOL VIDEOS (/elle-tv/beauty-school)

WATCH SPRING/SUMMER 2013

(elle-tv/catwalk/valentino-spring-summer-13)

Valentino Spring Summer 13 (elle-tv/catwalk/valentino-

(elle-tv/catwalk/jean-charles-de-castelbajac-spring-summer-13)

Jean-Charles de

(elle-tv/catwalk/chanel-spring-summer-13)

Chanel Spring Summer 13 (elle-tv/catwalk/chanel-

(elle-tv/catwalk/saint-laurent-spring-summer-13)

Saint Laurent Spring Summer 13

CATWALK (/ELLE-TV/CATWALK) RED CARPET (/ELLE-TV/RED-

Valentino Spring Summer 13

Valentino Spring Summer 13...

Jean-Charles de Castelbajac Spring Summer 13 (/elle-tv/catwalk/jean-charles-de-castelbajac-spring-summer-13)

Chanel Spring Summer 13 (/elle-tv/catwalk/chanel-spring-summer-13)

Saint Laurent Spring Summer 13 (/elle-tv/catwalk/saint-laurent-spring-summer-13)

WATCH ALL CATWALK VIDEOS (/elle-tv/catwalk)

The Oscars 2012

Watch the Oscars 2012 arrivals here on ELLEuk.com...

ELLE Style Awards 2012 (/elle-tv/red-carpet/parties-events/elle-style-awards-2012)

ELLE Style Awards 2012: Arrivals (/elle-tv/red-carpet/parties-events/elle-style-awards-2012-arrivals)

The Grammy Awards 2012 (/elle-tv/red-carpet/parties-events/the-grammy-awards-2012)

WATCH ALL RED CARPET VIDEOS (/elle-tv/red-carpet)

MOST POPULAR VIDEOS

Jennifer Lopez at Chanel

ws/jennifer-lopez-at-

Chanel is a breath of fresh air

ws/chanel-is-a-

First Look: Jessie J is ELLE's November cover star

news/first-look-

le-s-november-

Celebrity Twitpics

celebrity-fashion-

ELLE's Fashion Week Wardrobe : What ELLE Wears: Paris Fashion Week, SS13

(/catwalk/elle-s-fashion-week-wardrobe/what-elle-wears-paris-fashion-week-ss13)

CELEBRITY A-Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A

Aquarians top Olympic medal list (/star-style/celebrity-style-files/aquarians-top-olympic-medal-list)

Alison Mosshart (/star-style/celebrity-style-files/alison-mosshart)

Alesha Dixon (/star-style/celebrity-style-

OR FIND BY Celeb name

BLOGS (/BLOGS)

WHAT ELLE WEARS (/style/what-elle-wears)

Tuesday 2nd October

(/style/what-elle-wears/what-elle-

BEAUTY NOTES DAILY (/beauty/beauty-notes-daily)

Treat of the day...

posted by Amy Lawrenson / 14:46 pm

The perfect remedy for hard working hands.....

(/beauty/beauty-notes-daily/treat-of-the-day)

wears-tuesday-2nd-october) (/style/what-elle-wears/what-elle-wears-tuesday-

25th-september) (/style/what-elle-wears/what-elle-wears-lace)

ELLE'S FASHION WEEK WARDROBE (/catwalk/elle-s-fashion-week-wardrobe)

Saturday 29th September

(/catwalk/elle-s-fashion-week-wardrobe/what-elle-wears-paris-fashion-week-ss13)

(/catwalk/elle-s-fashion-week-wardrobe/what-elle-wears-milan-fashion-week-ss13)

(/catwalk/elle-s-fashion-week-wardrobe/what-elle-wears-london-fashion-week-ss13-day-5)

SHOPPING BLOG (/fashion/shopping-blog)

Monday 1st October

(/fashion/shopping-blog/tommy-

hilfiger-s-bag-for-breast-cancer) (/fashion/shopping-blog/the-lcf-college-shop-returns)

(/fashion/shopping-blog/miuccia-prada-unveils-her-latest-creation)

WEDDI

Faux ha

posted

I try ou

weddin

(/style/

SIGN UP FOR OUR NEWSLETTER NOW >

(http://ad.uk.doubleclick.net/click%3Bh%3Dv8/3d04/3/0/%2a/b%3B252106392%3B2-0%3B0%3B72159130%3B1355-2/2%3B48323524/48324277/1%3B%3B%7Esscs%3D%3fhttp://secure.elleuk.com/register)

ONLY with ELLE this month
FREE Workwear Magazine...

(http://www.elleuk.com/n

Apple Newsstand
Buy ELLE for iPad and iPhone...

(http://itunes.apple.com/c magazine-uk/id469353635?mt=8)

Subscribe
FREE L'Oreal make up set worth over £29...

(http://www.qualitymagaz

ELLE newsletters Register now and be the first to find out about Fashion & Beauty trends, and mor...

MORE ON ELLE

NEWS

(/fashion/news/anna-dello-russo-for-h-m-sells-fast)

FASHION

(/fashion/in-store-now/in-store-now-anna-dello-russo-for-h-m)

BEAUTY

(/beauty/make-up-skin/make-up-features/jessie-j-s-nails-the-graphic-moon)

STYLE

(/style/street-style/fashion-week-street-style-trend-statement-clutches)

CATWALK

(/catwalk/designer-a-z/elie-saab/spring-summer-2013)

STAR STYLE

(/star-style/celebrity-fashion-trends/simons-v-slimane-let-the-battle-commence)

TRAVEL

(/travel/holiday-inspiration/five-favourite-paris-hangouts-from-team-elle)

ELLE TV

(/elle-tv/cover-stars/elle-q-a-magazine/jessie-j-elle-twitter-q-a)

ELLE UK.COM

Search ELLE - What are you looking for?

(/)

FASHION (/fashion)

- News (/fashion/news)
- Trends (/fashion/trends)
- What to Wear (/fashion/what-to-wear)
- Accessories Report (/fashion/accessories-report)
- In Store Now (/fashion/in-store-now)
- Designers to Know (/fashion/designers-to-know)
- Shopping Blog (/fashion/shopping-blog)
- Ask ELLE (/fashion/ask-elle)

STYLE (/style)

- Street Style (/style/street-style)
- Occasions (/style/occasions)
- Work Style (/style/work-style)
- Instant Outfit (/style/instant-outfit)
- What ELLE Wears (/style/what-elle-wears)
- My Style (/style/my-style)
- Wedding Blog (/style/wedding-blog)
- Lorraine's Blog (/style/lorraine-s-blog)

BEAUTY (/beauty)

- News (/beauty/news)
- Make-up & Skin (/beauty/make-up-skin)
- Hair (/beauty/hair)
- Diet & Fitness (/beauty/diet-fitness)
- Product Reviews (/beauty/product-reviews)
- Expert Tips (/beauty/expert-tips)
- Spa Guides (/beauty/spa-guides)
- Ask Elle (/beauty/ask-elle)
- Beauty Notes Daily (/beauty/beauty-notes-daily)

STAR STYLE (/starstyle)

- News (/star-style/news)
- Celebrity Style Files (/star-style/celebrity-style-files)
- Celebrity Fashion Trends (/star-style/celebrity-fashion-trends)
- Celebrity Beauty (/star-style/celebrity-beauty)
- Red Carpet (/star-style/red-carpet)
- ELLE in Ibiza (/star-style/elle-in-ibiza)

TRAVEL (/travel)

- Holiday Inspiration (/travel/holiday-inspiration)
- Travel Guides (/travel/travel-guides)
- Places to Stay (/travel/places-to-stay)
- Restaurant Reviews (/travel/restaurant-reviews)
- Travel Accessories (/travel/travel-accessories)
- Hotel Deals (/travel/hotel-deals)

CATWALK (/catwalk)

- Designer A-Z (/catwalk/designer-a-z)
- Designer Profiles (/catwalk/designer-profiles)
- Models (/catwalk/models)
- Show Schedules (/catwalk/show-schedules)
- ELLE's Fashion Week Wardrobe (/catwalk/elle-s-fashion-week-wardrobe)

ELLE TV (/elletv)

- Cover Stars (/elle-tv/cover-stars)
- Beauty School (/elle-tv/beauty-school)
- Catwalk (/elle-tv/catwalk)
- Fashion (/elle-tv/fashion)
- Red Carpet (/elle-tv/red-carpet)

MAGAZINE (/magazine)

- The Elle Lists (/magazine/the-elle-lists)
- Who's Who (/magazine/who-s-who)
- Previous Issues (/magazine/previous-issues)

FOLLOW US Facebook (http://www.facebook.com/ELLEuk?ref=mfs) Twitter (http://twitter.com/elleuk)

EMAIL NEWSLETTER Sign up to the email newsletter (/register) **ELLE MAGAZINE** Subscribe to the magazine (/subscribe)

About: | Advertising (/generic-pages/advertising) | Cookie Policy (/cookie-policy) | Privacy Policy (http://www.hearst.co.uk/magazines/Data-protection.html) | Terms & Conditions (http://www.hearst.co.uk/magazines/Terms-and-Conditions.html) | Contacts (/generic-pages/contact-us) | Site Map (/content/view/sitemap/2)

Other Hearst Titles | ELLE DECORATION (http://www.elledecoration.co.uk/) | Redonline (http://www.redonline.co.uk/) | Red Direct (http://www.reddirect.co.uk/) | Digital Spy (http://www.digitalspy.co.uk/) | Reveal (http://www.reveal.co.uk/) | Sugarscape (http://www.sugarscape.com/) | All About Soap (http://www.allaboutsoap.co.uk/) | Inside Soap (http://www.insidesoap.co.uk/) | Our Partner sites (http://www.elleuk.com/generic-pages/our-partners)

© Hearst Magazines UK 2012 is the trading name of the National Magazine Company Ltd, 72 Broadwick Street, London, W1F 9EP. Registered in England 112955. All rights reserved.

EXHIBIT F

PhotoVogue at Palazzo Morando

The 100 photographers chosen for the exhibition opening September 8th during the Vogue fashion's Night Out in Milan

Editor's Blog
MyVogue Citizen Journalism
SIGN THE PETITION
Your blog against ana and mia
Vogue Experience
Daily News

Browse archive:
May 2011 Change

Cover Preview
Fashion4Development
Cover Story
Vogue Beauty Story
Fashion Stories
People in Vogue
Art and Photography
Books and Travel
Vogue Supplements
Horoscopo: day, week, month, year and couple
Tarot Cards
Vogue Accessory

Photo by Elle Schneider

I Vogue It (140) Share fullscreen

As announced by Editor-in-Chief Franca Sozzani through her blog, on September 8th within Vogue Fashion's Night Out, **an exhibition featuring words and pictures will be opened at Palazzo Morando in Milan based on the theme of time.**

Our editorial staff has selected the best shots amongst the ones uploaded in Photovogue channel. The 100 chosen photgraphers will be displayed in the Milan exhibition, called **Watch Mi**, in partnership with Assorologi. After the exhibition, the pictures will be auctioned (due to conditions to be announced).

A part of the 100 chosen photographers will be selected to realize a true shooting featuring watches.

Published:
06/24/2011

Related content

Editor's Blog

PhotoVogue: it's a reality

Editor's blog

Comments

Add comment

regret joining and will never take it for granted. :)

Christine Anderson
345 days ago

I know most of are too poor to make the exhibit.... It would be fun to meet....

Elle Schneider
345 days ago

Truly honored to be selected among such fine photographers! When can I expect to hear more details about the exhibit? I have a much higher-resolution photo that I'd love to send over.

Karl Axon
346 days ago

I have emailed my photo off to you guys in high resolution. Can we attend the event?

1 2 3 4 5 6

Editor's Blog MyVogue Citizen Journalism SIGN THE PETITION Your blog against ana and mia Vogue Experience Daily News Cover Preview Fashion4Development Cover Story Vogue Beauty Story Fashion Stories People in Vogue Art and Photography Books and Travel Vogue Supplements Horoscopo: day, week, month, year and couple Tarot Cards Vogue Accessory Subscribe to Vogue Italia

Fashion show themes Pre-Show Fashion events Model looks Emerging fashion designers Oddities Young fashion talents Fashion Calendar Milan Fashion Week 2012 Paris Haute Couture schedule 2012 Catwalk Paris: Fashion Week 2012 New York Shows: February 2012 London Shows Calender Franca Sozzani and the shows Shows Dossier

Beauty Icons The Now Idea Item of The Day Very Trendy The Artist Interview Beauty in Vogue Wellness and Fitness Skin & Surgery Beauty in Vogue - Supplement Beauty News and Blogs SPA Vogue Kitchen

Trend of The Day Yesterday and Today Vogue Manias + Glam - Cash Accessory Trends Voguistas How To The Trend Blog In or Out Trendy quotes Spring Summer 2011 Trends

LATEST ISSUE —
Issue 742
Feeling good

Vuitton
By Steven Meisel

Vogue Stars Models and Supermodels Focus On The Daily Look New Faces Voguettes Couples Vogue Masters Events Star News Vote the style

A Short Film With New Talents Success Stories Talents Shooting The Choice of Who is On Next? Contests and More Graduated from Vogue for the Young Blog From Vogue Video Lab Eco Talents Supplement Talents and Wool

Obsession of The Day from Hollywood from London from New York Last Short Notes Parties Events That's Too Much How Vogue likes them Vogue Arts Birthday of The Day Art Photo Design Music Theatre Cinema Weekend Agenda Vogue Features

Look of The Day Spotlight On The Style of... Seen in Vogue Black Beauty New Faces Tyra Banks The Black Blog The Black Issue The Black Barbie Issue

Daily Suggestions Glam and Curvy Curvy Icons Seen in Vogue Beauty Fashion and Accessories How to Stores The Curvy Blog Curvy News

Cover story People Stars Shows Look of the day How L'Uomo Vogue likes them Beauty News Fashion guide Latest on fashion Horoscope

Cover Story Fashion Stars Curiosity Inspired by How to wear Shop the trend Where to buy Designers and Ateliers News Collections

How does it work Sign up Archive

Language: ITA ENG | Theme: | Follow/share: | Newsletter: Sign up today! | Subscribe to Vogue Italia

Subscribe to our RSS feed
Join us on Facebook
Follow us on Twitter

CAP.SOC. 2.700.000 EURO
I.V. C.F e P.IVA - REG.IMPRESE
TRIB. MILANO N. 00834980153
SOCIETÀ CON SOCIO UNICO

© VOGUE ITALIA

ADVERTISING TEAM HELPDESK SUBSCRIPTION TERMS & CONDITIONS PRIVACY POLICY HELP VOGUE WIDGETS

EXHIBIT G

ELLE

THE ELLE BRAND VISION

PRINT

DIGITAL

EVENTS

SERVICES

ELLE

MOBILE

E-COMMERCE

BOOKS +DVD

LICENSING

TV + FILM

1271 Avenue of the Americas, 41st Floor · New York, NY 10020 · Tel: 212.767.5800 · Fax: 212.489.4210 · www.ELLE.com

ELLE

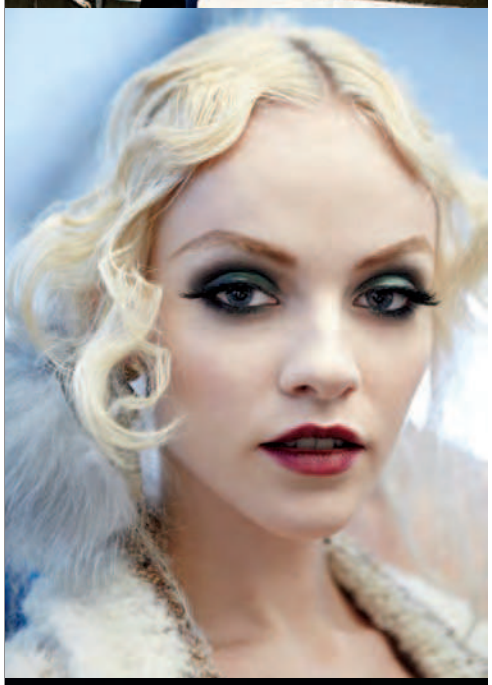
IT'S ALL IN THE MIX

ELLE's mission is to ***INFLUENCE WOMEN'S WHOLE LIVES***, helping them to be chic, smart, and modern. With ***INTELLIGENT***, ***IN-DEPTH WRITING*** and a razor-sharp curation of fashion that is at once ***ASPIRATIONAL AND ACCESSIBLE***, ELLE inspires its readers to build not just personal style, but personal power.

EDITORIAL PROFILE

Source: MagRadar, Jan-Dec 2011; Other/Misc Includes: Automotive, Children, Building/Construction, Finance/Real Estate, Consumer Electronics, and Hobbies/Athletics

1271 Avenue of the Americas, 41st Floor · New York, NY 10020 · Tel: 212.767.5800 · Fax: 212.489.4210 · www.ELLE.com



ELLE

2012 EDITORIAL CALENDAR

As of January 2012. Subject to change.

JANUARY

MAKE BETTER

Ad Close: 10.31.11
On-Sale: 12.20.11

FEBRUARY

WOMEN IN TELEVISION

Ad Close: 11.28.11
On-Sale: 1.17.12

MARCH

SPRING FASHION & SHOPPING

Ad Close: 12.27.11
On-Sale: 2.14.12

APRIL

GENIUS

Ad Close: 1.27.12
On-Sale: 3.20.12

MAY

WOMEN IN MUSIC

Ad Close: 2.27.12
On-Sale: 4.17.12

JUNE

SEX AND THE BODY

Ad Close: 4.2.12
On-Sale: 5.22.12

JULY

NATURAL

Ad Close: 4.30.12
On-Sale: 6.19.12

AUGUST

EDITORS' PICKS

Ad Close: 5.29.12
On-Sale: 7.17.12

SEPTEMBER

FALL FASHION & SHOPPING

Ad Close: 6.25.12
On-Sale: 8.14.12

OCTOBER

PERSONAL STYLE

Ad Close: 7.30.12
On-Sale: 9.18.12

NOVEMBER

WOMEN IN HOLLYWOOD

Ad Close: 8.27.12
On-Sale: 10.16.12

DECEMBER

WOMEN IN ART & ACCESSORIES

Ad Close: 9.24.12
On-Sale: 11.13.12

300 W. 57th Street | 24th Floor | New York, NY 10019 | www.ELLE.com

ELLE

KEVIN C. O'MALLEY
SENIOR VICE PRESIDENT, PUBLISHER AND CHIEF REVENUE OFFICER, ELLE

Kevin C. O'Malley was named SVP, publisher and chief revenue officer of ELLE, which was recently acquired by Hearst from Lagardère SCA, in May 2011.

Before joining ELLE, O'Malley had been with Esquire magazine for the previous eight years, having been named publisher in February 2003. The title of vice president was added in January 2004 and the title of chief revenue officer in January 2011.

O'Malley has been the recipient of numerous awards and honors while at Esquire. In 2005, Media Industry Newsletter named him "Sales Executive of the Year." He was named one of Advertising Age's "Media Mavens" in 2004, while Esquire was named to the Advertising Age "A List," which recognized the magazine as one of the hottest titles in the country. He was also named one of the "Top 100 Irish American Business Men" by the Irish American Business Society in 2004. In 2009, Esquire was named "Publishing Innovator of the Year" by Publishing Executive Magazine. O'Malley and Esquire Editor-in-Chief David Granger were co-recipients of the award for several industry milestones, including the production of the first-ever electronic magazine cover for the magazine's groundbreaking 75th Anniversary issue.

Before joining Esquire, O'Malley had been president of Emap Metro USA's Sports Division from 2000 to 2003, where he oversaw a number of men's enthusiast titles, including Surfer, Snowboarder, Skateboarder, NFL Insider, and Powder, among others. In this position he was also responsible for the sales and marketing of "The Gravity Games," a cross-platform action sports/youth culture TV and event marketing property that aired on NBC.

Previously, he served as vice president/publisher of Wenner Media LLC's Men's Journal from 1997 to 2000, where he helped shift the magazine's adventure and fitness focus into a broader men's lifestyle position. His efforts resulted in two consecutive record-breaking years in both advertising revenues and pages, as well as Men's Journal's first and only listing on Adweek's "Hot List." O'Malley also created and sold the magazine's first-ever brand extension, "The Men's Journal Adventure Team," a cross-platform brand extension with the Outdoor Life Network. Prior to Men's Journal, O'Malley was associate publisher at Rolling Stone, also a Wenner Media LLC publication, from 1993 to 1997.

From 1987 to 1993, O'Malley worked for Hearst Magazines in new magazine development and at Esquire, where his last position at the magazine was advertising director.

An avid recreational athlete, O'Malley is married and has four boys. He and his family reside in Rye, NY.

1271 Avenue of the Americas, 41st Floor · New York, NY 10020 · Tel: 212.767.5800 · Fax: 212.489.4210 · www.ELLE.com

ELLE

ROBERTA MYERS
EDITOR-IN-CHIEF, VP, BRAND CONTENT

Roberta Myers was named editor-in-chief of ELLE in May 2000. Since taking the position, Myers has directed ELLE into a new era of success, giving readers the best in fashion, beauty, culture, arts, and news coverage with exceptional visuals, writing and reporting. This combination has solidified ELLE's reputation as a magazine for women that delivers both style and substance. Myers is also responsible for content creation across all platforms including ELLE, ELLE.com and the ELLE iPad app which launched in October 2010. Under Myers' editorial leadership, branded content is read by 5.6 million consumers in print and 1.5 million visitors online per month. A testament to the brand's vitality and continued editorial relevance, ELLE has posted the largest increase in total readership in the past five years across all fashion magazines by 16 percent. In 2009, ELLE was the #1 performing monthly magazine with 2,082 ad pages and was subsequently placed at #2 on the 2009 Adweek Hot List. ELLE also was placed on Adweek's 2008 Brand Leaders List, and was nominated in the Essays category at the 2008 National Magazine Awards. In September 2008, Forbes voted Myers No. 2 on its list of Most Powerful U.S. Fashion Magazine Editors and in May 2009, Gotham named Myers a Media Power Player.

Myers came to ELLE from Mirabella, where she had been the editor-in-chief since April 1998. During her tenure, Mirabella received a National Magazine Award nomination for Essays and Criticism. Prior to joining Mirabella, she was a senior articles editor at ELLE; a senior editor at InStyle, where she worked on the start-up of the successful Time Inc. launch; and editor-in-chief of Tell, the first joint venture between a television network (NBC) and a magazine company. She was managing editor at Seventeen, promoted twice from articles editor. She also worked at Interview, for Andy Warhol, and began her career at Rolling Stone. She is currently vice president of the American Society of Magazine Editors, was honored by Laboratory Institute of Merchandising for her contribution to the Business of Fashion, and has received two ACE Awards and three ASME nominations over her career.

Myers lives in Manhattan with her husband and two children.

1271 Avenue of the Americas, 41st Floor · New York, NY 10020 · Tel: 212.767.5800 · Fax: 212.489.4210 · www.ELLE.com

ELLE

JOE ZEE
CREATIVE DIRECTOR

Joe Zee was appointed ELLE's Creative Director in January 2007 to "build on ELLE's continued success by enhancing the magazine's look and style," said Editor-in-Chief Roberta Myers. The move to ELLE followed many successful years as Fashion Director at *W* and as Contributing Fashion Editor at *Details* and *House & Garden*. He was also Editor-in-Chief of both the men's and women's editions of *Vitals*.

As a fashion stylist, Zee collaborated on *Vanity Fair*'s March 2006 Hollywood Issue with designer Tom Ford and photographer Annie Leibovitz. Zee has worked with many of the world's leading fashion photographers, including Bruce Weber, Carter Smith, Alexei Hay, Juergen Teller, and Patrick Demarchelier, to name only a few.

Zee is also the talent behind TV and print advertising campaigns for DKNY, Perry Ellis, Kenneth Cole, Sean John, Banana Republic, H&M, Estée Lauder, M.A.C. Cosmetics, Chanel, and Coty, among many others. He has styled notable campaigns for GAP including "(PRODUCT) RED", the unforgettable pairing of Madonna and Missy Elliott and the 35th anniversary campaign with Sarah Jessica Parker.

Zee was named one of the Top 15 Stylists in the world by *STYLIST* (published by Rizzoli and Style.com) and was the *New York Post*'s pick for Top Fashion & Stylist Insider. He has made countless appearances as a fashion expert on ABC's *Good Morning America*, NBC's TODAY show and as a fashion correspondent on the red carpet for *Extra*. In 2008, Legal Momentum honored Zee for his advancement of women through his creative services.

As a co-author of *The ELLEments of Personal Style* (Gotham Books), Zee goes behind-the-scenes to bring readers a one-of-kind look at the personal closets, homes, workplaces and favorite spaces of fashion icons, socialites, leaders of business, movie stars, designers, and more.

Slated to premiere March 2011, Zee is featured on Sundance Channel's original fashion series, *All On The Line*, where he dispenses his expert advice to struggling designers, helping them succeed in the make-it-or-break-it high stakes fashion industry.

Zee is based in New York.

ELLE

ANNE SLOWEY
FASHION NEWS DIRECTOR

Anne Slowey has been writing about the people, places and diverse ideas that drive the world of fashion since 1989. She was named Fashion News Director of ELLE in 1998, and has spent her tenure at the magazine pushing the boundaries of traditional fashion reporting.

In the fall of 2008, Slowey was featured on the CW's Stylista, a reality series where hopeful fashion enthusiasts vie for a coveted editorial position at ELLE.

Slowey has made countless appearances as a fashion expert on ABC's Good Morning America, NBC's TODAY show and MTV's The City. Slowey was also a former judge on Project Runway. She previously worked as an editor at W and Vogue.

EMILY DOUGHERTY
BEAUTY/FITNESS DIRECTOR

Emily Dougherty has covered the beauty industry as a writer and editor for more than thirteen years. She has been Deputy Editor of *Nylon*, Beauty Editor at *Harper's Bazaar* and held the position of Senior Editor at ELLE before being promoted to Beauty/Fitness Director in 2003.

Her mission is to balance style and service in a cohesive package that delivers the latest trends, products, and procedures before—and better than—the competition.

A beauty aficionado from a young age, Dougherty still owns the first lipstick she ever bought (Estée Lauder Frosted Apricot, circa 1980) and is on an eternal quest for the perfect undereye concealer.

PAUL RITTER
GROUP DESIGN DIRECTOR

Paul Ritter is ELLE Group Design Director since January 2010, where he ensures brand design continuity across all platforms including ELLE, ELLE Décor and the web redesign. Ritter is also responsible for conceptualizing, creating and expanding the ELLE iPad app which launched in October of 2010.

Ritter came to ELLE in April 2007 from Vitals magazine as Design Director. Prior to ELLE, Ritter was the art director for Benetton's Colors, one of the most influential magazine launches ever.

Over the past decade, Ritter has worked on advertising and branding for L'oréal, Zara, Estee Lauder Group, Colette, Italian Vogue, Jane, Black Book, Interview, V magazine, and the Whitney Museum of American Art, among many others.

Ritter is based in New York.

1271 Avenue of the Americas, 41st Floor · New York, NY 10020 · Tel: 212.767.5800 · Fax: 212.489.4210 · www.ELLE.com

ELLE

KATE LANPHEAR
STYLE DIRECTOR

Kate Lanphear was named Style Director of ELLE magazine in April 2008.

Lanphear, who came to ELLE via Sydney held fashion posts at both *Vogue Australia* and *Harper's Bazaar*. In late 2005, Kate was named Senior Market Editor at US Harper's Bazaar before coming to ELLE as Senior Fashion & Style Editor in 2006.

KATE DAVIDSON HUDSON
ACCESSORIES DIRECTOR

Kate Davidson Hudson was named Accessories Director of ELLE in 2011.

Davidson Hudson started her career writing the culture pages for *Harper's Bazaar*, and, shortly thereafter moved on to fashion editorial to become Accessories Editor. Prior to *Harper's Bazaar*, Davidson Hudson was a contributing writer at the *JCReport*, *Inc* magazine, HarpersBazaar.com and ELLE.com.

Davidson Hudson came to ELLE in 2008 as Senior Accessories Editor before being promoted to Executive Accessories Editor in 2009.

JOANN PAILEY
MARKET DIRECTOR

Joann Pailey was named Market Director of ELLE magazine in April of 2008. In this role, her duties include: generating story ideas, editing the French and American markets for fashion well and front of book stories, and editing the monthly shopping guide, ELLEShops.

Pailey came to ELLE in 2000 from *Harper's Bazaar* as a fashion assistant, eventually becoming the assistant to fashion director Nina Garcia in 2002. In this position, she helped cover the french market, organized ElleShops, and served as the liaison between the fashion and art departments. Prior to being named market director, she was the market editor.

1271 Avenue of the Americas, 41st Floor · New York, NY 10020 · Tel: 212.767.5800 · Fax: 212.489.4210 · www.ELLE.com

ELLE

AWARDS AND HONORS

FIFI AWARDS

APRIL 2011

The Fragrance Foundation presented three 2011 FiFi Awards to ELLE for Editorial Excellence in Fragrance Coverage: Best "Scent Bite" for "Mix Masters" in September 2010, Best Blog Post for "An Eau of Our Own" in October 2010, and Best Men's Fragrance for "Picking Up His Scent" in December 2010. ELLE has won 18 FiFi Awards, more than any other magazine.

GOLD TRIANGLE AWARDS

MARCH 2011

The American Academy of Dermatology awarded ELLE **a 2011 Gold Triangle Award**, for the July 2010 feature "Doctors' Orders: Wrinkle Cures."
ELLE has won a total of 10 Gold Triangle Awards.

MEDIAWEEK'S WOMEN ON THE VERGE

SEPTEMBER 2010

Robin Domeniconi was named one of Mediaweek's Magazine Women on the Verge

BEST PLACES TO WORK

AUGUST 2010

Time Out New York named ELLE one of the Best Places to Work

ADWEEK MEDIA PLAN OF THE YEAR

JUNE 2010

Adweek Media Plan of the Year for ELLE's collaboration with MediaCom on the fall H&M campaign

JOURNALISTIC ACHIEVEMENT AWARD

APRIL 2010

ELLE was awarded the Journalistic Achievement Award from The American Society for Aesthetic Plastic Surgery (ASAPS) for an article in the October 2009 issue.

MOST ENGAGED MEDIA BRANDS

APRIL 2009

min selected ELLE as one of the 2009 "Most Engaged Media Brands." min recognized ELLE as "the voice of style that carries everywhere: the legendary brand is fully accessible to women everywhere: in print, online, on mobile, on-air and in stores."

HOT LIST

MARCH 2009

ELLE was #2 on the 2009 Hot List. *Adweek* recognized the magazine for its "good mix of aspiration and affordability" [making] it "right for the times," while "integrated deals lock in pages," and noting, "Beauty, non-endemic strong in '08.

BEST PERFORMERS IN CIRCULATION

JANUARY 2009

ELLE was among the Top 10 on **Capell's "Best Performers in Circulation" List of 2008**

BRAND LEADERS LIST

OCTOBER 2008

For the second time in three years, ELLE made *AdWeek's* Brand Leaders List. *AdWeek* recognized ELLE for its stable of successful brand extensions, including the CW's *Stylista*, the launch of "Joe A to Zee", and the latest book, *Women in Hollywood*.

THE "A" LIST

OCTOBER 2008

For the third year in a row, *Advertising Age* placed ELLE #3 in its annual Top 10 "A" List. ELLE was honored in part for its sixth consecutive year of ad page growth and a record-breaking September issue.

MOST POWERFUL FASHION EDITORS

SEPTEMBER 2009

Forbes.com named Robbie Myers third on their list of Most Powerful US Fashion Magazine Editors. Myers was honored for facilitating ELLE's successful partnership with *The City*, as well as for the increased exposure of the ELLE brand through ELLE.com, which saw 2 million unique visitors in July 2009, up 83% from July 2008.

MAGAZINE OF THE YEAR

JULY 2008

The Accessories Council named ELLE 'Magazine of the Year' at the 2008 ACE Awards, which honors groups that have made strides in raising the awareness of the accessories industry.

1271 Avenue of the Americas, 41st Floor · New York, NY 10020 · Tel: 212.767.5800 · Fax: 212.489.4210 · www.ELLE.com

ELLE

EDITORIAL EXCELLENCE IN FRAGRANCE COVERAGE

ELLE HAS WON 18 FiFi'S SINCE 1989, MORE THAN ANY OTHER MAGAZINE

ELLE'S FiFi AWARDS 2007-2011

2011

"MIX MASTERS"
April Long, ELLE, September 2010
Best "Scent Bite"

"AN EAU OF OUR OWN"
Maggie Bulock, ELLE.com, October 2010
Best Blog Post

"PICKING UP HIS SCENT"
Maggie Bullock, ELLE, December 2010
Best Men's Fragrance

2010

"ENDURING FRAGRANCE"
April Long, ELLE.com, April 2009
Beauty Blog Post

"CREATIVE JUICES"
April Long, ELLE, October 2009
Women's Scent Bite

"MAN, EAU MAN"
Maggie Bullock, ELLE, November 2009
Men's Coverage

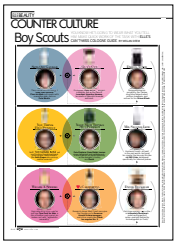
2009

"ADVANCED CHEMISTRY"
Nicole Catanese, ELLE, October 2008
Women's Scent Bite

"THIS YEAR'S MODEL"
Maggie Bullock, ELLE, December 2008
Men's Coverage

2008

"BOY SCOUTS"
Megan Deem, ELLE, December 2007
Men's Coverage



2007

"VISION QUEST"
Megan Deem, ELLE, September 2006
Women's Scent Bite

"MAKING SCENTS" & "SHOP TALK"
Megan Deem, ELLE, December 2006
Women's Scent Feature

1271 Avenue of the Americas, 41st Floor · New York, NY 10020 · Tel: 212.767.5800 · Fax: 212.489.4210 · www.ELLE.com

ELLE

THE MOST TALKED-ABOUT FASHION MAGAZINE

With over ***262 MILLION IMPRESSIONS*** each month, ELLE garners significant media attention across major outlets.

BROADCAST

Access Hollywood
Charlie Rose
CNN's Joy Behar
CNN Showbiz Tonight
CNN-Reliable Sources
CW11 Morning News
E! News
Entertainment Tonight
EXTRA
Good Day LA
Good Morning America
Gossip Girl
Inside Edition
KTLA
Larry King Live
Late Show with David Letterman
LXTV
MARTHA
MSNBC Live
Oprah
O'Reilly Factor
The City
The Daily 10
The Insider
The Tyra Banks Show
The View
TODAY
Tonight Show with Jay Leno
TV Guide Channel-Hollywood 411
Videofashion Daily

PRINT

Ad Age
Boston Globe
BusinessWeek
Chicago Tribune
GOTHAM
In Touch
LA Confidential
Life & Style
Los Angeles Times
Mediaweek
Newsday
New York Daily News
New York Post
New York Times
OK!
People
STAR
Time Out NY
TV Guide
USA Today
US Weekly
Variety
Wall Street Journal
Washington Post
WWD

DIGITAL

Associatedpress.com
E!Online.com
Fashionalities.com
Fashionista.com
Fashionmagdaily.com
FashionWeekDaily.com
HuffingtonPost.com
Justjared.com
MSNBC.com
MTV.com
Nymag.com
NYObservor.com
NYPost.com
OK-magazine.com
People.com
Perezhilton.com
Pinkisthenewblog.com
Popbytes.com
Popcrunch.com
Popsugar.com
Reuters.com
Starmagazine.com
starpulse.com
Styledash.com
Styleite.com
TheCelebrityBlog.com
TheDailyBeast.com
TheFashionSpot.com
TMZ.com
USAToday.com
Usmagazine.com
Yahoo.com

1271 Avenue of the Americas, 41st Floor · New York, NY 10020 · Tel: 212.767.5800 · Fax: 212.489.4210 · www.ELLE.com

ELLE

CIRCULATION VITALITY
SECOND HALF 2011

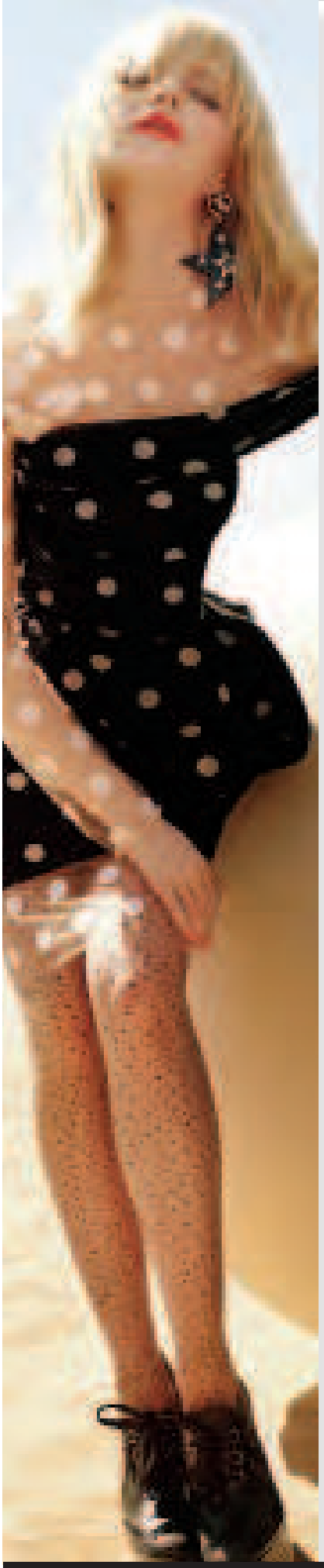
	Total Circulation	% of Total Circulation
Paid Subscriptions:	854,121	74.6%
Verified Subscriptions:	50,004	4.4%
Total Paid & Verified Subscriptions:	**904,125**	**79.0%**
Single Copy Sales:	**241,339**	**21.0%**
Total Average Paid Circulation:	**1,145,464**	**100%**
Rate base:	1,100,000	
Bonus:	45,464 (4.1%)	

CONTINUED READER DEMAND

- With a total circulation of 1,145,464 in second-half 2011, ELLE delivered more than 45,000 in bonus circulation to advertisers, while making rate base on every issue.
- ELLE's rate base increased with the September 2010 issue to 1.1 million with a $1 million investment in newsstand copies (+50,000).

Source: ABC Publisher's Statement, Dec 2011

1271 Avenue of the Americas, 41st Floor · New York, NY 10020 · Tel: 212.767.5800 · Fax: 212.489.4210 · www.ELLE.com



ELLE

WHO READS ELLE?

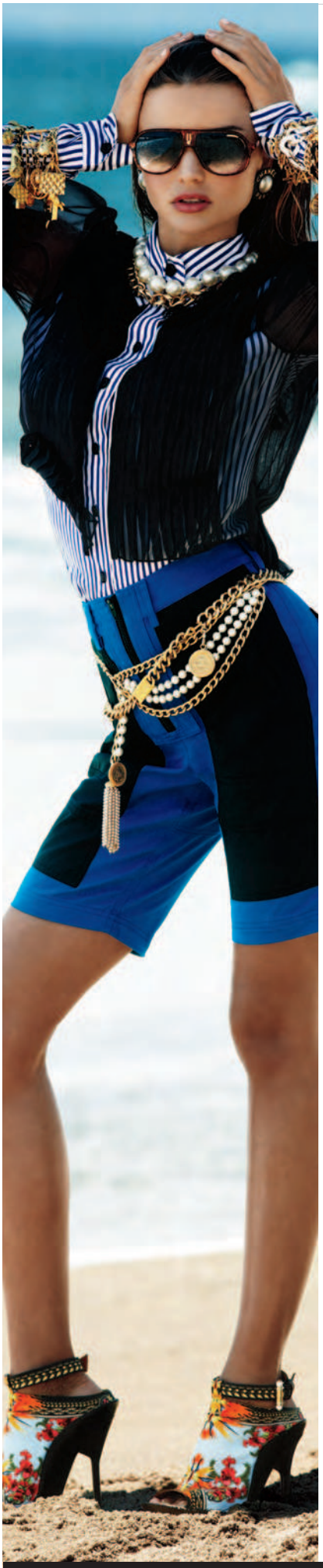
MRI FALL 2011

TOTAL AUDIENCE	**6,302,000**
WOMEN	**5,482,000 (87%)**
MEDIAN AGE	**34.2**
MEDIAN HHI	**$71,927***
READER PER COPY	**5.83**

	% COMP
Age 18-34	51.7
Age 18-49	78.5
Age 25-49	55.4
Age 25-54	60.8
HHI $50,000+	64.1
HHI $75,000+	44.4
HHI $100,000+	32.2
Any College	70.0
Grad College+	31.8
Employed	66.6
Professional/Managerial	24.8
Single	39.6
Married	40.6
Any Children	48.1
Own Home	56.4

Source: MRI Fall 2011, Base: Adults; *Doublebase 2011

1271 Avenue of the Americas, 41st Floor · New York, NY 10020 · Tel: 212.767.5800 · Fax: 212.489.4210 · www.ELLE.com



ELLE

WHO READS ELLE?
AFFLUENT, STYLISH WOMEN

MMR 2011

TOTAL AUDIENCE	**1,505,000**
WOMEN	**1,344,000 (89%)**
MEDIAN AGE	**37.5**
MEDIAN HHI	**$145,682**

	% COMP
Age 21+	86.3
Age 18-34	44.7
Age 25-49	44.3
Age 25-54	52.9
Age 35-54	38.5
Age 55+	16.8
HHI $125,000+	64.9
HHI $150,000+	46.9
HHI $200,000+	27.5
IEI $50,000+	38.1
IEI $75,000+	25.6
Any College	86.7
Grad College+	64.0
Employed	72.8
Professional/Managerial	58.6
Single	36.3
Married	50.1
Any Children	35.6
Own Home	88.6

Source: MMR 2011; Base: Adults 18+, HHI $100K+

1271 Avenue of the Americas, 41st Floor · New York, NY 10020 · Tel: 212.767.5800 · Fax: 212.489.4210 · www.ELLE.com

ELLE

THE ELLE READER
BEYOND THE DEMOGRAPHICS

"The ELLE reader is curious, smart, loves fashion, and uses fashion as a way to transmit to the world who she is and who she wants to be. She's the first person to try something and she brings all of her friends along on her fantastic journey."

—Roberta Myers, Editor-in-Chief

STYLISH AND INFLUENTIAL	ELLE READERS	READERS OF OTHERS*
They are trendsetters:		
• Family and friends often ask for and trust my **fashion** advice	247	211
• Family and friends often ask for and trust my **beauty** advice	235	213
• I love to mix and hi and low when putting together an outfit	150	145
• People come to me for advice before making a purchase	132	124
• I tend to make impulse purchases	121	110

THEY ARE DECISIVE & FREQUENT SHOPPERS:

- 88% of ELLE readers say their shopping isn't seasonal - they shop the same amount throughout the year.
- 84% of ELLE readers have purchased items written about in fashion magazines
- 76% of ELLE readers agree: "I am a fashion leader, not a follower"
- 70% say their closet has an even mix of high-end designer and lower-priced items
- **63% took action as a result of seeing an ad in ELLE— Ranked #1 vs. competitive set!**

Source: MRI Spring 2011; Base: Adults; ELLE Inner Circle, 2011; MRI Starch, Jan-Dec 2011
*Readers of Others: Vogue, Harper's Bazaar, InStyle, Lucky, Marie Claire, W

300 W 57th St, 24th Floor · New York, NY 10019 · Tel: 212.649.2000 · Fax: 646.280.1058 · www.ELLE.com

ELLE

BRAND OVERVIEW

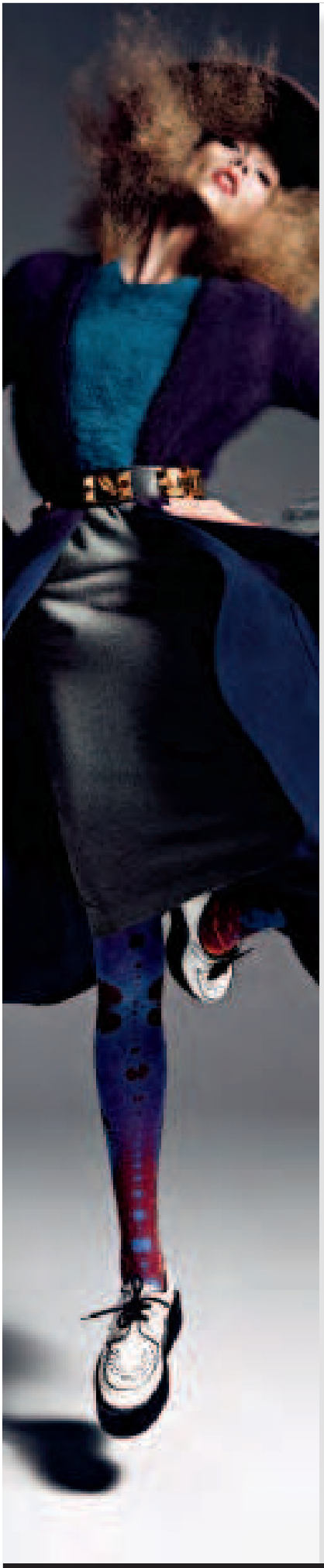
- **GLOBAL REACH:**
  -ELLE is the #1 fashion magazine worldwide with 43 global editions and 21 million readers.
  -ELLE.com is the #1 fashion site worldwide with 28 sites and 20 million monthly UVs.
- **CIRCULATION:**
  -With a total circulation of 1,132,860 in first-half 2011, ELLE delivered more than 32,000 in bonus circulation to advertisers, while making rate base on every issue.
- **AUDIENCE:**
  -With 6.3 million readers, ELLE has experienced the largest audience growth (+12%) over the last year, and remains the youngest book in the competitive set.
- **IDEAL CONSUMERS:**
  -ELLE reaches a desirable audience of fashion and beauty consumers:

	MRI 2011	MMR 2011
Total Audience	6,302,000	1,505,000
Median Age	34.2	37.5
Median HHI	$71,927	$145,682
In the past year...	ELLE Readers Index	Readers of Others* Index
Spent $10,000+ on fashion	266	243
Spent $10,000+ on jewelry/watch	229	212
Spent $1,000+ on beauty	193	177

- **ADVERTISING:**
  -In 2010, ELLE ran 2,287 advertising pages, +10% vs. 2009.
  -In 2011, ELLE ran 2,308 advertising pages, +1% vs. 2010.
- **ELLE.COM:**
  -1.3 million unique visitors a month
  -70% original content; 24% of users direct to ELLE.com
- **IPAD APPLICATION:**
  -Launched in Fall 2010, ELLE's iPad application allows readers to consume exclusive content, create their own inspiration board, get styled with our Personal Stylist feature, and shop directly from the app.
- **VIRAL FOOTPRINT:**
  -1,005,250+ Twitter followers, 365,200+ Facebook fans, 490,000+ YouTube channel views, and 75,000+ Tumblr users.
- **UNMATCHED MEDIA ATTENTION:**
  -262 million press impression a month
  -1.2 billion press impressions for the annual Women in Hollywood event

Source: ABC June 2011; PIB 2011, 2010, 2009; MRI Fall 2011/Income based on MRI DB 2011, Adults; MMR 2011, Adults age 18+ HOH HHI $100K+; ComScore Jan-Dec 2011 AVG; Website Data 1/5/12.*Readers of Others: Vogue, InStyle, Harper's Bazaar Lucky & W.

1271 Avenue of the Americas, 41st Floor · New York, NY 10020 · Tel: 212.767.5800 · Fax: 212.489.4210 · www.ELLE.com



ELLE

WHO VISITS ELLE.COM?

TOTAL AVG MONTHLY UNIQUE VISITORS	**1,313,000**
PAGE VIEWS	**17M**
AVERAGE MINUTES PER VISIT	**12+**
FEMALE / MALE RATIO	**69%/31%**
MEDIAN AGE	**31.3**
MEDIAN HHI	**$75,672**

	% COMP
Age 21+	79.4
Age 18-34	50.3
Age 18-49	79.2
Age 25-44	33.4
Age 25-54	49.2
HHI $60,000+	60.9
HHI $75,000+	50.5
HHI $100,000+	32.5
Any College*	80.6
College Grad+*	38.1
Employed*	68.4
Single*	27.1
Married*	52.3
Any Children	46.4
Own Home*	71.1

Source: ComScore Media Metrix, Jan-Dec 2011 AVG, Dec 2011 (demos),*Nielsen @Plan, 2011

1271 Avenue of the Americas, 41st Floor · New York, NY 10020 · Tel: 212.767.5800 · Fax: 212.489.4210 · www.ELLE.com

ELLE

ELLE MOBILE

IPAD APPLICATION

Our October 2010 issue marked the debut of ELLE's iPad application which provides a new level of reader engagement by taking advantage of the platform's high-resolution screen, touch navigation, mobility and connectivity. Content is available to users in two different views which offers advertisers several integration opportunities.

ELLE ASTROLOGY APPLICATION

This new application lets users hold the future in their hands. Available for a mobile phone or the iPad, the application provides daily horoscopes from ELLE's astrology expert, ability to test love compatibility based on your astrological sign, or check the horoscopes of Facebook friends.

MOBILE OPTIMIZED WEBSITE

Recently relaunched, ELLE's mobile optimized website offer the best in ELLE.com content, optimized for smart phone screens.

1271 Avenue of the Americas, 41st Floor · New York, NY 10020 · Tel: 212.767.5800 · Fax: 212.489.4210 · www.ELLE.com

ELLE

RESEARCH OPPORTUNITIES

ELLE INNER CIRCLE

ELLE's reader panel of 18,000+ members allows advertisers to connect with ELLE's most engaged consumers.

- A larger respondent base than syndicated studies
- Ideal testing ground for ad campaigns, new products, and special promotional opportunities.
- Capabilities include general trend surveys, brand awareness surveys, ad recall/critique surveys, product sampling, and focus groups.
- Created in partnership with Mediamark Research Incorporated (MRI)
- Results usually available within four weeks.

ELLE INNER CIRCLE ELITE

A subset of ELLE's larger reader panel, the Inner Circle Elite is 1,000 members-strong and is surveyed with hot topics weekly.

- Panel consists of readers who have opted in to take a weekly survey ranging from current events and trends to brand awareness and affinity.
- With a response rate greater than 40%, this panel is the optimal place to get quick feedback on hot topics.
- Results typically available within one week.

MRI STARCH

Measures advertising effectiveness and reader involvement for all national ads 1/3 page or larger.

- All 12 issues of ELLE measured each year
- Provides marketing partners insight into how their ad campaigns perform against competitors based on variables such as position and creative execution.
- Custom survey questions allow advertisers to elicit more in-depth reader feedback about the effectiveness of the advertising and are available with each issue (Cost: $2,000 for 10 questions).

1271 Avenue of the Americas, 41st Floor · New York, NY 10020 · Tel: 212.767.5800 · Fax: 212.489.4210 · www.ELLE.com

ELLE

IN-BOOK PROMOTION

ELLE PROMOTIONS:

Where **ELLE's 6.3 million+ trend-setting readers** turn each month to get the scoop on the latest happenings and hottest finds

- ELLE's monthly in-book promotion pages unveil buzz-worthy events, contests/ sweepstakes, promotions, product launches, and more.*
- Exposure includes a listing on ELLEExtra.com, ELLE's promos and events channel on ELLE.com

GET YOUR BRAND CONNECTED

- Incorporate your product and image in a highly visible in-book environment with national exposure
- Align your brand with the authority of ELLE
- Increase brand awareness
- Support online, retail, and all other marketing initiatives

HOW TO PARTICIPATE

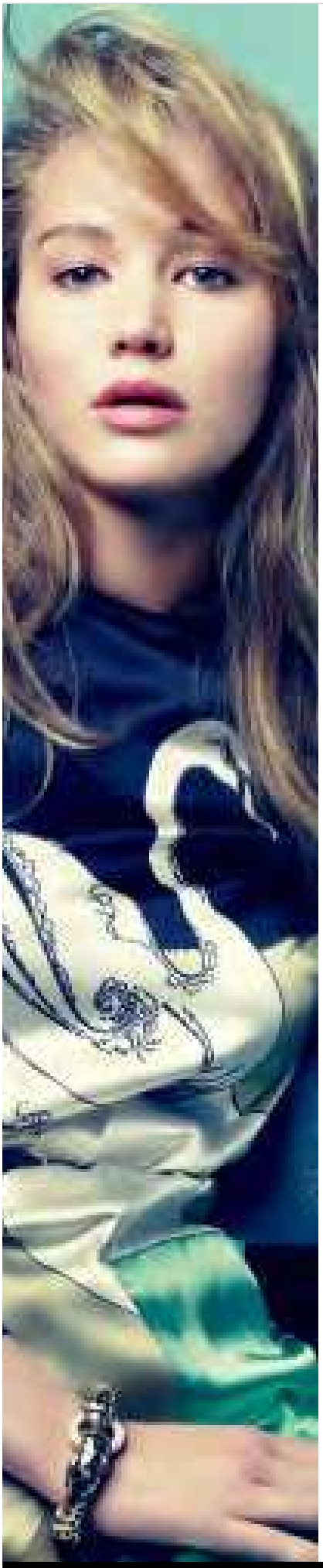
Provide ELLE with:

- High resolution logo or product image**
- 30–40 words of copy
- Web address if desired

For more information, please contact your ELLE representative.

*Offered on a first-come, first-served basis. All listings are subject to revision/approval by ELLE.
**Digital files; high resolution 300 DPI, TIFF or EPS files.

300 W 57th Street, 24th Floor · New York, NY 10019 · Tel: 212.649.2000 · Fax: 646.280.1058 · www.ELLE.com



ELLE

ELLE ADVERTISING CONTACTS

NEW YORK
300 W 57TH ST, 24TH FLOOR
NEW YORK, NY 10019
PHONE: 212.649.2000
FAX: 649.280.1058

SENIOR VICE PRESIDENT, PUBLISHER AND CHIEF REVENUE OFFICER
Kevin C. O'Malley

VICE PRESIDENT, GENERAL MANAGER
Anne Welch

ASSOCIATE PUBLISHER
Blair Schlumbom

ADVERTISING DIRECTOR, FASHION AND RETAIL
Justin Tarquinio

SENIOR EXECUTIVE DIRECTOR, BEAUTY
Anna Araman

EXECUTIVE DIRECTOR, FASHION AND RETAIL
Paula Fortgang

EXECUTIVE DIRECTOR, LUXURY PRODUCTS
Barbara Boulware

BEAUTY MANAGER
Katie Crabtree

BEAUTY MANAGER
Jill Schlanger-Slivka

EXECUTIVE DIRECTOR, DIGITAL ADVERTISING
John Weisgerber

SENIOR ACCOUNT EXECUTIVE, ELLE.COM
Giancarlo Portale

SALES MANAGER, ELLE.COM
Erika Golomb

FASHION AND LUXURY SALES REPRESENTATIVE
Marissa Casey Fuchs

LOS ANGELES
5670 WILSHIRE BLVD. STE.1600
LOS ANGELES, CA 90036
PHONE: 323.954.4825
FAX: 323.954.4800

WEST COAST DIRECTORS
Sandy Adamski, Eileen Rivkin

CHICAGO
500 N. MICHIGAN AVE. STE. 2100
CHICAGO, IL 60611
PHONE: 312.923.4834
FAX: 312.832.1686

MIDWEST DIRECTOR
Andrea Foster

DETROIT
2301 WEST BIG BEAVER RD
TROY, MI 48084
PHONE: 248.614.6055
FAX: 248.614.6006

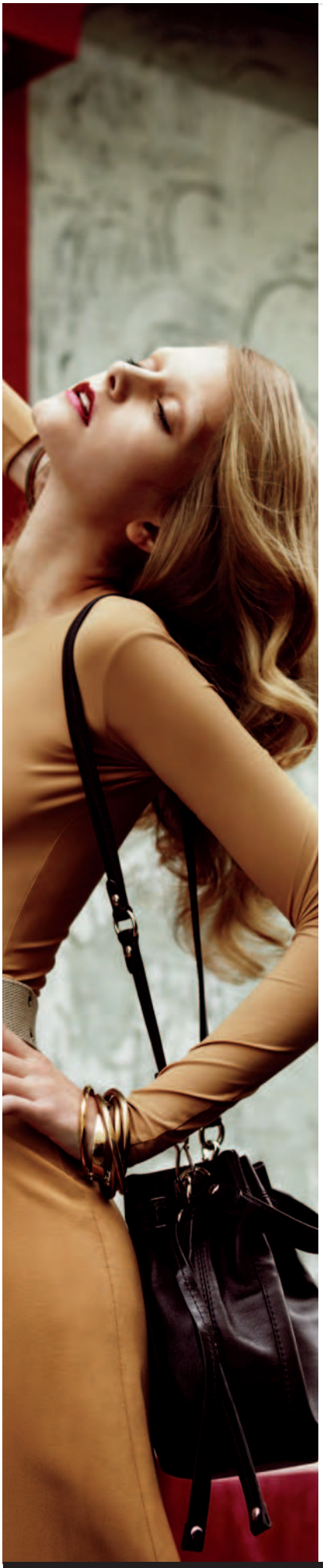
DETROIT DIRECTOR
Mara Filo

TEXAS
WNP MEDIA, LLC
4217 CAMDEN AVE
DALLAS, TX 75206
PHONE: 214.824.9008
FAX: 214.824.9009

TEXAS DIRECTOR
Lucinda Weikel

SOUTHEAST
MANDEL MEDIA GROUP
3340 PEACHTREE RD STE.1550
ATLANTA, GA 30326
PHONE: 404.256.3800

SOUTHEAST DIRECTOR
Nadine Timpa



ELLE

ADVERTISERS
FASHION/ACCESSORIES/RETAIL

7 For All Mankind Store
AG Adriano Goldschmied
AK Anne Klein
Akris
Alberta Ferretti
Aldo
Alfani
Andrew Marc
Ann Taylor
Anne Klein
APC
Armani Exchange
Australia Luxe
B Makowsky
b.tempt'd
Baby Phat
Balenciaga
Bali
Bally
Banana Republic
Barney's NY
Bath & Body Works
BCBG Max Azria
bebe
Benetton
Betsey Johnson
Bloomingdales
Blumarine
Børn Footwear
Bottega Veneta
Brian Reyes
Burberry
Calvin Klein
Calvin Klein Jeans
Carolina Herrera
Carrera
Celine
Cesare Paciotti
Cettu
Chadwicks of Boston
Champion
Chanel
Chico's
Chloé
Coach
Cole Haan
Comptoir des Cotonniers
D&G
Derek Lam
Dereon
Dermstore.com
Diane von Furstenberg
Diesel
Dior
DKNY
Dolce & Gabbana
Donna Karan
Dooney & Bourke
Dsquared2
DSW
Elie Tahari
Emporio Armani
EMU Australia
Eres
Escada
Esprit
Etro
Express
Fendi
Fidelitydenim.com
Flexees
French Connection
Fruit of the Loom
Gap
Giorgio Armani
Glory Chen
Gohastings.com
G-Star Raw
Gucci
Guess
H&M
Hale Bob
Havaianas
Hediard
Henri Bendel
Hugo Boss
Isabel Marant
J Brand
Jantzen
Jean Paul Gaultier
Jeanbay
Jessica Simpson
Jil Sander
Jimmy Choo
Joe's
Joie
Jones New York
Judith Leiber
Juicy Couture
Just Cavalli
Kathy Van Zeeland
Keds
Kenneth Cole
Kersh
Kohl's
Lacoste
Lady Dior
Lanvin
Laura Mercier
Leon Max
Levis
Lily of France
London Fog
Longchamp
Lord & Taylor
Louis Vuitton
Lucky
Macy's
Maidenform
Maje
Mango
Marc Jacobs
MaxMara

Source: PIB 2009, 2010, Jan-Sept 2011

1271 Avenue of the Americas, 41st Floor · New York, NY 10020 · Tel: 212.767.5800 · Fax: 212.489.4210 · www.ELLE.com

ELLE

ADVERTISERS
FASHION/ACCESSORIES/RETAIL

Michael Kors
MICHAEL Michael Kors
Michael Stars
Miss Me
Missoni
Miu Miu
Moncler
Moschino
Mulberry
Net-a-Porter
Nicole Miller
Nine West
Ocean Pacific
Oscar de la Renta
Payless ShoeSource
Perry Ellis
Piperlime.com
Pologeorgis Furs
Ports 1961
Prada
Pringle of Scotland
PRVCY Premium
Radley
Ralph Lauren
Rampage
Ray-Ban
Rebecca Moses
Reebok
Reed Krakoff
Rite Aid Pharmacy
Roberto Cavalli
Saga Furs of Scandinavia
Saks Fifth Avenue
Salvatore Ferragamo
Sam Edelman
Sandro
Sears
Sephora
Shopbop.com
Silver Jeans
Sketchers Shape-Ups
Sperry Top-Sider
Stella McCartney
Stuart Weitzman
Sue Wong
Talbots
Target
Tiffany
Tipsntrends.com
TJ Maxx
Tod's
Tommy Hilfiger
True Religion
Trussardi
UGG Australia
Uniqlo
United Colors of Benetton
Valentino
Vanity Fair Lingerie
Vassarette
Velvet
Vera Wang
Versace
Vince Camuto
Volcom
White House Black Market
William Rast
Xtra Life Lycra
Yves Saint Laurent
Z London

Source: PIB 2009, 2010, Jan-Sept 2011

ELLE

ADVERTISERS
BEAUTY/FRAGRANCE

Always Flexi-Style
Amore Pacific
Artistry
Aveda
Aveeno
Balenciaga Fragrances
Bath & Body Works
Bebe Fragrances
Beckham Fragrances
Beyonce Fragrances
Bioré
Borghese
Burberry Fragrances
Burt's Bees
Calvin Klein Fragrances
Caress
Chanel Cosmetics
Chanel Fragrances
Chloé Fragrances
Clairol
Clarins
Clarisonic
Clinique Cosmetics
Clinique Fragrances
Coach Fragrances
Conair
Cover Girl
Crest 3D White
Dior Cosmetics
Dior Fragrances
Dolce & Gabbana Fragrances
Donna Karan Fragrances
DuWop Foundation of Youth
Elizabeth Arden Cosmetics
Elizabeth Arden Fragrances
Elizabeth Arden Skincare
EOS
Essie
Estée Lauder Cosmetics
Estée Lauder Fragrances
Eva Longoria Eva
Frédéric Fekkai
Garnier
Gigantic/Katy Perry Parfum
Giorgio Armani Fragrances
Gillette Venus
Givenchy Fragrances
Great Lengths
Gucci Fragrances
Guess Fragrances
Hawaiian Tropic
Herbal Essences
Hervé Léger Fragrances
Infusium 23
IS Skincare
Jennifer Lopez Fragrances
John Frieda
Juicy Couture Fragrance
Kate Spade Fragrances
Katy Perry Fragrances
Kinerase
L'Oréal Cosmetics
LaCross Comfort Tweezer
La Mer
Lancôme Cosmetics
Lancôme Fragrance
Laura Mercier
Lumene
Luster 1 Hour White
M.A.C.
Make Up For Ever
Marc Anthony
Marc Jacobs Fragrance
Mariah Carey Fragrances
Maybelline
Moroccanoil
Murad
Napoleon Perdis
Nautica Voyage
Neu Lash
Neutrogena
New York Color
Nicole Miller Fragrances
Nivea
Olay
OPI
Oral-B Pulsonic
Organix
Pantene Pro-V
Paris Hilton Fragrances
Paul Mitchell
Perricone MD
Perry Ellis Fragrance
Philosophy Miracle Worker
Physicians Formula
Prada Fragrance
Ralph Lauren Fragrances
Revlon
Rimmel
RoC
Sally Hansen
SJP Fragrances
Schick Quattro
Sculptra
Sebastian
Secret
Sheer Blonde
Shiseido
SK-II
Skintimate
Smashbox
Strivectin
Tampax Pearl
Thierry Mugler Fragrances
TRESemmé
Tria
Urban Decay
Veet
Vera Wang Fragrances
Versace Fragrances
Viktor & Rolf Fragrance
Wella Professionals
Wexler
Zeno

Source: PIB 2009, 2010, Jan-Sept 2011

1271 Avenue of the Americas, 41st Floor · New York, NY 10020 · Tel: 212.767.5800 · Fax: 212.489.4210 · www.ELLE.com

ELLE

ADVERTISERS
JEWELRY AND WATCHES

A. Jaffe
Alwand Vahan
Andréa Candela
Ann Taylor
Anzie
Armitron
Assael
Baume & Mercier
Beladora
Bertolucci
Bixby Designs
Brighton
Bulgari
Bulova
Burberry
Cartier
Chamilia
Chanel
Chopard
Citizen
Coach
Crislu
David Yurman
De Beers/LV
Dior
Dolce & Gabbana
Ebel
ELLE Jewelry
Elgin
Everlon
Fendi
Frey Wille
Gregg Ruth
H. Stern
Halia
Harry Winston
Hearts on Fire
HSN.com
Ippolita
Jeff Cooper
John Hardy
Jorg Gray
Kabana
Kameleon
Leslie Greene
Le Vian
Longines Watches
Loree Rodkin
Mark
Marco Bicego
Matthew Campbell Laurenza
Metalsmiths Sterling
Movado
Nelson
Palladium
Pandora
Patek Philippe
Platinum
Pomelatto
Rado Watches
Raymond Weil
Rebecca
Rembrandt Charms
Rina Limor
Ritani
Roberto Coin
Rolex
Silpada
Simon G
Solange Azagury-Partridge
Swarovski
Tacori
Tag Heuer
Thistle & Bee
Tiffany & Co.
Tous
Trollbeads
Van Cleef & Arpels
Zeta Graff

Source: PIB 2009, 2010, Jan-Sept 2011

1271 Avenue of the Americas, 41st Floor · New York, NY 10020 · Tel: 212.767.5800 · Fax: 212.489.4210 · www.ELLE.com

ELLE

ADVERTISERS
REST OF THE BEST

Acura
American Express Zync
Art Institutes
Avon Foundation
Azo
Bacardi
Belvedere
Botox
Breast Cancer Awareness
Breast Cancer Luncheon
Breast Cancer Research Fdn.
Bremenn Research Labs
Cadillac
Canon
Celluscience
CIBA Vision
Crystal Light
Delsey
Dodge
Downy
Dysport
Effen
Elle
Emergen-C
Eos
Expedia.com Travel Service
Fage Total Yogurt
FFAWN Organization
Florida
Ford
Fugifilm Finepix
Glade
Glo.com
Godiva
Golden Gate Capital
Gotham
Haven Day Spa
Hershey Company
Home Shopping Network
Honda
HTC
Hyundai Jack Daniel's
Intel Core
Jeep
Jim Beam
John Barrett Hair Salon
Jones NY In The Classroom
Juvederm Wrinkle Rx
Kenmore
Kia
Kim Crawford
LG
LU Biscuits
Mazda
Media Network Services
Mediamax Network Service
Mercedes
Missme.com
Murad
Museum of Modern Art
Moët & Chandon
National Disaster Search
Dog Foundation
Natural American Spirit Cigarettes
Neutrogena Acne Stress Control
Onemightydrop.com
ProActiv
QVC Home Shopping Network
Ruby Tuesdays
Samsung
Santa Margherita
Seasonique
Sierra Mist
Sofitel Hotel & Resorts
Sony Vaio
Stand Up to Cancer Organization
Starbucks
Style 360 Magazine
Tito's
Universal Pictures
Valspar
Vera Wang
Volvo
Walgreens
Waterford
Wella Hair Salon
Womens Marketing & Sports Inc
World Gold Council
Zantrex-3
Yaz

Source: PIB 2009, 2010, Jan-Sept 2011

1271 Avenue of the Americas, 41st Floor · New York, NY 10020 · Tel: 212.767.5800 · Fax: 212.489.4210 · www.ELLE.com

ELLE

2012 ADVERTISING RATES

EFFECTIVE: JANUARY 2012

Rate Base: 1,100,000
Rate Card No. 33

FOUR COLOR	Full Page	2/3 Page	1/2 Page	1/3 Page	Second Cover	Third Cover	Fourth Cover
GENERAL RATES	148,270	112,690	103,815	80,085	185,380	163,105	192,765
RETAIL RATES*	118,625	90,155	83,050	64,070	-	-	-

All rates are gross before agency commission; Maximum cover discount is 25%. *See conditions to qualify for retail rates; mass retailers and manufacturers who don't qualify for retail rates may be eligible for 10% retail co-op rate.

1271 Avenue of the Americas, 41st Floor · New York, NY 10020 · Tel: 212.767.5800 · Fax: 212.489.4210 · www.ELLE.com

ELLE

2012 DIGITAL AD SPECIFICATIONS & MECHANICAL REQUIREMENTS

PROOFS:
Hearst utilizes Virtual Proofing technology at all monthly publication print facilities. Hard copy guidance is no longer required.

FOR ASSISTANCE AND SUPPLIED INSERT INFO CALL:
Phyllis Dinowitz, GROUP PRODUCTION MANAGER 212.649.3619 or pdinowitz@hearst.com

ACCEPTABLE FILE FORMAT:

Single page PDF/X-1a—PDF version 1.3 (Acrobat 4); output resolution of 2400 dpi; composite CYMK; high-quality JPEG or lossless Zip compression; resolution for color and grayscale images is 300 dpi; resolution for monochrome images is 1200 dpi; and fonts are embedded and subsetted 100% as well as other characteristics. This format is acceptable for full or partial pages. Trapping is the responsibility of the file provider. Further information about PDF-X1a can be found at http://www.ipa.org. All custom ink colors must be approved by Production Manager and identified by PANTONE number.

Note: Any non-process colors are included in the file will be converted to CMYK. Conversion process may compromise the integrity of the file and waives our color guarantee.

UNACCEPTABLE FILE FORMATS:

Other file types—such as Postscript, TIFF, TIFF/IT, EPS, native Photoshop, Quark, InDesign, Illustrator, etc.

SUBMIT CREATIVE VIA:

Please upload all ads to our ad portal http://ads.hearst.com

INK SPECIFICATIONS: 4/C process. Match colors available.

DENSITY: Total density should not exceed 300%

MARKS: All marks (trim, bleed) should be included in all colors and must be located 1/4" (6.35 mmm) from trim and not to invade the live or bleed areas.

BINDING SPECIFICATIONS: Perfect bound; jog to foot.

METADATA: We support AdsML, GWG Ad and Soft-Proofing Tickets.

PRINTING METHOD: Web offset.

GENERAL RULES: Allow minimum 0.125" (3.175mm) on all sides for bleed ads; Reverse type or 4/C Black text smaller than 10 pt and any solid type smaller than 6 pt cannot be guaranteed for perfect registration or readability; white color objects cannot be set to overprint.

ELLE

AD SPECIFICATIONS

All sizes are width x depth.

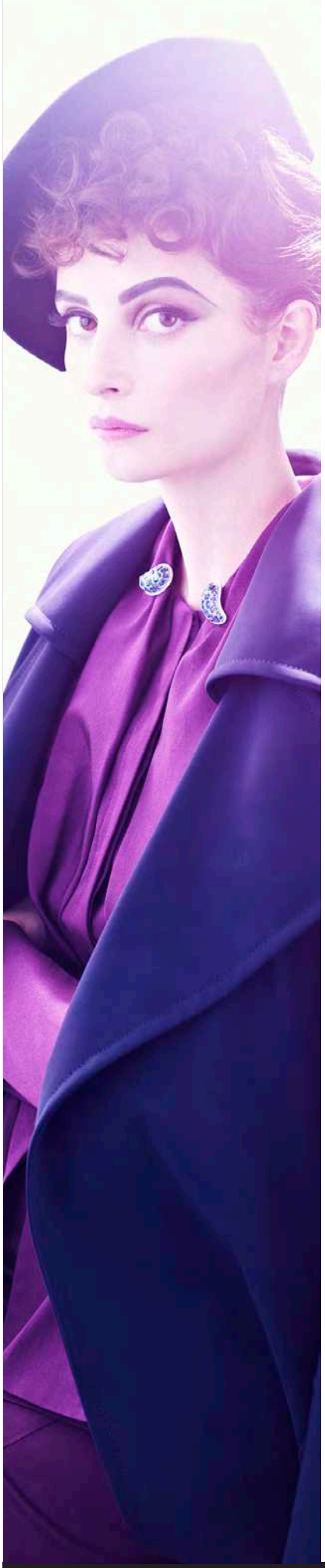
	BLEED	TRIM SIZE	NON-BLEED	LIVE
Full Page: Inches	8.25 x 11.125	8 x 10.875	7 x 10	7.5 x 10.375
Spread	16.25 x 11.125	16 x 10.875	15 x 10	15.5 x 10.375
2/3 Pg Vertical, 2 Columns	5.375 x 11.125	5.125 x 10.875	4.625 x 10	4.5625 x 10.375
1/3 Pg Vertical	2.8125 x 11.125	2.5625 x 10.875	2.3125 x 10	2.5625 x 10.375
1/2 Pg Horizontal, 3 Columns	8.25 x 5.5	8 x 5.25	7 x 4.75	7.5 x 4.75
1/2 Horizontal Spread	16.25 x 5.5	16 x 5.25	15 x 4.75	15 x 4.75
1/2 Vertical	4.125 x 11.125	3.875 x 10.875	3.25 x 10	3.25 x 10.375
1/2 Pg Digest	5.4375 x 8.5	5.1875 x 8.25	4.625 x 7.75	4.6875 x 7.75
1/3 Square, 2 Columns	5.3125 x 5.5	5.0625 x 5.25	4.625 x 4.875	4.5625 x 4.75
Full Page: Centimeters	21cm x 28.3cm	20.4cm x 27.6cm	17.8cm x 25.4cm	20.4cm x 27.6cm
Spread Full Bleed	41.91cm x 28.2575cm	40.64cm x 27.6225cm	—	40.64cm x 27.6225cm
1/3 Page Vertical	7.14cm x 28.3cm	6.5cm x 27.6cm	5.8cm x 25.4cm	6.5cm x 27.6cm

Live matter SAFETY: Leave .25" from all TRIM edges. Gutter safety for TYPE: .125"–.1875" from each side of spread center.
Live matter SAFETY in CM: Leave 6mm from all TRIM edges. Gutter safety for TYPE: 5mm–6mm from each side of spread center.

FOR SUPPLIED INSERT INFORMATION CONTACT:

Phyllis Dinowitz, GROUP PRODUCTION MANAGER 212.649.3619 or pdinowitz@hearst.com

NOTE: Since out-of-specifications material could negatively impact the quality of reproduction, all advertising material furnished out-of-specification will result in an additional charge of $150.



ELLE

2012 INSERT SPECIFICATIONS

The following are our specifications for supplied inserts. If there are any specifications needed that are not covered here, please contact Phyllis Dinowitz in the production department at 212.649.3619.

FULL-PAGE SUPPLIED INSERTS

Prior to the printing of supplied inserts, it is essential to contact the production department for confirmation of specifications and print order. FAILURE TO COMPLY WITH SPECIFICATIONS COULD CAUSE ADDITIONAL COSTS, WHICH WILL BE PASSED ON TO THE AGENCY OR ADVERTISER. "Publisher shall in no event be liable for the quality of supplied materials, any damage caused in transit, or the reproduction of any materials not in strict conformance with the requirements set forth herein. This agreement is in furtherance of, and not in lieu of, the publisher's rate card."

Prior to printing, a blueline must be submitted for publication approval. We will not approve any insert without a blueline.

Delivered size:	8.25" x 11.125"
Trim size:	8" x 10.875"
Publication to trim:	.125" from foot and gutter, excess to trim from head and face
Scent strips:	Maximum trimmed size 7.75" x 10.875"

Publication jogs to the foot. Live matter to be kept .375" from all trim edges.

PAPER REQUIREMENTS

Single leaf:	Minimum weight 60#, maximum weight 100#
Four to eight pages:	Minimum weight 50#, maximum weight 70#
Twelve to thirty-two pages:	Minimum weight 50#, maximum weight 60#

Any insert over 50# will incur an additional charge

Inserts less than full page will be handled on an individual basis. Contact the production department and submit a dummy for approval.

Six samples of the supplied materials must be sent to the production department. One sample should be clearly marked showing the binding edge. If this is not submitted, the publication is not responsible for improper binding.

Please send the samples and bluelines to:
ELLE, Production Department, Attn: Phyllis Dinowitz, 300 W. 57th Street, 11th Floor
New York, NY, 10019 Tel: 212.649.3619

SUPPLIED CARD INSERTS

Prior to the printing of supplied card inserts, it is essential to contact the production department for confirmation of specifications and print order. FAILURE TO COMPLY WITH SPECIFICATIONS COULD CAUSE ADDITIONAL COSTS, WHICH WILL BE PASSED ON TO THE AGENCY OR ADVERTISER. "Publisher shall in no event be liable for the quality of supplied materials, any damage caused in transit, or the reproduction of any materials not in strict conformance with the requirements set forth herein. This agreement is in furtherance of, and not in lieu of, the publisher's rate card."

Prior to printing, a blueline must be submitted for publication approval.

Standard card size: Minimum 4.5" x 5", maximum 8.25" x 11.125"
Live matter to be kept .375" from all trim edges
Foot jog magazine
.125" grind off from foot and binding edge
.5" between grind off and perf

ELLE

SUPPLIED CARD INSERTS CONTINUED

Cards to be returned through the Postal Service must caliper .007. Porosity of inserts must be 124 or less, utilizing a Sheffield porosity with a .75" ID gasket. This is comparable to 25 or greater using the Gurley. Perforation specification must be a maximum of 50% perforation. Less paper and more air than 50/50 will not be acceptable.

Due to Post Office regulations, no supplied inserts are to carry folio numbers unless such pagination has been agreed upon in advance and has been confirmed in writing by the production department.

Six samples of the supplied materials must be sent to the production department. One sample should be clearly marked showing the binding edge. If this is not submitted, the publication is not responsible for improper binding.

Please send the samples and bluelines to: ELLE, Production Department, Attn: Phyllis Dinowitz, 300 W. 57th Street, 11th Floor, New York, NY, 10019 Tel: 212.649.3619

PACKING SPECIFICATIONS

Product splits are not to be mixed on the same pallet. Partial shipments create difficulty; therefore we request that complete shipment for each issue be sent.

Bind-in cards and other types of supplied inserts should be furnished to Quad Graphics, brick-stacked on pallets using 6" lifts with all units facing in one direction.

When a given insert has more than one version for regional splits, a pallet should not contain more than one version, unless material is packed in cartons and properly identified.

Pallets should be 40" wide and 48" long and should not be packed higher than 40" from the floor to pallet top. Pallets must be waterproof-wrapped and securely banded with a minimum of two bands in each direction.

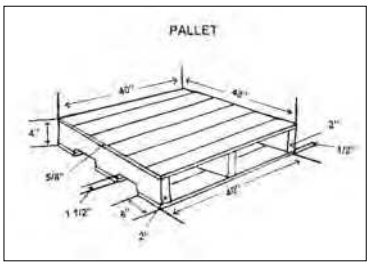
Contents of the pallets must be clearly identified and flagged on at least two sides with the following information: publication name, issue date, gross weight, tare weight, net weight, quantity, key number (if any), skid number.

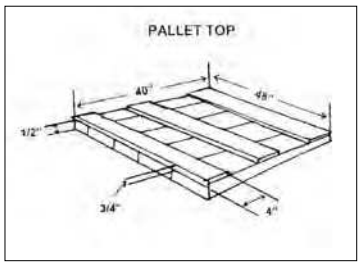
Affix a sample of the insert on all four sides of the pallet.

Cartons should be used when the nature of the insert or card does not permit brick stacking, or if additional protection of the material furnished is deemed necessary.

All materials are to be shipped directly to:
Quad Graphics, Attn: Lloyd Brooks,
4708 Krueger Dr., Jonesboro, AR 72401-9198
Tel: 870.935.7000

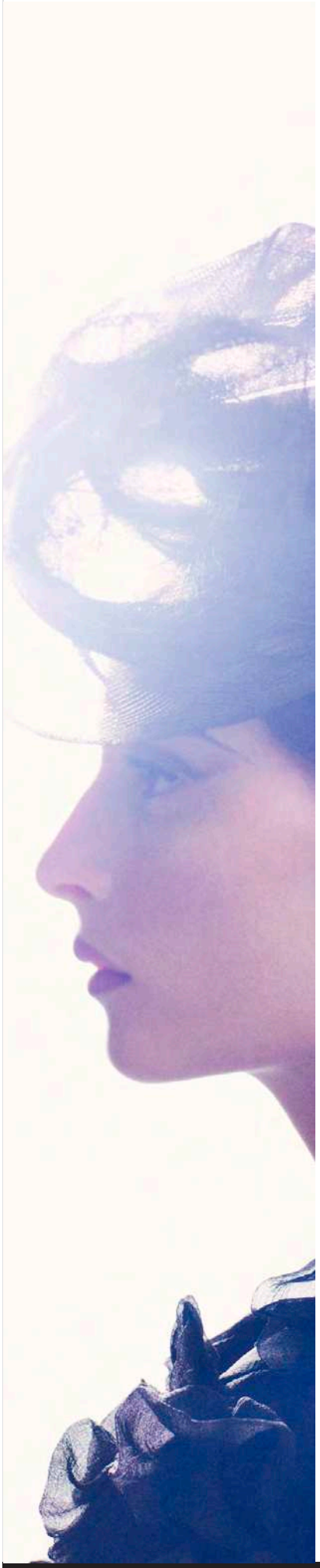
The plant will receive material Monday through Friday, 8 a.m. to 4 p.m. In the event material has to be received on weekends, prior notice must be given for special arrangements to be made. There will be additional charges to the agency or advertiser if weekend delivery is necessary.





PALLET REQUIREMENTS
Pallet: (4-way entry)
Overall size 48" x 40" with solid deck top.
Three stringers—each 2" x 4" (full 4") x 48"
Three bottom boards—each .5" x 6" x 40"

Pallet tops or covers:
Overall size 48" x 40" with 1/2" solid top.
Three cleats—each .75" x 4" x 40"



ELLE

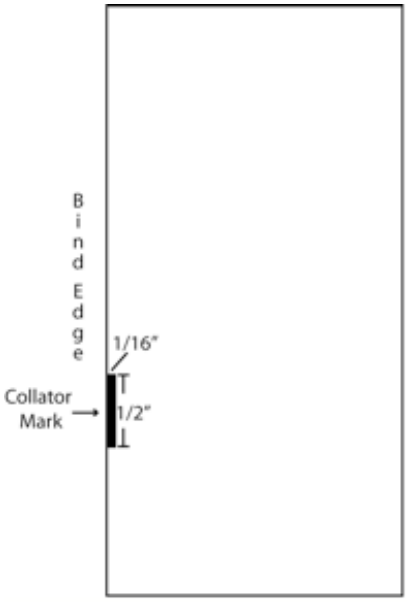
PERFECT BOUND INSERTS

QuadGraphics is highly encouraging all customers to have outside supplied inserts and signatures set up with collator marks on the binding edge of perfect bound inserts to help ensure that they bind in correctly. Collator marks should be ½″ in length along the spine and 1/16″ in width positioned on the spine so that they will taken off when the 1/8″ grind off is taken. Collator marks can be positioned anywhere along the spine and can be any color.

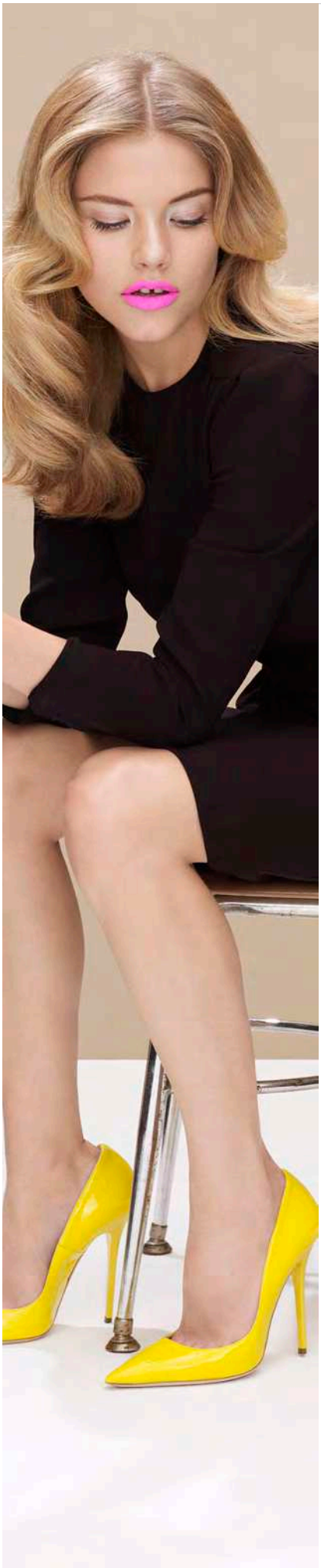
When placed in the pocket or stream feeder, the collator marks will be visible by the pocket-feeder providing another check to make sure that things are being fed correctly. If an insert is placed in the pocket incorrectly, the collator marks will not line up providing the opportunity for an immediate check before anything is bound incorrectly.

If supplying a piece with multiple versions, please set up the marks so that they are positioned in different locations along the spine or use a different color to distinguish between the versions.

Please see the diagram below and contact the Production Manager if you have any questions. Thank you in advance for your partnership in this matter.



300 W. 57th Street · 24th Floor · New York, NY 10019 · Tel: 212.767.5800 · Fax: 212.489.4210 · www.ELLE.com



ELLE

2012 PREMIUM POSITION CLOSE DATES

ISSUE	SCENT STRIP CLOSE	COVER CLOSE	PREMIUM POSITION CLOSE*	FRACTIONAL POSITION CLOSE	AD CLOSE AND MATERIAL DUE
FEBRUARY	9.1.2011	7.30.2011	9.28.2011	11.14.2011	11.28.2011
MARCH	10.3.2011	8.31.2011	10.25.2011	12.13.2011	12.27.2011
APRIL	10.3.2011	9.28.2011	11.30.2011	1.13.2012	1.27.2012
MAY	11.1.2011	11.1.2011	12.30.2011	2.13.2012	2.27.2012
JUNE	12.1.2011	12.1.2011	2.2.2012	3.19.2012	4.2.2012
JULY	1.3.2012	1.3.2012	2.29.2012	4.16.2012	4.30.2012
AUGUST	2.1.2012	2.1.2012	3.29.2012	5.15.2012	5.29.2012
SEPTEMBER	3.1.2012	3.1.2012	4.27.2012	6.11.2012	6.25.2012
OCTOBER	4.2.2012	4.2.2012	5.30.2012	7.16.2012	7.30.2012
NOVEMBER	5.1.2012	5.1.2012	6.27.2012	8.13.2012	8.27.2012
DECEMBER	6.1.2012	6.1.2012	7.24.2012	9.10.2012	9.24.2012
JANUARY 2013	8.29.2012	6.29.2012	8.28.2012	10.15.2012	10.29.2012

*Includes TOC's, Mastheads, Contributors, Letters, ETC, and PreTOC Spreads

1271 Avenue of the Americas, 41st Floor · New York, NY 10020 · Tel: 212.767.5800 · Fax: 212.489.4210 · www.ELLE.com

EXHIBIT H

BULKY DOCUMENTS

(Exceeds 100 pages)

Filed: 2/21/2012

Title: DECLARATION OF FABIENNE SULTAN.

Part 1 of 2

91200547

TTAB

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

Opposer's Ref: HFIL 1104560

In the matter of Application Serial No. 85/168,279
Published in the *Official Gazette* on April 12, 2011
Mark: ELLECARE

HACHETTE FILIPACCHI PRESSE, Opposer, - against - ELLEBODYCARE, Applicant.	Opposition No. 91200547

DECLARATION OF FABIENNE SULTAN

FABIENNE SULTAN declares and says:

1. I am the Director of the Industrial Property Department of Petitioner Hachette Filipacchi Presse ("Petitioner" or "Hachette"). I make this declaration in support of Hachette's motion for summary judgment pursuant to Rule 56 of the Federal Rules of Civil Procedure and Rule 2.127 of the Trademark Rules of Practice, requesting that the Trademark Trial and Appeal Board (the "TTAB") grant Hachette's opposition and refuse registration to Respondent Ellebodycare Corporation's ("Respondent") application to register the mark ELLECARE, Application No. 85/168279. The facts set forth herein are based on my personal knowledge, or on information contained in Hachette's business records regularly maintained by Hachette in the normal course of its business and to which I have regular access in the course of my job.

02-21-2012

U.S. Patent & TMOfc/TM Mail Rcpt Dt #72

2. I have been dealing with the protection and defense of the ELLE trademark worldwide over the last 20 years.

Hachette's Magazine Business

3. Since 1945, Hachette, directly and through its predecessors,[1] has been publishing a well-known women's fashion magazine entitled *ELLE*. *ELLE* magazine was originally published as a French-language magazine distributed in France. Since 1952, the French-language edition of *ELLE* magazine has been imported into the United States. Approximately 20,000 copies of the French-language edition of this magazine are distributed annually in the United States. A true and accurate copy of the cover page of one of the French-language editions of *ELLE* magazine distributed in the United States is attached hereto as Exhibit 1.

4. The reputation of the French-language edition of *ELLE* magazine in the United States became so favorable that, in 1983, Bloomingdale's Department Store, a leading New York retailer, selected the magazine to represent French women's magazines in a special promotion and celebration of the French retail marketplace. Hachette published a special English-language edition of *ELLE* magazine for this occasion.

5. Upon receiving favorable reaction to its English-language edition of *ELLE* magazine, in 1985, Hachette commenced publication, on a semi-annual basis, of an English-language edition of *ELLE* magazine specifically tailored to the United States market. Due to the popular appeal of this edition, Hachette expanded the publication of this English-language edition of *ELLE* magazine to a monthly basis. A true and accurate copy of the *ELLE* USA

---

[1] Except as indicated otherwise, the references in this declaration to "Hachette" include Hachette Filipacchi Presse, as well as all of its predecessors in interest and related entities involved in the use of the ELLE mark.

Media Pack presenting facts and figures relating to the US edition of the magazine, as well as the Elle.com web site and *ELLE* USA Family of trademarks is attached hereto as Exhibit 2. I have reviewed the *ELLE* USA Media Pack annexed hereto as Exhibit 2 and confirm that its contents are true and accurate.

6. In addition to both the French and the English-language versions of *ELLE* sold in the United States, Hachette publishes *ELLE* magazine in several other languages. Currently, *ELLE* magazine is sold in 43 editions throughout the world, with two new editions in Australia and Switzerland set for publication in 2012, including versions in French, Spanish, Italian and other languages.

7. Hachette's sales of *ELLE* magazine have exploded over the years, reaching 6.1 million readers each month in the United States alone in Spring 2010 and approximately 23 million readers globally. Those sales make *ELLE* magazine the number one fashion magazine worldwide. In the U.S., *ELLE* magazine is seen by and familiar to consumers that do not even read the magazine because it is typically conspicuously displayed and sold at check-out counters in grocery stores, drugstores and other like retail locations, and it is frequently available for reading at spas, salons and offices.

8. In 1996, Hachette launched its official website for *ELLE* magazine at www.elle.com. The *ELLE* magazine website focuses on women's fashion, accessories, beauty, health, and entertainment. Elle.com generates 1,832,758 unique visitors each month, with web visitors spending on average 7 or more minutes per visit. Facts and figures relating to the Elle.com web site also appear at the above-mentioned Exhibit 2. Additionally, the Elle.com web site features are frequently advertised in the English-language version of *ELLE* magazine. A copy of the @Elle.com advertorials in the May 2008 issue n° 273 is attached hereto as Exhibit 3. Attached as Exhibit 4 is a true and accurate print-out from Hachette's

website, www.elle.com, as visited on 9th January 2012, featuring beauty tips, articles on skin care and how-to-beauty videos.

9. As a result of the popularity generated by Hachette's flagship *ELLE* magazine, Hachette has launched other magazines bearing trademarks derived from the "ELLE" mark. For example, in 1989, Hachette commenced the publication of *ELLE DECOR* magazine directed to the home furnishings market. Currently, Hachette distributes approximately a half million copies of this magazine monthly in the U.S. with a readership of 1.9 million. In the home furnishings field, *ELLE DECOR* ranked number one in 2009 and 2010 in advertising pages and advertising growth. Facts and figures relating to the *ELLE* USA Family of trademarks also appear at the above-mentioned Exhibit 2.

10. *ELLE* magazines and supporting web sites always dedicate a great part of their contents to beauty and beauty issues. In fact, the Elle.com web site has a section wholly dedicated to "Skin Care," as well as sections dedicated to other beauty topics such as "Hairstyles" and "Make-up," among others. *See* Exhibit 4. Indeed, at any given time, the *Elle.com* website features myriad articles, photographs, reviews, tutorials and advertisements concerning a wide range of beauty, cosmetics and skincare products and subject matter.

11. The same can be said for the *ELLE* magazines. The French-language edition publishes two special issues per year wholly dedicated to beauty and beauty issues and one to perfumes. The English-language edition of *ELLE* magazine also systematically features beauty and beauty themes as can be seen at Exhibit 2 listing the topics and themes for the year 2010, year of the 25th anniversary of *ELLE* magazine, US edition. In 2011, the French-language edition of *ELLE* magazine generated more than $50 million of advertising revenue from operators in the beauty sector. The English-language edition of *ELLE* magazine generated in 2010 more than $75 million of advertising revenue from operators in the beauty

sector. For the period January to October 31, 2011, the advertising revenue generated in the US from beauty operators amounted to more than $80 million.

Hachette's Cosmetics and Related Goods and Services Sold under the ELLE Mark

12. Hachette has extended its powerful *ELLE* brand beyond the pages of its magazines through a broad range of licensed consumer products and services, including cosmetics, how-to-beauty videos and spa facilities. *ELLE* soaps, essential oils and glosses have been featured and sold through *ELLE* magazines or online through the Elle.com web site since as early as 2006, if not before. Attached as Exhibit 5 is a true and accurate copy of an advertisement for the sale of ELLE-branded essential oils and glosses, as well as watches, clothing and eyewear, appearing in the issue n° 256 of December 2006. On August 20, 2007, Hachette signed a worldwide license with Yves St Laurent ("YSL") for a line of beauty and cosmetic products, including a perfume, a body lotion and a shower gel, under the ELLE mark. A true and accurate excerpt of the 2007 license agreement with YSL, showing the territories under license, which include the U.S., and the packaging of the products are attached at Exhibit 6.

13. The launch of the ELLE perfume was advertised through *ELLE* magazine, French-language edition, available in the USA, as early as October 8, 2007. Attached as Exhibit 7 is a true and accurate copy of the cover and editorial pages of the issue n° 3223 of October 8, 2007 featuring an advertisement. The launch worldwide of the perfume was also featured on a dedicated web site accessible at www.ysl-elle.com. The US edition of *ELLE* magazine also advertised *ELLE* perfume. Attached as Exhibit 8 are true and accurate copies of the cover and editorial pages of the issues of December 2007 and December 2008 featuring an advertisement and advertorial for *ELLE* perfume.

14. Hachette's *ELLE* cosmetic range consists of an eau de parfum spray,

energizing body lotion and shower gel. Attached as Exhibit 9 are true and accurate printouts of the www.yslbeautyus.com web site visited on January 28, 2008 and again on September 23, 2011, showing the products. The launch of Hachette's cosmetic range in November 2007, sold online then at select department and specialty stores, was widely reported in specialized and general media, including COSMETIC WORLD, ELLE, VANITY FAIR, HARPER'S BAZAAR and MARIE CLAIRE. Attached as Exhibit 10 are true and accurate copies of the following publications: COSMETIC WORLD, VANITY FAIR, HARPER'S BAZAAR, MARIE CLAIRE, SELF, OK !, COSMOPOLITAN, ALLURE and WWD BEAUTY BIZ. Also attached as Exhibit 11 are true and accurate copies of materials showing the availability of the ELLE cosmetic and body products through such U.S. retailers as NEIMAN MARCUS, MACY'S, SEPHORA, BELK, BLOOMINGDALE'S, DILLARD'S and BON TON. The core target of the perfume and lotion is women 25-45 years old. In 2008 already, some 4.4 million of *ELLE* branded cosmetics was sold, over $6 million up to 2011. Also in 2008, Hachette's licensee, YSL, spent over 2 million $ to advertise and promote the ELLE cosmetic range in the US.

Hachette's Sale of Other ELLE-Branded Products

15. Hachette has sold a vast array of fashion items in the United States bearing the mark ELLE since at least 1945. Hachette has licensed fashion products under the ELLE mark in more than 80 countries, including over 250 free-standing stores in Europe. ELLE's global merchandising program has generated over $1 billion in retail stores worldwide and an average of $650 million annually over the period of 2005-2009. In addition to cosmetics, Hachette's ELLE-line of fashion merchandise sold in the United States includes jewelry, watches, clothing, footwear, eyewear, bags, and hair accessories.

16. In addition to fashion products, the ELLE U.S. merchandising program also

includes fitness and slimming video workouts, paper and stationery goods, home furnishing accessories, kitchenware, furniture, toys, musical compact discs, audiovisual goods including its i-application under the ELLE mark. Attached as Exhibit 12 are true and accurate copies of the English-language edition of the *ELLE* magazine showing advertisements for the ELLE contemporary collection available at KOHL'S, ELLE Jewelry, ELLE eyewear, ELLE MAKE BETTER DVD Collection, ELLE books, i.e. advertisements appearing in the n° 285, n° 293 and n° 302 issues of the ELLE magazine. Hachette also offers skin treatment and spa facilities under the ELLE mark at the EDEN ROC Renaissance Hotel in Miami Beach. Attached as Exhibit 13 is a true and accurate copy of the n° 308 issue with an advertisement for the ELLE spa facilities and at Exhibit 14 is a true and accurate copy of the ELLE spa brochure.

17. Virtually all of the items sold under the ELLE mark prominently feature the mark on those products and on labels attached to the merchandise. As indicated above, sale of these items in the United States has been generated by advertisements appearing in Hachette's French and English-language versions of ELLE magazine distributed in the United States; in advertising placed in other media, such as *The New York Times*; and in trade media, such as *National Jeweler*, Women's Wear Daily and *Sport Style*.

18. Over the years, Hachette's ELLE magazine and ELLE-branded fashion products, including cosmetics, have garnered a large amount of unsolicited media coverage throughout the United States.

Sales and Advertising for Products Sold Under the ELLE Mark

19. Over the last five years, Hachette and its retail partners have spent more than $15 million to promote the sale of *ELLE* fashion magazines, ELLE cosmetics and related fashion products including ELLE-branded clothing. During the last five years, Hachette has

sold approximately $900 million worth of *ELLE* magazines, ELLE-branded cosmetics and related fashion products including ELLE-branded clothing in the United States. Hachette's ELLE mark has come to mean to the public in general an indicator of high-quality fashion-related goods and services originating with Hachette.

Hachette's ELLE Marks

20. Hachette has obtained many registrations in the United States Patent and Trademark Office (the "USPTO") for its ELLE mark in connection with a wide spectrum of goods and services, including, among others, magazines, beauty and cosmetic products, watches, clothing, footwear, spectacles, jewelry and hair accessories. Among those registrations are:

Mark	**Reg. No.**	**Reg. Date**	**Goods / Services**	**Class**
ELLE	0,758,137	10/8/1963	Magazine	016
ELLE	1,454,808	9/1/1987	Toiletries and cosmetics, namely perfumes; toilet water; essential oils; skin and bath lotions; toilet soaps; body lotions lipstick; skin moisturizing lotion; bath gels and oils	003
ELLE	2,914,032	12/28/2004	*Inter alia*, beauty and cosmetics products, namely, suntanning preparations (cosmetics), cosmetic and eyebrow pencils, cosmetics creams, make-up removing preparations... make-up, make-up powder, make-up preparations, beauty masks... cosmetic preparations for skin care; cosmetic preparations for slimming purposes in the form of oil, lotion, cream and gel; oils for cosmetic purposes...	003

ELLE	3,492,949	8/26/2008	Beauty products, namely, essential oils, make-up, lipstick, eye shadow, mascara, rouge, blush, nail polish, cosmetic creams, cleansing milks and cosmetics, perfumery, deodorant for personal use, suntan creams, eau de cologne and eau de toilette, toilet soaps, bath, shaving, skin and toiletry body lotions, bath and non-medicated toiletry salts, oils, body gels, shampoos.	003
ELLE	1,943,456	12/26/95	Jewelry, such as earrings, necklaces, rings, horological and chrometric instruments, namely watches.	14
ELLE	862,001	12/17/68	Dresses, skirts, jackets, coats, sweaters, bathing suits, ties, scarves, caps, gloves	25
ELLE	1,348,158	7/9/85	Footwear, namely shoes	25
ELLE	2,708,222	3/4/22	Spectacles, cups, mugs, cups in non-precious metal, bath towels, hand towels, footwear, namely, shoes, boots, sandals and clogs	9, 21, 24, 25
ELLE	3,614,358	5/5/09	Clothing, namely, pants, t-shirts, shirts, blouses, tank tops, raincoats, sweatshirts	25
ELLE	3,745,516	2/2/2010	Inter alia, sleepwear, namely, short and long gowns, pajamas, sleepshirts, robes, tops, shorts; headband; accessories, namely barrettes, bows, elastic ribbons, hair clips, hair bands, ponytail holders, hair pings, non-electric hair rollers twisters, hair ornaments	9, 25, 26

(True and accurate copies of printouts from the USPTO TARR database reflecting these above-referenced registrations are attached hereto as Exhibit 15.)

21. Hachette' s registrations are valid and subsisting and most of them are incontestable pursuant to Section 15 of the Lanham Act, 15 U.S.C. § 1065. These registrations have supported Hachette's efforts in extending the brand name recognition for the ELLE mark from magazines, to cosmetics, jewelry, clothing and related fashion accessory lines that are also the subject of the editorial content in its magazines as well as many other product and service categories.

22. Given Hachette's advertising and sale success of its *ELLE* magazine and ELLE-branded line of fashion goods, the mark ELLE has become one of the largest fashion brands in the world making the ELLE mark famous.

Hachette's Efforts to Police Its Rights in the ELLE Mark

23. Over the years, Hachette has engaged in an active trademark enforcement program to protect its ELLE mark and has on several occasions opposed the registration of confusingly similar marks in the USPTO covering a wide range of goods and services. For example, Hachette successfully prevailed on third parties to abandon, cancel or amend, among several others, the following marks containing the word "ELLE" or minor variations thereon:

Third - Party Marks	App./Reg. No.	TTAB Proc. No (if applicable)	Classes
ELLE MEME	3412682	92050566	14
ELLE INTERIORS.COM	85/108818		42
FEISTY ELLE	85/082992		14 and 26
ELLE WINES	77/840129		33
ELLA SPORT	77/247978		25
ELLE& EMME	3,796,243	91187443	3
ELLE ROSE	77/053,140	91180293	14
ELLE NICOLE	77/856,669	91195956	18
ELLESIO	75/851,096	91120160	14
A.T.ELLE	77770573	91194319	25

BEN & ELLE NEW YORK	75/274,842	91111986	25
ELLEL	751235,208, 751235,209 751235,210 and 751235,384		9, 16, 41 and 42
ELEE	751712,706	91120086	25
ELEE MENSWEAR	78/152,179		25
X'ELLE	75/833,169	91120133	18
ELLEANCE	73/814,042 and 73/663,332	91084036 and 91078069	3,14 and 30
EZ ELLE	76634363	91175815	31
CHEZ ELLE LINGERIE	78/545,895	91174433	25
LISSA ELLE and LISSA ELLE LE	78/506,397 and 78/506,401	91172837	25
VY & ELLE	76/643,567	91173472	18
HOTELELLE	78/499,740		43
PAOLA BELLE	78/345,157		25
MARIEELLE	781291,698	91164199	18
ELLE ELLE BEAN and ELLE ELLE BEAN FRENCH ROAST	781198,193	91159085	30
ELLE & KATIE	75/765,653	91118384	25
DENISE ELLE	74,624,820	91099775	25
ELLE'S LOVE	74356917	91093307	25

(True and accurate copies of the status information from the USPTO website showing that these marks have been amended, cancelled or abandoned are attached hereto as Exhibit 16.)

24. In addition, Hachette, in decisions issued by the TTAB, successfully opposed and cancelled registrations of marks containing the word "ELLE," namely the marks

ADDITION ELLE *(Hachette* v. *Addition-Elle, Inc.,* Opposition No. 91074786), ELLE BELLE *(Hachette* v. *Elle Belle, LLC,* Cancellation No. 92042991) and CHEZ ELLE LINGERIE and Design (*Hachette v. Ev Int'l., LLC.*, Opposition No. 91174433). (True and accurate copies of these two TTAB decisions are attached hereto as Exhibit 17.)

25. Further, Hachette has successfully enforced its exclusive right to the ELLE mark in the United States District Courts against sellers of clothing that have used the ELLE mark *(France Editions & Publications* v. *Top Rank Apparel, Inc., et al.* 87 Civ. 4732 (JK) (S.D.N.Y. 1987) and the mark X-ELLE *(Hachette* v. *X-Large,* 01 Civ. 2852 (NRB) (S.D.N.Y. 2001). In addition, Hachette successfully enjoined an unauthorized entity that had commenced the sale of a magazine devoted to female models that was using the ELLE mark *(Hachette Filipacchi Presse* v. *Elle Model, Inc.* 96-8487-Civ.-RYSKAMP (S.D. Fla. 1996).

Respondent's ELLECARE Mark

26. Hachette has no business relationship with Applicant Ellebodycare ("Applicant"). Hachette has never authorized Applicant or otherwise permitted Applicant to use the ELLECARE mark, or any other mark consisting of or including the ELLE mark, or to file application to register any such mark.

27. I have never heard of Applicant outside the context of these Consolidated Proceedings. Annexed hereto as Exhibit 18 is a true and correct printout of a Google search for the term "ellecare" conducted on February 16, 2012. In fact, the only "hits" in the Google search for Applicant's ELLECARE mark are Applicant's Facebook, MySpace and Twitter pages, which do not purport to sell any products under the ELLECARE mark, nor do they indicate where any such products could be purchased. Annexed hereto as Exhibit 19 are true and correct printouts of some of these pages as of February 16, 2012. Rather, these pages point to Applicant's website at *ellebodycare.com*, which purports to sell skin care products

under Applicant's VON YOHAN mark, but not the ELLECARE mark. Annexed hereto as Exhibit 20 are true and correct printouts of all pages from Applicant's ellebodycare.com website as of February 16, 2012.

28. It is exceedingly difficult for a new brand to break into the cosmetics or skincare industries. Given that Applicant's application at issue in this proceeding is for goods that are identical to Hachette's licensed goods, and considering the extreme similarity between Applicant's ELLECARE mark and Hachette's ELLE mark, it seems clear that Applicant intends to facilitate its entry into the skincare industry by trading off the goodwill and consumer recognition that Hachette has developed through decades of use of the ELLE mark and enormous investment in its products and brand. If Applicant is permitted to obtain a registration for the ELLECARE mark, not only do I expect its use of the mark to confuse consumers as to the source and/or affiliation of his products, but also, its use of the mark will devalue the ELLE brand and cause significant harm to Hachette by diluting the distinctiveness of Hachette's famous ELLE mark.

29. Other than the ELLECARE mark, Hachette is unaware of any other marks registered before the USPTO that contain the mark "ELLE" which it has not opposed or otherwise objected to, which are as confusingly similar to any of its ELLE marks as is the case with Applicant's ELLECARE mark for goods and services similar or related to those for which Hachette uses and has registered the ELLE mark.

I declare under penalty of perjury of the laws of the United States of America that the foregoing is true and correct.

Executed on this 21 th day of February, 2012

Paris, France

Fabienne Sultan

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the DECLARATION OF FABIENNE SULTAN AND EXHIBITS 1 - 20 was sent via first class, postage prepaid and placed in a official depository under exclusive care and custody of the United States Postal Service within the State of New York upon Applicant's counsel of record Andrew P. Altholz, Esq., 100 Wilshire Boulevard, Suite 950, Santa Monica, California 90401-1145, on this 21st day of February 2012.

Mario Ortiz

Mario Ortiz

Certificate of Mailing

I hereby certify that this correspondence is being deposited with the United States Postal Service via Express Mail No. EV 815851859 US in an envelope addressed to the U.S. Patent and Trademark Office, Trademark Trial and Appeal Board,, P.O. Box 1451, Alexandria, VA 22313-1451 on:

2-21-2012	Mario F. Ortiz
(Date of Deposit)	(Signature)
Mario Ortiz	2-21-2012
(Printed name of person mailing paper or fee)	(Date of Signature)

EXHIBIT 1

1

ELLE®

www.elle.fr

CHIC ET SMOCKING
20 LOOKS IRRÉSISTIBLES

POLÉMIQUE
FAUT-IL SE MÉFIER DES PIQÛRES AMINCISSANTES ?

MÈRES AU BORD DE LA CRISE DE NERFS
JOUE-LA COMME ALDO NAOURI !

CUISINEZ PRO
NOTRE BEST OF DES USTENSILES

CELLU
GÉLULES, CRÈMES, GYM
ON A TOU
POUR VOUS

SPÉCIAL VOYAGE
VACANCES SUR MESURE ET WEEK-ENDS SANS SE RUINER

PHÉNOMÈNE
LA FIÈVRE DISCO REMONTE

LA NOUVELLE CARLA
DÉCRYPTAGE D'UN STYLE

CINDY CRAWFORD SES SECRETS POUR RESTER AU TOP

M 01648 - 3249 - F: 2,30 €

HEBDOMADAIRE.7 AVRIL 2008

FRANCE MÉTROPOLITAINE 2,30 €, DOM avion 5 €, bateau 3 €, BEL 2,30 €, CH 4,50 FS, A 4,20 €, ALG 290 DA, AND 2,3[illegible] €, CDI $ 4,99, D 4,20 €, ESP 3,50 €, FIN 5,50 €, GB £ 2,85, GR 4 €, IRL 4,40 €, ITA 3,50 €, LUX 2,30 €, MAR 30 DH, NC 1 200 F CFP, NL 4,20 €, POLY FR 1 [illegible] F CFP, PORT cont 3,50 €, TUN 4 DT, USA $ 5,25.

[redacted]

Vik Forshee

SERVICE ABONNEMENTS
BP 50002, 59718 LILLE CEDEX 9.

N° Indigo 0 825 82 58 49
0,15 € TTC / MN

FAX : 01 41 34 93 90
abonnementselle@cba.fr

BULLETIN D'ABONNEMENT

À RETOURNER À ELLE
SERVICE ABONNEMENTS
BP 50002, 59718 LILLE CEDEX 9

Nom ....

Prénom ....

Adresse ....

....

....

Code postal |_|_|_|_|_|

Ville ....

Pays ....

Adresse e-mail ....@..................

Téléphone |_|_| |_|_| |_|_| |_|_| |_|_|

Oui, je m'abonne à ELLE pour la durée que j'indique ci-dessous :
• France,
☐ 1 an (52 n°) : 89 € au lieu de 120,40 €*
☐ 6 mois (26 n°) : 46 € au lieu de 60,20 €*
* Prix de vente au numéro. **L1192**

• Autres pays (hors Suisse, Belgique, Canada, USA : voir ci-contre)**
Nous consulter au (33-1) 01 45 36 78 83.

RÈGLEMENT
☐ Chèque bancaire ou postal à l'ordre de ELLE.
☐ Carte bancaire n° :

|_|_|_|_| |_|_|_|_| |_|_|_|_| |_|_|_|_|

Date d'expiration |_|_| **mois** |_|_| **année**

Signature :

** ATTENTION : pour tout abonnement en Belgique ou réglé en monnaie locale et à servir en Suisse, USA et Canada, voir tarifs Étranger ci-contre.
L'offre de 13 numéros gratuits ne concerne que l'abonnement d'un an France et ne concerne pas l'étranger.

Informatique et libertés : le droit d'accès et de rectification des données concernant les abonnés peut s'exercer auprès du Service abonnements. Sauf opposition formulée par écrit, les données pourront être communiquées à des organismes extérieurs.

• En cas de changement d'adresse, envoyer nouvelle adresse avec ancienne étiquette d'expédition et prévoir deux semaines de délai.

TARIFS ABONNEMENTS
BELGIQUE, SUISSE, CANADA et USA
• Belgique : 52 n° : 103 € ; 26 n° : 55 €
Bulletin d'abonnement et règlement à envoyer à ELLE-Partner Press, 11, rue Charles-Parenté, 1070 Bruxelles
Tél. : (02) 556 41 40
Par chèque bancaire ou virement bancaire compte n° 210-0980879-67.
• Suisse : 52 n° : 180 FS ; 26 n° : 96 FS
Bulletin d'abonnement et règlement à envoyer à Dynapresse Marketing S.A., 38, avenue Vibert, CH, 1227 Carouge
Tél 022 308 08 08 Fax 022 308 08 59
e-mail : abonnements@dynapresse.ch
• Canada : par avion
52 n° : $Can 319
26 n° : $Can 158,
TPS et TVQ non incluses
Bulletin d'abonnement et règlement à envoyer à EXPRESS MAG/ELLE
8155, rue Larrey, Anjou, Québec H1J 2L5
Tél. (514) 355-3333
Fax (514) 355-3332
• U.S.A. : par avion
52 n° : $ 259 ;
26 n° : $ 135
Bulletin d'abonnement et règlement à envoyer à EXPRESS MAG/ELLE, PO Box 2769, Plattsburgh, N.Y. 12901-0239
Tél. : 1(800) 363-1310 ou (514) 355-3330 Fax (514) 355-3332

ELLE

Fondatrice : Hélène Gordon-Lazareff

PRÉSIDENT D'HONNEUR Daniel Filipacchi
DIRECTRICE DE LA RÉDACTION Valérie Toranian (6331)*
RÉDACTION EN CHEF Erin Doherty (5799)
Isabelle Maury (6584)
Véronique Philipponnat (6006)
RÉDACTION EN CHEF MODE Catherine Rousso (6078)
DIRECTEUR DE LA CRÉATION Yves Goube (6058) *Elle et Elle Décoration*
DIRECTION ARTISTIQUE Santiago Boulan (7250)
ÉDITORIALISTES Marie-Françoise Colombani, Michèle Fitoussi, Alix Girod de l'Ain

RÉDACTION EN CHEF ADJOINTE
Accessoires Caroline de Fayet (9421)*
Beauté Monique Le Dolédec (7259), Elisabeth Martorell (5842)
Magazine Nathalie Dolivo (5317), Olivia de Lamberterie (6867)
Vie Privée Laurence de Cambronne (7085)
Projets spéciaux Florence Ben Sadoun (7066)
MODE (6078) Michèle Beaurenaut, Patricia Bois
Claudine Zarelly, ... Lysiane Hess
Avec la collaboration d'Anne-Marie Brouillet, Tamara Taichman, Friquette Thévenet et Véronique Valinas
Accessoires Avec la collaboration d'Elissa Cannella Castelbou, Elisabeth Akessoul
News Anne-Claire Baruchon *(Chef de rubrique)*
Nathalie Marret *(Chef ...)* Valérie Abécassis
Aurélie Gaillard, Marie Lichtenberg
Casting Sophie Lamare-Elanpied, assistée de Marion Magis
Merchandising Roselyne Foulard, Isabelle Merle (6520 ou 6278)*
Coordination : Chantal Derc (5078)
BEAUTÉ (7257 ou 6302)
Michèle Beaurenaut, Julie Chanut-Bombard
Isabelle Sansonetti, Noëlle Le Tonquèze
Avec la collaboration de Fabienne Antoniewski
Marianne Chambellé, Claire Dhouailly
Coordination : Sophie Boucot, Nathalie Grouard
CUISINE Catherine Roig (6369). Avec la collaboration d'Elisabeth Scotto. Coordination : Sandrine Furet (7665)
DÉCO (5888) Françoise Ayxendri *(Chef de service)*, Mireille Assénat. Avec la collaboration de Sergio da Silva
VIE PRIVÉE Anne Davis *(Chef ...)*, Francine Vormese *(Chef de service ...)*. Avec la collaboration de Sonia Delos, Elisabeth Weissman, Et Camille Pouzol, Tatiana de Rosnay
Antoine Silber *(...)*
Coordination : Delphine Lapeyrère (6823)
Tourisme Pascale Dupuy (7806) *(Grand reporter)*
Organisation voyages Françoise Kuyper (6224)
Isabelle Canavesi (6492)
ÉDITIONS INTERNATIONALES (6526)
Alexandra Hainden *(Directrice)*, Fabrizio Lo Cicero *(...)*, Guélia Pevzner *(...)*, Patricia Nagy *(...)*, Cédric Cohen, Sophie Landier
Céline Martinez, Suzanne Semaan *(...)*, Hortense Bernardin, Stéphanie Blonaz, Julie Caron, Charlotte Delfo, Joëlle Desplechin, Virginie Dolata, Elsa Frigioni, Pauline Juberi, Nadine Loustalot, Mathilde des Noës, Seiko Watanabe *(Assistante de rédaction)*
REVENTE PHOTOS ET TEXTES (fax : 01 41 34 64 62)
Claudine Legros (6329)
FONDATION ELLE Karine Guldemann (6572)
Chloé Ignecaglu (7419) : www.ellefondation.org
ELLE.FR Valérie Van Oost *(...)*
Rédaction (5644)

DIRECTION ARTISTIQUE ADJOINTE
Véronique Bonsignore (6769), Anne-Marie Casse (6803)
Caroline Ignazi (6476)
Adjointe à la direction artistique : Yael Abrot (6115)
GRAPHISTES Cécile Clot, Fabienne Coron, Cécile Girardin
Coralie Galibour, Louis Hini, Mario Maramzine,
Lili Neyman, Bruna Raggi, Nathalie Redard, Carine Rodde
PRODUCTION Olivia Ciardi (6863), Sabrina Dehodencq (6854)
Carole Goldoni (6861), Céline Pancrazi (6631),
Marc Guenlin (6008), Sophie Steinberger (6861)
RÉDACTEUR EN CHEF TECHNIQUE
Didier Frutel. *Adjoint :* Philippe Baudry
MAGAZINE (6500 ou 6203)
Françoise Delbecq, Patricia Gandin, Martine Kurz, Caroline Laurent, Annick Le Floc'Hmoan, Michel Palmiéri, Anne-Cécile Sarfati, Philippe Trétiack, Dorothée Werner *(Grands reporters)*
Avec la collaboration de :
Lauren Bastide, Nathalie Dupuis, Édouard Dutour, Sophie Fontanel, Sophie Gachet, Clémentine Goldszal, Patrick Williams.
Sylvia Jorif (7063) *(Chef des informations générales)*
Louise Finley *(Chef de service culture ...)*
Assistantes de la rédaction
Maryté Arlabosse et Bénédicte Devarre (6331), *Direction :* Ikram Bouchikhi (6729), Martine Descamps (6466), Peggy Michelon (6061) *(...)*, Yolande Kervach (6203) *(...)*
ELLE-INFO-HEBDO (6252)
Philomène Piégay *(Chef de service)*. Coordination : Chantal Lévy
GUIDE CULTUREL (5729) Marion Ruggieri *(Chef de service)*
Avec Hector Obalk, Paul Sigognac, Florence Trédez
SANTÉ (6336) Marie-Christine Deprund *(Chef de service)*
LIVRES (6867) Olivia de Lamberterie
Coordination : Gisèle Perès
Prix des Lectrices (6031) : Jacqueline Gérard, Pascale Frey
ÉDITING Sandra Basch, Clarisse Chassigneux *(Chef de ...)*
SECRÉTARIAT DE RÉDACTION
Marie-Jo Tabary *(Secrétaire générale)*
Dominique Raud *(1re SR)*
Véronique Arzenberg, Sylvie Arnoux, Sylvie Béon, Bernadette Duprat, Anne Fauvel, Sandrine Mariette, Marie Quenel, Margotta Ubalde, Josée Valzer. **Révision :** Muriel Safar-Jaou
PHOTO (6024) Barbara Clément *(Chef de service)*, Marie-Odile Perulli
Coordination : Marie-Annick Canu
HOROSCOPE-NUMÉROSCOPE Didier Blau
COURRIER DES LECTRICES (7082) Danielle Garnier
PLANNING Sandrine Gromik (6065), Catherine Pagès (6922)
ELLE-LABEL (9076) Claude Hovhanessian-Gandillon
PHOTOTHÈQUE Edith Mendron (7814) *(Responsable)*
Eric Vieira de Souza (7815) *(...)*
Claire Faure, Gwenaelle Moreau, Béatrice d'Oléon, Claire Saadi

* *Pour joindre votre correspondant, composez 01 41 34 suivi des 4 chiffres figurant à la suite de chaque service*

DIFFUSION Antoine Boron (6428) *(...)*
Jean-Pascal Goguet Chapuis (6409)
MARKETING DIRECT
Sandrine Masclé (5274) *(...)*
Odile Dufils, assistées de Céline Perronnet

GESTION DES ABONNEMENTS
Numéro Indigo : 0 825 82 58 49 (0,15 €/min)
COMMUNICATION-RELATIONS PRESSE
Catherine Roger *(Directrice)*
assistée d'Alice Mains (6310) et de Carole Prud'homme (7078)

PUBLICITÉ
• Lagardère Publicité : 91, rue de la ..., 75003 Paris. Tél. : 01 53 03 30 00. Fax : 01 60 06 33 59
Constance Benqué, ... Philippe Pignol, ...
Sébastien Beury (01 53 90 53 ...), ... Stéphane Fort (33 42) ...
Nathalie Palha-Duclos, Sophie Gaussa, Emmanuelle Hommet, Delphine ..., ..., Sandrine Tesseira, Fabrice Gu...
Assistantes : Sandra Azed (33 51), Estelle Cussagni (33 47/33 43), S... (33 43)
Publicité ... : Anne Brassac (01 53 03 52 95). Publicité ... : 01 53 90 55 12
• Lagardère Publicité Métropoles (publicité régionale) Tél. : 01 41 34 83 61
• Lagardère Global Advertising (publicité internationale) Tél. : 01 41 34 83 09/01 41 34 83 43

RÉDACTION
149, rue Anatole-France, 92534 Levallois-Perret Cedex. Tél. : 01 41 34 60 00
○ ELLE sur Internet : tapez www.elle.fr
○ HFA-ELLE Passions : 149, rue Anatole-France, 92534 Levallois-Perret Cedex
○ Label : 149, rue Anatole-France, 92534 Levallois-Perret Cedex. Tél. : 01 41 34 90 76
○ Anciens numéros : CBA VPC ELLE, BP 4, 59718 Lille. Tél. : 03 20 12 86 01, en joignant un règlement à la commande
Pour la France : 2,30 € le numéro + 1,50 € de frais d'envoi

PRESSE PAYANTE 2007

ELLE
7 avril 2008
n° 3249

ELLE est édité par Hachette Filipacchi Associés.
S.N.C. au capital de 78 300 €, locataire-gérant
Siège social :
149, rue Anatole-France, 92534 Levallois-Perret Cedex
Associés : Hachette Filipacchi Presse S.A.
Publications France Monde S.A.
Directeur Général des publications : Bruno Lesouëf
Directeur Général des rédactions : Christian de Villeneuve
Directeur de la publication : Bruno Lesouëf
Editeur : Franck Espiasse-Cabau

Dépôt légal : avril 2008 © 2008 HFA
Commis. Parit. 0110 K 79216. ISSN 0013-6298

ELLE est une marque enregistrée au nom de HACHETTE FILIPACCHI PRESSE S.A. propriétaire

Hachette Filipacchi Associés est une filiale de Hachette Filipacchi Médias SAS
Président du Directoire : Didier Quillot

Tous droits de reproduction réservés.
ELLE France (ISSN number 0013-6298) is published weekly by HFA c/o USACAN Media Dist. Srv Corp. at 26 Power Dam Way Suite S1-S3, Plattsburgh, NY 12901. Periodicals postage paid at Plattsburgh, NY and at additional mailing offices. POSTMASTER : Send address changes to ELLE France c/o Express Mag, P.O. Box 2769, Plattsburgh, N.Y. 12901-0239

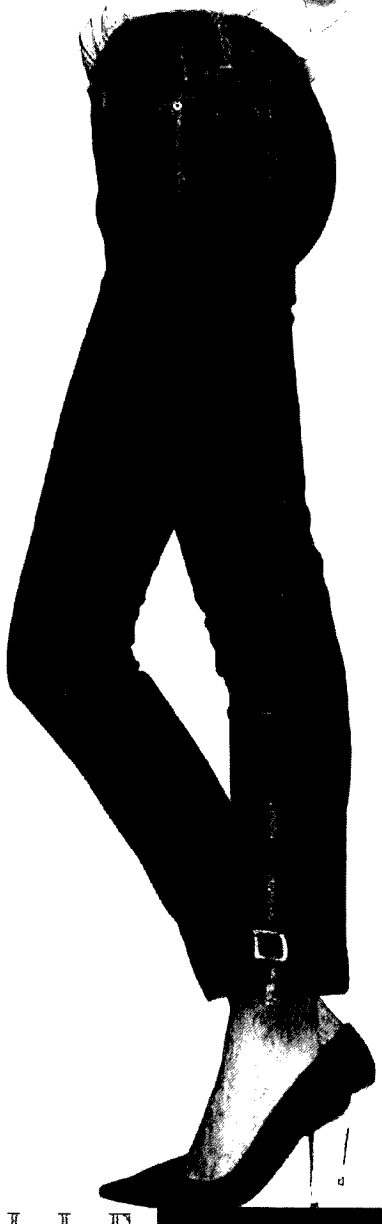
Au Canada, la marque ELLE (dénomination et vignette) est déposée au nom de FRANCE CANADA EDITIONS ET PUBLICATIONS INC.
Pré-presse : HAFIBA. Imprimé en France/Printed in France. Hélio-Corbeil, 4, boulevard Crété, 91100 Corbeil, et Brodard-Graphique, Z.I., boulevard de la Marne, 77120 Coulommiers, membres de E2G.
* La reproduction même partielle des articles et illustrations parus dans ELLE est interdite. ELLE décline toute responsabilité pour les documents remis. Les manuscrits non insérés ne sont pas rendus. Les indications de marques et les adresses qui figurent dans les pages rédactionnelles du numéro sont données à titre d'information sans aucun but publicitaire. Les prix peuvent être soumis à de légères variations.

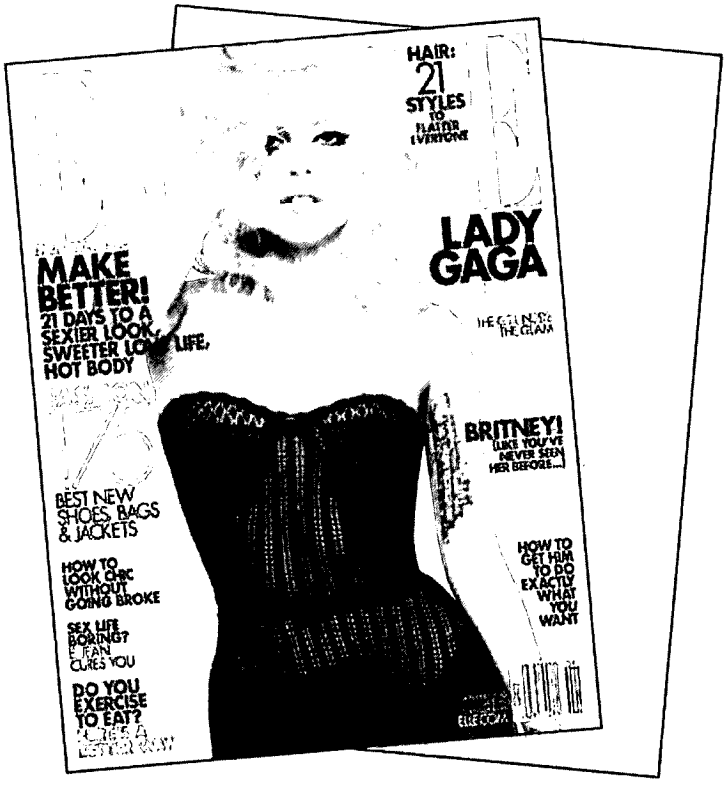
EXHIBIT 2

25TH ANNIVERSARY IN 2010!

ELLE USA MEDIA PACK

For the first time in Elle's history : N°1 market share against all other upscale women's titles





ELLE THE WORLD'S N°1 FASHION MAGAZINE

May 10

Lagardère advertising

ELLE
A GLOBAL BRAND

Magazines

42 editions, 6,3 Million copies,
21 Million readers

Online

28 ELLE websites
151M page views
17 M unique visitors
+ 23 Newsletters

Brand extensions

Elle Decoration (25 editions), Elle à Table (4), Elle Girl (4)

ELLE
A GLOBAL BRAND

Spin-offs

Around 20 editions in 2010

Mobile sites & Apps

Elle Apps (fashion, astro, gastro) in France, USA, Japan

TV Programs

Stylista, Project Runway, The City

Events

ELLE STYLE AWARDS renowned fashion event (15 countries) +
Several local events

ELLE

THE WORLD'S N°1 FASHION MAGAZINE

Lagardère advertising

THE WORLD'S N°1 FASHION NETWORK

ELLE is the world's biggest selling fashion magazine

It holds a unique position in each market, combining the qualities of the international brand with the talent and expertise of the ***local editorial teams***.

ELLE is ***a style magazine***, creating a link between designers and real women. ELLE is all about ***mixing styles***: from designer clothes to high street, from luxury items to sportswear, from the latest trends to vintage style.

By providing inspiration and new ideas to create their own look without dictating, ELLE creates a very ***strong relationship with its readers***.

ELLE addresses women with a very positive message, encouraging them to play with their femininity, to feel free to experiment with their own style and to enjoy life, or in 3 words, to be

SEXY STYLISH SPIRITED

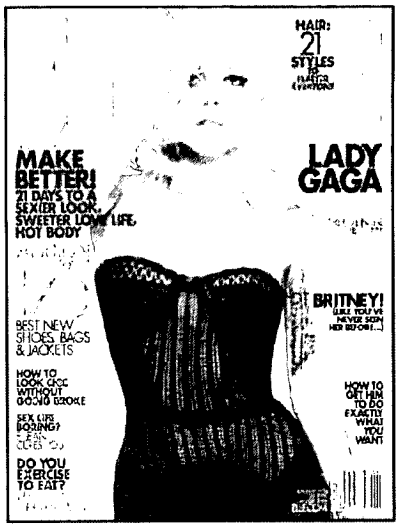
ELLE

THE WORLD'S N°1 FASHION MAGAZINE

Lagardère advertising

ELLE USA KEY FACTS

ELLE USA		
LAUNCH DATE	1985	
FREQUENCY	Monthly	
COVER PRICE (USD)	3,99	
4 COLOUR RATE (USD)	131 895	
CIRCULATION	1 125 648	*ABC Jul - Dec 09*
REACH	6 123 000	*MRI Spring 2010*



ELLE USA: The leading fashion magazine: an upscale readership and trusted by advertisers

ELLE USA - BRAND IN DEMAND

In 2008, ELLE USA dramatically increased brand exposure through ELLE.com and television show partnerships. Roberta Myers was named second on the list of Most Powerful US Fashion Magazine Editors in 2008 by Forbes.com.

ADVERTISING : ELLE BEATS VOGUE

ELLE outsold Vogue for total advertising pages for the first time in the history of the American magazines!
ELLE has N°1 Share of Market against all upscale fashion magazines

AWARDS!

N°2 on the 2009 Hot List! Adweek recognized the magazine for its "good mix of aspiration and affordability [making] it right for the times".
ELLE also made Adweek's Brands leaders list for its stable of successful brand extensions.

ELLE USA READERS

ELLE USA READERS

+ *Upscale ... Educated ... Women*

	Total Population	ELLE	
REACH	226 958 000	**6 123 000**	**Index vs pop**
SEX			
MEN	48%	**6%**	13
WOMEN	52%	**94%**	**181**
AGE			
18-34 YO	31%	**54%**	**178**
35-54 YO	38%	**32%**	83
55 + YO	32%	**14%**	44
Median Age	46	**33**	
HOUS. INCOME PROF.			
$ 60,000 AND +	50%	**65%**	**130**
$ 75,000 AND +	39%	**55%**	**139**
$ 100,000 AND +	25%	**$0**	
Median HHI ($)	6019400%	**8210400%**	**136**
OCCUPATION			
EMPLOYED	61%	**72%**	**118**
PROF/MANAGERIAL	23%	**28%**	**124**
STATUS			
SINGLE	45%	**61%**	**135**
EDUCATION			
ANY COLLEGE	55%	**76%**	**139**
GRAD COLLEGE	27%	**36%**	**133**
SOURCES :	*Readership:*	*MRI Spring 2010*	

ELLE USA COMPETITION

ELLE

ELLE is all about a mix of styles, addressing women with a very positive message, encouraging them to play with their femininity, to feel free to create their own style and to enjoy life - to be "SEXY STYLISH SPIRITED".
By providing inspiration and new ideas without dictating, ELLE creates a very strong relationship with its readers.

ELLE USA READERS
Upscale ... Educated ... Women

VOGUE

VOGUE tends to be a **professional fashion magazine** famed for its photographic excellence. Its elitist content and serious editorial tone **distances it from real women.** VOGUE **dictates** the latest trends rather than inspiring its readers to celebrate and develop their own personal style.

VOGUE readers have one of the lowest average incomes

BAZAAR

Traditionally viewed as an upper-class society journal, HARPER'S BAZAAR has evolved into an elegant fashion and beauty magazine. It has a **narrower focus** than the other upscale women's titles – its editorial content is very concentrated and **ignores general interest trends.**

HARPERS has the oldest readership and has the smallest proportion of employed readers

MARIE CLAIRE is the upscale magazine with a **social conscience** and an emphasis on global **women's issues.** It combines the usual staples of fashion, beauty, health and travel with more **serious journalistic features.** The involved approach of Marie Claire **covers all subjects women are sensitive to.**

MARIE CLAIRE has a high proportion of women readers

INSTYLE is an insider's guide to the glamorous lives of the rich and famous. Its presentation of the latest fashion and beauty trends **encourages its readers to copy celebrities** rather than develop their own individual look. Its editorial approach is accessible and entertaining rather than sophisticated and edgy.

IN STYLE readers tend to be employed

COSMOPOLITAN

COSMOPOLITAN is **the most mass-market upscale magazine** dedicated to young women searching for the perfect man. In its playful tone, it advises them on a wide range of topics such as relationships, sex, work, travel, psychology, food, shopping, entertainment etc. Its fashion section is rather weak.

COSMOPOLITAN readers are the youngest, the least wealthy and the least educated.

Although it is positioned alongside other high-end women's magazines, GLAMOUR targets a mainstream **audience of young girls** approaching their life as women. Its editorial content is far **less upscale**, as it aims to provide quick solutions and an easy read. It has a unique selling point in its practical pocket-size format.

GLAMOUR readers are feminine and less upscale.

W

A cutting-edge magazine that presents the latest fashion, beauty, art, culture, travel and interior design trends. The circulation remains lower as it mainly reaches the retail trade through subscription.

W has a relatively upscale readership with the highest proportion of men

ELLE

THE WORLD'S N°1 FASHION MAGAZINE

Lagardère advertising

ELLE USA COMPETITION

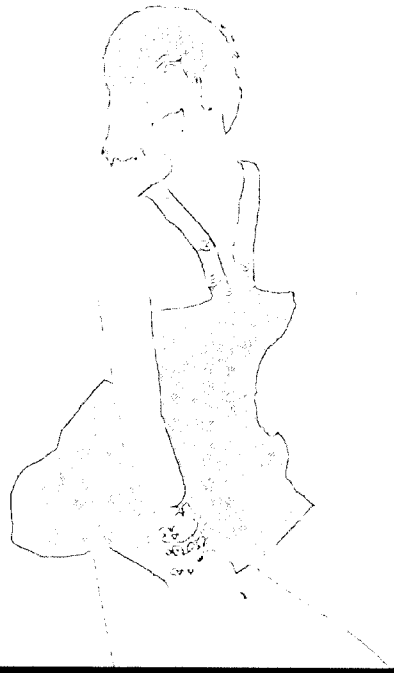
ELLE USA READERS
+ Upscale ... Educated ... Women

	Total Population	ELLE	VOGUE	HARPERS BAZAAR	W	IN STYLE	LUCKY	MARIE CLAIRE	GLAMOUR	COSMO
LAUNCH DATE		**1985**	1892	1867	1972	1994	2001	1994	1939	1886
FREQUENCY		**Monthly**	Monthly	Monthly	Monthly	Monthly	Monthly	Monthly	Monthly	Monthly
COVER PRICE (USD)		**3,99**	4,08	4,08	4,50	3,99	3,33	3,50	3,99	4
CIRCULATION		**1 125 648**	1 240 800	732 642	453 735	1 788 162	1 128 673	970 332	2 448 119	3 001 894
REACH	226 958 000	**6 123 000**	11 669 000	3 076 000	1 437 000	10 923 000	2 354 000	4 026 000	12 373 000	18 315 000
SEX										
MEN	48%	**6%**	12%	10%	21%	10%	5%	6%	7%	14%
WOMEN	52%	**94%**	88%	91%	80%	90%	95%	94%	93%	86%
AGE										
18-34 YO	31%	**54%**	48%	**34%**	**38%**	50%	50%	51%	50%	58%
35-54 YO	38%	**32%**	38%	**42%**	**37%**	38%	39%	36%	38%	33%
55 + YO	32%	**14%**	14%	**24%**	25%	12%	11%	12%	12%	9%
Median Age	46	**33**	36	42	40	35	35	35	35	31,2
HOUS. INCOME PROF.										
$ 60,000 AND +	50%	**65%**	57%	64%	67%	66%	70%	67%	58%	54%
$ 75,000 AND +	39%	**55%**	45%	51%	59%	55%	58%	58%	47%	41%
$ 100,000 AND +	25%	**38%**	32%	39%	39%	39%	37%	38%	30%	26%
Median HHI ($)	60194	**82104**	68659	77318	86007	83081	84297	84438	70909	64148
OCCUPATION										
EMPLOYED	61%	**72%**	66%	63%	70%	75%	75%	73%	72%	70%
PROF/MANAGERIAL	23%	**28%**	24%	25%	28%	32%	35%	27%	28%	22%
STATUS										
SINGLE	45%	**61%**	58%	47%	53%	53%	55%	52%	56%	60%
EDUCATION										
ANY COLLEGE	55%	**76%**	67%	82%	85%	72%	83%	75%	69%	62%
GRAD COLLEGE	27%	**36%**	29%	40%	48%	37%	51%	36%	31%	25%
SOURCES	*Circulation*	*ABC Jul - Dec 09*								
	Readership:	*MRI Spring 2010*								

ELLE

THE WORLD'S N°1 FASHION MAGAZINE

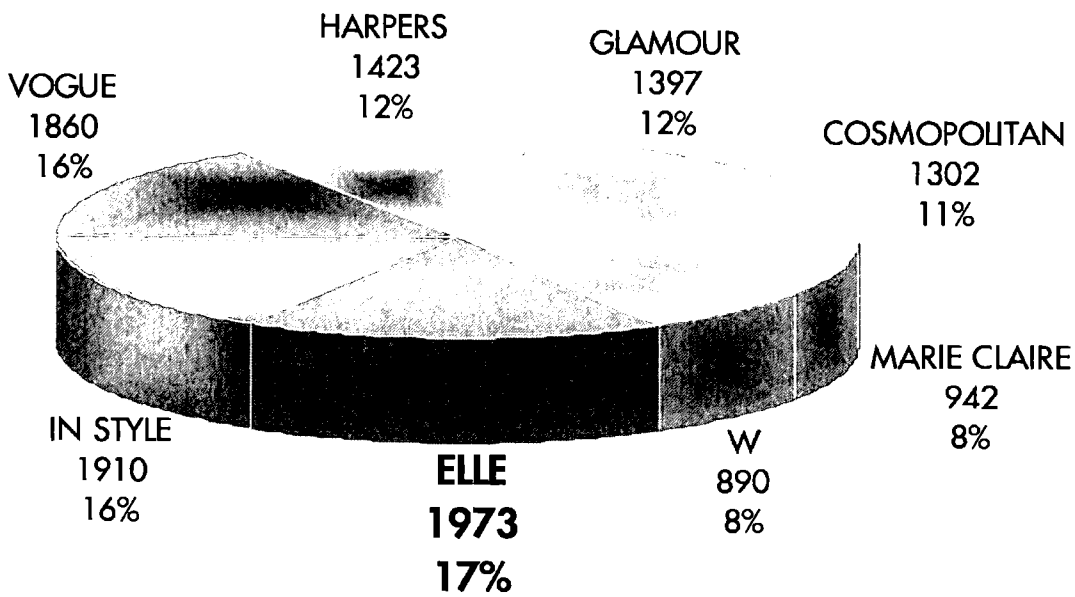
Lagardère advertising



ELLE USA MARKET SHARES

ELLE USA
THE MOST INVESTED-IN
amongst upscale feminine press

TOTAL ADVERTISING
Pages and market share



Source: TNS Mediaexplorer 2009

ELLE

THE WORLD'S N°1 FASHION MAGAZINE

Lagardère advertising

2010 CALENDAR

ELLE USA CALENDAR

N°	Dated	On sale date	Material deadline	Special Topic
293	January	15/12/2009	26/10/2009	**THE MAKE BETTER ISSUE:** Fashion : First Look at Spring/Joe Zee's Fashion Revolutions Beauty : Make Better Guide: 21 Days to Change A Habit, 21 Hairstyles, 21 Make-Up Looks, Meet the Make Better Team Features : Quit It! : Smoking, Self-deprecating, Overeating, Complaining, Procrastinating, Obsessing Living : Make Better: Lolo Schnabel's Chelsea Loft with Zac Posen
294	February	20/01/2010	01/12/2009	**THE MODERN LOVE ISSUE** Fashion : The Best of the Runway/ How to Wear the Trends/ Designers Re-Interpret the Colour of Love Beauty : Spa Guide/Modern Love your skin: Anti-Aging Report Card Features : Modern Love in America: How We Live and Love Now/E. Jean's 25 Most Asked Love Questions Living : What I Did For Love: 10 Women Start Over in 10 Great New Cities
295	March	17/02/2010	29/12/2009	**THE SPRING FASHION & SHOPPING ISSUE** Fashion : Ultimate Spring Fashion/Must-Have Shopping Guide Beauty : Best in Show : Spring's Best Runway Looks/Spring's Best Hair from the Runway and Red Carpet, Going Long: Growing Out Your Hair, The 10 Commandments of Perfect Hair Features : Independent Spirit Awards, 25 Years of Creative Independence & Innovation Living : The Artists' Issue
296	April	24/03/2010	29/01/2010	**THE WORK & POWER ISSUE** Fashion : Shopping at the Ultimate Price/ Fashion Road Trips/ Power Workbook Beauty : The Genius Awards: Hair, Skin and Make-Up Power Products Features : My Brilliant Career/Work Better: A Guide to the Ladder Living : Celebrity Travel Diaries
297	May	21/04/2010	26/02/2010	**THE GOLD ISSUE** Fashion : Eco-Chic Fashion Beauty : Green, Blue and Gold Awards/Golden Glow: Radiant Skin, Glossy Hair, Bright Teeth Features : How to Shine: Getting and Keeping Confidence/The Gold Awards Living : Doing Good By Travelling Well
298	June	26/05/2010	01/04/2010	**THE NEW BODY ISSUE** Fashion : Bodies In Motion/ Swim Spectacular/Fashion as a Shape-Shifter Beauty : The "New" New Body/Summer Bikini Boot Camp/Sun Smart Package Features : Feel Better Naked and Guide to De-Toxing, De-Stressing your Body in 30 Days/The Best 7, 14 and 30 Day Change Your Body Programs/Body and Soul. Working On Both Living : The Best Detox Spas

2010 CALENDAR

ELLE USA CALENDAR

N°	Dated	On sale date	Material deadline	Special Topic
299	July	23/06/2010	03/05/2010	**WOMEN IN MUSIC ISSUE** Fashion : Women in Music/Rising Star Style Beauty : America's Best Hair/The Best Hair and Make-Up from the World of Music Features : Women in Music: The Power List/The Making of a Pop Idol Living : Women in Music Entertaining Special
300	August	21/07/2010	28/05/2010	**EAT, PRAY & LOVE ISSUE** Fashion : Global Inspiration/All About Accessories/ Best Buys/ Editors' Must-Have-Want Lists Beauty : Editor's Pick : The Products We Can't Live Without/ Editor's Confessions: Beauty Sins (And Their Solutions!) Features : ELLE Top Shops Living : Designer Home/Designer Runway Report
301	September	18/08/2010	23/06/2010	**FALL FASHION & SHOPPING** Fashion : Ultimate Fall Fashion/Fall Must-Have Shopping Guide Beauty : Best in show: Fall's Best Runway Looks/How Low Can You Go Features : ELLE 25 Living : Fashion Designers' Favorite Recipes
302	October	22/09/2010	28/07/2010	**MODERN FASHION: 25TH ANNIVERSARY ISSUE** Fashion : Personal Style Look Book/ City-by-City Fashion Insiders/ Personal Style Awards Beauty : Negative 5: How to Take Five Years Off Your Look/Forever 21: Head-to-Toe Anti-Ageing Package Features : Fashion Stories: "What I Wore" Living : Ten Coziest Places on Earth
303	November	20/10/2010	25/08/2010	**WOMEN IN HOLLYWOOD ISSUE** Fashion : Party Dressing: L.A Fashion Insiders Beauty : A Million Dollar Face: Hollywood Insiders' Beauty Secrets/Hollywood Hair Features : Women in Hollywood Awards
304	December	17/11/2010	24/09/2010	**THE OBJECTS OF DESIRE ISSUE** Fashion : Holiday Gift Guide/ Resort & Style Beauty : Party Make-Up/The Fragrance Gift Guide/ The Other 9 to 5/The Moisture Factor: Winter Skin Savers Features : ELLE Men Living : Holiday Entertaining Special

ELLE USA RATE CARD

NATIONAL RATES

2010 RATE CARD

Unit: USD

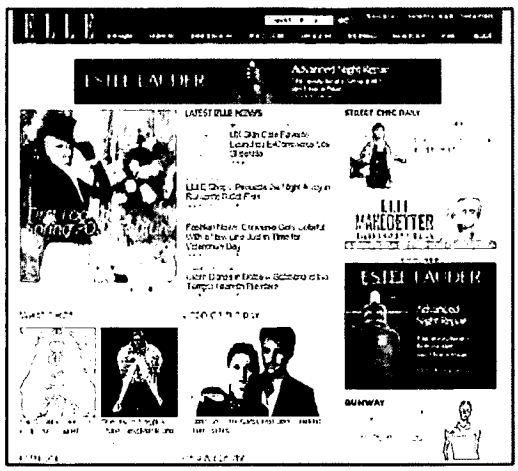
GENERAL ADVERTISING RATES						
Jan-Aug 2010	1X	3X	6X	9X	12X	18X
Single Page	131 895	127 940	125 300	118 710	116 070	12 115
2/3 Page	100 240	97 235	95 230	90 220	88 215	85 205
1/2 Page	92 340	89 570	87 725	83 110	81 260	78 490
1/3 Page	71 220	69 085	67 660	64 100	62 675	60 540
Second Cover	164 900	159 955	156 655	148 410	145 115	140 165
Third Cover	145 085	140 735	137 835	130 580	127 675	123 325
Fourth Cover	171 460	166 320	162 890	154 315	150 885	145 745
Sept-Dec 2010	1X	3X	6X	9X	12X	18X
Single Page	138 175	134 030	131 270	124 360	121 595	177 450
2/3 Page	105 015	101 805	99 765	94 515	92 415	89 265
1/2 Page	96 740	93 840	91 905	87 070	85 135	82 230
1/3 Page	74 625	72 390	70 895	67 165	65 670	63 435
Second Cover	172 750	167 570	164 115	155 475	152 020	146 840
Third Cover	151 995	147 435	144 395	136 800	133 760	129 200
Fourth Cover	179 630	174 245	170 650	161 670	158 075	152 690

All rates are gross before agency commission.
Maximum cover discount is 25%.

RETAIL ADVERTISING RATES						
Jan-Aug 2010	1X	3X	6X	9X	12X	18X
Single Page	105 520	102 355	100 245	94 970	92 860	89 695
2/3 Page	80 195	77 790	76 185	72 180	70 575	68 170
1/2 Page	73 875	71 660	70 185	66 490	65 010	62 795
1/3 Page	56 975	55 270	54 130	51 280	50 140	48 430
Sept-Dec 2010	1X	3X	6X	9X	12X	18X
Single Page	110 540	107 225	105 015	99 490	97 275	93 960
2/3 Page	84 010	81 490	79 810	75 610	73 930	71 410
1/2 Page	77 390	77 390	73 525	69 655	68 105	65 785
1/3 Page	59 075	57 915	56 720	53 735	52 540	50 750

See Terms & Conditions to qualify for retail rates; mass retailers and manufacturers who do not qualify for retail rates may be eligible for 10% retail co-op rate.

ELLE USA FAMILY



+ Newsletter

WWW.ELLE.COM

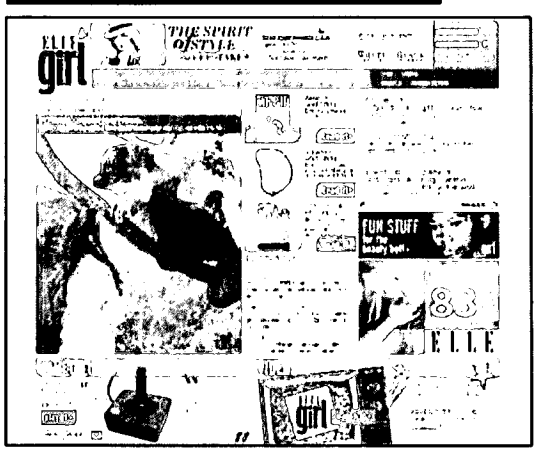
ELLE ONLINE

PVs: 19 104 000
UVs: 1 629 000
Source: Comscore. Mar. 10

- Dedicated local editorial team with a strong expertise in fashion & beauty
- Exclusive contribution of famous journalists, bloggers, celebrities
- Coverage of key women interests: fashion, beauty, shopping, deco...
- **Daily updates** to keep up with the latest news, trends and agenda
- **Exclusive videos and audios** to go inside topics : fashion shows, make-up tips
- Dedicated **interactive spaces** for women (blogs, forums...) for a powerful **community of modern women**

More information in ELLE ONLINE NETWORK presentations

WWW.ELLEGIRL.COM



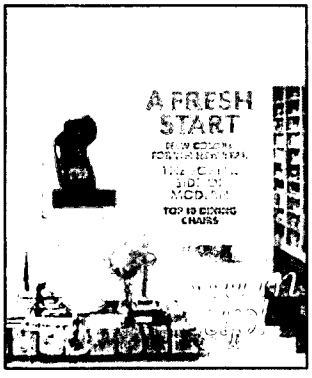
PVs: 1 106 000
UVs: 72 000
Source: Pub. Stat. Mar. 10

ELLEgirl is the style and shopping website for girls. Aimed at fashion conscious, urban, aspirational and affluent young women, it inspires and challenges them to express their personality and individuality through style. ELLEgirl.com is constantly updated with the hottest fashion, new beauty buzz, celebrity interviews and news, expert advice and the latest in movies and music!

More information in YOUNG WOMEN WEBSITES presentation

ELLE USA FAMILY

ELLE DECOR



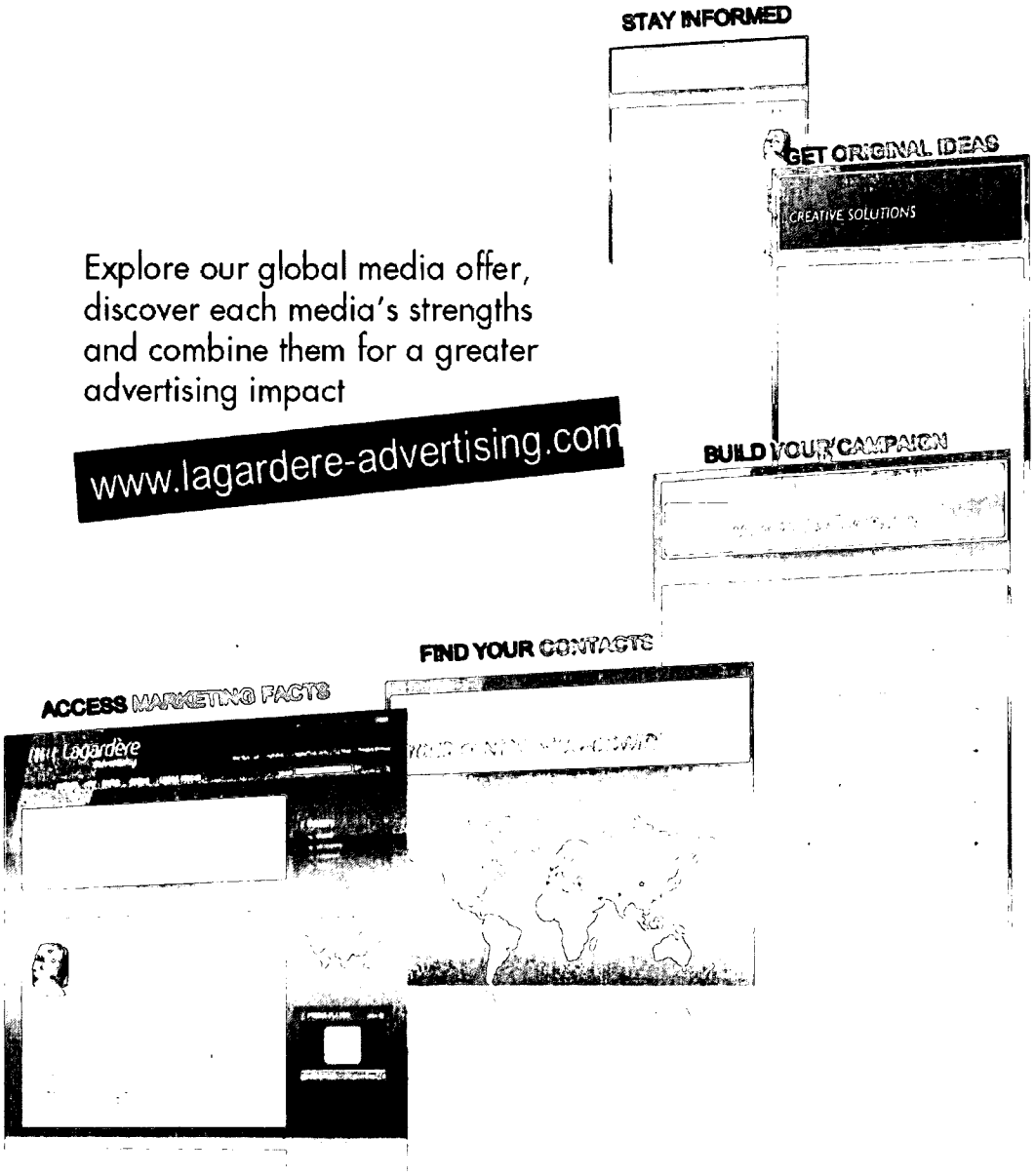
LAUNCH DATE	**1989**	
PRINTING SCHEDULE	**Monthly (10)**	
COVER PRICE ($)	**4,5**	
4 COLOR RATE ($)	**77 750**	
CIRCULATION	**520 595**	*ABC Jul - Dec 09*
READERSHIP	**1 928 000**	*MRI Fall 2009*

More information in ELLE DECORATION Mediapack

Established as the international home style magazine with its 25 editions, ELLE DECORATION is the only truly global brand in the interior magazine sector.

ELLE DECORATION combines all elements of the ELLE spirit: **Audacity, elegance and accessibility** to give its interiors soul. As a **source of inspiration with practical ideas**, ELLE DECORATION mixes aspiration with the achievable and stimulates the desire for style and quality throughout the home.

DISCOVER OUR WEBSITE



Explore our global media offer, discover each media's strengths and combine them for a greater advertising impact

www.lagardere-advertising.com

ELLE

THE WORLD'S N°1 FASHION MAGAZINE

Lagardère advertising

EXHIBIT 3

3

ELLE®

MADONNA OPENS UP TO SIMON DOONAN ON JT, KIDS, AND... BEING FABULOUS

SOFTER SMOOTHER SKIN! THE NO-PRESCRIPTION BREAKTHROUGH

DRINK MUCH? ARE JUICE FASTS A SMART WAY TO LOSE WEIGHT—OR A FAST TRACK TO AN **EATING DISORDER?**

OBSESS MUCH? WHEN YOU TRADE ONE PROBLEM FOR ANOTHER (AND HOW TO STOP)

ON! ER W 00 IDEAS 20 DRESSES, SUITS, AND S

THE GREEN ISSUE!

YOUR FAVORITE DESIGNERS GO ECO-CHIC

PLUS:

THE **35** BEST NATURAL BEAUTY PRODUCTS EVER!

MAY 2008
USA $3.99
ELLE.COM

02492 05 0 275001 1

MADONNA CHEECHEZ LA PRÉPAGE

ELLE

MAY 2008 VOLUME XXIII NUMBER 9 NO. 273

ON THE COVER

109, 141, 279
SUMMER FASHION PREVIEW!
300 hot-weather ideas: 220+ dresses, shoes, swimsuits, bags, and more

208
ROLL-OUT-OF-BED BEAUTIFUL HAIR
Kate Hudson shares the secret to her naturally glamorous locks!

210
GREEN STARS
The 35 best natural beauty products ever!

226
SOFTER, SMOOTHER SKIN!
The no-prescription beauty breakthrough: Nanotechnology. By JOANNE CHEN

232
DRINK MUCH?
Are juice fasts a smart way to lose weight—or a fast track to an eating disorder? MAGGIE BULLOCK hits the bottle

260
OBSESS MUCH?
CATHI HANAUER reflects on an eco-friendly lifestyle that became a dysfunction

280
MADONNA OPENS UP TO SIMON DOONAN
On kids and Guy, Malawi, and staying fabulous forever. Photographed by TOM MUNRO

294
THE GREEN ISSUE: MODEL CITIZENS
Finally! Your favorite designers (Calvin, Donna, Ralph, Michael, and more) debut eco-chic looks for Earth Pledge. Photographed by DANIEL GABBAY

FASHION

72
STYLE A TO ZEE
ELLE Creative Director JOE ZEE talks green trends and taboos

98
GOODWILL HUNTING
NINA GARCIA comes to grips with sustainable fashion and brings a few new finds home for the family

106
WHAT TO WEAR?
Our Fashion Know-It-All answers your questions

109
ELLE FASHION: THE LOOK, TRENDS, AND JEWELS
Sweet and chic Liberty prints...denim with an edge...exotic nature from Louis Vuitton...and more

131
ELLE FASHION: NEWS
Inhabit's new organic cotton T-shirt line...My Bag Cares, the newest eco-conscious tote...Benetton's "Africa Works" campaign...and more

CONTINUED ON PAGE 30

ELLE (ISSN 0886-0808) (USPS 762-070) (Ride Along enclosed in waiting room and supplemental copies only.) MAY 2008, Volume XXIII, Issue 9, is published monthly by Hachette Filipacchi Media U.S., Inc., 1633 Broadway, New York, NY 10019. Periodicals postage paid at New York, NY 10001 and at additional mailing offices. Authorized periodicals postage by the Post Office Department, Ottawa, Canada, and for payment in cash. POSTMASTER: Send address changes to ELLE, P.O. Box 53578, Boulder, CO 80322-3578; 386-597-4375; Fax 303-604-7644; elle@neodata.com. If the postal services alert us that your magazine is undeliverable, we have no further obligation unless we receive a corrected address within one year.

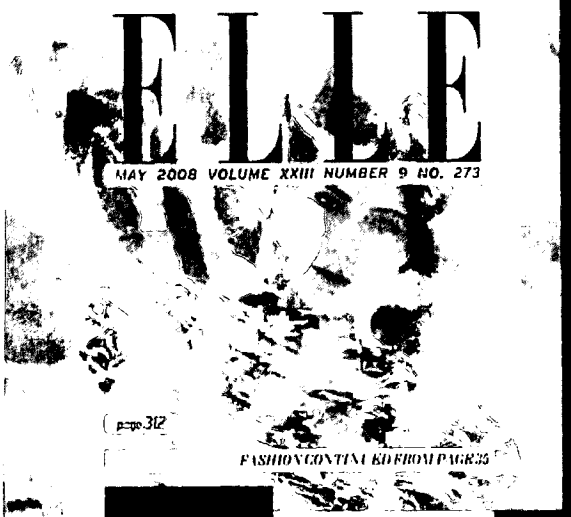
One-year subscription rate $10.00 for USA and possessions, $42.00 for Canada (includes 5% GST) and other foreign. To order a subscription, call 386-597-4375 or fax 303-604-7644

Occasionally we share our information with other reputable companies whose products and services might interest you. If you prefer not to participate in this opportunity, please call and indicate that to the operator.

PRINTED ON RECYCLED PAPER WITH CONTAINS 10% POST-CONSUMER CONTENT

ELLE

MAY 2008 VOLUME XXIII NUMBER 9 NO. 273



FASHION CONTINUED FROM PAGE 35

134
ELLE FASHION: NEW DESIGNERS
Frank Tell offers a sneak peek at his mod sculptural masterpieces for fall...Gina Ferraraccio turns dowdy do-gooder design on its head with her debut line of vegan statement shoes

138
IN EXCESS
Swiss watchmaker Ebel's '80s cult classic, the Beluga, is reinvented for spring, captivating a brand-new kind of fast crowd

184
ECO AID
Banana Republic embarks on an eco-crusade...Phillip Lim fights global warming...the Anya Hindmarch tote that put green fashion on the map...and more

194
ONE LOVE
Seven NYC women are doing their part to spark positive change in Africa

198
KING GIORGIO
GIORGIO ARMANI extols the virtues of staying fit, lounging at sunset, and, of course, high fashion

308
BALANCING ACT
Get a preview of our picks for fall: slouchy must-have bags and sexy jewel-tone heels. Photographed by SIVAN LEWIN

312
SWEPT AWAY
Eco-icon Shalom Harlow mirrors nature's breathtaking beauty in voluminous layers and a few sustainable fabrics. Photographed by MATTHEW BROOKES

FEATURES

94
STYLE DISPATCH
LEANNE SHAPTON soaks up the literary charms of the quaint village of Hay-on-Wye, Wales (aka Town of Books)

102
MR. SUSTAINABILITY
Meet ELLE's Green Hunk of 2008, NFL linebacker DHANI JONES. Who says fighting global warming isn't hot?

104
HEATING UP
Guest editor LAURIE DAVID wants climate change to be the reason you pull the lever at the polls in November

163
ELLE INTELLIGENCE
From *Narnia* royalty to a lead role in *Prince Caspian*, Ben Barnes takes center stage... Helen Hunt strikes back in her own indie flick...Mick Jagger rocks out in Martin Scorsese's new film *Shine a Light*...and more

CONTINUED ON PAGE 49

Photo credits: page 203: Ryan Pfirrmann; page 209: Sivan Lewin; page 312: Matthew Brookes; page 330: © Rankin/Icon International

ELLE

MAY 2008 VOLUME XXIII NUMBER 9 NO. 273

FEATURES CONTINUED FROM PAGE 40

180
TRANSFORMER
America's most unlikely superhero, Robert Downey Jr., opens up to JOSEPH HOOPER

245
ELLE LIVING: ENTERTAINING/TRAVEL/FOOD/DESIGN
Chef Naomi Pomeroy solves the ethical eater's big dilemma...production at the Clos Apalta Winery is green down to its roots...low-impact design from our favorite decorating faithfuls...and more

252
ELLE'S 2008 GREEN AWARDS
The people, products, and concepts that put their energy in the right place

266
THE BELIEVERS
ANDREA TODD meets "Anna," a former undercover FBI informant, and unveils the far fringes of the environmental movement

276
ASK E. JEAN
Relationship hell? E. JEAN CARROLL to the rescue!

330
ASHTON, UN PUNK'D
Ashton Kutcher dishes to ANDREW GOLDMAN about life, love, and his first time

BEAUTY, HEALTH & FITNESS

205
BEAUTY NEWS

206
SPOTLIGHT ON
Argan oil, an antioxidant that actually helps the environment. Plus: Top five paraben-free lotions

224
IN A LATHER
Can a chemical-free shampoo work as well as the average sudsmaker? MEGAN DEEM dons her lab coat to find out

230
BUSINESS MODELS
Model turned actress? Try model turned entrepreneur. By ROOPIKA NAYAR

238
BEAUTY IT LIST

240
THE LOST BOY
RACHAEL COMBE explores the medical mysteries surrounding autism research

IN EVERY ISSUE

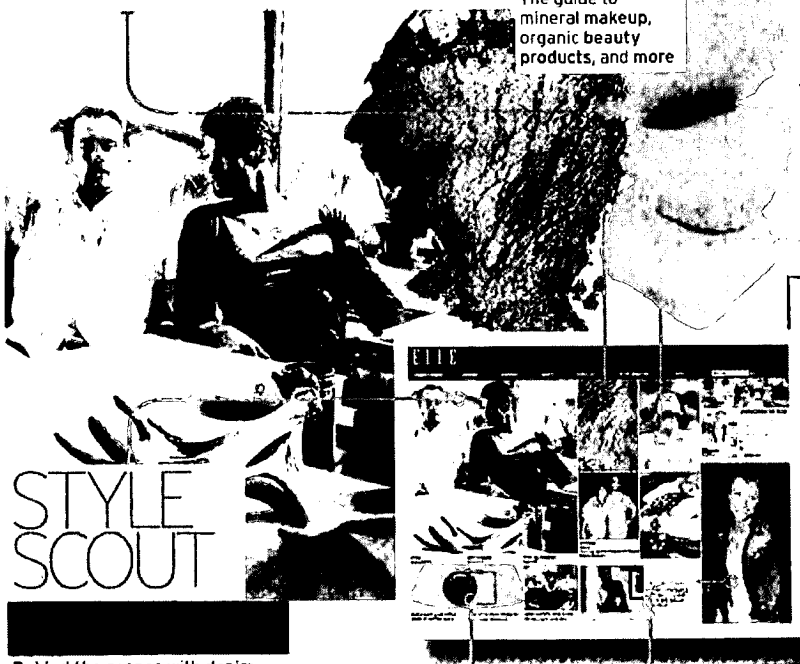
22 CALENDAR
62, 66 MASTHEADS
68, 70 EDITOR'S LETTER
78 MAIL BONDING
84, 90 CONTRIBUTORS
141 ELLE SHOPS
325 SHOPPING GUIDE
327 HOROSCOPE
328 NUMEROLOGY

Madonna wears a silk dress and lambskin gloves from Chanel, with a felt hat from Stephen Jones Millinery and earrings from Neil Lane Jewelry. For details, see Shopping Guide. To get her makeup look, try Teint Idole Ultra foundation in Ivoire, Color Design Eye Shadow in Gaze, Artliner in Noir, High Définicils mascara in Black, Color Design Blush in Model Mocha, and Color Fever Shine in Blazing, all by Lancôme. Photographed by Tom Munro. Styling by Arianne Phillips. Hair by Andy Lecompte for Sunsilk at Solo Artists. Makeup by Gina Brooke at J Artists Management.

@ELLE.COM This month: Go green in style at ELLE.com

PINK CHEEKS, RED LIPS, GREEN CONSCIENCE

The guide to mineral makeup, organic beauty products, and more



ELLE MOBILE

Check out your favorite ELLE.com features on your cell phone: Just visit mobile.elle.com on your phone's web browser. Or you can text EM to 74625, and we'll send you the link via text message. Visit ELLE.com/Mobile on your computer to learn more.

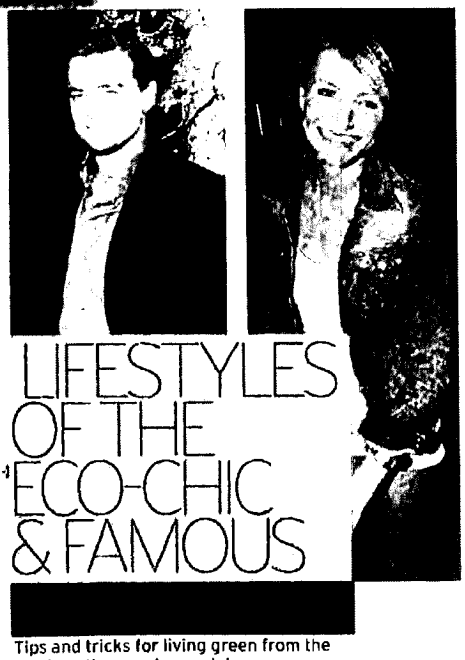
STYLE SCOUT

Behind the scenes with denim guru Scott Hahn of Loomstate

LIVING LUXE

The must-have sustainable items that don't sacrifice style

LIFESTYLES OF THE ECO-CHIC & FAMOUS



Tips and tricks for living green from the most earth-conscious celebs

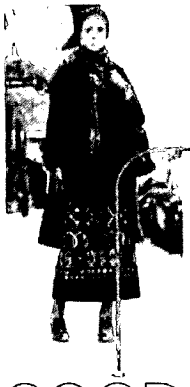
@ELLE.COM

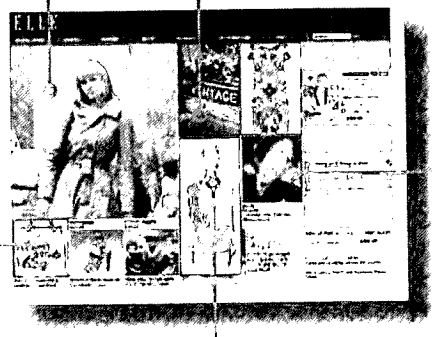
This month: Our guide to vintage shopping, green style videos, and more

C'EST STREET CHIC

[redacted]

ELLE.com's Pete Miszuk finds the best-dressed girls on every corner.





VINTAGE VANTAGE

[redacted]

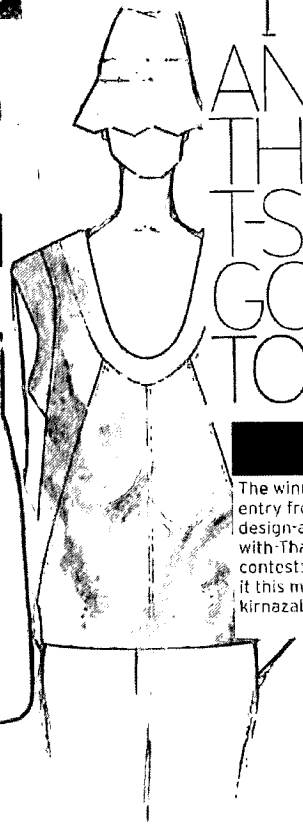
The ultimate global guide to stylish and gently used: the hottest spots to hit in New York, London, Los Angeles, and beyond

GOOD NEWS

[redacted]

Check out eco-conscious Daily Reports, plus style updates from our new green bloggers.

AND THE T-SHIRT GOES TO...



[redacted]

The winning entry from our design-a-shirt-with-Thakoon contest: Look for it this month at kirnazabete.com.

IN REEL TIME

[redacted]

The latest 60-Second Style and Beauty Expert videos, plus behind-the-scenes at Madonna's cover shoot

ELLE

ROBERTA MYERS
VP/Editor-in-Chief

JOE ZEE
Creative Director

PAUL RITTER
Design Director

ALEXANDRA S. POSTMAN
Executive Editor

NINA GARCIA
Fashion Director

ANNE SLOWEY
Fashion News Director

EMILY DOUGHERTY
Beauty/Fitness Director

FLORENCE SICARD
Deputy Art Director

SARA E. CULLEY
Managing Editor

FASHION

Accessories Director ELLYN CHESTNUT
Senior Fashion Market Editor JOANN PAILEY *Senior Style and Market Editor* KATE LANPHEAR
Bookings Editor CLAUDINE INGENERI
Accessories Editor NINA STERGHIOU *Fashion Credits Director* TRICIA SCHREIBER
West Coast Editor LILAH SCHECHNER
Associate Accessories Editor KYLE ANDERSON *Associate Fashion Credits Editor* NATASHA CLARK
Assistants ALEXIS ALAGEM, JADE FRAMPTON, JENNIFER GACH, MALINA V. JOSEPH, ANNIE LADINO, KRISTEN SHIRLEY

FEATURES

Senior Features Editors BEN W. DICKINSON, JENNIFER WEISEL *Senior Editor, Living* MIRANDA PURVES
Copy Chief HEATHER McCABE *Research Editor* STEPHANIE FAIRYINGTON
Articles Editor CANDICE RAINEY *Senior Writer* MAGGIE BULLOCK
Senior Fashion News Editor WHITNEY VARGAS *Fashion News Editor* ALEXA BRAZILIAN *Editors-at-Large* LAURIE ABRAHAM, LISA CHASE, RACHAEL COMBE
Associate Articles Editors CAROLINE McCLOSKEY *(Copy)*, CORRIE PIKUL *(Research)*, LILI TAN *(Features)*
Assistant Editor RACHEL ROSENBLIT *Editorial Assistants* ELIZABETH ANDRIEN, SETH PLATTNER

BEAUTY AND FITNESS

Senior Editor MEGAN DEEM
Associate Editor NICOLE CATANESE *Assistant Editor* ROOPIKA NAYAR

Editorial Production Coordinator NINA WEISS

ART AND DESIGN

Associate Art Directors DANNY FISHER, ELVIS CRUZ
Paris Office Coordinator HORTENSE BERNARDIN *International Coordinator* MONIQUE BONIOL

PHOTOGRAPHY

Photo Director BRETT RAMEY *Associate Photo Editor* JACQUELINE BATES
Photo Assistant AJA NUZZI *Bookings Assistant* JULIET JERNIGAN *Photo and Bookings Assistant* KOKO NTUEN

PRODUCTION

Director of Production Operations MICHAEL ESPOSITO
Production Director PHYLLIS DINOWITZ *Production Manager* MELISSA JEWSBURY *Production Coordinator* GAIL HUBEL
Prepress Technician ANNE ANDRES

ELLE.COM

Executive Editor KEITH POLLOCK *Fashion Market and Accessories Director* JOE BEREAN *Fashion Features and News Editor* TRACEY LOMRANTZ
Market Editor CAROL HAN *Editorial Assistant* REBECCA WILLA DAVIS *Art Director* ANN TALLEY *Senior Designer* ALEXANDRA GERSHMAN
Director of Video Production MARILYN SMITH *Senior Producer* JANE HELMICK *Producers* STACEY GEYER, DEI LEWISON

Contributing Writers RUTH SHALIT BARRETT, CARLENE BAUER, SARAH BERNARD, BLISS BROYARD, ELINOR BURKETT, E. JEAN CARROLL, LISA DePAULO, JED DICKSON, KAREN DURBIN, RICK EID, SUZANNE GERBER, ALLISON GLOCK, ANDREW GOLDMAN, MERYL GORDON, JESSE GREEN, TAMZIN GREENHILL, CATHI HANAUER, JOSEPH HOOPER, ALEXANDRA JACOBS, LOUISA KAMPS, RUTH DAVIS KONIGSBERG, DAPHNE MERKIN, HOLLY MILLEA, COCO MYERS, DANI SHAPIRO, LISA SHEA, LAUREN SLATER, BRIDGETT WALTHER

Contributing Special Projects Editor ALIA AHMED-YAHIA

GILLES BENSIMON
International Creative Director

WORLD'S LEADING FASHION MAGAZINE • 39 INTERNATIONAL EDITIONS

ARGENTINA • BELGIUM (FLEMISH) • BELGIUM (FRENCH) • BRAZIL • BULGARIA • CANADA • CHINA • CROATIA • CZECH REPUBLIC • FRANCE • GERMANY • GREECE
HOLLAND • HONG KONG • HUNGARY • INDIA • ITALY • JAPAN • KOREA • MEXICO • NORWAY • ORIENTAL • POLAND • PORTUGAL • QUEBEC • ROMANIA
RUSSIA • SERBIA • SINGAPORE • SLOVENIA • SOUTH AFRICA • SPAIN • SWEDEN • TAIWAN • THAILAND • TURKEY • UKRAINE • UNITED KINGDOM • U.S.A

Alexandra Hornden, *Director of International Editions*; Fabrizio Io Cicero, *Publishing Director*; Guelio Pevzner, *Deputy Director*

DANIEL FILIPACCHI *Chairman Emeritus*
RÉGIS PAGNIEZ *Founding Editor*

For information on reprints and e-prints, please contact Brian Kolb at Wright's Reprints, 877-652-5295 or bkolb@wrightsreprints.com
ELLE is published by Hachette Filipacchi Media U.S., Inc. All correspondence should be addressed to: 1633 Broadway, New York, NY 10019 Tel: 212-767-5800. Gérald de Roquemaurel, Chairman. In the U.S., ELLE is a registered trademark of Hachette Filipacchi Presse, Levallois-Perret Cedex, France. In Canada, the ELLE trademarks (denomination and logo) are owned by France Canada Editions et Publications Inc.

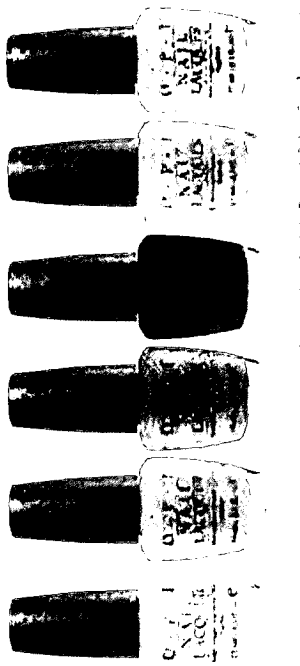
Copyright © 2008 Hachette Filipacchi Media U.S. is part of Lagardère Active, a division of Lagardère SCA (www.lagardere.com)

PRINTED IN THE UNITED STATES OF AMERICA

HFMU.S.
Hachette Filipacchi Media
www.hfmus.com

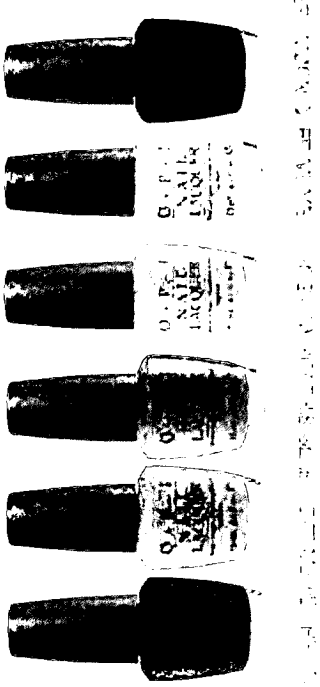
I'M INDI-A MOOD FOR LOVE

Colors starting at top, reading clockwise:



india

COLLECTION BY OPI



O·P·I

CURRY UP DON'T BE LATE!

Contains no DBP, Toluene, or Formaldehyde
Nail Lacquers feature OPI's exclusive ProWide™ Brush.
Available at Professional Salons, including Regis, Trade Secret, ULTA, JCPenney, Beauty Brands and BeautyFirst
Call 800 341 9999 or visit www.opi.com.
©2008 OPI Products Inc.

ELLE

CAROL A. SMITH
Senior Vice President/Group Publishing Director

Vice President, Group Marketing BARBARA H. FRIEDMANN
Associate Publishers SAMANTHA M. FENNELL, LORI FROMM, ANNE WELCH
Assistant to the Publisher SHEILA HEAVEY

ADVERTISING

Executive Fashion Directors JUDI STOLOFF SANDERS, LILY AMADO GIVONI
Executive Beauty Director ANNA ARAMAN *Luxury Products Director* BARBARA BOULWARE
Beauty Director KATIE DEVINE *Fashion Director* JUSTIN TARQUINIO
Consumer Products Director MARA GREDICK
Beauty Manager DANIELLE WARD *Ad Sales Coordinator* JESSICA STEPHENS
Assistants SHANE GLASS, CAMDEN JANNEY, LAUREN JOHNSON, CAROLINE PAGE-KATZ

MARKETING & PROMOTION

Executive Director, Marketing BRENT ALLEN
Creative Services Director CHRISTINE PATTON
Integrated Marketing Director ZOE ABBOTT *Marketing Director* LIZ HODGES
Director, Merchandising and Promotion ERIC JOHNSON *Brand Development Director* ANNE WEINTRAUB
Fashion Merchandising Director ERIN LOOP *Art Director* EDUARDO LARIOS
Associate Marketing Director COURTNEY WARCO
Traffic Manager TARA MOLLOY *Associate Art Director* JILL SERRA
Senior Merchandising Manager JASMIN REATE
Merchandising Managers KELLY SON, CAITLIN WEISKOPF *P.R. Manager* ERIN KAPLAN
Merchandising Coordinators CASEY MARKS, KAITLIN McGIRL
Marketing Assistants GINA SPITALIERI, ERIN UNANUE

ADVERTISING OPERATIONS

Advertising Business Director JEANINE TRIOLO
Advertising Services Manager SHANON TIGHE TULI
Advertising Business Coordinator RHEANNON SERINO

CIRCULATION

Vice President, Circulation Business and Strategy PHILIP KETONIS
Director, National Sales EDWARD LIENAU *Director, Group Circulation* WILLIAM CARTER
Senior Director, Retail Newsstand Marketing WILLIAM MICHALOPOULOS
Circulation Director JOHN KAYSER

ELLE.COM

VP Director of Digital Advertising JOHN WEISGERBER
Fashion and Beauty Sales Director ALISON KOPLAR
Senior Sales Associate JOANNA CHARNECO

BRANCH OFFICES

WEST COAST *Directors:* SANDY ADAMSKI, EILEEN RIVKIN
5670 WILSHIRE BOULEVARD, SUITE 1600, LOS ANGELES, CA 90036. TELEPHONE: 323-954-4825. FAX: 323-954-4896
Assistant: ASHLEY MEDIANO (TELEPHONE: 323 954-4822)
MIDWEST *Director:* HEATHER BARNES LAGERGREN
500 NORTH MICHIGAN, SUITE 2100, CHICAGO, IL 60611 TELEPHONE: 312-923-4834 FAX. 312-832-1686
Assistant: HOLLY GOTFREDSON
ATLANTA *Southeast Manager:* KATIE HOBBS
2970 CLAIRMONT ROAD, SUITE 800, ATLANTA, GA 30329. TELEPHONE: 404-982-9969. FAX: 404-982-9565
DETROIT *Director:* ANNE O. GREEN
HACHETTE MAGAZINE NETWORK, 100 BIG BEAVER ROAD, SUITE 655, TROY, MI 48084
TELEPHONE: 248-729-2125 FAX: 248-729-2149
Administrative Assistant: VERNELLE FENN

Vice President, Group General Manager RON MINUTELLA *Business Director* CAROL CORNELL
Office Manager REBECCA GOVERNALE *Editorial Business Manager* CYNTHIA YEUNG

HACHETTE FILIPACCHI MEDIA U.S. *CEO, Lagardère Active* DIDIER QUILLOT
CEO International, Lagardère Active CARLO D'ASARO BIONDO
President and Chief Executive Officer JACK KLIGER
Executive Vice President and Chief Operating Officer PHILIPPE GUELTON
Executive Vice President and General Counsel CATHERINE R. FLICKINGER
Executive Vice President/Group Publishing Director
Integrated Sales and Marketing NICHOLAS J. MATARAZZO
Senior Vice President, Chief Technology Officer TOM DONOHUE
Senior Vice President, Chief Financial Officer PHILIPPE PERTHUIS
Senior Vice President, Digital Media TODD ANDERMAN
Senior Vice President, Corporate Communications ANNE LATTIMORE JANAS
Senior Vice President, Consumer Marketing THOMAS MASTERSON
Vice President, Human Resources and Benefits EILEEN F. MULLINS
Senior Vice President, Manufacturing and Distribution ANTHONY R. ROMANO
Senior Vice President, ELLE Group Publishing Director CAROL A. SMITH

INTERNATIONAL SALES

Global Sales Director SALVATORE ZAMMUTO E-MAIL: SZAMMUTO@PUBLICITAS.COM

21 SALES OFFICES WORLDWIDE

FRANCE LGA PARIS VALERIE WRIGHT, FASHION DIRECTOR, 23, RUE BAUDIN, ISA 91021, 92538 IFVALLOIS-PERRET CEDEX PARIS
TELEPHONE 33 141 34 0100 FAX 33 141 34 8470. E-MAIL VWRIGHT@LGA.COM
ITALY LGA MILAN, GIORGIO GRASSI VIA DELLA MOSCOVA 46/3, 20121 MILAN
TELEPHONE 39 02 626 94441 FAX 39 02 626 900 10. E-MAIL GIORGIO@LGA.IT
UNITED KINGDOM LGA LONDON EVA TWINE FROST, 64 NORTH ROW, LONDON W1K 7LL
TELEPHONE 44 207 150 7430 FAX 44 207 150 7439 E-MAIL EVA.TWINE@PUBLICITAS.CO.UK
AMSTERDAM • BANGKOK • DUBAI • GENEVA • HONG KONG • LONDON • MACAU • MADRID • MILAN • MUMBAI • MUNICH • NEW YORK • PARIS • SÃO PAULO • SINGAPORE • SEOUL • SINGAPORE • STOCKHOLM • TAIPEI • TOKYO • TORONTO

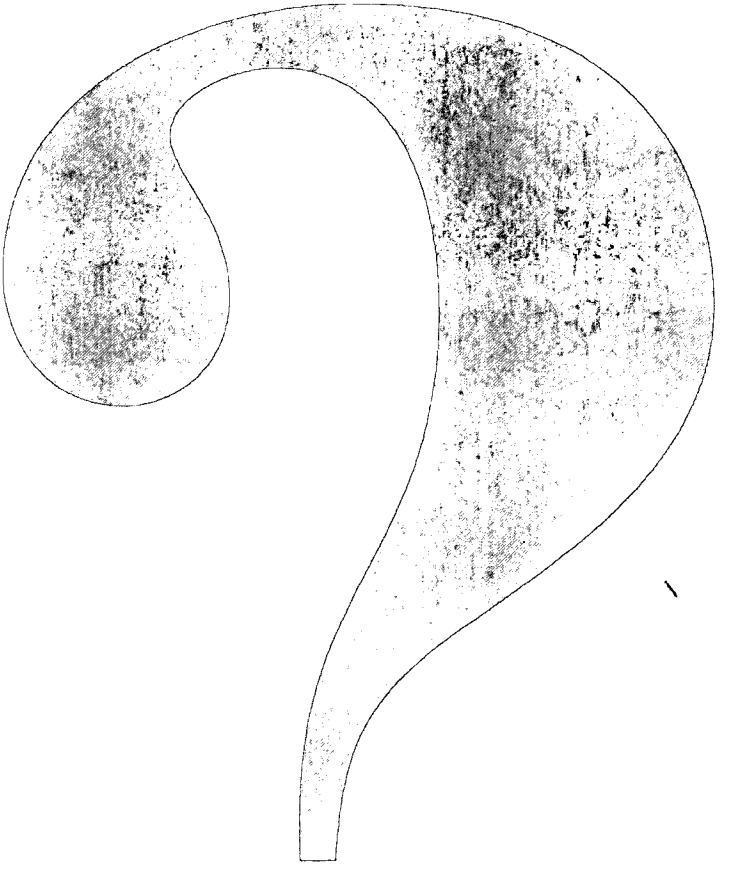
HFM U.S. Hachette Filipacchi Media
www.hfmus.com

ABC

advertisement

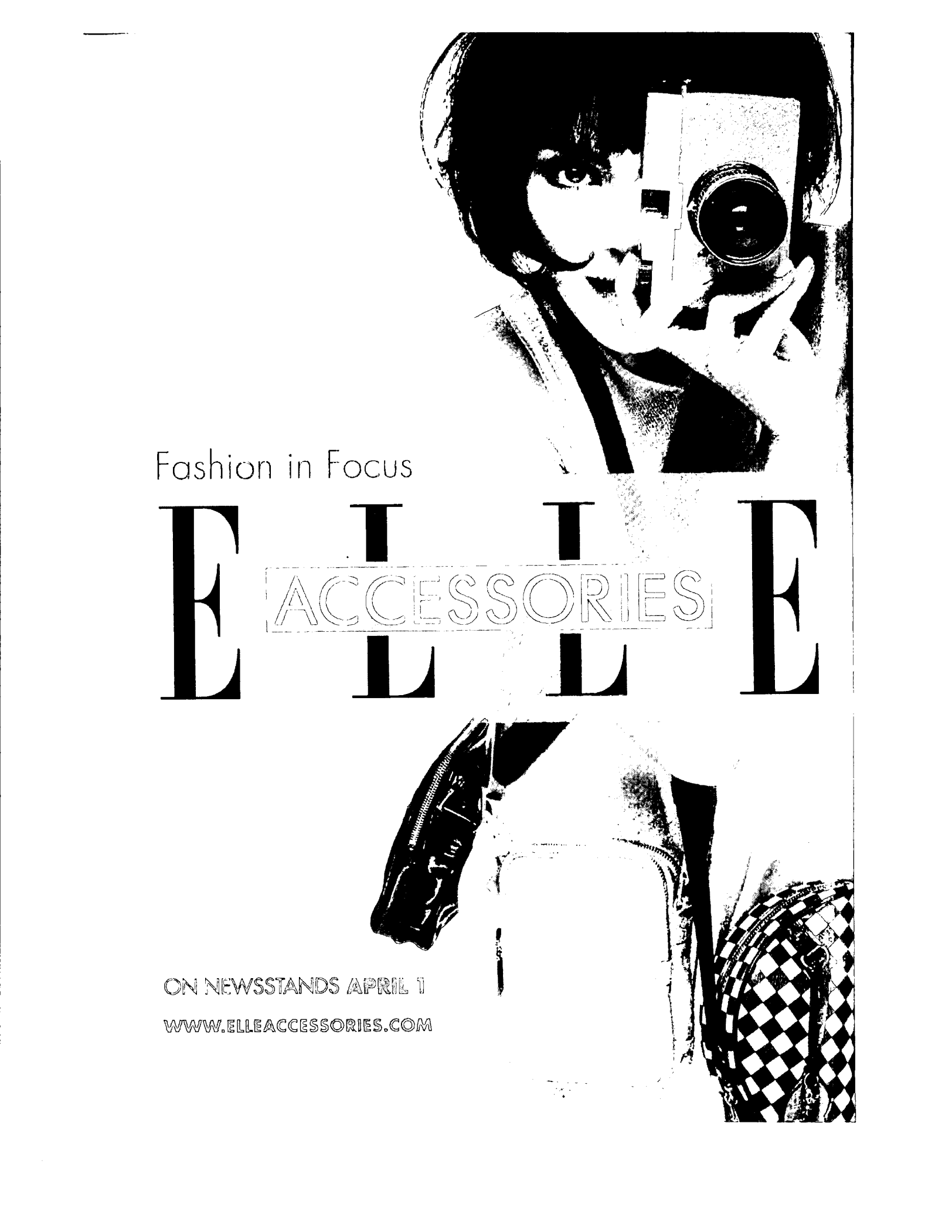
We believe style has no price tag.
We believe in beauty as both a science and an art.
We believe cool is elusive and yet never to be chased.

What do *you* believe?



Are you style-savvy, opinionated and in-the-know? Share your thoughts in an exclusive onlin reader panel—the ELLE Inner Circle. Discuss products, services, and the latest trends, and shape the loo and voice of ELLE. You'll join a community of insiders, get your voice heard, and receive product sample

• Visit elle.com and join the **ELLE INNER CIRCLE** today •


Fashion in Focus
ELLE
ACCESSORIES
ON NEWSSTANDS APRIL 1
WWW.ELLEACCESSORIES.COM

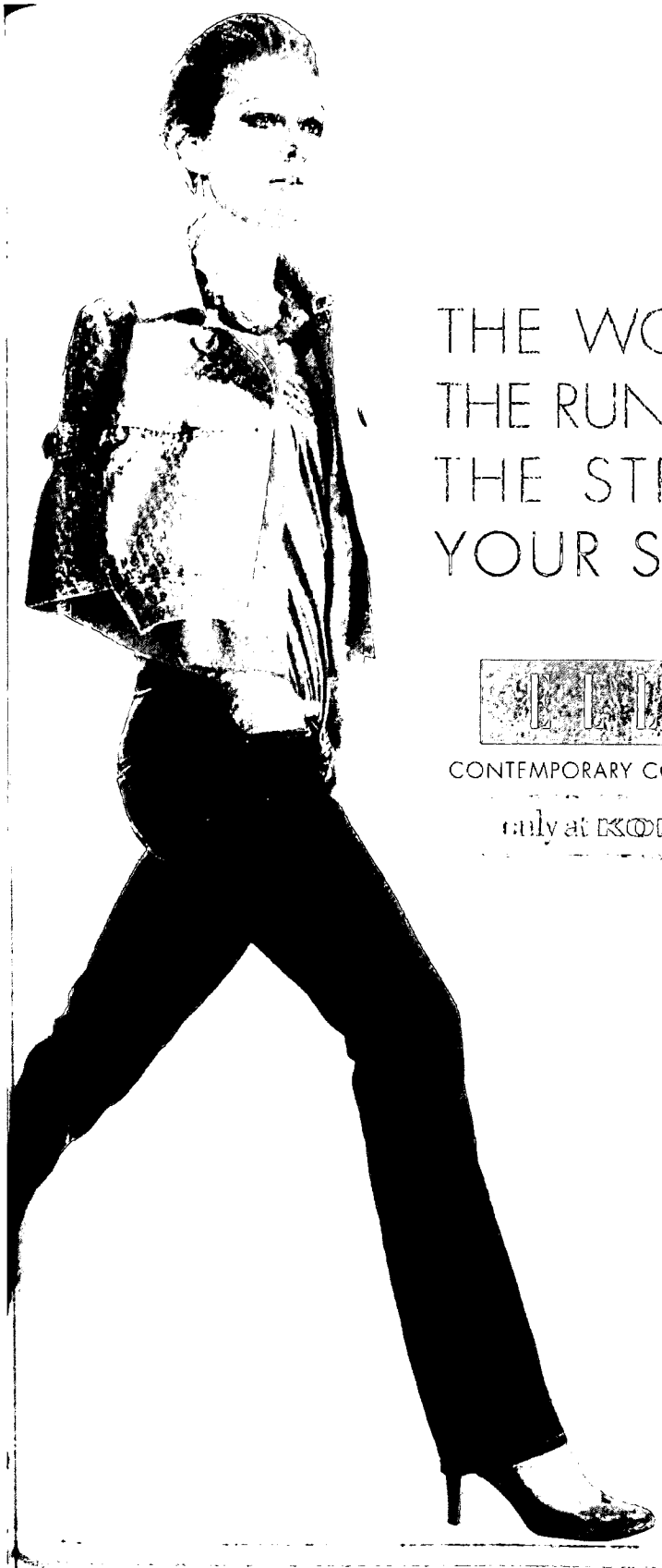
{ *this just in* }

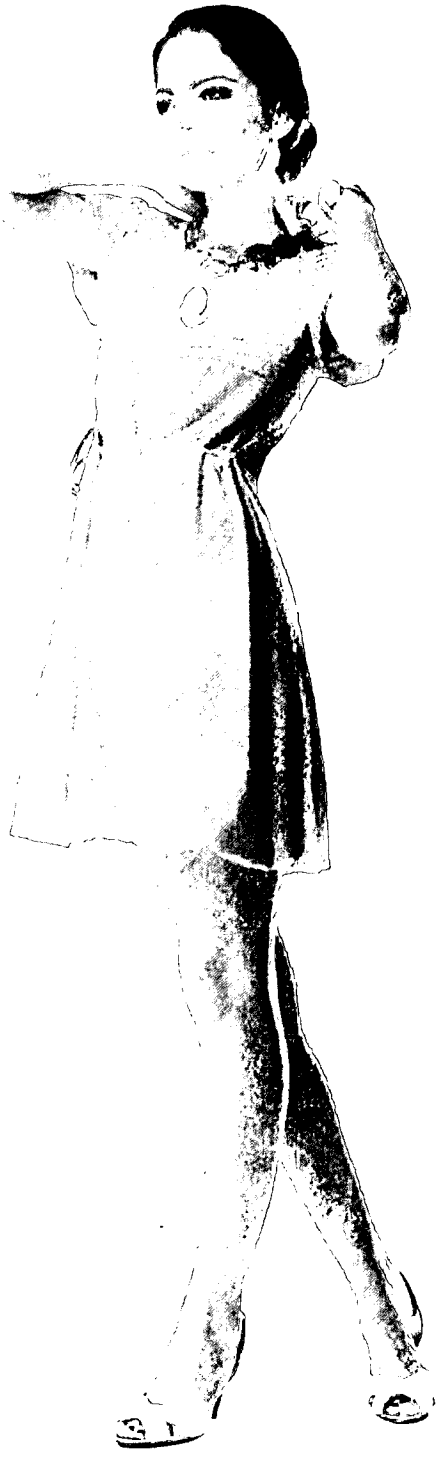
Top
Drawstring Knit Top, $30
Opt. 9" Dipped Dyed Jeans, $20
Cuffed Wide Leg Pant, $44

Jacquard Shrunken Jacket, $50
Cropped Sweater, $40
Blouson Side-Tie Top, $30
Straight Leg Denim, $44

Pleated Yoke Dress, $50
Wooden Linked Necklace, $18
NINE&CO Patent Shoe, $55

Kohls.com/elle





THE WORLD.
THE RUNWAY.
THE STREET.
YOUR STYLE.

ELLE

CONTEMPORARY COLLECTION

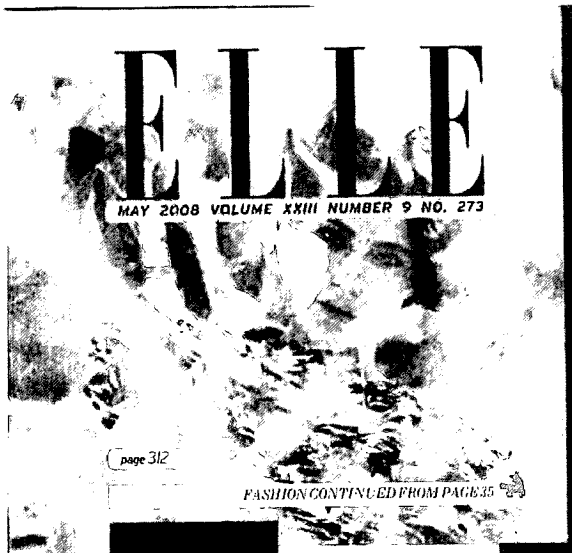
only at KOHL'S

Log on to Kohls.com/elle for exclusive styling tips, plus more of the latest collection available in stores and online now.

Available at Kohl's and Kohls.com/elle
Selection may vary by location.

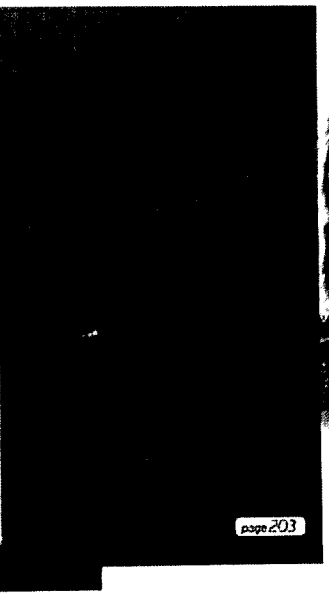
ELLE

MAY 2008 VOLUME XXIII NUMBER 9 NO. 273



page 312

FASHION CONTINUED FROM PAGE 35



page 203

page 116

134
ELLE FASHION: NEW DESIGNERS
Frank Tell offers a sneak peek at his mod sculptural masterpieces for fall...Gina Ferraraccio turns dowdy do-gooder design on its head with her debut line of vegan statement shoes

138
IN EXCESS
Swiss watchmaker Ebel's '80s cult classic, the Beluga, is reinvented for spring, captivating a brand-new kind of fast crowd

184
ECO AID
Banana Republic embarks on an eco-crusade...Phillip Lim fights global warming...the Anya Hindmarch tote that put green fashion on the map...and more

194
ONE LOVE
Seven NYC women are doing their part to spark positive change in Africa

198
KING GIORGIO
GIORGIO ARMANI extols the virtues of staying fit, lounging at sunset, and, of course, high fashion

308
BALANCING ACT
Get a preview of our picks for fall: slouchy must-have bags and sexy jewel-tone heels. Photographed by SIVAN LEWIN

312
SWEPT AWAY
Eco-icon Shalom Harlow mirrors nature's breathtaking beauty in voluminous layers and a few sustainable fabrics. Photographed by MATTHEW BROOKES

page 186

page 163

page 330

page 184

FEATURES

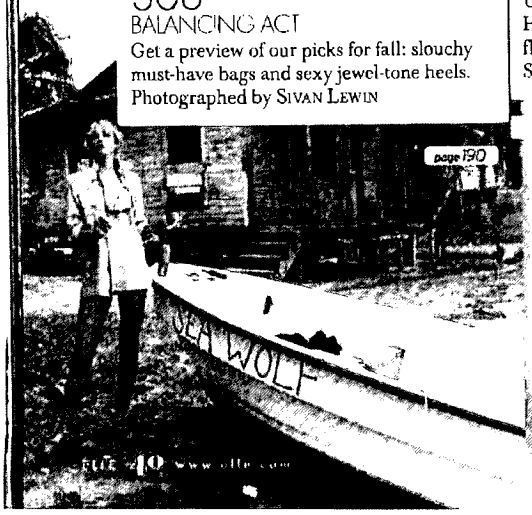
94
STYLE DISPATCH
LEANNE SHAPTON soaks up the literary charms of the quaint village of Hay-on-Wye, Wales (aka Town of Books)

102
MR. SUSTAINABILITY
Meet ELLE's Green Hunk of 2008, NFL linebacker DHANI JONES. Who says fighting global warming isn't hot?

104
HEATING UP
Guest editor LAURIE DAVID wants climate change to be the reason you pull the lever at the polls in November

163
ELLE INTELLIGENCE
From *Narnia* royalty to a lead role in *Prince Caspian*, Ben Barnes takes center stage... Helen Hunt strikes back in her own indie flick...Mick Jagger rocks out in Martin Scorsese's new film *Shine a Light*...and more

CONTINUED ON PAGE 19



page 190

page 308

Clothing: Michael Kors, Zac Posen, Diane von Furstenberg, Versace, Vivienne Tam; page 203: Ralf Pillmann; page 308: Sivan Lewin; page 312: Matthew Brookes; page 330: © Rankin/Icon International

EXHIBIT 4

Fichier Edition Affichage Favoris Outils ?

Favoris Sites suggérés Galerie de composants ...

Beauty Tips - Best Beauty Product Review on ELL...

Page Sécurité Outils

ELLE

DAILY FASHION POP CULTURE LIFE & LOVE ACCESSORIES ASTROLOGY NEWS ELLE SHOPS ELLE TV

EDITORS' SPOTLIGHT

HAIR CHALLENGE

BEAUTY NEWS

BURT'S BEES LAUNCHES THE GOOD STUFF

ESCAPE ARTISTS

SIX NEW PRODUCTS FOR KISSABLE NEW YEAR'S LIPS

REDKEN'S CFDA-FRIENDLY HAIR POWDER

ELLE
2 YEARS $12
SAVE 88%
ORDER NOW >>

BEAUTY FACE-OFF

Demi Lovato vs Alexa Chung

STREET CHIC DAILY

NEW YORK

GIVEAWAY OF THE DAY

Terminé

Internet | Mode protégé : activé

50%

FR 14:01 09/01/2012

Best Skin Care Products - Skin Care Product Reviews on ELLE.com - Windows Internet Explorer

Fichier Edition Affichage Favoris Outils ?

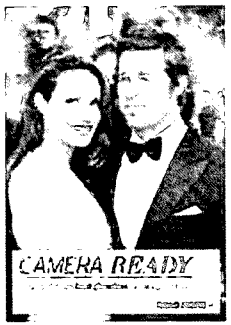
Favoris Sites suggérés Galerie de composants

Best Skin Care Products - Skin Care Product Revie...

Page Sécurité Outils

ELLE

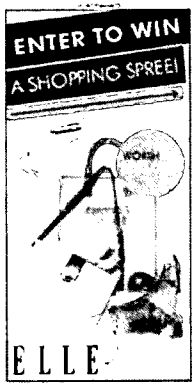
SKIN CARE **CENTRAL**



DAILY SKIN CARE TIP

SKIN SOLUTIONS

EDITORS' SPOTLIGHT



ELLE TV

STREET CHIC DAILY

NEW YORK

Internet | Mode protégé : activé

50%

FR 14:02 09/01/2012

Fichier Edition Affichage Favoris Outils ?

Favoris | Sites suggérés | Galerie de composants ...

Hairstyles - Celebrity Hairstyles - Haircuts 2011 o...

Page Sécurité Outils

ELLE

BEAUTY FASHION POP CULTURE LIFE & LOVE ACCESSORIES ASTROLOGY TOOLS ELLE SHOPS ELLE TV

HAIRSTYLES

ENTER TO WIN A

$250,000 SHOPPING SPREE!»

STREET CHIC DAILY

NEW YORK

THE MAGAZINE

Terminé

Internet | Mode protégé : activé

50%

FR 14:02 09/01/2012

http://www.elle.com/Beauty/Virtual-Makeover-Tool

Fichier Edition Affichage Favoris Outils ?

Favoris Sites suggérés Galerie de composants

Online makeover- Virtual Makeover Online- ELLE....

Page Sécurité Outils

NEWSLETTERS SWEEPSTAKES SUBSCRIBE SEARCH

ELLE SUBSCRIBE

RUNWAY | FASHION | POP CULTURE | LIFE & LOVE | ACCESSORIES | ASTROLOGY | NEWS | ELLE SHOPS | ELLE TV

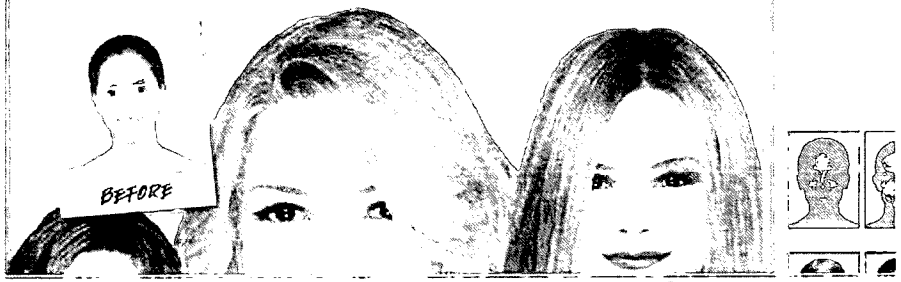
Skin Care Hairstyles Makeover Tool Makeup Health & Fitness How-To Beauty Videos

Tweet

HAIRSTYLES MAKEUP ACCESSORIES

GET GLAM!

Try on endless makeup and hairstyle possibilities.



Internet | Mode protégé : activé

75%

FR 14:03 09/01/2012

Fichier Edition Affichage Favoris Outils ?

Favoris Sites suggérés Galerie de composants

Makeup Tips - Skin Care Products - ELLE Reviews

Page Sécurité Outils

ELLE

FASHION POP CULTURE LIFE & LOVE ACCESSORIES ELLE SHOPS ELLE TV

MAKEUP & SKIN CARE

The Nikon
COOLPIX S8200

THE MAGAZINE

Internet | Mode protégé : activé 50%

FR 14:04 09/01/2012

Makeup Tips - Skin Care Products - ELLE Reviews - Windows Internet Explorer

elle.com

Fichier Edition Affichage Favoris Outils ?

Favoris Sites suggérés Galerie de composants

Makeup Tips - Skin Care Products - ELLE Reviews

Page Sécurité Outils

THE BEST SHEER LIPSTICK

FIND YOUR PERFECT FRAGRANCE

ELLE

Internet | Mode protégé : activé

50%

FR 14:04 09/01/2012

Makeup Tips- Hair Tips and Videos for Makeup and Hair Styles - Windows Internet Explorer

http://videostar.elle.com/

Fichier Edition Affichage Favoris Outils ?

Favoris Sites suggérés Galerie de composants ...

Makeup Tips- Hair Tips and Videos for Makeup a...

Page Sécurité Outils

SOMETHING ABOUT STYLE? JOIN THE E TODAY!

ELLE

POP CULTURE LIFE & LOVE ACCESSORIES ASTROLOGY ELLE SHOPS ELLE TV

VIDEOSTAR ELLE SPOTLIGHTS THE WEB'S BEST D.I.Y. TUTOURIALS

VIDEO CATEGORIES

ENTER TO WIN A $250,000 SHOPPING SPREE!

ELLE PICKS

SMOKY EYES AND PINK LIPS

5 MINUTE BOHEMIAN UPDO

Internet | Mode protégé : activé

50%

FR 14:04 09/01/2012

Fichier Edition Affichage Favoris Outils ?

Favoris Sites suggérés Galerie de composants

Makeup Tips- Hair Tips and Videos for Makeup a...

Page Sécurité Outils

BECOME A VIDEO STAR

SUBMIT YOUR VIDEOS

SEARCH THE VIDEOS

FIND VIDEOS

LATEST MAKEUP VIDEOS

LATEST HAIR VIDEOS

Internet | Mode protégé : activé

50%

FR

14:05

09/01/2012

http://www.elle.com/Beauty/Makeup-Skin-Care/It-List-Best-Beauty-Buys-for-2011#mode=base;slide=0;

Fichier Edition Affichage Favoris Outils ?

Favoris | Sites suggérés | Galerie de composants ...

Best Beauty New Buys for 2011 - Discover Top M...

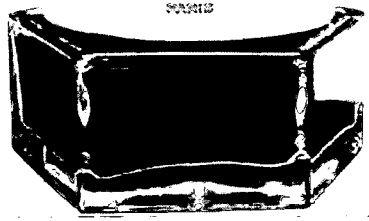
Page Sécurité Outils

ELLE on the iPad™ !
The JANUARY MAKEOVER ISSUE is now available
DOWNLOAD NOW »
App Store

It List: Best Beauty Buys for 2011

Make it the year of the sexy siren. Kick it off with scarlet lips, long lashes, and traffic-stopping scents.

1 of 7



Smooth Finish

Benefit Creaseless Cream Shadow Liners have a velvet-rich sheen that won't smudge or fade. Combine the latest Silver Spoon and Tidal Rave for smoky jewel-tone lids.

ENTER TO WIN A
$250,000
SHOPPING SPREE!»

Internet | Mode protégé : activé 75%

FR 14:07 09/01/2012

http://www.elle.com/Beauty/Makeup-Skin-Care/It-List-Best-Beauty-Buys-for-2011#mode=base;slide=1;

Fichier Edition Affichage Favoris Outils ?

Favoris Sites suggérés Galerie de composants

Best Beauty New Buys for 2011 - Discover Top M...

Page Sécurité Outils

ELLE

ELLE on the iPad!
The JANUARY MAKEOVER ISSUE is now available
DOWNLOAD NOW »
App Store

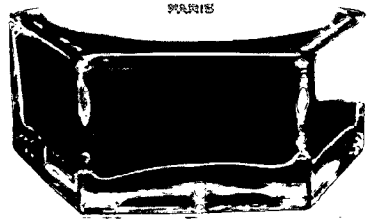
RUNWAY | FASHION | POP CULTURE | LIFE & LOVE | ACCESSORIES | ASTROLOGY | NEWS | ELLE SHOPS | ELLE TV

It List: Best Beauty Buys for 2011

Make it the year of the sexy siren. Kick it off with scarlet lips, long lashes, and traffic-stopping scents.

Tweet

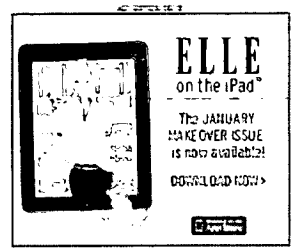
2 of 7



Black Beauty

Nicolas Ghesquière set out to inspire the senses with this decadent Balenciaga Black Scrub in a sensual violet scent.

Kit at Bloomingdale's, get it online here, or call 800-555-1212



Internet | Mode protégé : activé

75%

FR 14:07 09/01/2012

Best Beauty New Buys for 2011 - Discover Top Makeup Products on ELLE - Windows Internet Explorer

http://www.elle.com/Beauty/Makeup-Skin-Care/It-List-Best-Beauty-Buys-for-2011#mode=base;slide=2;

Fichier Edition Affichage Favoris Outils ?

Favoris Sites suggérés Galerie de composants

Best Beauty New Buys for 2011 - Discover Top M...

Page Sécurité Outils

ELLE SUBSCRIBE

HAVE SOMETHING TO SAY ABOUT STYLE? WE'RE LISTENING JOIN THE ELLE TODAY!

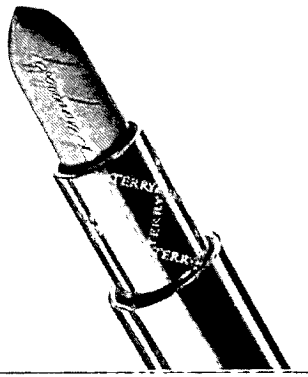
RUNWAY | FASHION | POP CULTURE | LIFE & LOVE | ACCESSORIES | ASTROLOGY | NEWS | ELLE SHOPS | ELLE TV

It List: Best Beauty Buys for 2011

Make it the year of the sexy siren. Kick it off with scarlet lips, long lashes and traffic-stopping scents.

Like 0 Tweet 21

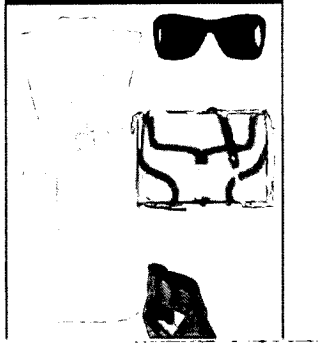
3 of 7



Red Hot

By Terry Rouge Terrybly Age-Defense Lipstick in Funky Ruby boosts lip volume by stimulating collagen production.

ENTER TO WIN A $250,000 SHOPPING SPREE!»



Internet | Mode protégé : activé 75%

FR 14:07 09/01/2012

Fichier Edition Affichage Favoris Outils ?

Favoris Sites suggérés Galerie de composants

Best Beauty New Buys for 2011 - Discover Top M...

Page Sécurité Outils

ELLE

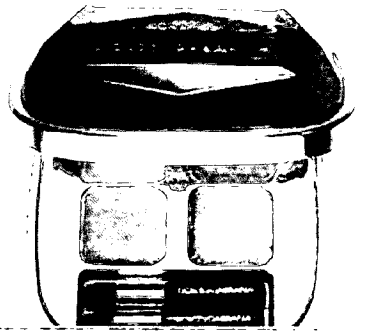
Live for style? Love ELLE for iPad !

RUNWAY | FASHION | POP CULTURE | LIFE & LOVE | ACCESSORIES ASTROLOGY | NEWS | ELLE SHOPS | ELLE TV

It List: Best Beauty Buys for 2011

Make it the year of the sexy siren. Kick it off with scarlet lips, long lashes, and traffic-stopping scents

5 of 7

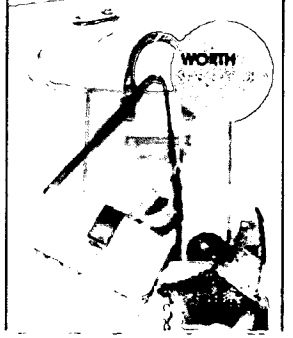


Crimson Compact

To be treasured Dolce & Gabbana The Lip Jewels quartet of cream lipsticks holds the go-to shades of collaborator and renowned makeup artist Pat McGrath

ENTER TO WIN

A SHOPPING SPREE!



Internet | Mode protégé : activé

75%

FR 14:08 09/01/2012

ELLE

HAS SOMETHING TO SAY ABOUT STYLE? JOIN THE ELLE TODAY!

It List: Best Beauty Buys for 2011

Make it the year of the sexy siren. Kick it off with scarlet lips, long lashes, and traffic stopping scents!

Paint by Number

Multiply lashes with the multitalented L'Oréal Paris Voluminous Million Lashes Mascara. The advanced design has a superior excess wiper that helps eliminate clumping.

ELLE on the iPad™

The JANUARY MAKEOVER ISSUE is now available!

DOWNLOAD NOW >

Buy Now

ELLE SUBSCRIBE

ENTER TO WIN A SHOPPING SPREE!

WORTH $250,000

It List: Best Beauty Buys for 2011

Make it the year of the new siren. Kick it off with scarlet lips, long lashes, and traffic-stopping scents.

Botanical Babe

Passion fruit and Shangri-la peonies flirt together in Victoria's Secret Bombshell eau de parfum, a sultry yet fresh blend.

ENTER TO WIN A $250,000 SHOPPING SPREE!

ELLE

4

Clear Skin Tips - Best Acne Treatments on ELLE - Windows Internet Explorer

http://www.elle.com/Beauty/Makeup-Skin-Care/The-Best-Tips-for-Clear-Skin

Fichier Edition Affichage Favoris Outils ?

Favoris Sites suggérés Galerie de composants

Clear Skin Tips - Best Acne Treatments on ELLE

Page Sécurité Outils

NEWSLETTERS SWEEPSTAKES SUBSCRIBE SEARCH

ELLE SUBSCRIBE

ELLE on the iPad™ The JANUARY MAKEOVER ISSUE is now available! DOWNLOAD NOW App Store

RUNWAY FASHION POP CULTURE LIFE & LOVE ACCESSORIES ASTROLOGY NEWS ELLE SHOPS ELLE TV

The Best Tips for Clear Skin

From toothpaste to tretinoin, we've tried it all. Here, the country's top dermatologists weigh in on what really works to get a flawless complexion.

I confess: I have canceled plans because of acne—occasionally even because of one lone pimple (usually a vexing shade of eye-catching scarlet and raised enough to cast its own shadow, but still). And I am not alone in my overreaction. Something about acne manages to drive the sanest among us to extreme measures. Even with a universe of products available nowadays to address it, we still turn to a cocktail of homegrown remedies and self-surgery to try to eradicate it—such as the fashion editor friend of mine who uses Monistat cream (yes, the yeast-infection treatment) as a weekly face mask, or the street-style darling I know who admits she spot-treats with Pepto-Bismol. But why raid other drugstore aisles when there's a whole row specifically dedicated to acne?

Because we're desperate. "The conventional acne treatment for teenagers is to dry them out and get rid of the oil," says New York

ELLE on the iPad™ The JANUARY MAKEOVER ISSUE is now available! DOWNLOAD NOW ›

THE ELLIST

- The Best Budget Makeup
- America's Most Beautiful People
- 10 Best Winter Travel Spots
- Women of the Year: The Best Dressed of 2011
- The Very Best Heels

Terminé

Internet | Mode protégé : activé

75%

FR 14:11 09/01/2012

Fichier Edition Affichage Favoris Outils ?
Favoris Sites suggérés Galerie de composants
Clear Skin Tips - Best Acne Treatments on ELLE
Page Sécurité Outils

specifically dedicated to acne.

Because we're desperate. "The conventional acne treatment for teenagers is to dry them out and get rid of the oil," says New York dermatologist Dennis Gross, MD. Although we have less sebum as we age, the oil we do have turns into a pore-clogging glue. "With adult acne, it's a problem with the oil chemistry. As hormones change, oil does too—becoming more viscous. And as it flows through the gland and out through the pore, it gets stuck." Sometimes, products designed to strip away oil just exacerbate acne by increasing inflammation. "Plus, when skin is dry, dead cells flake off, further blocking pores that already have a problem, leading to more acne."

Rather than blasting skin topically, many derms are tinkering with the hormonal precursors that lead to breakouts. During the teen acne years (between the ages of 12 and 18), the hormone Insulin-like Growth Factor 1 (IGF-1) peaks; it decreases as people reach their twenties and may account for the decline in acne in many people," says NYC dermatologist Kavita Mariwalla, MD. "But at the same time there are plenty of other hormonal irregularities that cause adult acne." For example, progesterone spikes each month when we ovulate. "Progesterone, more than estrogen, resembles testosterone, and that's the one that seems to be more villainous when it comes to stimulating and driving the sebaceous glands," says dermatologist David E. Bank, MD, of Mount Kisco, New York.

The hormonal cascade released when we're stressed is another acne agitator. "Your adrenal glands that sit right above your kidneys secrete cortisol and trigger your fight-or-flight response," says New Jersey–based Jeanine Downie, MD. "When you're stressed, your adrenal glands are secreting more cortisol, which can pack on pounds around the waist and lead to more significant amounts of hormonal acne. So stress leads to acne, which, in turn, leads to even more stress—it's a vicious cycle."

While facialists have bashed dairy for decades, clinical studies have only recently established a link between milk consumption and acne. "Milk contains testosterone precursors, which cause increased sebum production," says New York dermatologist Francesca Fusco, MD. "What's fascinating is that one study found that of all milk, skim milk has the strongest correlation with acne. We're not sure why, but some hypothesize that skim milk has less estrogen than whole milk."

And switching to organic milk won't remove your exposure: "All milk naturally contains androgens and IGF-1," Mariwalla says. "There's no such thing as hormone-free milk. Plus, milk contains sugar, a lactose, so it stimulates insulin."

- Women of the Year: the Best Dressed of 2011
- The Very Best Heels!
- Street Talk: Winter Trends
- Dressed to Thrill!
- 50 Best Drugstore Cosmetics Under $25
- What His Body Language Really Means
- Trends from the Runway in 2012

THE MAGAZINE

Cover Story
DECEMBER 2011 -
JESSICA BIEL

MORE FROM THIS ISSUE »
BUY THIS ISSUE NOW »

ELLE
2 YEARS $12
SAVE 88%
ORDER NOW >>

Internet | Mode protégé : activé
75%
FR
14:11
09/01/2012

And switching to organic milk won't remove your exposure: "All milk naturally contains androgens and IGF-1," Marswalla says. "There's no such thing as hormone-free milk. Plus, milk contains sugar, a lactose, so it stimulates insulin."

Another recent study suggests that following a low glycemic index diet—that means one with less refined sugars, carbohydrates, and sugar-containing foods—may result in fewer acne outbreaks. "As the glycemic index goes up, it affects insulin production and all the hormones," Fusco says. "They are all in a delicate balance—your female hormones are in balance with your thyroid hormones, which are in balance with your insulin. When you have more in one area, it's like a domino affect on the others." Since the dietary acne provoker may vary for every person, New York dermatologist Ellen Marmur, MD, recommends keeping a food diary outlining what you eat in the days before a breakout to determine what your triggers are. "Then you start a very slow reentry, introducing one new item, like dairy, every six weeks to see what happens on the skin," says Marmur, who believes that it takes just 48 hours for what you eat to show up on your face. "So you can look back two days ago and figure out what you were eating," she says. "It may not be the same foods for you as it is for me. Personally, when I eat chocolate, I'll break out 48 hours later."

Historically, the premier hormonal mediator has always been the birth control pill, which works by replacing the hormones your ovaries are producing with synthetic varieties that won't stimulate those pesky sebaceous glands as much. But this doesn't have to be your first line of defense. Marmur points out that while the Pill may clear up acne, it can also provoke another unsightly reaction: melasma, a noticeable discoloration of the skin that she says is on par with acne in her practice as a top complexion complaint. If you do opt for the Pill, figure out an exit strategy first. "Birth control pills can be very effective. But eight or nine times out of ten, when you stop them you are right back where you started," says Bank, who's a big fan of the controversial Accutane, the prescription-only vitamin A–derived pill, because it continues to work after you stop using it. "Accutane is still, hands-down, our most effective, lasting antipimple medication," he says. "My Accutane-treated patients are among the happiest and most grateful patients." Although an Accutane prescription comes with significant FDA regulation (because of possible birth defects, patients have to agree to use two forms of birth control and undergo regular pregnancy tests during treatment and for one month after), most of the derms we interviewed believe it to be worth the trouble. Downie calls Accutane "the be-all end-all for really bad cystic acne," and Marswalla says it is "phenomenal": "After you stop the medication, many people have a durable response for many, many years."

Gold-standard topical acne fighters such as retinoids, benzoyl peroxide, and salicylic acid remain the solutions most frequently name-checked by our dermatologists; what's new are the streamlined formulas, delivery systems, and accompanying ingredients. "Old medications are being revived by novel combinations," says North Carolina dermatologist Zoe Draelos, MD. She cites prescriptions like Ziana, a blend of the antibiotic clindamycin and the retinoid tretinoin, and Epiduo, which contains another retinoid, adapalene, plus benzoyl peroxide.

"BenzEFoam short-contact cleanser is a great new vehicle for benzoyl peroxide," Bank says. "It's a mousse formulation that you leave on the skin for a couple of minutes and then wash off, so you don't have to keep it on all night, which can be drying." Though there has been some trepidation about

like Elana, a blend of the antibiotic clindamycin and the retinoid tretinoin, and Epiduo, which contains another retinoid, adapalene, plus benzoyl peroxide.

"BenzEFoam short-contact cleanser is a great new vehicle for benzoyl peroxide," Bank says. "It's a mousse formulation that you leave on the skin for a couple of minutes and then wash off, so you don't have to keep it on all night, which can be drying." Though there has been some trepidation about benzoyl peroxide because of its ability to spike free radicals, no studies, according to Mariwalla, have shown that they are wrinkle-causing. "Actually, in the case of benzoyl peroxide, we have one of the few times when free radicals can help you," Mariwalla says. "In the skin, the peroxide part dissociates and kills the bacteria that's causing the acne, stopping the inflammatory process."

Although, as Marmur notes, it takes only two days for a pimple to crop up, you need to give any topical preventive measure 42 days to kick in. "The lifespan of a pimple is about six weeks, so that's the magic number for how long you should give a product before you give up," she says. "The biggest mistake people make, besides picking at a pimple, is giving up on products too early. It's like driving a car—you don't want to make any rapid changes."

As far as picking goes, it's hard to resist the lure of the magnifying mirror, that evil contraption that turns every pore into a crater. But while it may appear that your clogged pores number in the thousands, many of those little dots, particularly on the nose, are entirely normal hair follicles. Resist the urge to squeeze; leave extractions to the professionals. "If you have a well-trained medical aesthetician working under the auspices of a derm, they can use acne extractors or microneedles to actually get in there for the more difficult whiteheads," says Neil Sadick, MD, who shares his Park Avenue office space in New York with facialist Lozinete Ripardo, famed for her incredibly thorough ("almost OCD," says one fan) pore cleanses. (And for emergency spot reduction, the best cure is a shot of cortisone from the doc.)

But the most major advancement may come thanks to gene research, such as that done at P&G's Miami Valley laboratory in Ohio. A team of researchers led by Rosemarie Osborne, PhD, recently developed an innovative combination of a topical antimicrobial (sodium dehydroacetate) and vitamin B (niacinamide) that was shown, in double-blind independent clinical studies, to reduce sebum production significantly (both can be found in the new Olay Pro-X Clear line). What next? "The biggest genomics breakthrough relative to acne is understanding why some of us get acne and others don't," Osborne says. "This type of research will lead to more customized solutions for acne-prone skin in the near future." For longtime acne sufferers, that sounds akin to a quantum leap—one that just may help ensure that we never have to turn to toothpaste as a skin care treatment again.

Popular Off-Label Options

Advil: "An [oral] ibuprofen can help with red, inflamed pimples but not whiteheads or blackheads," Fusco says.

Aspirin: "It's a salicylate," Mariwalla says, "so you can make a little paste of it and apply to a pimple."

stream cent "Cleanse tamp." This type of research will lead to more customized solutions for acne-prone skin in the near future. For longtime acne sufferers, that sounds akin to a quantum leap—one that just may help ensure that we never have to turn to toothpaste as a skin care treatment again.

Popular Off-Label Options

Advil: "An [oral] ibuprofen can help with red, inflamed pimples but not whiteheads or blackheads," Fusco says.

Aspirin: It's a salicylate, Mariwalla says, "so you can make a little paste of it and apply to a pimple."

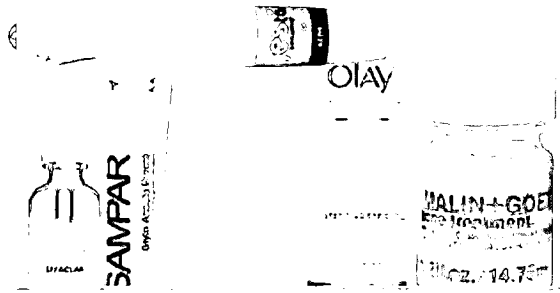
Benadryl: According to Fusco, "Benadryl can be beneficial for only one subset of acne: acne rosacea."

Hibiclens: This antibacterial all-purpose cleanser is "good for folliculitis—infection of the follicles that looks like acne," Mariwalla says. "But it's too drying for the face."

Monistat: "For people who have little tiny pimples that are often a form of yeast, not typical bacterial acne, Monistat is actually good," Marmur says. "No matter what, it won't hurt you—it will just function as a moisturizer."

Pepto-Bismol: "The main active ingredient in Pepto is bismuth subsalicylate," Mariwalla says. "While some people think that the benzoic acid—an inactive ingredient—will make red marks fade away, the results are iffy."

Top Blemish Blasters



Clear Skin Tips - Best Acne Treatments on ELLE - Windows Internet Explorer

Fichier Edition Affichage Favoris Outils ?

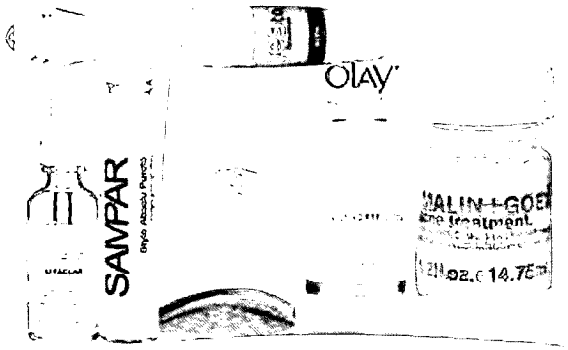
Favoris Sites suggérés Galerie de composants

Clear Skin Tips - Best Acne Treatments on ELLE

Page Sécurité Outils

Pepto-Bismol: The main active ingredient in Pepto is bismuth subsalicylate, Marivalla says. While some people think that the benzoic acid, an inactive ingredient, will make red marks fade away, the results are iffy.

Top Blemish Blasters



An AHA-glycolic complex in La Roche-Posay Effaclar Serum tightens pores; Sampar Pure Perfection Prodigal Pen rolls on eight pimple-fighting essential oils; Olay Pro-X Clear Sulfur Mask absorbs oil; banish blemishes around the clock with the a.m./p.m. formulas in Kate Somerville 24 Hour Pimple Punisher; blue LED therapy plus gentle vibration makes Tanda Clear+ (an at-home light device) a non-irritating acne solution; (Malin + Goetz) Acne Treatment zaps zits with 10 percent sulfur; lycopene found in Yes to Tomatoes Acne Roller Ball Spot Stick controls oil production.

DON'T MISS...

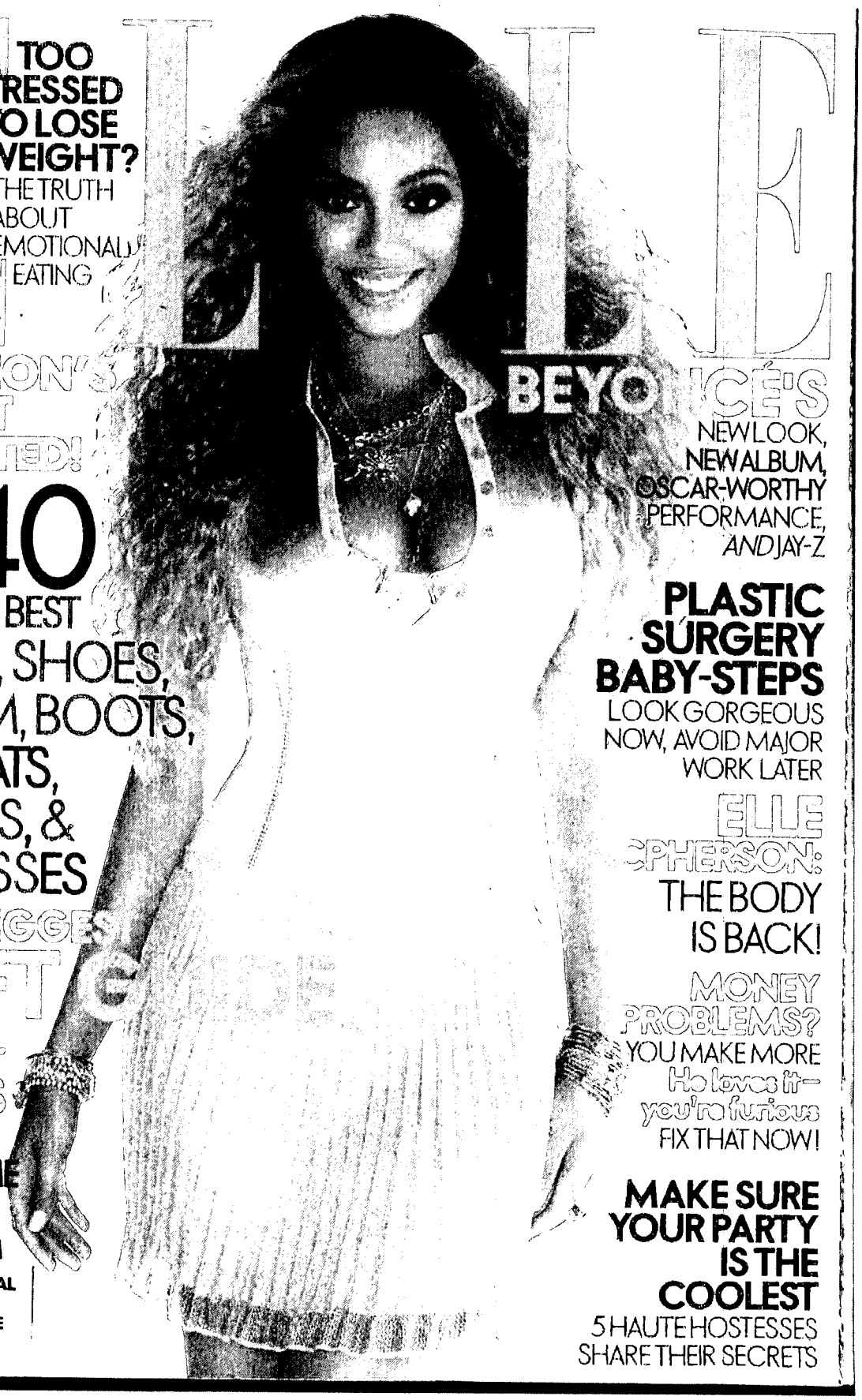
True Brit: Burberry Beauty

Internet | Mode protégé : activé 75%

FR 14:12 09/01/2012

EXHIBIT 5

ELLE



TOO STRESSED TO LOSE WEIGHT?
THE TRUTH ABOUT EMOTIONAL EATING

FASHION'S MOST WANTED!

340
OF THE BEST
BAGS, SHOES, DENIM, BOOTS, COATS, JEWELS, & DRESSES

OUR BIGGEST GIFT
100+ IDEAS
FOR HIM
FOR HOME
FOR *YOU*

ELLE.COM

PROMOTIONAL COPY NOT FOR SALE

DECEMBER 2006

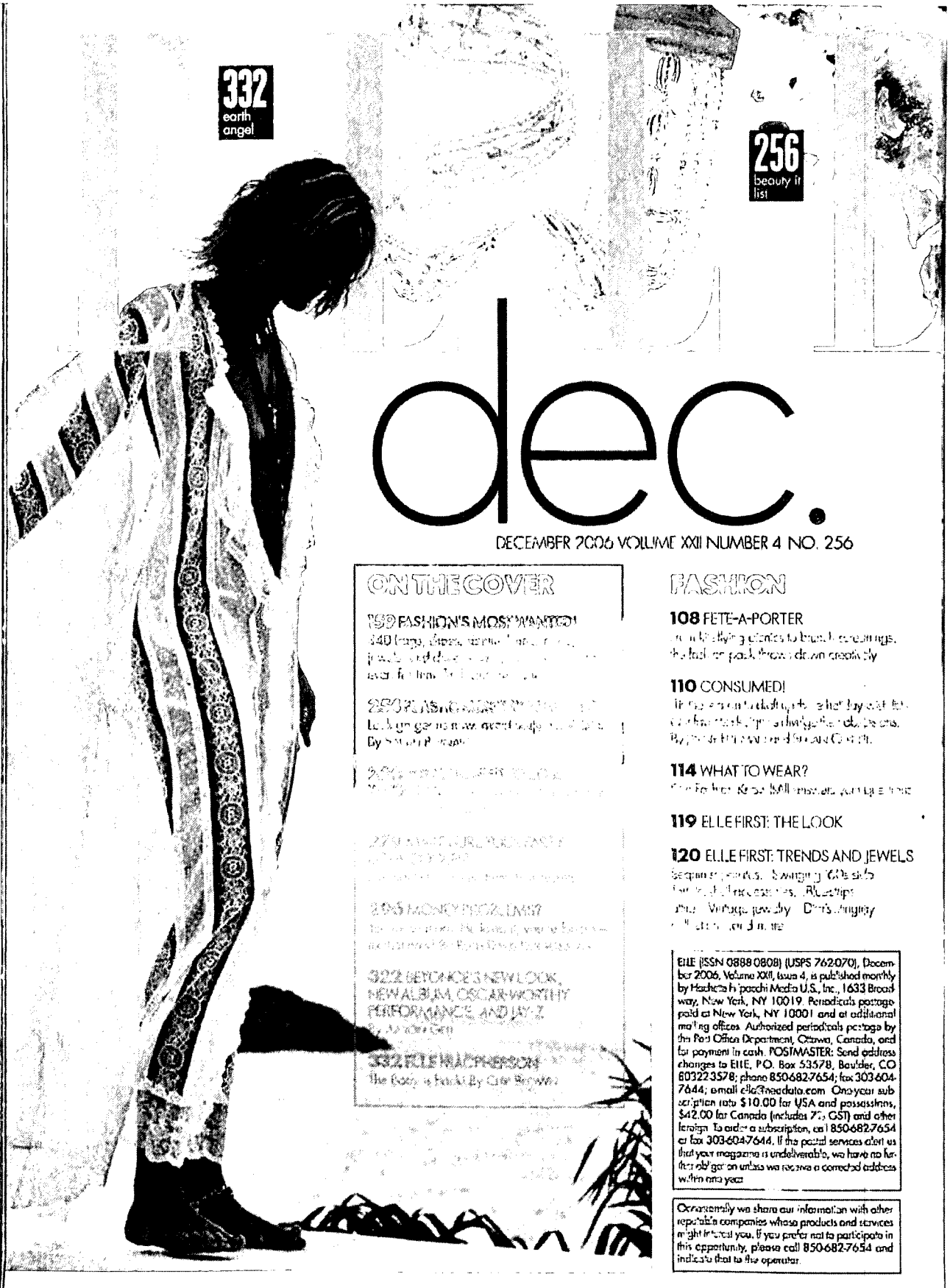
BEYONCÉ'S
NEW LOOK, NEW ALBUM, OSCAR-WORTHY PERFORMANCE, *AND* JAY-Z

PLASTIC SURGERY BABY-STEPS
LOOK GORGEOUS NOW, AVOID MAJOR WORK LATER

ELLE MACPHERSON:
THE BODY IS BACK!

MONEY PROBLEMS?
YOU MAKE MORE
He loves it—
you're furious
FIX THAT NOW!

MAKE SURE YOUR PARTY IS THE COOLEST
5 HAUTE HOSTESSES SHARE THEIR SECRETS



332 earth angel

256 beauty it list

dec.

DECEMBER 2006 VOLUME XXII NUMBER 4 NO. 256

ON THE COVER

159 FASHION'S MOST WANTED!
140 bags, shoes, [illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

322 BEYONCÉ'S NEW LOOK, NEW ALBUM, OSCAR-WORTHY PERFORMANCE, AND JAY-Z
By [illegible]

332 ELLE WATCHPERSON
The Body is Found By Cliff Brown

FASHION

108 FETE-A-PORTER
[illegible] glitterati to brunch, screenings, the fashion pack throws down creatively

110 CONSUMED!
[illegible]

114 WHAT TO WEAR?
[illegible]

119 ELLE FIRST: THE LOOK

120 ELLE FIRST: TRENDS AND JEWELS
Sequin [illegible]. Swinging '60s [illegible]. Vintage jewelry. [illegible]

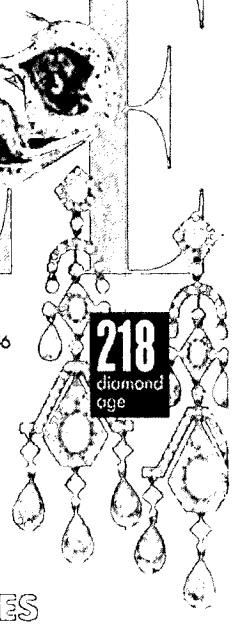
ELLE (ISSN 0888 0808) (USPS 762-070), December 2006, Volume XXII, Issue 4, is published monthly by Hachette Filipacchi Media U.S., Inc., 1633 Broadway, New York, NY 10019. Periodicals postage paid at New York, NY 10001 and at additional mailing offices. Authorized periodicals postage by the Post Office Department, Ottawa, Canada, and for payment in cash. POSTMASTER: Send address changes to ELLE, P.O. Box 53578, Boulder, CO 80322-3578; phone 850-682-7654; fax 303-604-7644; email elle@neodata.com. One-year subscription rate $10.00 for USA and possessions, $42.00 for Canada (includes 7% GST) and other foreign. To order a subscription, call 850-682-7654 or fax 303-604-7644. If the postal services alert us that your magazine is undeliverable, we have no further obligation unless we receive a corrected address within one year.

Occasionally we share our information with other reputable companies whose products and services might interest you. If you prefer not to participate in this opportunity, please call 850-682-7654 and indicate that to the operator.

ELLE

DECEMBER 2006 VOLUME XXII NUMBER 4 NO. 256

dec.



218 diamond age

119 shine on

249 scent solution

130 feeling blue

148 ELLE FIRST: GLOBAL FASHION NEWS
Chiffon dresses in London...Louis Vuitton returns to San Francisco Scarlett Johansson and Tara Subkoff's new jewelry line Fendi/Moncler spy bags and more

152 ELLE FIRST: NEW DESIGNERS
Black-and-white frocks by Jeremy Laing... Swingy minidresses from Dallin Chase

154 HEAD GAMES
Think fanciful hats are just for the runway? Think again! A few of our favorite readers testdrive the season's most head-turning trend

194 WILDE'S WORLD
Olivia Wilde can do girl-on-girl and the Irish girl next door. She's chic in Chanel, Chloé, and Afghani earrings from her globe-trotting journalist mom By RACHAEL COMBE

218 PLACES IN THE HEART
ELIZABETH ROSNER never put much stock in jewelry, until she inherited a lifetime of keepsakes and unlocked the secrets of her mother's identity

226 MIGHTY APHRODITE
Greek designer Sophia Kokosalaki sounds off on everything from souvlaki to Santa Claus

244 BRIGHT YOUNG THINGS
Accessories designers are harnessing the power of color for resort with boldly hued styles. Photographed by GILLES BENSIMON

350 SUITE DREAMS
Lavish yet innocent evening gowns get a major dose of sex appeal when combined with part denim pieces and flirty over-the-knee boots. Photographed by RUVEN AFANADOR

FEATURES

199 ELLE FIRST: MUST KNOW
Nicole Kidman does Diane Arbus ,Music we missed...*High Fidelity* turns up the volume on Broadway. Illustrated books ,and more

274 ASK E. JEAN
Tormented? E JEAN CARROLL to the rescue

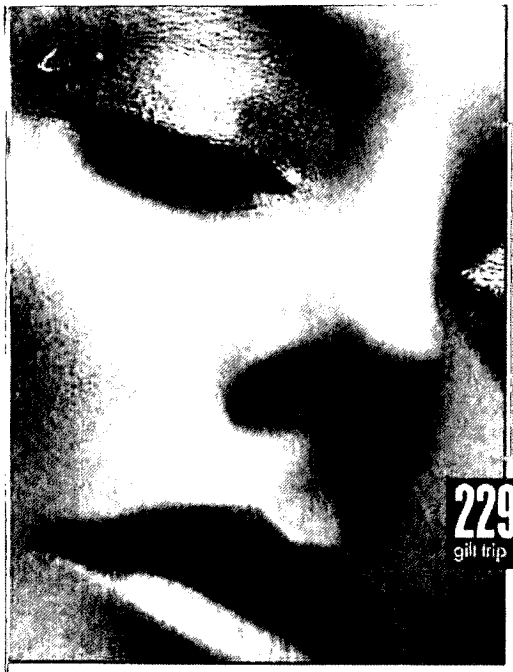
279 ELLE LIVING: ENTERTAINING/DESIGN/FOOD
Gourmet breakfast for the masses. Classic society dame party tips Domestic caviar and rosé champagne make the perfect couple and more

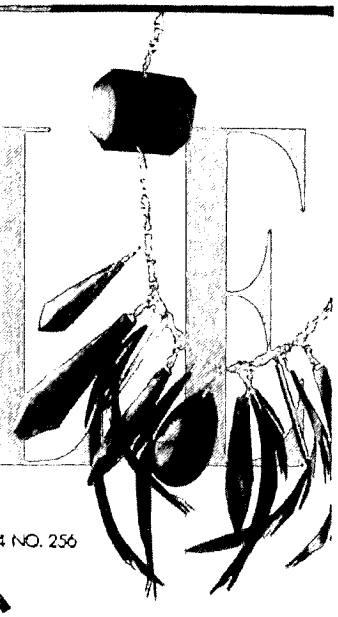
292 BETTING ON JOSH
He started in the mail room, tried to get his first audition, and won the curvy Fergie. Josh Duhamel, star of *Turistas* and TV's *Las Vegas*, never left a break on the table. By ALEXANDRA JACOBS

304 CAUSE CÉLÈBRE
Hollywood is following Bill (Clinton) and Bill (Gates) into Africa to raise a ruckus (plus, awareness and funds) to fight poverty and AIDS

308 MR. OBAMA GOES TO WASHINGTON
He's the face of a new generation of American leadership. LAURIE ABRAHAM accompanies the senator on an extraordinary journey through Africa

368 THE ICEMAN COME BACKETH
Val Kilmer gets advice from Warren Beatty, is quick with the chivalrous gesture, and tries to stay friends with his exes. By ANDREW GOLDMAN





148 plucky jewelry

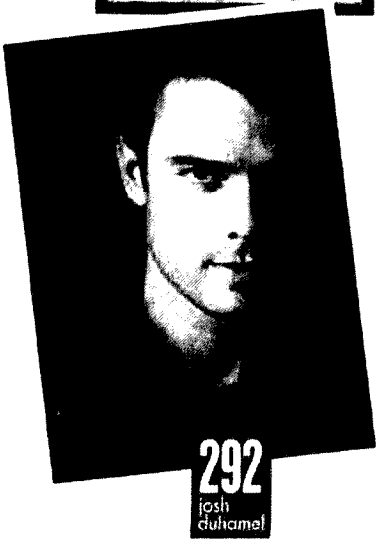
ELLE

229 gilt trip

DECEMBER 2006 VOLUME XXII NUMBER 4 NO. 256

dec.

152 right stripes



292 josh duhamel

BEAUTY, HEALTH, & FITNESS

230 BEAUTY NEWS

236 SPOTLIGHT ON
Grapevine extract. The Top 5 quickfix mask treatments

238 THE INSIDER
Giorgio Armani's righthand makeup man takes care of Hollywood's loveliest faces By MEGAN DEEM

240 WHERE THE BOYS ARE
MAGGIE BULLOCK crashes men's fashion week to meet the most beautiful boys on the planet

249 MAKING SCENTS
MEGAN DEEM tries to become a superior sniffer...The best perfumes to give and receive

256 BEAUTY IT LIST

272 HEALTH NEWSLETTER
By EUZA MCCARTHY

IN EVERY ISSUE

28	CALENDAR
84, 88	MASTHEADS
90	EDITOR'S LETTER
92	MAIL BONDING
102	BEHIND THE COVER
104	CONTRIBUTORS
159	ELLE SHOPS
358	BEAUTY SHOPPING GUIDE
360	SHOPPING GUIDE
364	HOROSCOPE
366	NUMEROLOGY

288 golden eggs

GILLES BENSIMON

Beyoncé Knowles wears a silk dress from Dolce & Gabbana, a gold bikini from OMO Norma Kamali, an anchor necklace from Giles and Brother by Philip Crangi, a diamond snowflake necklace from Lizzie Softeck, an eagle pendant necklace from Rock Hollow, a gold chain necklace, gold link necklace, and gold bangles from Danielle Frisman Jewelry, gold-beaded cuff bracelets from Vendors from Jennifer Miller, NYC, and a gold lion chain and engraving ring from David Yurman. For details, see Shopping Guide. To get her makeup look, try Flawless Liquid Makeup in Cafe, Blendable Blushing Cream in Tickled, Vibrant Shimmer Bronzing Powder, Concentrated Shadow Duo in Foxy, High Drama Volumizing Mascara in Ultimate Black, and Brilliant Shine Lip Gloss in Darling, all by L'Oréal Paris HiP High Intensity Pigments. Photographed by Gilles Bensimon. Styling by Isabel Dupré. Hair by Kimberly Kimble for Margaret Maldonado Agency. Makeup by Molly Bernard for Molly Beauty/Contact NYC. Manicure by Lisa Logan for Mark Edward Inc.

ELLE

GILLES BENSIMON
INTERNATIONAL CREATIVE DIRECTOR

ROBERTA MYERS
VP/EDITOR-IN-CHIEF

GUILLAUME BRUNEAU
ART DIRECTOR

ALEXANDRA S. POSTMAN
EXECUTIVE EDITOR

NINA GARCIA
FASHION DIRECTOR

ANNE SLOWEY
FASHION NEWS DIRECTOR

EMILY DOUGHERTY
BEAUTY/FITNESS DIRECTOR

ISABEL DUPRÉ
STYLE DIRECTOR

FLORENCE SICARD
DEPUTY ART DIRECTOR

SARA E. CULLEY
MANAGING EDITOR

CARLYNE CERF DE DUDZEELE
FASHION EDITOR-AT-LARGE

FASHION

ACCESSORIES DIRECTOR ELLYN CHESTNUT
SENIOR FASHION MARKET EDITOR JOANN PAILEY SENIOR STYLE AND MARKET EDITOR KATE LANPHEAR
BOOKINGS EDITOR CLAUDINE INGENERI
ACCESSORIES EDITOR LAUREN BENWARD FASHION CREDITS DIRECTOR TRICIA SCHREIBER
FASHION MARKET EDITOR SILVIA SITAR
WEST COAST EDITOR LILAH SCHECHNER
ASSOCIATE STYLIST FRANCESCA MILLS ASSOCIATE ACCESSORIES EDITOR MONIKA PERNAL
ASSISTANTS KYLE ANDERSON (Fashion), NICOLE BERRIE (Fashion), JADE FRAMPTON (Fashion), CAROL HAN (Fashion), MALINA V. JOSEPH (Bookings), JESSICA KARCHER (Fashion), KATIE PAINE (Fashion)

FEATURES

SENIOR FEATURES EDITORS BEN W. DICKINSON, JENNIFER WEISEL SENIOR EDITOR, LIVING MIRANDA PURVES
RESEARCH EDITOR DEBORAH SHAPIRO COPY CHIEF KATE HAMBRECHT
ARTICLES EDITOR DANIELLE NUSSBAUM
SENIOR FASHION NEWS EDITOR JENNY FELDMAN FASHION NEWS EDITOR SUSAN CERNEK
ASSOCIATE ARTICLES EDITORS AMY HAR-EVEN (Copy), CORRIE PIKUL (Research)
ASSISTANT EDITORS ALEXA BRAZILIAN, LILI TAN EDITORIAL ASSISTANTS JENNIFER GERSON, RACHEL ROSENBLIT
EDITORS-AT-LARGE LAURIE ABRAHAM, LISA CHASE, RACHAEL COMBE SENIOR BEAUTY AND FASHION WRITER MAGGIE BULLOCK

BEAUTY AND FITNESS

SENIOR EDITOR MEGAN DEEM
ASSOCIATE EDITOR MEAGHAN KEELEY ASSISTANT EDITOR ROOPIKA NAYAR

ART AND DESIGN

ASSOCIATE ART DIRECTORS MONICA WHITTICK, ELVIS CRUZ
ASSISTANT MANAGING EDITOR SHEILA MIKULSKI PARIS OFFICE COORDINATOR HORTENSE BERNARDIN INTERNATIONAL COORDINATOR MONIQUE BONIOL

PHOTOGRAPHY

PHOTO EDITOR CHRISTINE BOBBISH
ASSOCIATE PHOTO EDITOR JACQUELINE BATES PHOTO ASSISTANT NADIA LACHANCE PHOTO AND BOOKINGS ASSISTANT DANIELA BAILES

PRODUCTION

DIRECTOR OF PRODUCTION OPERATIONS MICHAEL ESPOSITO
PRODUCTION DIRECTOR PHYLLIS DINOWITZ PRODUCTION MANAGER MELISSA JEWSBURY EDITORIAL PRODUCTION MANAGER ELLEN LETCHER
PRODUCTION COORDINATOR DANA LEDDY PREPRESS DIRECTOR STEVE ROMEO PREPRESS TECHNICIAN ANNE ANDRES

ELLE.COM

EXECUTIVE EDITOR JENNIFER SCHONBORN MARKET EDITOR CHERYL LOCKE ART DIRECTOR ANN TALLEY DESIGNER/PRODUCER LARRY SALAMONE

CONTRIBUTING WRITERS CARLENE BAUER, SARAH BERNARD, BLISS BROYARD, ELINOR BURKETT, E. JEAN CARROLL, LISA DEPAULO, JED DICKSON, KAREN DURBIN, RICK EID, AARON GELL, ALLISON GLOCK, ANDREW GOLDMAN, MERYL GORDON, JESSE GREEN, JOSEPH HOOPER, PAM HOUSTON, ALEXANDRA JACOBS, LOUISA KAMPS, ANNA KOURNIKOVA, DAPHNE MERKIN, HOLLY MILLEA, BLAISE MORGAN, COCO MYERS, RICHARD PANEK, RUTH SHALIT BARRETT, LISA SHEA, LAUREN SLATER, BRIDGETT WALTHER, MEG WOLITZER

DANIEL FILIPACCHI CHAIRMAN EMERITUS
RÉGIS PAGNIEZ FOUNDING EDITOR
VICE PRESIDENT, GROUP GENERAL MANAGER RON MINUTELLA
GENERAL MANAGER INGRID SWAN
BUSINESS MANAGER FRANÇOIS THERY
OFFICE MANAGER REBECCA GOVERNALE
EDITORIAL BUSINESS MANAGER CYNTHIA YEUNG

HACHETTE FILIPACCHI MEDIA U.S., INC. Chairman, GERALD DE ROQUEMAUREL
President and CEO, JACK KLIGER
Executive Vice President and COO, PHILIPPE GUELTON
Executive Vice President and General Counsel, CATHERINE R. FLICKINGER
Executive Vice President, Group Publishing Director, Men's Enthusiast Network, NICHOLAS J. MATARAZZO
Senior Vice President and CFO, ANTOINE DE NOYER

Senior Vice President and CIO, JOHN BOBAY
Senior Vice President, Group Editorial Director, JANE CHESNUTT
Vice President, Human Resources, MICHELE DALY
Senior Vice President, Group Editorial Director, PETER HERBST
Senior Vice President, Corporate Communications, ANNE LATTIMORE JANAS
Senior Vice President, Consumer Marketing, THOMAS MASTERSON
Senior Vice President, Corporate Sales and Marketing, STEPHEN J. McEVOY
Senior Vice President, Group Editorial Director, JOHN OWENS
Senior Vice President, Manufacturing and Distribution, ANTHONY R. ROMANO

www.hfmus.com

ELLE is published by Hachette Filipacchi Media U.S., Inc. All correspondence should be addressed to: 1633 Broadway, New York, NY 10019. Tel: 212-767-5800. Hachette Filipacchi Médias Group, France, Gérard de Roquemaurel, Chairman and CEO, Jean-Paul Dentan-Rocherieau, CEO International, Alexandra Kurnikova, Director of International Editions, Fabrice le Corre, Publishing Director, Gaëlle Pommier, Deputy Director. In the U.S., ELLE is a registered trademark of Hachette Filipacchi Presse, Levallois-Perret Cedex, France. In Canada, the ELLE trademarks (denomination and logo) are owned by France Canada Editions et Publications Inc., a wholly owned subsidiary of Hachette Filipacchi Médias, S.A.

Copyright © 2005, Hachette Filipacchi Media U.S., Inc.

Printed in the United States of America.

ELLE

CAROL A. SMITH
SENIOR VICE PRESIDENT/PUBLISHING DIRECTOR

ASSOCIATE PUBLISHER WENDI S. BERGER
VICE PRESIDENT, MARKETING BARBARA H. FRIEDMANN
ASSOCIATE PUBLISHER LORI FROMM
ASSOCIATE PUBLISHER DAN RAGONE
ASSOCIATE PUBLISHER, ADVERTISING OPERATIONS ANNE WELCH

ADVERTISING

AMERICAN FASHION DIRECTOR JUDI STOLOFF SANDERS LUXURY PRODUCTS DIRECTOR BARBARA BOULWARE
BEAUTY DIRECTORS ANNA ARAMAN, KATIE DEVINE
AMERICAN FASHION MANAGER KATIE HOBBS INTERNATIONAL FASHION MANAGER LIBBY CONOVER
MUSIC MARKETING MANAGER MITCH HERSKOWITZ
EXECUTIVE ASSISTANT SHEILA HEAVEY
ASSISTANTS LAURA McCALLION, ALISSA McCONACHIE, MARGARET SCOTT

MARKETING & PROMOTION

INTEGRATED MARKETING DIRECTOR ZOE ABBOTT MERCHANDISING DIRECTOR SARA B. McCLURE
MARKETING DIRECTOR KRISTIN SCHUCK
CREATIVE DIRECTOR ANNE WEINTRAUB ART DIRECTOR LUIS VEGA
FASHION MERCHANDISING DIRECTOR AMY GRUENHUT CREATIVE SERVICES MANAGER EMMA COATES
SENIOR MERCHANDISING MANAGER CHRISTINA DRUCKER MERCHANDISING MANAGER KIRSTEN HALL
MARKETING MANAGER HOWARD LADD
TRAFFIC MANAGER SABRINA COOPER DESIGN MANAGER VANESSA ESPINOSA
ASSOCIATE PROMOTION MANAGER BENEE FRENZEL ASSOCIATE PROMOTION MANAGER ERIN KAPLAN
DESIGNER LINDSAY ANMUTH MERCHANDISING COORDINATOR MELIS TANSI MARKETING ASSISTANT KEREN ARAZI

ADVERTISING OPERATIONS

ADVERTISING BUSINESS DIRECTOR JEANINE TRIOLO
ADVERTISING BUSINESS COORDINATOR RHEANNON SERINO

CIRCULATION

VP CIRCULATION BUSINESS AND STRATEGY PHILIP KETONIS DIRECTOR, NATIONAL SALES EDWARD LIENAU
SENIOR DIRECTOR, SUBSCRIPTION MARKETING MIRTA SOTO
SENIOR DIRECTOR, RETAIL NEWSSTAND MARKETING WILLIAM MICHALOPOULOS
CIRCULATION DIRECTOR JOHN KAYSER

ELLE.COM

GENERAL MANAGER RACHEL GOLDSTEIN FASHION AND RETAIL DIRECTOR JUSTIN TARQUINIO
BEAUTY SALES MANAGER CAMERON ROACH MARKETING MANAGER NIKI MANDELL

BRANCH OFFICES

WEST COAST Directors: SANDY ADAMSKI, SANDY GILSON (San Francisco)
5670 Wilshire Boulevard, Suite 500, Los Angeles, CA 90036 Telephone: 323-954-4825. Fax: 323-954-4896
Assistant: JENNIFER MAGANA
MIDWEST Midwest Sales Director: HEATHER BARNES LAGERGREN
500 North Michigan, Suite 2100, Chicago, IL 60611 Telephone: 312-923-4834. Fax: 312-832-1686
Assistant: CLARE McLELLAN
DETROIT Account Manager: ANNE O. GREEN
Hachette Magazine Network, 100 West Big Beaver Road,
Suite 655, Troy, MI 48084 Telephone: 248-729-2123. Fax: 248-729-2149
Office Manager: MICHELLE MAGUIRE

GROUP RESEARCH MANAGER, STYLE GROUP LISA HULITZKY

NATIONAL DIRECT RESPONSE ADVERTISING SALES Telephone: 212-767-5750

INTERNATIONAL SALES

GLOBAL SALES DIRECTOR DAWN ERICKSON

15 SALES OFFICES WORLDWIDE

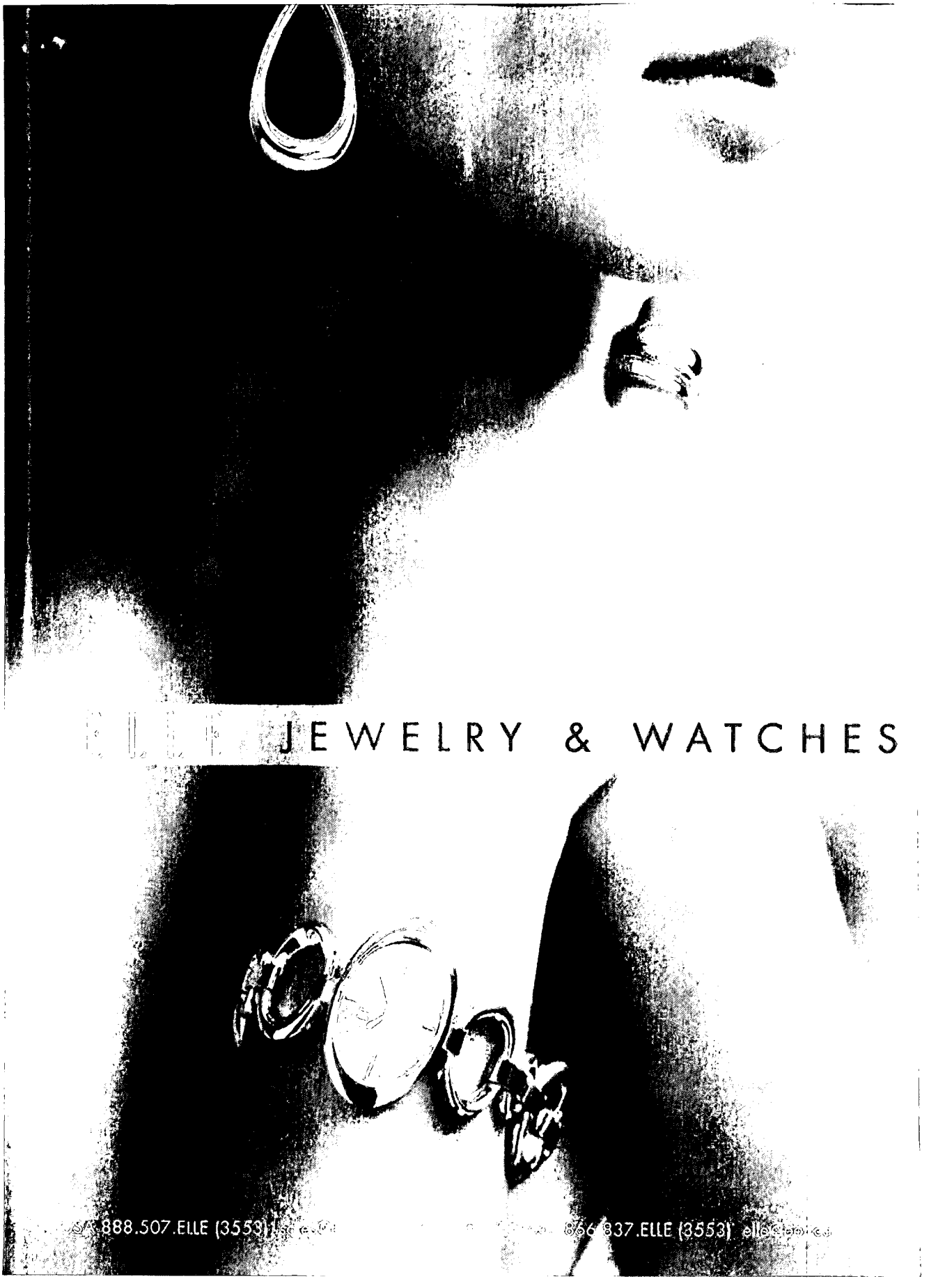
FRANCE IGA Paris, Valerie Wright, Fashion Director, 23, rue Baudin, TSA 91021, 92538 Levallois-Perret Cedex Paris
Telephone: 33-1-41-34-8188. Fax: 33-1-41-34-8420. E-mail: vwright@i-g-a.com
ITALY IGA Milan, Giorgio Grassi, Via Della Moscova #46/3, 20121 Milan
Telephone: 39-02-626-944-41. Fax: 39-02-626-900-10. E-mail: giorgio@hfga.it
UNITED KINGDOM IGA London, Eva Twine Probst, 64 North Row, London W1K 7LL
Telephone: 44-20-7150-7430. Fax: 44-20-7150-7439. E-mail: eva.twine@igalondon.co.uk
MUNICH • HAMBURG • GENEVA • MADRID • HOLLAND • TOKYO • KOREA • SINGAPORE • TAIWAN • THAILAND • SWEDEN • U.S.A.

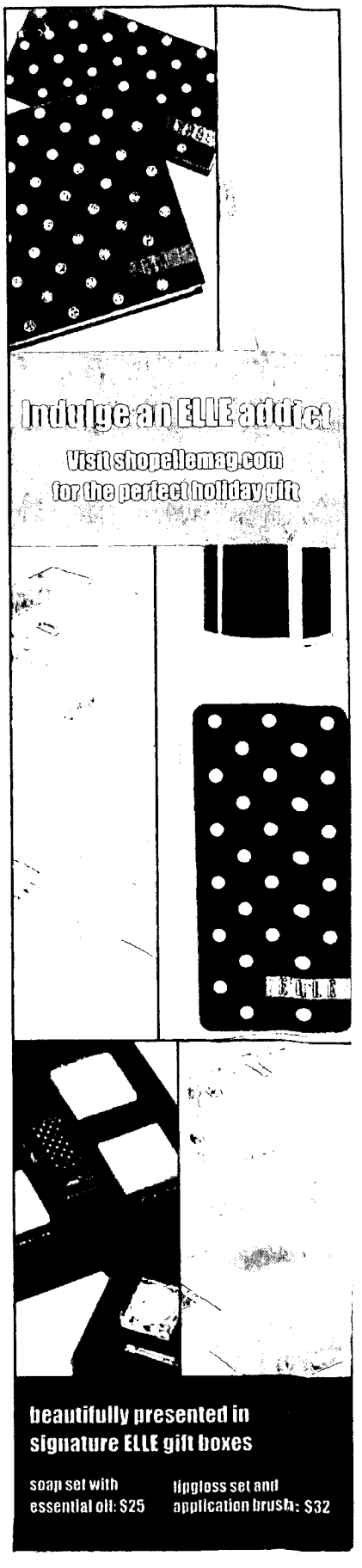
WORLD'S LEADING FASHION MAGAZINE
39 INTERNATIONAL EDITIONS

ARGENTINA • BELGIE • BELGIQUE • BRAZIL • BULGARIA • CANADA • CHINA • CROATIA • CZECH • FRANCE • GERMANY • GREECE • HOLLAND
HONG KONG • HUNGARY • INDIA • ITALY • JAPAN • KOREA • MEXICO • NORWAY • ORIENTAL • POLAND • PORTUGAL • QUEBEC • ROMANIA • RUSSIA
SERBIA • SINGAPORE • SLOVENIA • SOUTH AFRICA • SPAIN • SWEDEN • TAIWAN • THAILAND • TURKEY • UKRAINE • UNITED KINGDOM • U.S.A.

HFM U.S. Hachette Filipacchi Media

ABC

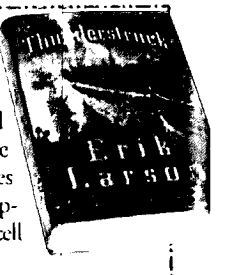

JEWELRY & WATCHES
888.507.ELLE (3553)
866.837.ELLE (3553)



THE "ELLE'S LETTRES" READERS' PRIZE 2007

Our first nonfiction round in the new year's competition, devoted to popular history, found reigning master Erik Larson's follow-up to his best-selling *The Devil in the White City* challenged by young British historian Kate Williams' debut effort, while mystery writer and biographer Daniel Stashower (*Teller of Tales*) was outvoted but not outclassed.

1. ERIK LARSON THUNDERSTRUCK (Crown)



Larson parallels the stories of his two main subjects, Guglielmo Marconi and Hawley Harvey Crippen, leading them to a dramatic crescendo as Marconi's invention of the wireless helps to apprehend Crippen, a murderer who has fled England on a steamship. While reading a detailed narrative of one of the most gruesome crimes London ever witnessed, you also get a humbling look at the inception of wireless communication that will make you look at your cell phone in an entirely new light.—*Kea Krause, New York City*

I was excited to read about two early-twentieth-century events I'd never learned much about, especially as presented by this well-regarded author. Unfortunately, the book struggles under the weight of miscellanea from its many sources, and it's hard to keep the time lines straight, since the two stories overlap for only one brief, if thrilling episode.—*Merideth Menken, Alexandria, VA*

2. KATE WILLIAMS ENGLAND'S MISTRESS: The Infamous Life of Emma Hamilton (Ballantine)

Williams sheds light on the plight of eighteenth-century Englishwomen by tracing the rise of Lady Emma. Born in a squalid coal-mining village and cast out of her home at age 12, Emma works as a maid and a prostitute. But she parlays fame garnered as a model for famous portrait artists into an affair with a minor aristocrat, who then fobs her off on his uncle, a wealthy widowed diplomat. Emma charms Sir William Hamilton into marriage and becomes an intimate of Queen Maria Carolina at the Neapolitan court, but when the English war hero Admiral Horatio Nelson arrives in Naples, he and Emma embark on a public affair that produces two children and catapults Emma onto the world stage.—*Stephanie Pearl, Pasadena, CA*

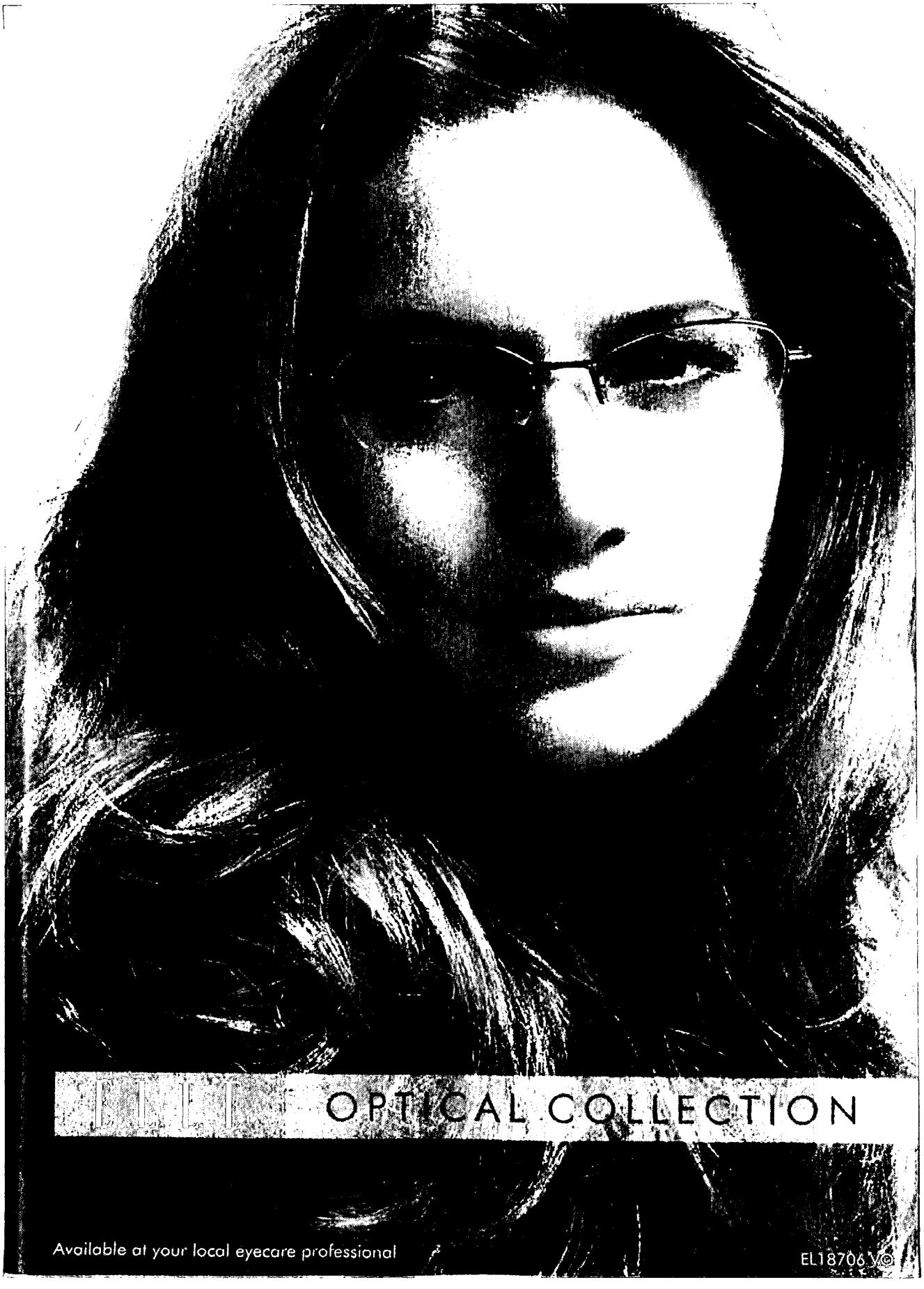
England's Mistress is about a self-serving woman who thought only about her own status and personal gain. I read this book in the hope that it would have some redeeming quality, but the effort was in vain.—*Randi Reynolds, Seattle*

3. DANIEL STASHOWER THE BEAUTIFUL CIGAR GIRL: Mary Rogers, Edgar Allan Poe, and the Invention of Murder (Dutton)

I relished this inside look at how Poe shaped his story of Marie Rogêt. This tale is about desperation—that of the New York City police trying to solve the lurid Mary Rogers case, and that of Poe trying to create a story that would bring him long-sought notoriety (and the accompanying spoils). Stashower deftly maintains our sympathy for Poe despite his obvious exploitation of Mary Rogers' tragic demise. Perhaps foreshadowing today's media, a murder mystery manipulated by one of America's great writers equals a must-read.—*Heidi Schulz, Los Angeles*

This book is slow to get going, but if you like a detective story, you'll love Poe sweating it out at his writing desk. He boasts that his fictional alter ego, C. Auguste Dupin, will solve the case in three newspaper installments—a gamble Poe took on to pay his wife's medical bills and prove to investors he was worthy of starting his own magazine. If the ending is unsatisfying, that's because real life isn't as easy to resolve as a good mystery story.—*Ellen Wernecke, Emmaus, PA*

To apply to become a reader yourself, visit the "Readers' Corner" page at ELLE.com.


OPTICAL COLLECTION
Available at your local eyecare professional
EL18706

Featured in She's Like a Rainbow: Colors in Fashion

ELLE
&
REDKEN
5TH AVENUE NYC

proudly support

The Museum at FIT

FEATURED EXHIBITION

She's Like a Rainbow: Colors in Fashion

The history, symbolism, science, and psychology of color in fashion
November 11, 2006–
May 12, 2007

SPECIAL EXHIBITIONS

Love & War:
The Weaponized Woman
The influence of lingerie and armor on modern fashion
September 9–December 16, 2006

Made possible by The Coby Foundation, Ltd., New York

Ralph Rucci
A mid-career retrospective
January 13–April 14, 2007

Made possible by The Couture Council of MFIT

The Museum at FIT
Seventh Avenue at 27 Street
New York City
For more information: 212-217-5800
fitnyc.edu/museum

EXHIBIT 6

HACHETTE FILIPACCHI PRESSE, S. A.

et

YSL BEAUTE, S.A.S.

CONTRAT DE LICENCE

LE PRESENT CONTRAT DE LICENCE DE MARQUE ("Contrat") est conclu le 20 août 2007 et prend effet rétroactivement au 1er mai 2007 ("Date d'Effet"),

Entre :

1. **HACHETTE FILIPACCHI PRESSE** ("Concédant"), société anonyme de droit français au capital de 31.509.248 euros, dont le siège social est situé 149, rue Anatole France, 92534 Levallois-Perret Cedex, enregistrée au Registre du Commerce et des Sociétés de Nanterre sous le n° B582 101 424 et représentée par Monsieur Fabrice A. Plaquevent, Directeur Général de la Diversification et du Licensing, dûment habilité à cet effet,

et:

2. **YSL BEAUTE** ("Licencié"), société par actions simplifiée de droit français au capital de 130.786.440 euros, dont le siège social est situé 28-34 Boulevard du Parc, 92521 Neuilly sur Seine Cedex, enregistrée au Registre du Commerce et des Sociétés de Nanterre sous le n° B 439 533 530 et représentée par Monsieur Jean Denis Voin, Directeur des Marques, dûment habilité à cet effet.

Ci-après ensemble dénommées « les Parties »

PREAMBULE

Le Concédant est propriétaire de la marque ELLE, notoirement connue dans le monde entier et associée, inter alia, aux éditions française et étrangères du magazine ELLE (ensemble, le "Magazine"), ainsi qu'à des vêtements de haute qualité, accessoires de mode, bijoux, articles de maison et autres produits et services.

Le Licencié est un acteur majeur du luxe et connu dans le monde entier notamment notoirement pour ses parfums et cosmétiques, sous la marque et le logo Yves Saint Laurent.

Le Licencié s'est rapproché du Concédant à l'effet d'obtenir son consentement pour l'utilisation de la dénomination ELLE en association directe ou indirecte avec les marques notoires Yves Saint Laurent et YSL pour les besoins d'une nouvelle ligne de parfum féminin, cette nouvelle ligne devant être composée de produits haut de gamme en parfaite cohésion et harmonie avec les autres lignes de parfums et de cosmétiques commercialisées sous les marques Yves Saint Laurent et YSL.

C'est dans cet esprit de concertation que les Parties, conformément à leur notoriété respective dans les activités des médias, notamment de presse, de *licensing* et de l'audiovisuel pour le groupe auquel appartient le Concédant, le groupe Lagardère Active, et de parfums et cosmétiques pour le Licencié, se sont rapprochées en vue de conclure le présent Contrat.

CECI ETANT EXPOSE, et en considération des engagements mutuels contenus ci-après, les Parties ont arrêté et convenu ce qui suit :

EN FOI DE QUOI le présent Contrat a été signé par les représentants dûment habilités des Parties, à la date mentionnée en tête des présentes.

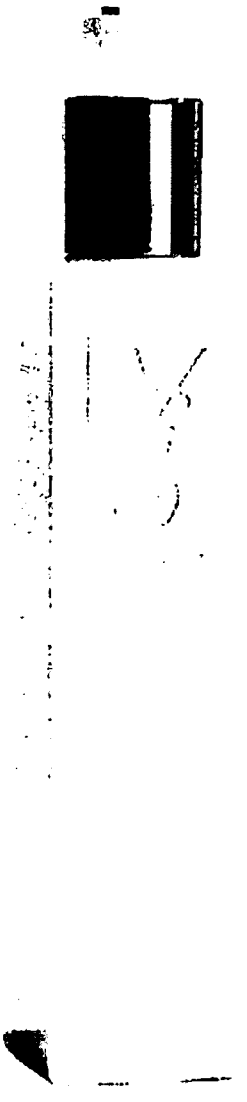
HACHETTE FILIPACCHI PRESSE, S.A.	YSL BEAUTE, S.A.S.
Nom : Fabrice A. Plaquevent	Nom : Jean Denis Voin
Titre : Directeur Général de la Diversification et du Licensing	Titre : Directeur des Marques

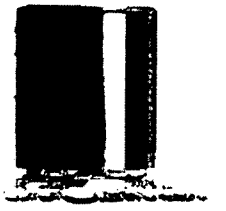
ANNEXE 2 (b) : REPRESENTATION DU FLACON DES PRODUITS ET DE L'ETUI, INCLUANT LE GRAPHISME DE LA MARQUE UTILISEE PAR LE LICENCIE

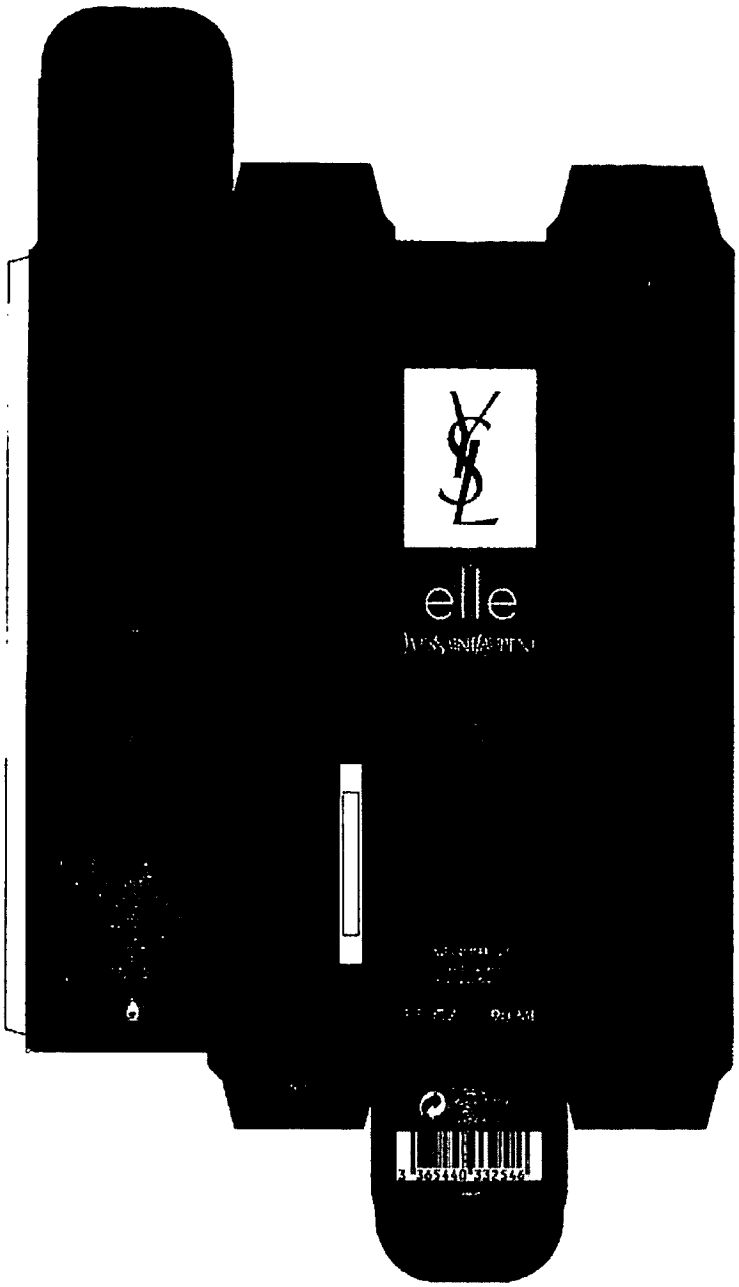
elle
YVES SAINT LAURENT

6 FP

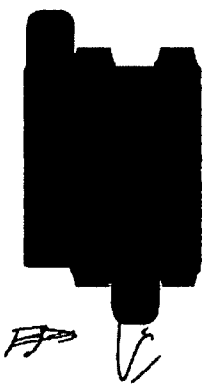
Fig. 4





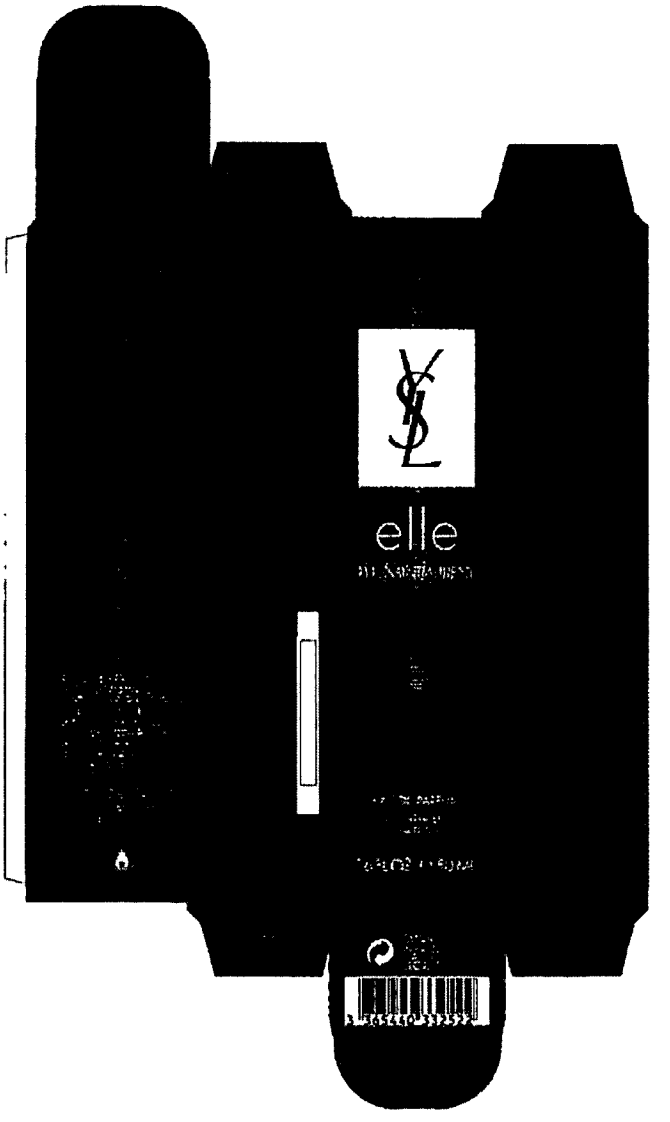


PRODUIT FINI		COMPOSANT	
LIGNE : New Woman		DESIGNATION : Etui	
DESIGNATION : Vapo EdP 30ml		VERSION :	
REF. : 10 1400 00000		CODE : 10 04631 00A01	
ACTION	DATE	VISA	
FILM DE TRAIT	28/03/07	GM	
CREATION DOC STUDIO	-	DORISON Stephanie	Signature numérique de DORISON Stephanie
APPROB. DIR. ART	-	-	
APPROB. MKG	-	Claire Vanhove	
APPROB. R&D	-	AM LAGARRIGUE	
APPROB. DE	-	-	
A x l x H	41.00 x 40.00 x 186.00		
N° DECOUPE	1v 2004 TA		



Noelink Graphotec

NEW WOMAN - ETUI EDP - 60ML - 14002	
Aspect Étui	Brillant métallisé [X] Satiné [ ]
Vernis sélectif	OUI [ ] NON [X]
Argent / Or	OUI [X] NON [ ]
Relief OUI [X] NON [ ]	Creux OUI [ ] NON [X]
Verso Décor	OUI [ ] NON [X]
Couleurs	-ORMAT -LUXE- MARQUAGES NOIR VERNIS [illegible]
04/05/07	

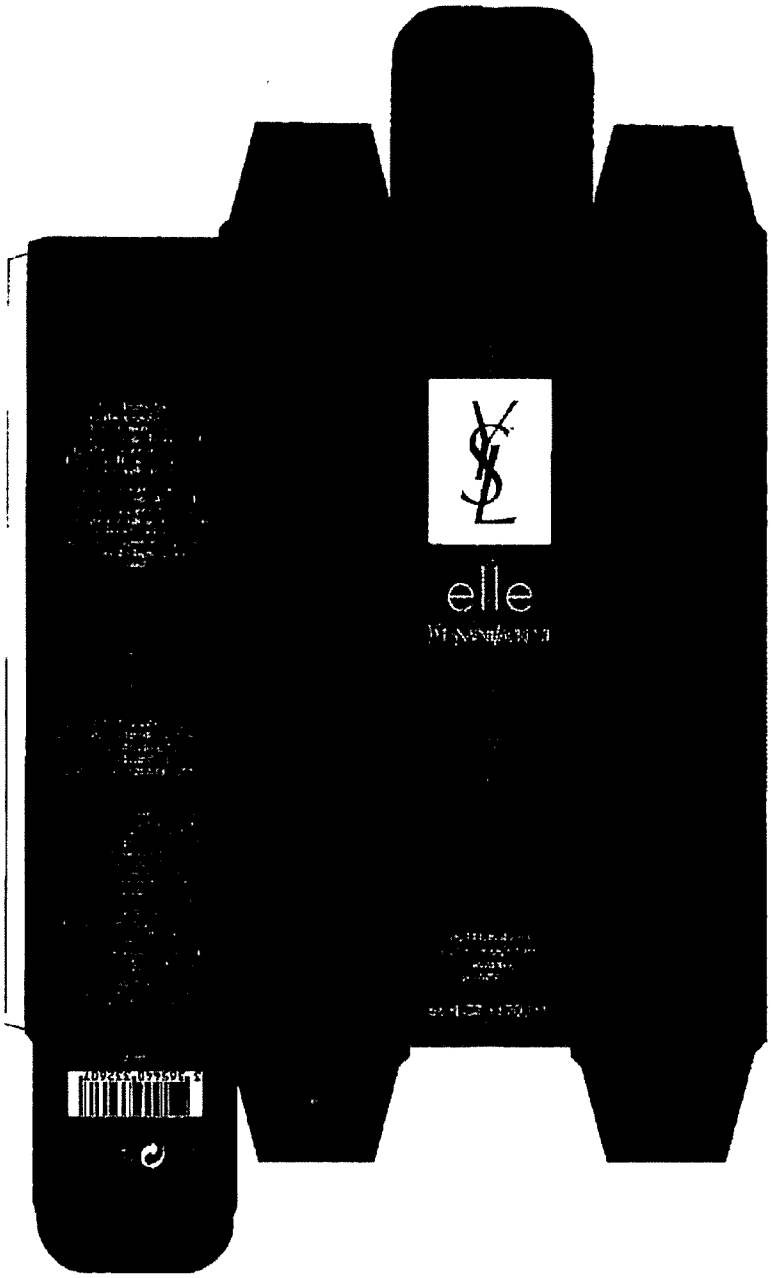


PRODUIT FINI		COMPOSANT	
LIGNE New Woman		DESIGNATION : Etui	
DESIGNATION Vape EDP 50ml		VERSION :	
REF. : 10 14001 00000		CODE : 10 04623 00A01	
ACTION	DATE	VISA	
FILM DE TRAIT	26/03/07	GM	
CREATION DOC. STUDIO	•	Mickaël Jéhanno	Signature numérique de Mickaël Jéhanno ID : CN = Mickaël Jéhanno, C = FR, O = Yoshino - Graphotec, OU = Paramano Date : 2007.04.13 02:46:-02'00'
APPROB. DIR. ART.	•	•	
APPROB. MKG	•	Claire Vanhove	Signature numérique de Claire Vanhove DN : cn=Claire Vanhove, c=FR, o=L'Oréal, ou=L'Oréal Date: 2007.05.04 11:35:16 +02'00'
APPROB. R&D	•	AM LAGARRIGUE	Signature numérique de AM LAGARRIGUE DN : cn=AM LAGARRIGUE, c=FR, o=L'Oréal, ou=L'Oréal Date: 2007.05.04 09:42:-02'00'
APPROB. DF	•	•	
A x D x H	36.00 x 35.00 x 156.00		
N° DECOUPE	1V 2004 A		

Noelink Graphotec
a Groupe Jouffray-Drevon

NEW WOMAN - ETUI EDP - 50ML - 14001	
Aspect Étui	Brillant métallisé [X] Satiné [ ]
Vernis sélectif	OUI [ ] NON [X]
Argent / Or	OUI [X] NON [ ]
Relief OUI [X] NON [ ]	Creux OUI [ ] NON [X]
Verso Décor	OUI [ ] NON [X]
Couleurs	FORMAT FUSHIA MARQUAGES NOIR
04/05/07	

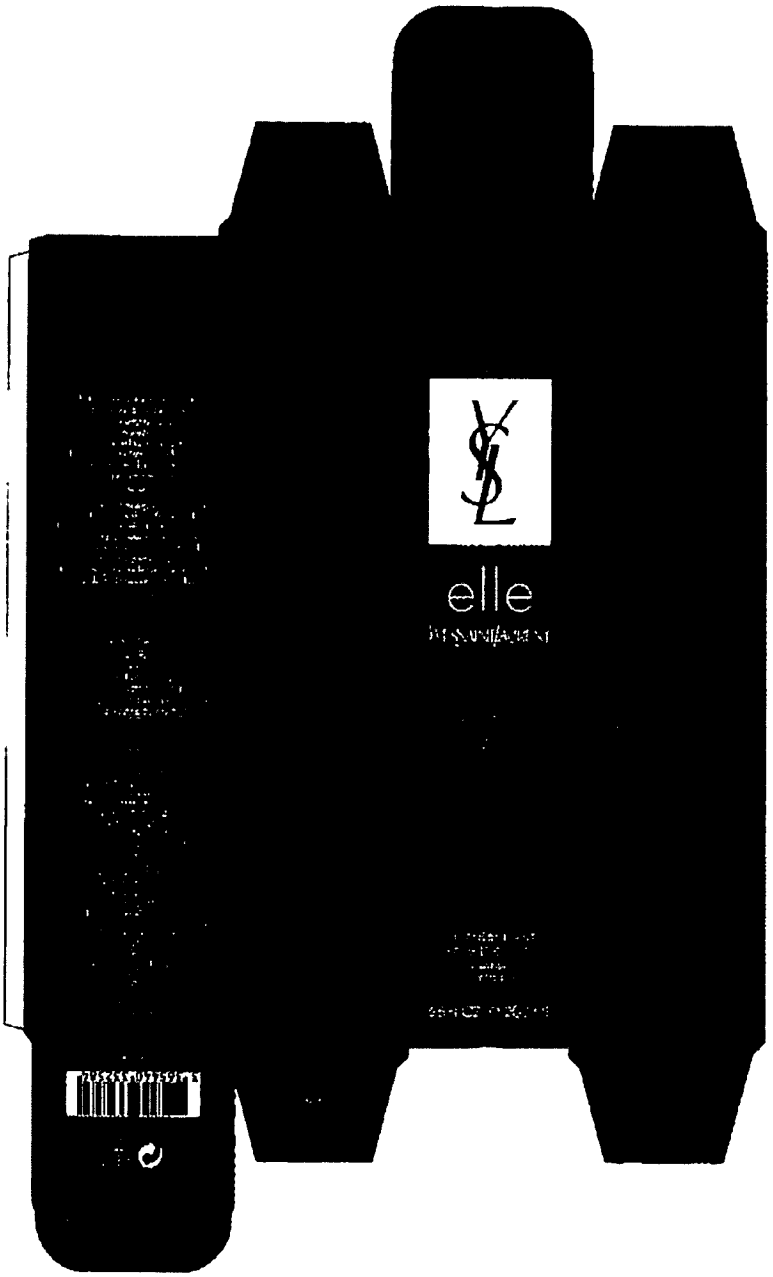
FP VC



PRODUIT FINI		COMPOSANT	
LIGNE	New Woman	DESIGNATION	Etu
DESIGNATION	Gel 200ml	VERSION	
REF.	19 14005 00000	CODE	99 04680 00AL1
ACTION	DATE	VISA	
FILM DE TRAIT	26/03/07		
CREATION DOC STUDIO	.	Mickaël Jéhanno	
APPROB. DIR. ART	.	.	
APPROB. MKG	.	RAFAELE BRZUCHACZ DE LAVIT	
APPROB. R&D	.	AM LAGARRIGUE	
APPROB. DE	.	.	
A x B x H	46.50 x 45.50 x 202.50		
N° DECOUPE	2v 2004		

Noelink Graphotec

NEW WOMAN - ETUI GEL - 200ML - 14005		
Aspect Etui	Brillant metallisé ☒	Sauné ☐
Vernis sélectif	OUI ☐	NON ☒
Argent / Or	OUI ☒	NON ☐
Relief OUI ☒ NON ☐	Creux OUI ☐	NON ☒
Verso Decor	OUI ☐	NON ☒
Couleurs	FORMAT	
	MARQUAGES NOIR	
22/05/07		



PRODUIT FINI		COMPOSANT	
LIGNE	New Woman	DESIGNATION	Etui
DESIGNATION	[illegible]	VERSION	
REF.	[illegible]	CODE	[illegible]

ACTION	DATE	VISA
FILM DE TRAIT	26/03/07	•
CREATION DOC STUDIO	•	Mickaël Jéhanno
APPROB. DIR. ART.	•	
APPROB. MKG	•	RAFAELE BRZUCHACZ DE LAVIT
APPROB. R&D	•	AM LAGARRIGUE
APPROB. DE	•	•
A x B x H	46.50 x 45.50 x 200.00	
N° DECOUPE	20 2004	

FP

Noelink Graphotec

NEW WOMAN - ETUI LAIT - 200ML - 14004		
Aspect Étui	Brillant métallisé ☒	satiné ☐
Vernis sélectif	OUI ☐	NON ☒
Argent / Or	OUI ☒	NON ☐
Relief OUI ☒ NON ☐	Creux OUI ☐	NON ☒
Verso Décor	OUI ☐	NON ☒
Couleurs	FORMA [illegible] MARQUAGES NOIR	
22/05/07	[illegible]	

PRODUIT FINI		COMPOSANT	
LIGNE	New Woman	DESIGNATION	ETUI
DESIGNATION	Accessoire	VERSION	
REF	[illegible]	CODE	[illegible]

ACTION	DATE	VISA
FILM DE TRAIT	22/05/07	GM
CREATION DOC STUDIO		Mickaël Jéhanno — Signature numérique de Mickaël Jéhanno ID : CN = Mickaël Jéhanno C = FR O = Noelink - Graphotec, OU = Packaging Date : 2007.06.04 15:25:38 +02'00'
APPROB. DIR. ART		
APPROB. MKG	-	RAFAELE BRZUCHACZ DE LAVIT
APPROB. PRO	-	AM LAGARRIGUE
APPROB. DE		
A (B x C)	50,00 x 13,00 x 98,00	
N° DECOUPE	BV2204	

Noelink Graphotec
L'esprit du lien

NEW WOMAN - ETUI ACCESSOIRES - 14006	
Aspect Étui	Brillant métallisé ☒ Satiné ☐
Vernis sélectif	OUI ☐ NON ☒
Argent / Or	OUI ☒ NON ☐
Relief OUI ☒ NON ☐	Creux OUI ☐ NON ☒
Verso Décor	OUI ☐ NON ☒
Couleurs	[illegible]
	[illegible]
	MARQUAGES NOIR
	[illegible]
	[illegible]
04/06/07	NOIR QUADRI

YSL

ANNEXE 3 : TERRITOIRE

(Art. 1)

Pour les Produits : l'ensemble des pays ci-dessous ;

Pour les Produits Dérivés : les pays ci-dessous à l'exception du Japon, de la République Populaire de Chine (y compris Hong Kong et Macao R.A.S.), de Taiwan R.P.C. et de la République de Corée, et de surcroît, à l'exception de l'Argentine pour les déodorants:

Afrique du Sud
Algérie
Allemagne
Andorre
Anguilla
Antigua
Antilles Néerlandaise
Arabie Saoudite
Argentine
Aruba
Australie
Autriche
Azerbaïdjan
Bahamas
Barbade
Biélorussie
Belize
Benelux
Bénin
Bermudes
Bosnie-Herzégovine
Botswana
Bulgarie
Burkina Faso
Cameroun
Canada
Centrafrique
Chili
Chine
Chypre
Colombie
Congo
République de Corée
Costa Rica
Côte d'Ivoire
Croatie
Cuba
Egypte
El Salvador
Émirats Arabes Unis
Équateur
Espagne
Estonie
États-Unis
Fédération de Russie
Finlande
France
Gambie
Géorgie
Ghana
Gibraltar
Gabon
Grèce
Guatemala
Guinée
Haïti
Honduras
Hong-Kong
Hongrie
Ile Maurice
Iles Cayman
Iles Turques et Caïques
Indonésie
Iran
Irlande
Islande
Israël
Italie
Jamaïque
Japon
Jordanie
Kazakhstan
Kenya
Koweït
Lesotho
Lettonie
Liban
Libéria
Libye
Liechtenstein
Lituanie
Malaisie
Mali
Malte
Maroc
Mauritanie
Mexique
Monaco
Mongolie
Namibie
Nicaragua
Niger
Norvège
Nouvelle Zélande
Oman
Panama
Pérou
Philippines
Porto Rico
Portugal
Qatar
République Dominicaine
République Tchèque
Roumanie
Royaume-Uni
Sénégal
Serbie Monténégro
Singapour
Slovaquie
Slovénie
Soudan

Saint Kitts & Nevis
Sainte Lucie
Saint Vincent &
Grenadines
Suède
Suisse
Taiwan
Tanger
Tchad
Thaïlande
Togo
Trinité et Tobago
Tunisie
Turquie
Ukraine
Vietnam
Yémen
Yougoslavie
Zambie
Zimbabwe

EXHIBIT 7

7

ELLE®

SOCIÉTÉ
40 FEMMES QUI VEULENT QUE ÇA CHANGE

www.elle.fr

EXCLUSIF
J'AI ÉPOUSÉ **GEORGE CLOONEY**

MONICA BELLUCCI
BLONDE **BOMBE**

MODE
LE MAXI-CARDIGAN
C'EST LE NOUVEAU MANTEAU

DANIEL PENNAC RACONTE
ÊTRE CANCRE N'EST PAS UNE FATALITÉ

BEAUTÉ
PAS D'HIVER SANS VERNIS

CHAUSSURES
DES LOW BOOTS
POUR TOUTES

spécial SEXE

CUISINE
MENUS CHICS A PRIX MINI

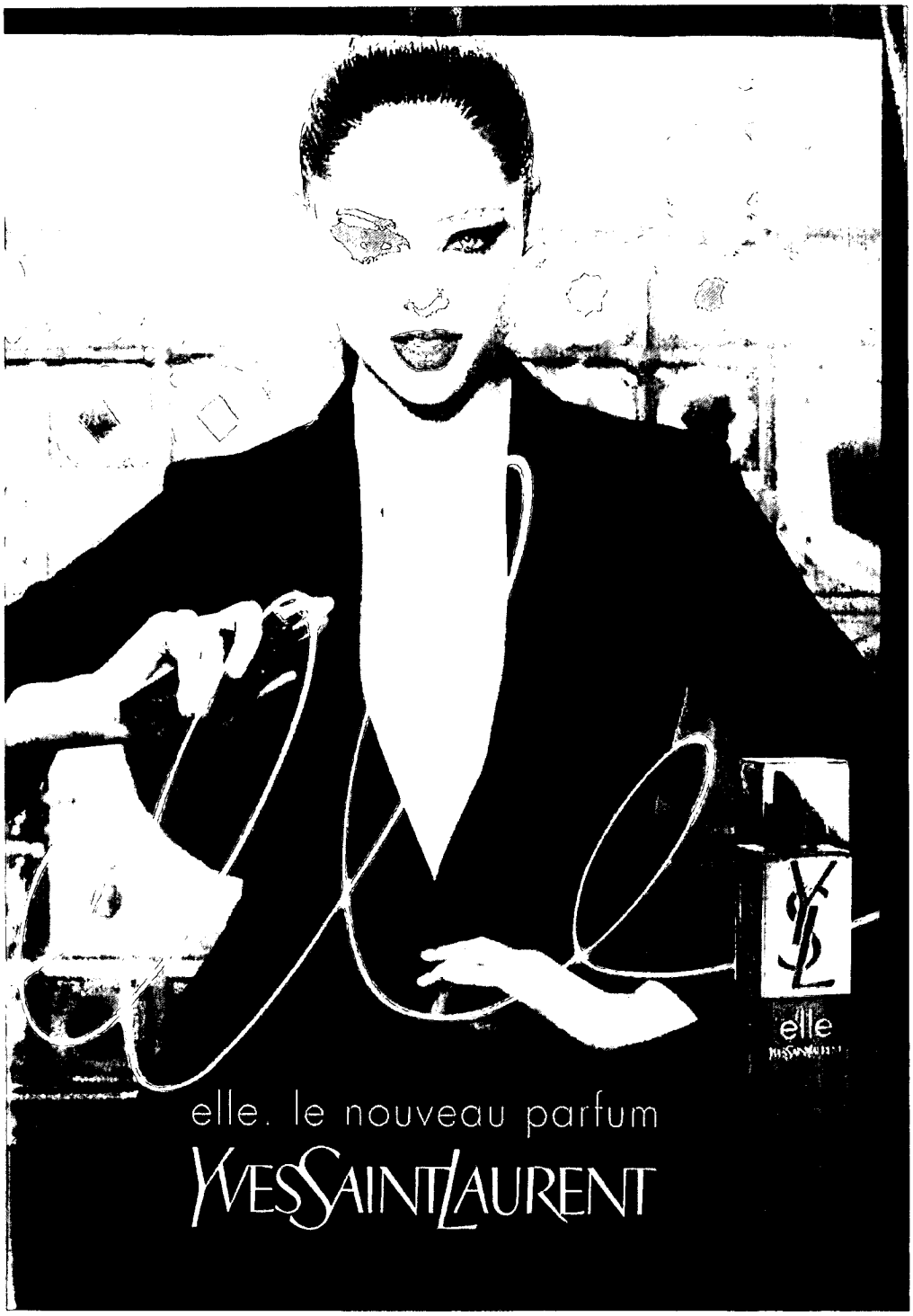
VIVE L'AMOUR !
CE QUI NOUS REND FEMMES
CE QUI LES REND FOUS

ELLE N° 3223 8 OCTOBRE 2007

M 01648 - 3223 - F: 2,30 €

HEBDOMADAIRE. 8 OCTOBRE 2007

FRANCE MÉTROPOLITAINE 2,30 € DOM avion 5 € bateau 3 € BEL 2,30 € CH 4,50 FS. A 4,20 €. ALG 290 DA. AND 2,30 €. CDN $ 4,95. D 4,20 €. ESP 3,50 €. FIN 6,50 €. GB £ 2,75 GR 4 € JBL 4,40 € ITA 3,50 €. LUX 2,30 €. MAR 30 DH. NC 1 200 F. CFP. NL 4,20 €. POLY. FR 1 300 F. CFP. PORT cont 3,50 €. TUN 4 DT. USA $ 4,75.


elle
elle. le nouveau parfum
YVES SAINT LAURENT

Soulevez et appliquez sur votre peau.

Peel off and apply to your skin.

elle

YVES SAINT LAURENT

Eau de Parfum

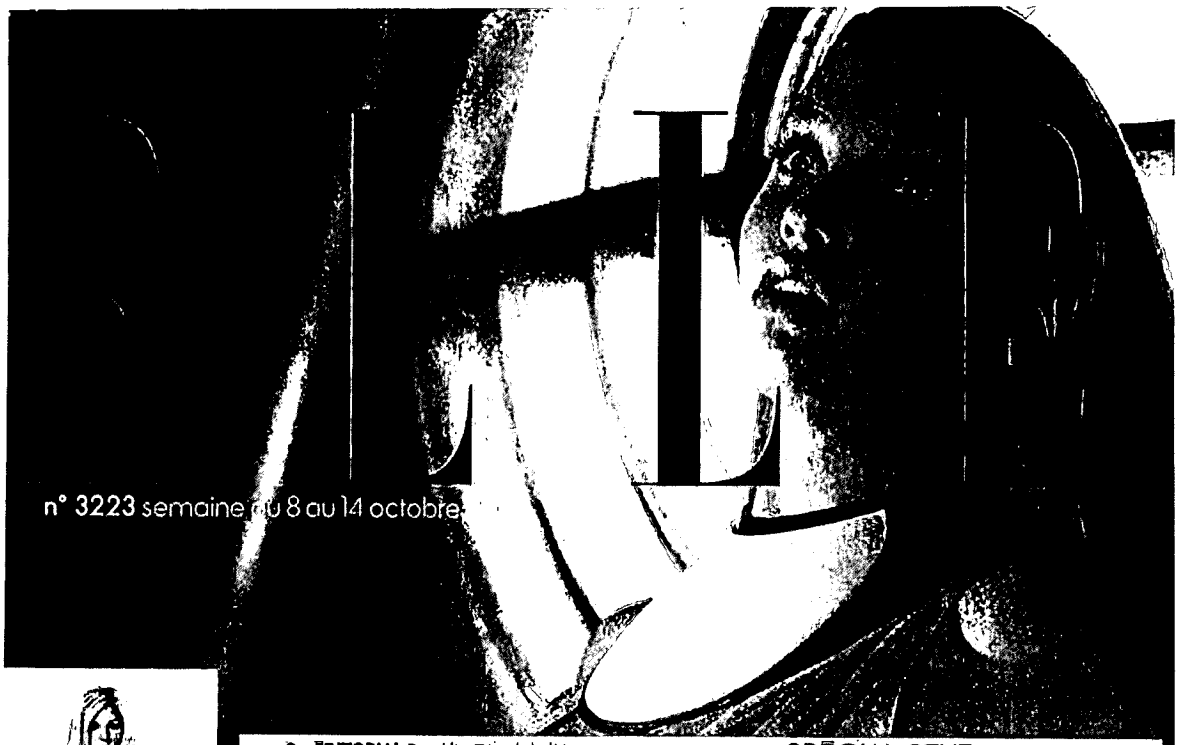
Un parfum vibrant de féminité et d'audace où se mêlent des notes boisées, florales fusantes. Signature d'une personnalité affirmée au style de vie unique et imprévisible.

Pivoine - Baies Roses - Patchouli

A vibrantly feminine, audacious fragrance that blends dazzling woody and floral notes. The hallmark of a bold personality with a unique and unpredictable lifestyle.

Peony - Pink Berries - Patchouli

ECHANTILLON - VENTE INTERDITE / SAMPLE NOT FOR SALE



JAMBES FUSELÉES ET ŒIL DE BICHE... MAIS QUI EST CETTE NÉO-B.B. ? MONICA BELLUCCI, PLUS GLAMOUR QUE JAMAIS !
Bague (Cartier), collant (Repetto).
Mise en beauté Dior par Christophe Danchaud : Diorskin Forever Beige Moyen, Crayon Khôl et Style Liner Noirs, Mascara Diorshow Black, Fard à Paupières Smoking Black, Dior Addict Ultra Gloss Reflect Beige Mousseline et Kit French Manucure. Mise en beauté des cheveux John Nollet, avec la Gamme Kérastase Nutritive Gluco-Active Cheveux Secs et la Base Lissante Lait Nutrisculpt. Photo Simon Hawk/H&K.

9 ÉDITORIAL Par Alix Girod de l'Ain.
16 ELLEINFO-HEBDO Britney Spears.
36 LE GUIDE CULTURELLE Musique, art, danse, théâtre, spectacle, télé, cinéma, tendances...
54 LES LIVRES Critiques, chroniques, humeurs, coups de cœur...
63 STYLEELLE Mode. Beauté. Déco. Mode Pass : le maxi-cardigan.
86 COURRIER ÉLECTRONIQUE

90 SOCIÉTÉ
QUARANTE FEMMES QUI VEULENT QUE ÇA CHANGE.
111 BERNARD-HENRI LÉVY Contre la gauche, tout contre.
115 PHÉNOMÈNE Des low boots pour toutes.
118 EXCLUSIF J'ai épousé George Clooney.
129 DANIEL PENNAC « Ne désespérez jamais des cancres. »
133 DÉBORDÉE ? Le D' AGA vous conseille de semer le chaos...
136 MONICA BELLUCCI Blonde bombe.

142 SPÉCIAL SEXE
CE QUI NOUS REND FEMMES ET CE QUI LES REND FOUS.
160 MODE Des lignes graphiques, des couleurs qui claquent façon Mondrian, c'est le jeu de construction de la saison.
174 ACCESSOIRES Colliers constructivistes, escarpins monumentaux... bâtissez votre style !
180 BEAUTÉ Pas d'hiver sans vernis.

184 CUISINE
MENUS CHICS À PRIX MINI.
190 VIE PRIVÉE Bien-être. Forme. Tourisme. Déco. Tendance. Cuisine. Maison. C'est mon histoire. Une journée avec Aude Zieseniss de Thuin.
211 FICHES-CUISINE Des recettes... pour un dîner torride.
213 ELLE-PASSIONS Un blouson et un collier.
214 ADRESSES Nos modèles dans votre ville.
215 MOTS CROISÉS
217 NUMÉROSCOPE
218 HOROSCOPE SOLAIRE
220 HOROSCOPE LUNAIRE

Ce numéro comporte, insérées entre les pages 210 et 211, 12 pages spéciales numérotées de 1 à XII (édition Alsace) ; ou 16 pages spéciales numérotées de 1 à XVI (édition Aquitaine), ou 12 pages spéciales numérotées de 1 à XII (édition Auvergne) ; ou 12 pages spéciales numérotées de 1 à XII (édition Bourgogne-Franche-Comté) ; ou 12 pages spéciales numérotées de 1 à XII (édition Bretagne) ; ou 16 pages spéciales numérotées de 1 à XVI (édition Champagne-Ardenne) ; ou 24 pages spéciales numérotées de 1 à XXIV (édition Côte d'Azur), ou 16 pages spéciales numérotées de 1 à XVI (édition Languedoc-Roussillon) ; ou 8 pages spéciales numérotées de 1 à VIII (édition Limousin-Poitou-Charentes) ; ou 16 pages spéciales numérotées de 1 à XVI (édition Lorraine) ; ou 44 pages spéciales numérotées de 1 à XXXIV (édition Midi-Pyrénées) ; ou 8 pages spéciales numérotées de 1 à VIII (édition Normandie) ; ou 32 pages spéciales numérotées de 1 à XXXII (édition Nord-Pas-de-Calais) ; ou 20 pages spéciales numérotées de 1 à XX (édition Pays de la Loire) ; ou 4 pages spéciales numérotées de 1 à IV (édition Picardie) ; ou 24 pages spéciales numérotées de 1 à XXIV (édition Provence) ; ou 40 pages spéciales numérotées de 1 à XXXX (édition Grand-Rhône-Alpes) ; ou 8 pages spéciales numérotées de 1 à VIII (édition Val de Loire), ou 24 pages spéciales numérotées de 1 à XXIV (édition Île-de-France). Sur la page 27, collage d'un sachet Chanel (édition France métropolitaine) ; sur la page 51, collage de lingerie Yves Saint Laurent (édition France métropolitaine) ; entre les pages 114 et 115, un encart Franco l'Éléan de 8 pages (édition France métropolitaine), et, posés contre la 4e de couverture, un encart Le Bon Marché de 28 pages (édition Paris), et un encart Pierre Ricaud de 6 pages (abonnés des éditions Alsace, Auvergne, Bourgogne-Franche-Comté, Bretagne, Champagne-Ardenne, Côte d'Azur, Île-de-France, Languedoc-Roussillon, Limousin-Poitou-Charentes, Lorraine, Midi-Pyrénées, Nord-Pas-de-Calais, Normandie, Pays de la Loire, Picardie, Provence, Grand-Rhône-Alpes).

ERVICE ABONNEMENTS
' 50002, 59718 LILLE CEDEX 9.

N° Indigo 0 825 82 58 49
0,15 € TTC / MN

FAX : 01 41 34 93 90
abonnementselle@cba.fr

JLLETIN D'ABONNEMENT
À RETOURNER À ELLE
SERVICE ABONNEMENTS
BP 50002, 59718 LILLE CEDEX 9

1 ....
nom ....
esse ....
....
....
le postal
....
....
esse e-mail ....@..........
iphone

. je m'abonne à ELLE pour la durée que j'indique
essous :
ance,
an (52 n°) : 89 € au lieu de 120,40 €*
mois (26 n°) : 46 € au lieu de 60,20 €*
: de vente au numéro. L1182

itres pays (hors Suisse, Belgique, Canada, USA : voir ci-contre)**
is consulter au (33-1) 01 45 36 78 83.

ÈLEMENT
hèque bancaire ou postal à l'ordre de ELLE.
carte bancaire n° :

e d'expiration mois année

nature :

TENTION : pour tout abonnement en Belgique ou réglé
onnaie locale et à servir en Suisse, USA et Canada, voir tarifs
nnements ci-contre.
s de 13 numéros gratuits ne concerne que l'abonnement d'un an
e et ne concerne pas l'étranger

natique et libertés : le droit d'accès et de rectification des
des concernant les abonnés peut s'exercer auprès du Service
nnements. Sauf opposition formulée par écrit, les données
ent être communiquées à des organismes extérieurs

• En cas de changement d'adresse, envoyer nouvelle adresse avec ancienne étiquette d'expédition et prévoir deux semaines de délai.

TARIFS ABONNEMENTS
BELGIQUE, SUISSE, CANADA et USA
• Belgique : 52 n° : 109 € ; 26 n° : 56 €.
Bulletin d'abonnement et règlement à envoyer à : ELLE-Partner Press, 11, rue Charles-Parenté, 1070 Bruxelles
Tél. : (02) 556 41 40
Par chèque bancaire ou virement bancaire compte n° : 210-0960870-67
• Suisse : 52 n° : 188 FS ; 26 n° : 90 FS
Bulletin d'abonnement et règlement à envoyer à : Dynapresse Marketing S.A., 38, avenue Vibert, CH. 1227 Carouge.
Tél. 022 308 08 08. Fax 022 308 08 59. e-mail : abonnements@dynapresse.ch
• Canada : par avion, 52 n° : $Can 319 ; 26 n° : $Can 158, TPS et TVQ non incluses.
Bulletin d'abonnement et règlement à envoyer à : EXPRESS MAG/ELLE, 8155, rue Larrey Anjou, Québec H1J 2L5.
Tél. (514) 355-3333. Fax (514) 355-3332.
• U.S.A. : par avion, 52 n° : $ 259, 26 n° : $ 135.
Bulletin d'abonnement et règlement à envoyer à : EXPRESS MAG/ELLE, PO Box 2769, Plattsburgh, N.Y. 12901-0239.
Tél. 1(800) 363-1310 ou (514) 355-3333 Fax (514) 355-3332.

ELLE

Fondatrice : Hélène Gordon-Lazareff

PRÉSIDENT D'HONNEUR Daniel Filipacchi
DIRECTRICE DE LA RÉDACTION Valérie Toranian (6331)*
RÉDACTION EN CHEF Erin Doherty (6799)
Isabelle Maury (6554)
Véronique Philipponnat (6006)
RÉDACTION EN CHEF MODE Catherine Rousso (6070)
DIRECTEUR DE LA CRÉATION Yves Gouba (6058) *ELLE et ELLE Décoration*
DIRECTION ARTISTIQUE Santiago Bonnan (7250).
ÉDITORIALISTES Marie-Françoise Colombani, Michèle Fitoussi, Alix Girod de l'Ain

RÉDACTION EN CHEF ADJOINTE
Accessoires Caroline de Fayet (9421)*.
Beauté Monique Le Dolédec (7259), Elisabeth Martorell (6842)
Magazine Nathalie Dolivo (6317), Olivia de Lamberterie (6867)
Vie Privée Laurence de Cambronne (7685).
Projets spéciaux Florence Ben Sadoun (7088).
MODE (6078) Michèle Bessurenaut, Patricia Boin.
Claudine Zanclly (*fixes*). Lysiane Hoss
Avec la collaboration d'Anna-Maria Broudiel, Tamara Taichman, Friquette Thevenot et Véronique Vatnes.
Accessoires Avec la collaboration d'Elisa Cannella Castelbou, Elisabeth Akessoul.
News Anne-Claire Bencihon (*Chef de rubrique*).
Nathalie Marrel (*Enfants*). Valérie Abécassis.
Aurélie Gaillard, Marie Lichtenberg.
Casting Sophie Lassare-Blanpied, assistée de Marion Magis.
Merchandising Roselyne Foulard, Isabelle Marte (6520 ou 6278)*.
Coordination : Chantal Dero (6078).
BEAUTÉ (7257 ou 6302).
Michèle Bessurenaut, Julie Chenut-Domberd, Isabella Sansonetti. Noëlle Le Tonquèze.
Avec la collaboration de Fabienne Antoine...
Marianne Chambolle, Claire Dhouailly.
Coordination : Sophie Boucot. Nathalie Grouard.
CUISINE Catherine Roig (6399).
Avec la collaboration d'Élisabeth Scotto
DÉCO (6989) Françoise Ayxendri (*Chef de service*).
Mirella Assénat. Avec la collaboration de Sergio da Silva.
VIE PRIVÉE Anne Davis (*Santé*). Francine Vormese (*Chef de service tourisme*). Avec la collaboration de Soline Delos, Sophie Gachet, Elisabeth Weissman.
Et Camille Pouzol, Tatiana de Rosnay, Antoine Silber (*C'est mon histoire, Une journée avec*).
Coordination : Sandrine Furet (7685), Delphine Lopeyrère (6023).
Tourisme Pascale Dupuy (7806) (*Grand reporter*)
Organisation voyages Françoise Kuiper (5224),
Isabelle Cavanel (6492)
ÉDITIONS INTERNATIONALES (...)
Alexandra Herndon (*Directrice*), Fabrizio Lo Cicero (*Directeur délégué*), Guélia Pevzner (*Directrice adjointe*), Patricia Nagy (*Coordinateur éditorial*), Cédric Cohen, Sophie Lardier.
Céline Martinez, Suzanne Sarrsan (*Assistants*), Hortense Bernardin, Stéphanie Elonaz, Julie Caron, Charlotte Doffe, Joëlle Desplechin, Virginie Dolata, Elsa Frigiolini, Paulina Jubert, Nadine Loustalot, ... (*Assistantes de rédaction*)
ELLE-LABEL (6076) Claude Hovhanessian-Gandillon.
REVENTE PHOTOS ET TEXTES (fax : 01 41 34 64 62)
Claudine Legros (6329)
FONDATION ELLE Karine Guldemann (6578).
Chloé Igneclogu (7418) www.ellefondation.org

DIRECTION ARTISTIQUE ADJOINTE
Véronique Bonsignore (6789), Anne-Marie Casse (6803), Caroline Ignazi (8476).
Adjointe à la direction artistique : Yaël Abrot (6115).
GRAPHISTES Cécile Clot, Fabienne Coron, Cécile Girardin, Coralie Gaïbour, Louis Hiné, Marie Maremizine
Lili Neyman, Bruno Reggi, Nathalie Redard, Carine Rodde
PRODUCTION Carole Goldord (6861), Céline Pancrazi (6831), Marc Quentin (6008), Sophie Steinberger (6051), Olivia Chardi (6863).
RÉDACTEUR EN CHEF TECHNIQUE
Didier Fretel. *Adjoint* : Philippe Baudry.
MAGAZINE (6500 ou 6203)
Françoise Delbecq, Patricia Gandin, Martine Kurz, Caroline Laurent, Annick Le Floc'Hmoan, Michel Palmiéri, Anne-Cécile Sarfati, Philippe Trétiack, Dorothée Werner (*Grands reporters*).
Avec la collaboration de : Nathalie Dupuis, Sophie Fontanel.
Sylvia Jorif (7003) (*Chef des informations mode*)
Louise Finlay (*Chef de service cinéma*)
Assistantes de la rédaction
Maryté Artsbosse et Bénédicte Deverre (6331) (*Direction*), Ilham Bourchahil (6728), Martine Descomps (6466), Peggy Michelon (6961) (*Rédaction en chef*), Yolande Kerwich (6203) (*Magazine*).
ELLE-INFO-HEBDO (6262)
Philomène Piégay (*Chef de service*). Coordination : Chantal Levy
GUIDE CULTUREL (6729) Marion Ruggieri (*Chef de service*).
Avec Hector Obalk, Paul Sigognac, Florence Trédez.
SANTÉ (6336) Marie-Christine Deprund (*Chef de service*).
LIVRES (6867) Olivia de Lamberterie.
Coordination : Gisèle Pérès.
Prix des Lectrices (6081) : Jacqueline Gérard, Pascale Frey.
ÉDITING Sandra Basch, Clarisse Chassigneux (*Chefs d'édition*).
SECRÉTARIAT DE RÉDACTION
Marie-Jo Tabary (*Secrétaire générale*)
Dominique Flaud (*1re SR*).
Véronique Ajzenberg, Sylvie Arnoux, Sylvie Bhon, Bernadette Duprat, Anne Fauvel, Sandrine Marlotte, Marie Quenel
Margotte Uhaldo, Josée Valzer. Révision : Muriel Safar-Jaoui.
PHOTO (6024)
Barbara Clément (*Chef de service*), Marie-Odile Peruli.
Coordination : Marie-Annick Conu
HOROSCOPE-NUMÉROSCOPE Didier Blau
COURRIER DES LECTRICES (7032) Danielle Gérder.
PLANNING Sandrine Bromik (6045), Catherine Pagès (6922).
STUDIO PRISES DE VUES (01 41 34 94 00)
Didier Buisson (*Directeur*), Nadera Balli, Joëlle Zimmermann.
PHOTOTHÈQUE Edith Mandron (7814) (*Responsable*)
Eno Vieira de Souza (7815) (*Adjoint*).
Claire Faure, Gwenaëlle Moreau, Béatrice d'Orléon, Claire Sandi
ELLE.FR Valéria Van Oost (*Rédactrice en chef*)
Rédaction (6844).

* *Pour joindre votre correspondant, composez 01 41 34 suivi des 4 chiffres figurant à la suite de chaque service.*

DIFFUSION Antoine Boiron (3428) (*Directeur*),
Jean-Pascal Goguet Chapuis (8409).
MARKETING DIRECT
Sandrine Mascio (6274) (*Directrice*),
Odile Dutils, assistée de Céline Perunnet.

GESTION DES ABONNEMENTS
Numéro Indigo : 0 825 82 58 49 (0,15 €/min)
COMMUNICATION-RELATIONS PRESSE
Catherine Roger (*Directrice*),
assistée d'Alice Maïna (6810) et de Carole Prud'homme (7078)

PUBLICITÉ
• Lagardère Publicité : 23, rue Baudin, 92300 Levallois-Perret Cedex Tél. : 01 41 34 80 00 Fax : 01 41 34 80 62
[illegible]
Legardère Publicité Métropoles (publicité régionale) Tél. : 01 01 34 05 41
Legardère Global Advertising (publicité internationale) Tél. : 01 41 34 83 09/01 41 34 93 49

RÉDACTION
149, rue Anatole-France, 92534 Levallois-Perret Cedex. Tél. 01 41 34 60 00.
• ELLE sur Internet : http://www.elle.fr
• HFA-ELLE Presse 149, rue Anatole-France, 92534 Levallois-Perret Cedex
• Label 149, rue Anatole-France, 92534 Levallois-Perret Cedex. Tél. : 01 41 34 90 78.
• Anciens numéros : CBA VPC ELLE, BP 4, 59718 Lille, tél. : 03 20 12 85 01, en joignant un règlement à la commande.
Pour la France : 2,30 € le numéro + 1,30 € de frais d'envoi.

PRESSE PAYANTE 2006

ELLE, 8 octobre 2007 n° 3223

ELLE est édité par Hachette Filipacchi Associés, S.N.C. au capital de 78 300 €, locataire-gérant. Siège social : 149, rue Anatole-France, 92534 Levallois-Perret Cedex. Associés : Hachette Filipacchi Presse S.A., Publications France Monde S.A.
Directeur Général des publications : Olivier Chapuis.
Directeur Général des rédactions : Christian de Villeneuve.
Directeur Général Adjoint des publications,
Directeur de la publication : Bruno Lesouëf.
Editeur : Franck Espiasse-Cabau.

Dépôt légal : octobre 2007. © 2007 HFA
Commis. Parit. 0110 K 79216 ISSN 0013-6298.

ELLE est une marque enregistrée au nom de HACHETTE FILIPACCHI PRESSE S.A. propriétaire.

Hachette Filipacchi Associés est une filiale de Hachette Filipacchi Médias SAS.
Président du Directoire : Didier Quillot.

Tous droits de reproduction réservés.

ELLE France (ISSN number 0013-6298) is published weekly by HFA c/o USACAN Media Dist. Srv Corp. at 26 Power Dam Way Suite S1-S3, Plattsburgh, NY 12901. Periodicals postage paid at Plattsburgh, NY and at additional mailing offices. POSTMASTER : Send address changes to ELLE France c/o Express Mag, P.O. Box 2769, Plattsburgh, NY 12901-0239.

[illegible]
Photogravure : HAFIBA. Imprimé en France/Printed in France. ... Corbeil, 4, boulevard ... 91100 Corbeil, et Brodard-Graphique, 71, boulevard de la Marne, 77120 Coulommiers ...
[illegible]

EXHIBIT 8

8

ELLE

MONEY SEX FAME: HOW TO GET WHAT YOU WANT
YOUR 6-POINT PLAN

FASHION: WHAT TO WEAR NOW

460

THE BEST JEANS, JACKETS, BAGS, SWEATERS, AND THE SEXIEST BOOTS EVER

ELLE'S BIGGEST GIFT GUIDE!

180+

CHIC, SEXY IDEAS FOR HIM, FOR HER, FOR YOU

PLUS:
HOW TO BE THE BEST-DRESSED GIRL AT THE PARTY

KEIRA KNIGHTLEY

ON HER STYLE, AND THE NUDE SCENE EVERYONE WILL BE TALKING ABOUT

HAIR

IS YOURS MOUSY? DRAB? BLAH? FIX THAT NOW! THE SECRET TO SUPER-BRIGHTNESS

WAKE UP GORGEOUS!
THE NEW NO-FUSS PERMANENT MAKEUP

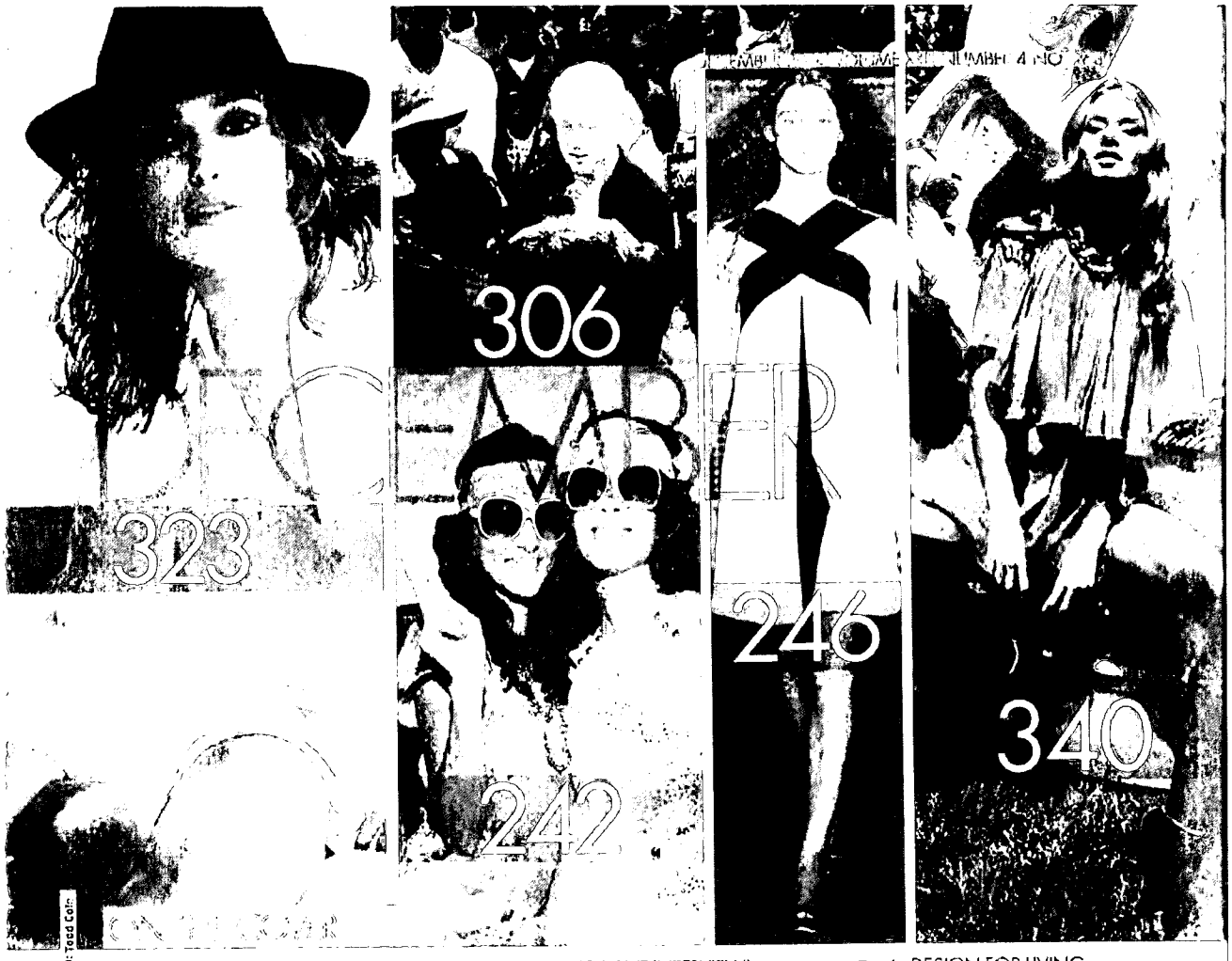
IT'S *NOT* ALL IN YOUR HEAD
HOW STRESS CAN MAKE YOU SICK **AND HOW TO RECOVER**

EXCLUSIVE INTERVIEW! BILL CLINTON: OUR NEXT FIRST LADY?

DECEMBER 2007
USA $3.99
CANADA $4.99
ELLE.COM

02492

ELLE (ISSN 1065-1267) NO. 258 VOL. 21 NO. 4 DECEMBER 2007 PUBLISHED MONTHLY BY HEARST COMMUNICATIONS, INC., 1700 BROADWAY, NEW YORK, NY 10019. PERIODICALS POSTAGE PAID AT NEW YORK, NY AND ADDITIONAL MAILING OFFICES. POSTMASTER: SEND ADDRESS CHANGES TO ELLE, P.O. BOX 51515, BOULDER, CO 80322-1515. SUBSCRIPTION PRICE: $24.00 IN THE U.S. AND POSSESSIONS. CANADIAN POSTAGE PAID AT BURLINGTON, ONT. CANADIAN GST #R124032851. CANADIAN PUBLICATIONS MAIL AGREEMENT #40612608. CANADIAN RETURNS TO ELLE, P.O. BOX 7518, STATION A, MISSISSAUGA, ONT. L5A 1E8. PRINTED IN U.S.A. ELLE MAY BE PRODUCED FROM RECYCLED MATERIALS. PRICE: UNITED KINGDOM £3.00 GERMANY €7.00 GREECE €6.25 ITALY €5.90 NETHERLANDS €6.00 SPAIN €5.40 SWITZERLAND CHF 9.00 UK £3.70 WWW.ELLE.COM



129 FASHION: WHAT TO WEAR NOW
460+ of the best jeans, jackets, bags, and sweaters, and the sexiest boots ever

185 ELLE'S BIGGEST GIFT GUIDE EVER!
180+ chic, sexy ideas for him, for her, for *you*. Plus: How to be the best-dressed girl at the party

276 WAKE UP GORGEOUS
MEGAN DEEM gets the ink on the latest must-do among the preternaturally flawless

280 HAIR
Is yours mousy? Drab? Blah? Fix that now! The secret to superbrightness

290 IT'S *NOT* ALL IN YOUR HEAD
A new book addresses the epidemic of stress illnesses facing women.
By RACHAEL COMBE

306 EXCLUSIVE INTERVIEW! BILL CLINTON
Can the most alpha of males comfortably morph into our next first lady? By REBECCA TRAISTER. Photographed by SARA CULLEY

320 MONEY, SEX, FAME: HOW TO GET WHAT YOU WANT
E. JEAN'S 2007 Lust List

324 KEIRA KNIGHTLEY
She may look like an old-school film beauty, but Keira Knightley has an anarchic streak that breaks the mold. By JEFF GORDINIER. Photographed by GILLES BENSIMON

FASHION

100 SUPPER CLUB
Giorgio Armani hosts an intimate evening full of champagne and secrets for the debut of Nina Garcia's *Little Black Book of Style*

104 DESIGN FOR LIVING
Coach's Reed Krakoff celebrates 10 years at the top of the storied company

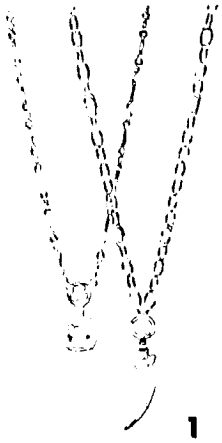
110 HERO WORSHIP
ELLE's fashion insider delves into the lives and work of style icons Tony Duquette, Thom Browne, Rachael Zoe, and others

ELLE (ISSN 0888-0808) (USPS 762-070), December 2007, Volume XXIII, Issue 4, is published monthly by Hachette Filipacchi Media U.S., Inc., 1633 Broadway, New York, NY 10019. Periodicals postage-paid at New York, NY 10001 and at additional mailing offices. Authorized periodicals postage by the Post Office Department, Ottawa, Canada, and for payment in cash. POSTMASTER: Send address changes to ELLE, P.O. Box 53578, Boulder, CO 80322-3578; phone 850-682-7654, fax 303-604-7644; e-mail elle@neodata.com. If the postal services alert us that your magazine is undeliverable, we have no further obligation unless we receive a corrected address within one year.

One-year subscription rate $10.00 for USA and possessions, $42.00 for Canada (includes 6% GST) and other foreign. To order a subscription, call 850-682-7654 or fax 303-604-7644.

Occasionally we share our information with other reputable companies whose products and services might interest you. If you prefer not to participate in this opportunity, please call 850-682-7654 and indicate that to the operator.

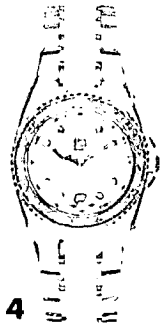
Page 242: Greg Morris; page 246: Marcio Madeira; page 306: Sara Culley; page 323: Gilles Bensimon; page 340: Reed Geh



1

2

3



4

5

ELLE PROMOTIONS

1. HELLMUTH

Distinctive gold chains from Hellmuth's Croco collection are shown with interchangeable pendant enhancers. Inspired by nature, these 18-karat gold chains have a unique crocodile skin texture and pattern, which is also repeated on their lemon-citrine/diamond and croco-tooth/diamond enhancers.

Suggested retail for the lemon-citrine necklace: $6870. Suggested retail for the croco tooth necklace: $5920.

To find your nearest authorized Hellmuth retailer, please call 1.800.774.5586.

2. ABREVA®

The New Abreva Pump: Spot On Design!

Visit abreva.com beginning 11/12/07 to receive your free designer sleeve with each Abreva Pump proof of-purchase while supplies last. Think Fast. Think Abreva

3. GAP: HOLIDAY CLASSICS REDEFINED

Holiday classics are redefined at Gap this season. From colorful brights to crazy stripes, there's something for everyone on your list. Or visit gap.com to shop the full gift collection

4. ESQ SWISS BALI™

Sportive, elegant, and innovative, this chic women's timepiece is crafted in stainless steel with white ceramic accents and a brilliant diamond bezel. It features a white mother-of-pearl dial detailed by diamonds, luminous numerals, and date display.

Visit esqswiss.com or call 1.800.810.2311

5. MASTERCARD®

What would you do with two perfect gifts—one to keep and one to give away? Visit www.priceless.com for details. November 1, 2007 through January 2, 2008.

In addition, enter to win a priceless fashion package from ELLE. Visit the Promos and Events channel on Elle.com to enter to win two tickets to an ELLE New York Fashion Week event in 2008, a consultation with an ELLE merchandising fashion expert, and a year's subscription to ELLE and ELLE Accessories.

XII NUMBER 4 NO. 268

124 WHAT TO WEAR?
Our Fashion Know-It-All answers your questions

129 ELLE FASHION: THE LOOK, TRENDS, AND JEWELS
Art-inspired clothes and accessories...Black and-white stripes...Dior's new shoes and handbags...etc.

162 FASHION WORKBOOK
Seven days of high fashion on the job. Photographed by GILLES BENSIMON

169 ELLE FASHION: NEWS
Zaha Hadid's mobile Chanel museum...Lucian Freud at MoMA...and more

172 ELLE FASHION NEW DESIGNERS
Bensoni's clean tailoring... Paris-based Commun's architectural designs

174 WORLD PITCH
Designer Veronica Etro brings Italian charm to her work and home. By ANNE SLOWIA

242 SURF & TURF, DRESS CODE
Milly designer Michelle Smith finds inspiration for her resort collection in Mexico's Pacific coast; Beatrice Inn chef Julia Jaksic's themed dinner soirees are bringing dressing up back into fashion. By ALEXA BRAZILIAN. Photographed by GREG MORRIS

244 FANTASY ISLAND
Tibi designer Amy Smilovic launches her line of shoes and bikinis with a weekend getaway to the Dominican Republic. By WHITNEY VARGAS

246 HISTORY GIRL
L.A.-based designer and Resurrection founder Katy Rodriguez brings high-end retro cuts to her runway debut. By ALEXA BRAZILIAN

248 HAT TRICK
Designer Alexander Wang mounts his first runway show, a new handbag line, and a collaboration with Manolo Blahnik all at once. By ALEXA BRAZILIAN

330 SHE WEARS THE PANTS
Masculine suiting and soft top layers bring out the new take on tomboy chic. Photographed by CHAD PITMAN

340 LADY OF THE MANOR
Let loose in sexy sportswear inspired by the breezy cool of the '70s. Photographed by TODD COLE

352 DOWN BY THE SEA
On the windswept shores off the coast of France, the season's most romantic knits warm to the occasion. Photographed by MATTHEW BROOKES

FEATURES

96 STYLE DISPATCH FROM: BLOOMSBURY, ENGLAND
LEANNE SHAPTON seeks kindred spirits in central London's historic neighborhood

219 ELLE INTELLIGENCE
This season's new illustrated books...Bob Dylan biopic *I'm Not There*...10 reasons 2007 rocked... and more

297 ELLE LIVING: ENTERTAINING/TRAVEL/FOOD/DESIGN
Christmas with Kate Spade…, travel news. Photographed by JASON FRANK ROTHENBERG

312 IN THE EYE OF THE STORM
Art star Julie Mehretu paints her explosive, political canvases at her own pace. By MIRANDA PURVES

316 THE AGE OF GRIEF
New research suggests we need to revise our bleak picture of how we react to loss. By RUTH DAVIS KONIGSBERG

368 MR. WISE GUY
Actor John C. Reilly tells ANDREW GOLDMAN about his erotic dreams and why you never mess with your leading lady

256 BEAUTY NEWS

258 SPOTLIGHT ON
Snake venom…Top 5 body lotions

260 REALITY SHOW
Beauty expert Molly R. Stern believes there's more to life than makeup. By MEGAN DEEM

264 DIRTY PRETTY THINGS
For a rebellious new generation of perfumers, smelling subtly sexy is hardly the point. By MAGGIE BULLOCK

272 BOY SCOUTS
ELLE's can't-miss cologne guide for guys. By MEGAN DEEM

288 BEAUTY IT LIST

28 CALENDAR
78, 82 MASTHEADS
86 EDITOR'S LETTER
88 MAIL BONDING
92 CONTRIBUTORS
185 ELE SHOPS
362 SHOPPING GUIDE
364 HOROSCOPE
366 NUMEROLOGY

Keira Knightley wears a sleeveless cotton voile dress and chain belt from Chanel, a watch from Tag Heuer, a silver Fink bracelet, pyramid bracelet, and bangle from Mark Savitt, a ring from Chanel Fine Jewelry, and silver plate bangles from Fallon. For details, see Shopping Guide. To get her makeup look, try Naturally Luminous Fluid Makeup in Cameo, Natural Finish loose powder in Merveille, Intense Eye Pencil in Ambre, Quadra Eye Shadow in Sequoia, Inimitable Mascara Multi-Dimensionnel in Noir, Powder Blush in Narcisse, and Glossimer lip gloss in Rose Crystal, all by Chanel. Photographed by Gilles Bensimon. Styling by Joe Zee. Hair by Kevin Ryan for R Session Tools. Makeup by Romy Soleimani for Chanel. Manicure by Kica at Bliss Spa London.

Page 174: Greg Harris; page 253: Eric Traub; page 288: Kevin Cremens; page 316: Henri Berrouet/Corbis

@ELLE.COM

THIS MONTH: SURVIVING THE HOLIDAYS IN STYLE, PLUS **GUIDE TO GORGEOUS HAIR**, AND MORE

KISS & MAKEUP

Our new **Beauty Expert video** shows you the simple steps to get your **favorite runway looks.**

SIMPLY GIFTED

[illegible]

THE MANE EVENT

Our guide to getting perfect hair, no matter its length or texture

OUR HOLIDAY HANDBOOK

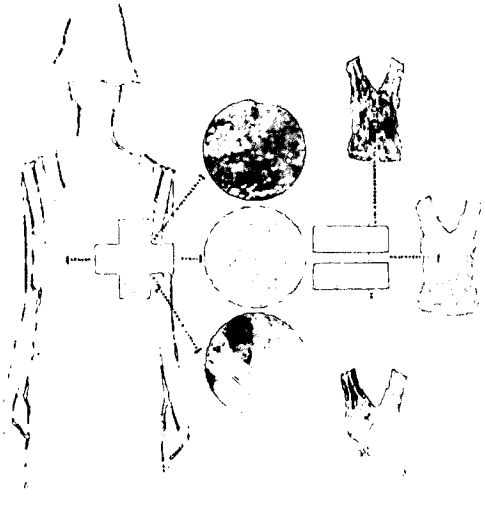
ELLE.com brings you the essential guide to holiday entertaining, easy travel, and smart dressing from the experts who can help with it all.

ELLE ON THE GO

[illegible]

YOURS BY DESIGN

[illegible]



ELLE

ROBERTA MYERS
VP/Editor-in-Chief

JOE ZEE
Creative Director

PAUL RITTER
Design Director

ALEXANDRA S. POSTMAN
Executive Editor

NINA GARCIA
Fashion Director

ANNE SLOWEY
Fashion News Director

EMILY DOUGHERTY
Beauty/Fitness Director

FLORENCE SICARD
Deputy Art Director

SARA E. CULLEY
Managing Editor

FASHION
Accessories Director ELLYN CHESTNUT
Senior Fashion Market Editor JOANN PAILEY *Senior Style and Market Editor* KATE LANPHEAR
Bookings Editor CLAUDINE INGENERI
Accessories Editor NINA STERGHIOU *Fashion Credits Director* TRICIA SCHREIBER
West Coast Editor LILAH SCHECHNER
Associate Accessories Editor KYLE ANDERSON *Assistants* JADE FRAMPTON, JENNIFER GACH, JULIET JERNIGAN *(Bookings)*, MALINA V. JOSEPH, ANNIE LADINO

FEATURES
Senior Features Editors BEN W. DICKINSON, JENNIFER WEISEL *Senior Editor, Living* MIRANDA PURVES
Copy Chief HEATHER McCABE *Research Editor* STEPHANIE FAIRYINGTON
Articles Editor CANDICE RAINEY *Senior Writer* MAGGIE BULLOCK
Senior Fashion News Editor WHITNEY VARGAS *Fashion News Editor* ALEXA BRAZILIAN *Editors-at-Large* LAURIE ABRAHAM, LISA CHASE, RACHAEL COMBE
Associate Articles Editors CAROLINE McCLOSKEY *(Copy)*, CORRIE PIKUL *(Research)*, LILI TAN *(Features)*
Editorial Assistants ELIZABETH ANDRIEN, NICOLE BERRIE, SETH PLATTNER, RACHEL ROSENBLIT

BEAUTY AND FITNESS
Senior Editor MEGAN DEEM
Associate Editor NICOLE CATANESE *Assistant Editor* ROOPIKA NAYAR

Editorial Production Coordinator NINA WEISS

ART AND DESIGN
Associate Art Directors DANNY FISHER, ELVIS CRUZ
Paris Office Coordinator HORTENSE BERNARDIN *International Coordinator* MONIQUE BONIOL

PHOTOGRAPHY
Associate Photo Editor JACQUELINE BATES
Photo Assistant AJA NUZZI *Photo and Bookings Assistant* KOKO NTUEN

PRODUCTION
Director of Production Operations MICHAEL ESPOSITO
Production Director PHYLLIS DINOWITZ *Production Manager* MELISSA JEWSBURY
Prepress Technician ANNE ANDRES *Production Assistant* GEORGIA TODD

ELLE.COM
Executive Editor KEITH POLLOCK
Fashion Market & Accessories Director JOE BEREAN *Fashion Features & News Editor* TRACEY LOMRANTZ
Market Editor CAROL HAN *Assistant Editor* SABRINA COOPER
Art Director ANN TALLEY *Director of Video Production* MARILYN SMITH *Senior Producer* JANE HELMICK *Producers* STACEY GEYER, DEI LEWISON

Contributing Writers RUTH SHALIT BARRETT, CARLENE BAUER, SARAH BERNARD, BLISS BROYARD, ELINOR BURKETT, E. JEAN CARROLL, LISA DePAULO, JED DICKSON, KAREN DURBIN, RICK EID, SUZANNE GERBER, ALLISON GLOCK, ANDREW GOLDMAN, MERYL GORDON, JESSE GREEN, JOSEPH HOOPER, PAM HOUSTON, ALEXANDRA JACOBS, LOUISA KAMPS, RUTH DAVIS KONIGSBERG, DAPHNE MERKIN, HOLLY MILLEA, COCO MYERS, RICHARD PANEK, DANI SHAPIRO, LISA SHEA, LAUREN SLATER, BRIDGETT WAITHER, MEG WOLITZER

GILLES BENSIMON
International Creative Director

WORLD'S LEADING FASHION MAGAZINE
39 INTERNATIONAL EDITIONS
ARGENTINA • BELGIUM (FLEMISH) • BELGIUM (FRENCH) • BRAZIL • BULGARIA • CANADA • CHINA • CROATIA • CZECH REPUBLIC • FRANCE • GERMANY • GREECE HOLLAND • HONG KONG • HUNGARY • INDIA • ITALY • JAPAN • KOREA • MEXICO • NORWAY • ORIENTAL • POLAND • PORTUGAL • QUEBEC • ROMANIA RUSSIA • SERBIA • SINGAPORE • SLOVENIA • SOUTH AFRICA • SPAIN • SWEDEN • TAIWAN • THAILAND • TURKEY • UKRAINE • UNITED KINGDOM • U.S.A.

Alexandra Harnden, *Director of International Editions*; Fabrizio la Cicera, *Publishing Director*, Guelia Pevzner, *Deputy Director*

DANIEL FILIPACCHI *Chairman Emeritus*
RÉGIS PAGNIEZ *Founding Editor*

For information on reprints and e-prints, please contact Brian Kolb at Wright's Reprints, 877-652-5295 or bkolb@wrightsreprints.com

ELLE is published by Hachette Filipacchi Media U.S., Inc. All correspondence should be addressed to: 1633 Broadway, New York, NY 10019. Tel: 212 767 5800. Géraldine de Roquemaurel, Chairman. In the U.S., ELLE is a registered trademark of Hachette Filipacchi Presse, Levallois-Perret Cedex, France. In Canada, the ELLE trademarks (denomination and logo) are owned by France Canada Editions et Publications Inc.

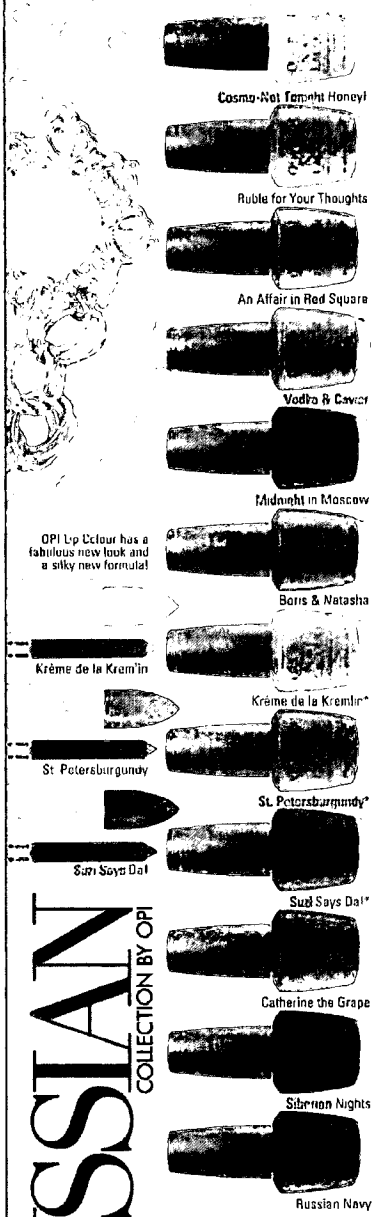
Copyright © 2007 Hachette Filipacchi Media U.S. is part of Lagardère Active, a division of Lagardère SCA (www.lagardere.com)

PRINTED IN THE UNITED STATES OF AMERICA

HFMUS. Hachette Filipacchi Media
www.hfmus.com

MPA

THE ULTIMATE ACCESSORY BY OPI



RUSSIAN COLLECTION BY OPI

*Suzi's Picks, also available in coordinating Lip Colour & Lip Liner

Nail Lacquers feature OPI's exclusive ProWide™ Brush

O·P·I

THE CULTURE OF COLOR

Contains no DBP, Toluene, or Formaldehyde.

Available at Professional Salons, including Regis, Trade Secret, ULTA, JCPenney, Beauty Brands and BeautyFirst
Call 800 341 9999 or visit www.opi.com ©2007 OPI Products Inc

ELLE

CAROL A. SMITH
Senior Vice President/Group Publishing Director

Associate Publishers SAMANTHA M. FENNELL, LORI FROMM, ANNE WELCH
Assistant to the Publisher SHEILA HEAVEY

ADVERTISING

Executive Fashion Directors JUDI STOLOFF SANDERS, LILY AMADO GIVONI
Executive Beauty Director ANNA ARAMAN *Luxury Products Director* BARBARA BOULWARE
Beauty Director KATIE DEVINE *International Fashion Director* LIBBY CONOVER
Accessories Director JUSTIN TARQUINIO
Consumer Products Director MARA GREDICK *Beauty Manager* DANIELLE WARD
Assistants CAMDEN JANNEY, LAUREN JOHNSON, CAROLINE PAGE-KATZ, JESSICA STEPHENS

MARKETING & PROMOTION

Vice President, Group Marketing BARBARA H. FRIEDMANN
Executive Director, Marketing BRENT ALLEN *Creative Services Director* CHRISTINE PATTON
Integrated Marketing Director ZOE ABBOTT *Marketing Director* LIZ HODGES
Director, Merchandising and Promotion ERIC JOHNSON *Brand Development Director* ANNE WEINTRAUB
Fashion Merchandising Director ERIN LOOP *Art Director* EDUARDO LARIOS
Traffic Manager TARA MOLLOY *Merchandising Managers* KELLY SON, CAITLIN WEISKOPF
Marketing Manager HOWARD LADD *P.R. Manager* ERIN KAPLAN *Associate Art Director* JILL SERRA
Merchandising Coordinators CASEY MARKS, KAITLIN McGIRL
Marketing Assistant GINA SPITALIERI

ADVERTISING OPERATIONS

Advertising Business Director JEANINE TRIOLO
Advertising Services Manager SHANON TIGHE
Advertising Business Coordinator RHEANNON SERINO

CIRCULATION

Vice President, Circulation Business and Strategy PHILIP KETONIS
Director, National Sales EDWARD LIENAU *Director, Group Circulation* WILLIAM CARTER
Senior Director, Retail Newsstand Marketing WILLIAM MICHALOPOULOS
Circulation Director JOHN KAYSER

ELLE.COM

Sales Director ANN MARIE MacDOUGALL *Consumer Products Manager* RACHEL GOLDSTEIN
Beauty Sales Manager GRETA FISCHER *Fashion Sales Manager* ALISON KOPLAR
Advertising Coordinator JOANNA CHARNECO

BRANCH OFFICES

WEST COAST *Director:* SANDY ADAMSKI
5670 WILSHIRE BOULEVARD, SUITE 500, LOS ANGELES, CA 90036 TELEPHONE 323-954-4825 FAX. 323-954-4896
WEST COAST *Director:* EILEEN RIVKIN
601 MONTGOMERY STREET, SAN FRANCISCO, CA 94111 TELEPHONE: 415-249-9409 FAX. 415-249-9419
Assistant JENNIFER MAGANA (TELEPHONE. 323-954-4822)
MIDWEST *Director:* HEATHER BARNES LAGERGREN
500 NORTH MICHIGAN, SUITE 2100, CHICAGO, IL 60611 TELEPHONE: 312-923-4834 FAX 312-832-1686
Assistant: HOLLY GOTFREDSON
ATLANTA *Southeast Manager:* KATIE HOBBS
2970 CLAIRMONT ROAD, SUITE 800, ATLANTA, GA 30329 TELEPHONE: 404-982-9969 FAX. 404-982-9565
DETROIT *Account Manager:* ANNE O. GREEN
HACHETTE MAGAZINE NETWORK, 100 BIG BEAVER ROAD, SUITE 655, TROY, MI 48084
TELEPHONE. 248-729-2123 FAX. 248-729-2149
Office Manager: MICHELLE MAGUIRE

Vice President, Group General Manager RON MINUTELLA *Business Director* CAROL CORNELL
Office Manager REBECCA GOVERNALE *Editorial Business Manager* CYNTHIA YEUNG

HACHETTE FILIPACCHI MEDIA U.S. *Chairman* GÉRALD DE ROQUEMAUREL
President and Chief Executive Officer JACK KLIGER
Executive Vice President and Chief Operating Officer PHILIPPE GUELTON
Executive Vice President and General Counsel CATHERINE R. FLICKINGER
Senior Vice President and Chief Financial Officer ANTOINE DE NOYER
Senior Vice President and Chief Technology Officer TOM DONOHUE
Senior Vice President, Corporate Communications ANNE LATTIMORE JANAS
Senior Vice President, Consumer Marketing THOMAS MASTERSON
Vice President, Human Resources and Benefits EILEEN F. MULLINS
Senior Vice President, Manufacturing and Distribution ANTHONY R. ROMANO
Senior Vice President, ELLE Group Publishing Director CAROL A. SMITH
Senior Vice President, Corporate Sales and Marketing PAUL TURCOTTE
Senior Vice President, Director of Digital Media MARTA WÖHRLE

INTERNATIONAL SALES

Global Sales Director DAWN ERICKSON E-MAIL DERICKSON@HFMUS.COM

21 SALES OFFICES WORLDWIDE

FRANCE LGA PARIS VALERIE WRIGHT, FASHION DIRECTOR, 23 RUE BAUDIN, 15A 91021 92538 LEVALLOIS-PERRET CEDEX PARIS
TELEPHONE 33 1 41 34-8188 FAX 33-1-41 34-8420 E-MAIL VWRIGHT@LGA.COM
ITALY LGA MILAN, GIORGIO GRASSI, VIA DELLA MOSCOVA #46/3, 20121 MILAN
TELEPHONE 39-02-626-944 41 FAX: 39-02-626-900-10 E-MAIL GIORGIO@HFGA.IT
UNITED KINGDOM LGA LONDON, EVA TWINE PROBST, 64 NORTH ROW, LONDON W1K 7LL
TELEPHONE 44-207 150-7430 FAX 44-207-150-7439 E-MAIL EVA.TWINE@LGALONDON.CO.UK
AMSTERDAM • BANGKOK • DUBAI • GENEVA • HONG KONG • ISTANBUL • LONDON • MACAU • MADRID • MILAN • MUMBAI • MUNICH • NEW YORK • PARIS • SÃO PAULO • SENGAMOR • SEOUL • SINGAPORE • STOCKHOLM • TAIPEI • TOKYO • TORONTO

HFMUS. Hachette Filipacchi Media www.hfmus.com

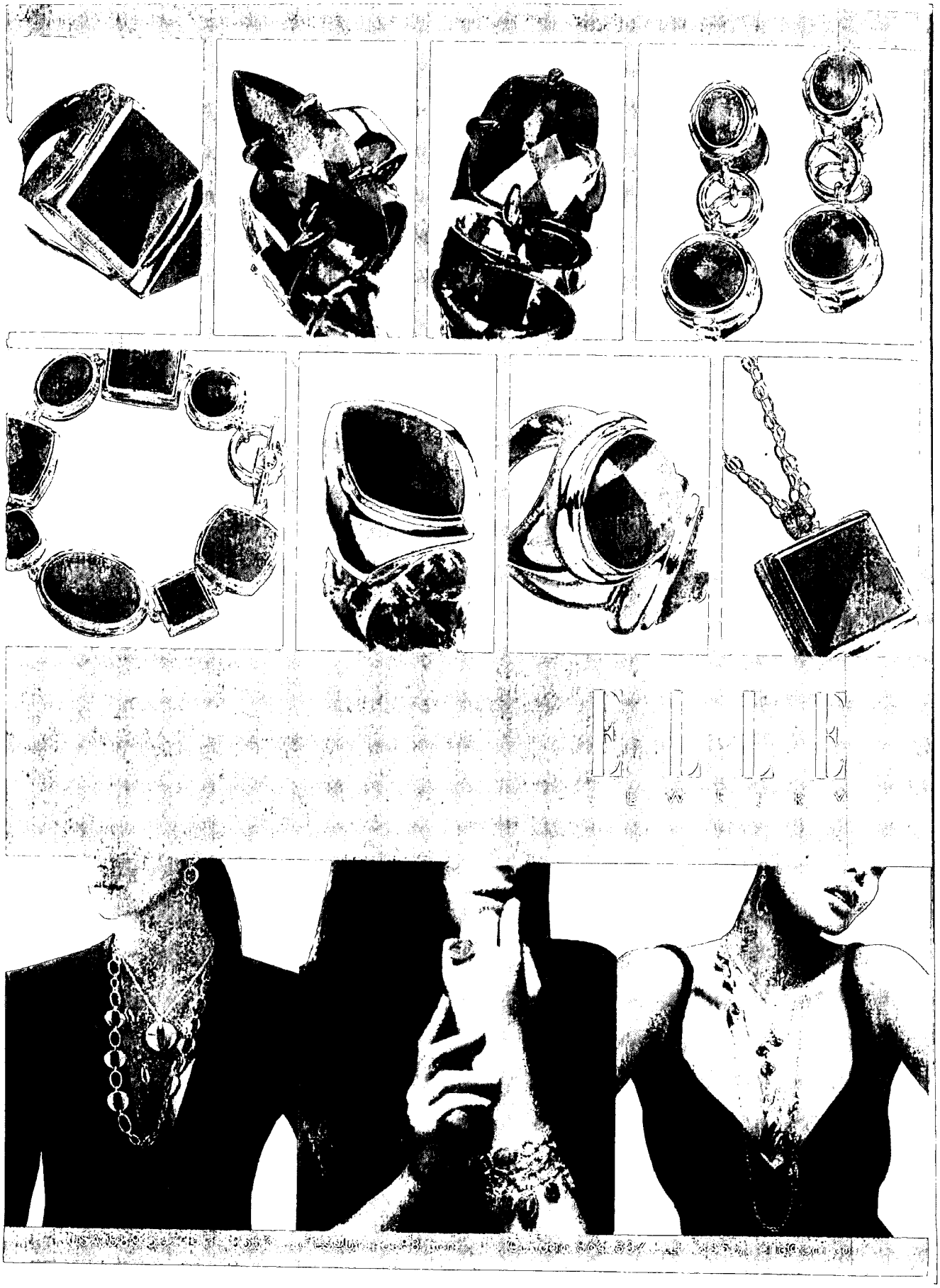
ABC

ELLE

CONTEMPORARY COLLECTION

ONLY AT **KOHL'S**

Available at select stores and Kohls.com/elle.



Advertisement

Every Model

Every Beauty Look

Every Episode

Vis

elle.com/lorealparis

Project Runway

L'Oréal Paris

Brought to you by L'ORÉAL PARIS

Project Runway

Watch every Wed @ 10/9c only on Bravo watch what happens

MIRAMAX

The "ELLE's Lettres" Grand Prix 2007

For six years running, each new crop of 180 Readers' Prize jurors (15 fresh volunteers every month) has flashed an independent streak. Their rigorous reading—they must get through three books in as many weeks to pick a monthly winner, then take on five other Grand Prix contenders during the course of the summer—has elevated unsung novelists over literary superstars and favored quirky subjects (an Iranian exile's memoir here, an account of teaching writing to hard-core juvenile offenders there) over more predictably popular nonfiction fare. This crowd proved to be no different. We're again proud to present their picks for book of the year:

FICTION: LAURA MORIARTY

THE REST OF HER LIFE (HYPERION)

Moriarty's neglected second effort, after her widely praised and fairly successful debut, *The Center of Everything* (2003), rose above novels by Joyce Carol Oates, Jonathan Lethem, Ann Packer, Jane Hamilton, Alice Hoffman, Alice McDermott, Annie Dillard, and 28 other authors to earn our readers' highest esteem. Maybe next time Moriarty will win the attention she evidently merits in literary journals and Sunday book reviews; or—as with all too many works labeled "women's fiction"—maybe not.

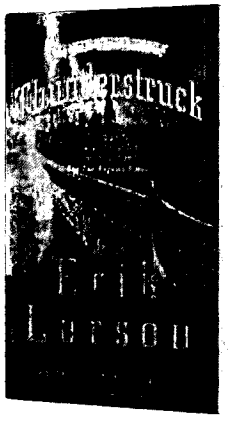
With this book, Laura Moriarty has written the bible on the generational pain that mothers and daughters inflict upon each other, even in the face of enduring love. When a teenager accidentally runs down another girl in a crosswalk, the roots of her conflict with her mother are exposed—roots that have no clear beginning or end. Emotions reverberate and change the lives of everyone who surrounds them, including the dead girl's mother.—Kathryn Hanson, Eau Claire, WI

The Rest of Her Life *beautifully captures the essence of female relationships: the secret language of teenage girls, the idiosyncrasies of "mature" female friendships, the unspoken yet unbreakable bond between sisters, and most important, the mysterious relationship between mothers and daughters.*—Ginny Gettemeier, Washington, DC

nonfiction: ERIK LARSON

THUNDERSTRUCK (CROWN)

He proved himself a master of historical narrative with his perennial best-seller about a serial murderer at the Chicago World's Fair, 2003's *The Devil in the White City*—itself a Readers' Prize finalist that year. Now Larson takes home the laurels with his saga about Edwardian detective work and technology, thus giving the lie to some blinkered assumptions about the tastes of readers of women's and fashion magazines.

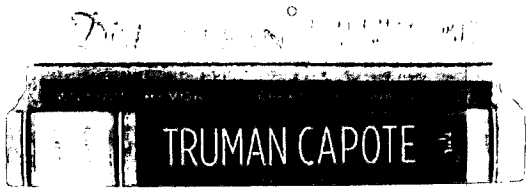


In 1910, a ship captain discovers that a wanted murderer is among his passengers. He makes use of his new radio, and immediately the whole world is privy to his secret; only those onboard the ship are still oblivious. Here is where it begins: the media making possible, and even enjoyable, our irresistible voyeurism toward the hidden lives of others.—Elissa Elliott, Rochester, MN

In the modern era of cell phones, BlackBerries, and nonstop text messaging, it is easy to forget how much the invention of the radio revolutionized society only a century ago. Larson brilliantly interweaves Guglielmo Marconi's struggle to develop wireless communication with what was, in its day, the "crime of the century," Hawley Crippen's murder of his wife. The denouement, in which Marconi's invention is used to capture Crippen as he and his lover flee on a transatlantic crossing, reads like a crime thriller, perfectly tying the two together.—Candace Horgan, Aurora, CO

Lettres shortlist

- **William Trevor's** new collection, ***Cheating at Canasta*** (Viking), gives us 12 nonpareil stories dealing in sibling sorrow, marital infidelity, widowhood, the emotional tug of ancestral land, and the shock of truths suddenly revealed, each tale turned out with quiet elegance and profound insight.
- From the "gamy earthy body odor" coveted by ancient Egyptians as a powerful aphrodisiac to "cleaner-than-clean" modern North America's hygiene obsessions, **Katherine Ashenburg's** enlightening chronicle ***The Dirt on Clean: An Unsanitized History*** (North Point Press) bares the complex culture of cleanliness and its pivotal roles in war, illness, murder, scientific discovery, and courtship.
- ***Portraits and Observations*** (Random House) showcases master stylist **Truman Capote's** entire short nonfiction oeuvre, including celebrated pieces ("The Muses Are Heard") as well as obscurities like his Q&A self-portrait and the newly discovered "Remembering Willa Cather."—L.S.

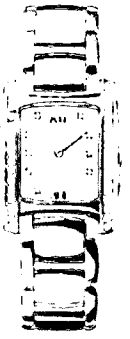


Moriarty: courtesy of Hyperion; Larson: Mary Cairns; all still lifes: Len Lagrua

1

ELLE

2



3

4

1. BANANA REPUBLIC

Share the gift of color. Celebrate the season with our collection of brilliant gifts in bold colors. Visit Banana Republic for one stop shopping– something special for yourself and the ultimate gifts for everyone on your list.

BananaRepublic.com or 1.888.BRSTYLE.

2. LESLIE GREENE

This holiday, extravagant style rules with the Monarch collection from fine jewelry designer Leslie Greene. Deck yourself in the perfect ornament– the glamour of diamonds set in intricate Victorian-inspired cuff and pendant. Visit lesliegreene.com

3. EBEL BRASILIA

The timeless beauty of the Ebel Brasilia Collection is revealed in a harmony of sensual curves and modern lines. Shown here, the Brasilia in stainless steel and 18K gold with mother-of-pearl dial and diamonds.

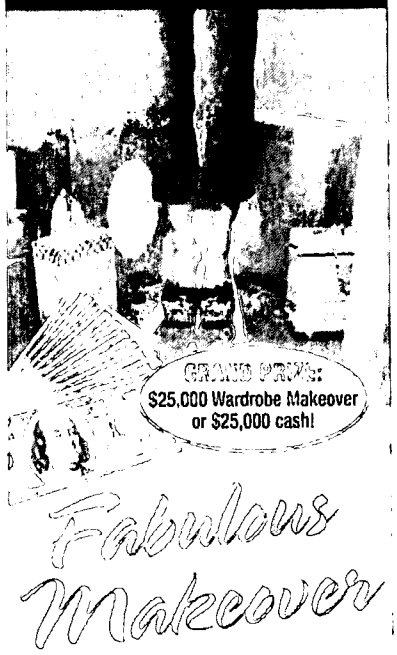
For more information, visit ebel.com or call 1.800.920.3153.

4. NINA SHOES

Join ELLE, Nina, and Macy's for a fun-filled fashion fete at Macy's Water Tower, Chicago, December 1, 2007, from 1-3 PM. Receive lots of goodies, including Nina Garcia's *The Little Black Book of Style*, and see the hottest trends in footwear for the holidays.

For more information and to RSVP, please call 1.888.367.3553.

ELLE



ENTER TO WIN $25,000!

At *Elle*, we value your opinions! That's why we're inviting you to sign-up today at www.elle.com/dreams to participate in future surveys and for a chance to win big in the ***Dream of a Lifetime Sweepstakes.*** When you enter, you'll be eligible to win one of over 1,000 incredible prizes including:

FIRST PRIZE: 3 Carat Diamond Tennis Bracelet - *a $2000 value!*

SECOND PRIZE: Schwinn® Elliptical Trainer - *a $1000 value!*

THIRD PRIZES: Sharper Image© Professional Steamer - *a $100 value! (50 prizes)*

FOURTH PRIZES: Helbros Dress Watch - *a $64 value! (1000 prizes)*

or the **GRAND PRIZE: $25,000 Wardrobe Makeover** or **$25,000 in cash!** No purchase is necessary, but hurry – you need to be entered to win!

For official rules and details, visit:

www.elle.com/dreams

NO PURCHASE NECESSARY TO ENTER. Sweepstakes Begins [illegible] Sweepstakes open to legal United States and Canada residents and to residents of other countries and U.S. territories and possessions only where offered & permitted by law. Void where prohibited by law. For a copy of the official rules which govern this Sweepstakes, visit www.elle.com/dreams or write to: "Dream of a Lifetime Sweepstakes" Official Rules c/o Ventura Associates Inc. Customer Service 1040 6th Avenue, New York, NY 10018. Sweepstakes registered by Ventura Associates, Inc. 1040 6th Ave. NY, NY 10018 & may be presented in different creative presentations by other participating sites (the "Participating Promotions").

ELLE INTELLIGENCE BOOKS

The "ELLE's LETTRES" Readers' Prize 2008

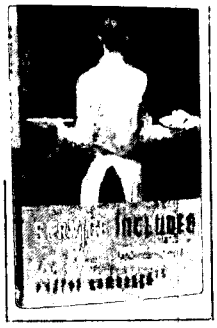
Food, romance, and the romance of food suffused our first nonfiction round of '08. When expat software exec Kathleen Flinn lost her job in London, she went to cooking school in Paris—a gambit that paid off here, as her memoir handily won this month over first-timer Phoebe Damrosch's account of serving at Thomas Keller's showcase Manhattan restaurant, Per Se, and a food-and-family meditation by James Beard Award winner Laura Schenone (*A Thousand Years Over a Hot Stove*).

1. KATHLEEN FLINN THE SHARPER YOUR KNIFE, THE LESS YOU CRY (VIKING)

Many of us fantasize about going to culinary school, and almost everyone has at some point dreamed of living in Paris; who wouldn't want to quit her job, move to France, attend Le Cordon Bleu- and have her new boyfriend follow her, to boot? Flinn's journey is funny, romantic, and mouthwatering. As her gourmet skills grow, so does her experience of Parisian life—engaging in small talk at the *boulangerie*, making friends at the wine shop, and partying with her landlord.—*Thien-Kim Lam, Silver Spring, MD*

Flinn's memoir of abandoning her corporate career to become a chef combines the suspense of shows like *Top Chef* with cliché gushings over all things French, as well as over her remarkably nondescript boyfriend. She manages to portray classmates and instructors distinctly and intriguingly, but her puppyish romance with her fiancé resembles a sappy chick-flick formula.—*Alison Borin, Kansas City, MO*

2. PHOEBE DAMROSCH SERVICE INCLUDED (WILLIAM MORROW)

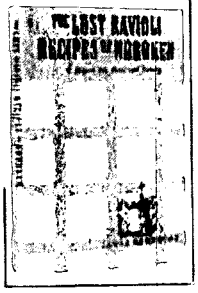


In this account of how Damrosch worked her way up from busser to captain at a five-star restaurant in New York City, the inane requests of upscale diners color her tales of life behind the scenes, and we discover how the creation of a seemingly effortless meal service is less an art than a science.—*Kate Esposito, Crofton, MD*

Damrosch is at her best when she's confiding the ins and outs of a swanky restaurant, spilling details of elaborate food preparation and service, but the particulars of her personal life weigh down this otherwise good read. At Per Se, servers were trained to be unobtrusive; Damrosch's story, too, might have been more successful had she gotten a bit more out of the way.—*Kate Cooper, Arlington, VA*

Service Included is like an *amuse-bouche*: full of flavor and appetite-enticing promise but, sadly, not a long enough visit behind the kitchen doors to quiet the rumbling stomach.—*Cynthia Chisholm, St. Petersburg, FL*

3. LAURA SCHENONE THE LOST RAVIOLI RECIPES OF HOBOKEN (NORTON)



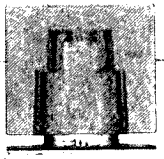
If you lean more toward Margaret Mead than Martha Stewart, Italian-American foodie Schenone's quest for a great-grandmother's ravioli recipe, which draws her from New Jersey back to her family's roots in Liguria, is fascinating and memorable. While the recipes and cooking tips are useful, ultimately the connection to family and tradition gives this book its special appeal.—*Julie Kronenfel, Stamford, CT*

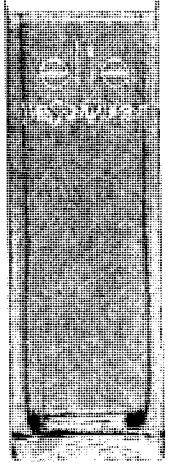
Schenone's account shines when she focuses on the complexity of aromas and nuances in flavor, and how these aspects of the recipes we love most, derived from distant times and places, strike a chord in our memories and evoke a feeling of home. But Schenone's parallel chronicle of family history lags behind her drive and enthusiasm for pasta; her soul-searching pales in comparison to the story of her true protagonist, ravioli. —*Alison Borin, Kansas City, MO*

Ler Lagrua

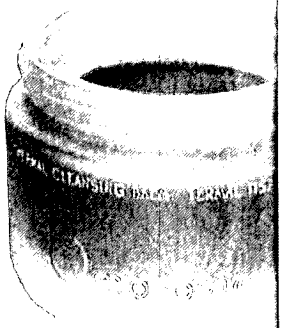
To join our Readers' Prize program, e-mail us at eagerreader@elle.com for details.

NEWS



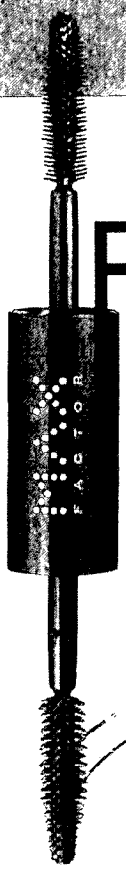


SHE'S THE ONE
How to please the modern stylish woman? If you're Yves Saint Laurent Parfums, you dress her in a sleek fuchsia sheath, sprinkle her with notes of peony, patchouli, and vetiver, and call her—what else?—"elle" (at left). We couldn't have said it better ourselves.



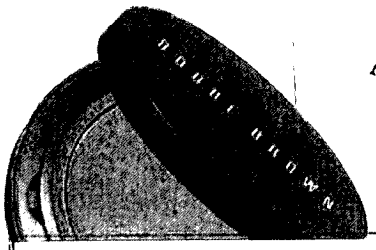
BALMY DAYS

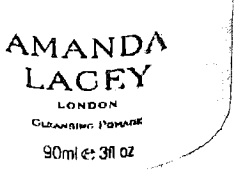
The pore-obsessed Japanese introduced us to cleansing oils; now we're taking a cue from British beauties by washing with balms. "Oil acts like a magnet to oil," says David Orentreich, MD, an assistant clinical professor of dermatology at the Mount Sinai School of Medicine in New York City, who consulted on Clinique Take the Day Off cleansing balm, a current hit with the Brits. Other London faves: Cleansing Pomade (below), from *über*-facialist Amanda Lacey, contains palm wax and calendula oil; and Omorovicza Thermal Cleansing Balm (above) incorporates mineral-rich Hungarian black mud and sweet almond oil.



LASH FRONTIER

Christian Louboutin Anémone stilettos (the ones with a giant satin bow) instantly upgrade the most workaday outfit to cocktailworthy status; a sweep of Max Factor Vivid Impact Highlighting Mascara (at left, in Blazing Black) does the same for lashes. Every double-ended tube contains a dark base color (like brown or black) and an iridescent topcoat (such as gold, burgundy, or pink). The net effect is the same as a sheer, bright lip gloss—a highly reflective tint. For those who eschew subtlety, opalescent Givenchy Lash Sparkles gel adds silver glitter to lash tips.





POWDER PLAYERS

Like iPhones and hybrid SUVs, compact foundations are ever-evolving. "The new versions don't have that scary pancake look," says NYC makeup artist Rachel Goodwin. "Instead, they blend into skin like a tinted moisturizer but won't spill in your bag." Goodwin uses Chanel Teint Innocence Naturally Luminous Compact Makeup (at left, middle)—a solid form of the semi-matte liquid foundation—on clients such as Hilary Duff and Selma Blair. ("If you fold the sponge in half," Goodwin says, "you can concentrate color under the eyes and use it as a concealer, too.") Giorgio Armani Designer Modeling Compact Foundation (far left) comes with a dense brush to ensure an invisible finish, and Bobbi Brown Moisturizing Cream Compact Foundation (above), offered in a something-for-everyone range of 17 shades, contains hydrating avocado oil for extra-smooth coverage.

Top left: Michael Leis; all still lifes: Steven Krause

SPOTLIGHT ON: SNAKE VENOM

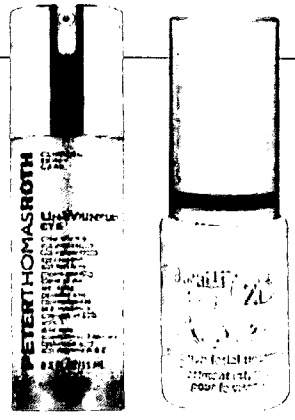
Talk about a shot heard round the world: Ever since the first forehead was smoothed with injections of botulinum toxin, skin-care visionaries have been racing to capture Botox's benefits in a jar. Preliminary tests have proven that applying a mixture of injectable botulinum toxin Type A in a carrier cream reduces underarm sweating, but FDA approval for a wrinkle-minimizing, Botox-based face lotion is years away. (Not that it has stopped the 3.2 million Americans annually who get the shot.) Meanwhile, mad scientists have been tweaking another of nature's neurotoxins—snake venom—hoping to capitalize on the poison's muscle-relaxing powers (used by vipers to stun prey) while eliminating its bummer side effects (paralysis, death).

Like many other antiaging ingredients, snake venom has a respectable history as a pharmaceutical workhorse. In ACE inhibitors it treats high blood pressure as well as other cardiovascular disorders, while as an anticoagulant it manages bleeding during surgery. In vitro research has demonstrated that snake venom stunts tumor growth by damaging the blood vessels that supply the tissue with nutrients and oxygen; a study in *Toxicon*, the official journal of the International Society on Toxinology, revealed that injections of a compound found in viper venom impeded the growth of human breast cancer cells in mice.

But it's the poison's paralyzing effects that skin-care companies such as Sonya Dakar, Z.Bigatti, and Peter Thomas Roth hope to re-create. All have launched over-the-counter products that share the same active ingredient, a pharma-grade synthetic peptide modeled on the venom of a southeast Asian temple viper and developed by Pentapharm, a Swiss company that owns a 10,000-species snake farm. Pentapharm claims its chemical, called syn ake, penetrates skin to block the nerve receptors that stimulate muscle movement. A company-funded double-blind study showed that volunteers had a 52 percent decrease in forehead wrinkles after 28 days of twice-daily use of a syn-ake-laced cream; however, no independent research has been published.

The idea that any ingredient obsessive who has already weeded the parabens, phthalates, and even sulfites out of her medicine cabinet would deliberately seek items starring a toxin seems insane. (Of course, according to the *New York Post*'s Page Six, such concerns didn't stop one female Academy Award–winning, macrobiotic-eating yoga devotée from stocking up on syn-ake-based UltraLuxe-9 cream during a recent visit to Dakar's L.A. outpost.)

Those who swear by Botox will want to stick with it. "Massaging in a neurotoxin topically isn't nearly as potent as injecting it," says Fredric Brandt, MD, a dermatologist in New York City known as the "baron of Botox." Still, he suggests spot-applying these antiagers only to areas where the injectible would be placed underneath the skin, such as forehead lines and crow's-feet. Says Brandt, "Why would you even *want* to paralyze every facial muscle?"—NICOLE CATANESE



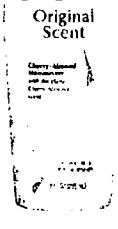
FREEZE FRAME: (From left) Smooth wrinkles with syn-ake-infused Peter Thomas Roth Un-Wrinkle Eye cream; Z.Bigatti Rescue serum

ELLE TOP 5

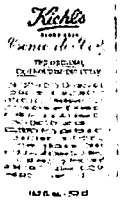
SKINTIGHT: YOUR ELLE.COM VOTES RANKED THESE MOISTURIZERS AS THE ULTIMATE HEAD-TO-TOE TREATMENTS

CLASSIC BEAUTY "Superrich" **Nivea Creme** "moisturizes alligator scales and flakes," leaving skin "naturally beautiful."

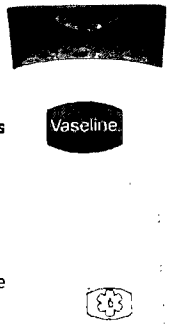
SENSITIVE SIDE **Avon Moisture Therapy Body Lotion** "really works" to heal chapped skin; it "is absorbed quickly and feels wonderful."



ORIGINAL WORK You "slather on" **Jergens Original Scent** lotion because of its "clean fragrance" and airy formula that "goes on light but gives lots of moisture."



NATURAL WONDER "Itchy winter skin is soothed" with **Kiehl's Creme de Corps.** The "light, not greasy" almond, avocado, and sesame seed oil blend "makes skin velvet-soft."



PRIMARY CARE **Vaseline Intensive Rescue Moisture Locking Lotion** "relieves even the driest skin"; it's especially good for "heels, knees, and elbows."

All still lifes: Steven Krause

Log on to ELLE.com/Top5 to vote for your beauty favorites and view past poll results.

HSN Holiday Style Presented by ELLE

See the new holiday collection from Sharif plus hot trends from Miss Tina by Tina Knowles, Adrienne Landau, Calla, RJ Graziano and more

Watch HSN November 25-27 or visit hsn.com anytime

For SCOOP fashions shop SCOOP STYLE on HSN.com

there's no place like...
HSN

STYLE360 created a glittering platform for hip designers and stylish brands via runway shows, product displays and sampling, retail exhibits, parties, and much more. Making its mark on the New York fashion scene and beyond, the 2007 STYLE360 hosted nine international designers, all of whom flaunted their 2008 spring collections while editors, industry influentials, and celebrities took in the chic fashions, gorgeous models and exciting sounds.

The spirit of collaboration was visible everywhere at STYLE360, with multiple designers working closely with the four presenting sponsors.

Mercury, the award-winning automotive brand known for its innovative interior and exterior design, presented its second-annual Mercury Style Award to designer Niti Lotan. Additionally, the Mercury Mariner's sleek contours could be spotted everywhere — flanking the runway, turning heads on the red carpet, and posing in the atrium of high-end department store Henri Bendel.

Nikon, the world-leading imaging technology company, brought famed photographer Mark Seliger and Ghita designer Alexis Phifer together to deliver a crowd-pleasing show. Alexis created four one-of-a-kind dresses that incorporated Mark's breathtaking photographs. The final touch was models sashaying down the runway, snapping photos with the new Nikon COOLPIX S5c digital cameras.

MAX Factor, the official make-up of STYLE360, worked with all the designers to develop distinctive looks for each model using their new Maxilicious gloss collection and mascara – Volume Couture, while a consumer touch-up station provided fashion show attendees with makeovers. MAX Factor also hosted a packed-to-the-rafters STYLE360 after-party at the modern showroom BoConcept.

As "Hairapy" samples were distributed to all attendees at the Metropolitan Pavilion, hair care sponsor Sunsilk brought their hair styling team to shape the bangs, curls and tresses of a fleet of models for two designer shows.

At the final star-studded STYLE360 after-party, several brands joined forces for a silent auction to benefit the organization Keep a Child Alive. Items auctioned off included: a Nikon D40 digital camera, a Henri Bendel gift certificate for a day of indulgence, and the four Ghita dresses featuring Mark Seliger photographs.

Special thanks to: Hpnotiq, Anheuser-Busch, Corio, IZZE, Brunschwig & Fils, NuKitchen and Christo Fifth Avenue.

To get more info on all of the STYLE360 designers and sponsors, and to view more photos, go to www.elle.com/style360.

HPNOTIQ hint. BoConcept YOUARONTHLIST.COM

DECEMBER 2008
ELLE THE WORLD'S BIGGEST SELLING FASHION MAGAZINE
AY TO
GHT
RESSING
STYLE PICKS
& TIPS
DECEMB
KAT
BECKINSAL
ON HER BODY
VICTORIA &
LIFE IN LA
ASHION
& SHOPPING
WHAT TO BUY & HOW YOU WEAR IT
The 10 best HIGH-STREET dresses, KILLER HEELS,
+ SEXY JEWELS
PLUS
haircut for all of you

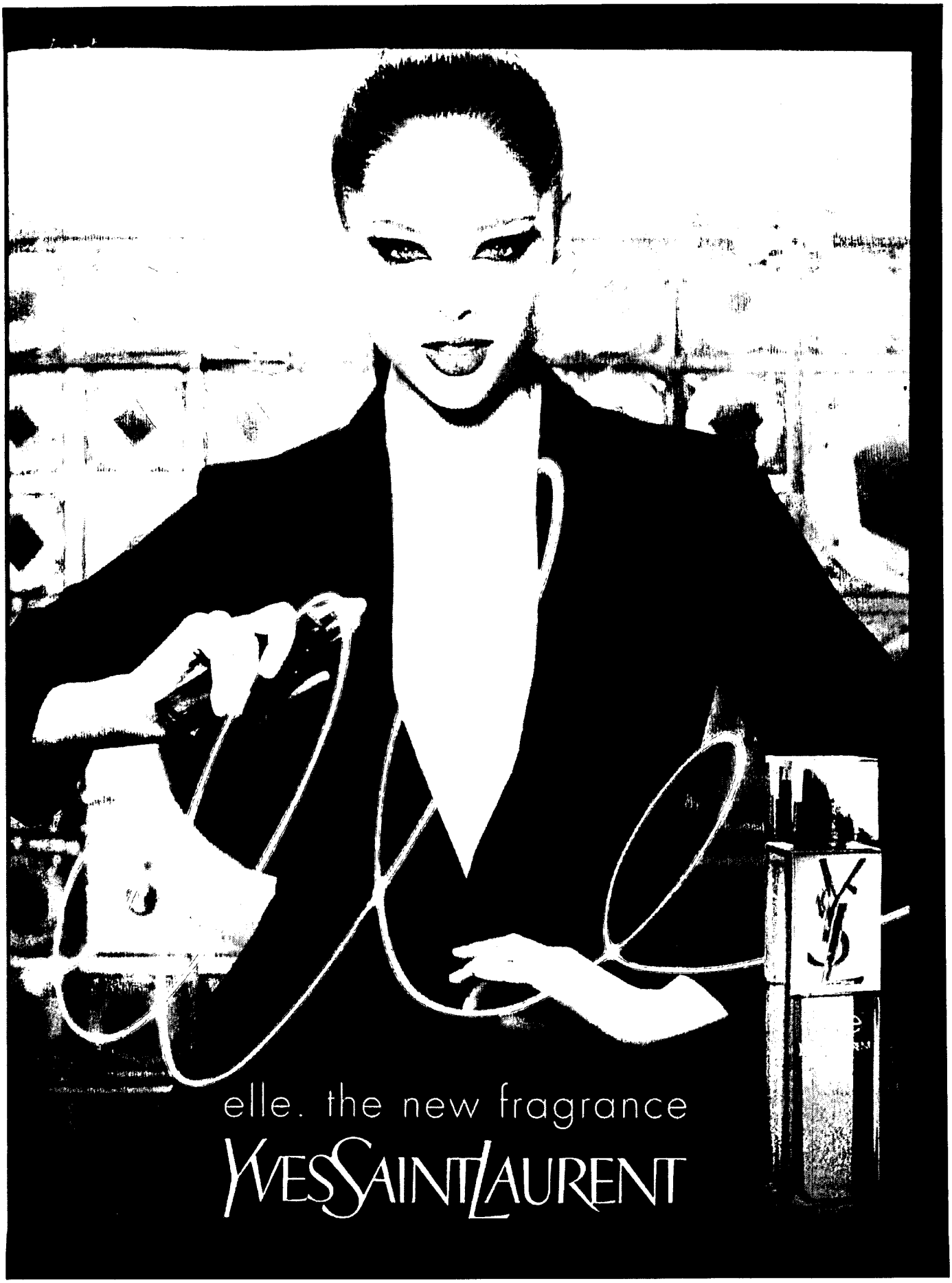

elle. the new fragrance
YVES SAINT LAURENT

EXHIBIT 9

Enter your e-mail address Sign Up for What's New

HOME MY ACCOUNT WISH LIST SHOPPING BAG CHECKOUT

SEEN IN THE PRESS STORE LOCATOR

Home ›

Welcome! / Log in / Create an account

SHOP

WOMEN'S FRAGRANCE
MEN'S FRAGRANCE
MAKE UP
SKIN CARE

YSL MUST HAVES
WHAT'S NEW
LIMITED EDITIONS
ONLINE EXCLUSIVES

SEARCH PRODUCTS

GO >

Site Map Customer Service Privacy Policy Terms and Conditions Copyright © 2007 YSL Beauté

9

SEARCH RESULTS

2 results for ELLE

Sort By Best Matches

Showing 1 - 2 of 2

Refine your search

Select filters below to narrow your results

COLLECTION

ELLE YVES SAINT LAURENT ENERGIZING BODY LOTION

Energizing Body Lotion

0.6 fl. oz.

$45.00

QUICK SHOP View Details

ELLE YVES SAINT LAURENT EAU DE PARFUM SPRAY

Eau de Parfum Spray

Multiple Sizes

$78.00 - $109.00

QUICK SHOP View Details

Showing 1 - 2 of 2

EXHIBIT 10

10

Cosmetic World®

NOVEMBER 5, 2007 | The Business of Beauty | Vol. XLIII / No. 43

BULLETIN

CAROLINE GEERLINGS JOINS PRESCRIPTIVES

Caroline Geerlings

Caroline Geerlings will leave her post at M·A·C to head the **Prescriptives** brand as senior vice president and general manager, effective November 26.

-Continued on Page 555

THE AMERICAN DREAM

Model Mona Johannesson channels old-school Hollywood.

Tommy Hilfiger will release a new women's fragrance this February—the first since his image re-haul and the major revamp of his fashion line. Called **Dreaming**, the fragrance is "sensuous" and "sophisticated" with peach, floral and wooden notes, according to

-Continued on Page 555

CHANEL APPOINTS PETER PHILIPS

As of January 1, **Peter Philips** will head the makeup creation division at **Chanel**, a role formerly shared by partners **Dominique Moncourtois** and **Heidi Morawetz** for almost 30 years.

-Continued on Page 555

Beauty at its Best on the Côte D'Azur

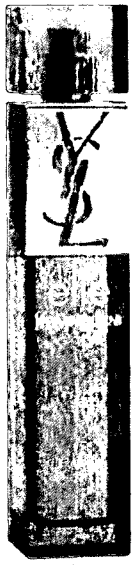
This year's **TFWA World Exhibition** in Cannes was a huge success, with a grand total of 5,676 visitors and 1,811 exhibitors—a 6% increase in visitors and a 10% increase in exhibitors from last year. The numbers for **Luxe Pack Monaco**'s 20th anniversary were equally encouraging: a total of 6,121 visitors—a 9.5% increase—and 330 exhibitors.

The TFWA World Exhibition conference kicked off on Monday, October 22, with a presentation by **Neil Armstrong** and others on the theme, "60 Years of Duty Free: A New Moon Rising." Other highlights of the week included **The Estée Lauder Companies**' annual party at the Majestic Barrière, which is about to undergo a major refurbishing. The festive party this year—held on the evening of October 22—inaugurated **MAC**'s new holiday collection, Antiquitease. On that same night, **Parlux Fragrances** celebrated some of its latest scents with a party on the harbor.

-Continued on Page 546

Y.S.ELLE.

Yves Saint Laurent Beauté is launching its newest women's fragrance online. **Elle Yves Saint Laurent** will launch exclusively on November 8—the same day that the brand unveils its new e-commerce site, www.yslbeautyus.com.



The bottle mixes masculinity and femininity with its clean, linear structure and bright fuchsia color—"very YSL," Ms. Gormon said.

After it is released as an advanced preview online, Elle hits select department and specialty stores mid-March. It arrived in Europe last month, and hits Asia next year.

Coinciding a fragrance release and a website launch is an innovative move for the classic French fashion house, but in order to stay ahead of the curve, "you must differentiate yourself," said **Gillian Gorman**, vice president of marketing, YSL Beauté, who noted that the move was innovative, but "not novel for the sake of being novel."

-Continued on Page 548

FGI HONORS RULE BREAKERS

"Success is like a great bottle of perfume," said the designer **Alber Ebaz**, accepting his award at **The Fashion Group International**'s 24th Annual Night of Stars gala. "It smells great, but don't drink it; it will kill you."

Jean Paul Gaultier escorts actresses Lauren Bacall and Kerry Washington.

Mr. Ebaz, the artistic director of **Lanvin** women's Pret-à-Porter collection, was one the evening's five fashion honorees—an illustrious circle which included designers **Hussein Chalayan** and **Rick Owens**, **Bottega Veneta** creative director **Tomas Maier**, and the gala's headlining honoree and recipient of the Superstar Award, **Jean Paul Gaultier**.

The evening's theme was industry "Rule Breakers," and Mr. Gaultier, who

-Continued on Page 552

Cosmetic World, founded in 1966, is published by The Ledes Group Inc. Neither Cosmetic World News of the U.K. nor Cosmetique News of France has any affiliation with our premier international newsweekly. ©2007 Cosmetic World, a division of The Ledes Group. No reproduction of material herein without express permission of the copyright owner. Reproduction by photographic or any method will be treated as willful violation of the copyright laws.

MANHATTAN'S REAL-LIFE GOSSIP GIRLS, ... 110

DOMINICK DUNNE: SPECTOR-JURY SECRETS, ... 114

№ 568

HOLLYWOOD BLOODBATH: GEFFEN vs. REDSTONE! ... 119

MICHELLE PHILLIPS, THE FIRST FLOWER CHILD ... 122

VANITY FAIR

NOBEL PRIZE WINNER JOSEPH E. STIGLITZ ON

BUSH'S HIDDEN ECONOMIC TIME BOMB ... 93

Plus:

FOUR COLLEGE

KIDS

AND THEIR DARING

$10 MILLION HEIST

BY JOHN FALK ... 99

AT HOME WITH THE $25 MILLION WOMAN

JULIA ROBERTS

GIVES HER MOST INTIMATE INTERVIEW EVER! ... 106

BY JANE SARKIN AND KRISTA SMITH

REPORT ON ART

YOUNG PICASSO IN LOVE

AN EXCERPT FROM THE NEW BIOGRAPHY BY JOHN RICHARDSON ... 93

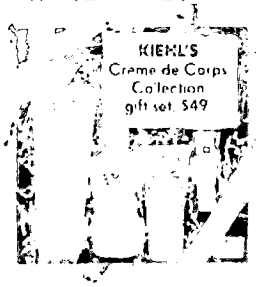
CHINA'S EXPLODING CONTEMPORARY-ART MARKET

PHOTOS BY JONATHAN BECKER ... 113

THE ART PARTY TO END ALL ART PARTIES

BY ANNIE LEIBOVITZ ... 124

DECEMBER 2007/$4.50
WWW.VANITYFAIR.COM

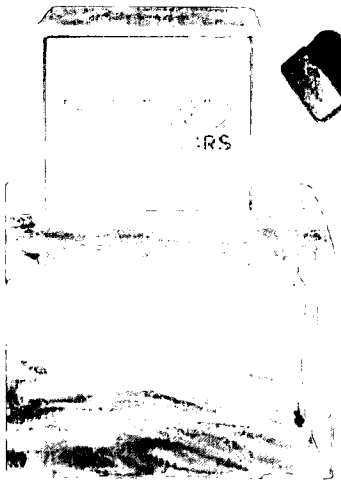


KIEHL'S Crème de Corps Collection gift set, $49

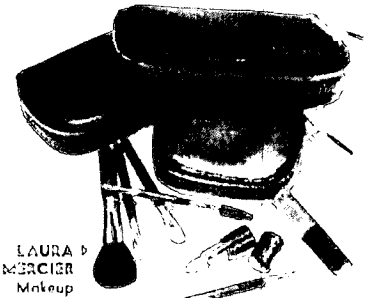
JO MALONE ▷ Candle Trousseau, holiday must-have, $575.

◁ BECKER-ESMAYA Golden Amber, a sensual blend of sandalwood, patchouli, and its golden amber namesake, $40, $75.

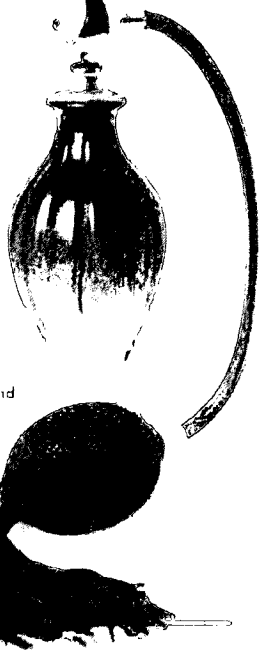
GIVENCHY ▷ Prisme Solitaire, $50, and Lash Sparkles, $23.

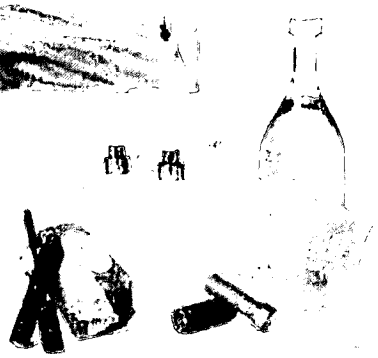


◁ MICHAEL KORS Island Capri, a fresh, colorful floral, $60.

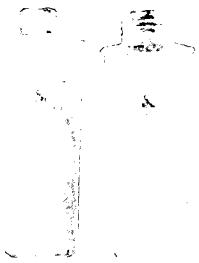


LAURA MERCIER ▷ Makeup minis for the jet-setter, $40, $75.





◁ FRESH Sweet 16 limited-edition luxury archival collection with 16 star products, $725.



▽ L'OCCITANE Honey & Lemon Foaming Jelly, $20, and Delicious Bath, $24.

DIOR ▷ La Collection Parfumiste, celebrating 60 years of glamour with three haute perfumes in iris (chypre), rose, and tuberose scents, $490 each.

Elle du Jour

"I wanted a face for the woman I dress," **Yves Saint Laurent** said in 1978 when he made his break into the world of beauty. The following year he created a sensation as models blazed down the runways in YSL Rouge Pur Lipstick No. 19—a radical shade of fuchsia. This month, as a nod to the shocking color, YSL introduces **Elle**, a sophisticated and sweet fragrance embodying the modern femininity of the ideal YSL woman.

IT'S A WRAP

Natural-products company Aveda is giving back this holiday season with an initiative that benefits Nepal, the world's 12th-poorest country. Because rapid deforestation has wreaked havoc on the region's beloved lokta-paper-making industry, the company partnered with non-governmental organizations to manage and protect 50,000 acres of forests.

Additionally, the company helped the Nepalese create a sustainable business by ordering the traditional paper for everyday business use. This month, Aveda is bringing Nepal's reality to the wider public: its premium gift boxes, which can be customized at Aveda salons, spas, and stores, come wrapped in bright, durable lokta paper. Says Aveda president Dominique Cansell, "Aveda's mission is to care for the world we live in."

—JESSICA FLINT

Elle fragrance and Rouge Pur Lipstick No. 19

Bush Consequences

result of the meltdown in the mortgage market--this could mean a recession; if done in a more measured way, it would still mean a protracted slowdown. The problems of foreclosure and bankruptcy posed by excessive household debt are likely to get worse before they get better. And the federal government is in a bind: any quick restoration of fiscal sanity will only aggravate both problems.

And in any case there's more to be done. What is required is in some ways simple to describe: it amounts to ceasing our current behavior and doing exactly the opposite. It means not spending money that we don't have, increasing taxes on the rich, reducing corporate welfare, strengthening the safety net for the less well off, and making greater investment in education, technology, and infrastructure.

When it comes to taxes, we should be trying to shift the burden away from things we view as good, such as labor and savings, to things we view as bad, such as pollution. With respect to the safety net, we need to remember that the more the government does to help workers improve their skills and get affordable health care the more we free up American businesses to compete in the global economy. Finally, we'll be a lot better off if we work with other countries to create fair and efficient global trade and financial systems. We'll have a better chance of getting others to open up their markets if we ourselves act less hypocritically—that is, if we open our own markets to their goods and stop subsidizing American agriculture.

Some portion of the damage done by the Bush administration could be rectified quickly. A large portion will take decades to fix—and that's assuming the political will to do so exists both in the White House and in Congress. Think of the interest we are paying, year after year, on the almost $4 trillion of increased debt burden—even at 5 percent, that's an annual payment of $200 billion, two Iraq wars a year forever. Think of the taxes that future governments will have to levy to repay even a fraction of the debt we have accumulated. And think of the widening divide between rich and poor in America, a phenomenon that goes beyond economics and speaks to the very future of the American Dream.

In short, there's a momentum here that will require a generation to reverse. Decades hence we should take stock, and revisit the conventional wisdom. Will Herbert Hoover still deserve his dubious mantle? I'm guessing that George W. Bush will have earned one more grim superlative. □

Anya Schiffrin and Izzet Yildiz assisted with research for this article.

CREDITS

FASHION

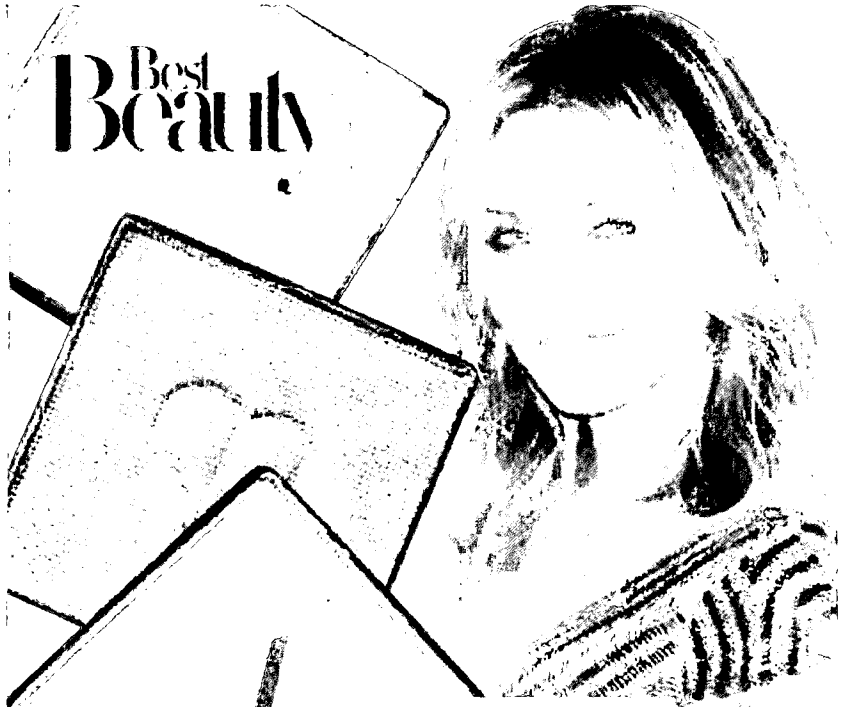
PAGE 24: JULIA ROBERTS'S vintage coat from the Way We Wore, L.A., or call 323-937-0878. **PAGE 32: MICHELLE PHILLIPS'S RALPH LAUREN COLLECTION** dress, hat and gloves from Ralph Lauren, N.Y.C., or call 212-606-2100; for **WOLFORD** tights, call 888-WOLFORD; **CHRISTIAN LOUBOUTIN** shoes from Saks Fifth Avenue and Christian Louboutin boutiques nationwide. **PAGE 50: PADMA LAKSHMI'S NINA RICCI** shirt from Bergdorf Goodman, N.Y.C., or go to nina-ricci.fr; **LANVIN** skirt from Barneys New York, N.Y.C., and Holt Renfrew, Canada; for **EGGS** bra, call 888-656-EGGS. **PAGE 152: JASON POMERANC'S BLACK PLEECE BY BROOKS BROTHERS** suit from selected Brooks Brothers stores nationwide; **DOLCE & GABBANA** shirt from Dolce & Gabbana stores nationwide. **PAGE 260:** Padma Lakshmi's **MARC BOUWER** dress from selected Neiman Marcus stores. **PAGE 209: GIOVANNA MEZZOGIORNO'S D. PORTMAULT** robe from D. Porthault, N.Y.C. and Dallas; **MANOLO BLAHNIK** shoes from Manolo Blahnik, N.Y.C., or call 212-582-3007. **PAGE 296: LARRY THE CABLE GUY** styled by Alana Kelen. **PAGE 299:** Julia Roberts's **CARTIER** choker from selected Cartier boutiques, or call 1-800-CARTIER. **PAGES 300–301:** Roberts's vintage **ROOM ACRA** dress from the Way We Wore, L.A., or call 323-937-0878; **CATHY WATERMAN** cuff from Barneys New York stores nationwide, for **RALPH LAUREN HOME** bed linens, call 888-475-7674. **PAGES 304–11:** Styled by Christine Hahn. **PAGE 331: JOE WRIGHT'S PRADA** shirt from selected Prada boutiques, or call 888-977-1900; **YVES SAINT LAURENT** pants from selected Yves Saint Laurent boutiques, or call 212-980-2970; **PAUL SMITH LONDON** coat from Paul Smith, N.Y.C.; **BELGIAN SHOES** shoes from Belgian Shoes, Inc., or call 212-755-7372, for **LOCK & CO. HATTERS** fedora, go to lockhatters.co.uk, for **DAUMIG & MERCIER** watch, call 800-MERCIER. **JAMES McAVOY'S PRADA** suit and shirt from selected Prada boutiques, or call 888-977-1900; for **BURBERRY PRORSUM** boots, go to burberry.com. **KEIRA KNIGHTLEY'S MOSCHINO** dress from Bergdorf Goodman, N.Y.C.; **GIUSEPPE ZANOTTI DESIGN** shoes from Giuseppe Zanotti Design boutiques, N.Y.C. and Las Vegas, or go to giuseppe-zanotti-design.com; **CHANEL FINE JEWELRY** earrings and ring from Chanel Fine Jewelry boutiques nationwide, or call 800-550-0005. Mouchette Bell for amdrphotographic.co.uk. **PAGES 350–51: ASHLEY CAMERINI'S DENNAZ SARAFPOUR** jacket, blouse, and pants from Barneys New York stores nationwide, for **LONDON SOLE** shoes, call 310-255-0937. **CALVIN KLEIN COLLECTION** belt from Calvin Klein Collection, N.Y.C., or call 212-292-9000. **CAITLIN FRASER'S GAP** shirt from Gap stores nationwide, or call 800-GAP-STYLE. **JASON WU** skirt from Saks Fifth Avenue, N.Y.C.; **PROENZA SCHOULER** shoes from Barneys New York stores nationwide. **LILY FRASER'S THAKOON** shirt from Jeffrey New York, N.Y.C.; Thakoon skirt from selected Neiman Marcus stores. **HERMÈS** shoes from Hermès stores nationwide, or call 800-441-4488. **QUINN JACKSON'S DOO.RI** dress from Bergdorf Goodman, N.Y.C.; for **NICHOLAS KIRKWOOD** shoes, go to nicholaskirkwood.com. **PAIGE KRINGSTEIN'S DEREK LAM** blouse, skirt, and shoes from selected Neiman Marcus stores nationwide. **ELIZABETH LAGNO'S** Derek Lam romper from Madison, L.A., or call 310-933-7770; for **J. CREW** sandals, go to jcrew.com. **STEPHANIE LINKA'S PETER SOM** jacket, skirt, and belt from Bloomingdale's stores nationwide, for London Sole shoes, call 310-255-0937. **OLIVIA SANDELMAN'S** Peter Som dress from Neiman Marcus stores nationwide; **CHRISTIAN LOUBOUTIN** shoes from Neiman Marcus stores nationwide and Christian Louboutin, Beverly Hills. **KATIE SCHECTER'S 3.1 PHILLIP LIM** dress from 3.1 Phillip Lim, N.Y.C.; **LOEFFLER RANDALL** shoes from Neiman Marcus, Beverly Hills. **ANAÏS WATANABE-FIFER'S** Proenza Schouler shirt, skirt, belt, and shoes from Barneys New York stores nationwide. **PAGE 359:** Michelle Phillips's **BROOKS BROTHERS** shirt from Brooks Brothers stores nationwide, or call 800-274-1815. **PAGES 360–61:** Phillips's **RALPH LAUREN BLACK LABEL** shirt from Ralph Lauren, N.Y.C., or call 212-606-2100; for **WOLFORD** underwear, call 800-WOLFORD.

BEAUTY

PAGE 140: SIMON HAMMERSTEIN'S grooming by Scott McMahan for artistsbytimothyprianu.com. **BARBARA SHAUM'S** hair and makeup by Christina Reyna for Smashbox Cosmetics/ray brownpro.com. **PAGE 152: JASON POMERANC'S** hair styled with **REDKEN** Rewind 06 Pliable Styling Paste. Catherine Furniss for Redken/celestineagency.com. **PAGE 160. DECKER-ESMAYA** Golden Amber exclusively from Bergdorf Goodman. **DIOR** La Collection Particulière from Dior boutiques. **FRESH** Sweet 16 Luxury Box exclusively from Barneys New York; **GIVENCHY** Prisme Solitaire and Lash Sparkles from selected Saks Fifth Avenue stores and Sephora stores nationwide, or go to saks.com, or sephora.com; **JO MALONE** Candle Trousseau from Bergdorf Goodman, N.Y.C., selected Neiman Marcus stores, and Saks Fifth Avenue stores nationwide, or go to jomalone.com; **KIEHL'S** Crème de Corps Collection from Kiehl's stores worldwide and selected specialty retailers, or go to kiehls.com, or call 800-KIEHLS-1; **LAURA MERCIER** Mini Brush Set, Lip Colour Set, and Lip Plumper Set from Neiman Marcus stores nationwide, or go to lauramercier.com; **L'OCCITANE** Honey and Lemon Foaming Jelly and Delicious Bath from L'Occitane boutiques nationwide, or go to usa.loccitane.com, or call 888-623-2880. **MICHAEL KORS** Island Capri from Bloomingdale's, Neiman Marcus, Nordstrom, and Sephora stores nationwide; for **YVES SAINT LAURENT** Elle, go to ysbeautyus.com; Yves Saint Laurent Rouge Pur Lipstick No. 19 from Bloomingdale's, Neiman Marcus, Nordstrom, and Saks Fifth Avenue stores nationwide. **PAGES 172, 174, AND 175:** Scott McMahan for artistsbytimothyprianu.com. **PAGE 184:** Grooming by Danielle Decker for artmixbeauty.com. **PAGE 188: THE ROCKETTES'** hair styled with **REDKEN** Headset 25 Extra Strength Finishing Spray; Patrick Melville for Redken/Patrick Melville Salon. On their eyes, **REVLON** 3D Extreme Mascara in Blackest Black; on their lips, Super Lustrous Lipstick in Fire & Ice; Susan Giordano for Kramer & Kramer. **PAGE 248:** Jamal Hammadi for Hamadi Beauty/magnetla.com. **PAGE 252:** Jamie Taylor for the Wall Group. **PAGE 260: PADMA LAKSHMI'S** hair styled with **DUMBLE AND DUMBLE** Thickening Spray, Classic Hairspray, and Surf Spray, Ben Skervin for Bumble and Bumble/magnetny.com. On her face, **SHU UEMURA** Pro Spot Concealer in Medium Light, Water Perfect Smoothing Water-In-Fluid Foundation in Light Peach Beige, and Face Powder Matte in 5YR Light; on her eyes, Dignified Grace Pressed Eyeshadow Palette, Liquid Eyeliner in Black, and Fiber Xtension Lengthening Mascara in Xtra Black; on her cheeks, Glow on Blush in P Wine 29; on her lips, Rouge Unlimited Beige Collection Lipstick in Matte Nude-Lavender; Rose-Marie Swift for RMS Beauty/Streeters. **PAGE 289: GIOVANNA MEZZOGIORNO'S** hair styled with **FRÉDÉRIC FEKKAI** Bouffant Lifting & Texturizing Spray Gel, and Fini Sheer Hold Hairspray; Michel Alenian for Frédéric Fekkai. On her face, **CHANEL** Professional Finish Makeup S.P.F. 15 in Natural Beige, and Natural Finish Loose Powder in Translucent 2; on her eyes, Quadra Eye Shadow in Influences, Automatic Liquid Eyeliner in Noir, and Lash Building Mascara in Noir; on her cheeks, Powder Blush in Tempting Beige; on her lips, Luminous Satin Lip Colour in Boudoir; Keiko Takagi for Chanel/See Management. On her nails, **SALLY HANSEN** Salon Nail Lacquer in Can't Bare to Know; Jin Soon Choi for Jin Soon Natural Hand and Foot Spa. **PAGE 296: LARRY THE CABLE GUY'S** grooming by Jill Oshry. **PAGES 299–301: JULIA ROBERTS'S** hair styled with **JOHN FRIEDA** Tousled Tresses Fine Mist Wax Texturizing Spray, and Crystal Clear Shape & Shimmer Hairspray; Serge Normant for Serge Normant/John Frieda Salon. On her face, **CHANEL** Professional Finish Makeup S.P.F. 15 in Cool Beige, and Natural Finish Loose Powder in Translucent 1; on her eyes, Quadra Eye Shadow in Dreams, Intense Eye Pencil in Black Jade, and Mascara Multi Dimensionnel in Noir; on her cheeks, Silky Bronzing Powder in Sierra; on her lips, Sheer Colour Lipshine S.P.F. 15 in Deauville. Geneviève for sallyharlor.com. On her nails, **L'ORÉAL** Pro Manicure Nail Polish in Sweet Nothings; Lisa Jachno for L'Oreal/cheutieragency.com. **PAGE 331: JOE WRIGHT'S** and **JAMES McAVOY'S** faces moisturized with **DERMALOGICA** Power Rich Moisturizer; Yvette Edmond for Dermalogica carolhayesmanagement.co.uk. McAvoy's hair styled with **DUMBLE AND DUMBLE** Sumotech. **KEIRA KNIGHTLEY'S** hair styled with Bumble and Bumble Holding Spray; Ben Skervin for Bumble and Bumble/magnetny.com. On her face, **CHANEL** Professional Finish Makeup S.P.F. 15 in Shell and Natural Finish Loose Powder in Translucent 1; on her eyes, Quadra Eye Shadow in Dreams, Intense Eye Pencil in Noir, and Lash Building Mascara in Noir; on her cheeks, Powder Blush in Tempting Beige; on her lips, Luminous Satin Lip Colour in Passion; Kate Lee for Chanel/magnetla.com. **PAGES 338–39** Max Pinnell for Bumble and Bumble, Birgitte Philippides for Kiehl's/Vernon Jolly Inc. **PAGES 350–51: ASHLEY CAMERINI'S, CAITLIN FRASER'S, LILY FRASER'S, QUINN JACKSON'S, PAIGE KRINGSTEIN'S, ELIZABETH LAGNO'S, STEPHANIE LINKA'S, OLIVIA SANDELMAN'S, KATIE SCHECTER'S,** and **ANAÏS WATANABE-FIFER'S** hair styled with **TED GIBSON** Build It Blow Drying Agent, Fix It Styling Gel, and Tame It Shine Lotion; Ted Gibson for Jed Root/tedgibsonbeauty.com. Camerini's, C. Fraser's, L. Fraser's, Jackson's, Kringstein's, Lagno's, Linka's, and Sandelman's faces, **CHANEL** Satin Smoothing Crème Concealer in Candlelight, Professional Finish Makeup S.P.F. 15 in Beige, and Natural Finish Loose Powder in Translucent 1; on Schecter's face, Satin Smoothing Crème Concealer in Ivory Rose, Professional Finish Makeup S.P.F. 15

Harper's
BAZAAR
140th
Anniversary
Issue

Best Beauty



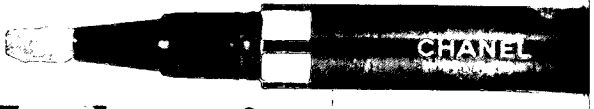
Skin Care's Gold Standard

Gold has long been recognized as an inflammatory. Now it's being touted as antiaging hero. Orlane Crème Royale (above), with gold particles, promises to and revitalize skin dramatically, and the UMO 24 Karat Gold Facial (umoamerica.com) involves massaging sheets of gold into the face. "Results are immediate. Wrinkles are reduced, and skin is p... with a golden glow," says Veronica E. Schwartz, who offers the facial for $400.

Bazaar Loves...

The Clé de Peau Beauté Contour Defining Compact ($105), with four shades of light-reflecting powders, instantly adds radiance and warmth to all skin tones. "The colors were inspired by the soft glow of a candlelit room," explains makeup artist Lucia Pieroni, who designed the palette.

Cameron Di... a fan of the Clé de Peau compact



MAKEUP MUST
Chanel Crème Gloss Lumière Brush-On Lip Colour ($32) is the best of both worlds: like gloss, it's delightful to apply, but it has the coverage and look of a creamy lipstick. Available in six pretty shades.

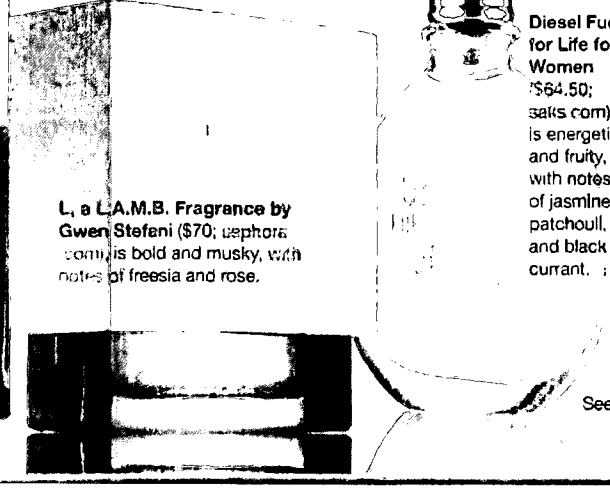
What's New

What you NEED, what you WANT, and what really WORKS

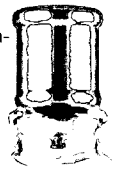
Sexy Scents

Spritz on one of the season's new attention-getting floral fragrances. Not for wallflowers!

Elle Yves Saint Laurent ($78; available Nov. 1 at ysibeauty.us.com) is luminous yet woody, with notes of peony and patchouli.



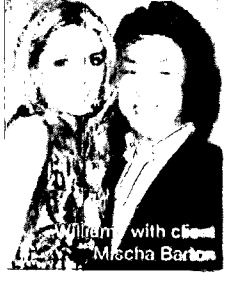
L, a L.A.M.B. Fragrance by Gwen Stefani ($70; sephora.com) is bold and musky, with notes of freesia and rose.



Diesel Fuel for Life for Women ($64.50; saks.com) is energetic and fruity, with notes of jasmine, patchouli, and black currant.

BEAUTY BOOK

In-the-know Angelenos like Demi Moore, Nicole Richie, Mischa Barton, and Rachel Zoe depend on Byron Williams, a multitalented hairstylist and makeup artist, to keep them looking gorgeous. Williams's chic, busy Beverly Hills salon attracts a fashionable crowd of regulars for blowouts, cuts, and highlights. *Byron Williams Salon, 9294 Civic Center Dr., Beverly Hills; 310-276-4470.*



Williams with client Mischa Barton

See Where to Buy for details

By Alexandra Parnass

10

92 NEW BEAUTY BUYS

marie claire

december 2007

SEXY HAIR

SECRETS FROM A TOP STYLIST

WHAT TO EAT FOR ALL-DAY ENERGY

SEXY BOOT CAMP

WHIP YOUR CLOSET INTO SHAPE

MY LIFE

I HAD 47 SIBLINGS, 7 MOMS, AND ONE FATHER

NICOLE KIDMAN SPILLS

"THE FIRST YEAR OF MARRIAGE **IS THE HARDEST...**"

A SURVIVAL GUIDE

FOOD & DRINK

COOL NEW DRINKS FOR THE HOLIDAYS

101 party dresses

ON 101 REAL WOMEN

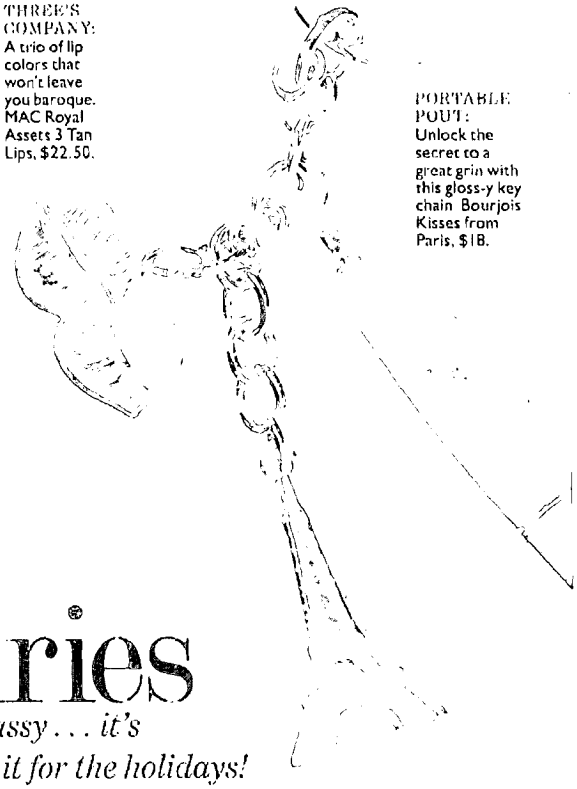
(HALF UNDER $100, SIZES 4–14)

+ GREAT NEW BAGS, SHOES, JEWELRY

10 BEST BEAUTY

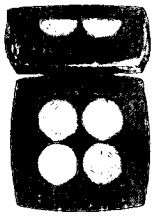
little luxuries

Stocking stuffers so sassy . . . it's hard to wait for the holidays!



THREE'S COMPANY: A trio of lip colors that won't leave you baroque. MAC Royal Assets 3 Tan Lips, $22.50.

PORTABLE POUT: Unlock the secret to a great grin with this gloss-y key chain Bourjois Kisses from Paris, $18.

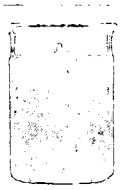


HAUTE LIPS: Get kissed by high fashion with creamy, couture-caliber lip shades. Chanel Exclusive 4 Camélias, $65.

DELICIOUS ALL DAY: Four scents, designed to be worn from dawn till dusk. Lisa Hoffman Variations in French Clary Sage, $150.

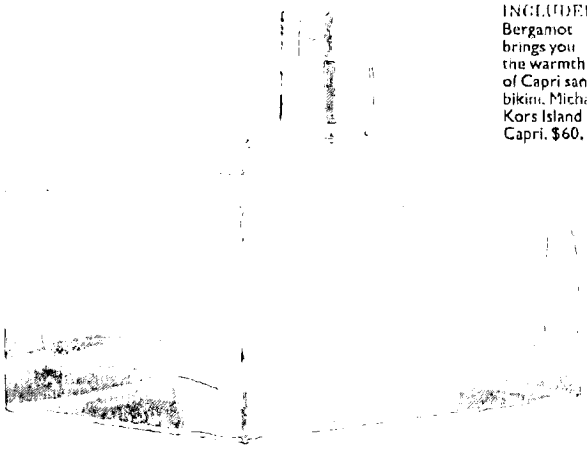
ELLE OF A TIME: Hit the town with freesia as your wingman YSL Elle, $78.

GLOSS-UP GIRLS: Double your chances for a pretty pout with these two-sided tubes. Benefit Her Glossiness Set, $26 for a set of three.



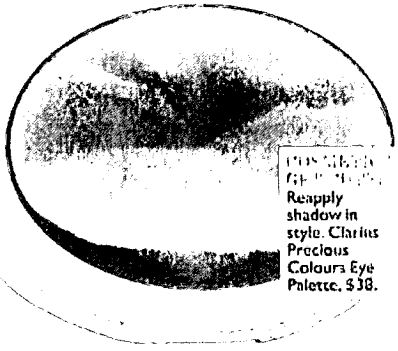
BURNING BRIGHT: Mini candles in a range of scents from peony to rose. Red Flower Little Flower Candles, $12 each.

GO FOR THE GILD: Shimmer plus scent. Guerlain Forever Gold, $78



TAN NOT INCLUDED: Bergamot brings you the warmth of Capri sans bikini. Michael Kors Island Capri, $60.

Originally, stockings contained five gifts, each meant to awaken one of the five senses.



Reapply shadow in style. Clarins Precious Colours Eye Palette, $38.

PHOTOGRAPHS BY JACK SPUNDICH

BE YOUR HEALTHIEST EVER! Real Women's Secrets p. 138

SELF

YOU AT YOUR BEST

Tone Up, Feel Sexy

Slim Your Abs, Butt And Thighs at Home!

BEAUTY SPECIAL
Love The Way You Look Tonight

INDULGE AND STILL LOSE WEIGHT
We're Not Kidding! p. 182

Make Good Sex Great*

* And Great Sex Bonbons

116 Ways to Have More Joy, Less Stress

- 31 Gifts to Solve Any Shopping Dilemma
- 8 One-Minute Relaxers
- 77 Easy Ideas for Doing Good

SNUGGLY, SEXY CLOTHES
8 Comfy Looks That Flatter

Keri Russell
On Life With Baby (Check Out Those Abs!)

Win a Caribbean Vacation at Self.com

Get in line
Avoid tugging on delicate lip skin, a pencil that's [illegible] a lipstick [illegible] Cremestick [illegible] Lip [illegible] Cranap[illegible]14.

Dream gleam
To add sheen (to lids, too), use Jemma Kidd Dewy Glow All Over Radiance Cream, $30.

Silver wear
For high shine, go for metallic polish such as Jessica Cosmetics Hard-Rock nail color in Perfect Pewter, $7.

Perfect 10
Neutral pinks are predictable; try a fresher Champagne shade such as Essie nail color in Trumpet, $8.

Night light
Get antioxidants with your candlelit complexion: Try RawColor Soft Focus Illuminating Skin Perfector, $42.

Magic wand
Rubber bristles let you fatten lashes sans clumps: Try CoverGirl LashBlast mascara, $7.

Well red
Layer on color with Sonia Kashuk Luxury Lip Color in Bordeaux, $8, which goes on sheer.

PLAY IT SEXY

A slinky dress is a good start, but to really vamp it up, try sultry eyes, tousled hair and a dewy décolleté.

✸ Smoky eyes show off your risqué side, while a hint of shine is fun and festive. Line eyes top and bottom, then smudge the top line up and outward with a stiff brush, Hollis says. Kohl and powder pencils diffuse best, like smoke. Next, swipe your favorite shimmer shadow across your lids, staving off fall-out by tapping off excess powder from your fingertip or brush.

✸ Shimmery décolletage: hot. Transferring glitter to clothes: not. To flirt without fear of the latter, slough the area pre-party, but be gentler than you would on your face, Dr. Kaplan says. Moisturize, and finish with shimmer.

✸ For sexy, loose waves, set hairsprayed sections in cushioned steam rollers. Naturally curly? Scrunch in styling mousse to fight frizz and define curls, Dickey suggests.

Kohl play
Define dramatically with Elizabeth Arden Smoky Eyes Powder Pencil in Smoky Black, $16.

Double trouble
Prefer a cream liner? Cargo SmokyEye Eye Liner Duo in Budapest, $28, comes with a bonus: shimmery charcoal shadow.

Soften up
Post-sloughing, dew right by your décolletage: Try YSL Elle Energising Body Lotion, $45.

Serious sparkle
Brush on shimmer with Givenchy All-Over Diamond-Effect Powder, $50.

Shadow and light
Lids get a surprisingly sheer gleam with Laura Geller Baked Marble Eyeshadow in Blue Heaven, $22.

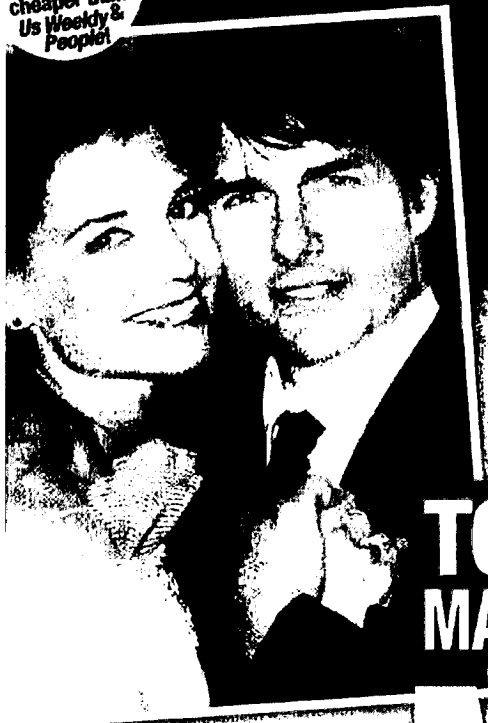
HOT
Give a few [illegible] around you[illegible] definition by [illegible] them around [illegible] inch-barrel curling [illegible] Dickey says.

AvonFoundation.org supports programs for domestic violence, breast cancer research and disaster relief.

12 2007
#46

OK! WEEKLY

$1 cheaper than Us Weekly & People!



TOM & KATIE MARRIED ONE YEAR

MAKING IT WORK!

Their romantic anniversary plans: pancakes in bed, ice cream at midnight PLUS KATIE'S surprise announcement

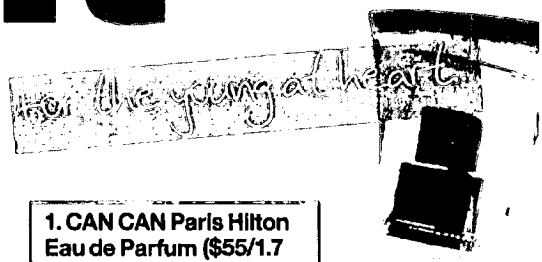
BRITNEY'S best friend tells all to *OK!*

$2.99
46
0 74470 08966 7
WWW.OKMAGAZINE.COM

ct scent

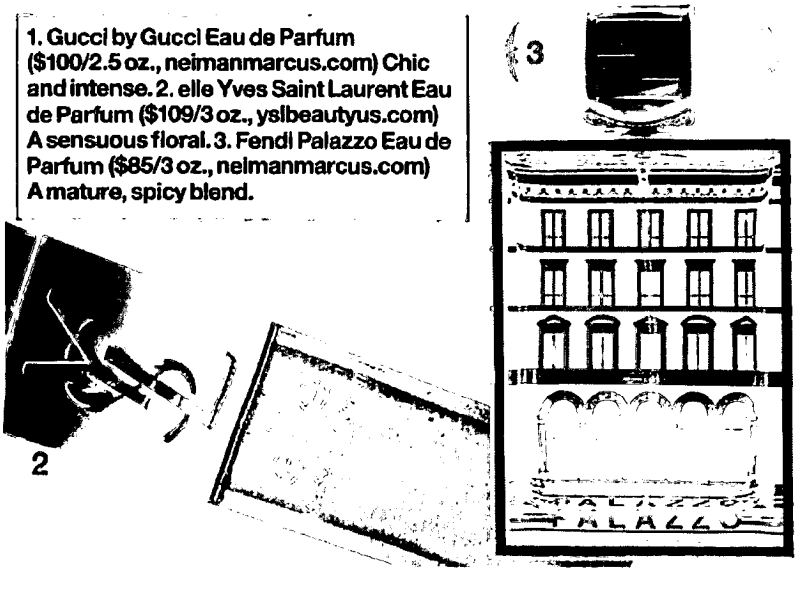
After some serious nosing around, we present fall's finest fragrances

1. Dior Midnight Poison Eau de Parfum ($82/3.4 oz., sephora.com) For those not afraid of drama. 2. Sonia Rykiel Belle en Rykiel Eau de Parfum ($85/3.4 oz., Nordstrom) Boldly feminine. 3. DKNY Delicious Night Eau de Parfum ($68/3.4 oz., bloomingdales.com) Perfect for a steamy evening.



1. CAN CAN Paris Hilton Eau de Parfum ($55/1.7 oz., Macy's) It conjured up a craving for cotton candy. 2. Emilio Pucci Vivara Eau de Parfum ($85/1.7 oz., Neiman Marcus) The perfect gift for your fun, fashionable friend. 3. Britney Spears believe Eau de Parfum ($58/3.3 oz., britneyspearsbelieve.com) A sweet, fat-free treat.

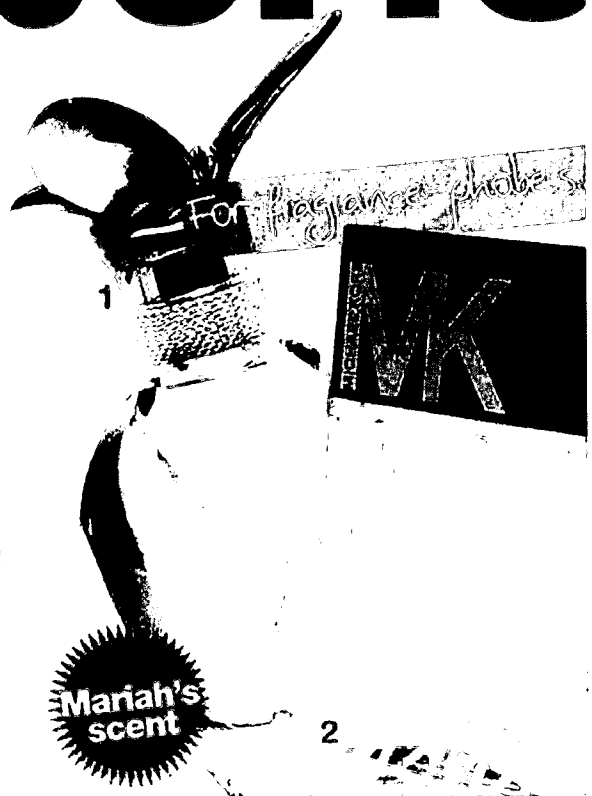
1. Gucci by Gucci Eau de Parfum ($100/2.5 oz., neimanmarcus.com) Chic and intense. 2. elle Yves Saint Laurent Eau de Parfum ($109/3 oz., yslbeautyus.com) A sensuous floral. 3. Fendi Palazzo Eau de Parfum ($85/3 oz., neimanmarcus.com) A mature, spicy blend.



ALL STILLS BY LILLIAN PONS

Find your perfe

Mariah Carey wasn't a fan of perfume until the creation of M by Mariah Carey, her new scent. "This is the first fragrance that I have worn," she says.



1. M by Mariah Carey Eau de Parfum ($63/3.3 oz., department stores) Reminiscent of a spring Saturday morning. 2. Very Michael Kors Eau de Parfum ($65/1.7 oz., nordstrom .com) Ideal for every day.

COSMOPOLITAN

A Shocking Thing 68% of Chicks Do in Bed

p. 124

YOU NAUGHTY, NAUGHTY GIRLS

DEEP SEX

Breathing and Touch Techniques That Are So Intense, You'll Both Reach a New Level of Pleasure

Beyoncé Takes the Cosmo Quiz

The 22 Best Relationship Tips Ever

Sex Position He Craves

It Gives Him the Hottest View and Hits All the Right Spots

GUYS SEX

GO AHEAD FASTER

22 Brilliant (and Slightly Badass) Ways to Do It

White Lies They Tell Women All the Time

$4.29 US/$5.49 CANADA/FOREIGN

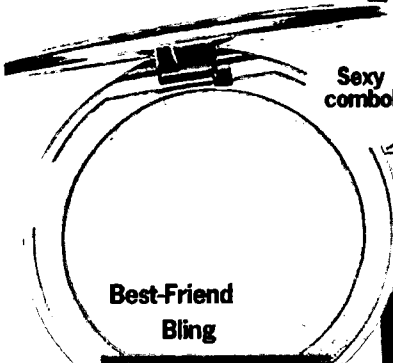
12>

0 75470 08233 7

Your Sexual Health

Crucial New Facts Your Gyno Forgot to Mention

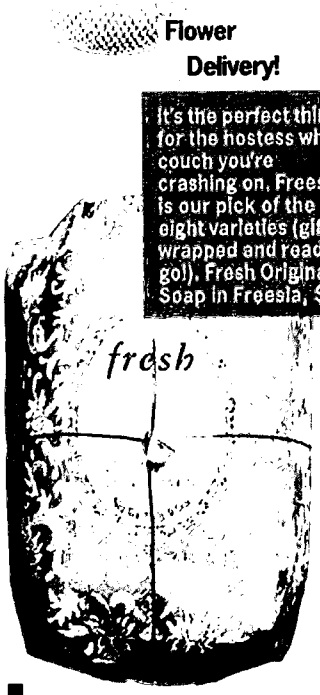
Beauty Gifts



Sexy combo!

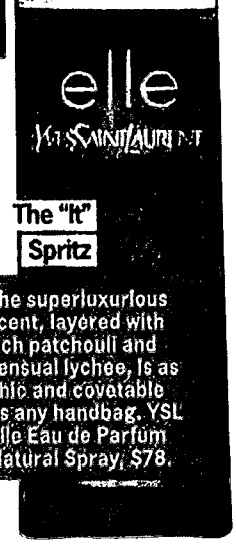
Best-Friend Bling

Make any complexion glow with this limited-edition face powder and body spray flecked with real gold. Guerlain Meteorites Powder for the Face in Gold Tentation, $49; Guerlain Forever Gold Sublime Radiant Powder for Face and Body, $78.



Flower Delivery!

It's the perfect thing for the hostess whose couch you're crashing on. Freesia is our pick of the eight varieties (gift-wrapped and ready to go!). Fresh Original Soap in Freesia, $14.



The "It" Spritz

The superluxurious scent, layered with rich patchouli and sensual lychee, is as chic and covetable as any handbag. YSL Elle Eau de Parfum Natural Spray, $78.

Plum Delicious

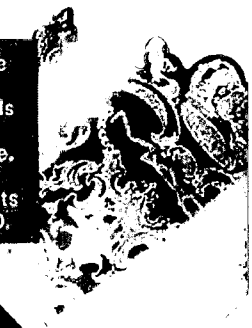
Forget dreaming about sugarplum fairies. This cream is loaded up with juicy plum extracts to improve skin's texture. The Body Shop Rich Plum Body Butter, $20.

Holiday Favorites!

Scarf? Mittens? No thanks. Here's what everyone *really* wants to get this year.

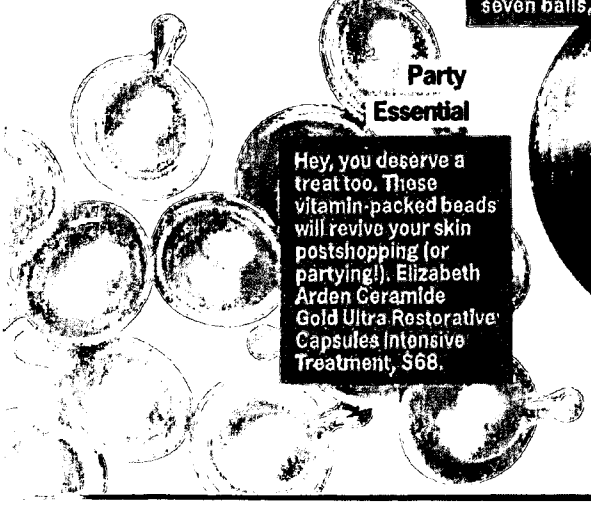
Makeup Magic

All five metallic eye shadows manage to flatter the eyelids with just enough shimmer and shine. MAC Curiositease Five Warm Pigments and Glitter, $29.50.



Amazing Bath Bubbles

Give someone an excuse to pamper herself more often. Fruits and Passions Fruity Foaming Bath Gift Set includes seven balls, $24.



Party Essential

Hey, you deserve a treat too. These vitamin-packed beads will revive your skin postshopping (or partying!). Elizabeth Arden Ceramide Gold Ultra Restorative Capsules Intensive Treatment, $68.

JEFFREY WESTBROOK/STUDIO D.

See page 234 for shopping information.

allure

THE BEAUTY EXPERT

DECEMBER 2007

The Sexy New Haircut

And 3 Easy Ways to Wear It

Gorgeous Skin

The Best Zit-Zappers and Wrinkle-Fighters of All Time

HAIR & MAKEUP

The Top 10 New Trends

Fe

He

And B

KNOCKOUT DRESSES

Makeup With Benefits

Skin-Clearing Concealers, Anti-Aging Foundations, and More

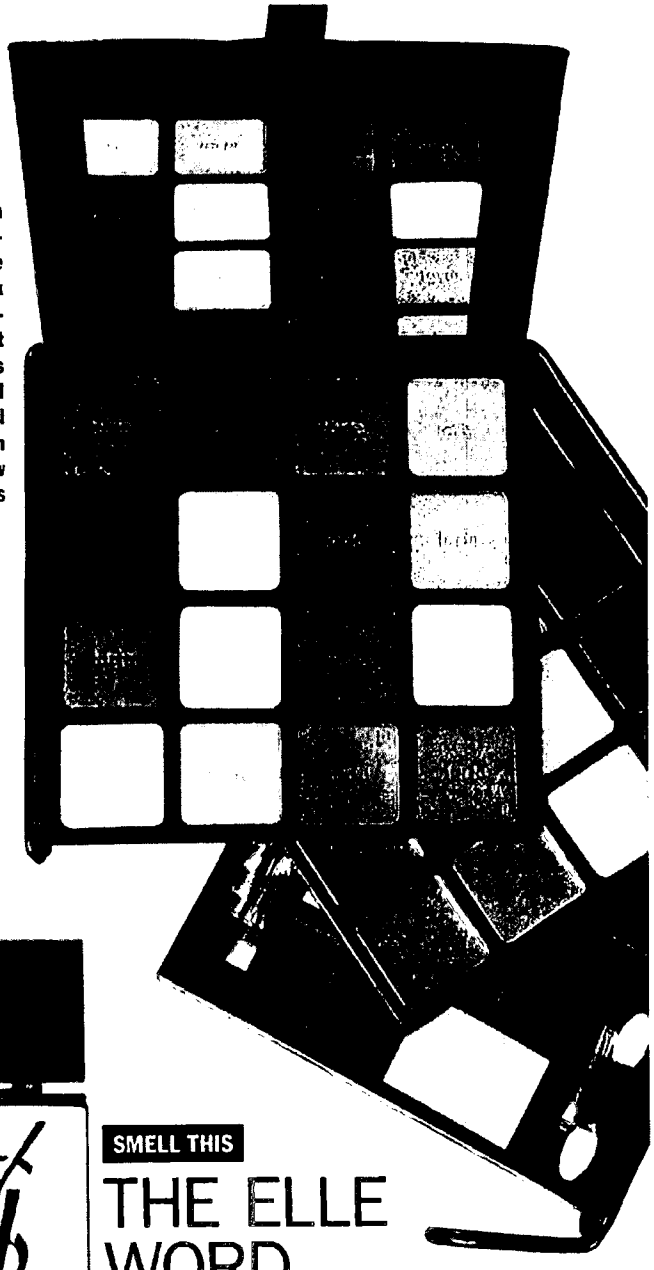
$3.50 $4.50CAN&FOR 12 >

0 757359 0

BEAUTY REPORTER

Boxed Sets

Saturday Night Live and Justin Timberlake gave us a certain gift in a box—now makeup companies are offering boxes of something we'd much prefer. Tarte's purple quilted case (right) is stuffed with 45 eye, lip, and cheek colors on three tiers, including gutsy brights and everyday neutrals. The Too Faced Lights, Camera, Glamour Kit has a built-in mirror with tiny lights to make the blushes and glosses feel like a miniature, portable Hollywood makeup room. And the Lorac Fairytale Life and Bella Il Fiore Powder Room boxes, with drawers of color, fit an entire wardrobe of makeup in the palm of your hand. Now that's what we call delivering the goods. —JENNIFER KASS



THE SCOOP

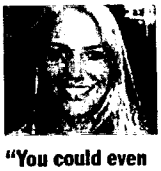
Black Magic

WHAT IT IS: Shu Uemura Phyto-Black Lifting Anti-Wrinkle Essence. WHAT IT DOES: Firms skin, smooths wrinkles, and prevents age spots. WHAT'S IN IT: Fermented black tea and a patented blend of molasses extract and Pro-Xylane. HOW IT WORKS: Black tea prevents glycation, the process that stiffens collagen and causes sagging; molasses extract inhibits the enzyme responsible for age spots; and Pro-Xylane stimulates the production of collagen and glycosaminoglycans (GAGs), sugar molecules that help the skin retain moisture. WHAT AN EXPERT SAYS: "It hits on a lot of the key things that are important for anti-aging, such as stimulating collagen and GAGs," says David H. McDaniel, director of the Institute of Anti-Aging in Virginia Beach. "What extends it from just being a wrinkle cream is that it also targets the discoloration that comes with aging." WHAT WE SAY: It felt smooth and cool, and after three weeks the freckles on our nose and the lines on our forehead are less visible. COST: $95. —HANNAH MORRILL

SMELL THIS

THE ELLE WORD

Elle Woods perfumed herself, her résumé, and her dog's accessories. And although it wasn't inspired by the character, the new Yves Saint Laurent Elle appears to share more with the bookish, pinkish blonde than just its name. We took the blend of peony, pink berries, and patchouli to *Legally Blonde the Musical* on Broadway and got some reviews. —ALEXANDRA JORDAN



"You could even wear it to a job interview." —*Deb Clauson, student*

"It takes you from work to cocktails." —*Brittney Colagrossi, cheerleading coach*

"There's a certain sophistication to it." —*Maggie Levin, promotions*

SHOPPING GUIDE: *Bella Il Fiore, bellabeauty.net. Lorac, sephora.com. Shu Uemura, shuuemura-usa.com. Tarte, sephora.com. Too Faced, sephora.com. Yves Saint Laurent, yslbeautyus.com.*

WWD BEAUTYBI

A FAIRCHILD PUBL

UDING

stage Beauty
rts From
York, Milan,
on & Paris

fume Primer
Michael Kors

odels On
Verge

nsider's
ers

CA
WALK

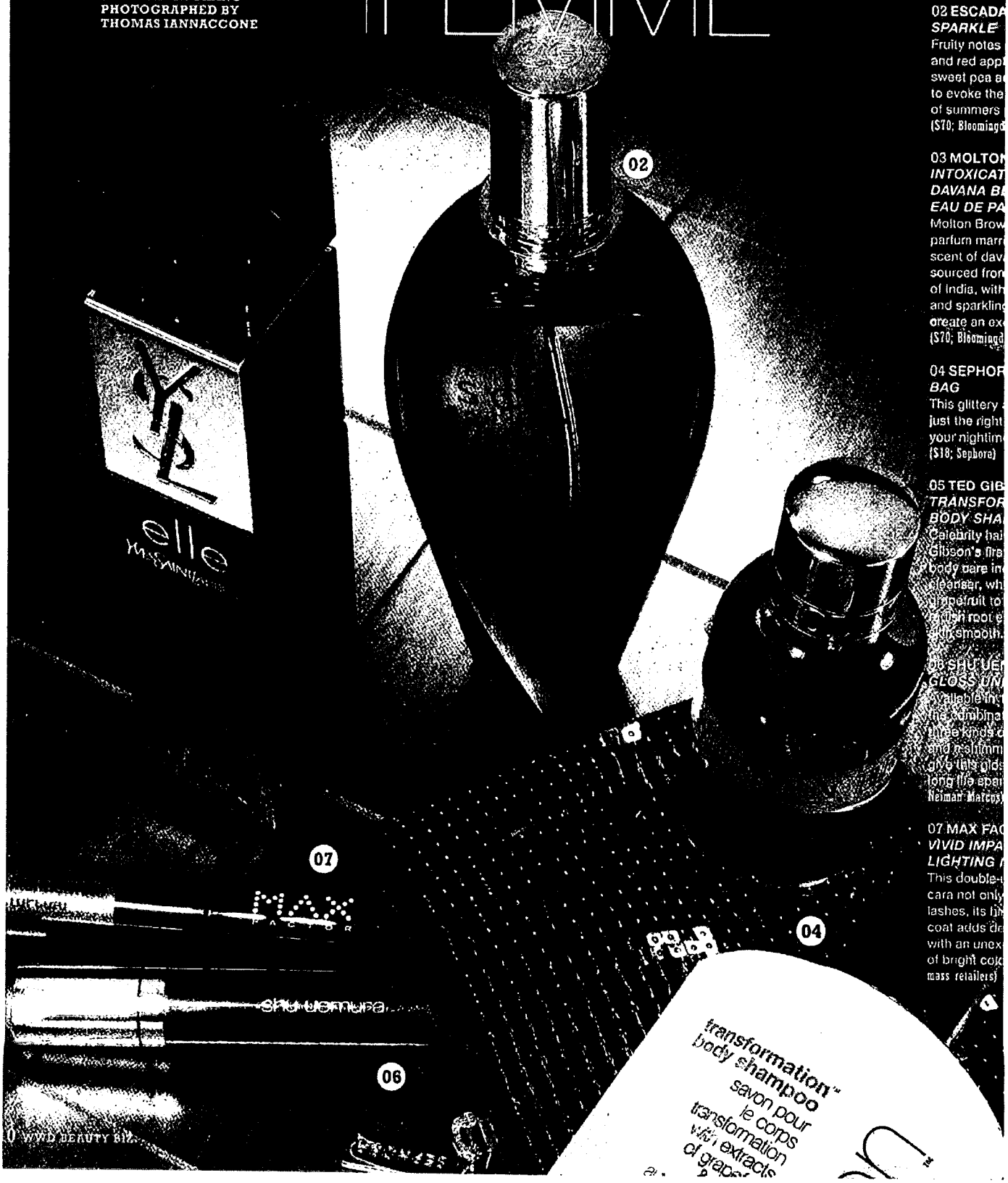
AN EXCLUS
NO-HOLDS-BAR
LOOK AT A DA
THE LIFE OF RUN
SENSATION SAS
PIVOVARC

00570308 REG
054220 MAR08 REG FCNY1
ZZANE STAGL
L BEAUTE INC
E 57TH ST FL 8
W YORK, NY 10022-2557

VIOLET FEMME

FORGET COMING UP ROSES. Things are looking plum perfect this fall as the vibrant *SHADE POPS UP ON A BEVY OF PRODUCTS.*

BY PATRICIA CHANG
PHOTOGRAPHED BY
THOMAS IANNACCONE



01 YVES SA LAURENT Like the brig fuchsia glass it, this scent attention wit strong bourb sweet lychee citron. ($78; y

02 ESCADA *SPARKLE* Fruity notes and red appl sweet pea a to evoke the of summers ($70; Bloomingd

03 MOLTON *INTOXICAT DAVANA B EAU DE PA* Molton Brow parfum marr scent of dav sourced fro of India, with and sparklin create an ex ($70; Bloomingd

04 SEPHOR *BAG* This glittery just the right your nightim ($18; Sephora)

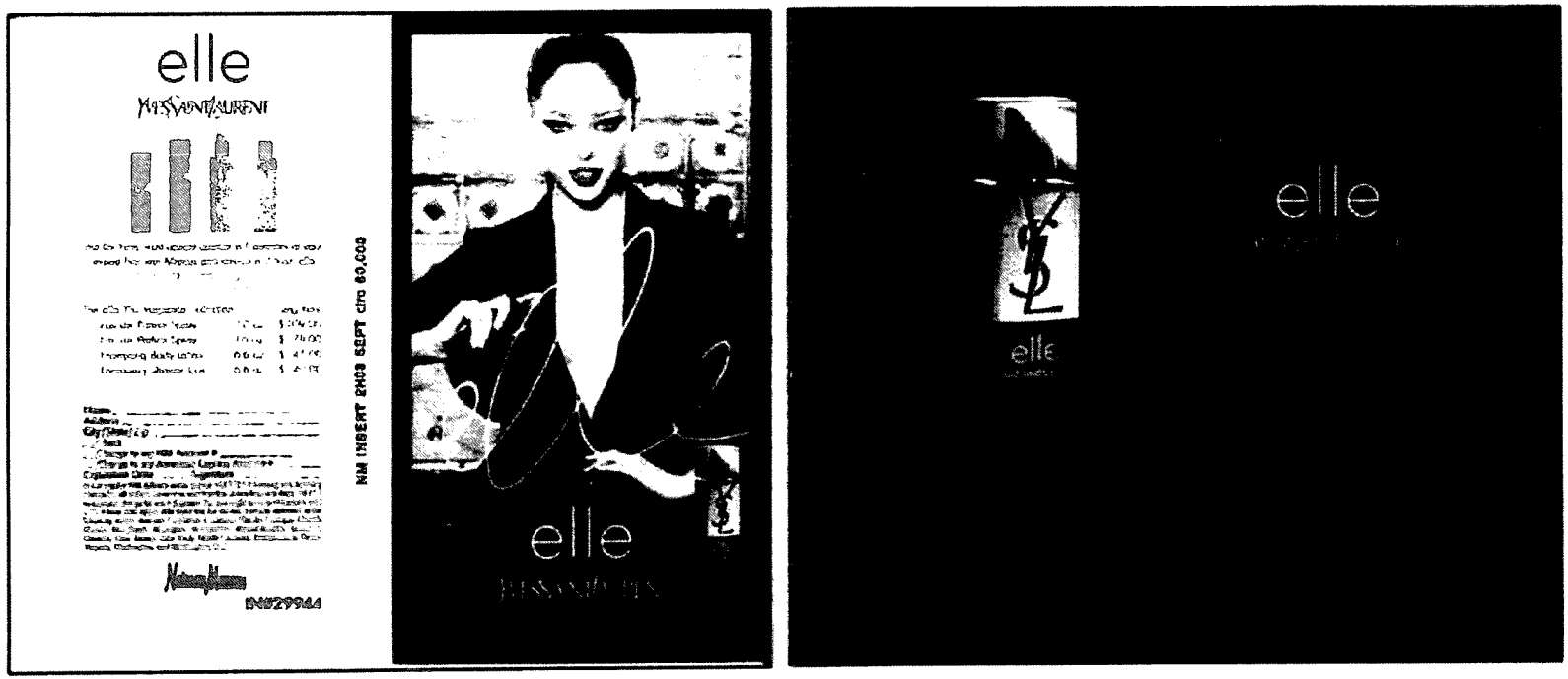
05 TED GIB *TRANSFOR BODY SHA* Celebrity hai Gibson's fir body care in cleanser, wh grapefruit to ginger root e skin smooth.

06 SHU UE *GLOSS UN* Available in the combina three kinds and a shimm give this glo long (the epa Neiman Marcus)

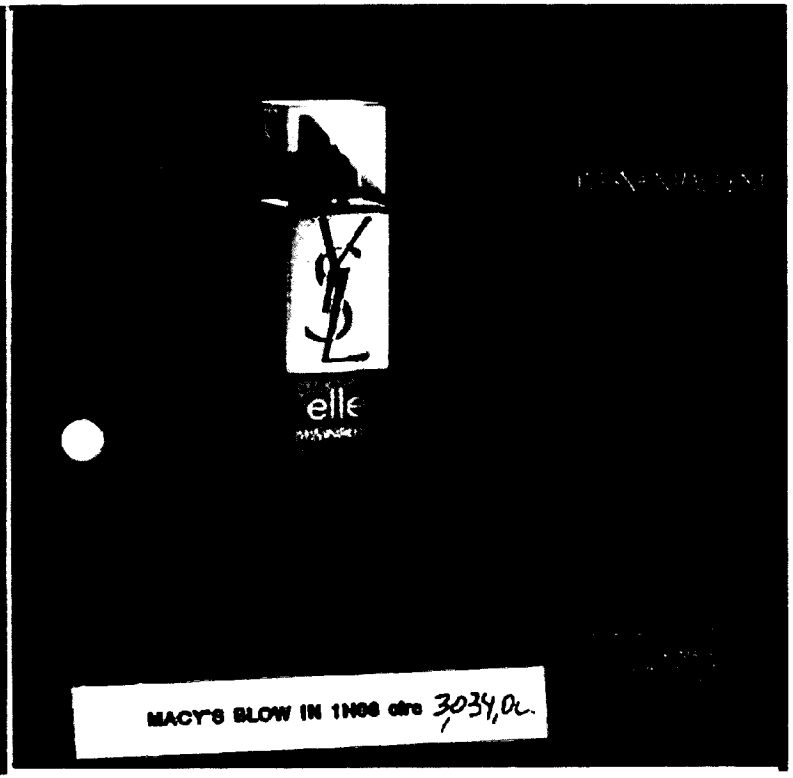
07 MAX FA *VIVID IMPA LIGHTING* This double- cara not only lashes, its li coat adds de with an unex of bright col mass retailers)

EXHIBIT 11

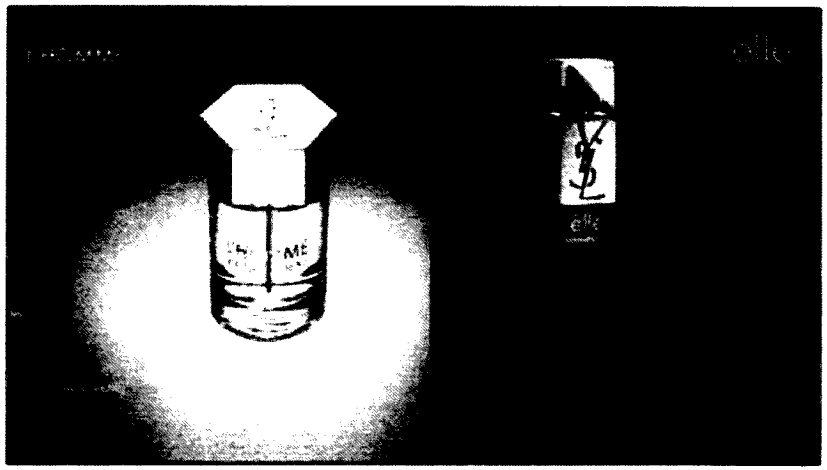
NEIMAN MARCUS INSERT 2H08 SEPTEMBER CIRCULATION 60,000



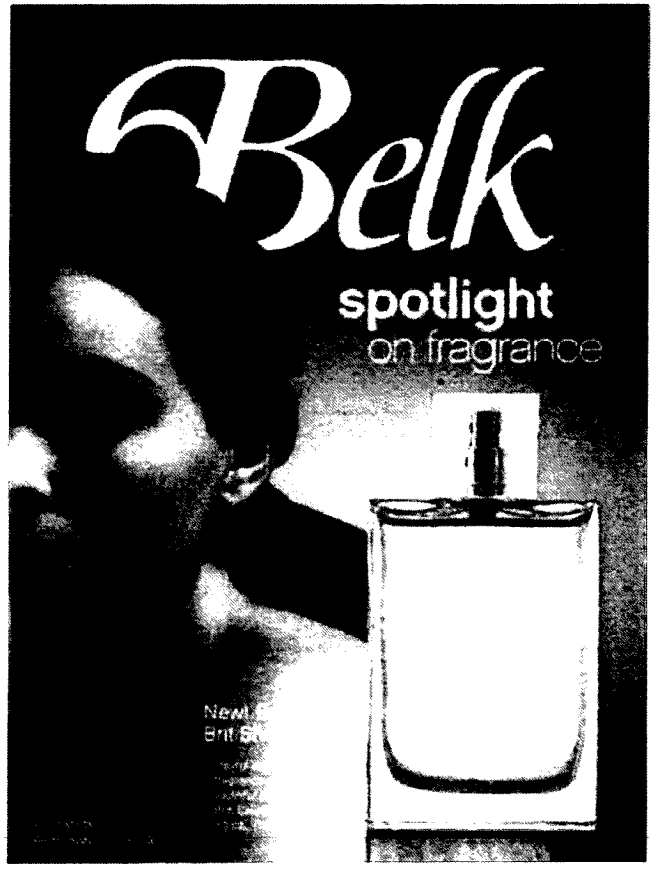
MACY'S BLOW IN 1H08 CIRCULATION 3,034,000

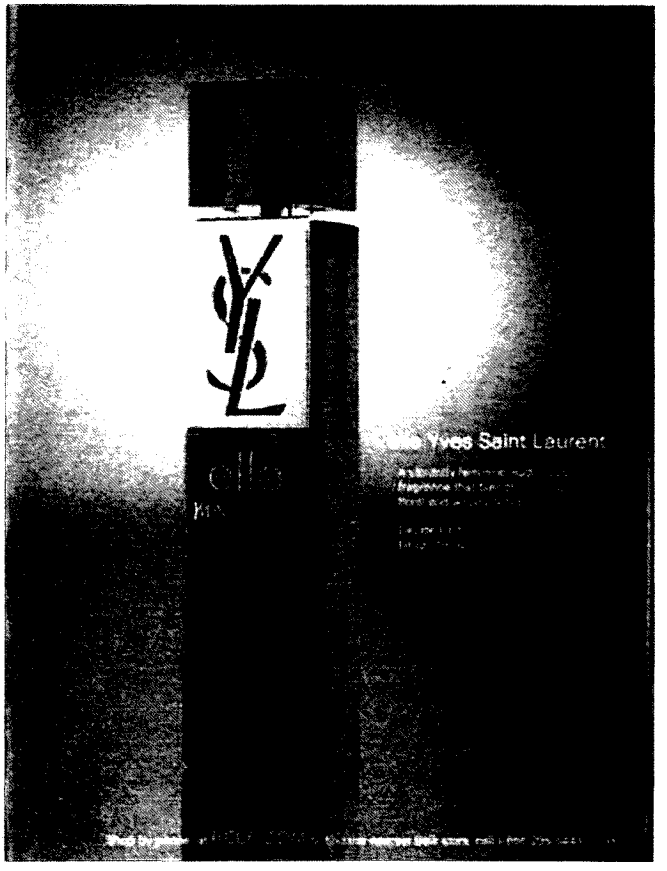


SEPHORA DUAL SCENTSTRIP 2H08 NOVEMBER CIRCULATION 77,500



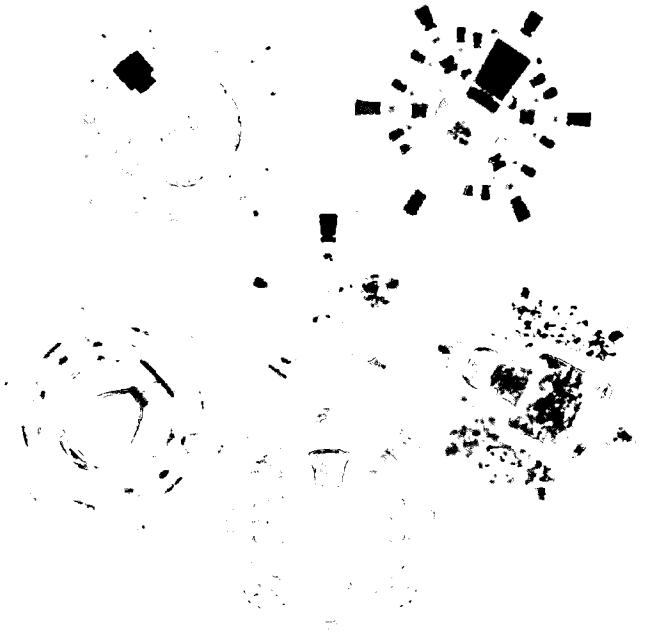
BELK CATALOG OCTOBER 15,2008 CIRCULATION 50,000





BLOOMINGDALES CATALOG HOLIDAY 2008 CIRCULATION 1,200,000

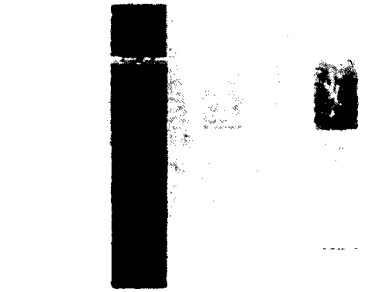
DILLARD'S HOLIDAY CATALOG 2008 CIRCULATION 13,000,000



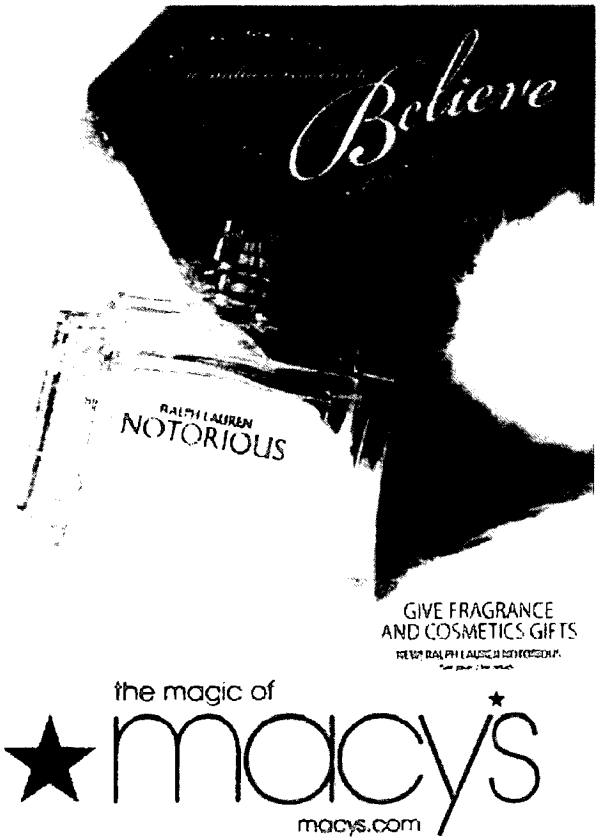
a kaleidoscope of holiday fragrances

Dillard's

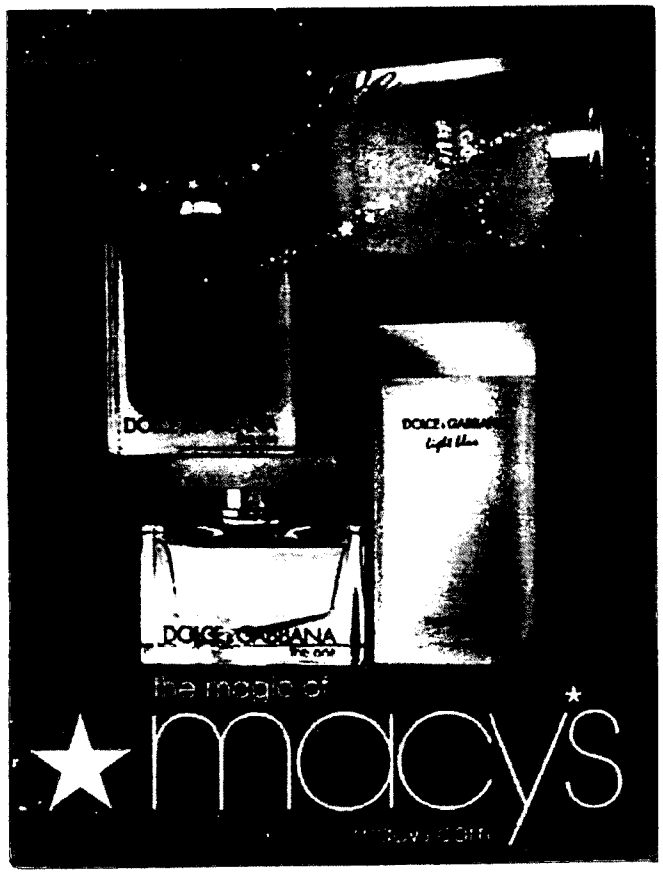
The Style of Christmas



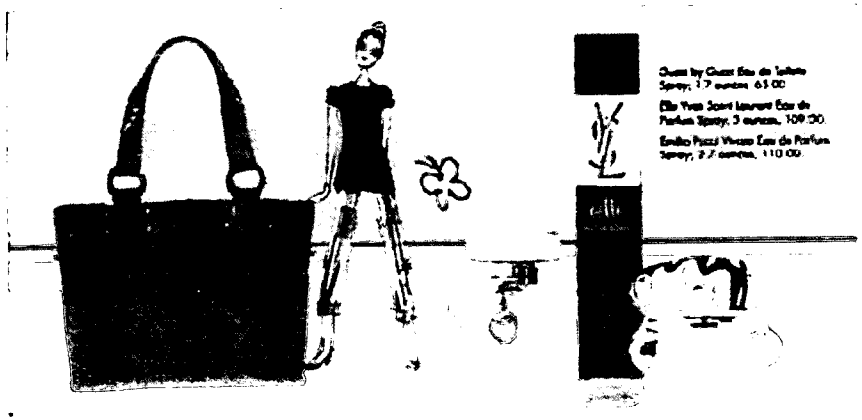
MACYS CENTRAL CHRISTMAS CATALOG 2008 CIRCULATION 1,000,000



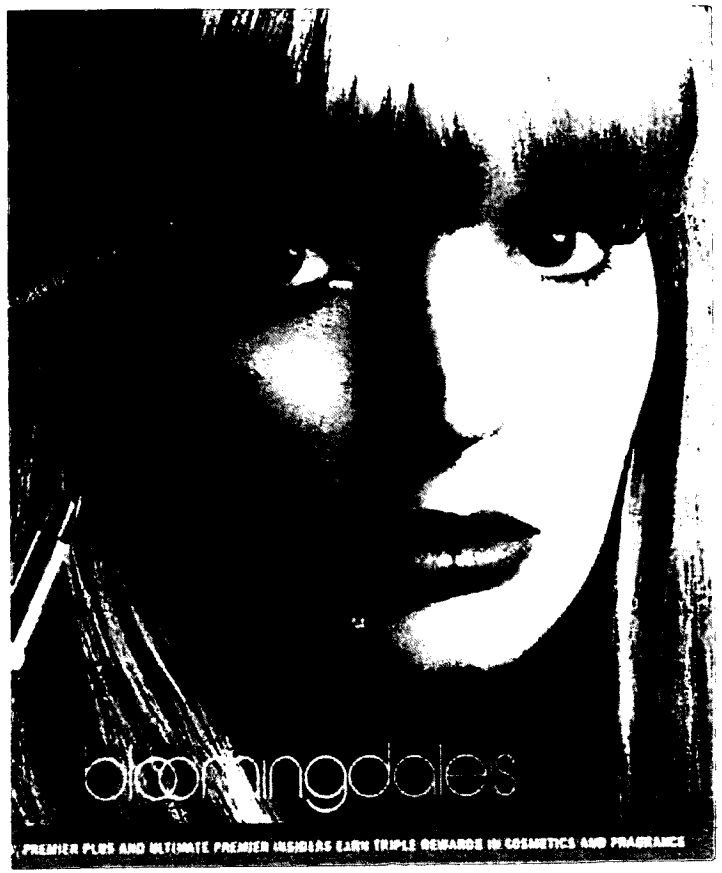
MACYS EAST DECEMBER COSMETIC & FRAGRANCE BOOK CIRCULATION 1,962,000

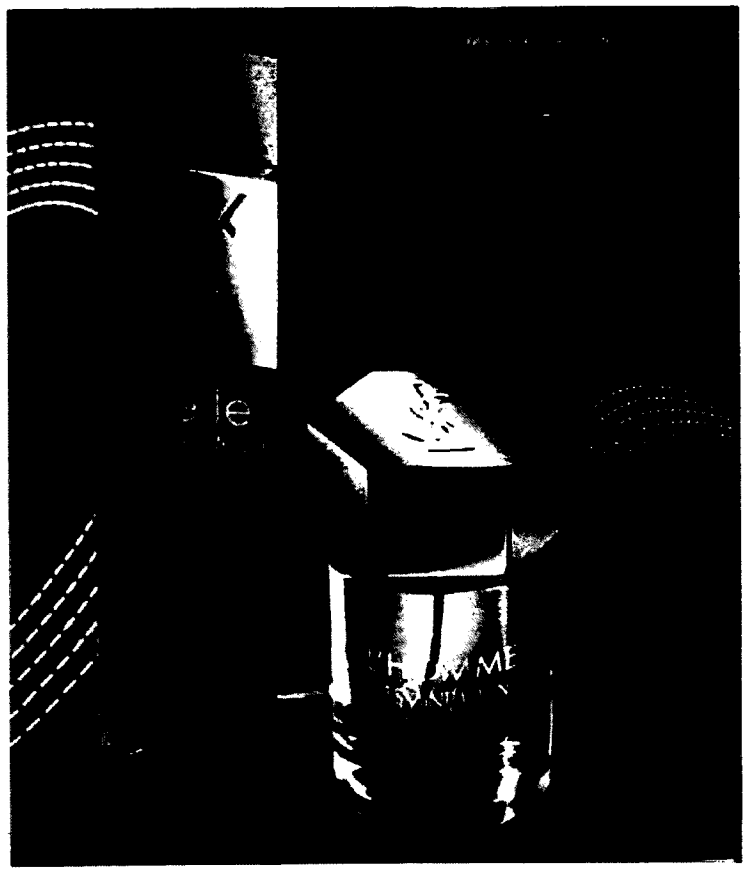


NEIMAN MARCUS EVENT IN MAY NOT SURE OF CIRCULATION



BLOOMINGDALES BAUTY BENEFITS OCTOBER 2008 CIRCULATION 575,000





BON TON DECEMBER BOOK CIRCULATION 9,900,000

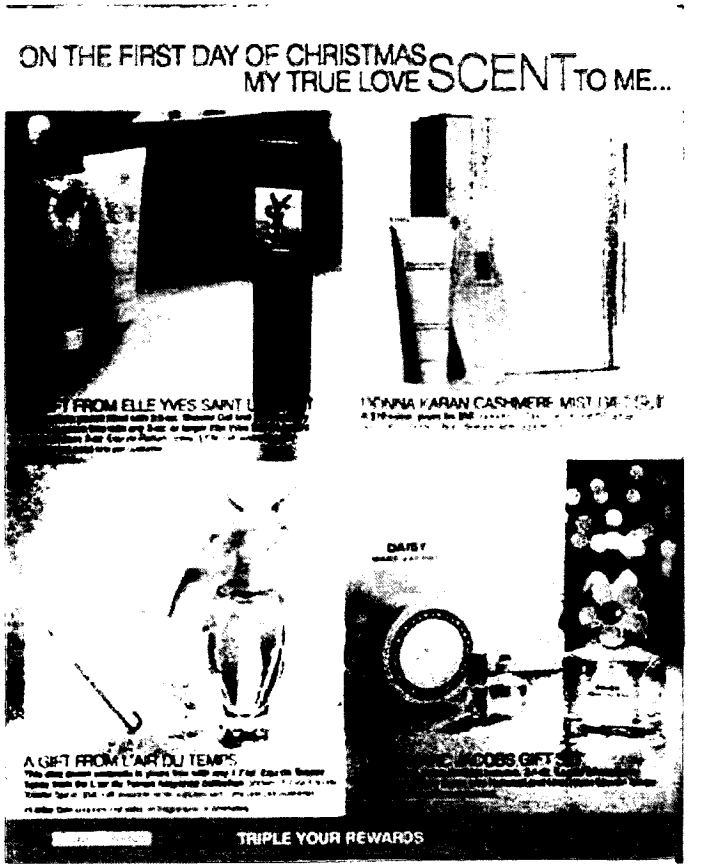


EXHIBIT 12

ELLE

35 BEAUTY SECRETS
HEALTHY HAIR, GLOWING SKIN, LONGER LASHES

DREW!
(Gets heartbroken, gets angry, and gets a life)

SHOP SMART!

100

BEST
(FIND

24

BAG
SANDALS,
AND DRESSES
YOU'LL WANT
TO LIVE IN

HOW TO STOP WORRYING
AND SAVE THE PLANET

TIAGERS:
REDIENTS
LY WORK

ELLE

DREW BARRYMORE

CHERCHEZ LA FEMME

Y 2009
A 5399
E.COM
02492
05
0 273001 1

MAY 2009 VOLUME XXIV NUMBER 9 NO. 285

ON THE COVER
99, 129, 249

100 of the best jeans—find the right fit! 2 fab bags, sandals, and dresses you'll want to live in

185

The freshest finds for healthy hair, glowing skin, and longer lashes—with an all natural twist. By Mary Alice Stephenson and Joan Brazos

210

From seaweed salves to ocean-water "cures," conservation-minded companies are taking the plunge, using responsibly harvested ingredients to soothe, soak, and moisturize. Maggie Bullock dives in

216

. And save the planet. When things get tough, the tough get resilient. Lisa Chase discovers a new movement that puts you psychologically, economically, and environmentally in fighting shape for the coming storms

250

Gets heartbroken, gets angry, and gets a life. Mark our words: Barrymore—the actress, producer, and now director—has outgrown the giggle and, in an affecting performance as "Little Edie" Beale in *Grey Gardens*, refashioned herself into something of a dramatic powerhouse. By Janice Kaplan. Photographed by Albert Watt. Styled by Joe Zee

FASHION
84

With a new spin on recycling, ELLE Creative Director Joe Zee turns to eBay to help accent your wardrobe

96

Banana Republic's new executive VP and creative director, Simon Kneen, gets off to a green start with the Women's Heritage Collection

99

Gingham looks convey a relaxed, all American vibe. Zodiac-inspired prints give dressing an otherworldly charm. Summer sandals take a natural turn... and more

116

From breakout to designers to major jewelry line debuts, exotic accessories get the green light. By Wednesday Vargas

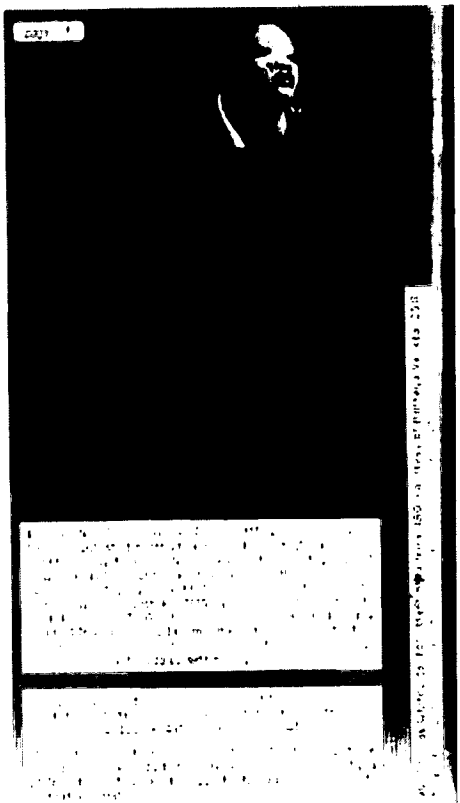
125

Wren's Melissa Coker debuts a line of tees and tanks to benefit Save the Whales Again. Artist Rob Ryan teams up with denim label Earnest Sewn for an installation of prints, plates, and bandannas... and more

126

Sumo designer Max Osterweis turns vintage *kimonos* into spring's hottest new staples. Socially conscious swim line Banu brings a bright side of Africa to the West. Liliana Hartman's Bodkin line is the answer to sustainable chic fashion

CONTINUED ON PG 6



CYCLED PAPER. PAPER
OST-CONSUMER CONTENT

MAY 2009 VOLUME XXIV NUMBER 9 NO. 285

176

Say no to conspicuous consumption with Greg Chait's line of deliciously thick natural cashmere knits... Wool and the Gang debuts a line of chunky knits made of Peruvian yarn... An NYC stylist brings the fashionable life to her upstate, all natural farm... and more

260

Cheap and cheerful? Enduringly chic? Karl Lagerfeld loves it all. Here he offers a master class on high/low dressing, starring breakout actress Noah Arnezeder. Photographed by KARL LAGERFELD. Styled by CHRISTOPHE NICOLAS

268

This past summer, Barneys collected donated denim. Now, eight of fashion's hottest designers create one-of-a-kind styles from discarded jeans. Recycling has never looked so chic! Photographed by DYLAN ARMSTRONG. Styled by JOANNA BUCHER

276

Organic ebonies and ivories are the perfect match for fall's exotic snakeskins and feathers. Photographed by CHARLES MASTERS. Styled by ALI GOLDWARE

282

With heat-seeking bikinis and sunny cover-ups, life's a day at the beach. Photographed by ALEXEI HAY. Styled by JOU ZIU

FEATURES

80

Model-turned activist Summer Rayne Oakes finds a spiritual home in Mozambique, Africa... Eco-conscious voyagers join the slow travel movement, and more

88

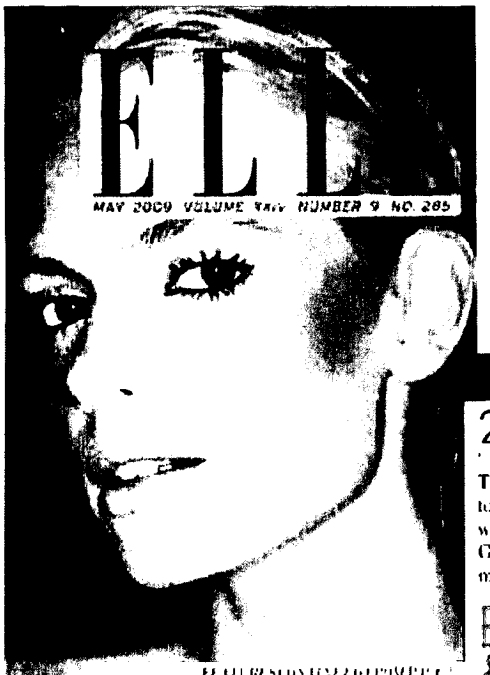
In the too near future, we'll be drinking repurposed wastewater, washing the car no more... and forget about the lawn. Unless we start conserving now, we should prepare to be thirsty, dry, and dirty. By ELIZABETH ROYTE

90

These 13 leading water experts inspire us, make us face the truth, and get us giving, even when we're broke. Here's how they would bail out the planet

161

In a new soccer-themed bromance, Gael Garcia Bernal scores with audiences female and male alike... Natasha Khan, the songstress behind Bat for Lashes, delivers with *Fur Suit*... *Sag Harbor*, a coming-of-age novel from Colson Whitehead... Jaime Hascer, Kenna, and Justin Timberlake join a group of superstar friends to head to the top of Mount Kilimanjaro to raise awareness of the worldwide water crisis... and more



ELLE
MAY 2009 VOLUME XXIV NUMBER 9 NO. 285

229

In L.A., building the eco dream is becoming an affordable reality. Photographed by Grey Crawford

234

When a girlhood friend grows up to reinvent herself as a howling, canyon-dwelling she wolf, you have two choices: Hold tight to your fully on the grid existence—or go wild with her. By Sara Corbett

240

Jacques Cousteau was the most storied sea captain since Ahab, a conservationist who piloted the *Calypso* into our hearts and minds. But oh, the family drama! Now there's a hot new generation of Cousteaus taking the helm. By Ashley Judd

244

Relationship hell? E. Jean Carroll to the rescue!

295

This may be the closest you'll ever get to a shirtless, Matthew McConaughey wrestling a grizzly bear. He gives Andrew Goldstein the deets—along with tips for making Home Depot sexy

BEAUTY, HEALTH & FITNESS

185

From lipsticks that sprout wildflowers to a plant-based frizz fighter, eco-friendly beauty products are in full bloom. By Marisa Fusco and Jean Burden. Plus: the top five SLS- and SLES-free shampoos

199

Thanks to these three forward-thinking beauty industry luminaries, finding, using, and, yes, recycling eco-friendly products has never been easier. By April Long

204

Since its creation in 1921, Chanel No. 5 has never lost its je ne sais quoi. Perhaps its enduring appeal tells us not who we are, but who we want to be. By April Long

214

IN EVERY ISSUE

shop ANNEKLEIN.COM and WIN!!!!*

Win a $1,000 shopping spree on anneklein.com.

*NO PURCHASE NECESSARY. Must be at least 18 years old. Sweepstakes ends May 8, 2009. For complete details and official rules, go to www.anneklein.com. VOID WHERE PROHIBITED.

ANNE KLEIN
anneklein.com

advertisement

we believe
IN BEAUTY AS BOTH A SCIENCE AND AN ART.
do you?

Join the **ELLE Inner Circle** and share your expert opinions on the latest **beauty** trends and products in an exclusive online panel. You'll help shape the look and feel of ELLE and have a chance to win great prizes.
Visit **ELLEextra.com** to join.

ELLE INNER CIRCLE

ROCK & REPUBLIC CONTRIVED PRESSED BLUSH LANCÔME L'ABSOLU ROUGE

AVEDA
the art and science of pure flower and plant essences

START VIBRANT

UP TO 99% NATURALLY DERIVED* INGREDIENTS
UNLIMITED
SHADE POSSIBILITIES

Full Spectrum™ hair color system — powered by sunflower, castor and jojoba oils — delivers healthy-looking, radiant shades that are essentially damage free. From complete grey coverage to a total makeover or subtle highlights, get rich luminous color customized for you only at an Aveda salon. Call 888.269.0006 or visit aveda.com to find a salon near you.

[illegible]

ELLE

ROBERTA MYERS
VP/Editor-in-Chief
JOE ZEE
Creative Director
PAUL RITTER
Design Director

ALEXANDRA S. POSTMAN *Executive Editor* · ANNE SLOWEY *Fashion News Director* · EMILY DOUGHERTY *Beauty/Fitness Director*

SARA E. CULLEY *Managing Editor* · ELLYN CHESTNUT *Accessories Director* · JOANN PAILEY *Market Director* · KATE LANPHEAR *Style Director*

FASHION
Senior Accessories Editor KATE DAVIDSON HUDSON · *Fashion Credits Director* TRICIA SCHREIBER
Fashion Bookings Editor MALINA V. JOSEPH · *Market Editor* JADE FRAMPTON
Accessories Editor KYLE ANDERSON · *Associate Fashion Credits Editor* NATASHA CLARK
Assistants JENNIFER GACH, ANNIE LADINO, KRISTEN SHIRLEY, MITSU TSUCHIYA, RACHEL WILKERSON

FEATURES
Senior Features Editors BEN W. DICKINSON, JENNIFER WEISEL, LISA CHASE
Senior Editor MIRANDA PURVES · *Beings* CANDICE RAINEY · *Articles, Senior Writer* MAGGIE BULLOCK
Senior Fashion News Editor WHITNEY VARGAS · *Fashion News Editor* ALEXA BRAZILIAN
Assistant Editors RACHEL ROSENBLIT, SETH PLATTNER
Editorial Assistants SHAWNA ROWAN, JULIE VADNAL, ERIN BOYLE

BEAUTY AND FITNESS
Senior Editor APRIL LONG
Associate Editor MAURA LYNCH · *Assistant* JODI BELDEN

Assistant Managing Editor NINA WEISS

ART AND DESIGN
Associate Art Directors DANNY FISHER, ELVIS CRUZ, JILL SERRA
International coordinator MONIQUE BONIOL

PHOTOGRAPHY
Photo Director BRETT RAMEY
Associate Photo Editors JACQUELINE BATES, JULIET JERNIGAN
Photo Assistant LAURA GEISER

COPY/RESEARCH
Copy Chief HEATHER McCABE · *Research Editor* STEPHANIE FAIRYINGTON
Associate Articles Editor/Research CORRIE PIKUL · *Copy Editor* KARI WETHINGTON

PRODUCTION
Vice President of Operations MICHAEL ESPOSITO
Production Director PHYLLIS DINOWITZ · *Production Manager* MELISSA JEWSBURY
Production coordinator GAIL HUBEL · *Prepress Technician* ANNE ANDRES

ELLE.COM
Executive Editor ANNA PEZIK
Senior Fashion and Accessories Editor VIOLET MOON GAYNOR
Associate Beauty Editor EMILY HEBERT · *Associate Editor* ERIN CLEMENTS
Editorial Assistant MEREDITH STEBBINS · *General Manager* ROGER MUNFORD

Editors-at-Large LAURIE ABRAHAM, RACHAEL COMBE, AMY GOLDWASSER

Contributing Writers RUTH SHALIT BARRETT, CARLENE BAUER, SARAH BERNARD, BLISS BROYARD, ELINOR BURKETT, E. JEAN CARROLL, LISA DePAULO, JED DICKSON, KAREN DURBIN, SUZANNE GERBER, ALLISON GLOCK, ANDREW GOLDMAN, MERYL GORDON, JESSE GREEN, TAMZIN GREENHILL, CATHI HANAUER, NANCY HASS, ELIZABETH HAYT, JOSEPH HOOPER, LOUISA KAMPS, RUTH DAVIS KONIGSBERG, DAPHNE MERKIN, HOLLY MILLEA, COCO MYERS, DANI SHAPIRO, LISA SHEA, LAUREN SLATER, REBECCA TRAISTER, BRIDGETT WALTHER

Consulting Special Projects Editor LAURIE TROTT

WORLD'S LEADING FASHION MAGAZINE • 42 INTERNATIONAL EDITIONS
ARGENTINA • BELGIUM • BRAZIL • BULGARIA • CANADA • CHINA • CROATIA • CZECH REPUBLIC • DENMARK • FINLAND • FRANCE • FRANCE (SUPPLEMENT) • GERMANY • GREECE • HONG KONG • HUNGARY • INDIA • INDONESIA • ITALY • JAPAN • KOREA • MEXICO • NETHERLANDS • NORWAY • ORIENTAL • POLAND • PORTUGAL • GREECE • ROMANIA • RUSSIA • SERBIA • SINGAPORE • SLOVENIA • SOUTH AFRICA • SPAIN • SWEDEN • TAIWAN • THAILAND • TURKEY • UKRAINE • UNITED KINGDOM • U.S.A.

Bernard Arnault [illegible]

DANIEL FILIPACCHI *Chairman Emeritus*
RÉGIS PAGNIEZ *Founding Editor*

[illegible] hearstmagazines.com
[illegible]
[illegible] New York, NY 10019 T: 212 767 5800
[illegible] Paris Cedex [illegible] France [illegible] Inc. Copyright [illegible]
PRINTED IN THE UNITED STATES OF AMERICA

HEMUS · ABC

THE WORLD.
THE RUNWAY.
THE STREET.
YOUR STYLE.

ELLE

CONTEMPORARY COLLECTION

only at KOHL'S

SHOP THE ELLE™ CONTEMPORARY COLLECTION
IN STORE AND ONLINE AT KOHLS.COM/ELLE.

ELLE IS A TRADEMARK OF ELLE
BY HACHETTE FILIPACCHI PRESSE

ELLE

CAROL A. SMITH
Senior Vice President/Group Publishing Director

Vice President and Managing Director DANIEL RAGONE
Vice President and Associate Publisher ANNE WELCH *Associate Publisher* LORI FROMM
Assistant to the Publisher SHEILA HEAVEY

ADVERTISING
Executive Beauty Director ANNA ARAMAN *Executive Fashion Director* JUDI STOLOFF SANDERS
International Fashion Director LIBBY CONOVER *Luxury Products Director* BARBARA BOULWARE
Sales Development Director MARA GREDICK *Fashion Director* JUSTIN TARQUINIO
Beauty Director DANIELLE WARD *Beauty Manager* TIFFANY ROUGHAN
Fashion Manager JENNIE STEHLI *Personal Executive* SHANE GLASS
Assistants JESSICA AMBROGI, RUSSELL DOUGLAS, ANNIE JEFFERSON, MADISON SHOOP

MARKETING & PROMOTION
Executive Director, Marketing and Creative Services BRENT ALLEN
Business Development Director ZOE ABBOTT *Marketing Director* LIZ HODGES
Creative Services Director ERIC JOHNSON *Brand Development Director* ANNE WEINTRAUB
Fashion Merchandising Director ERIN LOOP
Art Director EDUARDO LARIOS *Associate Art Director* JENNIFER BRIGGS
Special Projects Director SARA ROBERTS *Creative Services Manager* TARA MOLLOY
Senior Designer AMI POURANA *Senior Merchandising Managers* JASMIN REATE, KELLY SON
Senior Marketing Manager LAUREN MUEHLETHALER
Special Events and Merchandising Manager CAITLIN WEISKOPF
Marketing Manager GINA SPITALIERI
Associate Merchandising Managers CASEY MARKS, REBECCA ROGALSKI
Marketing Assistants CAMDEN JANNEY, JULIA WETHERELL

ADVERTISING OPERATIONS
Advertising Business Director JEANINE TRIOLO
Advertising Services Manager SHANON TIGHE TULI
Advertising Business Coordinator RHEANNON SERINO

CIRCULATION
Vice President, Consumer Marketing PHILIP KETONIS
Director, National Sales EDWARD LIENAU *Director, Group Circulation* WILLIAM CARTER
Vice President, Retail Sales and Marketing WILLIAM MICHALOPOULOS
Circulation Director JOHN KAYSER

ELLE.COM
Vice President/Director of Digital Advertising JOHN WEISGERBER
Beauty Manager BROOKE GOMBERG
Fashion and Beauty Sales Director ALISON KOPLAR *Senior Marketing Manager* ANNA PLAKS

PUBLIC RELATIONS
Manager, Public Relations ERIN KAPLAN *Assistant, Public Relations* CORIE ROSENBERG

BRANCH OFFICES
WEST COAST *Directors* SANDY ADAMSKI, EILEEN RIVKIN
Assistant ASHLEY MEDIANO (TELEPHONE: 323-954-4822)
5670 WILSHIRE BOULEVARD, SUITE 1600, LOS ANGELES, CA 90036 TELEPHONE: 323-954-4875 FAX 323-954-4896
MIDWEST *Director* HEATHER BARNES LAGERGREN *Assistant* LAURA KNIERIM
500 NORTH MICHIGAN, SUITE 2100, CHICAGO, IL 60611 TELEPHONE: 312-923-4834 FAX 312-832-1686
ATLANTA *Southeast Manager* KATIE HOBBS
2970 CLAIRMONT ROAD, SUITE 800 ATLANTA GA 30329 TELEPHONE 404-982-9969 FAX 404-982-9565
DETROIT *Director*, ANNIE OLDANI-GREEN
HACHETTE MAGAZINE NETWORK, 1585 EISENHOWER PLACE, ANN ARBOR MI 48108 TELEPHONE 734-205-1100

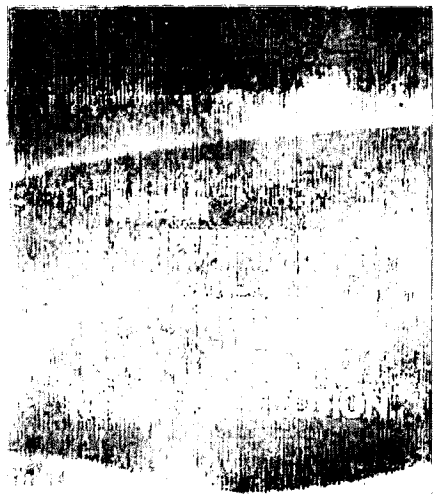
21 INTERNATIONAL SALES OFFICES
FRANCE IGA PARIS FRANÇOIS LECLERC, MANAGING DIRECTOR, 23 RUE BAUDIN, 75A 91021 92538 LEVALLOIS-PERRET CEDEX PARIS
TELEPHONE 33-1-41-34-8750 FAX 33-1-41-34-8420 E-MAIL FRANCOIS.LECLERC@IGA.FR
ITALY IGA MILAN ROBERT SCHOENMAKER CRISTINA ALDITI VIALE SARCA, 535 20126 MILAN
TELEPHONE 39-02-626-944-41 FAX 39-02-626-909-10 E-MAIL ROBERT@IGA.IT
U.S. *Global Sales Director* SALVATORE ZAMMUTO E-MAIL SZAMMUTO@FUSIUCITAS.COM

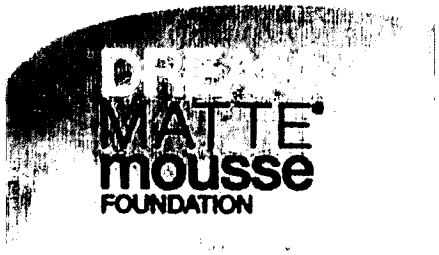
Vice President, Group General Manager RON MINUTELLA *Business Director* CAROL CORNELL
Office Manager REBECCA GOVERNALE *Editorial Business Manager* CYNTHIA YEUNG

HACHETTE FILIPACCHI MEDIA U.S. *CEO, Lagardère Active* DIDIER QUILLOT
CEO International, Magazine Division, Lagardère Active JEAN DE BOISDEFFRE
President and Chief Executive Officer ALAIN LEMARCHAND
Executive Vice President and Chief Operating Officer PHILIPPE GUELTON
Executive Vice President and Personnel Director CATHERINE R. FLICKINGER
Executive Vice President/Group Publishing Director, Integrated Sales and Marketing NICHOLAS J. MATARAZZO
Senior Vice President, Chief Financial Officer PHILIPPE PERTHUIS
Senior Vice President, Chief Technology Officer TOM DONOHUE
Senior Vice President, Chief Procurement Officer BENNETT THEIMANN
Senior Vice President, Marketing and Manufacturing THOMAS MASTERSON
Senior Vice President, Digital Media TODD ANDERMAN
Senior Vice President, Corporate Communications ANNE LATTIMORE JANAS
Vice President, Human Resources and Benefits EILEEN F. MULLINS
Senior Vice President, ELLE Group Publishing Director CAROL A. SMITH

ELLE SUBSCRIPTION CUSTOMER SERVICE
TELEPHONE 800 876-8775

HEMUS ABC





MAYBELLINE
NEW YORK

Advertisement

ELLE

Disco

An eyewear collection designed for the woman with style and a mind of her own. The ELLE eyewear collection offers a distinguished look that is chic, modern and feminine. We invite you to discover ELLE eyewear, superior quality with a distinctive style. Every single frame brings out the ELLE woman's unique personality. Modern, creative, independent, feminine. Words easily used to describe the ELLE spirit.

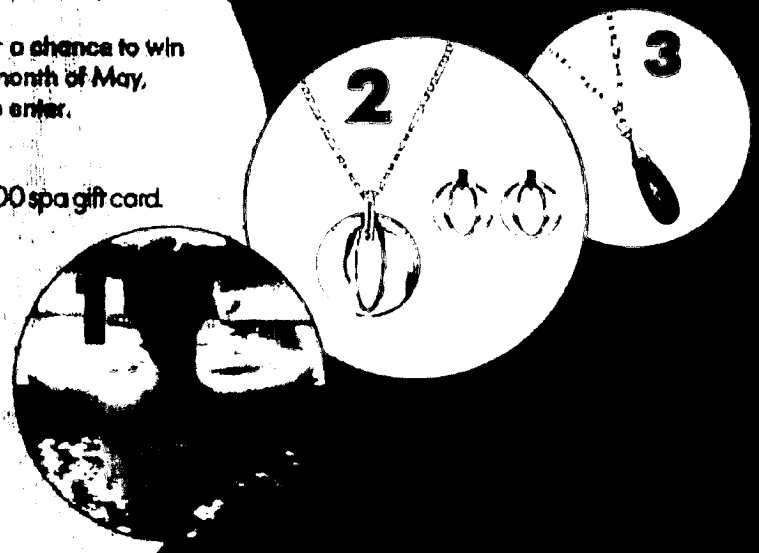
Discover ELLE eyewear and enter for a chance to win some fabulous prizes. Through the month of May, visit a participating optical retailer to enter. There is no purchase necessary.

1st prize: Indulge yourself with a $500 spa gift card.

2nd prize:
ELLE sterling silver necklace and matching earrings.

3rd prize:
ELLE sterling silver necklace with faceted ruby colored stone.

For a participating optical retailer in your area, call 1 800 645 2121.



Advertisement

eco style

INTRODUCING THE

ELLE

Bringing you the best in green fashion and beauty products. Get complimentary beauty treatments and eco-chic samples.

ELLE Eco-Style Station kicks off in Los Angeles May 3-24, so come out and get eco-chic.

Sunday · May 3 and 10

Brentwood Farmers' Market · 9AM - 2:30PM
741 South Gretna Green Way, Los Angeles

Sunday · May 17 and 24

Pacific Palisades Farmers' Market · 8AM - 1PM
1037 Swarthmore Avenue, Los Angeles

FOR INFORMATION, DATES, AND LOCATIONS

To learn more about the Farmers Markets in Los Angeles please visit

www.rawinspiration.org
www.jennifermccolm.com

BIRKENSTOCK
Made in Germany • Tradition since 1774

juice BEAUTY

Raw Inspiration

ELLE®

MAKE BETTER!

21 DAYS TO A SEXIER LOOK, SWEETER LOVE LIFE, HOT BODY

LADY GAGA

THE FASHION, THE SCENES, THE MUSIC

THE GIRL INSIDE THE GLAM

ELLE

JANUARY 2010 VOLUME XXV NUMBER 5 NO. 293

ON THE COVER
31, 53, 137

77, 116

84

100

118

124

138

156

FASHION
28

31

41

ELLE

JANUARY 2010 VOLUME XXV NUMBER 5 NO. 152

FASHION CONTINUED FROM PAGE 8

42

Marco de Vincenzo's ancient Greece- and Olympics-inspired collection ... Orly Genger and Jaclyn Mayer create knotted statement necklaces ... Mario Giovannini's magnetic knits ... and more

46

ANNE SLOWEY recaps the best of the spring/summer 2010 shows, which included flirty dresses, militarian separates, futuristic motocross, and more!

50

As London Fashion Week celebrates a quarter-century, the kingdom proves that its appetite for fun knows no limits

148

Brooklyn Decker, star of E.L.F.'s new Make Better DVD series, debuts the season's sharpest menswear-inspired looks

166

An exclusive look into the private world and home of fashion legend Alessandro Benetton

170

Nicholas Kirkwood and Jason Wu celebrate Nadja Swarovski's 10 years of sponsoring young designers like themselves ... and prove once again that all that glitters is not gold. By ANNE SLOWEY

FEATURES

63

Andrea Arnold's new film, *Fish Tank*, Vampire Weekend comes out with a new album, *Contra*, popular author Elizabeth Gilbert's new book, *Committed* ... and more

74

HOLLY MILLER sits down with Hugh Grant, the king of romantic comedy, and finds that he has evolved into a darker, sexier, and far more interesting person

77

Have love and work ever been so fraught with complication? Some of our best writers explore, in their signature ways, how to keep your head on straight, be a good spouse, and clean out the clutter of modern life. It starts with you!

- *The Distraction Diet*
- *Can't Keep a Good Woman Down If You Love Him, I'm Him Up Destroys Yourself*
- *You Are What You Think*
- *Between You, Me, and God*
- *Are You an Innie or an Outie? The One-Month Home Makeover*
- *59 Seconds: Quick Tips for Becoming a Happier Person*

134

Relationship hell? E. JEAN CARROLL to the rescue!

178

Matthew Morrison, star of Fox's *Glee*, tells ANDREW GOLDMAN about lunch with Salma Hayek and the sex appeal of a Snuggie

BEAUTY, HEALTH & FITNESS

78

MIRANDA BERGER puts an age-old French grape detox diet to the 21-day test

89

JANNA JONSSON trades in her go-to makeup neutrals for 21 days in living color

92

As science bolsters our ability to understand and refine botanical ingredients, it's beginning to look like the secret to younger skin might be growing in our own backyards. By ANNE LOSS

109

Sephora in-store makeup artists vie for a spot on the elite Pro Beauty Team. Check out the 2010 team and their retro fabulous looks

113

IN EVERY ISSUE

13
22
24
26
173
174
176

Page 36 courtesy of the designer; page 62 Michael Muller; page 63 Hope Wenger; page 71 Phillip Spencer/Shutterstock; page 79 Sabino Vinciguerra; page 84 and 89 Jacques Dubois; page 87 Stendell Shaw; page 91 Anne Lammers

ELLE

CAROL A. SMITH
Senior Vice President, Chief Brand Officer

ROBERTA MYERS
Vice President, Editor-in-Chief / Brand Content

JOE ZEE
Creative Director

PAUL RITTER
Design Director

ANNE SLOWEY
Fashion News Director

EMILY DOUGHERTY
Beauty/Fitness Director

SARA E. CULLEY
Managing Editor

ELLYN CHESTNUT
Accessories Director

JOANN PAILEY
Market Director

KATE LANPHEAR
Style Director

FASHION

Executive Accessories Editor KATE DAVIDSON HUDSON *Fashion Credits Director* TRICIA SCHREIBER
Fashion Bookings Editor MALINA V. JOSEPH *Market Editor* JADE FRAMPTON
Senior Accessories Editor KYLE ANDERSON *Associate Fashion Credits Editor* NATASHA CLARK
Assistant Editor JENNIFER GACH
Assistants JODI BELDEN, KRISTEN SHIRLEY, MITSU TSUCHIYA

FEATURES

Senior Features Editors BEN W. DICKINSON, JENNIFER WEISEL, LISA CHASE
Senior Editors MIRANDA PURVES *(Living)*, CANDICE RAINEY *(Articles)* *Senior Writer* MAGGIE BULLOCK
Senior Fashion News Editor WHITNEY VARGAS *Fashion News Editor* ALEXA BRAZILIAN
Assistant Editors RACHEL ROSENGLIT, SETH PLATTNER, JULIE VADNAL *Editorial Assistants* ERIN BOYLE, ANGELA BLUMIS

BEAUTY AND FITNESS

Senior Editor APRIL LONG *Associate Editor* MAURA LYNCH
Assistant JANNA JOHNSON

ART AND DESIGN

Associate Art Directors DANIEL FISHER, ELVIS CRUZ, JILL SERRA
International Coordinator MONIQUE BONIOL

Assistant Managing Editor JENNA REED

PHOTOGRAPHY

Senior Photo Editor JACQUELINE BATES
Photo Producer JULIET JERNIGAN *Photo Assistant* LAURA GEISER

COPY/RESEARCH

Copy Chief HEATHER McCABE *Research Editor* STEPHANIE FAIRYINGTON
Associate Articles Editor (Research) CORRIE PIKUL *Copy Editor* KARI WETHINGTON

PRODUCTION

Vice President of Operations MICHAEL ESPOSITO
Production Director PHYLLIS DINOWITZ *Production Manager* MELISSA JEWSBURY
Prepress Technician ANNE ANDRES

ELLE.COM

Executive Editor ANNA PEZIK
Senior Fashion and Accessories Editor VIOLET MOON GAYNOR
Associate Beauty Editor EMILY HEBERT *Associate Editor* ERIN CLEMENTS
Assistant Managing Editor KATE CAVANNA *Assistant Editor* KRISTINA SORIANO
General Manager ROGER MUNFORD

Editors-at-Large LAURIE ABRAHAM, RACHAEL COMBE *Junior Editor* JOHANNA G. COX

Contributing Editors RUTH SHALIT BARRETT, CARLENE BAUER, SARAH BERNARD, BLISS BROYARD, E. JEAN CARROLL, LISA DePAULO, KAREN DURBIN, ANDREW GOLDMAN, MERYL GORDON, JESSE GREEN, TAMZIN GREENHILL, CATHI HANAUER, NANCY HASS, ELIZABETH HAYT, JOSEPH HOOPER, LOJISA KAMPS, RUTH DAVIS KONIGSBERG, DAPHNE MERKIN, HOLLY MILLEA, SUSAN MILLER, COCO MYERS, CHRISTOPHER NIQUET, DANI SHAPIRO, LISA SHEA, LAUREN SLATER, REBECCA TRAISTER

Contributing Special Projects Editor LAURIE TROTT

WORLD'S LEADING FASHION MAGAZINE • 42 INTERNATIONAL EDITIONS

ARGENTINA • BELGIUM • BRAZIL • BULGARIA • CANADA • CHINA • CROATIA • CZECH REPUBLIC • DENMARK • FINLAND • FRANCE • FRANCE (SWISS SUPPLEMENT) • GERMANY • GREECE • HONG KONG • HUNGARY • INDIA • INDONESIA • ITALY • JAPAN • KOREA • MEXICO • NETHERLANDS • NORWAY • ORIENTAL • POLAND • PORTUGAL • QUEBEC • ROMANIA • RUSSIA • SERBIA • SINGAPORE • SLOVENIA • SOUTH AFRICA • SPAIN • SWEDEN • TAIWAN • THAILAND • TURKEY • UKRAINE • UNITED KINGDOM • U.S.A.

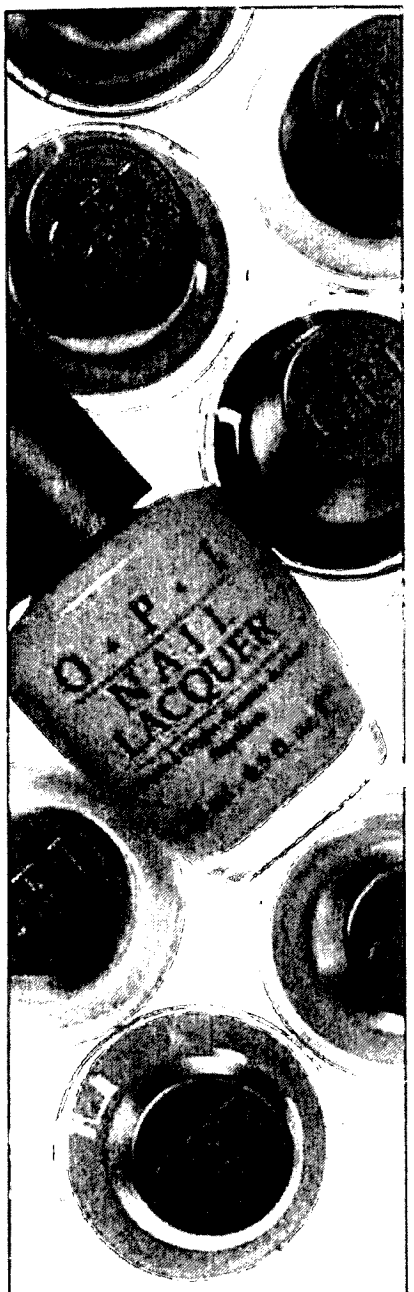
Bernard Sass, *International Director of Operations*, Fabrizio Ciccio *International Publishing Director*

DANIEL FILIPACCHI *Chairman Emeritus*
RÉGIS PAGNIEZ *Founding Editor*

For information on subscriptions, please contact Hearst Magazines Customer Service at 877-657-5795 or www.HearstMagazines.com
ELLE is published by Hachette Filipacchi Media U.S., Inc. All correspondence should be addressed to: 1633 Broadway, New York, NY 10019
Tel. 212 767 5800. In the U.S., ELLE is a registered trademark of Hachette Filipacchi Presse, Levallois Perret Cedex, France.
In Canada, the ELLE trademark is licensed and copyright is owned by Hachette Filipacchi Presse et Publicité, Levallois Perret Cedex, France.

Copyright © 2010 Hachette Filipacchi Media U.S., a part of Hachette Filipacchi Presse, a division of Lagardère SCA (www.lagardere.com)

PRINTED IN THE UNITED STATES OF AMERICA



SPLASH
YOUR NEW YEAR WITH COLOR

O·P·I

CONTAINS NO DBP, TOLUENE, OR FORMALDEHYDE

For [illegible] order Cherry Cherry

[illegible] Professional Salons, including [illegible] Beauty Schools, Pro Beauty, Beauty Supply, and ULTA locations. [illegible] ©2010 OPI Products Inc.

ELLE

CAROL A. SMITH
Senior Vice President, Chief Brand Officer

Vice President, Brand Publisher ANNE WELCH *Vice President, Managing Director* DANIEL RAGONE
Vice President, Brand Development BRENT ALLEN *Associate Publisher* LORI FROMM
Assistant to the Chief Brand Officer SHEILA HEAVEY

ADVERTISING

Executive Beauty Director ANNA ARAMAN *Executive Fashion Director* JUDI STOLOFF SANDERS
International Fashion Director LIBBY CONOVER *Luxury Products Director* BARBARA BOULWARE
Sales Development Director MARA GREDICK *Fashion Director* JUSTIN TARQUINIO
Beauty Director DANIELLE WARD *Beauty Manager* TIFFANY BOUGHAN
Fashion Manager JENNIE STEHLI *Sectional Executive* SHANE GLASS
Assistants JESSICA AMBROGI, KATIE GOWDY, MEGHAN KELLEHER, MADISON SHOOP

MARKETING & PROMOTION

Business Development Director ZOE ABBOTT *Marketing Director* LIZ HODGES NOCKS
Executive Services Director ERIC JOHNSON *Brand Development Director* ANNE WEINTRAUB
Fashion Merchandising Director ERIN LOOP
Art Director EDUARDO LARIOS *Associate Art Director* JENNIFER BRIGGS
Special Projects Director SARA ROBERTS *Creative Services Manager* TARA MOLLOY
Senior Designer AMI POURANA *Senior Merchandising Managers* JASMIN REATE, KAREN GINOLFI
Senior Marketing Manager LAUREN MUEHLETHALER
Special Events and Merchandising Manager CAITLIN WEISKOPF
Associate Merchandising Managers CASEY MARKS, REBECCA ROGALSKI
Marketing Coordinator CAMDEN JANNEY
Marketing Assistants JULIA WETHERELL, LAUREN RUDDY

ADVERTISING OPERATIONS

Advertising Business Director JEANINE TRIOLO *Advertising Services Manager* SHANON TIGHE TULI
Advertising Business Coordinator RHEANNON SERINO

CIRCULATION

Vice President, Consumer Marketing PHILIP KETONIS
Director, National Sales EDWARD LIENAU *Group Circulation Director* WILLIAM CARTER
Vice President, Retail Sales and Marketing WILLIAM MICHALOPOULOS
Circulation Director JOHN KAYSER

ELLE.COM

Fashion and Beauty Sales Director ALISON KOPLAR *Beauty Manager* BROOKE GOMBERG
Senior Marketing Manager ANNA PLAKS *Digital Sales and Marketing Assistant* LAUREN BLAKE

PUBLIC RELATIONS

Director, Public Relations ERIN KAPLAN *Assistant, Public Relations* CORIE ROSENBERG

BRANCH OFFICES

WEST COAST *Director* SANDY ADAMSKI, EILEEN RIVKIN *Assistant* CEZARA POPA
5670 WILSHIRE BOULEVARD, SUITE 1600 LOS ANGELES, CA 90036 TELEPHONE 323 954 4822 FAX 323 954 4896
MIDWEST *Director* HEATHER BARNES LAGERGREN *Assistant* LAURA KNIERIM
500 NORTH MICHIGAN, SUITE 2100 CHICAGO, IL 60611 TELEPHONE 312 923 4834 FAX 312 832 1686
ATLANTA *Southern Manager* KATIE HOBBS
2970 CLAIRMONT ROAD, SUITE 800, ATLANTA, GA 30329 TELEPHONE 404 982 9969 FAX 404 982 9565
DETROIT *Director*, ANNIE OLDANI-GREEN *Office Manager* MICHELLE MAGUIRE
HACHETTE MAGAZINE NETWORK, 423 N. MAIN ST. SUITE 220, ROYAL OAK, MI 48067 TELEPHONE 248 284 2848

21 INTERNATIONAL SALES OFFICES

FRANCE LGA PARIS, FRANÇOIS LECLERC *Managing Director* 23 RUE RAUDIN TSA 91021 92538 LEVALLOIS-PERRET CEDEX PARIS
TELEPHONE 33 1 41 34 87 53 FAX 33 1 41 34 84 20 E-MAIL: FRANCOIS.LECLERC@LGA.FR
ITALY LGA MILAN, ROBERT SCHOENMAKER, CRISTINA ALBOTTI VIALE SARCA 235 20126 MILAN
TELEPHONE 39 02 626 98 441 FAX 39 02 626 93 010 E-MAIL ROBERT@LGA.IT
U.S. Global Sales Director SALVATORE ZAMMUTO EMAIL SZAMMUTO@PUBLICITAS.COM

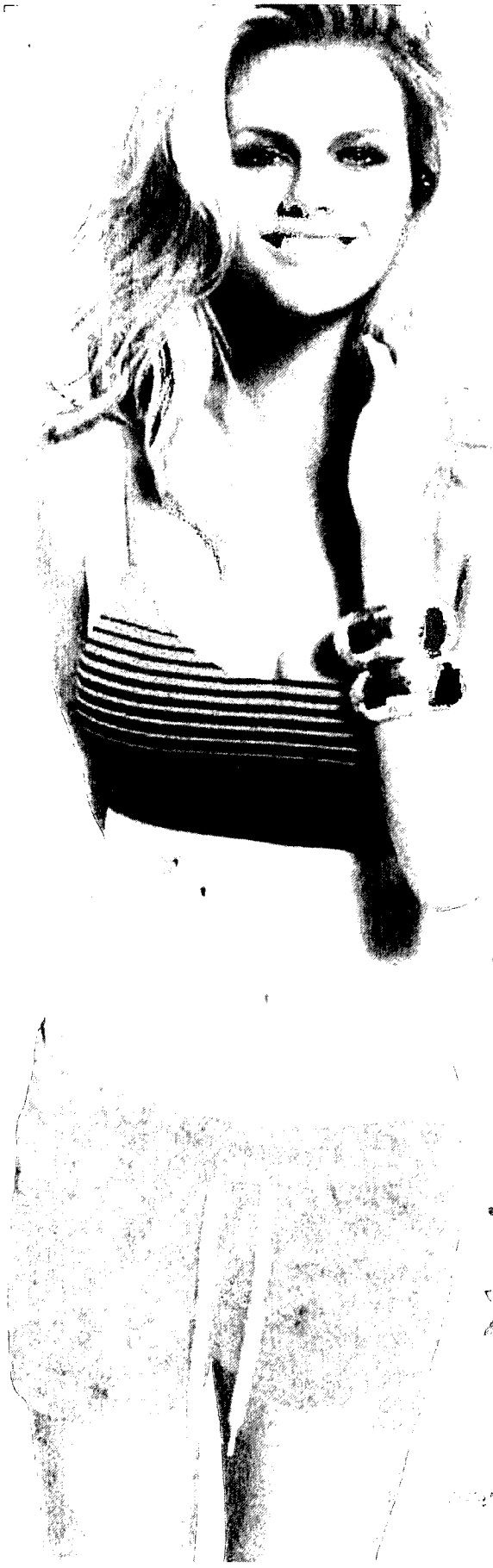
Vice President, Group General Manager RON MINUTELLA *Business Director* CAROL CORNELL
Office Manager REBECCA GOVERNALE *Editorial Business Manager* CYNTHIA YEUNG

HACHETTE FILIPACCHI MEDIA U.S. (www.hfmus.com)
President and Chief Executive Officer ALAIN LEMARCHAND
Executive Vice President and Chief Operating Officer PHILIPPE GUELTON
Executive Vice President and General Counsel CATHERINE P. FLICKINGER
Senior Vice President, Chief Brand Officer, Luxury Design Group DEBORAH BURNS
Senior Vice President, Chief Brand Officer, Car and Driver, Road & Track JOHN C. DRISCOLL JR.
Senior Vice President, Chief Brand Officer, Women's Day Group CARLOS LAMADRID
Senior Vice President, Chief Brand Officer, Cycle World Group LARRY LITTLE
Senior Vice President, Chief Brand Officer, ELLE Group CAROL A. SMITH
Senior Vice President, Chief Financial Officer PHILIPPE PERTHUIS
Senior Vice President, Chief Technology Officer TOM DONOHUE
Senior Vice President, Chief Procurement Officer BENNETT THEIMANN
Senior Vice President, Consumer Marketing and Manufacturing THOMAS MASTERSON
Senior Vice President, Digital Media TODD ANDERMAN
Senior Vice President, Corporate Communications ANNE LATTIMORE JANAS
Vice President, Integrated Sales and Marketing JOHN WEISGERBER
Vice President, Human Resources EILEEN F. MULLINS

Hachette Filipacchi Media U.S. is part of Lagardère Active, a division of Lagardère SCA (www.lagardere.com)
CEO, Lagardère Active DIDIER QUILLOT
CEO International Magazine Division, Lagardère Active JEAN DE BOISDEFFRE

ELLE SUBSCRIPTION CUSTOMER SERVICE TELEPHONE 800 676 8775

HFMUS ABC



Introducing the

ELLE MAKE BETTER DVD COLLECTION

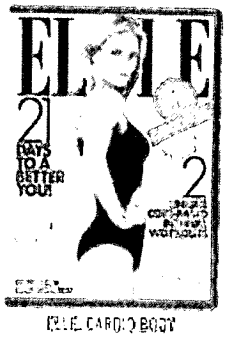
ELLE's new 3-disc workout series stars model and actor Brooklyn Decker, and brings you dramatic fitness results plus exclusive fashion and beauty tips from ELLE editors and industry experts.

You'll get three effective, dynamic, and upbeat workouts: ELLE Cardio Body, ELLE Workout Yoga, and ELLE Beauty Sculpt.

These workouts will strengthen, tone, and sculpt your physique for a leaner, healthier, sexier body, in just 21 days.

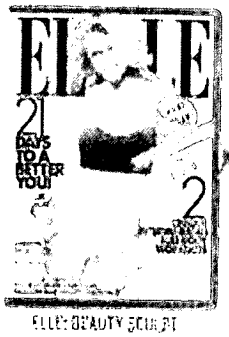
Enter the ELLE DVD collection owner at

ELLEMAKEBETTER.COM



ELLE CARDIO BODY

ELLE WORKOUT YOGA



ELLE BEAUTY SCULPT

MAKE BETTER SWEEPSTAKES

Win a trip to New York City, for a personal "make better" from ELLE fitness and beauty experts. Go to ELLEmakebetter.com for sweepstakes details.

Reebok

amazon.com

advertisement

THE 16TH ANNUAL

ELLE *women* IN HOLLYWOOD

HONORING

JULIE ANDREWS EMILY BLUNT KATIE HOLMES JULIANNE MOORE ZOE SALDANA
BONNIE TIMMERMANN ROBIN WRIGHT RENÉE ZELLWEGER

PROUDLY PRESENTED BY

Calvin Klein L'ORÉAL PARIS

DAVID YURMAN

ELLE celebrated the 16th Annual Women in Hollywood Awards at the Four Seasons Beverly Hills Hotel, on October 19th. With presenting sponsors Calvin Klein Collection and L'Oréal Paris and additional sponsors David Yurman and Moët & Chandon, ELLE brought together Hollywood's biggest stars and brightest new talent. Hosted by Alec Baldwin, the evening honored women who have had a profound impact on the industry.

VISIT ELLE.COM FOR MORE EXCLUSIVE BEHIND-THE-SCENES FOOTAGE, RED-CARPET INTERVIEWS, AND PHOTO GALLERIES OF WOMEN IN HOLLYWOOD FASHION

winter perspectives

tools for the season

From international getaways to everyday winter wear Crownscap offers the Paul Leimbord Coyote Aviator with Lamb Leather crown. It's the must-have fur hat of the season. Shop the collection at [illegible] or call [illegible]

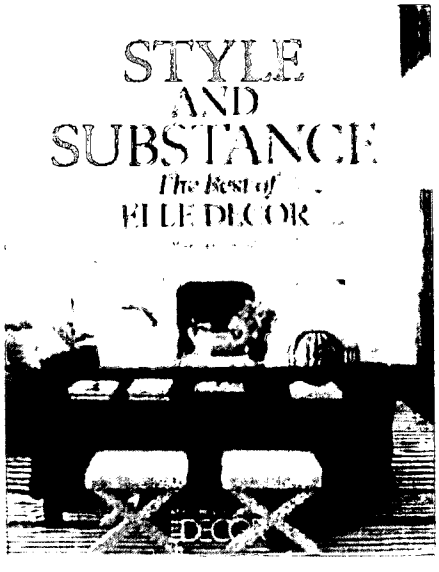
Just one Slimshots, the size of a coffee creamer helps you eat up to 30% less all day. No jitters or embarrassing side effects. Works from the 1st day! Now available in a light chocolate flavor. Safe all natural clinically proven active ingredients. *See **Slimshots.com**. Available at CVS Walgreens, Rite Aid, Walmart GNC

Europe's best-selling hair removal system is now available in the U.S. Smooth Away safely removes unwanted hair instantly and painlessly with gentle microcrystals that turn hair into dust. No nicks, no cuts, just perfectly smooth, exfoliated soft skin. Available Walmart, CVS, Walgreens, Sally Beauty, Rite Aid, Target, Dollar General or **Getsmoothaway.com**

ADVERTISEMENT

STYLE AND SUBSTANCE

A SHOWCASE OF PERSONALITY, PASSION, AND FLAIR



Exquisite images of inviting spaces and inspiring decorating ideas from ELLE DECOR. America's most refined interiors magazine.

Your room-by-room guide to living well!

$45.00* Hardcover • 8½ x 11 in./240 pages/300 color photographs
*plus shipping and handling and applicable sales tax

AVAILABLE WHEREVER BOOKS ARE SOLD
OR CALL TOLL-FREE 800-910-8096
OR VISIT WWW.HFMBOOKS.COM TO ORDER NOW

filipacchi publishing

ELLE DECOR

ELLE

FALL FASHION!

630+

CHIC COATS, KILLER BOOTS, MUST-OWN BAGS

PLUS

GET THE ELLE LOOK: THE BEST PIECES THAT WILL LAST AND LAST

SPECIAL ISSUE

MEGAN FOX

ELIZABETH MICHELL

AMANDA SEYFRIED

ALLEN CONRAD

GABOURE SOIBE

THE TOP 5 HAIR & MAKEUP STYLES *EVER*

MEGAN FOX!

WHAT 25 LOOKS LIKE: THE BOMBSHELL

THE SECRET TO LOOKING 15 YEARS YOUNGER

+

WE'VE TRIED *EVERYTHING*: SURGERY, INJECTIONS, LASERS, CREAMS **WHAT *REALLY* WORKS, WHAT DOESN'T**

SURVEY **25,000 OF YOU SOUND OFF ABOUT LOVE, SEX, MONEY, POWER**

OCTOBER 2010
USA $3.99
ELLE.COM

02492
10
0 275001

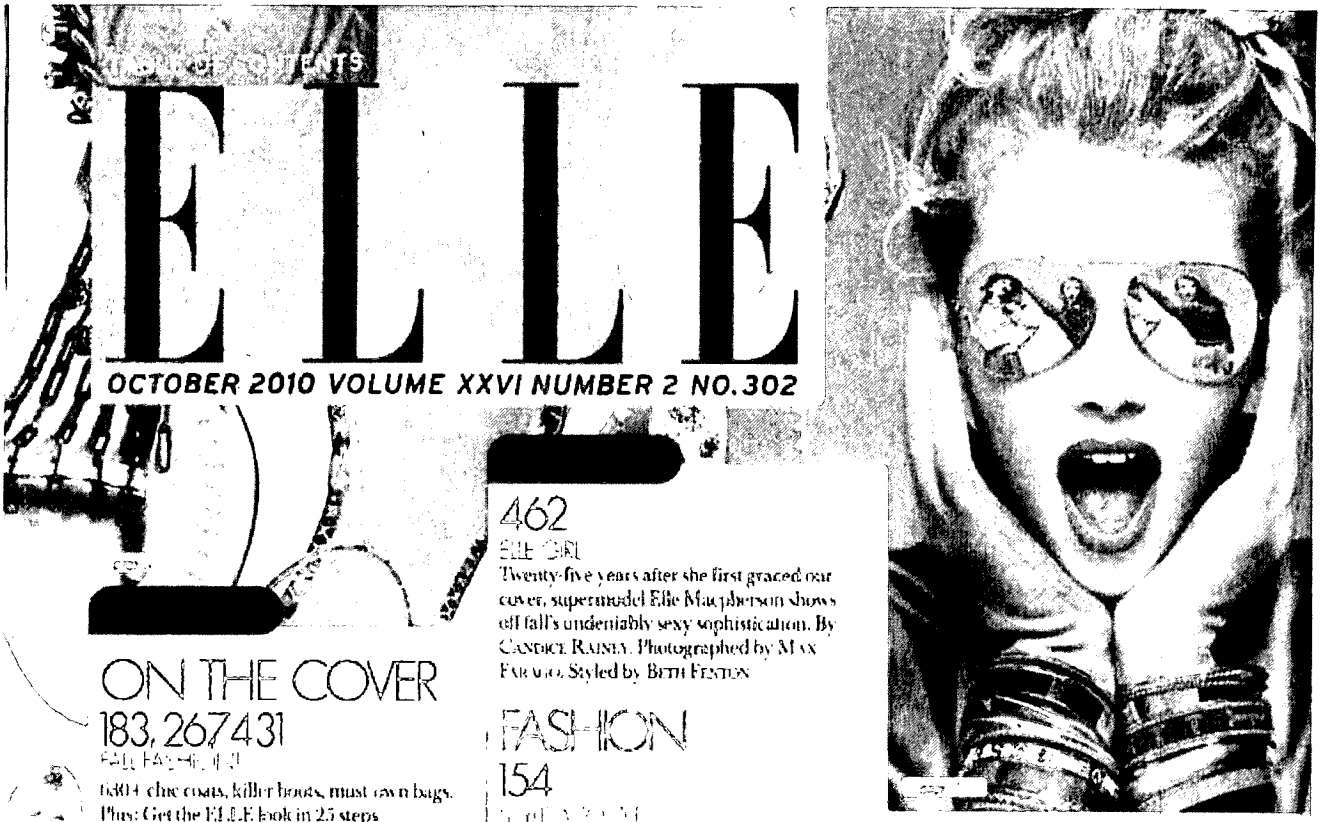
Elle & *ELLE* Celebrate ELLE's 25TH Anniversary!

Elle Macpherson in a Dior dress, a Buccellati cuff, a Cartier ring, and Christian Louboutin booties. Photographed by Max Farago. *Page 462*

TABLE OF CONTENTS

ELLE

OCTOBER 2010 VOLUME XXVI NUMBER 2 NO. 302



462
ELLE GIRL
Twenty-five years after she first graced our cover, supermodel Elle Macpherson shows off fall's undeniably sexy sophistication. By CANDICE RAINEY. Photographed by MAX FARGO. Styled by BETH FENTON

ON THE COVER

183, 267, 431
FALL FASHION
6004 chic coats, killer boots, must-own bags. Plus: Get the ELLE look in 25 steps

331
THE BEAUTY LEXICON
APRIL LONG shares how looks that hadn't been invented 25 years ago are now part of today's beauty lexicon. Photographed by JEM MITCHELL

364
SCIENCE
Is it possible to reset the clock so that we might look younger as we grow older? By APRIL LONG

374
THE ALL-NIGHT LIFE OF A PR GIRL
When HOLLY MILLER hit Manhattan, she worked every A-list party in town. But in time, she found a new calling: tirelessly testing beauty treatments, tricks, and occasional tortures—so we don't have to!

408
LOVE, SEX, MONEY, POWER
We polled more than 25,000 people to find out how you really feel about love, sex, money, and power

432
THE 25 YEARS EDITION
When ELLE touched down 25 years ago, a new generation of smart, talented, game-changing women were busy starting life. Starring: Megan Fox, Amanda Seyfried, Gabourey Sidibe, Lauren Conrad, and more. Photographed by CARTER SMITH. Styled by JOE ZEE

FASHION

154
SCHOOL'S OUT
ANDREW ROSEN
Creative Director JOE ZEE reminds us why ELLE's founding rules of fashion, which he obsessed over in high school, still apply

164
THE LIFE OF A FASHION ICON
Victoria Brynner discovers that growing up among elite fashion obsessed movie stars and socialites can warp and inspire one's own style. By AMANDA FORTINI

176
BODY OF WAR
For VICTORIA REDEL, wearing a body brace for most of her adolescence was teenage torture, but it also left an unexpectedly positive mark—and not just because it straightened her spine

180
WHAT TO WEAR
Our Fashion Know-It-All, ANNE SLOWEY, answers your pressing style questions

183
ELLE FASHION'S THE LOOK: PRAIRIE, ARGYLE
Prairie-prep outfits...cozy Fair Isle knits... Carter's iconic big-cat jewelry collection... and more

ELLE (ISSN 0888-0638) (USPS 762-020) OCTOBER 2010 Volume XXVI, Issue 2. Published monthly by Hachette Filipacchi Media U.S., Inc., 1633 Broadway, New York, NY 10019. Periodicals postage paid at New York, NY 10019 and at additional mailing offices. Canada Post Publications Mail Agreement No. 40010085. POSTMASTER: Send address changes to ELLE, PO Box 420235, Palm Coast, FL 32142-7433. Telephone: 800-876-8775. Foreign: 386-597-4375. E-mail: elle@emailcustomerservice.com. Subscriptions: Allow 8 weeks for delivery. Subscribers who want to pay invoice: We have no further obligation unless we receive payment. Address changes within the year.

One-year newsstand rate $15.00 in U.S. and Possessions, $48.00 in Canada (including $4.25 + $8.00 GST/HST). Foreign: To order, subscribe online, call 800-876-8775 in the U.S. and Canada or 386-597-4375 in other foreign countries.

Occasionally, we share our information with other reputable companies whose products and services we feel may interest you. If you prefer not to participate in this opportunity, please e-mail us at elle@emailcustomerservice.com and include that in the operator.

CONTINUED ON PAGE 14

426

Relationship hell? E. JEAN CARROLL to the rescue!

488

Craig Robinson tells ANDREW GOLDMAN that even though he may attract the occasional super fan, he's the one doing the stalking

490

A 25-year retrospective of ELLE's most iconic and timeless looks

BEAUTY, HEALTH & FITNESS

342

Not only have these superstar beauty products earned the most accolades in our pages since 1985, they continue to be can't-live-without-it daily essentials

356

Over the past 25 years, makeup artist Laura Mercier has seen a lot of looks come and go. Here, the secrets to her own timeless technique. By APRIL LOAR

240

Attorney Pamela Bradshaw discovers her real style in post-firm life. By JOHANNA COX

247

A retrospective of fashion culture in the past quarter century. By ANNE SLOWEY

260

The Rhode Island School of Design teams up with ELLE to prove that it takes a lot more than expert pattern-making to earn fashion's highest grade. By WHITNEY VARGAS

470

ELLE's legendary lens man, Gilles Bensimon, steps behind the camera yet again to capture runway superstar Karolina Kurkova in a panoply of lean, layerable knits. Photographed by GILLES BENSIMON. Styled by CHRISTOPHER NIQUET

476

Celebrating 30 years as a slave to Seventh Avenue, Michael Kors has built a booming ready-to-wear and accessories business that will soon boast 100 stores worldwide. By TERI AGINS. Photographed by DAN KING

478

Donna Karan reinvented the dialogue between a woman and her wardrobe. DAPHNE MERKIN finds that for this designer, there's a fine line between what you wear and how you feel. Photographed by DAN KING

480

From outfitting '60s hippies in bell-bottoms to uniforming Europe's in standard prep, Tommy Hilfiger is celebrating his 25 years by bringing his smart chic style home to day. By NICK FOURKES. Photographed by PIERRE BAILEY

FEATURES

152

If it's good enough for the Queen, it's good enough for our expert travel correspondent. MARIO GIRALSO

309

Hollywood's up-and-coming studs Clark Duke, Dave Franco, and Donald Glover... Kristin Kimball's beguiling memoir, *The Dirty Life*... KAREN DURBIN reviews the film *Never Let Me Go*... and more

391

David Bailey, Eric Ripert, and Jean-Georges Vongerichten prepare a celebratory dinner for ELLE's quarter-century anniversary and dish on the fashion of food, then and now. By RUTH REICHL. Photographed by LISA HUBBARD

396

25 style-philes spill their wardrobe secrets in a new book by ELLE editors. By JOE ZEE and MAGGIE BULLOCK

406

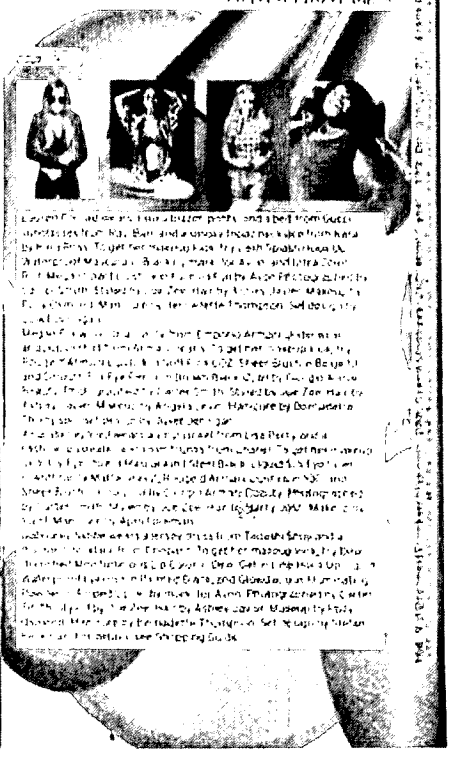
After a stellar start in Hollywood, Ben Affleck got lost in a confusion of bad film choices and an overly public private life. But with *Gone Baby Gone* and two dramas this fall, he's proved himself better than ever. By KAREN DURBIN

414

Don't be fooled into thinking Sarah Palin is a standard-bearer for the Republicans. Like any good reality star, she's in the business of promoting herself. By REBECCA TRAISTER

420

What do you do when you're 28 years old and certain you're adopted, but your family continues to insist you aren't? By NINA BURLEIGH



AVEDA

THE ART AND SCIENCE OF HIGH PERFORMANCE PLANT ESSENCES

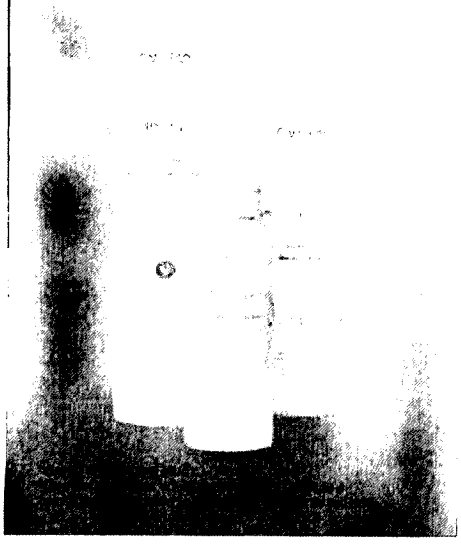
PROVEN IN SALONS PROVE IT AT HOME

See for yourself just how smooth hair can be with our free 3-piece sample pack. Smooth Infusion™ Shampoo and Conditioner smooth and soften your hair up to 60%; Style-Prep Smoother™ defends against humidity for 12 hours.

Sample packs available at participating locations only. Find them at aveda.com/elle or 888.288.0006.

TRY IT—ON US!™

Your free sample pack contains:
Smooth Infusion™
Shampoo 10 ml
Conditioner 10 ml
Style-Prep Smoother 10 ml



ELLE

ROBIN DOMENICONI
Senior Vice President & Chief Brand Officer

ROBERTA MYERS
Vice President, Editor in Chief & Brand Curator

JOE ZEE
Creative Director

PAUL RITTER
Design Director, E.L.L.E. Group

ALEXIS BRYAN MORGAN
Fashion Director

ANNE SLOWEY
Fashion News Director

EMILY DOUGHERTY
Beauty & Fitness Director

DOUGLAS BAUGHMAN
Managing Editor

ELLYN CHESTNUT
Accessories Director

JOANN FAILEY
Market Director

KATE LANEPHAR
Style Director

Deputy Editors MAGGIE BULLOCK, CANDICE RAINEY

FASHION

Executive Accessories Editor KATE DAVIDSON HUDSON • *Fashion Credit Director* TRICIA SCHREIBER
Market Editor JADE FRAMPTON • *Senior Accessories Editor* KYLE ANDERSON
Associate Fashion Credits Editor NATASHA CLARK
Fashion Editors JENNIFER GACH, SARAH SCHUSSHEIM
Contributing Editors JODI BELDEN, KRISTEN SHIRLEY, MIYUKI TSUCHIYA

FEATURES

Senior Features Editor • BEN W. DICKINSON, LISA CHASE • *Entertainment Director* JENNIFER A. LISEE
Senior Editor-at-Large MIRANDA PURVES
Senior Features News Editor WHITNEY VARGAS • *Features News Editor* ALEXA BRAZILIAN
Senior Web Features Director APRIL LONG
Associate Editor RACHEL ROSENBLIT • *Features Editors* SETH PLATTNER, JULIE VAONAI
Editorial Coordinator ERIN BOYLE, ANGELA BLUMIS, NOJAN AMINOSHAREI

BEAUTY AND FITNESS

Associate Editor JANINA JOHNSON

ART AND DESIGN

Associate Art Director • DANIEL FISHER, ELVIS CRUZ, JILL SERRA
International Coordinator MONIQUE BONIOL

Art Department Manager/Editor JENNA REED

PHOTOGRAPHY

Photo Director • PEPPA FORD • *Senior Photo Editor* JACQUELINE BATES
Photo Producer JULIE HAMMONG • *Photo Assistant* LOUISA PARKINSON

COPY/RESEARCH

Copy Chief HEATHER MCCABE • *Research Editor* SHIRLEY L. VELASQUEZ
Associate Editor/Editor, Research CORRIE PIKUL • *Copy Editor* ELEANOR DUNCAN

PRODUCTION

Vice President Operations MICHAEL ESPOSITO • *Production Director* PHYLLIS O'NOWITZ
Production Manager MELISSA JEWSBURY • *Production Editor* ANNE ANDRES

ELLE.COM

Digital General Manager ED NAGRAU
Editorial Director • KEITH POLLOCK
Director of Content and Production • MELANIE SCHNURIGER
Manager & Editor KAI THOMSEN • *Fashion Editor* GENEVIEVE BAHPENBURG
Style News Editor • BRITT ABOUFAKEB • *Fashion and Shopping Editor* • SYDNEY WASSERMAN
Beauty Editor • EMILY HEBERT • *Associate Accessories Editor* WINIFRED WANG
Associate Editor KRISTINA SORIANO

Editors at Large LAURIE ABRAHAM, RACHAEL COMBE • *Junior Editor* JOHANNA G. COY

Contributing Editors RUTH SHALIT BARRETT, CARLENE BAUER, SARAH BERNARD, BLISS BROYARD, E. JEAN CARROLL, LISA DI FALLO, KAREN DUFBIN, ANDREW GOLDMAN, MERYL GORDON, MARIO GRAUSO, JESSE GREEN, TAMZIN GREENHILL, CATHI HANAUER, NANCY HASS, ELIZABETH HAYT, JOSEPH HOOPER, LOUISA KAMPS, RUTH DAVIS KONIGSBERG, DAPHNE MERKIN, HOLLY MILEA, SUSAN MILLER, COCO MORES, CHRISTOPHER NIQUET, DANI SHAPIRO, LISA SHEA, LAUREN SLATER, REBECCA TRAISTER

Contributing Special Projects Editor LAURIE TROTT

WORLD'S LEADING FASHION MAGAZINE • 42 INTERNATIONAL EDITIONS

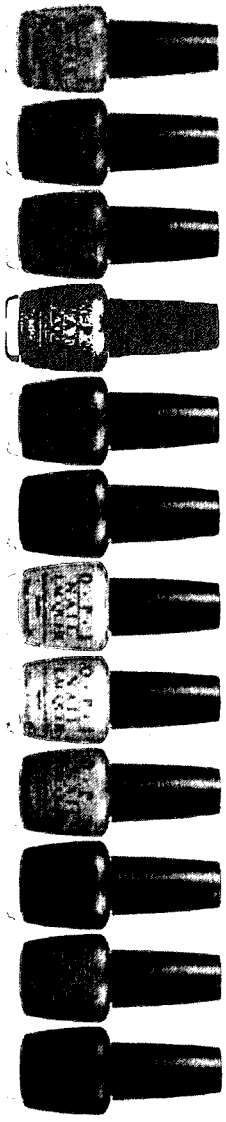
[illegible]

DANIEL FILIPACCHI *Chairman Emeritus*
RÉGIS PAGNIEZ *Founding Editor*

[illegible] 1633 Broadway, New York, NY 10019 [illegible]

PRINTED IN THE UNITED STATES OF AMERICA

HEARST ABC



COLLECTION BY OPI

LACQUERS FROM TOP TO BOTTOM
Chic Stilettos, Liberty, Just a Little Bright Eyes,
From A to Z with Gratitude,
Tan Suze & Lucy Glass, Jade
Diva of Glamour, Tiny Cute Toe Wear,
Lucerne-tainly Look Marvelous,
Yodel Me on My Cell, Ski Teal We Drop,
Cuckoo for this Color, Wasabi Tell Me About OPI

O·P·I

Try it on at opi.com

Nail Lacquers feature OPI's exclusive ProWide™ Brush.

CONTAINS NO DBP, TOLUENE, OR FORMALDEHYDE

Available at Professional Salons, including Beauty Brands, Beauty First, JCPenney, Regis, Trade Secret, and ULTA locations

Call 800 341 1999 ©2010 OPI Products, Inc.

ELLE

ROBIN DOMENICONI
Senior Vice President/Chief Brand Officer

Vice President/Brand Publisher KEVIN W. MARTINEZ
Vice President/Brand Operations ANNE WELCH
Associate Publisher LORI FROMM

ADVERTISING

Advertising Director, Beauty ANNA ARAMAN *Executive Fashion Director* JUDI STOLOFF SANDERS
Director, Beauty and Fashion LIBBY CONOVER *International Fashion Director* JUSTIN TARQUINIO
Luxury Products Director BARBARA BOULWARE *Sales Development Director* NATALIE MATTERA
Fashion and Luxury Manager SHANE GLASS
Assistants MEGHAN KELLEHER, ALLI ECHELMAN, MARINA LANGE, MARISSA CASEY FUCHS
Assistant/Brand Coordinator to the Chief Brand Officer GREG MISA

BRAND DEVELOPMENT & INTEGRATED MARKETING

Executive Director, Brand Development LIZ HODGES *Executive Director, Integrated Marketing* ERIC JOHNSON
Integrated Marketing Directors ERIN LOOP, SARA ROBERTS
Art Director EDUARDO LARIOS *Associate Art Director* JENNIFER BRIGGS
Associate Events and Partnerships Director CAITLIN WEISKOPF
Senior Integrated Marketing Manager KAREN GINOLFI
Associate Marketing Director LAUREN MUEHLETHALER *Creative Services Manager* TARA MOLLOY
Senior Designer AMI POURANA *Integrated Marketing Managers* CASEY MARKS, KATE THORNTON, REBECCA ROGALSKI, STEFENI BELLOCK *Copywriter* HEATHER WAGNER
Integrated Marketing Coordinator MADISON SHOOP *Marketing Coordinator* CAMDEN JANNEY
Marketing Assistant LAUREN RUDDY *Integrated Marketing Assistant* MATTHEW SMOAK

ADVERTISING OPERATIONS

Advertising Business Director JEANINE TRIOLO *Advertising Services Manager* SHANON TIGHE TULI
Advertising Business Coordinators RHEANNON SERINO, MICHAEL KIENKE

CIRCULATION

Vice President, Consumer Marketing PHILIP KETONIS
Director, National Sales EDWARD LIENAU *Group Circulation Director* WILLIAM CARTER
Vice President, Retail Sales and Marketing WILLIAM MICHALOPOULOS *Circulation Director* JOHN KAYSER

ELLE DIGITAL GROUP

General Manager TED NADEAU *Executive Director, Digital Sales* MICHELLE KING
Associate Beauty Director BROOKE GOMBERG *Fashion and Retail Manager* SHANE GLASS
Sales Manager BRETTE ALLEN *Account Executive* KATIE GOWDY *Assistant* RACHEL DALY

PUBLIC RELATIONS

Director, Public Relations ERIN KAPLAN *Coordinator, Public Relations* CORIE ROSENBERG

BRANCH OFFICES

WEST COAST *Directors* SANDY ADAMSKI, EILEEN RIVKIN *Assistant* CEZARA POPA
5670 WILSHIRE BOULEVARD, SUITE 1600, LOS ANGELES, CA 90036 TELEPHONE 323 954 4822 FAX 323 954 0896
MIDWEST *Director* LAURA KRIVIT ADRIAN *Marketing Coordinator* LAURA KNIERIM
500 NORTH MICHIGAN, SUITE 2100, CHICAGO, IL 60611 TELEPHONE 312 923 4634 FAX 312 832 1686
ATLANTA *Southeast Manager* KATIE HOBBS 2970 CLAIRMONT ROAD, SUITE 800, ATLANTA, GA 30329
TELEPHONE 404 982 9969 FAX 404 982 9165
DETROIT *Director* ANNIE OLDANI-GREEN *Office Manager* MICHELLE MAGUIRE
HACHETTE MAGAZINE NETWORK 423 N. MAIN ST., SUITE 220, ROYAL OAK, MI 48067 TELEPHONE 248-264-2849

21 INTERNATIONAL SALES OFFICES

FRANCE: IGA PARIS, FRANÇOIS LECLERC, MANAGING DIRECTOR, 23, RUE BALZAC, ISA 91021, 92538 LEVALLOIS-PERRET CEDEX PARIS
TELEPHONE 33 1 41 368753 FAX 33 1 41 348429 E-MAIL FRANCOIS@LECLERC@IGA.FR
ITALY: IGA MILAN, PIERLUIGI SCHIONI-MASKER, CRISTINA ALBOTTI, VIALE SABOA 235, 20126 MILAN
TELEPHONE 39 02 26 99 44 41 FAX 39 02 26 99 00 10 E-MAIL PCS@IGA.IT
U.S. *Global Sales Director* SALVATORE ZAMMUTO E-MAIL SZAMMUTO@PUBLICITAS.COM

Vice President, Group General Manager RON MINUTELLA *Business Director* CAROL CORNELL
Office Manager REBECCA GOVERNALE *Editorial Business Manager* CAROL LUZ

ELLE GROUP

Vice President/Brand Operations ANNE WELCH *Design Director* PAUL RITTER
General Manager/Digital TED NADEAU *Vice President/General Manager* RON MINUTELLA

HACHETTE FILIPACCHI MEDIA U.S. (hfm-news.com)
President and Chief Executive Officer ALAIN LEMARCHAND
Executive Vice President and Chief Operating Officer PHILIPPE GUELTON
Executive Vice President and General Counsel CATHERINE R. FLICKINGER
Senior Vice President, Chief Innovation Officer DEBORAH BURNS
Senior Vice President, Chief Brand Officer, Women's Day Group CARLOS LAMADRID
Senior Vice President, Chief Brand Officer, Circle World Group LARRY LITTLE
Senior Vice President, Chief Financial Officer PHILIPPE PERTHUIS
Senior Vice President, Chief Technology Officer TOM DONOHUE
Senior Vice President, Digital Media TODD ANDERMAN
Vice President, Corporate Communications KATE BERG
Vice President, Integrated Sales and Marketing JOHN WEISGERBER
Vice President, Corporate Planning and Performance LYNN HEATHERTON
Vice President, Human Resources EILEEN F. MULLINS
Digital General Manager ROGER MUNFORD

Hachette Filipacchi Media U.S. is part of Lagardère Active, a division of Lagardère SCA (www.lagardere.com)
In Canada, the ELLE trademark (dénomination and logo) are owned by France Canada Editions et Publications Inc.
CEO Lagardère Active DIDIER QUILLOT
CEO International, Magazine Division, Lagardère Active JEAN DE BOISDEFFRE

ELLE SUBSCRIPTION CUSTOMER SERVICE TELEPHONE 800 876 8775

HFMUS ABC

ELLE
YOUR STYLE

COVER BAND

In 25 years, ELLE has produced [illegible] covers [illegible] Julia Roberts' [illegible] Sarah Jessica [illegible] In the [illegible] we ran close on those [illegible] superwomen, [illegible] with [illegible] VSL [illegible] Today we spotlight our favorite [illegible] and music industry [illegible] the core. What hasn't changed, however, is the essence of the ELLE woman. From Alek Wek, whose first cover was [illegible] ELLE in November 1997, to Kate Bosworth, our [illegible] model cover in January [illegible], to Christie Brinkley, our [illegible] quintessence of [illegible], we celebrate not just pretty women, but strong individuals who have their own, authentic approach to life. For [illegible], our [illegible] we've gone you four cover girls—Lauren Conrad, Megan Fox, Amanda Seyfried, and Gossip Girl's Sublime [illegible] right in. They're modern, sexy, [illegible] a little rebellious, and they emanate a beauty that goes well beyond [illegible]. Also this month we *really* go behind the Cover to show you the small army that creates each issue's cover. There are the editors who pick the [illegible], the stars themselves; the makeup artists and hair stylists who pump them, the fashion editors who pull every dress, shoe, [illegible] bag, etc.—the creative direction, for Zoe, with style and charisma—its talent, and the photographers, [illegible]. Cover Smith, who captures the women [illegible] Weber, all their hard work will keep you coming back for [illegible] years—*[illegible]*.

IT TAKES A VILLAGE...

[illegible] backstage

1. Preps for the anniversary issue's 2. Makeup artist Polly Osmond touches up actress Mila Kunis for our portfolio of 25 25-year-olds. 3. Creative Director Jon Zee. 4. Fashion Director Alexia Bryan Morgan in the fashion closet. 5. Carter Smith shears Kunis. 6. Accessories Director Elyn Chestnut (second from left) and her team pull the swag. 7. Entertainment Director Jenn Fox Weber (pointing) develops the coveted shortlist.

THE HOTTEST NEW SHADES
OF THE SEASON

REVLON
NAIL ENAMEL

10 brilliant days of
chip-resistant
color and shine.*

Scene Stealer

Silver Screen

All Fired Up

Hot For Chocolate

Only from
Revlon
Color
Authority.™

Valentine

revlon.com

REVLON

FROM YOUR FRIENDS AT
ELLE

GET YOUR HANDS
on some
SY MONEY

$115,000.00

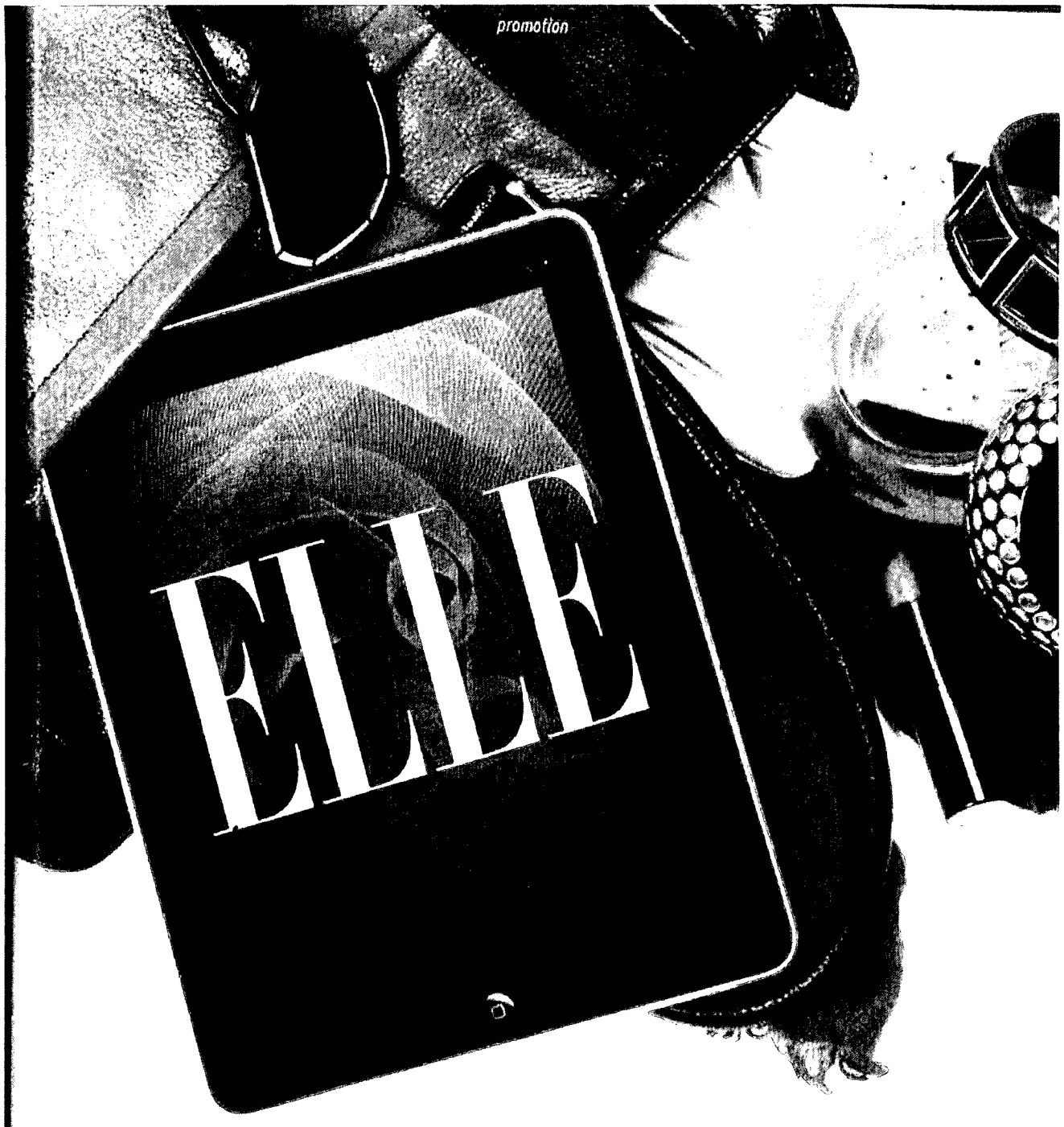
UP FOR GRABS
CASH, CARS,
TRIPS, & MORE

124 PRIZES
GUARANTEED
TO BE AWARDED!

ENTER
TODAY &
EVERY DAY!

ELLE.COM/DREAMS

promotion



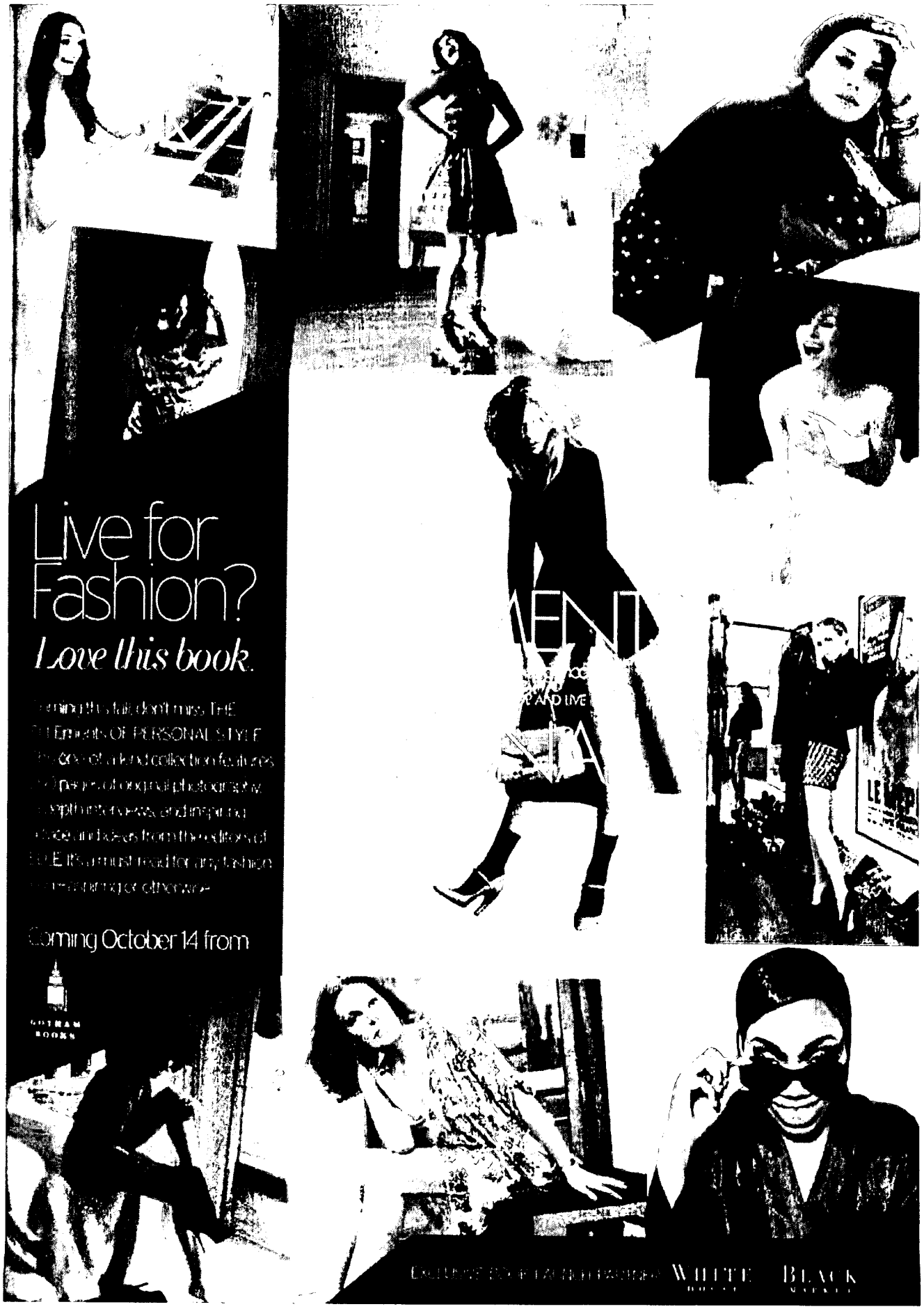
MODERN FASHION

THEN·NOW·NEXT

25 YEARS AGO, ELLE LAUNCHED ITS FIRST U.S. PRINT PUBLICATION.
Now, meet the next generation: the ELLE iPad App! Experience the very best in fashion, style, and beauty in a gorgeous, deeply interactive digital version of ELLE.

Visit the App Store to download ELLE today. The October issue is just $2.99—subscribers get it FREE!

Available on the App Store

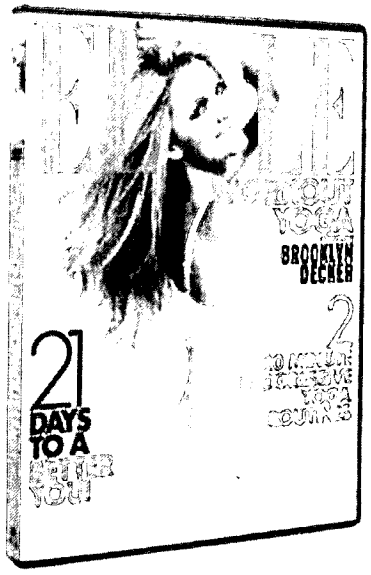

Live for Fashion?
Love this book.
Coming October 14 from
GOTHAM BOOKS
WHITE
BLACK

advertisement

GET BROOKLYN DECKER'S EXCLUSIVE NEW FITNESS PROGRAM

ELLE Workout Yoga will get you in sexy swimsuit shape in just 21 days

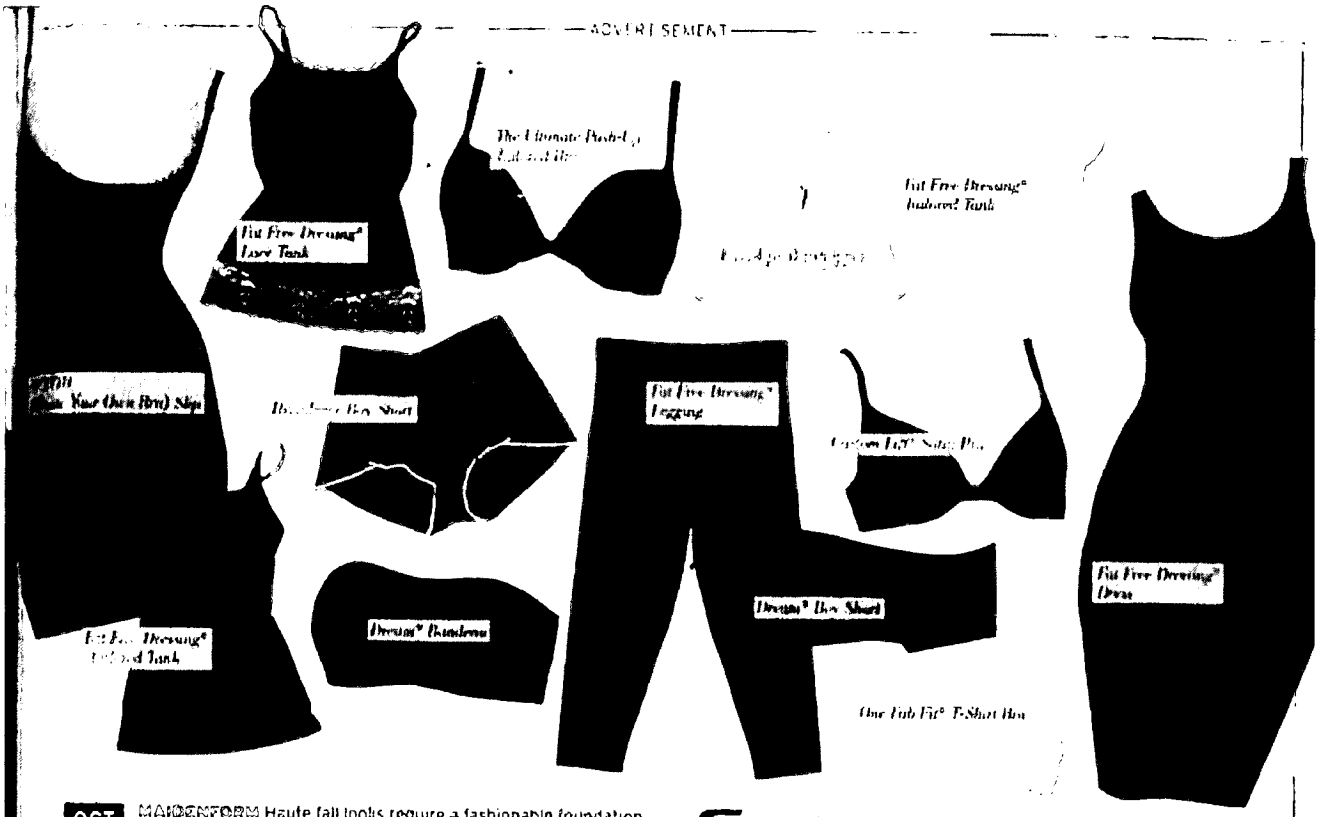
ELLE Workout Yoga, featuring model and actor Brooklyn Decker and celebrated instructor Tara Stiles, has two dynamic yoga workouts created to lengthen, stretch, and tone your body in just 21 days. These progressive routines will help you create a lean, sexy body you'll be excited to show off. Plus you'll get bonus fashion and beauty features from ELLE editors.



▲ ELLE WORKOUT YOGA

Available at Target*

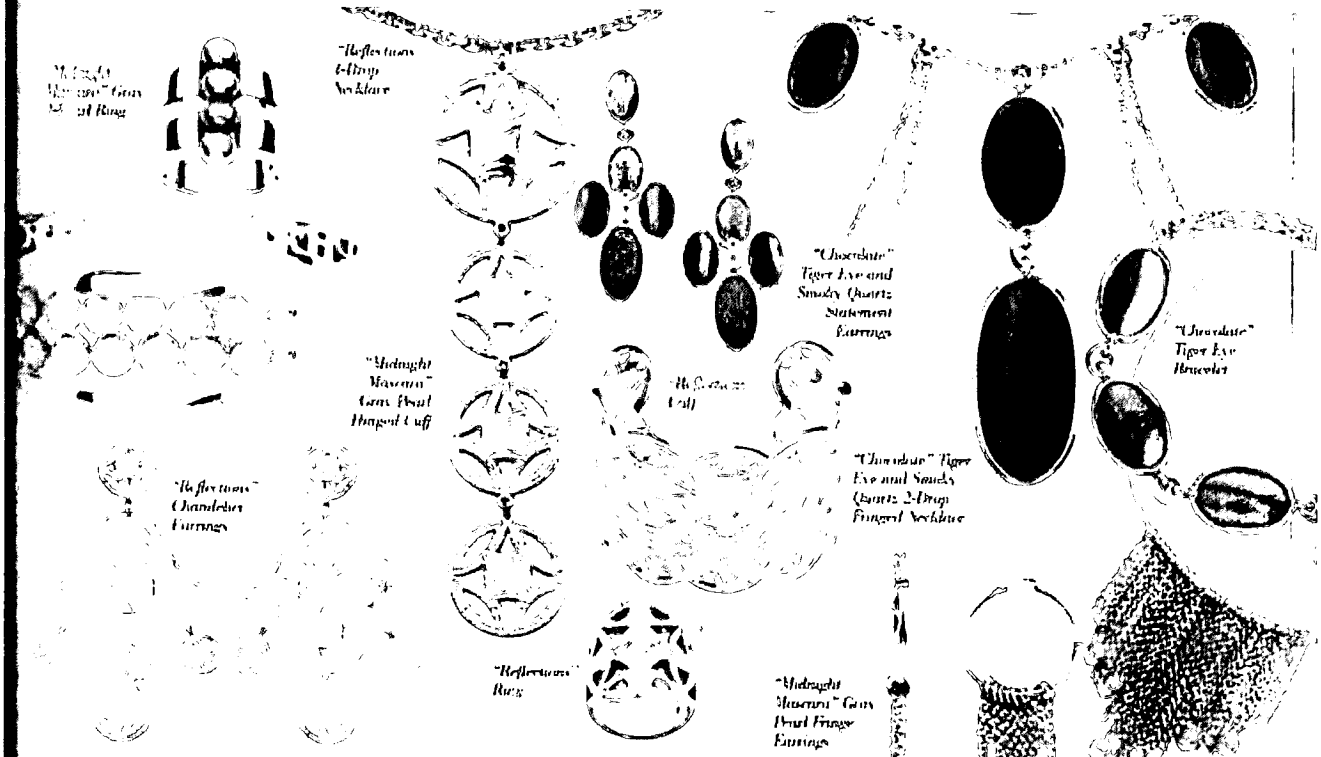
ADVERTISEMENT



OCT 1

MAIDENFORM Haute fall looks require a fashionable foundation. From your favorite T-shirt bra and strapless bandeau to the ultimate push-up for "did she or didn't she" sexy curves, Maidenform has wardrobe essentials that have you covered from the inside-out!

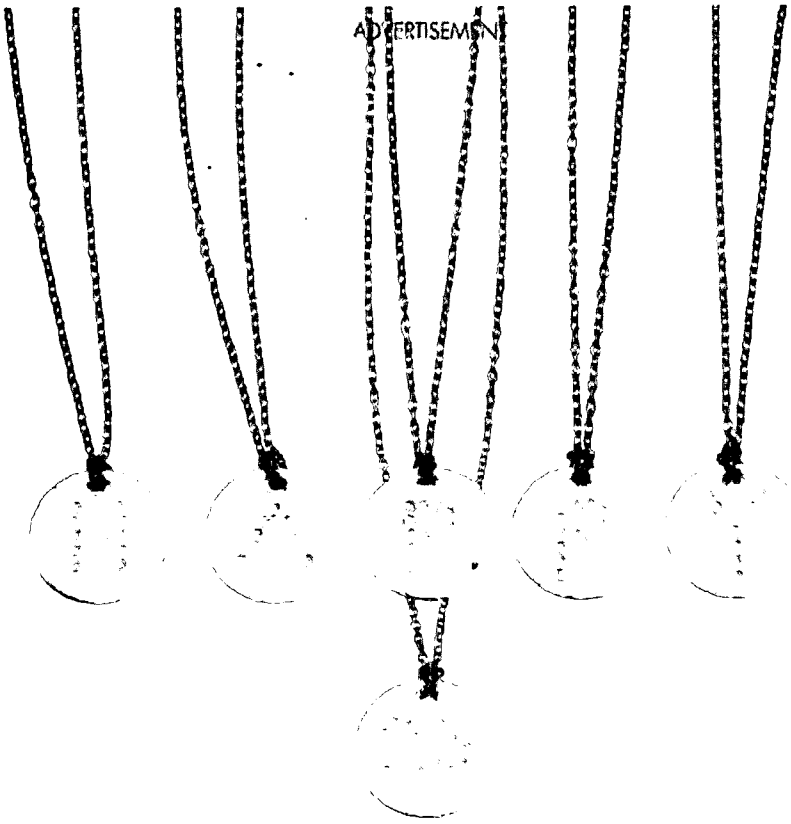
Flexees by maidenform



OCT 3

ELLE JEWELRY ELLE Jewelry presents an elegant fall collection of organic shapes and major statement pieces: rhodium-plated sterling silver necklaces, adorable pendants, on-trend earrings, bracelets, bangles, cuffs, and rings.

ADVERTISEMENT



In honor of

THE

25TH ANNIVERSARY

OF

ELLE

ROBERTO COIN *proudly presents*

A LIMITED EDITION NECKLACE

available exclusively at

Neiman Marcus

1.800.937.9146

ROBERTO COIN

IN CELEBRATION OF ELLE'S 25TH ANNIVERSARY, WE PROUDLY ANNOUNCE

FASHION NEXT

ELLE LAUNCHES FASHION | NEXT, A CHARITABLE INITIATIVE IN HONOR OF ELLE'S 25TH ANNIVERSARY. THE ELLE FASHION | NEXT DESIGN AWARD WAS CREATED TO SUPPORT THE VISION OF EMERGING DESIGNERS AND FOSTER FASHION'S NEXT GENERATION.

ELLE | RISD DESIGN AWARD

AWARDS

THE ELLE | RISD DESIGN AWARD

MAYBELLINE NEW YORK FASHION NEXT AWARD

kate spade new york AWARD

PEOPLE'S CHOICE AWARD

▶ **STARTING SEPTEMBER 9,** LOG ON TO ELLE.COM/RISD TO VOTE FOR YOUR FAVORITE DESIGNER

MAYBELLINE NEW YORK

kate spade NEW YORK

EXHIBIT 13

13

ELLE®

FASHION! DRESS UP FOR WORK

222 SHOES, BAGS, JACKETS, JEWELRY TO PERSONALIZE YOUR LOOK

THE **GENIUS ISSUE!**

STYLE SECRETS FROM JOE ZEE, MICHAEL KORS, JASON WU, AND MORE!

HOLLYWOOD BEAUTY PROS' BEST TIPS: NO CURLS, FLAWLESS SKIN

AMANDA SEYFRIED ON KISSING JUSTIN TIMBERLAKE AND FALLING FOR COSTARS

BEAUTY

A STEP-BY-STEP GUIDE: HOW TO DO YOUR MAKEUP AND **COLOR YOUR OWN HAIR**

DON'T BE A KEPT WOMAN WHAT IT REALLY COSTS

FIGHTING ALL THE TIME? THERAPY'S NEW DRUG SOLUTION *(No, it's not Viagra)*

THE WORLD ACCORDING TO **RUSSELL BRAND**

APRIL 2011
USA $3.99
ELLECOM

[redacted]

advertisement

DO YOU HAVE SOMETHING TO SAY ABOUT STYLE?

WE'RE LISTENING!

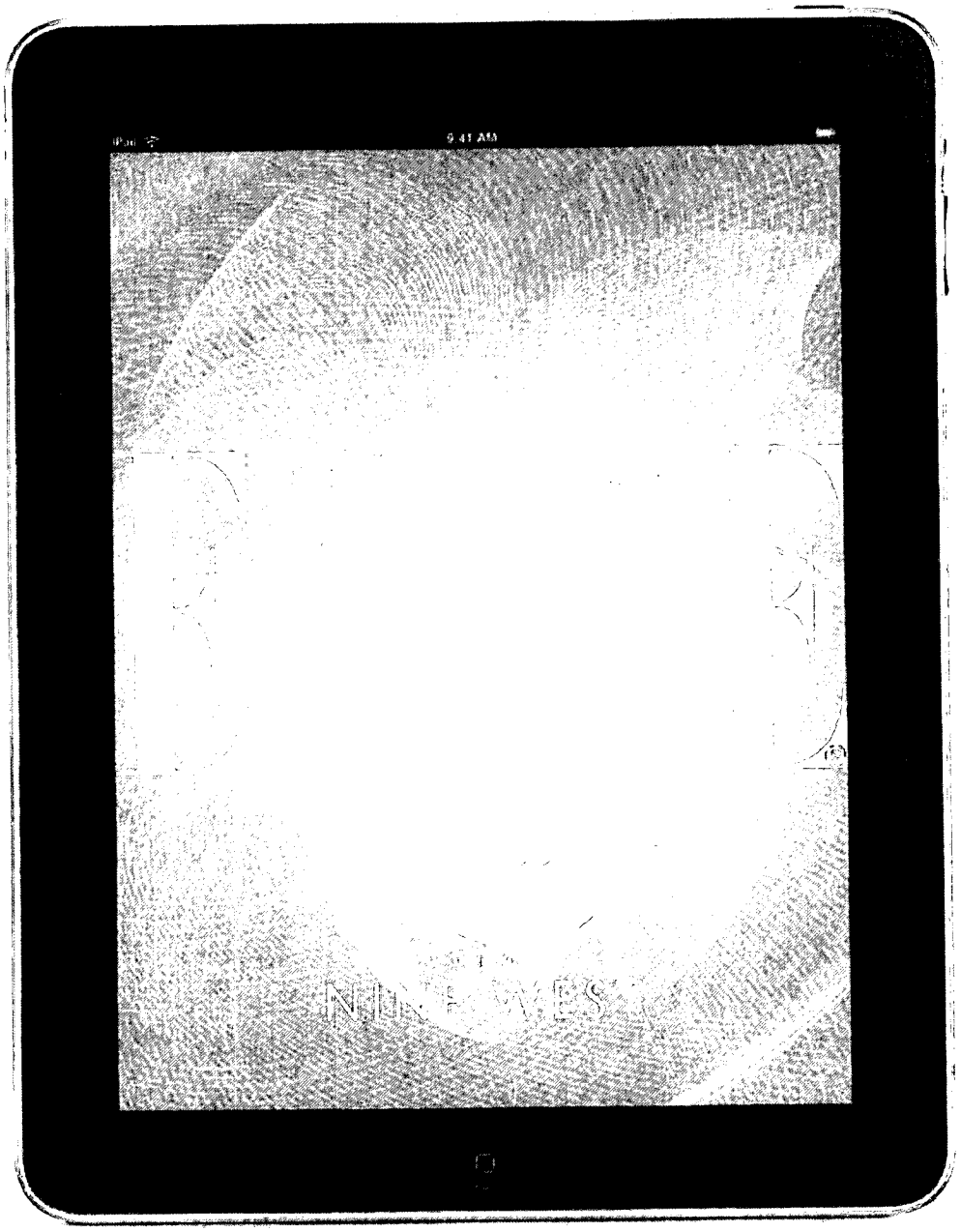
JOIN THE ELLE INNER CIRCLE!

BY JOINING, YOU WILL:

- *Help shape the look and feel of ELLE.*
- *Be the first to know about ELLE's newest stories and most exciting endeavors.*
- *Share your opinion with industry tastemakers.*
- *Get the chance to win amazing prizes!*

TO JOIN VISIT
ELLEXTRA.COM/INNERCIRCLE

ELLE INNER CIRCLE



What's in this month's iPad™ App?

It's genius! ELLE's April issue on the iPad is your definitive guide to spring trends from the world's most respected style and beauty geniuses. ELLE's chic interactivity lets ***you*** be the genius—create your own inspiration board, get styled with our Personal Stylist feature, and shop directly from the app.

Download the ELLE App for iPad today! It's free for our magazine subscribers.
FOR MORE INFORMATION, VISIT ELLE.COM/iPad

Available on the App Store

iPad is a trademark of Apple Inc. registered in the U.S. and other countries. App Store is a service mark of Apple Inc.

TABLE OF CONTENTS

ELLE

APRIL 2011 VOLUME XXVI NUMBER 8 NO. 308

ON THE COVER

145, 191, 297
THE FASHION, THE LOOK, TRENDS AND TRICKS
American minimalism reinvented, platform oxfords, ladylike pieces in neon, and more!

124
JOE ZEE LAW OF FASHION
Creative Director JOE ZEE burns the fashion rule book and shares his genius styling tips

136
THE FIX FOR SPRING
Having trouble implementing spring's latest trends? Four of our favorite designers share their wisdom on building a brilliant wardrobe

237
THE ACTRESS' BEAUTY
ELLE celebrates 13 of the top stars in hair, makeup, and skin care

256
HOME PERFUMEMENT
MARGIE BULLOCK reports on new Japanese technology that's revolutionizing at-home hair coloring

286
THE SELF
He conquered his demons and married America's reigning pop princess. Now comedy's bad boy, Russell Brand, is mesmerizing Hollywood. By HOLLY MILLEA

290
THAT LOVIN' FEELING
LAUREN SLATER reports on how a popular '80s club drug may help couples' relationships

294
ASK E. JEAN
Relationship hell? E. JEAN CARROLL to the rescue!

298
AMANDA SEYFRIED
Amanda Seyfried talks about her independent streak and the importance of *not* being earnest. By EMILY DOUGHERTY. Photographed by ATSUSHI HAYE. Styled by JOE ZEE

FASHION

128
NEW FOR ALL
Designer Derek Lam brings dresses to the masses with a gently priced collection for eBay. By NICK AXELROD

130
THE FIRST LADY
Despite her every outfit being analyzed, first lady Michelle Obama is fearless when it comes to wearing color. Fashion journalist KATE BETTS takes a look at the meaning behind her wardrobe's hues

132
LAVISH MISTER
Far from busy ateliers in New York and Paris, Akris' Albert Kriemler quietly steals the show at retail with understated-yet-luxurious furnishings. By NICK AXELROD

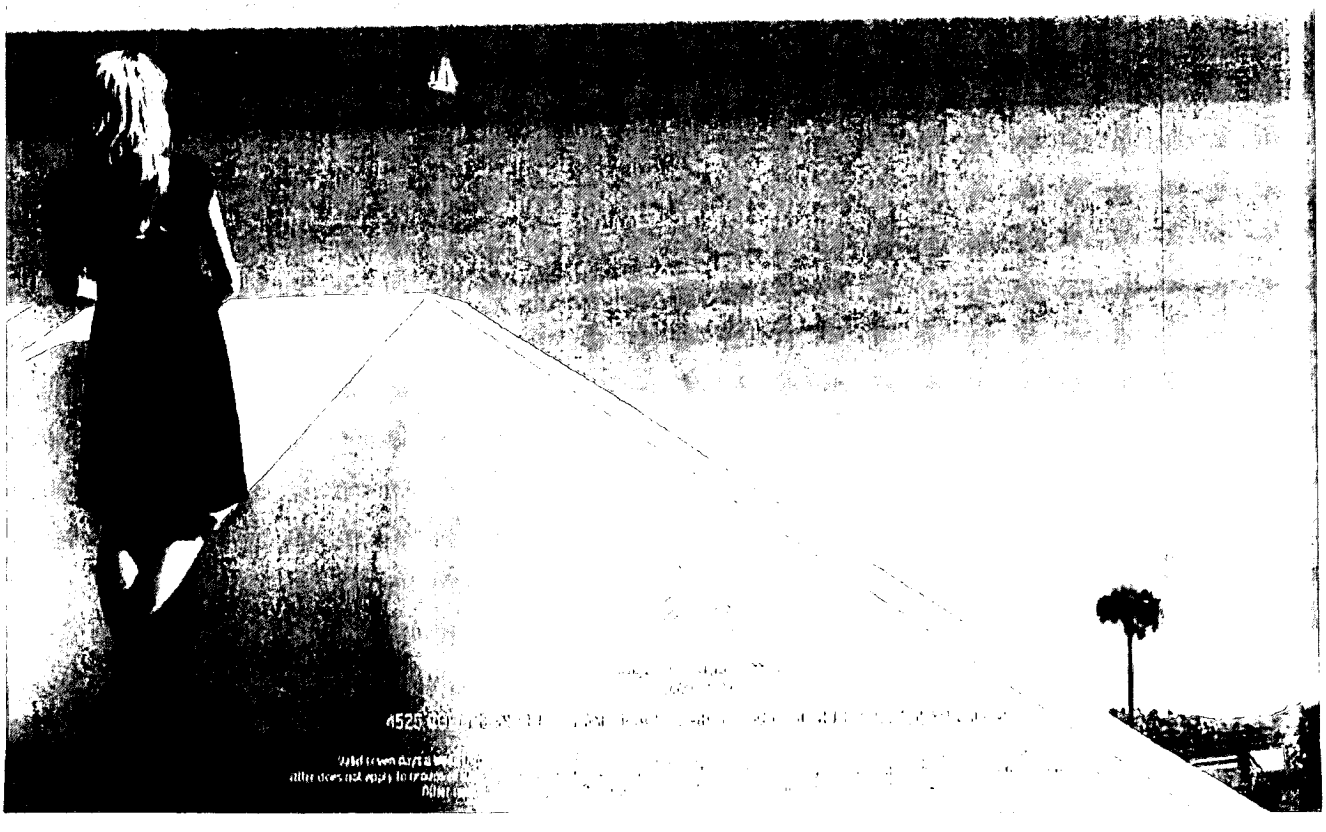


TABLE OF CONTENTS

ELLE

APRIL 2011 VOLUME XXVI NUMBER 6 NO. 308

142
WHAT TO WEAR
Our Fashion Know-It-All, ANNE S[illegible] answers your most pressing styl[illegible]

170
WORKBOOK BRIG[illegible]
[illegible]eur dresses up for [illegible] By BETTI ABOUTALEB
An online shopping [illegible] investors and frier[illegible]

177
[illegible]WS
[illegible]ny kicks it Spanish style
ELLE FASHION of espadrilles…Rochas' Opening taps his Swedish roots to turn with and dresses…and more!

[illegible] PROJECTS
Three all-American brands are rolling out surefire summer hits. By BETTI ABOUTALEB

186
ELLE FASHION NEW DESIGNERS
Stormy weather inspires designer Kaelen Farncombe's sophomore collection…Paris-based Calla Haynes marries luxurious materials with painterly prints. By NAOMI ROUGEAU

188
FOOT WORK
Dennis Comeau launches Bernardo Vintage Couture, a sublime collection of the house's jet-set sandal styles from decades past. By NICK AXELROD

306
EVERYTHING ON THE LINE
Thick and thin, broad and slim – stripes make an appearance everywhere from athletic to tailored attire. Photographed by SERGE LEBLON. Styled by SAMIRA NASR

316
[illegible]OF
[illegible]ICKET Kai, daughter of Eric and niece to Emma B out her own niche in the family Julia, with a thriller at the box office. By DAIZONG. Photographed by LIZ COLLINS. Ad by KATE LAMPHEAR

324
A [illegible]
1970s-inspired trousers make it easier than ever to dress for day and night. Photographed by KT ANDERS. Styled by ONDINE AZOULAY

334
PRIMARY SEASON
Designers dream up '80s-influenced sportswear in kaleidoscopic color. Photographed by ALEXEI HAY. Styled by CHARLES VARENNE

342
BOY MEETS GIRL
Band of Outsiders designer Scott Sternberg expands his cult following with Girl, a collection of feminine pieces. By AMANDA FORTINI. Photographed by TIM BARBER. Styled by JADE FRAMPTON

FEATURES

122
SPIRITUAL HOME: MONTENEGRO
Designer Roksanda Ilincic escapes her London home to the tiny, magical country of Montenegro on the glittering Adriatic coast. By MIRANDA PURVES

211
ELLE INTELLIGENCE
Michael Angarano gets emotionally steamrolled in *Ceremony*…Diane Ackerman ushers her husband out of silence after a massive stroke…and more

228
MEGA MINDS
For our Genius issue, we bring you 10 brilliant women whose work is changing the world and the way you think.

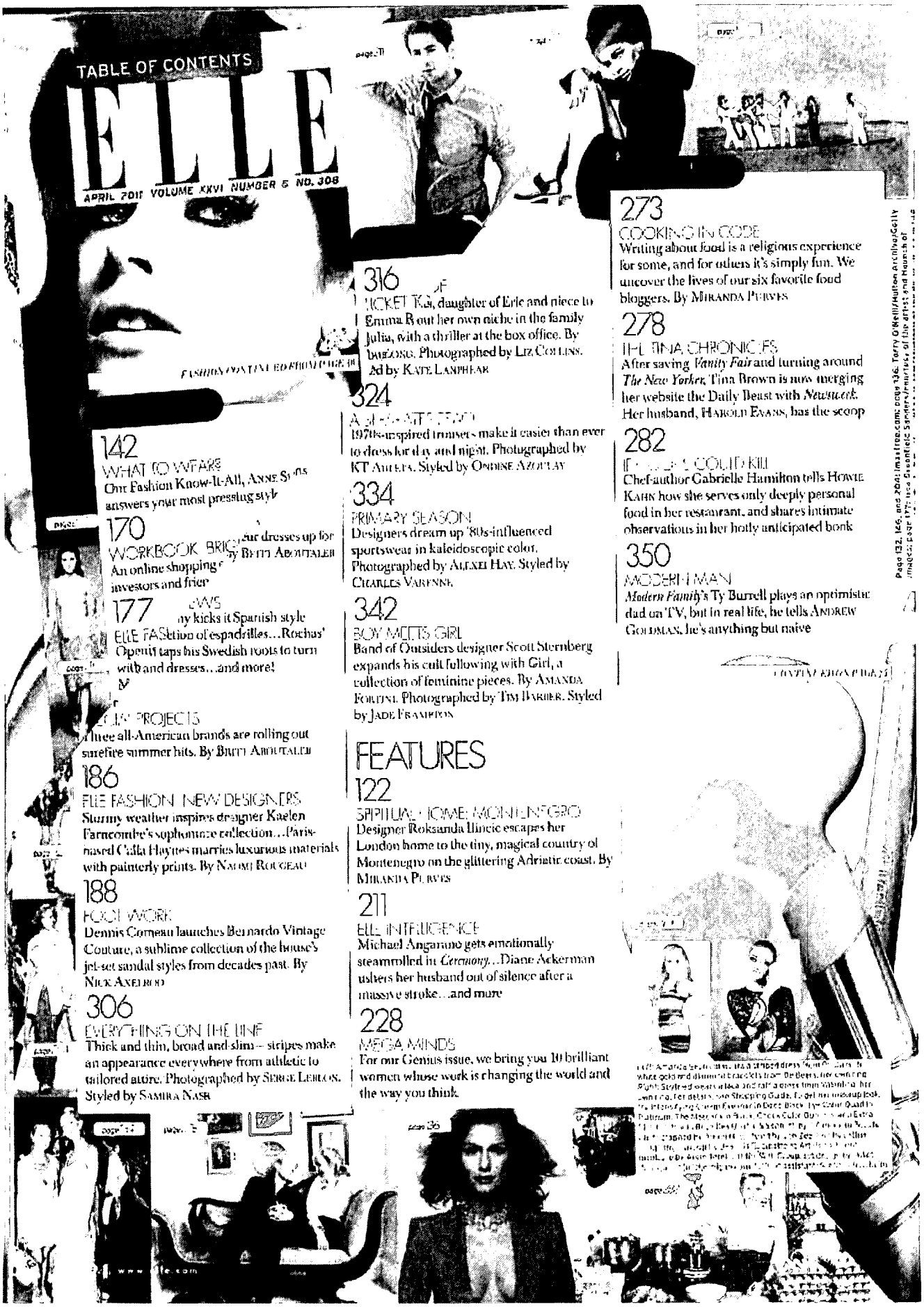
273
COOKING IN CODE
Writing about food is a religious experience for some, and for others it's simply fun. We uncover the lives of our six favorite food bloggers. By MIRANDA PURVES

278
THE TINA CHRONICLES
After saving *Vanity Fair* and turning around *The New Yorker*, Tina Brown is now merging her website the Daily Beast with *Newsweek*. Her husband, HAROLD EVANS, has the scoop

282
IF [illegible] COULD KILL
Chef-author Gabrielle Hamilton tells HOWIE KAHN how she serves only deeply personal food in her restaurant, and shares intimate observations in her hotly anticipated book

350
MODERN MAN
Modern Family's Ty Burrell plays an optimistic dad on TV, but in real life, he tells ANDREW GOLDMAN, he's anything but naive

Page 132, 146, and 268: Imaxtree.com; page 136: Terry O'Neill/Hulton Archive/Getty Images; page 177: Isa Sacchi/Eastnet/Courtesy of the artist and Haunch of [illegible]



ELLE women in TELEVISION

ON JANUARY 27, ELLE celebrated the launch of **February's Women in** Television issue with an elegant cocktail reception and dinner at the Soho House West Hollywood. The star-studded event, hosted by **ELLE Creative Director Joe Zee** and **Ports 1961 Creative Director Fiona Cibani**, honored the women profiled in ELLE's Women in Television issue and attracted such baldface names as Sofia Vergara, Jesse Tyler Ferguson, Erika Christensen, Rachel Zoe, and Paz de la Huerta.

ELLE

CONTEMPORARY COLLECTION

ONLY AT KOHL'S

KOHLS.COM/ELLE

ELLE

ROBIN DOMENICONI
Senior Vice President & Chief Brand Officer

ROBERTA MYERS
Vice President & Editor-in-Chief / Brand Content

JOE ZEE
Creative Director

PAUL RITTER
Design Director, ELLE Group

ANNE SLOWEY
Fashion News Director

EMILY DOUGHERTY
Beauty & Fitness Director

DOUGLAS BAUGHMAN
Managing Editor

KATE DAVIDSON HUDSON
Accessories Director

JOANN PAILEY
Market Director

KATE LANPHEAR
Style Director

Deputy Editors MAGGIE BULLOCK, CANDICE RAINEY

FASHION

Fashion Credits Director TRICIA SCHREIBER
Market Editor JADE FRAMPTON *Senior Accessories Editor* KYLE ANDERSON
Associate Fashion Credits Editor NATASHA CLARK *Assistant Editors* JENNIFER GACH, SARAH SCHUSSHEIM
Assistants JODI BELDEN, KRISTEN SHIRLEY

FEATURES

Senior Features Editors BEN W. DICKINSON, LISA CHASE *Entertainment Director* JENNIFER WEISEL *Senior Editor (Living)* MIRANDA PURVES
Fashion News Editor NICK AXELROD *Senior Writer (Features & Beauty)* APRIL LONG
Associate Editor RACHEL ROSENBLIT *Assistant Editors* SETH PLATTNER, JULIE VADNAL
Editorial Assistant NOJAN AMINOSHAREI

BEAUTY AND FITNESS

Associate Editor JANNA JOHNSON *Assistant* ASHLEY FODOR

ART AND DESIGN

Associate Art Directors DANIEL FISHER, ELVIS CRUZ, JILL SERRA
International Coordinator MONIQUE BONIOL

Assistant Managing Editor FILOMENA GUZZARDI

PHOTOGRAPHY

Photo Director PIPPA LORD *Senior Photo Editor* JACQUELINE BATES
Photo Producer JULIE HAMMOND *Photo Assistant* LOUISA PARKINSON

COPY/RESEARCH

Copy Chief HEATHER McCABE *Research Editor* SHIRLEY J. VELASQUEZ
Associate Articles Editor (Research) CORRIE PIKUL *Copy Editor* ELEANOR DUNCAN

PRODUCTION

Vice President of Operations MICHAEL ESPOSITO *Production Director* PHYLLIS DINOWITZ
Production Manager MELISSA JEWSBURY *Prepress Technician* ANNE ANDRES

ELLE.COM

Digital General Manager TED NADEAU
Editorial Director KEITH POLLOCK
Director of Content and Product MELANIE SCHNURIGER
Managing Editor KAT THOMSEN *Features Editor* GENEVIEVE BAHRENBURG
Style News Editor BRITT ABOUTALEB *Fashion and Shopping Editor* SYDNEY WASSERMAN
Beauty Editor EMILY HEBERT *Associate Accessories Editor* WINIFRED WANG *Associate Editor* KRISTINA SORIANO

Editors-at-Large LAURIE ABRAHAM, RACHAEL COMBE

Contributing Editors RUTH SHALIT BARRETT, CARLENE BAUER, SARAH BERNARD, BLISS BROYARD, NINA BURLEIGH, E. JEAN CARROLL, LISA DePAULO, KAREN DURBIN, ANDREW GOLDMAN, MERYL GORDON, MARIO GRAUSO, JESSE GREEN, TAMZIN GREENHILL, CATHI HANAUER, NANCY HASS, ELIZABETH HAYT, JOSEPH HOOPER, LOUISA KAMPS, RUTH DAVIS KONIGSBERG, DAPHNE MERKIN, HOLLY MILLEA, SUSAN MILLER, COCO MYERS, CHRISTOPHER NIQUET, DANI SHAPIRO, LISA SHEA, LAUREN SLATER, REBECCA TRAISTER, ALLISON WATTERS

Contributing Special Projects Editor LAURIE TROTT

WORLD'S LEADING FASHION MAGAZINE • 42 INTERNATIONAL EDITIONS

ARGENTINA • BELGIUM • BRAZIL • BULGARIA • CANADA • CHINA • CROATIA • CZECH REPUBLIC • DENMARK • FINLAND • FRANCE • FRANCE (SWISS SUPPLEMENT) • GERMANY • GREECE • HONG KONG • HUNGARY • INDIA • INDONESIA • ITALY • JAPAN • KOREA • MEXICO • NETHERLANDS • NORWAY • ORIENTAL • POLAND • PORTUGAL • QUEBEC • ROMANIA • RUSSIA • SERBIA • SINGAPORE • SLOVENIA • SOUTH AFRICA • SPAIN • SWEDEN • TAIWAN • THAILAND • TURKEY • UKRAINE • UNITED KINGDOM • U.S.A.

Bernard Saux, *International Director of Operations*; Fabrizia la Cleora, *International Public Affairs Director*

DANIEL FILIPACCHI *Chairman Emeritus*
RÉGIS PAGNIEZ *Founding Editor*

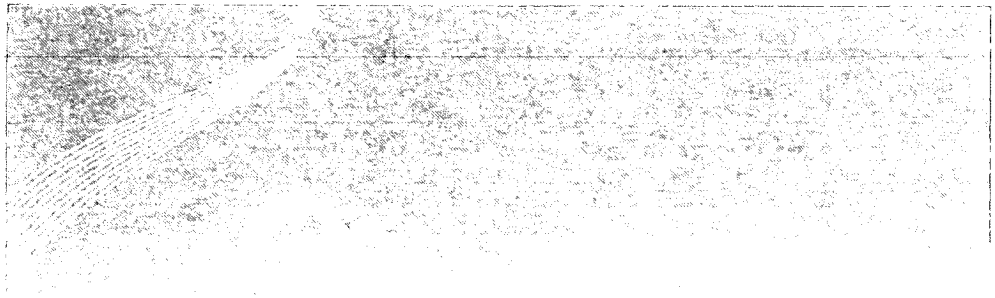
For information on reprints and reports, please contact Brian Kelly at Wright's Reports, 877-652-5295 or bkelly@wrightsreports.com.
ELLE is published by Hachette Filipacchi Media U.S., Inc. All correspondence should be addressed to: 1271 Avenue of the Americas, New York, NY 10020.
Tel. 212 767 5500. In the United States ELLE is a registered trademark of Hachette Filipacchi Presse, Levallois-Perret Cedex, France.
In Canada, the ELLE trademarks, denomination and logo are owned by France Canada Editions et Publications Inc.

Copyright © 2011 Hachette Filipacchi Media U.S. is part of Lagardère Active, a division of Lagardère SCA (www.lagardere.com).

PRINTED IN THE UNITED STATES OF AMERICA

EXHIBIT 14

14



FACE

Our most luxurious facial experience is designed exclusively for ELLE by famed beauty expert Tammy Fender*. Harmonize and balance your body with a holistic consultation, a personalized selection of pure essential oils, oxygen therapy, and foot reflexology. A rich mix of 87 vitamins, minerals, enzymes, and amino acids stimulates the regeneration of healthy new cells, increases circulation, and deeply restores and hydrates for lifted, glowing, and luminous skin.

*Tammy Fender is available for appointments at the ELLE Spa upon special request. Appointments require advance notice and additional fees apply.

Want to be a glow-getter? It's all about exfoliation. This facial removes older layers of skin, giving you a revived, refreshed, radiantly youthful appearance in under an hour. Rebuild and brighten skin with this exclusive botanical treatment, a blissful combination that works synergistically to give you a clear, luminescent complexion.

It happens in a flash. All of a sudden you aren't getting carded anymore, and you find yourself obsessing over the tiniest crease. Don't get mad—get five years younger. This exclusive anti-aging treatment is specially designed to revitalize, rejuvenate, oxygenate, and stimulate, repairing and rebuilding your skin while making it radiant and velvety smooth. Add on the ELLE Spa Alpha Beta Peel for improved firmness, elasticity, and enhanced collagen production. The result? Pure youth.

Calling all clean freaks! This pore-purifying facial is proven to treat acne, heal blemishes, and prevent scarring. The treatment consists of a masterfully formulated blend of ingredients to reduce redness and inflammation and promote healing for fresh, radiant skin.

Feeling red? We all overdo it. Soothe and revive beach-weary skin with a nutrient-rich cooling mask. Rest easy—our Cool & Calm facial gently and effectively heals, protects, and soothes dry, sun-damaged skin.

At ELLE, we believe in cute, smart guys who make us laugh—and make an effort! Especially for men, this facial includes pore cleansing, a personalized mask, and a calming scalp, neck, and shoulder massage. This bracing, refreshing treatment diminishes male skin sensitivity while leaving the skin rejuvenated, hydrated, and refreshed.

Enhance your natural glow and refresh the look and feel of your skin in just a minute. Let the sonic micro-massages of the Clarisonic Skin Cleansing System gently remove the impurities of the day. You'll experience enhanced smoothness and radiance, while prepping skin for your next ELLE Spa treatment. This 60-second Radiant Refresh treatment is available at no additional cost—what could be more refreshing than that?

[illegible]

ELLE SPA TOTAL RELAXATION [illegible] MINUTES
It's time to de-stress, relax, and reinvigorate. Relieve muscle and joint stiffness while treating your skin with the rich healing combination of olive and organic avocado oil from Red Flower for deep hydration and regenerative benefits. Color light therapy allows you to experience total tension relief as the stress of the modern world melts away.

SWEDISH [illegible] MINUTES • 90 MINUTES • [illegible] MINUTES
Timeless, classic, always in fashion—it's the little black dress of massages. Melt away tension and release the stress of modern life with this revered technique, using long-flowing Swedish strokes with medium-pressure kneading for sublime relaxation and improved circulation.

DEEP TISSUE [illegible] MINUTES • 60 MINUTES • [illegible] MINUTES
Fight pressure with pressure. Release tension and ease sore limbs with this intense Deep Tissue massage, created to restore and heal overextended muscles. The massage is firmer than Swedish (moderate to deep), so don't hesitate to let your therapist know which pressure you feel most comfortable with.

HOT ROCK [illegible] MINUTES • [illegible] MINUTES
It's relaxation on the rocks. Surrender to the heat of smooth stones that penetrate deep into the muscles, melting away tension. This intricate, expertly synchronized treatment combines stone placement and Swedish pressure to restore the body's intrinsic harmony.

SHIATSU MASSAGE [illegible] MINUTES
Shiatsu is Japanese for "finger pressure," and true to its translation, our Shiatsu Massage is an intensive pressure point service without massage oil. Thumb, finger, and palm pressure is used on traditional acupressure meridians to open blockages, relieve aches and soreness, and restore balance in the body.

THAI MASSAGE [illegible] MINUTES • [illegible] MINUTES
Ancient Thai massage dates back thousands of years. Our version incorporates traditional bodywork techniques with modern touches. Performed on a Thai mat, this treatment incorporates elements of yoga stretches, energy meridians, and acupressure to enhance flexibility and balance the body's chi.

REFLEXOLOGY [illegible] MINUTES
Reflexology is an ancient Chinese technique that focuses on reflex points in the hands and feet that correlate to specific organs and internal body systems. Expert compression helps enhance circulation and create balance from within, restoring the flow of energy throughout the entire body.

ELLE SPA FULL-BODY RECHARGE [illegible]
Ready for a head-to-toe recharge? Repair skin and soothe muscle aches and headaches with this sumptuous five-step treatment from Red Flower created exclusively for the ELLE Spa. Your entire body is immersed in color light therapy and nourished with orange blossom extracts. Skin is exfoliated and enlivened with bergamot and verbena, blended with aloe vera and sea algae. Next, experience a mineral-rich vitamin C-packed antioxidant wrap. Finally, a full-body recharging massage reduces inflammation while deeply hydrating the skin and relaxing the muscles with a custom blend of warmed avocado oil and essential oils of verbena, mandarin, and jasmine.

FLASH GLOW [illegible]
Want to be smooth and radiant from head to toe? Of course you do. This exfoliating full-body scrub gets you glowing with a combination of natural ingredients used to exfoliate, soothe, soften, and hydrate the skin by removing dead surface skin cells. This enlivening treatment concludes with an acacia wood massage for maximum rejuvenation.

You don't have to be 25 to look 25. Designed to exfoliate, soothe, hydrate, de-stress, and relax, the ultimate anti-aging Forever 25 treatment begins with a full-body aromatic exfoliation and massage followed by a natural masque to help your skin regain a super-soft, early-twenties suppleness. Next, enjoy a luxurious aromatic scalp massage as your body absorbs the essential nutrients.

It's a wonderful life—don't spend it starving. For a sleeker physique, the Sleek & Chic treatment combines a detoxifying mixture of fruit essence and sea algae that helps your body retain key minerals and slim down naturally. These pure ingredients combined with our unique protocol result in a slimming treatment that breaks down fat deposits for noticeably firmer skin.

COOL & CALM [illegible]
A full-body version of our Cool & Calm face treatment, this essential after-sun ritual soothes and relieves the burning sensation caused by over-exposure, repairs the skin, helps prevent early peeling, and effectively hydrates the skin. Enjoy cooling relief with our exclusive sunburn refreshing gel-cream.

BEAUTIFUL BACK TREATMENT [illegible]
We've got your back! This relaxing treatment gives special attention to the back only, and includes a deep cleansing exfoliation, extensive massage, and a specialized soothing and refining masque to remedy imperfections, leaving the skin on your back feeling fresh and revitalized.

DEAD SEA DETOXIFIER [illegible]
For a thoroughly smoothing, soothing, detoxifying, and relaxing treatment, indulge in this combination of Dead Sea salts and botanical oils, massaged over the body to cleanse, exfoliate, and stimulate circulation. This invigorating "body detox" is topped off by a warm and pampering mineral-rich Dead Sea mud wrap. Your journey concludes with a leisurely full-body massage.

HAMMAM RITUAL [illegible]
Retreat into a ritual of steam and deep detox in this six-step healing massage. Cleanse with mint tea and silt, then experience a vigorous scrub of coffee, olive stones, and fresh lemons. Soak and inhale mineral-rich waters of sea salt, cedar, and grapefruit as you are wrapped in rich rhassoul clay to draw deep impurities out of the body. Recharge with quince and orange blossoms, then be drenched in warmth with a heated Turkish massage. Finally, complete your sensory journey with a touch of tangerine fig cream.

ORGANIC SEAWEED RITUAL [illegible]
It's a wrap! ELLE Spa's Organic Seaweed Ritual begins with a rich scrub composed of dried seaweed and infused oil for maximum exfoliation and invigoration. Then, steep inside our deep soaking tub while surrounded by real leaves of seaweed. Finally, experience the naturally renewing properties of the ocean as you are wrapped with an organic, mineral-rich coral red seaweed and warm algae for a truly one-of-a kind experience.

Explore our mixologist's organic scrub bar, customized with your choice of organic Atlantic sea salt and delicious organic oils. A sprinkle of petals brings extra healing. Experience the scrub at your leisure in our luxurious rain showers and end your journey with organic lotion and cooling mist.

Why go it alone? Any of the featured massages are available to enjoy with your significant other. The ELLE Spa's Couples Massage is the ideal way to enhance your weekend getaway, relaxing and rejuvenating you and your partner and giving you both that first-few-weeks-of-love glow. Our three couples suites offer oversize tubs and luxurious amenities to enhance your shared spa experience.

Our master skin-care specialist is joined with a reflexologist to enhance your facial treatment. Your secondary practitioner will treat your feet and legs to a sole-soothing, thermal massage while your primary aesthetician addresses your skin care needs.

Our heavenly baths are inspired by the ancient healing tradition of floating in mineral-rich organic salts. Choose from pure organic seaweed or essential oils infused with holistic flower extracts to restore, replenish, heal, and relax during the 20-minute treatment time.

Surrender to heat emitted from warm basalt stones and feel your stress melt away. This experience can be added to any treatment.

We offer private rooftop cabanas with 360-degree views of the Atlantic Ocean.

Designed to improve the appearance of hands while increasing elastin and hydration, this luxurious softening hand treatment from Red Flower cleanses, soaks, exfoliates, wraps, and massages your hands. ELLE's custom-created blend of warmed avocado oil, pomegranate extract, and essential oils of verbena, mandarin, and jasmine reduces inflammation while deeply hydrating the skin.

Want sweet feet? This smoothing, hydrating, and softening pedicure treatment from Red Flower cleanses, soaks, exfoliates, wraps, and massages your tired legs and feet, making them feel new again. Using ELLE's custom-created blend of warmed avocado oil, pomegranate seed oil, and essential oils of verbena, mandarin, and jasmine, this sublime signature pedicure reduces inflammation while deeply hydrating the skin.

Finish any manicure or pedicure with custom nail polish colors created exclusively for the spa by Essie.

PHOTOGRAPHED BY JUAN ALEJANDRO TREJO

We believe a few days at the beach can undo a few months of real life.

EXFOLIATE & REJUVENATE
Includes the ELLE Spa scrub bar experience, 50-minute Swedish Massage, mini facial (2 hours)

PAMPERED & PRETTY
Includes one 80-minute service choice (Forever 25, Sleek & Chic, or Wrinkle Cure), ELLE Signature Manicure and Pedicure (3.5 Hours)

THE ULTIMATE INDULGENCE
Includes your choice of 50-minute massage, choice of 50-minute facial, Essential Manicure and Pedicure (3 hours)

TOTAL BEAUTY IMMERSION
Includes your choice of 80-minute massage, soaking bath, choice of 80-minute facial, ELLE Signature Manicure and Pedicure, shampoo and styling (5.5 hours)

COUPLES HARMONY
Includes 50-minute Couples Massage (you choose the pressure), any 50-minute facials, two Essential Manicures (3 hours)

HERE COMES THE BRIDE
Includes bridal makeup design and hair styling, Essential Manicure and Pedicure. Private styling available in-room for additional fee.

ELLE SPA VIP SUITE
For the ultimate in privacy and luxury, upgrade your experience to our exquisite couples VIP Suite. Spend time enjoying the gorgeous oceanfront and pool views, oversize whirlpool tub, rain showers, foot baths, and our cozy beds.
Advance booking required for upgrades to the ELLE Spa VIP Suite as well as adding private time for additional relaxation before or after your treatment(s). See pricing insert for more information.

VIP SUITE COUPLES PACKAGE
An ultimate day of pampering, start with aromatic massages and full-body exfoliation. Then enjoy champagne and treats in our couples whirlpool with invigorating bath salts and essential oils. Slip off to your private rooftop VIP cabana for a light lunch, then experience a brightening facial that will melt off the years. Finally, enjoy freshly prepared tea and dual luxe mani/pedis.

ELLE SPA FITNESS SERVICES

Personal Training • 50 Minutes	$95
Specialized Personal Training • 50 Minutes	$120
Metabolism Testing • 30 Minutes	$45
Private Yoga Roller Ab Class, Spin Ring • 50 Minutes	$95
Private Dance Class • 50 Minutes	$125
Private Beach Boot Camp Extreme Training • 50 Minutes	$125

[illegible] Elle Spa Fitness Center. Non-resort guests: $45). Certain limitations apply. 24-Hour Fitness Center use is complimentary for all Loews Regency resort guests. Work out in our Oceanfront Fitness Center overlooking the ocean and our [illegible] pools. Unwind inside our relaxation lounge featuring complimentary copies of Elle and refreshments. Do our steam room, sauna, therapy pools and showers. Enjoy access to our scheduled fitness classes. And even better, your "Spend the Day" fee is waived when you book a spa treatment.

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible] dedicated to making your visit with us a special experience. For your convenience, 20% [illegible] be added to each service. No gratuity will be added for [illegible] services.

Minimum Age Requirements: Spa guests must be 18 years of age or older, or an Elle Club and Club Invitee, other than [illegible] Spa guests under 18 years of age are permitted only [illegible] Elle Spa or Fitness Center. Spa guests between 16 and 18 are permitted to use the Elle Spa Service facilities when accompanied by a parent or guardian, and are subject to the Elle Spa Service facilities when accompanied by a parent or guardian, and are subject to the Elle Spa policies.

Private Suite Amenities: [illegible]

Elle Spa is located within the Loews Regency Hotel, [illegible] Boulevard, Miami Beach, Florida 33139.

For information on groups special events, spa parties or weddings, please contact the Elle Spa Service Advisor at 305 647 5803.

[illegible] are, should under [illegible] Elle Spa Fitness Center.

PHOTOGRAPHED BY ERIC MICHELL

ELLE Spa Signature Facial • 90 Minutes	$325
Doctors' Orders: The Ultimate Glow • 50 Minutes	$160
Doctors' Orders: The Wrinkle Cure • 80 Minutes	$200
Doctors' Orders: Clear Future • 50 Minutes • 80 Minutes	$165/$210
Doctors' Orders: Cool & Calm • 50 Minutes (No Extractions)	$135
Men • 50 Minutes	$145

ELLE Spa Total Relaxation • 60 Minutes	$165
Swedish • 50 Minutes • 80 Minutes • 110 Minutes	$145/$205/$315
Deep Tissue • 50 Minutes • 80 Minutes • 110 Minutes	$160/$210/$325
Hot Roc • 50 Minutes • 80 Minutes	$160/$210
Shiatsu Massage • 80 Minutes	$210
Thai Massage • 80 Minutes • 110 Minutes	$210/$325
Reflexology • 50 Minutes	$140

ELLE Spa Full-Body Recharge • 100 Minutes	$300
Flash Glow • 50 Minutes	$140
Forever 25 • 80 Minutes	$200
Sleek & Chic • 80 Minutes	$200
Cool & Calm • 50 Minutes	$135
Beautiful Back Treatment • 50 Minutes • 80 Minutes	$145/$200
Dead Sea Detoxifier • 80 Minutes	$200
Hammam Ritual • 100 Minutes	$300
Organic Seaweed Ritual • 100 Minutes	$300

ELLE Spa Scrub Bar	$50 À la carte/$30 with Spa Service
Couples Massage	Must Request
Four-Handed Facials	Add $60
Soaking Bath	Add $60
Hot Roc Stones	Add $25
Ocean.view Cabana	Add $50
In-Room Massage	Add $50+

Exfoliate & Rejuvenate • 2 Hours	$260
Pampered & Pretty • 3.5 Hours	$340
The Ultimate Indulgence • 3 Hours	$385
Total Beauty Immersion • 5.5 Hours	$670
Couples Harmony • 3 Hours	$680
Here Comes the Bride • 3.5 Hours	$380

Add VIP Suite • per each 30 minutes of treatment time	$25
Add Private Time • per each 30 minutes of added "relaxation time" before or after your treatment(s)	$65
VIP Suite Couples Package • (5+ Hours)	$999

ELLE Signature Manicure • 45 Minutes	$55
ELLE Signature Pedicure • 60 Minutes	$80
Essential Manicure • 30 Minutes	$35
Essential Pedicure • 45 Minutes	$60
French Manicure	$40
French Pedicure	$75
Men's Shaping Manicure	$30
Men's Shaping Pedicure	$50
Polish Change-Hands	$20
Polish Change-Feet	$30
Paraffin Treatment-Hands	$35
Paraffin Treatment-Feet	$35

ELLE Spa nail color take-home kit provided by Essie. Call for pricing and availability.

WASH & BLOW	
Short	$45
Medium	$60
Long	$75+
WASH & CUT	
Short	$50
Medium	$65
Long	$75
UPDO	
Medium	$65
Long	$90
Wedding	$130
COLOR*	
Touch-Up	$65
Full Color	$85-$115
Double Process	$135-$165
Highlights Half	$110
Highlights Full	$160-$200
Cellophanes	$45
Men's Wash & Cut	$30-45
Mustache, Beard, Brow Trim	$15-25

*Prices subject to length of hair

Five Minute Miracle • 5 Minutes $20
Your stylist takes an in-depth look at your hair, devises the perfect mix of restorative products, then washes and applies this custom treatment for a fast, radiant fix

Two Steps to Perfection • 10 Minutes $30
First, your stylist diagnoses your hair's deepest needs, then provides a relaxing hair bath and a two-step treatment for your hair and scalp, delivering truly dramatic results

Deep Decadence • 15 Minutes $40
After a thorough hair consult, your stylist creates the perfect mix of hair rejuvenating products, then applies a concentrated masque and expert head massage for 15 minutes of indulgent bliss

Makeup Lesson	$100
Makeup Application • 55 Minutes • 75 Minutes	$80/$130
Special Occasion Makeup Consultation • 55 Minutes	$55
Special Occasion Makeup Application • 75 Minutes	$150
Eyelash or Eyebrow Tinting • Combo + $30	$35

Head-to-toe waxing available. Starts at $20 and up. Full pricing upon request.

Manicure	$20
Pedicure	$35
Haircut	$30
Haircut + Style	$35+
Bangs	$20
Wash/Style/Blow	$25
Updo	$40

BULKY DOCUMENTS

(Exceeds 100 pages)

Filed: 2/21/2012

Title: DECLARATION OF FABIENNE SULTAN.

Part 2 of 2

91200547

EXHIBIT 15

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

This page was generated by the TARR system on 2012-02-21 13:54:16 ET

Serial Number: 72157211 Assignment Information Trademark Document Retrieval

Registration Number: 758137

Mark (words only): ELLE

Standard Character claim: No

Current Status: The registration has been renewed.

Date of Status: 2003-07-07

Filing Date: 1962-11-14

Transformed into a National Application: No

Registration Date: 1963-10-08

Register: Principal

Law Office Assigned: (NOT AVAILABLE)

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

Current Location: 40S -Scanning On Demand

Date In Location: 2008-10-29

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

---

1. HACHETTE FILIPACCHI PRESSE

Address:
HACHETTE FILIPACCHI PRESSE
149 RUE ANATOLE FRANCE
92534 LEVALLOIS-PERRET CEDEX
France
Legal Entity Type: Corporation
State or Country of Incorporation: France

GOODS AND/OR SERVICES

U.S. Class: 038 (International Class 016)
Class Status: Active
Magazine
Basis: 1(a)
First Use Date: 1945-11-01
First Use in Commerce Date: 1945-00-00

ADDITIONAL INFORMATION

Translation: An English translation of the French word "Elle" is "she".

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2008-10-29 - Case File In TICRS

2003-07-07 - First renewal 10 year

2003-07-07 - Section 8 (10-year) accepted/ Section 9 granted

2003-04-17 - Combined Section 8 (10-year)/Section 9 filed

2003-04-17 - PAPER RECEIVED

1987-03-11 - Post Registration action correction

1984-08-28 - First renewal

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
PERLA M. KUHN

Correspondent
PERLA M. KUHN
HUGHES HUBBARD AND REED LLP
ONE BATTER PARK PLAZA
NEW YORK, NY 100041482

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

This page was generated by the TARR system on 2012-02-21 13:54:44 ET

Serial Number: 73585396 Assignment Information Trademark Document Retrieval

Registration Number: 1454808

Mark (words only): ELLE

Standard Character claim: No

Current Status: The registration has been renewed.

Date of Status: 2008-02-25

Filing Date: 1986-02-28

Transformed into a National Application: No

Registration Date: 1987-09-01

Register: Principal

Law Office Assigned: (NOT AVAILABLE)

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

Current Location: 830 -Post Registration

Date In Location: 2008-02-25

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

---

1. HACHETTE FILIPACCHI PRESSE

Address:
HACHETTE FILIPACCHI PRESSE
149 rue Anatole France
92534 Levallois-Perret, Cedex
France
Legal Entity Type: Corporation
State or Country of Incorporation: France

GOODS AND/OR SERVICES

International Class: 003
Class Status: Active
TOILETRIES AND COSMETICS, NAMELY PERFUMES; TOILET WATER; ESSENTIAL OILS; SKIN AND BATH LOTIONS; TOILET SOAPS; BODY LOTIONS LIPSTICK; SKIN MOISTURIZING LOTION; BATH GELS AND OILS;
Basis: 44(e)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Translation: THE ENGLISH TRANSLATION OF THE FRENCH WORD "ELLE" IS "SHE".

Prior Registration Number(s):
758137
861159
862001
1348158

Foreign Registration Number: 1113720
Foreign Registration Date: 1979-06-28
Country: France
Foreign Expiration Date: 1989-06-28

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2008-02-25 - First renewal 10 year

2008-02-25 - Section 8 (10-year) accepted/ Section 9 granted

2008-02-20 - Assigned To Paralegal

2008-02-14 - TEAS Section 8 & 9 Received

2007-03-15 - Case File In TICRS

2002-02-08 - Cancellation terminated for Proceeding

1989-05-08 - Cancellation Instituted No. 999999

1995-08-08 - Section 8 (6-year) accepted & Section 15 acknowledged

1995-07-03 - Response received for Post Registration action

1995-04-14 - Post Registration action mailed Section 8 & 15

1993-08-19 - Section 8 (6-year) filed

1993-08-19 - Section 8 (6-year) and Section 15 Filed

1989-01-10 - Section 7 request abandoned

1988-09-06 - Section 7 amendment filed

1987-09-01 - Registered - Principal Register

1987-06-09 - Published for opposition

1987-05-09 - Notice of publication

1987-03-12 - Approved for Pub - Principal Register (Initial exam)

1987-02-12 - Letter of suspension mailed

1987-01-28 - Examiner's amendment mailed

1986-12-03 - Communication received from applicant

1986-06-10 - Non-final action mailed

1986-05-21 - Assigned To Examiner

1986-05-14 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
PERLA M. KUHN

Correspondent
PERLA M. KUHN
HUGHES HUBBARD & REED LLP
ONE BATTERY PARK PLAZA
NEW YORK, NY 10004-1482
Phone Number: 212 837-6550
Fax Number: 212 837-6269

Domestic Representative
Perla M. Kuhn
Phone Number: 212 837-6550

Fax Number: 212 837-6269

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

This page was generated by the TARR system on 2012-02-21 13:55:33 ET

Serial Number: 74092685 Assignment Information Trademark Document Retrieval

Registration Number: 2914032

Mark (words only): ELLE

Standard Character claim: No

Current Status: A Section 8 declaration has been accepted.

Date of Status: 2011-07-28

Filing Date: 1990-08-30

Transformed into a National Application: No

Registration Date: 2004-12-28

Register: Principal

Law Office Assigned: LAW OFFICE 108

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

Current Location: L80 -TMEG Law Office 108

Date In Location: 2011-11-02

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

---

1. Hachette Filipacchi Press

Address:
Hachette Filipacchi Press
149, rue Anatole France
Levallois-Perret Cedex 92534
France
Legal Entity Type: Corporation
State or Country of Incorporation: France

GOODS AND/OR SERVICES

International Class: 003
Class Status: Active
beauty and cosmetic products, namely, cosmetics creams, cosmetic preparations for skin care
Basis: 44(e)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

International Class: 021
Class Status: Active
((hair brushes,))
Basis: 44(e)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Translation: The English translation of the word "ELLE" is "she".

Prior Registration Number(s):
1374805
1408531

Foreign Registration Number: 1500024
Foreign Registration Date: 1989-01-20
Country: France
Foreign Expiration Date: 1999-01-20
Foreign Renewal Number: 1500024
Foreign Renewal Date: 1999-01-20

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2011-11-02 - Sec. 15 Acknowledgement - E-Mailed

2011-11-02 - Section 15 acknowledged

2011-11-02 - Case Assigned To Post Registration Paralegal

2011-10-24 - TEAS Section 15 Received

2011-07-28 - Notice Of Acceptance Of Sec. 8 - E-Mailed

2011-07-28 - Section 8 (6-year) accepted

2011-07-27 - Case Assigned To Post Registration Paralegal

2011-06-27 - TEAS Section 8 Received

2007-05-30 - Case File In TICRS

2004-12-28 - Registered - Principal Register

2004-10-05 - Published for opposition

2004-09-15 - Notice of publication

2004-08-05 - Assigned To LIE

2003-09-25 - Approved for Pub - Principal Register (Initial exam)

2003-09-10 - Inquiry as to suspension mailed

2003-02-25 - Letter of suspension mailed

2002-12-30 - Communication received from applicant

2002-12-20 - Communication received from applicant

2002-12-30 - PAPER RECEIVED

2002-12-20 - PAPER RECEIVED

2002-09-30 - PAPER RECEIVED

2002-06-18 - Non-final action mailed

2002-06-12 - Previous Allowance Count Withdrawn

2002-02-08 - Opposition terminated for Proceeding

1993-01-12 - Opposition instituted for Proceeding

1992-07-28 - Published for opposition

1992-06-26 - Notice of publication

1991-10-16 - Approved for Pub - Principal Register (Initial exam)

1991-09-19 - Examiner's amendment mailed

1991-08-05 - Communication received from applicant

1991-02-12 - Non-final action mailed

1990-12-31 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Perla M. Kuhn

Correspondent
Perla M. Kuhn
EDWARDS WILDMAN PALMER LLP
P.O. BOX 130
FDR STATION
NEW YORK NY 10150
Phone Number: (212) 308-4411
Fax Number: (212) 308-4844

Domestic Representative
Perla M. Kuhn
Phone Number: (212) 308-4411
Fax Number: (212) 308-4844

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

This page was generated by the TARR system on 2012-02-21 13:55:52 ET

Serial Number: 79044656 Assignment Information Trademark Document Retrieval

Registration Number: 3492949

Mark

ELLE

(words only): ELLE

Standard Character claim: No

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

Date of Status: 2008-08-26

Filing Date: 2006-11-24

Transformed into a National Application: No

Registration Date: 2008-08-26

Register: Principal

Law Office Assigned: LAW OFFICE 106

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

Current Location: 650 -Publication And Issue Section

Date In Location: 2008-08-26

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

---

1. HACHETTE FILIPACCHI PRESSE,; Société anonyme

Address:
HACHETTE FILIPACCHI PRESSE,; Société anonyme
149, rue Anatole France F-92534 LEVALLOIS-PERRET Cedex
France
Legal Entity Type: Société Anonyme
State or Country Where Organized: France

GOODS AND/OR SERVICES

International Class: 003
Class Status: Active
Beauty products, namely, essential oils, make-up, lipstick, eye shadow, mascara, rouge, blush, nail polish, cosmetic creams, cleansing milks and cosmetics, perfumery, deodorant for personal use, suntan creams, eau de cologne and eau de toilette, toilet soaps, bath, shaving, skin and toiletry body lotions, bath and non-medicated toiletry salts, oils, body gels, shampoos
Basis: 66(a)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

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

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

Prior Registration Number(s):
1454808
2914032

MADRID PROTOCOL INFORMATION

International Registration Number: 0546813
International Registration Date: 1989-07-10
Priority Claimed: No
Date of Section 67 Priority Claim: (DATE NOT AVAILABLE)
International Registration Status: Request For Extension Of Protection Processed
Date of International Registration Status: 2007-11-01
International Registration Renewal Date: 2019-07-10
Notification of Designation Date: 2007-11-01
Date of Automatic Protection: 2009-05-01
Date International Registration Cancelled: (DATE NOT AVAILABLE)
First Refusal: Yes

PROSECUTION HISTORY

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

2009-08-27 - International Registration Renewed

2008-12-17 - Final Disposition Notice Sent To IB

2008-12-17 - Final Disposition Processed

2008-11-27 - Final Disposition Notice Created, To Be Sent To IB

2008-08-26 - Registered - Principal Register

2008-06-23 - Correction From The IB Examined, No Action Is Needed

2008-06-10 - Published for opposition

2008-05-21 - Notice of publication

2008-05-08 - Limitation Of Goods Received From IB

2008-05-08 - Law Office Publication Review Completed

2008-05-08 - Assigned To LIE

2008-05-08 - Approved for Pub - Principal Register (Initial exam)

2008-04-18 - TEAS Change Of Correspondence Received

2008-04-18 - Teas/Email Correspondence Entered

2008-04-18 - Communication received from applicant

2008-04-18 - TEAS Response to Office Action Received

2007-12-06 - Refusal Processed By IB

2007-11-19 - Non-Final Action Mailed - Refusal Sent To IB

2007-11-19 - Refusal Processed By MPU

2007-11-17 - Non-Final Action (Ib Refusal) Prepared For Review

2007-11-16 - Non-Final Action Written

2007-11-06 - Assigned To Examiner

2007-11-06 - New Application Entered In Tram

2007-11-05 - Limitation Of Goods/Services From IB Entered

2007-11-01 - Sn Assigned For Sect 66a Subseq Desig From IB

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent
Perla M. Kuhn
Hughes Hubbard & Reed LLP
One Battery Park Plaza
New York NY 10004-1482
Phone Number: (212) 837-6550
Fax Number: (212) 837-6269

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

This page was generated by the TARR system on 2012-02-21 13:56:10 ET

Serial Number: 74498259 Assignment Information Trademark Document Retrieval

Registration Number: 1943456

Mark

ELLE

(words only): ELLE

Standard Character claim: No

Current Status: A Section 15 declaration has been acknowledged.

Date of Status: 2011-07-12

Filing Date: 1994-03-08

Transformed into a National Application: No

Registration Date: 1995-12-26

Register: Principal

Law Office Assigned: LAW OFFICE 102

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

Current Location: L20 -TMEG Law Office 102

Date In Location: 2011-07-12

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

---

1. Hachette Filipacchi Presse

Address:

Hachette Filipacchi Presse
149, rue Anatole France
92534 Levallois-Perret Cedex
France
Legal Entity Type: Corporation
State or Country of Incorporation: France

GOODS AND/OR SERVICES

International Class: 014
Class Status: Active
jewelry, such as earrings, necklaces, rings, horological and chrometric instruments, namely, watches
Basis: 44(e)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Translation: The word "ELLE" means "She" in English.

Foreign Registration Number: 1,538,354
Foreign Registration Date: 1989-06-27
Country: France
Foreign Expiration Date: 1999-06-27

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2011-07-12 - Sec. 15 Acknowledgement - E-Mailed

2011-07-12 - Section 15 acknowledged

2011-07-12 - Case Assigned To Post Registration Paralegal

2011-07-05 - TEAS Section 15 Received

2007-06-11 - Case File In TICRS

2005-09-02 - First renewal 10 year

2005-09-02 - Section 8 (10-year) accepted/ Section 9 granted

2005-06-29 - Combined Section 8 (10-year)/Section 9 filed

2005-08-31 - Assigned To Paralegal

2005-06-29 - TEAS Section 8 & 9 Received

2002-08-05 - Section 8 (6-year) accepted

2002-06-24 - Section 8 (6-year) filed

2002-06-24 - PAPER RECEIVED

1995-12-26 - Registered - Principal Register

1995-10-03 - Published for opposition

1995-09-01 - Notice of publication

1995-04-21 - Approved for Pub - Principal Register (Initial exam)

1995-02-22 - Communication received from applicant

1994-09-01 - Non-final action mailed

1994-08-16 - Assigned To Examiner

1994-08-12 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
PERLA M. KUHN

Correspondent
PERLA M. KUHN
Edwards Angell Palmer & Dodge LLP
FDR Station
P.O. Box 130
NEW YORK NY 10150
Phone Number: (212) 308-4411
Fax Number: (212) 308-4844

Domestic Representative
PERLA M. KUHN
Phone Number: (212) 308-4411
Fax Number: (212) 308-4844

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

This page was generated by the TARR system on 2012-02-21 13:56:21 ET

Serial Number: 72276692 Assignment Information Trademark Document Retrieval

Registration Number: 862001

Mark (words only): ELLE

Standard Character claim: No

Current Status: The registration has been renewed.

Date of Status: 2009-06-18

Filing Date: 1967-07-24

Transformed into a National Application: No

Registration Date: 1968-12-17

Register: Principal

Law Office Assigned: (NOT AVAILABLE)

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

Current Location: 830 -Post Registration

Date In Location: 2009-06-18

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

1. Hachette Filipacchi Presse

Address:
Hachette Filipacchi Presse
149 Rue Anatole France
92534 Levallois-Perret Cedex
France
Legal Entity Type: Corporation
State or Country of Incorporation: France

GOODS AND/OR SERVICES

U.S. Class: 039 (International Class 010, 025, 026)
Class Status: Active
DRESSES, SKIRTS, JACKETS, COATS, SWEATERS, BATHING SUITS, TIES, SCARVES, CAPS, GLOVES
Basis: 1(a)
First Use Date: 1949-03-22
First Use in Commerce Date: 1965-03-22

ADDITIONAL INFORMATION

Prior Registration Number(s):
758137

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2009-06-18 - Second renewal 10 year

2009-06-18 - Section 8 (10-year) accepted/ Section 9 granted

2009-06-16 - Assigned To Paralegal

2009-06-10 - TEAS Section 8 & 9 Received

2009-02-12 - Case File In TICRS

1988-12-17 - First renewal

1989-03-06 - Response received for Post Registration action

1989-02-02 - Post Registration action mailed - Section 9

1988-11-16 - Section 9 filed/check record for Section 8

1988-04-28 - Section 7 amendment issued

1988-03-22 - Section 7 amendment issued

1987-08-31 - Post Registration action mailed - Section 7

1987-06-30 - Post Registration action mailed - Section 7

1987-04-10 - Section 7 amendment filed

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Perla M. Kuhn

Correspondent
Perla M. Kuhn
Hughes Hubbard & Reed LLP
One Battery Park Plaza
NEW YORK NY 10004-1482
Phone Number: (212) 837-6550
Fax Number: (212) 837-6269

Domestic Representative
Perla M. Kuhn
Phone Number: (212) 837-6550
Fax Number: (212) 837-6269

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

This page was generated by the TARR system on 2012-02-21 13:56:34 ET

Serial Number: 73512968 Assignment Information Trademark Document Retrieval

Registration Number: 1348158

Mark

ELLE

(words only): ELLE

Standard Character claim: No

Current Status: The registration has been renewed.

Date of Status: 2005-08-03

Filing Date: 1984-12-10

Transformed into a National Application: No

Registration Date: 1985-07-09

Register: Principal

Law Office Assigned: (NOT AVAILABLE)

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

Current Location: 40S -Scanning On Demand

Date In Location: 2008-05-23

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

---

1. HACHETTE FILIPACCHI PRESSE

Address:

HACHETTE FILIPACCHI PRESSE
149 RUE ANATOLE FRANCE
92534 LEVALLOIS-PERRET CEDEX
France
Legal Entity Type: Corporation
State or Country of Incorporation: France

GOODS AND/OR SERVICES

International Class: 025
Class Status: Active
FOOTWEAR-NAMELY, SHOES
Basis: 44(e)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Translation: THE MARK ELLE MAY BE TRANSLATED INTO ENGLISH AS "SHE".

Prior Registration Number(s):
758137
861159

Foreign Registration Number: 1113720
Foreign Registration Date: 1979-06-28
Country: France
Foreign Expiration Date: 1989-06-28

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2008-05-23 - Case File In TICRS

2005-08-03 - First renewal 10 year

2005-08-03 - Section 8 (10-year) accepted/ Section 9 granted

2005-06-14 - Combined Section 8 (10-year)/Section 9 filed

2005-08-03 - Assigned To Paralegal

2005-06-14 - TEAS Section 8 & 9 Received

1991-11-12 - Section 8 (6-year) accepted

1991-07-08 - Section 8 (6-year) filed

1985-07-09 - Registered - Principal Register

1985-04-30 - Published for opposition

1985-03-29 - Notice of publication

1985-02-05 - Approved for Pub - Principal Register (Initial exam)

1985-02-05 - Assigned To Examiner

1985-02-01 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
PERLA M. KUHN

Correspondent
PERLA M. KUHN
HUGHES HUBBARD & REED LLP
ONE BATTERY PARK PLAZA
NEW YORK, NY 10004-1482

Domestic Representative
PERLA M. KUHN

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

This page was generated by the TARR system on 2012-02-21 13:56:46 ET

Serial Number: 73814081 Assignment Information Trademark Document Retrieval

Registration Number: 2708222

Mark (words only): ELLE

Standard Character claim: No

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

Date of Status: 2009-11-02

Filing Date: 1989-07-20

Transformed into a National Application: No

Registration Date: 2003-04-22

Register: Principal

Law Office Assigned: LAW OFFICE 116

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

Current Location: M70 -TMO Law Office 116

Date In Location: 2009-11-02

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

---

1. HACHETTE FILIPACCHI PRESSE

Address:
HACHETTE FILIPACCHI PRESSE
149, RUE ANATOLE FRANCE
92534 LEVALLOIS-PERRET CEDEX
France
Legal Entity Type: Corporation
State or Country of Incorporation: France

GOODS AND/OR SERVICES

International Class: 008
Class Status: Section 8 - Cancelled
Basis: 44(e)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

International Class: 009
Class Status: Active
SPECTACLES
Basis: 44(e)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

International Class: 020
Class Status: Section 8 - Cancelled
Basis: 44(e)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

International Class: 021
Class Status: Active
CUPS, MUGS, CUPS IN NON-PRECIOUS METAL
Basis: 44(e)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

International Class: 024
Class Status: Active
BATH TOWELS, HAND TOWELS
Basis: 44(e)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

International Class: 025
Class Status: Active
FOOTWEAR - NAMELY, SHOES, BOOTS,, SANDALS AND CLOGS
Basis: 44(e)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Translation: THE ENGLISH TRANSLATION OF THE WORD "ELLE" IN THE MARK IS "SHE".

Prior Registration Number(s):
1374805
1408531

Foreign Application Number: 104229

Foreign Registration Number: 1500024
Foreign Registration Date: 1989-01-20
Country: France
Foreign Filing Date: 1989-01-20
Foreign Expiration Date: 1999-01-20
Foreign Renewal Number: 1500024
Foreign Renewal Date: 1999-01-20

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2009-11-02 - Partial Section 8 (6-year) accepted & Section 15 acknowledged

2009-11-02 - Case Assigned To Post Registration Paralegal

2009-10-21 - Section 8 (6-year) and Section 15 Filed

2009-10-21 - TEAS Section 8 & 15 Received

2007-10-12 - Case File In TICRS

2003-04-22 - Registered - Principal Register

2002-12-30 - Communication received from applicant

2003-01-21 - Assigned To Examiner

2002-12-30 - PAPER RECEIVED

2002-09-30 - PAPER RECEIVED

2002-02-08 - Opposition terminated for Proceeding

1990-11-06 - Published for opposition

1990-10-06 - Notice of publication

1990-05-14 - Approved for Pub - Principal Register (Initial exam)

1990-03-09 - Communication received from applicant

1990-03-28 - Assigned To Examiner

1989-10-03 - Non-final action mailed

1989-09-19 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
PERLA M. KUHN

Correspondent
PERLA M. KUHN
HUGHES HUBBARD & REED LLP
ONE BATTERY PARK PLAZA
NEW YORK NY 10004-1482
Phone Number: (212) 837-6550
Fax Number: (212) 837-6269

Domestic Representative
Perla M. Kuhn
Phone Number: (212) 837-6550
Fax Number: (212) 837-6269

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

This page was generated by the TARR system on 2012-02-21 13:57:02 ET

Serial Number: 77177906 Assignment Information Trademark Document Retrieval

Registration Number: 3614358

Mark

ELLE

(words only): ELLE

Standard Character claim: Yes

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

Date of Status: 2009-05-05

Filing Date: 2007-05-10

Transformed into a National Application: No

Registration Date: 2009-05-05

Register: Principal

Law Office Assigned: LAW OFFICE 102

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

Current Location: 650 -Publication And Issue Section

Date In Location: 2009-05-05

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

---

1. Hachette Filipacchi Presse

Address:
Hachette Filipacchi Presse
149 rue Anatole France
Levallois-Perret 92300
France
Legal Entity Type: Corporation
State or Country of Incorporation: France

GOODS AND/OR SERVICES

International Class: 025
Class Status: Active
Clothing, namely, pants, t-shirts, shirts, blouses, tank tops, raincoats, sweatshirts
Basis: 1(a)
First Use Date: 2007-01-10
First Use in Commerce Date: 2007-01-10

ADDITIONAL INFORMATION

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

Prior Registration Number(s):
1322177
1348158
2708222

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2009-05-05 - Registered - Principal Register

2009-02-17 - Published for opposition

2009-01-28 - Notice of publication

2009-01-12 - Law Office Publication Review Completed

2009-01-12 - Approved for Pub - Principal Register (Initial exam)

2009-01-09 - Teas/Email Correspondence Entered

2009-01-09 - Communication received from applicant

2009-01-09 - TEAS Response To Suspension Inquiry Received

2008-08-23 - Report Completed Suspension Check Case Still Suspended

2008-08-23 - Assigned To LIE

2008-02-23 - Notification Of Letter Of Suspension E-Mailed

2008-02-23 - LETTER OF SUSPENSION E-MAILED

2008-02-23 - Suspension Letter Written

2008-02-23 - Amendment to Use approved

2008-02-22 - Amendment To Use Processing Complete

2008-02-22 - Use Amendment Filed

2008-02-21 - TEAS Amendment of Use Received

2008-02-21 - Teas/Email Correspondence Entered

2008-02-21 - Communication received from applicant

2008-02-21 - TEAS Response to Office Action Received

2007-08-23 - Notification Of Non-Final Action E-Mailed

2007-08-23 - Non-final action e-mailed

2007-08-23 - Non-Final Action Written

2007-08-23 - Assigned To Examiner

2007-05-15 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Perla M. Kuhn

Correspondent
Perla M. Kuhn
HUGHES HUBBARD & REED LLP
HUGHES HUBBARD & REED LLP
ONE BATTERY PARK PLAZA
NEW YORK NY 10004
Phone Number: (212) 837-6550

Fax Number: (212) 837-6269

Domestic Representative
Perla M. Kuhn
Phone Number: (212) 837-6550
Fax Number: (212) 837-6269

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

This page was generated by the TARR system on 2012-02-21 13:57:12 ET

Serial Number: 78981251 Assignment Information Trademark Document Retrieval

Registration Number: 3745516

Mark

ELLE

(words only): ELLE

Standard Character claim: Yes

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

Date of Status: 2010-02-02

Filing Date: 2005-12-20

Transformed into a National Application: No

Registration Date: 2010-02-02

Register: Principal

Law Office Assigned: LAW OFFICE 117

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

Current Location: 650 -Publication And Issue Section

Date In Location: 2009-12-29

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

---

1. Hachette Filipacchi Presse

Address:
Hachette Filipacchi Presse
149 rue Anatole France
Levallois-Perret 92300
France
Legal Entity Type: Corporation
State or Country of Incorporation: France

GOODS AND/OR SERVICES

International Class: 009
Class Status: Active
Downloadable electronic publications in the nature of magazines and newsletters in the field of beauty, fashion, cooking, music, theater, cinema, literature, arts, education, home decoration, gardening, landscaping; downloadable ring tones, logos, photos, fashion and beauty videos, games and horoscopes via a global computer network and wireless devices
Basis: 1(a)
First Use Date: 2005-09-15
First Use in Commerce Date: 2006-06-01

International Class: 025
Class Status: Active
Sleepwear, namely, short and long gowns, pajamas, sleepshirts, robes, tops, shorts; headband
Basis: 1(a)
First Use Date: 2005-08-31
First Use in Commerce Date: 2005-08-31

International Class: 026
Class Status: Active
All kinds of hair accessories, namely, barrettes, bows, elastic ribbons, hair clips, hair bands, ponytail holders, hair pins, non-electric hair rollers, twisters, hair ornaments
Basis: 1(a)
First Use Date: 2004-05-31
First Use in Commerce Date: 2004-05-31

ADDITIONAL INFORMATION

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

Prior Registration Number(s):
862001
1348158
1454393
2016657
2708222

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2010-02-02 - Registered - Principal Register

2009-12-29 - Law Office Registration Review Completed

2009-12-29 - Assigned To LIE

2009-12-17 - Allowed for Registration - Principal Register (SOU accepted)

2009-12-10 - Statement Of Use Processing Complete

2009-10-21 - Use Amendment Filed

2009-12-10 - Divisional processing completed

2009-11-05 - Divisional request received

2009-12-10 - Review Of Correspondence Complete

2009-11-05 - FAX RECEIVED

2009-10-21 - TEAS Request To Divide Received

2009-10-21 - TEAS Statement of Use Received

2009-04-09 - Extension 3 granted

2009-04-07 - Extension 3 filed

2009-04-07 - TEAS Extension Received

2008-10-24 - Extension 2 granted

2008-10-23 - Extension 2 filed

2008-10-24 - Case Assigned To Intent To Use Paralegal

2008-10-23 - TEAS Extension Received

2008-04-22 - Extension 1 granted

2008-04-22 - Extension 1 filed

2008-04-22 - TEAS Extension Received

2007-10-23 - NOA Mailed - SOU Required From Applicant

2007-07-31 - Published for opposition

2007-07-11 - Notice of publication

2007-06-23 - Law Office Publication Review Completed

2007-06-21 - Approved For Pub - Principal Register

2007-06-21 - Amendment From Applicant Entered

2007-06-21 - Communication received from applicant

2007-06-15 - Assigned To LIE

2007-06-14 - PAPER RECEIVED

2007-01-22 - LETTER OF SUSPENSION E-MAILED

2007-01-22 - Suspension Letter Written

2007-01-13 - Amendment From Applicant Entered

2007-01-13 - Communication received from applicant

2007-01-12 - Assigned To LIE

2006-12-12 - FAX RECEIVED

2006-11-20 - PAPER RECEIVED

2006-05-30 - Non-final action e-mailed

2006-05-30 - Non-Final Action Written

2006-05-26 - Assigned To Examiner

2005-12-28 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
PERLA M. KUHN

Correspondent
PERLA M. KUHN
HUGHES HUBBARD & REED LLP
ONE BATTERY PARK PLAZA

NEW YORK NY 10004-1482
Phone Number: 212-837-6000
Fax Number: 212-837-6269

Domestic Representative
Hughes Hubbard & Reed LLP
Phone Number: 212-837-6000
Fax Number: 212-837-6269

EXHIBIT 16

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

This page was generated by the TARR system on 2012-02-21 13:59:04 ET

Serial Number: 78497353 Assignment Information Trademark Document Retrieval

Registration Number: 3412682

Mark

elle-même

(words only): ELLE-MÊME

Standard Character claim: Yes

Current Status: Registration cancelled under Section 18 by the Trademark Trial and Appeal Board. For further information, see TTABVUE on the Trademark Trial and Appeal Board web page.

Date of Status: 2011-05-18

Filing Date: 2004-10-09

Transformed into a National Application: No

Registration Date: 2008-04-15

Register: Principal

Law Office Assigned: LAW OFFICE 109

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

Current Location: 845 -TTAB

Date In Location: 2011-05-18

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

---

1. Kohne, Denise R

Address:
Kohne, Denise R
20 Weller Ct
Pleasant Hill, CA 94523
United States
Legal Entity Type: Individual
Country of Citizenship: United States
Phone Number: 925-935-8374

GOODS AND/OR SERVICES

International Class: 014
Class Status: Section 18 - Cancelled
Jewelry
Basis: 1(a)
First Use Date: 2007-10-06
First Use in Commerce Date: 2007-10-06

ADDITIONAL INFORMATION

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

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2011-05-18 - Canceled Section 18 -Total

2011-05-18 - Cancellation terminated for Proceeding

2011-05-17 - Cancellation granted for Proceeding

2009-02-18 - Cancellation Instituted No. 999999

2008-04-15 - Registered - Principal Register

2008-03-07 - Law Office Registration Review Completed

2008-02-27 - Allowed for Registration - Principal Register (SOU accepted)

2008-02-07 - Teas/Email Correspondence Entered

2008-02-07 - Communication received from applicant

2008-02-07 - Assigned To LIE

2008-01-02 - TEAS Response to Office Action Received

2007-11-19 - Non-final action mailed

2007-11-17 - SU - Non-Final Action - Written

2007-10-25 - Statement Of Use Processing Complete

2007-10-09 - Use Amendment Filed

2007-10-09 - TEAS Statement of Use Received

2007-07-30 - Extension 2 granted

2007-04-19 - Extension 2 filed

2007-04-19 - TEAS Extension Received

2006-10-12 - Extension 1 granted

2006-09-09 - Extension 1 filed

2006-09-09 - TEAS Extension Received

2006-04-25 - NOA Mailed - SOU Required From Applicant

2006-03-04 - Extension Of Time To Oppose Process - Terminated

2005-11-01 - Extension Of Time To Oppose Received

2005-10-04 - Published for opposition

2005-09-14 - Notice of publication

2005-06-15 - Law Office Publication Review Completed

2005-06-10 - Assigned To LIE

2005-06-03 - Approved For Pub - Principal Register

2005-06-03 - Teas/Email Correspondence Entered

2005-05-21 - Communication received from applicant

2005-05-21 - TEAS Response to Office Action Received

2005-05-21 - TEAS Change Of Correspondence Received

2005-05-13 - Non-final action e-mailed

2005-05-13 - Non-Final Action Written

2005-05-13 - Assigned To Examiner

2004-10-18 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent
DENISE R KOHNE
20 WELLER CT
PLEASANT HILL, CA 94523
Phone Number: 925-935-8374

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

This page was generated by the TARR system on 2012-02-21 13:59:23 ET

Serial Number: 85108818 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

Elle-Interiors

(words only): ELLE-INTERIORS

Standard Character claim: Yes

Current Status: Abandoned because the applicant failed to respond or filed a late response to an Office action. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

Date of Status: 2011-07-23

Filing Date: 2010-08-17

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 115

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

Current Location: M6X -TMO Law Office 115 - Examining Attorney Assigned

Date In Location: 2011-07-23

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

---

1. Vandiver, Rhonda E

DBA/AKA/TA/Formerly: DBA Elle-Interiors
Address:
Vandiver, Rhonda E
Ph. 421 5055 Addison Cr.
Addison, TX 75001
United States
Legal Entity Type: Sole Proprietorship
State or Country Where Organized: Texas
Phone Number: 9724587787
Fax Number: 9724587788

GOODS AND/OR SERVICES

International Class: 042
Class Status: Active
Interior design services including space planning, furniture selection, material and surface selection
Basis: 1(a)
First Use Date: 2010-03-15
First Use in Commerce Date: 2010-03-15

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2011-07-25 - Abandonment Notice Mailed - Failure To Respond

2011-07-23 - Abandonment - Failure To Respond Or Late Response

2011-07-22 - Assigned To Examiner

2010-12-10 - Notification Of Non-Final Action E-Mailed

2010-12-10 - Non-final action e-mailed

2010-12-10 - Non-Final Action Written

2010-12-02 - Assigned To Examiner

2010-08-20 - New Application Office Supplied Data Entered In Tram

2010-08-20 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent
VANDIVER, RHONDA E
VANDIVER, RHONDA E
5055 ADDISON CIR PH 421
ADDISON, TX 75001-6322
Phone Number: 9724587787
Fax Number: 9724587788

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

This page was generated by the TARR system on 2012-02-21 13:59:48 ET

Serial Number: 85082992 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

Feisty Elle

(words only): FEISTY ELLE

Standard Character claim: Yes

Current Status: Abandoned after publication because applicant filed an express abandonment. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

Date of Status: 2011-08-03

Filing Date: 2010-07-13

Filed as TEAS Plus Application: Yes

Currently TEAS Plus Application: Yes

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 104

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

Current Location: (NOT AVAILABLE)

Date In Location: 2011-08-03

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

1. Yang, Leslie Ching-hao

Address:
Yang, Leslie Ching-hao
194 Emmet Court
San Francisco, CA 94110
United States
Legal Entity Type: Individual
Country of Citizenship: United States
Phone Number: 510.693.0418

GOODS AND/OR SERVICES

International Class: 014
Class Status: Abandoned
(Based on Use in Commerce) Clip earrings; Ear clips; Earrings; Necklaces; (Based on Intent to Use) Bracelets; Brooches; Jewelry; Jewelry brooches; Jewelry for attachment to clothing; Jewelry for the head
Basis: 1(a), 1(b)
First Use Date: 2005-08-02
First Use in Commerce Date: 2009-03-12

International Class: 026
Class Status: Abandoned
(Based on Use in Commerce) Brooches; Hair accessories, namely, snap clips; Hair barrettes; Hair clips; Hair ornaments; Hair pins; Hair slides; Oriental hair pins; (Based on Intent to Use) Hair bands; Hair bows; Hair clamps; Hair pins and grips; Hair ribbons
Basis: 1(a), 1(b)
First Use Date: 2005-08-02
First Use in Commerce Date: 2008-12-03

ADDITIONAL INFORMATION

Translation: The English translation of "ELLE" in the mark is SHE.

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2011-08-03 - Abandonment Notice Mailed - After Publication

2011-08-03 - Abandonment - After publication

2011-08-02 - Extension Of Time To Oppose Process - Terminated

2011-07-14 - TEAS Express Abandonment Received

2011-02-11 - Extension Of Time To Oppose Received

2011-01-18 - Official Gazette Publication Confirmation E-Mailed

2011-01-18 - Published for opposition

2010-12-10 - Law Office Publication Review Completed

2010-12-10 - Assigned To LIE

2010-11-19 - Approved For Pub - Principal Register

2010-11-10 - Teas/Email Correspondence Entered

2010-11-10 - Communication received from applicant

2010-11-10 - TEAS Response to Office Action Received

2010-11-02 - Notification Of Non-Final Action E-Mailed

2010-11-02 - Non-final action e-mailed

2010-11-02 - Non-Final Action Written

2010-10-26 - Assigned To Examiner

2010-07-16 - New Application Office Supplied Data Entered In Tram

2010-07-16 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Bryant Y. Yang

Correspondent
BRYANT Y. YANG
BRYANT Y. YANG
682 AZTEC WAY
MONTEREY PARK, CA 91755-4211
Phone Number: 626-757-3048

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

This page was generated by the TARR system on 2012-02-21 14:00:30 ET

Serial Number: 77840129 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

(words only): ELLE WINES

Standard Character claim: No

Current Status: Abandoned because no Statement of Use or Extension Request timely filed after Notice of Allowance was issued. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

Date of Status: 2011-06-06

Filing Date: 2009-10-02

Filed as TEAS Plus Application: Yes

Currently TEAS Plus Application: Yes

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 109

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

Current Location: 700 -Intent To Use Section

Date In Location: 2010-11-02

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

1. Hicks, Camille

Address:
Hicks, Camille
13206 Castlewind Ln.
Pearland, TX 77584
United States
Legal Entity Type: Individual
Country of Citizenship: United States
Phone Number: (703) 598-4715
Fax Number: (888) 398-4494

GOODS AND/OR SERVICES

International Class: 033
Class Status: Active
Wine
Basis: 1(b)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

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

Disclaimer: "WINES"

Description of Mark: The mark consists of two bottles overlapping each other with "elle wines" written underneath the bottles.

Translation: The English translation of "ELLE" is "SHE".

Design Search Code(s):
19.09.02 - Bottles, jars or flasks with bulging, protruding or rounded sides; Flasks with bulging or protruding sides; Jars with bulging or protruding sides

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2011-06-06 - Abandonment Notice Mailed - No Use Statement Filed

2011-06-06 - Abandonment - No use statement filed

2010-11-02 - NOA E-Mailed - SOU Required From Applicant

2010-07-16 - Extension Of Time To Oppose Process - Terminated

2010-03-30 - Extension Of Time To Oppose Received

2010-03-02 - Official Gazette Publication Confirmation E-Mailed

2010-03-02 - Published for opposition

2010-01-25 - Law Office Publication Review Completed

2010-01-25 - Assigned To LIE

2009-12-31 - Approved For Pub - Principal Register

2009-12-31 - Examiner's Amendment Entered

2009-12-31 - Notification Of Examiners Amendment E-Mailed

2009-12-31 - Examiners amendment e-mailed

2009-12-31 - Examiners Amendment -Written

2009-12-30 - Assigned To Examiner

2009-10-10 - Notice Of Design Search Code Mailed

2009-10-09 - New Application Office Supplied Data Entered In Tram

2009-10-06 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent
HICKS, CAMILLE
13206 CASTLEWIND LN
PEARLAND, TX 77584-6712
Phone Number: (703) 598-4715
Fax Number: (888) 398-4494

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

This page was generated by the TARR system on 2012-02-21 14:00:50 ET

Serial Number: 77247978 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

ELLA SPORT

(words only): ELLA SPORT

Standard Character claim: Yes

Current Status: Abandoned after an inter partes decision by the Trademark Trial and Appeal Board. For further information, see TTABVUE on the Trademark Trial and Appeal Board web page.

Date of Status: 2010-03-09

Filing Date: 2007-08-06

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 106

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

Current Location: 845 -TTAB

Date In Location: 2010-03-09

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

---

1. Ella Sport Inc.

Address:
Ella Sport Inc.
Unit 803 One Wall Street Court
New York, NY 10005
United States
Legal Entity Type: Corporation
State or Country of Incorporation: New York

GOODS AND/OR SERVICES

International Class: 025
Class Status: Abandoned
Women's athletic apparel, namely, tank tops, jogging pants, shorts, capris, skorts, T-shirts, warm up suits, sports bras and underwear
Basis: 1(b)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Disclaimer: "SPORT"

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2010-03-10 - Abandonment Notice Mailed - Inter Partes Decision

2010-03-09 - Abandonment - After inter partes decision (Initial exam)

2010-03-09 - Opposition terminated for Proceeding

2010-03-09 - Opposition sustained for Proceeding

2009-01-21 - Opposition instituted for Proceeding

2008-11-05 - Extension Of Time To Oppose Received

2008-10-21 - Published for opposition

2008-10-01 - Notice of publication

2008-09-16 - Law Office Publication Review Completed

2008-09-16 - Assigned To LIE

2008-09-09 - Approved For Pub - Principal Register

2008-08-29 - Teas/Email Correspondence Entered

2008-08-29 - Communication received from applicant

2008-08-29 - TEAS Response To Suspension Inquiry Received

2008-05-29 - Letter of suspension mailed

2008-05-28 - Suspension Letter Written

2008-05-13 - Teas/Email Correspondence Entered

2008-05-13 - Communication received from applicant

2008-05-13 - TEAS Response to Office Action Received

2007-11-13 - Non-final action mailed

2007-11-13 - Non-Final Action Written

2007-11-12 - Assigned To Examiner

2007-08-09 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Edward F. Perlman

Correspondent
Edward F. Perlman
Wolf, Greenfield & Sacks, P.C.
600 Atlantic Avenue
Boston, MA 02210-2206
Phone Number: (617) 646-8207
Fax Number: (617) 646-8646

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

This page was generated by the TARR system on 2012-02-21 14:01:04 ET

Serial Number: 77411950 Assignment Information Trademark Document Retrieval

Registration Number: 3796243

Mark

elleandemme

(words only): ELLEANDEMME

Standard Character claim: Yes

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

Date of Status: 2010-06-01

Filing Date: 2008-03-03

Transformed into a National Application: No

Registration Date: 2010-06-01

Register: Principal

Law Office Assigned: LAW OFFICE 101

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

Current Location: 650 -Publication And Issue Section

Date In Location: 2010-04-23

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

---

1. ELLEANDEMME, LLC

Address:
ELLEANDEMME, LLC
5140 Georgetown Cove Ct.
Las Vegas, NV 89131
United States
Legal Entity Type: Limited Liability Company
State or Country Where Organized: Nevada

Phone Number: (702) 445-7000
Fax Number: (702) 385-7743

GOODS AND/OR SERVICES

International Class: 003
Class Status: Active
Perfume; Perfume oils; Perfumed creams; Perfumed paste; Perfumed powders; Perfumed soaps; Perfumes; Perfumes and colognes
Basis: 1(a)
First Use Date: 2008-11-01
First Use in Commerce Date: 2008-11-01

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2010-06-01 - Registered - Principal Register

2010-04-24 - Notice Of Acceptance Of Statement Of Use E-Mailed

2010-04-23 - Law Office Registration Review Completed

2010-04-23 - Allowed for Registration - Principal Register (SOU accepted)

2010-04-22 - Statement Of Use Processing Complete

2010-04-21 - Use Amendment Filed

2010-04-21 - TEAS Statement of Use Received

2010-03-17 - Notice Of Approval Of Extension Request E-Mailed

2010-03-16 - Extension 1 granted

2009-12-16 - Extension 1 filed

2010-03-16 - Case Assigned To Intent To Use Paralegal

2010-02-03 - TEAS Change Of Correspondence Received

2010-01-25 - Extension Received With TEAS Petition

2010-01-25 - Petition To Revive-Granted

2010-01-25 - TEAS Petition To Revive Received

2010-01-19 - Abandonment Notice Mailed - No Use Statement Filed

2010-01-18 - Abandonment - No use statement filed

2009-06-16 - NOA Mailed - SOU Required From Applicant

2009-05-04 - TTAB Release Case To Trademarks

2009-05-04 - Opposition terminated for Proceeding

2009-05-04 - Opposition dismissed for Proceeding

2009-04-27 - Changes/Corrections After Pub Approval Entered

2009-03-23 - PAPER RECEIVED

2008-11-12 - Opposition instituted for Proceeding

2008-08-07 - Extension Of Time To Oppose Received

2008-07-15 - Published for opposition

2008-06-25 - Notice of publication

2008-06-11 - Law Office Publication Review Completed

2008-06-11 - Assigned To LIE

2008-06-11 - Approved For Pub - Principal Register

2008-06-11 - Assigned To Examiner

2008-03-07 - Notice Of Pseudo Mark Mailed

2008-03-06 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Robert H. Reynolds

Correspondent
Robert H. Reynolds
Reynolds & Associates
823 Las Vegas Boulevard South Suite 280
Las Vegas NV 89101
Phone Number: (702) 445-7000
Fax Number: (702) 385-7743

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

This page was generated by the TARR system on 2012-02-21 14:02:51 ET

Serial Number: 77053140 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

(words only): ELLE ROSE

Standard Character claim: No

Current Status: Abandoned after an inter partes decision by the Trademark Trial and Appeal Board. For further information, see TTABVUE on the Trademark Trial and Appeal Board web page.

Date of Status: 2008-09-15

Filing Date: 2006-11-29

Filed as TEAS Plus Application: Yes

Currently TEAS Plus Application: Yes

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 107

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

Current Location: 845 -TTAB

Date In Location: 2008-09-15

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

1. Hammons, Paul Allen

Address:
Hammons, Paul Allen
36 Cochrane Avenue
Hastings-on-Hudson, NY 107063102
United States
Legal Entity Type: Individual
Country of Citizenship: United States
Phone Number: 914.478.5964
Fax Number: 914.478.9396

GOODS AND/OR SERVICES

International Class: 014
Class Status: Abandoned
Beads for use in the manufacture of jewelry; Bracelets; Bracelets of precious metal; Charms; Clip earrings; Costume jewelry; Ear clips; Ear studs; Earrings; Identification bracelets; Jewelry; Jewelry chains; Jewelry findings; Jewelry for the head; Jewelry pins for use on hats; Jewelry, namely, precious metal plated real leaves and flowers; Lapel pins; Necklaces; Pet jewelry; Pins being jewelry; Rings being jewelry
Basis: 1(b)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Color(s) Claimed: The color(s) pink and gray is/are claimed as a feature of the mark.

Description of Mark and Any Color Part(s): The words appear in the color pink with a gray shadow.

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2008-09-16 - Abandonment Notice Mailed - Inter Partes Decision

2008-09-15 - Abandonment - After inter partes decision (Initial exam)

2008-09-15 - Opposition terminated for Proceeding

2008-09-15 - Opposition sustained for Proceeding

2007-10-25 - Opposition instituted for Proceeding

2007-07-10 - Extension Of Time To Oppose Received

2007-06-19 - Published for opposition

2007-05-30 - Notice of publication

2007-04-17 - Law Office Publication Review Completed

2007-04-17 - Assigned To LIE

2007-03-26 - Approved For Pub - Principal Register

2007-03-26 - Examiner's Amendment Entered

2007-03-26 - Examiners amendment e-mailed

2007-03-26 - Examiners Amendment -Written

2007-03-26 - Assigned To Examiner

2006-12-04 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent
PAUL ALLEN HAMMONS
36 COCHRANE AVENUE
HASTINGS ON HUDSON, NY 10706-3102
Phone Number: 914.478.5964
Fax Number: 914.478.9396

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

This page was generated by the TARR system on 2012-02-21 14:03:17 ET

Serial Number: 77856669 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

ELLE NICOLE

(words only): ELLE NICOLE

Standard Character claim: Yes

Current Status: Abandoned after an inter partes decision by the Trademark Trial and Appeal Board. For further information, see TTABVUE on the Trademark Trial and Appeal Board web page.

Date of Status: 2010-12-02

Filing Date: 2009-10-24

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 101

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

Current Location: 845 -TTAB

Date In Location: 2010-12-02

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

---

1. DANIELLE DIFERDINANDO

Address:
DANIELLE DIFERDINANDO
9220 RUMSEY ROAD
COLUMBIA, MD 21045
United States
Legal Entity Type: Individual
Country of Citizenship: United States

GOODS AND/OR SERVICES

International Class: 018
Class Status: Abandoned
HANDBAGS
Basis: 1(b)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Name Portrait Consent: The name "ELLE NICOLE" does not identify a living individual.

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2010-12-02 - Abandonment Notice Mailed - Inter Partes Decision

2010-12-02 - Abandonment - After inter partes decision (Initial exam)

2010-12-02 - Opposition terminated for Proceeding

2010-12-02 - Opposition sustained for Proceeding

2010-08-06 - Opposition instituted for Proceeding

2010-05-10 - Extension Of Time To Oppose Received

2010-04-13 - Official Gazette Publication Confirmation E-Mailed

2010-04-13 - Published for opposition

2010-03-05 - Law Office Publication Review Completed

2010-03-05 - Assigned To LIE

2010-02-11 - Approved For Pub - Principal Register

2010-02-11 - Examiner's Amendment Entered

2010-02-11 - Notification Of Examiners Amendment E-Mailed

2010-02-11 - EXAMINERS AMENDMENT E-MAILED

2010-02-11 - Examiners Amendment -Written

2010-02-01 - Notification Of Non-Final Action E-Mailed

2010-02-01 - Non-final action e-mailed

2010-02-01 - Non-Final Action Written

2010-01-28 - Assigned To Examiner

2009-10-29 - New Application Office Supplied Data Entered In Tram

2009-10-28 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
MORTON J. ROSENBERG

Correspondent
MORTON J ROSENBERG
ROSENBERG, KLEIN & LEE
3458 ELLICOTT CENTER DR SUITE 101
ELLICOTT CITY, MD 21043-4178
Phone Number: 410-465-6678
Fax Number: 410-461-3067

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

This page was generated by the TARR system on 2012-02-21 14:03:36 ET

Serial Number: 75851096 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark (words only): ELLESIO

Standard Character claim: No

Current Status: Abandoned after an inter partes decision by the Trademark Trial and Appeal Board. For further information, see TTABVUE on the Trademark Trial and Appeal Board web page.

Date of Status: 2000-10-13

Filing Date: 1999-11-18

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 108

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

Current Location: 900 -File Repository (Franconia)

Date In Location: 2000-10-13

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

---

1. Golden State Imports International

DBA/AKA/TA/Formerly: DBA Golden State International
Address:
Golden State Imports International
300 Market Street
Oakland, CA 94607
United States
Legal Entity Type: Corporation
State or Country of Incorporation: California

GOODS AND/OR SERVICES

International Class: 014
Class Status: Active
Watches, Clocks and Parts thereof
Basis: 1(b)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2000-10-13 - Abandonment - After inter partes decision (Initial exam)

2000-10-13 - Opposition terminated for Proceeding

2000-10-13 - Opposition sustained for Proceeding

2000-09-12 - Opposition instituted for Proceeding

2000-07-06 - Extension Of Time To Oppose Received

2000-06-06 - Published for opposition

2000-05-05 - Notice of publication

2000-04-06 - Approved For Pub - Principal Register

2000-04-06 - Non-final action mailed

2000-04-04 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent
GOLDEN STATE IMPORTS INTERNATIONAL
300 MARKET STREET

OAKLAND, CA 94607

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

This page was generated by the TARR system on 2012-02-21 14:04:47 ET

Serial Number: 77770573 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

(words only): A.T.ELLE

Standard Character claim: No

Current Status: Abandoned after an inter partes decision by the Trademark Trial and Appeal Board. For further information, see TTABVUE on the Trademark Trial and Appeal Board web page.

Date of Status: 2010-08-24

Filing Date: 2009-06-29

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 117

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

Current Location: 845 -TTAB

Date In Location: 2010-08-24

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

---

1. Beasley, Traci N.

Address:
Beasley, Traci N.
4116 Lenox Park Circle
Atlanta, GA 30319
United States
Legal Entity Type: Individual
Country of Citizenship: United States
Phone Number: 404-964-1659

GOODS AND/OR SERVICES

International Class: 025
Class Status: Abandoned
clothing, namely, shirts, pants, dresses, swimsuits, tops
Basis: 1(b)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

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

Description of Mark: The mark consists of the words "A.T. ELLE" in a stylized font with a single line underneath the word "ELLE".

Translation: The English translation of the word "ELLE" in the mark is SHE or HER.

Design Search Code(s):
26.17.13 - Letters or words underlined and/or overlined by one or more strokes or lines; Overlined words or letters; Underlined words or letters

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2010-08-24 - Abandonment Notice Mailed - Inter Partes Decision

2010-08-24 - Abandonment - After inter partes decision (Initial exam)

2010-08-24 - Opposition terminated for Proceeding

2010-08-24 - Opposition sustained for Proceeding

2010-03-29 - Opposition instituted for Proceeding

2010-03-03 - Extension Of Time To Oppose Received

2010-03-02 - Official Gazette Publication Confirmation E-Mailed

2010-03-02 - Published for opposition

2010-01-25 - Law Office Publication Review Completed

2010-01-21 - Approved For Pub - Principal Register

2010-01-21 - Examiner's Amendment Entered

2010-01-21 - Notification Of Examiners Amendment E-Mailed

2010-01-21 - EXAMINERS AMENDMENT E-MAILED

2010-01-21 - Examiners Amendment -Written

2009-11-23 - Notification Of Final Refusal Emailed

2009-11-23 - Final refusal e-mailed

2009-11-23 - Final Refusal Written

2009-11-18 - Teas/Email Correspondence Entered

2009-11-18 - Communication received from applicant

2009-11-18 - Assigned To LIE

2009-11-05 - TEAS Response to Office Action Received

2009-09-25 - Notification Of Non-Final Action E-Mailed

2009-09-25 - Non-final action e-mailed

2009-09-25 - Non-Final Action Written

2009-09-25 - Assigned To Examiner

2009-07-03 - Notice Of Design Search Code Mailed

2009-07-02 - New Application Office Supplied Data Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent
BEASLEY, TRACI, N.
BEASLEY, TRACI, N.
4116 LENOX PARK CIR NE
ATLANTA, GA 30319-5360
Phone Number: 404-964-1659

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

This page was generated by the TARR system on 2012-02-21 14:04:20 ET

Serial Number: 75274842 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark (words only): BEN & ELLE NEW YORK

Standard Character claim: No

Current Status: Abandoned after an inter partes decision by the Trademark Trial and Appeal Board. For further information, see TTABVUE on the Trademark Trial and Appeal Board web page.

Date of Status: 1999-11-09

Filing Date: 1997-04-15

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 109

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

Current Location: 900 -File Repository (Franconia)

Date In Location: 1999-11-16

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

---

1. Ben El Fashions Inc.

Address:
Ben El Fashions Inc.
45 West 37th Street
New York, NY 10018
United States
Legal Entity Type: Corporation
State or Country of Incorporation: New York

GOODS AND/OR SERVICES

International Class: 025
Class Status: Active
clothing, namely, suits, skirts, blouses, dresses, vests, jeans, slacks, trousers, pants, shorts, coats, jackets, shirt jackets, weather coats, overcoats, blazers, sweaters, shirts, T-shirts, jumpsuits, rompers, sweat pants, sweat shirts, fur coats, shearling coats, lingerie, dressing gowns, bathing suits, tights, stockings, socks, underwear, pajamas, night gowns, scarves, gloves, hats, berets, shawls, belts, ties, shoes, boots, sandals, slippers, overalls
Basis: 1(a)
First Use Date: 1992-04-28
First Use in Commerce Date: 1992-04-28

ADDITIONAL INFORMATION

Disclaimer: "NEW YORK"

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

1999-11-09 - Abandonment - After inter partes decision (Initial exam)

1999-11-09 - Opposition terminated for Proceeding

1999-11-09 - Opposition sustained for Proceeding

1998-10-28 - Opposition instituted for Proceeding

1998-08-18 - Published for opposition

1998-07-17 - Notice of publication

1998-06-11 - Approved for Pub - Principal Register (Initial exam)

1998-06-03 - Examiner's amendment mailed

1998-06-02 - Assigned To Examiner

1998-04-01 - Communication received from applicant

1998-01-09 - Letter of suspension mailed

1997-12-12 - Assigned To Examiner

1997-12-04 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
MARTIN KLEIN

Correspondent
MARTIN KLEIN
KAMERMAN & SONIKER
500 5TH AVENUE
NEW YORK, NY 10110

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

This page was generated by the TARR system on 2012-02-21 14:05:12 ET

Serial Number: 75235208 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark (words only): ELLEL

Standard Character claim: No

Current Status: Abandoned after an inter partes decision by the Trademark Trial and Appeal Board. For further information, see TTABVUE on the Trademark Trial and Appeal Board web page.

Date of Status: 2001-08-27

Filing Date: 1997-02-03

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 105

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

Current Location: 900 -File Repository (Franconia)

Date In Location: 2002-07-19

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

---

1. Christian Trust, The

Address:
Christian Trust, The
Ellel Grange
Ellel, Lancaster LA2 0HN
United Kingdom
Legal Entity Type: Corporation
State or Country of Incorporation: United Kingdom

GOODS AND/OR SERVICES

International Class: 016
Class Status: Active
publications and other printed material, namely, books, brochures, pamphlets, catalogs, newsletters, tracts, and magazines all dealing with matters of religious and personal counseling
Basis: 1(b)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Translation: The word "ELLEL" is an Old English word which means "all hail".

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2001-08-27 - Opposition terminated for Proceeding

2001-08-27 - Abandonment - After inter partes decision (Initial exam)

2001-08-27 - Opposition sustained for Proceeding

1998-09-01 - Opposition instituted for Proceeding

1998-06-19 - Extension Of Time To Oppose Received

1998-05-19 - Published for opposition

1998-04-17 - Notice of publication

1998-03-11 - Approved For Pub - Principal Register

1998-02-18 - Communication received from applicant

1997-08-19 - Non-final action mailed

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
JONATHAN A RUYBALID

Correspondent
JONATHAN A. RUYBALID
GAMMON & GRANGE PC
8380 GREENSBORO DRIVE
SEVENTH FLOOR
MCLEAN, VA 22102-3807

Domestic Representative
GAMMON & GRANGE, P.C.

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

This page was generated by the TARR system on 2012-02-21 14:05:33 ET

Serial Number: 75235209 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark (words only): ELLEL

Standard Character claim: No

Current Status: Abandoned after an inter partes decision by the Trademark Trial and Appeal Board. For further information, see TTABVUE on the Trademark Trial and Appeal Board web page.

Date of Status: 2001-08-17

Filing Date: 1997-02-03

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 105

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

Current Location: 900 -File Repository (Franconia)

Date In Location: 2002-07-19

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

---

1. Christian Trust, The

Address:
Christian Trust, The
Ellel Grange
Ellel, Lancaster LA2 OHN
United Kingdom
Legal Entity Type: Corporation
State or Country of Incorporation: United Kingdom

GOODS AND/OR SERVICES

International Class: 009
Class Status: Active
series of prerecorded audio and video tapes dealing with issues in religious and personal counseling
Basis: 1(b)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Translation: The word "ELLEL" is an Old English word which means "all hail".

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2001-08-17 - Abandonment - After inter partes decision (Initial exam)

2001-08-17 - Opposition terminated for Proceeding

2001-08-17 - Opposition sustained for Proceeding

1998-09-01 - Opposition instituted for Proceeding

1998-06-19 - Extension Of Time To Oppose Received

1998-05-26 - Published for opposition

1998-04-24 - Notice of publication

1998-03-11 - Approved For Pub - Principal Register

1998-02-18 - Communication received from applicant

1997-08-19 - Non-final action mailed

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
JONATHAN A RUYBALID

Correspondent

JONATHAN A. RUYBALID
GAMMON & GRANGE PC
8280 GREENSBORO DRIVE
SEVENTH FLOOR
MCLEAN, VA 22102-3807

Domestic Representative
GAMMON & GRANGE, P.C.

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

This page was generated by the TARR system on 2012-02-21 14:05:48 ET

Serial Number: 75235210 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark (words only): ELLEL

Standard Character claim: No

Current Status: Abandoned after an inter partes decision by the Trademark Trial and Appeal Board. For further information, see TTABVUE on the Trademark Trial and Appeal Board web page.

Date of Status: 2001-08-17

Filing Date: 1997-02-03

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 105

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

Current Location: 900 -File Repository (Franconia)

Date In Location: 2002-07-19

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

---

1. Christian Trust, The

Address:
Christian Trust, The
Ellel Grange
ElleL, Lancaster LA2 0HN
United Kingdom
Legal Entity Type: Corporation
State or Country of Incorporation: United Kingdom

GOODS AND/OR SERVICES

International Class: 042
Class Status: Active
operation of retreat and worship centers; and conducting a religious healing ministry, including conducting a religious deliverance ministry
Basis: 1(b)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Translation: The word "ELLEL" is an Old English word which means "all hail".

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2001-08-17 - Opposition terminated for Proceeding

2001-08-17 - Abandonment - After inter partes decision (Initial exam)

2001-08-17 - Opposition sustained for Proceeding

1998-09-01 - Opposition instituted for Proceeding

1998-06-19 - Extension Of Time To Oppose Received

1998-05-19 - Published for opposition

1998-04-17 - Notice of publication

1998-03-20 - Approved For Pub - Principal Register

1998-02-18 - Communication received from applicant

1997-08-19 - Non-final action mailed

1997-08-18 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
JONATHAN A RUYBALID

Correspondent
JONATHAN A. RUYBALID
GAMMON & GRANGE PC
8280 GREENSBORO DRIVE
SEVENTH FLOOR
MCLEAN, VA 22102-3807

Domestic Representative
GAMMON & GRANGE, P.C.

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

This page was generated by the TARR system on 2012-02-21 14:06:00 ET

Serial Number: 75235384 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark (words only): ELLEL

Standard Character claim: No

Current Status: Abandoned after an inter partes decision by the Trademark Trial and Appeal Board. For further information, see TTABVUE on the Trademark Trial and Appeal Board web page.

Date of Status: 2001-08-27

Filing Date: 1997-02-03

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 105

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

Current Location: 900 -File Repository (Franconia)

Date In Location: 2002-07-19

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

---

1. Christian Trust, The

Address:
Christian Trust, The
Ellel Grange
Ellel, Lancaster LA2 OHN
United Kingdom
Legal Entity Type: Corporation
State or Country of Incorporation: United Kingdom

GOODS AND/OR SERVICES

International Class: 041
Class Status: Active
educational services, namely, workshops, classes, seminars and training in the field of religious and personal counseling, and providing course materials in connection therewith; arranging and conducting educational and spiritual retreats for religious and personal counselors; and, publishing for others in the field of religious and personal counseling
Basis: 1(b), 44(d)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Translation: The word "ELLEL" is an Old English word which means "all hail".

Foreign Application Number: 820698
Country: United Kingdom
Foreign Filing Date: 1996-08-15

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2001-08-27 - Abandonment - After inter partes decision (Initial exam)

2001-08-27 - Opposition terminated for Proceeding

2001-08-27 - Opposition sustained for Proceeding

1999-06-28 - Opposition instituted for Proceeding

1998-06-19 - Extension Of Time To Oppose Received

1998-05-19 - Published for opposition

1998-04-17 - Notice of publication

1998-03-11 - Approved For Pub - Principal Register

1998-02-18 - Communication received from applicant

1997-08-19 - Non-final action mailed

1997-08-18 - Assigned To Examiner

1997-08-18 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
JONATHAN A RUYBALID

Correspondent
JONATHAN A. RUYBALID
GAMMON & GRANGE
8280 GREENSBORO DRIVE
SEVENTH FLOOR
MCLEAN, VA 22102-3807

Domestic Representative
GAMMON & GRANGE

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

This page was generated by the TARR system on 2012-02-21 14:06:20 ET

Serial Number: 75712706 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark (words only): ELEE

Standard Character claim: No

Current Status: Abandoned after an inter partes decision by the Trademark Trial and Appeal Board. For further information, see TTABVUE on the Trademark Trial and Appeal Board web page.

Date of Status: 2002-07-17

Filing Date: 1999-05-24

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 108

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

Current Location: 900 -File Repository (Franconia)

Date In Location: 2002-07-18

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

---

1. HADAD, ELIEZER

Address:
HADAD, ELIEZER
12623 ALBERS ST.
N. HOLLYWOOD, CA 91607
United States
Legal Entity Type: Individual
Country of Citizenship: United States

GOODS AND/OR SERVICES

International Class: 025
Class Status: Abandoned
CLOTHES; NAMELY, GOLF PANTS, GOLF SHIRTS, GOLF SHORTS AND GOLF SWEATERS, ATHLETIC SHOES, CLOTH BABY BIBS, BANDANNAS, BASEBALL CAPS, BASEBALL SHIRTS, BLOUSES, BABY BUNTINGS, CAPS, CASUAL PANTS, CASUAL SHOES, SWADDLING CLOTHES, COLLARS, COVER-ALLS, DRESS SHIRTS, DRESSES, GARTER BELTS, GLOVES, GYM SHIRTS, HATS, HOSIERY, JACKETS, JEANS, JUMPERS, KNIT SHIRTS, LEG WARMERS, LINGERIE, MITTENS, NECKTIES, NEGLIGEES, PAINTER'S CAPS, PAJAMAS, PARKAS, POLO-TYPE SHIRTS, PONCHOS, ROBES, RUNNING SHOES, RUNNING SHORTS, SCARVES, SHIRTS, SHAWLS, SHOES, SHORTS, SKI JACKETS, SKIRTS, SLACKS, SLEEPWEAR, SLIPS, SNOWMOBILE SUITS, SLACKS, SPORTS SHOES, SUN SUITS, SUN VISORS, SUSPENDERS, SWEATBANDS, SWEAT PANTS, SWEAT SHIRTS, SWEAT SHORTS, SWEATERS, SWIMWEAR, SWIMSUITS, T-SHIRTS, TANK TOPS, TENNIS SHIRTS, TIES, TIGHTS, TRACKSUITS, UNDERWEAR, VESTS, WALKING SHORTS, WIND RESISTANT JACKETS, WORKPANTS, WRIST BANDS; SPORT SHIRTS, RUGBY SHIRTS, CULOTTES, JOGGING SUITS, RAIN SUITS, BEACH COATS, SKATING OUTFITS; HEADWEAR; SARONGS
Basis: 1(a)
First Use Date: 1989-03-01
First Use in Commerce Date: 1989-03-01

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2002-07-17 - Abandonment - After inter partes decision (Initial exam)

2002-07-17 - Opposition terminated for Proceeding

2002-07-17 - Opposition dismissed for Proceeding

2000-09-13 - Opposition instituted for Proceeding

2000-06-21 - Extension Of Time To Oppose Received

2000-05-23 - Published for opposition

2000-04-21 - Notice of publication

2000-03-28 - Approved for Pub - Principal Register (Initial exam)

2000-01-15 - Communication received from applicant

1999-12-16 - Communication received from applicant

1999-12-16 - Non-final action mailed

1999-12-15 - Assigned To Examiner

1999-09-30 - Non-final action mailed

1999-09-27 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent
EDWARD R. WEINGRAM
WEINGRAM & ASSOCIATES, P.C.
P.O. BOX 927
197 W. SPRING VALLEY AVENUE
MAYWOOD, NJ 07607

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

This page was generated by the TARR system on 2012-02-21 14:08:05 ET

Serial Number: 78152179 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

Elee
Menswear

(words only): ELEE MENSWEAR

Standard Character claim: No

Current Status: Abandoned after publication because applicant filed an express abandonment. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

Date of Status: 2003-10-29

Filing Date: 2002-08-08

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 112

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

Current Location: 900 -File Repository (Franconia)

Date In Location: 2003-10-31

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

---

1. Hadad, Eliezer

Address:
Hadad, Eliezer
931 East Pico
Los Angeles, CA 90021
United States
Legal Entity Type: Individual
Country of Citizenship: United States

GOODS AND/OR SERVICES

International Class: 025
Class Status: Abandoned
Clothing; namely, golf pants, golf shirts, golf shorts and golf sweaters, athletic shoes, cloth baby bibs, bandannas, baseball caps, baseball shirts, blouses, baby buntings, caps, casual pants, casual shoes, swaddling clothes, collars, cover-alls, dress shirts, dresses, garter belts, gloves, gym shirts, hats, hosiery, jackets, jeans, jumpers, knit shirts, leg warmers, lingerie, mittens, neckies, negligees, painter's caps, pajamas, parkas, polo-type shirts, ponchos, robes, running shoes, running shorts, scarves, shirts, shawls, shoes, shorts, ski jackets, skirts, slacks, sleepwear, slips, snowmobile suits, slacks, sports shoes, sun suits, sun visors, suspenders, sweatbands, sweat pants, sweat shirts, sweat shorts, sweaters, swimwear, swimsuits, t-shirts, tank tops, tennis shirts, ties, tights, tracksuits, underwear, vests, walking shorts, wind resistant jackets, workpants, wrist bands; sport shirts, rugby shirts, culottes, jogging suits, rain suits, beach coats, skating outfits; headwear; sarongs
Basis: 1(a)
First Use Date: 2002-02-01
First Use in Commerce Date: 2002-02-01

ADDITIONAL INFORMATION

Disclaimer: "MENSWEAR"

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2003-10-29 - Abandonment - After publication

2003-08-21 - PAPER RECEIVED

2003-06-26 - Extension Of Time To Oppose Received

2003-05-20 - Published for opposition

2003-04-30 - Notice of publication

2003-03-18 - Approved for Pub - Principal Register (Initial exam)

2003-02-10 - Communication received from applicant

2003-02-10 - PAPER RECEIVED

2003-01-14 - Non-final action mailed

2003-01-06 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Edward R. Weingram, Esq.

Correspondent
Edward R. Weingram, Esq.
Weingram & Associates, P.C.
P.O. Box 927
Maywood NJ 07607
Phone Number: 201-843-6300
Fax Number: 201-843-6495

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

This page was generated by the TARR system on 2012-02-21 14:08:31 ET

Serial Number: 75833169 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark (words only): X'ELLE

Standard Character claim: No

Current Status: Abandoned after an inter partes decision by the Trademark Trial and Appeal Board. For further information, see TTABVUE on the Trademark Trial and Appeal Board web page.

Date of Status: 2002-01-15

Filing Date: 1999-10-26

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 108

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

Current Location: 900 -File Repository (Franconia)

Date In Location: 2002-10-25

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

---

1. X-Large Licensing, LLC

Address:
X-Large Licensing, LLC
1975 Riverside Drive
Los Angeles, CA 900393704
United States
Legal Entity Type: Limited Liability Company
State or Country Where Organized: Delaware

GOODS AND/OR SERVICES

International Class: 025
Class Status: Active
clothing, namely, shirts, pants, shorts, jackets, vests, hats, sweaters, sweatshirts, sweat pants, overalls, pajamas, play suits, coats, clothing belts, socks, tights, undergarments, cloth bibs, dresses, skirts, gloves, neckwear, scarves, undergarments, infantwear, beachwear, swimwear, rainwear, robes, rompers, smocks, footwear, shoes and tennis wear
Basis: 1(b)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2002-01-15 - Abandonment - After inter partes decision (Initial exam)

2002-01-15 - Opposition terminated for Proceeding

2002-01-15 - Opposition dismissed for Proceeding

2000-09-08 - Opposition instituted for Proceeding

2000-07-07 - Extension Of Time To Oppose Received

2000-06-13 - Published for opposition

2000-05-12 - Notice of publication

2000-04-06 - Approved For Pub - Principal Register

2000-03-20 - Assigned To Examiner

2000-03-15 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Edward L. Adams

Correspondent
WILLMORE F. HOLBROW
BLAKELY SOKOLOFF TAYLOR & ZAFMAN
12400 WILSHIRE BOULEVARD
LOS ANGELES, CA 90025

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

This page was generated by the TARR system on 2012-02-21 14:08:46 ET

Serial Number: 73814042 Assignment Information Trademark Document Retrieval

Registration Number: 1653179

Mark (words only): ELLEANCE

Standard Character claim: No

Current Status: Registration cancelled because registrant did not file an acceptable declaration under Section 8. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

Date of Status: 1998-02-09

Filing Date: 1989-07-21

Transformed into a National Application: No

Registration Date: 1991-08-06

Register: Principal

Law Office Assigned: LAW OFFICE 14

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

Current Location: 900 -File Repository (Franconia)

Date In Location: 1991-08-15

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

---

1. ELLEANCE LTD.

Address:
ELLEANCE LTD.
SUITE 19 TEN ESQUIRE ROAD
NEW CITY, NY 10956
United States
Legal Entity Type: Corporation
State or Country of Incorporation: New York

GOODS AND/OR SERVICES

International Class: 030
Class Status: Section 8 - Cancelled
CANDY
Basis: 1(a)
First Use Date: 1988-11-16
First Use in Commerce Date: 1988-11-16

ADDITIONAL INFORMATION

Prior Registration Number(s):
1420098

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

1998-02-09 - Canceled Section 8 (6-year)

1991-08-06 - Registered - Principal Register

1991-04-20 - Opposition terminated for Proceeding

1991-02-28 - Opposition dismissed for Proceeding

1991-02-06 - Opposition instituted for Proceeding

1990-08-14 - Published for opposition

1990-07-16 - Notice of publication

1990-07-13 - Notice of publication

1990-07-12 - Notice of publication

1990-05-18 - Approved for Pub - Principal Register (Initial exam)

1990-04-24 - Communication received from applicant

1989-12-19 - Non-final action mailed

1989-09-22 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
JONATHAN L. SCHERER

Correspondent
JONATHAN L. SCHERER
FLEIT, JACOBSON, COHN, PRICE, ET AL.
THE JENIFER BUILDING
400 SEVENTH STREET, N.W.
WASHINGTON, DC 20004-2201

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

This page was generated by the TARR system on 2012-02-21 14:08:59 ET

Serial Number: 73663332 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark (words only): ELLEANCE

Standard Character claim: No

Current Status: Abandoned after an inter partes decision by the Trademark Trial and Appeal Board. For further information, see TTABVUE on the Trademark Trial and Appeal Board web page.

Date of Status: 2002-02-08

Filing Date: 1987-05-28

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 114

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

Current Location: 900 -File Repository (Franconia)

Date In Location: 2004-04-19

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

---

1. ELLEANCE LTD.

Address:
ELLEANCE LTD.
SUITE 19 TEN ESQUIRE ROAD
NEW YORK, NY 10956
United States
Legal Entity Type: Corporation
State or Country of Incorporation: New York

GOODS AND/OR SERVICES

International Class: 003
Class Status: Active
COSMETICS NAMELY, LIPSTICK AND PERFUME
Basis: 1(a)
First Use Date: 1985-05-17
First Use in Commerce Date: 1985-05-17

International Class: 014
Class Status: Active
LIPSTICK CASES MADE OF PRECIOUS METALS AND/OR PRECIOUS GEMS
Basis: 1(a)
First Use Date: 1987-04-17
First Use in Commerce Date: 1987-04-17

ADDITIONAL INFORMATION

Prior Registration Number(s):
1420098

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2002-02-08 - Abandonment - After inter partes decision (Initial exam)

2002-02-08 - Opposition terminated for Proceeding

1988-05-11 - Opposition instituted for Proceeding

1988-01-26 - Published for opposition

1987-12-26 - Notice of publication

1987-11-23 - Approved for Pub - Principal Register (Initial exam)

1987-11-02 - Communication received from applicant

1987-08-24 - Non-final action mailed

1987-08-17 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
SIMOR L. MOSKOWITZ

Correspondent
JAY H. BEGLER
BUCHANAN INGERSOLL
140 BROADWAY
NEW YORK, NY 10005

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

This page was generated by the TARR system on 2012-02-21 14:09:15 ET

Serial Number: 76634363 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

EZ ELLE

(words only): EZ ELLE

Standard Character claim: Yes

Current Status: Abandoned after an inter partes decision by the Trademark Trial and Appeal Board. For further information, see TTABVUE on the Trademark Trial and Appeal Board web page.

Date of Status: 2007-11-19

Filing Date: 2005-03-25

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 114

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

Current Location: 845 -TTAB

Date In Location: 2007-11-19

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

---

1. C. Raker & Sons, Inc.

Address:
C. Raker & Sons, Inc.
10371 Rainey Road
Litchfield, MI 492529719
United States
Legal Entity Type: Corporation
State or Country of Incorporation: Michigan

GOODS AND/OR SERVICES

International Class: 031
Class Status: Abandoned
SEEDLINGS AND LIVING PLANTS, NATURAL LIVE FLOWERS, YOUNG LIVING PLANTS, PLANT CUTTINGS AND OTHER PARTS OF LIVING PLANTS OR LIVING YOUNG PLANTS SUITABLE FOR PROPAGATION
Basis: 1(a)
First Use Date: 2005-01-07
First Use in Commerce Date: 2005-01-07

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2007-11-19 - Abandonment Notice Mailed - Inter Partes Decision

2007-11-19 - Abandonment - After inter partes decision (Initial exam)

2007-11-19 - Opposition sustained for Proceeding

2007-02-22 - Opposition instituted for Proceeding

2006-10-02 - Extension Of Time To Oppose Received

2006-09-05 - Published for opposition

2006-08-16 - Notice of publication

2006-07-13 - Law Office Publication Review Completed

2006-06-16 - Assigned To LIE

2006-06-07 - Approved for Pub - Principal Register (Initial exam)

2006-06-03 - Amendment From Applicant Entered

2006-05-19 - Communication received from applicant

2006-05-19 - PAPER RECEIVED

2006-05-23 - Amendment From Applicant Entered

2006-05-01 - Communication received from applicant

2006-05-01 - PAPER RECEIVED

2005-10-28 - Non-final action mailed

2005-10-27 - Non-Final Action Written

2005-10-20 - Assigned To Examiner

2005-04-05 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Jeffrey S. Kapteyn

Correspondent
JEFFREY S. KAPTEYN
PRICE, HENEVELD, COOPER, DEWITT
PO BOX 2567
GRAND RAPIDS, MI 49501-2567
Phone Number: (616) 949-9610

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

This page was generated by the TARR system on 2012-02-21 14:09:38 ET

Serial Number: 78545895 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

(words only): CHEZ ELLE LINGERIE

Standard Character claim: No

Current Status: Abandoned after an inter partes decision by the Trademark Trial and Appeal Board. For further information, see TTABVUE on the Trademark Trial and Appeal Board web page.

Date of Status: 2008-11-29

Filing Date: 2005-01-11

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 105

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

Current Location: 845 -TTAB

Date In Location: 2008-11-29

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

---

1. Ev International, LLC

Address:
Ev International, LLC
25402 Mina Ct
Lake Forest, CA 92630
United States
Legal Entity Type: Limited Liability Company
State or Country Where Organized: California
Phone Number: 949-306 7018
Fax Number: 949-215-8620

GOODS AND/OR SERVICES

International Class: 025
Class Status: Abandoned
Clothing, namely, bras, underwear, thong underwear, nightgowns, pajamas, camisoles, robes, maternity support underwear, maternity support belts, breast-feeding bras, breast-feeding night gowns, maternity swimwear, maternity pantyhose, maternity camisoles, maternity pajamas, maternity robes, and maternity thong underwear
Basis: 1(b)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Disclaimer: "LINGERIE"

Translation: The foreign wording, CHEZ ELLE in the mark translates into English as "House of the Women.

Design Search Code(s):
02.03.02 - Silhouettes of women; Women depicted as shadows or silhouettes of women
02.03.16 - Hats (women wearing); Women wearing hats
02.03.19 - Bathing suits (women wearing); Lingerie (women wearing); Nude women, women wearing underclothes, bathing suits or brief attire; Underclothes (women wearing); Underwear (women wearing)
02.03.26 - Grotesque women formed by letters, numbers, punctuation or geometric shapes
07.01.06 - Other houses
09.03.08 - Ascots; Bandannas; Neckerchiefs; Scarves
26.17.13 - Letters or words underlined and/or overlined by one or more strokes or lines; Overlined words or letters; Underlined words or letters

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2008-12-01 - Abandonment Notice Mailed - Inter Partes Decision

2008-11-29 - Abandonment - After inter partes decision (Initial exam)

2008-11-29 - Opposition terminated for Proceeding

2008-09-05 - Opposition sustained for Proceeding

2006-12-07 - Opposition instituted for Proceeding

2006-08-01 - Extension Of Time To Oppose Received

2006-08-01 - Published for opposition

2006-07-12 - Notice of publication

2006-06-16 - Law Office Publication Review Completed

2006-06-09 - Assigned To LIE

2006-06-07 - Approved For Pub - Principal Register

2006-06-07 - Amendment From Applicant Entered

2006-05-22 - Communication received from applicant

2006-05-22 - PAPER RECEIVED

2006-05-17 - Amendment From Applicant Entered

2006-04-24 - Communication received from applicant

2006-04-24 - PAPER RECEIVED

2006-01-23 - NON-FINAL ACTION E-MAILED

2006-01-23 - Non-Final Action Written

2006-01-19 - Examiner's Amendment Entered

2006-01-18 - EXAMINERS AMENDMENT E-MAILED

2006-01-18 - Examiners Amendment -Written

2005-08-17 - Non-final action e-mailed

2005-08-17 - Non-Final Action Written

2005-08-10 - Assigned To Examiner

2005-01-26 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent
Karla C. Shippey
LAW OFFICES OF KARLA SHIPPEY
4848 Lakeview Avenue Suite E
Yorba Linda, CA 92886
Phone Number: 949-306 7018
Fax Number: 949-215-8620

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

This page was generated by the TARR system on 2012-02-21 14:10:15 ET

Serial Number: 78506397 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

lissa Elle

(words only): LISSA ELLE

Standard Character claim: Yes

Current Status: Abandoned after an inter partes decision by the Trademark Trial and Appeal Board. For further information, see TTABVUE on the Trademark Trial and Appeal Board web page.

Date of Status: 2007-01-23

Filing Date: 2004-10-26

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 104

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

Current Location: 845 -TTAB

Date In Location: 2007-01-23

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

---

1. lissa Elle

Address:
lissa Elle
Suite 401 1250 N. LaSalle
Chicago, IL 60610
United States
Legal Entity Type: S Corporation
State or Country Where Organized: Illinois

GOODS AND/OR SERVICES

International Class: 025
Class Status: Abandoned
WOMEN'S APPAREL, NAMELY, DRESSES AND GOWNS
Basis: 1(a)
First Use Date: 2004-10-09
First Use in Commerce Date: 2004-10-09

ADDITIONAL INFORMATION

Name Portrait Consent: The name "LISSA ELLE" does not identify a living individual.

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2007-01-23 - Abandonment Notice Mailed - Inter Partes Decision

2007-01-23 - Abandonment - After inter partes decision (Initial exam)

2007-01-23 - Opposition sustained for Proceeding

2006-09-12 - Opposition instituted for Proceeding

2006-06-05 - Extension Of Time To Oppose Received

2006-05-09 - Published for opposition

2006-04-19 - Notice of publication

2006-03-21 - Law Office Publication Review Completed

2006-03-17 - Assigned To LIE

2006-03-14 - Approved for Pub - Principal Register (Initial exam)

2006-03-09 - Assigned To Examiner

2005-11-17 - Teas/Email Correspondence Entered

2005-11-10 - Communication received from applicant

2005-11-10 - TEAS Response to Office Action Received

2005-06-02 - Non-final action mailed

2005-06-01 - Non-Final Action Written

2005-05-31 - Assigned To Examiner

2004-11-05 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Andrew L. Goldstein

Correspondent
ANDREW L. GOLDSTEIN
FREEBORN & PETERS LLP
311 S WACKER DR STE 3000
CHICAGO, IL 60606-6679
Phone Number: 312-360-6000
Fax Number: 312-360-6598

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

This page was generated by the TARR system on 2012-02-21 14:10:47 ET

Serial Number: 78506401 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

(words only): LISSA ELLE LE

Standard Character claim: No

Current Status: Abandoned after an inter partes decision by the Trademark Trial and Appeal Board. For further information, see TTABVUE on the Trademark Trial and Appeal Board web page.

Date of Status: 2007-01-26

Filing Date: 2004-10-26

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 104

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

Current Location: 845 -TTAB

Date In Location: 2007-01-26

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

---

1. lissa Elle

Address:
lissa Elle
Suite 401 1250 N. LaSalle
Chicago, IL 60610
United States
Legal Entity Type: S Corporation
State or Country Where Organized: Illinois

GOODS AND/OR SERVICES

International Class: 025
Class Status: Abandoned
WOMEN'S APPAREL, NAMELY, DRESSES AND GOWNS
Basis: 1(a)
First Use Date: 2004-10-09
First Use in Commerce Date: 2004-10-09

ADDITIONAL INFORMATION

Name Portrait Consent: The name "LISSA ELLE" does not identify a living individual.

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2007-01-29 - Abandonment Notice Mailed - Inter Partes Decision

2007-01-26 - Abandonment - After inter partes decision (Initial exam)

2007-01-26 - Opposition sustained for Proceeding

2006-09-12 - Opposition instituted for Proceeding

2006-06-05 - Extension Of Time To Oppose Received

2006-05-09 - Published for opposition

2006-04-19 - Notice of publication

2006-03-21 - Law Office Publication Review Completed

2006-03-17 - Assigned To LIE

2006-03-14 - Approved for Pub - Principal Register (Initial exam)

2006-03-09 - Assigned To Examiner

2005-11-17 - Teas/Email Correspondence Entered

2005-11-10 - Communication received from applicant

2005-11-10 - TEAS Response to Office Action Received

2005-06-02 - Non-final action mailed

2005-06-01 - Non-Final Action Written

2005-05-31 - Assigned To Examiner

2004-11-05 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Andrew L. Goldstein

Correspondent
ANDREW L. GOLDSTEIN
FREEBORN & PETERS LLP
SUITE 3000 311 S. WACKER DR.
CHICAGO, IL 60606
Phone Number: 312-360-6000
Fax Number: 312-360-6598

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

This page was generated by the TARR system on 2012-02-21 14:11:26 ET

Serial Number: 76643567 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

VY & ELLE

(words only): VY & ELLE

Standard Character claim: Yes

Current Status: Abandoned after an inter partes decision by the Trademark Trial and Appeal Board. For further information, see TTABVUE on the Trademark Trial and Appeal Board web page.

Date of Status: 2007-06-14

Filing Date: 2005-07-25

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 103

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

Current Location: 845 -TTAB

Date In Location: 2007-06-14

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

---

1. VY & ELLE, L.L.C.

Address:
VY & ELLE, L.L.C.
299 S. Park Avenue
Tucson, AZ 85719
United States
Legal Entity Type: L.L.C.
State or Country Where Organized: Arizona
Phone Number: 520-623-9600

GOODS AND/OR SERVICES

International Class: 018
Class Status: Abandoned
Luggage, namely, duffel bags, tote bags, garment bags, carry-ons, purses, handbags, shoulder bags, beach bags, gym bags, brief cases, backpacks, briefcase-type portfolios, schoolbags, toiletry kits sold empty, tool bags sold empty, sport bags, totes, wallets, clutches, key chain bags, hip-hugger and waist packs
Basis: 1(a)
First Use Date: 2002-08-22
First Use in Commerce Date: 2002-08-22

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2007-06-14 - Abandonment Notice Mailed - Inter Partes Decision

2007-06-14 - Abandonment - After inter partes decision (Initial exam)

2007-06-14 - Opposition sustained for Proceeding

2006-10-20 - Opposition instituted for Proceeding

2006-07-11 - Extension Of Time To Oppose Received

2006-06-13 - Published for opposition

2006-05-24 - Notice of publication

2006-04-25 - Law Office Publication Review Completed

2006-04-21 - Assigned To LIE

2006-04-20 - Approved for Pub - Principal Register (Initial exam)

2006-04-19 - Amendment From Applicant Entered

2006-03-23 - Communication received from applicant

2006-03-23 - PAPER RECEIVED

2006-02-14 - Non-final action mailed

2006-02-13 - Non-Final Action Written

2006-02-13 - Assigned To Examiner

2005-08-02 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
MICHAEL S. GREEN

Correspondent
MICHAEL S. GREEN
MUNGER CHADWICK, P.L.C.
333 N WILMOT RD STE 300
TUCSON, AZ 85711-2613
Phone Number: (520) 721-1900
Fax Number: (520) 747-1550

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

This page was generated by the TARR system on 2012-02-21 14:11:41 ET

Serial Number: 78499740 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

HOTEL ELLE

(words only): HOTEL ELLE

Standard Character claim: Yes

Current Status: Abandoned after publication because applicant filed an express abandonment. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

Date of Status: 2006-03-24

Filing Date: 2004-10-14

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 108

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

Current Location: 888 -Photocomp Coordinator

Date In Location: 2006-03-24

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

---

1. Graham, Doyle A. Jr.

Address:
Graham, Doyle A. Jr.
Suite 1640 4400 Post Oak Pkwy
Houston, TX 77027
United States
Legal Entity Type: Individual
Country of Citizenship: United States
Phone Number: 713-871-0221
Fax Number: 713-871-1014

GOODS AND/OR SERVICES

International Class: 043
Class Status: Abandoned
Hotel services featuring restaurant and bar services
Basis: 1(b)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Disclaimer: "HOTEL"

Translation: The English translation of ELLE is she.

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2006-03-24 - Abandonment - After publication

2006-02-08 - PAPER RECEIVED

2005-11-02 - Extension Of Time To Oppose Received

2005-10-04 - Published for opposition

2005-09-14 - Notice of publication

2005-06-20 - Law Office Publication Review Completed

2005-05-20 - Assigned To LIE

2005-05-18 - Approved For Pub - Principal Register

2005-05-18 - Examiners amendment e-mailed

2005-05-18 - Examiners Amendment -Written

2005-05-18 - Assigned To Examiner

2005-02-17 - Attorney Revoked And/Or Appointed

2005-02-17 - TEAS Revoke/Appoint Attorney Received

2004-10-21 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Al Harrison

Correspondent
Al Harrison
Harrison Law Office, P.C.
1018 Preston St. #100
Houston TX 77002
Phone Number: 713-223-4034
Fax Number: 713-224-7950

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

This page was generated by the TARR system on 2012-02-21 14:12:10 ET

Serial Number: 78345157 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

(words only): PAOLA BELLE

Standard Character claim: No

Current Status: Abandoned because no Statement of Use or Extension Request timely filed after Notice of Allowance was issued. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

Date of Status: 2006-08-08

Filing Date: 2003-12-23

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 106

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

Current Location: 700 -Intent To Use Section

Date In Location: 2006-02-07

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

---

1. Elegance Footwear, Inc.

Address:
Elegance Footwear, Inc.
10 West 33rd Street, Suite 1011
New York, NY 10010
United States
Legal Entity Type: Corporation
State or Country of Incorporation: New York

GOODS AND/OR SERVICES

International Class: 025
Class Status: Active
shoes and footwear
Basis: 1(b)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Color(s) Claimed: The color(s) red and black is/are claimed as a feature of the mark.

Description of Mark and Any Color Part(s): The mark consists of a stylized representation of the name PAOLA with a red "P," a red heart-shaped "O" and the word "BELLE" with a red and black "B".

Name Portrait Consent: "Paola" does not identify a particular living individual.

Design Search Code(s):
02.11.01 - Hearts excluding hearts as carriers or depicted on playing cards

Prior Registration Number(s):
2798597

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2006-10-11 - Abandonment Notice Mailed - No Use Statement Filed

2006-10-11 - Abandonment - No use statement filed

2006-06-05 - TEAS Change Of Correspondence Received

2006-02-07 - NOA Mailed - SOU Required From Applicant

2005-12-23 - Extension Of Time To Oppose Process - Terminated

2005-11-21 - Amendment From Applicant Entered

2005-11-18 - Communication received from applicant

2005-11-18 - FAX RECEIVED

2005-06-21 - Extension Of Time To Oppose Received

2005-05-24 - Published for opposition

2005-05-04 - Notice of publication

2005-01-25 - Law Office Publication Review Completed

2005-01-19 - Assigned To LIE

2004-08-07 - Approved For Pub - Principal Register

2004-06-22 - Examiner's Amendment Entered

2004-08-03 - Assigned To LIE

2004-08-03 - Assigned To LIE

2004-06-22 - Examiner's Amendment Entered

2004-06-22 - Examiner's amendment mailed

2004-03-26 - TEAS Change Of Correspondence Received

2004-03-10 - Non-final action mailed

2004-02-23 - Assigned To Examiner

2004-01-07 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Mark I. Peroff

Correspondent
Mark I. Peroff

Kirkpatrick & Lockhart Nicholson Graham
599 Lexington Avenue
New York NY 10022-6030
Phone Number: 212-536-3900
Fax Number: 212-536-3901

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

This page was generated by the TARR system on 2012-02-21 14:12:44 ET

Serial Number: 78291698 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark (words only): MARIE ELLE

Standard Character claim: No

Current Status: Abandoned after an inter partes decision by the Trademark Trial and Appeal Board. For further information, see TTABVUE on the Trademark Trial and Appeal Board web page.

Date of Status: 2005-07-22

Filing Date: 2003-08-25

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 114

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

Current Location: 845 -TTAB

Date In Location: 2005-07-22

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

---

1. Newsome, Kerry

Address:
Newsome, Kerry
3760 Motor Suite 203
Los Angeles, CA 90034
United States
Legal Entity Type: Individual
Country of Citizenship: United States
Phone Number: 310 877 5607
Fax Number: 310 419 5861

GOODS AND/OR SERVICES

International Class: 018
Class Status: Abandoned
handbags
Basis: 1(a)
First Use Date: 2003-05-01
First Use in Commerce Date: 2003-05-01

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2005-11-07 - Undeliverable Mail - No Action Taken

2005-10-03 - PAPER RECEIVED

2005-07-22 - Abandonment Notice Mailed - Inter Partes Decision

2005-07-22 - Abandonment - After inter partes decision (Initial exam)

2005-07-22 - Opposition terminated for Proceeding

2005-07-22 - Opposition sustained for Proceeding

2005-02-15 - Opposition instituted for Proceeding

2004-10-15 - Extension Of Time To Oppose Received

2004-09-21 - Published for opposition

2004-09-01 - Notice of publication

2004-06-28 - Approved for Pub - Principal Register (Initial exam)

2004-06-04 - Communication received from applicant

2004-06-04 - PAPER RECEIVED

2004-03-01 - Non-final action e-mailed

2004-03-01 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent
NEWSOME, KERRY
3760 MOTOR SUITE 203
LOS ANGELES, CA 90034
Phone Number: 310 877 5607
Fax Number: 310 419 5861

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

This page was generated by the TARR system on 2012-02-21 14:13:23 ET

Serial Number: 75765653 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

ELLE & KATIE

(words only): ELLE & KATIE

Standard Character claim: No

Current Status: Abandoned after an inter partes decision by the Trademark Trial and Appeal Board. For further information, see TTABVUE on the Trademark Trial and Appeal Board web page.

Date of Status: 2000-09-27

Filing Date: 1999-08-02

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 108

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

Current Location: 900 -File Repository (Franconia)

Date In Location: 2000-09-27

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

---

1. SAN FRANCISCO SALES, INC.

Address:
SAN FRANCISCO SALES, INC.
385-8th Street
San Francisco, CA 94103
United States
Legal Entity Type: Corporation
State or Country of Incorporation: California

GOODS AND/OR SERVICES

International Class: 025
Class Status: Active
Ladies' knitted sweaters, T-shirts, dresses, skirts and pants
Basis: 1(a)
First Use Date: 1999-07-23
First Use in Commerce Date: 1999-07-23

ADDITIONAL INFORMATION

Design Search Code(s):
24.17.14 - Ampersands (&); At symbol (@); Brackets, punctuation; Commas; Diacritical marks; Exclamation points (!¡); Punctuation marks; Question marks (?)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

2000-09-27 - Abandonment - After inter partes decision (Initial exam)

2000-09-27 - Opposition terminated for Proceeding

2000-09-27 - Opposition sustained for Proceeding

2000-06-05 - Opposition instituted for Proceeding

2000-02-25 - Extension Of Time To Oppose Received

2000-02-01 - Published for opposition

1999-12-30 - Notice of publication

1999-12-03 - Approved for Pub - Principal Register (Initial exam)

1999-11-30 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
GAYLE CHAN

Correspondent
GAYLE CHAN
233 SANSOME STREET
SUITE 500
SAN FRANCISCO, CA 94104

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

This page was generated by the TARR system on 2012-02-21 14:13:37 ET

Serial Number: 74624820 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark (words only): DENISE ELLE

Standard Character claim: No

Current Status: Abandoned after an inter partes decision by the Trademark Trial and Appeal Board. For further information, see TTABVUE on the Trademark Trial and Appeal Board web page.

Date of Status: 1996-02-13

Filing Date: 1995-01-23

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 108

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

Current Location: 900 -File Repository (Franconia)

Date In Location: 1996-02-15

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

---

1. Alby & Associates, Inc.

Address:
Alby & Associates, Inc.
498 Seventh Avenue - 15th Floor
New York, NY 10018
United States
Legal Entity Type: Corporation
State or Country of Incorporation: New York

GOODS AND/OR SERVICES

International Class: 025
Class Status: Abandoned
women's dresses
Basis: 1(b)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

Name Portrait Consent: The name in the mark does not identify any particular living individual.

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

1996-02-13 - Abandonment - After inter partes decision (Initial exam)

1996-02-13 - Opposition terminated for Proceeding

1996-02-13 - Opposition sustained for Proceeding

1996-01-02 - Opposition instituted for Proceeding

1995-09-25 - Extension Of Time To Oppose Received

1995-08-29 - Published for opposition

1995-07-28 - Notice of publication

1995-06-05 - Approved For Pub - Principal Register

1995-05-30 - Examiner's amendment mailed

1995-05-24 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Frank R. Curtis

Correspondent

FRANK R. CURTIS
REMBAR & CURTIS
19 WEST 44TH STREET
NEW YORK, NY 10036

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

This page was generated by the TARR system on 2012-02-21 14:14:00 ET

Serial Number: 74356917 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark (words only): ELLE'S LOVE

Standard Character claim: No

Current Status: Abandoned after an inter partes decision by the Trademark Trial and Appeal Board. For further information, see TTABVUE on the Trademark Trial and Appeal Board web page.

Date of Status: 1994-07-29

Filing Date: 1993-02-08

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 15

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

Current Location: 900 -File Repository (Franconia)

Date In Location: 1994-12-27

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

---

1. ELLE'S LOVE INCORPORATED

Address:
ELLE'S LOVE INCORPORATED
37 Hampshire Lane
Boynton Beach, FL 33436
United States
Legal Entity Type: Corporation
State or Country of Incorporation: Florida

GOODS AND/OR SERVICES

International Class: 025
Class Status: Abandoned
neck and wrist ornaments; namely, clothing collars, clothing cuffs, dickies and clothing wraps
Basis: 1(b)
First Use Date: (DATE NOT AVAILABLE)
First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

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

1994-07-29 - Abandonment - After inter partes decision (Initial exam)

1994-08-09 - Opposition terminated for Proceeding

1994-07-29 - Opposition sustained for Proceeding

1994-01-28 - Opposition instituted for Proceeding

1994-01-21 - Notice Of Allowance Cancelled

1993-12-07 - NOA Mailed - SOU Required From Applicant

1993-08-17 - Published for opposition

1993-07-16 - Notice of publication

1993-06-09 - Approved For Pub - Principal Register

1993-06-01 - Previous Allowance Count Withdrawn

1993-05-06 - Approved For Pub - Principal Register

1993-04-28 - Examiner's amendment mailed

1993-04-24 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Morton Amster

Correspondent
Morton Amster
Amster, Rothstein & Ebenstein
90 Park Avenue
New York, NY 10016

EXHIBIT 17

THIS OPINION
IS A PRECEDENT
OF THE T.T.A.B.

UNITED STATES PATENT AND TRADEMARK OFFICE
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, VA 22313-1451

alinnehan

Mailed: April 9, 2007

Cancellation No. 92042991

Hachette Filipacchi Presse

v.

Elle Belle, LLC

Before Walters, Rogers, and Cataldo,
Administrative Trademark Judges

By the Board:

On March 15, 2000, Elle Belle LLC ("respondent") filed an application for registration of the mark ELLE BELLE in standard character form for the following goods in International Class 25:

> Clothing articles for men, women and children, namely, shirts, blouses, dresses, evening wear, skirts, trousers, vests, jerseys, pants, pajamas, t-shirts, socks and stockings, singlets, corsets, garters, underpants, petticoats, hats, head scarves, neckties, raincoats, overcoats, great coats, bathing suits, sports overalls, wind resistant jackets and ski pants.

The application was filed based on Trademark Act Section 1(a), reciting October 1995 as the date of first use and date of first use in commerce. The following statement preceded the identification of goods: "… applicant has adopted and is using the trademark shown in the accompanying

drawing on …." The application was accompanied by a signed declaration attesting to the truth of the statements made in the application.

On December 10, 2002, the application matured into Registration No. 2657739.

On February 27, 2004, Hachette Filipacchi Presse ("petitioner") filed a petition to cancel respondent's registration on the grounds of likelihood of confusion with petitioner's pleaded registrations, dilution, and fraud. In its answer, respondent denied the salient allegations of the petition to cancel.

This case now comes up for consideration of petitioner's motion (filed April 26, 2006) for summary judgment in its favor on petitioner's claim of fraud. The motion has been fully briefed.

As an initial matter, respondent has admitted in its responses to petitioner's first request for admissions that petitioner owns, uses, and has not abandoned its pleaded marks. Thus, petitioner's standing, that is, its real interest in this proceeding, has been established. See *Lipton Industries Inc. v. Ralston Purina Co.*, 670 F.2d 1024, 213 USPQ 185 (CCPA 1982).

In support of its motion for summary judgment, petitioner argues that respondent committed fraud in procuring the subject registration for its involved

mark. Petitioner asserts that respondent, at the time it filed its involved application, knew that it was not using its mark in commerce in connection with a majority of the goods identified in the application. Specifically, petitioner contends that respondent has admitted in its responses to petitioner's first set of interrogatories that its use of the ELLE BELLE mark is limited to use "in association with the wholesale and retail sale of women's clothing and accessories" and that respondent's president corroborated this admission by testifying under oath in his discovery deposition that respondent had never used its mark on any men's or children's clothing and had not used its mark on over one-half of the twenty-three items of women's clothing it identified in its application.

Because an applicant must use its mark on all of the goods listed in its application in order to obtain a registration, petitioner argues that respondent's misrepresentations in its application were material to the USPTO's decision to issue the registration and that the USPTO would not have issued a registration for the ELLE BELLE mark but for respondent's misrepresentations; that respondent knew at the time it filed its application that the accompanying declaration was false; and that, accordingly, respondent's

registration should be cancelled on the ground of fraud.

As evidentiary support for its motion, petitioner has submitted, *inter alia*, the following: (1) petitioner's first request for admissions; (2) respondent's responses to petitioner's first request for admissions; (3) the February 23, 2005 declaration and accompanying exhibits of Fabienne Sultan, the IP Vice Manager for petitioner, filed in Opposition No. 91160096 involving opposer and a third party; (4) certain excerpts of the August 15, 2005 deposition of Parajmit Singh, respondent's president, and accompanying deposition exhibits including a copy of the application respondent submitted for its mark, a copy of the certificate of registration issued by the USPTO for respondent's mark, excerpts from respondent's website, and respondent's responses to petitioner's first set of interrogatories.

In response to the motion, respondent contends that it did not commit fraud. Respondent explains that in February 2000 it obtained counsel to prepare a trademark application for its mark ELLE BELLE and that in discussing the details of the application, respondent's president, Parajmit Singh, informed respondent's attorney that it was using its mark "in connection with women's clothing,

including shirts, blouses, dresses, evening wear, skirts, jerseys, pants, corsets, and head scarves, and *would likely also use it in the future* in connection with men's and children's clothing, and additional women's clothing, including trousers, vests, pajamas, t-shirts, socks and stockings, singlets, garters, underpants, petticoats, hats, neckties, raincoats, overcoats, great coats, bathing suits, sport overalls, wind resistant jackets and ski pants." Respondent contends that following such conversation, respondent's attorney, having misunderstood part of his discussion with Mr. Singh, prepared an application representing that respondent was currently using its mark on all the goods listed in the application. Such list, however, included those goods in connection with which Mr. Singh had told the attorney that respondent only had an intent to use the mark. Respondent further explains that its attorney did not personally review the application with respondent before respondent's president signed the application. Respondent asserts that it was unaware that the application indicated that respondent was at that time using its mark in connection with items for which respondent only intended to use its mark in the future; that Mr. Singh is an immigrant whose primary language is Punjabi, and not English; that Mr. Singh has difficulty comprehending legal documents like the subject trademark application, which are

difficult to comprehend even for native English speakers; that Mr. Singh was unaware that a trademark application "could only list those items that are being sold at that time under the applicant's mark;" that Mr. Singh's confusion and lack of knowledge was evident during his deposition where he readily stated that respondent had not used its mark on certain of the identified goods in the application; and that "throughout this cancellation proceeding" Mr. Singh has had difficulties communicating with his attorneys due to his lack of fluency in the English language. Respondent argues that petitioner has failed to provide any evidence that respondent would not have been granted a registration for its ELLE BELLE mark but for the alleged misrepresentation and that Mr. Singh's actions do not constitute fraud because the registration would have issued even if the application had "only listed the limited description of women's clothing."

In evidentiary support of its response, respondent has submitted: (1) certain excerpts from the August 15, 2005 discovery deposition of Parajmit Singh; (2) an affidavit of Parajmit Singh; and (3) an affidavit of Hui Ri Kim, counsel for respondent.

In its reply brief, petitioner argues that respondent's contention that its president did not understand what he was signing when he signed the

application declaration and did not have actual or specific knowledge that his declaration was false is unpersuasive, especially given that respondent was represented by legal counsel. Further, petitioner contends that respondent's claim that its president did not understand "the simple and straightforward language contained in the declaration" is unreasonable given that Mr. Singh is a U.S. citizen who has resided in the United States since 1984; studied English at one point in his life; took English classes when he moved to the United States; and has been in the retail fashion industry since coming to the United States and starting Elle Belle, Inc. Moreover, petitioner asserts that respondent was obligated to confirm the truth and accuracy of the statements contained in the subject trademark application prior to its submission to the USPTO and that any misunderstanding on the part of respondent's counsel when preparing the application and declaration should not preclude a finding of fraud.

Summary judgment is an appropriate method of disposing of cases in which there are no genuine issues of material fact in dispute, thus leaving the case to be resolved as a matter of law. See Fed. R. Civ. P. 56(c). A party moving for summary judgment has the burden of demonstrating the absence of any genuine issue of material fact, and that it is entitled to summary judgment as a

matter of law. See *Celotex Corp. v. Catrett,* 477 U.S. 317 (1986), and *Sweats Fashions Inc. v. Pannill Knitting Co. Inc.,* 833 F.2d 1560, 4 USPQ2d 1793 (Fed. Cir. 1987). When the moving party's motion is supported by evidence sufficient to indicate that there is no genuine issue of material fact, and that the moving party is entitled to judgment, the burden shifts to the nonmoving party to demonstrate the existence of specific genuinely-disputed facts that must be resolved at trial.

The nonmoving party may not rest on the mere allegations of its pleadings and assertions of counsel, but must designate specific portions of the record or produce additional evidence showing the existence of a genuine issue of material fact for trial. In general, to establish the existence of disputed facts requiring trial, the nonmoving party "must point to an evidentiary conflict created on the record at least by a counterstatement of facts set forth in detail in an affidavit by a knowledgeable affiant." *Octocom Systems Inc. v. Houston Computer Services Inc.,* 918 F.2d 937, 940, 16 USPQ2d 1783, 1786 (Fed. Cir. 1990), *citing Barmag Barmer Maschinenfabrik AG v. Murata Machinery, Ltd.,* 731 F.2d 831, 836, 221 USPQ 561, 564 (Fed. Cir. 1984). A dispute as to a material fact is genuine only if a reasonable fact finder viewing the entire record could resolve the dispute in favor of the nonmoving party. See

Olde Tyme Foods Inc. v. Roundy's Inc., 961 F.2d 200, 22 USPQ2d 1542, 1544 (Fed. Cir. 1992). Finally, in deciding a motion for summary judgment, the Board must view the evidence in the light most favorable to the nonmovant, and must draw all reasonable inferences from underlying facts in favor of the nonmovant. Id.

Based on the record now before us and for the reasons discussed below, we conclude that summary judgment is appropriate because petitioner has established that there are no genuine issues of material fact remaining for trial with regard to its claim of fraud, and that it is entitled to a judgment on this ground.

Fraud in procuring a trademark registration occurs when an applicant for registration knowingly makes false, material representations of fact in connection with an application to register. See *Torres v. Cantine Torresella S.r.l.*, 808 F.2d 46, 1 USPQ2d 1483 (Fed. Cir. 1986). A party making a fraud claim is under a heavy burden because fraud must be proved by clear and convincing evidence, leaving nothing to speculation, conjecture, or surmise. Any doubt must be resolved against the party making the claim. See *Smith International, Inc. v. Olin Corporation*, 209 USPQ 1033 (TTAB 1981).

There is no dispute and, in fact, respondent admitted that it had not used its mark in connection with a

significant number of the listed goods at the time it filed an application based on use in commerce which included a signed declaration attesting to the truth of all the statements in that application. Respondent's responses to petitioner's discovery requests indicate that respondent is not using the mark on any men's or children's clothing, nor is it using it on more than half of the women's clothing items listed. Mr. Singh specifically testified in his August 15, 2005 discovery deposition that his corporation is not using the mark on trousers, vests, pajamas, t-shirts, socks, stockings, singlets, underpants, hats, neckties, raincoats, overcoats, great coats, bathing suits, sports overalls, wind resistant jackets, and ski pants, all of which were listed in the application.

Statements regarding the use of the mark on goods and services are certainly material to issuance of a registration covering such goods and services. *First International Services Corp. v. Chuckles Inc.,* 5 USPQ2d 1628 (TTAB 1988) ("We find that applicant committed fraud in its statement regarding the use of the mark on goods for which it only intended to use the mark. There is no question that this statement was material to the approval of the application by the Examining Attorney.") See also *Standard Knitting, Ltd. v. Toyota Jidosha Kabushiki Kaisha,* 77 USPQ2d 1917 (TTAB 2006) (applicant's counterclaim petition to

cancel granted because of fraud by opposer in procuring its pleaded registrations, specifically, fraud found because of misrepresentations regarding extent of use of the marks on the goods identified in the applications which resulted in issuance of opposer's pleaded registrations); *General Car and Truck Leasing Systems Inc. v. General Rent-A-Car Inc.*, 17 USPQ2d 1398 (S.D. Fla. 1990), aff'g *General Rent-A-Car Inc. v. General Leaseways, Inc.*, Canc. No. 14,870 (TTAB May 2, 1988).

The facts herein are analogous to those in *Medinol Ltd. v. Neuro Vasx Inc.*, 67 USPQ2d 1205 (TTAB 2006). In *Medinol,* a trademark application was filed and, following applicant's submission of a statement of use, a registration issued for "medical devices, namely, neurological stents and catheters." In response to a petition for cancellation, registrant admitted in its answer that the mark was not used on stents. The Board stated the following:

> The fraud alleged by petitioner is that respondent knowingly made a material representation to the USPTO in order to obtain registration of its trademark for the identified goods. There is no question that the statement of use would not have been accepted nor would registration have issued but for respondent's misrepresentation, since the USPTO will not issue a registration covering goods upon which the mark has not been used. (citations omitted).

67 USPQ at 1208 (citations omitted).

Similarly, in this case there is no question that the application for registration under Section 1(a) of the Trademark Act would have been refused but for respondent's misrepresentation regarding its use of its mark on all the identified goods in the application. Respondent's contention that a registration would have issued nonetheless if the application listed only the limited description of women's clothing is irrelevant to our discussion. In this instance, the law is clear that an applicant may not claim a Section 1(a) filing basis unless the mark was in use in commerce on or in connection with *all* the goods or services covered by the Section 1(a) basis as of the application filing date. 37 C.F.R. Section 2.34(a)(1)(i). See, e.g., *First International Services Corp.,* supra, 5 USPQ2d at 1636. Respondent signed the oath at the conclusion of the application under penalty of "fine or imprisonment, or both…that…willful false statements may jeopardize the validity of the application or any resulting registration…." Thus, as in *Medinol,* a material misrepresentation of fact with regard to use of the mark on particular goods was made and sworn to by the mark's owner(s) and that statement was relied upon by the USPTO in determining respondent's rights to the registration.

That Mr. Singh may have been unaware that the statement in the application alleged use as to all the listed goods,

rather than use as to some and intent to use as to others, does not change our finding of fraud herein. Nor does the fact that English is not Mr. Singh's native language and he apparently has continuing difficulty with the language. The language contained in the subject application is clear and unambiguous. The wording "applicant has adopted and is using the trademark shown" which precedes the listing of goods is simple and straightforward. It is well established that in *inter partes* proceedings "proof of specific intent is not required, rather, fraud occurs when an applicant or registrant makes a false material representation that the applicant or registrant knew or should have known was false." *Medinol*, supra 1209 (quoting *General Car and Truck*, 17 USPQ2d at 1400-1401). See also *First International Services Corp.*, supra, 5 USPQ2d at 1636 ("we recognize that it is difficult, if not impossible, to prove what occurs in a person's mind, and that intent must often be inferred from the circumstances and related statement made by that person. Otherwise, all claims of fraud could easily be defeated by the simple statement, 'I had no intent to do so.' The analysis must be whether the person knew or should have known of the falsity of the statement.")

As the Board determined in *Medinol*, "the appropriate inquiry is … not into the registrant's subjective intent, but rather into the objective manifestations of that

intent." 67 USPQ2d at 1209. In *Medinol*, the Board concluded that the facts justified a finding of fraud:

> The undisputed facts in this case clearly establish that respondent knew or should have known at the time it submitted its statement of use that the mark was not in use on all of the goods. Neither the identification of goods nor the statement of use itself was lengthy, highly technical, or otherwise confusing, and the President/CEO who signed the document was clearly in a position to know (or to inquire) as to the truth of the statements therein.

Id. at 1209-10.

Respondent's president's misunderstanding in the case before us does not now shield respondent from our finding that it knew or should have known that a representation of fact in its application was false. Mr. Singh was obligated to confirm the meaning and accuracy of the statements contained in the application before signing the declaration and prior to submission to the USPTO. "The obligation which the Lanham Act imposes on an applicant is that he will not make *knowingly* inaccurate or *knowingly* misleading statements in the verified declaration forming a part of the application for registration." *Bart Schwartz International Textiles, Ltd. v. Federal Trade Commission*, 289 F.2d 665, 669, 129 USPQ 258, 260 (CCPA 1961) (emphasis in original). Therefore, as indicated supra, an applicant or registrant may not make a statement he/she knew or should have known was false or misleading. *Medinol,* supra at 1209.

Nor does the misunderstanding on the part of respondent's attorney preclude our finding of fraud. Inasmuch as counsel represented respondent during the application process, respondent and its attorney shared the duty to ensure the accuracy of the application and the truth of its statements. See *Smith International*, supra, 209 USPQ at 1047 ("The error was … on the part of counsel or Smith in drawing up the document as such and on the part of the affiant in signing it. Even if the affidavit was prepared by its attorney, Smith must be held accountable for any false or misleading statements made therein.") See also Cooper, Lunsford, McCarthy and Ropski, "Fraud in the Trademark Office: A TMR Panel" 74 Trademark Reporter 50, 57-58 (Jan./Feb. 1984) (The client and the attorney "share the duty" to avoid fraud; the attorney must advise the client to tell the truth; the client must be candid; the attorney must seek facts supporting or possibly controverting application averments; and the attorney must be satisfied that the application is accurate and is supported by prevailing law.) In this instance, had respondent's counsel ensured that he understood what his client was telling him and reviewed the application with his client prior to obtaining the necessary signed declaration, the situation herein could have been prevented.

Additionally, a subsequent attempt by respondent to eliminate the goods on which its mark has never been used does not change our decision in this matter. On June 8, 2006, more than a month after petitioner filed its motion for summary judgment, respondent filed an amendment with the Post Registration section of the USPTO to limit the identification of goods so that it lists only the women's clothing on which it currently uses its mark.[1] On August 29, 2006, the Post Registration section entered the amendment. Where a registration is involved in a proceeding before the Board, it is the Board that has jurisdiction to determine the propriety of any proposed amendments to the registration. See Trademark Rule 2.133(a) and TBMP Section 514.01 (2d ed. rev. 2004). Thus, the amendment should not have been filed with the Post Registration section, and the fact that the Post Registration section mistakenly acted on the amendment does not preempt the Board's authority to determine the issue of fraud with respect to the original identification of the goods. Under the circumstances, the amendment will be given no effect. Nevertheless, we note that respondent's amendment would not serve to cure the fraud that was committed. See *Medinol,* supra at 1208

[1] Specifically, respondent sought to amend the identification of goods to read as follows: "Clothing articles women [sic], namely, shirts, blouses, dresses, evening wear, skirts, jerseys, pants, corsets, and head scarves" in International Class 25.

(deletion of goods upon which the mark has not yet been used does not remedy fraud upon the Office).[2] Inasmuch as there are no genuine issues of material fact with regard to petitioner's claim of fraud in the procurement of respondent's trademark registration, the registration must be canceled in its entirety. See *Standard Knitting*, 77 USPQ2d at 1928.

In view thereof, and inasmuch as petitioner did not move for summary judgment as to likelihood of confusion or dilution, we need not reach the issues of likelihood of confusion or dilution.

Accordingly, summary judgment is entered in petitioner's favor and the petition for cancellation is granted on the ground of fraud.[3]

---

[2] We note that respondent's amendment was filed after the commencement of this cancellation proceeding. Whether an amendment to correct the description of goods that is submitted before a cancellation proceeding is filed would cure or remove fraud as an issue, is not currently before us.

[3] If respondent by appeal of this decision is able to obtain a reversal of our holding of fraud, or a remand to reconsider that issue, we note that the involved registration would require restriction. Based on the record, it is clear that the goods in connection with which the mark was not in use at the time of filing the application must be deleted from the registration.

THIS OPINION IS NOT A
PRECEDENT OF THE TTAB

Mailed: September 5, 2008

UNITED STATES PATENT AND TRADEMARK OFFICE

Trademark Trial and Appeal Board

Hachette Filipacchi Presse
v.
Ev International, LLC

Opposition No. 91174433
to application Serial No. 78545895
filed on January 11, 2005

Perla M. Kuhn of Hughes Hubbard & Reed LLP for Hachette Filipacchi Presse.

Karla C. Shippey of Law offices of Karla Shippey for Ev International, LLC.

Before Kuhlke, Cataldo and Taylor, Administrative Trademark Judges.

Opinion by Kuhlke, Administrative Trademark Judge:

Applicant, Ev International, LLC, seeks registration of the mark shown below for goods identified in the application as "clothing, namely, bras, underwear, thong underwear, nightgowns, pajamas, camisoles, robes, maternity support underwear, maternity support belts, breast-feeding bras, breast-feeding night gowns, maternity swimwear, maternity pantyhose, maternity camisoles, maternity pajamas, maternity

robes, and maternity thong underwear" in International Class 25.[1] The word LINGERIE is disclaimed and the application includes the translation statement that "the foreign wording, CHEZ ELLE in the mark translates into English as 'House of the Women.'"

Opposer, Hachette Filipacchi Presse, opposed registration of applicant's mark on the grounds that, as applied to applicant's goods, the mark so resembles opposer's previously used and registered ELLE and ELLE formative marks for "including, among others, goods and services in the magazine, apparel, footwear, jewelry, cosmetics, food, home décor, publishing, news, advertising and multimedia fields" as to be likely to cause confusion, to cause mistake, or to deceive under Trademark Act Section 2(d), 15 U.S.C. §1052(d).[2]

---

[1] Serial No. 78545895, filed January 11, 2005. The application is based on an allegation of a bona fide intention to use the mark in commerce under Trademark Act Section 1(b), 15 U.S.C. §1051(b).

[2] Opposer's assertion of dilution under Section 43(c) in the pleading is deficient inasmuch as opposer did not plead that its mark became famous prior to the filing date of the involved application. Polaris Industries Inc. v. DC Comics, 59 USPQ2d 1798 (TTAB 2000). In any event, in its brief opposer stated that it is not pursuing the dilution claim.

Applicant filed an answer by which it admitted the allegations in paragraphs 4 and 5 of the notice of opposition concerning the status and title of opposer's pleaded registrations and otherwise denied the salient allegations. Applicant's answer also included "Affirmative Defenses" that are more in the nature of amplifications of applicant's general defense that there is no likelihood of confusion.

The evidence of record consists of the pleadings herein; the file of the opposed application; and the "Joint Stipulated Facts and Submissions of Evidence." The parties also filed main briefs and opposer filed a reply brief.

We begin by noting the efficient and cooperative manner in which the parties and their attorneys have litigated this case, resolving discovery issues without the need for Board interference and presenting the case on stipulated facts.

PRIORITY/STANDING

Priority is not in dispute. With respect to the opposer's pleaded registrations, as noted above applicant admitted "the existence of the registrations." In addition, the registrations are stipulated into the record by the joint stipulation and the attached printouts from the Trademark Applications and Registrations Retrieval (TARR) database. Opposer's registrations as well as the stipulated facts regarding both the registrations and opposer's common

law use, establish opposer's priority of use of the ELLE and ELLE formative marks for all of the various goods and services listed in the registrations and the stipulations. In view thereof, opposer has also established its standing. Cunningham v. Laser Golf Corp., 222 F.3d 943, 55 USPQ2d 1842 (Fed. Cir. 2000).

Accordingly, we turn to the question of likelihood of confusion.

LIKELIHOOD OF CONFUSION

We begin by noting that while opposer has made sixteen registrations of record, for our analysis of the other du Pont factors we focus our attention on the following most relevant registrations:

> Reg. No. 758137 for the mark ELLE (in typed form) for a "magazine," renewed;
>
> Reg. No. 862001 for the mark ELLE (in typed form) for "dresses, cloaks, capes, skirts, jackets, suits, two-piece costumes or suits, coats, sweaters, bathing suits, jodphurs, knickers, ties, scarves, square shawls, hats, caps, gloves, and slippers," renewed; and
>
> Reg. No. 2242315 for the mark ELLE (in typed form) for, inter alia, "entertainment services in the nature of a cable television variety show featuring fashion and beauty," Sections 8 and 15 affidavits accepted and acknowledged.

Our likelihood of confusion determination under Section 2(d) is based on an analysis of all of the probative facts in evidence that are relevant to the factors set forth in In re E. I. du Pont de Nemours and Co., 476 F.2d 1357, 177 USPQ

563 (CCPA 1973). See also, In re Majestic Distilling Co., Inc., 315 F.3d 1311, 65 USPQ2d 1201 (Fed. Cir. 2003).

In any likelihood of confusion analysis, however, two key considerations are the similarities between the marks and the similarities between the goods and/or services. See Federated Foods, Inc. v. Fort Howard Paper Co., 544 F.2d 1098, 192 USPQ 24 (CCPA 1976).

Another key factor, is the fame of the prior mark. We begin with this factor, because fame "plays a 'dominant' role in the process of balancing the du Pont factors." Recot Inc. v. Benton, 214 F.3d 1322, 54 USPQ2d 1894, 1897 (Fed. Cir. 2000). See also, Palm Bay Imports, Inc. v. Veuve Clicquot, 396 F.3d 1369, 73 USPQ2d 1689, 1694 (Fed. Cir. 2005). In addition, fame "varies along a spectrum from very strong to very weak." In re Coors Brewing Co., 343 F.3d 1340, 68 USPQ2d 1059 (Fed. Cir. 2003).

It is stipulated that the mark ELLE is used in connection with "the world-famous women's magazine." Stip. ¶3. It is further stipulated that the French language magazine has been distributed in the United States since 1945 and the United States edition was first published in 1985, Stip. ¶4; ELLE magazine is read by over four million readers each month, id.; 24 % of women aged 18 to 49 have read one or more issues of ELLE in the past six months, id.; ELLE's online magazine receives 26 million page views per

month and 600,000 unique user's per month, id.; since 1965 opposer has sold women's clothing, Stip. ¶5; it advertises its clothing line in various publications, Stip. ¶7; and opposer uses its ELLE mark in connection with "the fashion and clothing featured in the popular television series Project Runway," where one of the judges on the show is the fashion director for ELLE magazine and approximately 5.6 million viewers watched the third season's finale, Stip. ¶9.

As shown through the stipulated facts and evidence, opposer has extensive sales and readership in connection with the magazine under the ELLE mark. In addition, the ELLE mark is broadly connected generally with the fashion industry, in particular for women's clothing, as evidenced by its high profile position in sponsoring the extremely popular cable show Project Runway. Moreover, the mark is used with a wide variety of goods and services, including magazines, umbrellas, luggage, hand bags, swimwear, dresses, watches, promoting the sale of women's apparel by others by staging style shows and by preparation of various types of advertising, technical assistance services for fashion shows and fashion wear boutiques, and entertainment services in the nature of a cable television variety show featuring fashion and beauty. On this record, we find that opposer's ELLE mark is famous in connection with its magazine and within the fashion industry generally, and is entitled to

broad protection. Bose Corp. v. QSC Audio Products, Inc., 293 F.3d 1367, 63 USPQ2d 1303, 1305 (Fed. Cir. 2002).

Applicant argues that:

> The mere fact that Opposer's mark has a strong reputation in the field of women's fashion and designer clothing and magazines does not automatically mean that there would be likelihood of confusion with Applicant's mark used in connection with the limited field of maternity lingerie.

Br. p. 20.

The cases cited by applicant do not support its position. In Hard Rock Cafe Licensing Corp. v. Elsea, 48 USPQ2d 1400 (TTAB 1998), the Board found there was insufficient evidence upon which to support a finding of fame. Here, applicant has conceded that opposer "has submitted significant evidence of the strength of its mark." Br. p. 20. In the ex parte decision In re Comexa Ltda., 60 USPQ2d 1118 (TTAB 2001), the Board found a likelihood of confusion. Finally, in the ex parte decision In re General Motors Corp., 23 USPQ2d 1465, 1471 (TTAB 1992), the Board found no confusion based on an evidentiary showing that the term Grand Prix was highly suggestive in the field of automobiles and auto parts, and that given 30 years of coexistence there was no incidence of actual confusion despite the fame of applicant's mark. Here, there is no evidence that ELLE is diluted by third-party use nor has there been an opportunity for actual confusion inasmuch as

there has been little coexistence in the United States marketplace. Stip. ¶¶32-33.

Applicant further argues that the term ELLE is weak in connection with opposer's goods and services because it translates to "she" in English and thus "actually labels the market for Opposer's goods and would be considered a descriptive mark without sufficient evidence of acquired distinctiveness." Br. p. 15. First, other than the translation "she," there is nothing in the record to support applicant's argument that ELLE is weak, such as, for example, third-party use. See In re Broadway Chicken, Inc., 38 USPQ2d 1559, 1565-1566 (TTAB 1996). Second, there is no counterclaim challenging the registrations and we must accord them all the presumptions afforded by Section 7(b). Thus, to the extent applicant argues that ELLE is descriptive, in the absence of a counterclaim, it is an improper collateral attack. Finally, in view of our finding of fame, even considering the term ELLE to be suggestive rather than completely arbitrary when used in connection with opposer's goods and services, it is a strong mark.

We turn next to a consideration of the similarities between opposer's and applicant's goods and services, channels of trade and class of purchasers. We must make our determinations under these factors based on the goods and services as they are recited in the application and

registrations, respectively. See In re Elbaum, 211 USPQ 636 (TTAB 1981).

As a preliminary matter, in the stipulated facts, paragraph 30 lists the goods identified in the application. However, paragraph 31 provides as follows:

> 31. Applicant has sold or intends to sell women's maternity underwear, namely maternity bras, maternity support underwear, maternity support belts, breast-feeding bras, breast-feeding night gowns, maternity swimwear, maternity pantyhose, maternity camisoles, maternity pajamas, and maternity robes. Applicant has agreed to modify its specification of goods to limit the coverage to maternity goods only and this opposition proceeding will continue against such modified identification of goods.

However, opposer continues to refer to the applicant's identification of goods as listed in the application which includes items that are not restricted to maternity wear. In view of the stipulation, we make our determination based on the maternity wear alone. We further note that considering only applicant's maternity wear does not change our analysis, inasmuch as opposer's registrations do not exclude this subset of clothing and we must presume they encompass these goods.

Applicant argues that its goods are distinguished from opposer's goods because applicant's "focus is on maternity lingerie and all goods in its amended specification are for maternity use" and "opposer has been in business since 1945 but has not in more than 50 years extended its business to

cover maternity underwear or lingerie. Its registered marks do not constitute constructive notice of exclusive rights in this field." Br. p. 17.

While applicant is correct that "if a cited registration contains a limitation as to the nature, type, channels of trade, or class of purchasers, an applicant's narrow identification of unrelated goods can avoid likelihood of confusion," there is no such limitation in opposer's registration. The designation "bathing suits" in Reg. No. 862001 is not limited and, therefore, encompasses all types of bathing suits including maternity bathing suits. Thus, applicant's identified "maternity swimwear" is encompassed by opposer's "bathing suits" in Reg. No. 862001 and, as such, are legally identical.

Moreover, even taking into account the differences in maternity versus nonmaternity clothing items, as opposer argues:

> There is no limitation in the registration excluding maternity wear from these items of clothing. Pregnant women wear dresses, skirts, bathing suits, and slippers, as well as lingerie and underwear. Further, as women go through the different stages of life, including before, during, and after pregnancy, they will purchase different articles and lines of clothing under the same brand. These consumers, seeing Hachette's ELLE mark along with other terms on Applicant's women's clothing, will think that the clothing originates from the same source, namely Hachette. Moreover, the fact that Hachette, which is well known as a magazine that contains features and articles on clothing, also licenses the sale of clothing and other items of apparel (jewelry,

> footwear, and spectacles) under the ELLE Marks, reinforces to consumers the relatedness of the goods and the likelihood that clothing bearing a mark containing the term "elle" originates from Hachette.

Reply Br. pp. 9-10.

As to the magazine in Reg. No. 758137 and the entertainment services in the fashion field in Reg. No. 2242315, we find that these goods and services are related to applicant's maternity clothing to the extent that consumers have already seen opposer expand its use of the famous mark ELLE from the magazine and cable show to its own line of clothing.

With regard to the channels of trade and class of purchasers, inasmuch as there are no restrictions in the registrations and the application, we must presume that applicant's goods would be sold in all appropriate channels of trade, including those in which opposer's goods are sold and to the same relevant purchasers. See Hewlett-Packard Co. v. Packard Press Inc., 281 F.3d 1261, 62 USPQ2d 1001 (Fed. Cir. 2002); and Octocom Systems Inc. v. Houston Computer Services Inc., 918 F.2d 937, 16 USPQ2d 1783 (Fed. Cir. 1987). These channels of trade for the clothing items would include retail clothing stores. Applicant's argument that it only sells its clothing through a specific website is unavailing inasmuch as we must make our determination on the unrestricted goods as identified in the application.

In view of the above, the du Pont factors of the similarity of the goods, channels of trade and class of purchasers favor a finding of likelihood of confusion.

As to the level of care in the purchasing decision, clothing generally is an ordinary consumer item which would not be purchased with the same level of care as, for example, computer equipment. Potential purchasers are from the general public and it is also the case that clothing includes a wide range of products and pricing. Applicant's goods range in price from $9.99 to $38.99 retail. Stip. ¶32. Opposers pricing is also moderate.[3] Although it may be that consumers would exercise some higher level of care with regard to at least maternity clothing, the parties' goods are not priced so high to find that this factor would offset the other du Pont factors, in particular with regard to clothing in the lower price range of applicant's goods. In addition, given that these goods are ordinary consumer items and potential purchasers would not necessarily know the price range of products of the parties, they are not likely to assume different sources for the goods based on a perceived price difference. See In re Decombe, 9 USPQ2d 1812 (TTAB 1988); In re Pellerin Milnor Corp., 221 USPQ 558 (TTAB 1983). Therefore, to the extent there is some

[3] Although it is not clear why retail prices are confidential, opposer's prices were submitted under seal.

discretion in purchasing applicant's maternity wear, we find it is not sufficient to offset the other du Pont factors in this case.

We turn then to the first du Pont factor, i.e., whether applicant's mark CHEZ ELLE LINGERIE and design and opposer's mark ELLE are similar or dissimilar when compared in their entireties in terms of appearance, sound, connotation and commercial impression. We make this determination in accordance with the following principles. The test, under this du Pont factor, is not whether the marks can be distinguished when subjected to a side-by-side comparison, but rather whether the marks are sufficiently similar in terms of their overall commercial impressions that confusion as to the source of the goods offered under the respective marks is likely to result. The focus is on the recollection of the average purchaser, who normally retains a general rather than a specific impression of trademarks. See Sealed Air Corp. v. Scott Paper Co., 190 USPQ 106 (TTAB 1975).

As discussed above, opposer's ELLE mark is famous. Thus, to the extent the mark is suggestive of goods and services directed towards women, in that ELLE translates to "she," opposer's mark nonetheless is a very strong mark due to its fame and entitled to broad protection.

Applicant's mark incorporates the entirety of opposer's famous mark. The disclaimed term LINGERIE is the generic

name of some of the identified goods. With regard to the design of the woman, we first note that in general words will dominate over a design element inasmuch as it is the words by which consumers call for the goods. In re Appetito Provisions Co. Inc., 3 USPQ2d 1553, 1554 (TTAB 1987). Moreover, this design of a woman in either lingerie or a bathing suit is suggestive of the goods.

The last element, CHEZ, is merely a preposition. CHEZ is defined as, "prep. At, to, in (the house, family or country of) ... je viens de chez ma mere I have come from my mother's." See Cassell's New French Dictionary (5th ed. 1951).[4] As noted by opposer, "the addition of the pronoun 'chez' in Applicant's Mark adds meaning to the mark - namely, it conveys location - but it does not change the meaning of the word 'elle,' which is still a female pronoun." Reply Br. 7. Thus, although the translation in the application is "House of the Women," "chez elle" could also translate to "her house," or, given the fame of the ELLE mark in the fashion industry, could be perceived as ELLE'S house or House of ELLE for those consumers who would translate CHEZ. For those consumers who do not speak French, "CHEZ ELLE" would have no meaning other than the

[4] The Board may take judicial notice of dictionary definitions. University of Notre Dame du Lac v. J.C. Gourmet Food Imports Co., 213 USPQ 594, 596 (TTAB 1982), aff'd, 703 F.2d 1372, 217 USPQ 505 (Fed. Cir. 1983).

instantly recognizable ELLE mark when viewed in connection with women's clothing. In general, ELLE stands out in applicant's mark as the more memorable element. See In re National Data Corp., 753 F.2d 1056, 224 USPQ 749, 751 (Fed. Cir. 1985).

With regard to sound, applicant argues that in its mark "the word 'elle' does not stand alone in pronunciation, but is slurred into 'chez' so that the second syllable actually becomes 'zel.' Thus, the first word of Applicant's mark is 'shayzel," and "elle" is not said separately. Again, there is no added emphasis on the word "elle"; it is does not dominate the sound of the mark." Br. p. 13. However, "[t]here is no correct pronunciation of a trademark, and it obviously is not possible for a trademark owner to control how purchasers will vocalize its mark." Centraz Industries Inc. v. Spartan Chemical Co., 77 USPQ2d 1698, 1701 (TTAB 2006). Moreover, it is impossible to know how consumers who do not speak French will pronounce "chez" and "elle."

In view of the above, the marks as a whole are similar, and even though there are some differences in appearance due to the design component and additional wording in applicant's mark, these differences are not sufficient to distinguish applicant's mark from opposer's mark, in particular given the fame of opposer's mark; overall they convey similar commercial impressions. Thus, we find that

the similarities in the parties' marks outweigh the differences and the similarity of the marks weighs in favor of a finding of likelihood of confusion.

Finally, opposer argues that "consumers are accustomed to seeing marks containing the term 'elle' as well as an additional term, such as Hachette's marks ELU PAR ELLE, ELLE ACCESSORIES, and ELLE GIRL, for clothing and related goods, and understanding those marks as conveying that the goods originate from Hachette. The additional terms in Applicant's Mark do not function differently." Reply Br. pp. 7-8. However, opposer did not plead a family of marks. Moreover, although opposer submitted its registrations, there is no evidence of use of these specific ELLE formative marks to support a finding that "the pattern of usage of the common element is sufficient to be indicative of the origin of the family." The Black & Decker Corp. v. Emerson Electric Co., 84 USPQ2d 1482, 1490 (TTAB 2007) citing J & J Snack Foods Corp. v. McDonald's Corp., 932 F.2d 1460, 18 USPQ2d 1889, 1891 (Fed. Cir. 1991).

Considering the respective marks in their entireties, we conclude that the evidence of record as it pertains to the relevant du Pont factors supports a finding of likelihood of confusion as to opposer's ELLE mark, and that registration of applicant's mark, CHEZ ELLE LINGERIE and design, therefore, is barred under Trademark Act Section

2(d). To the extent we have any doubt, we resolve it, as we must, in favor of opposer, the prior user and registrant. Hewlett-Packard Co. v Packard Press, Inc., 281 F.3d 1261, 62 USPQ2d 1001, 1003 (Fed. Cir. 2002) ("This court resolves doubts about the likelihood of confusion against the newcomer because the newcomer has the opportunity and obligation to avoid confusion with existing marks").

Decision: The opposition is sustained.

EXHIBIT 18

Search Images Videos Maps News Shopping Gmail More hotelfugitive@gmail.com

Google ellecare

Search About 5,070 results (0.24 seconds) SafeSearch off

Everything
Images
Maps
Videos
News
Shopping
More

New York, NY
Change location

Show search tools

Ads - Why these ads?

EleCare® Official Site | elecare.com
www.elecare.com
Sign Up Online to Receive Money Saving Offers. Find Out More Now.

ElecareBaby Formula - We Carry Elecare | BabyWuvInc.com
www.babywuvinc.com
babywuvinc.com is rated 89 reviews
Unflavored Vanilla & DHA/ Flavore. Free Shipp.

EleCareFormula$169.94Case | bkesher.com
www.bkesher.com/dialadiaper
Fast free delivery in USA,receive 1 day:Pa,Nj,Ny,Ct.732-942-1507.

Did you mean: ***elecare***

"ellebodycare ellecare Yohan Von Yohan Signature of Perfection ...
www.facebook.com/pages/...ellecare-Yohan. /169135169769909
"ellebodycare **ellecare** Yohan Von Yohan Signature of Perfection Paris - Welcome to **ellecare**. Into a world of total relaxation, PERFECTION and rejuvenation in ...

Ellecare?
www.mothering.com/community/t/537422/ellecare
5 posts - 4 authors - Oct 12, 2006
This is what the GI doc recommended to help Joey gain a little better - she doesn't take a bottle so I'll use a cup. Anyone have experience with ...

ellecare. Paris. - Twitter
twitter.com/ellebodycare
Sign up for Twitter to follow **ellecare**. Paris. (@ellebodycare). **ellecare** SIGNATURE OF PERFECTION Paris London New York Los Angeles :We at ellebodycare ...

Elle's Care Home 2 in Millbrae, CA (California ...
www.assistedlivingfacilities.org › ... › California (CA) › Millbrae
Elle's Care Home 2, Millbrae, CA listing in the assisted living facility directory.
+ Show map of 18 Rosalita Lane, Millbrae, CA 94030-1237

ELLE'S CARE HOME 2 Alzheimer's Care
www.ourparents.com/california/millbrae/elles_care_home
Get free review and detailed facility report on **ELLE'S CARE** HOME 2, located in 18 Rosalita Ln Millbrae, Ca 94030.

Elle's Care Home - Millbrae, CA Patch
millbrae.patch.com/listings/elles-care-home
Elle's Care Home is an assisted-living facility. It provides Alzheimer's care, residential care and more. Please call the number provided for more information.

สถานดูแลผู้สูงอายุ
ellecare.com/ - Translate this page
เนอสซิงโฮมที่พร้อมให้บริการดูแลผู้สูงอายุ ผู้เจ็บป่วยที่ช่วยเหลือตัวเองไม่ได้ผู้ป่วยอัลซเมอร์ ผู้ป่วยมะเร็งระยะสุดท้าย ...

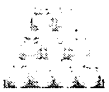
Elle's Care Home Daly City Residential Care Home | A Place for Mom
residential-care-homes.aplaceformom.com/ ../elles-care-home-73472/
The **Elle's Care** Home Residential Care Home provides personal senior care for all of our residents.

Ellecare Ellebodycare. (Ellecare.) on Myspace
www.myspace.com/ellecare
Ellecare Ellebodycare. (**Ellecare**.)'s profile on Myspace, the leading social entertainment destination powered by the passion of our fans.

Anyone using Ellecare formula? - Discussion - United ...
https://www.inspire.com/groups/. ../anyone-using-ellecare-formula/
1 post - Feb 10, 2011
She has been on several formulas, but none ever seem to help. The doctors have now put her on **Ellecare**. Has anyone used this or know ...

1 2 3 4 5 6 7 8 9 10 Next

Ads - Why these ads?


9 - 14.1oz Cans Elecare With Dha/ara Formula For ...
$259.50 - eBay
Find great deals on eBay!

EleCare DHA/ARA Unflavored - 14.1oz Can - cs 6
$338.59 - AllegroMedical.com

EleCare Amino Acid Based Infant Formula with Iron, ...
$39.99 - Drugstore.com
Free Shipping with $25 Order

Elecare Infant Formula
www.cwimedical.com
cwimedical.com is rated
DHA/ARA to support development.
Order now and save at CWI Medical

Elecare Vanilla at Amazon
www.amazon.com/Health
amazon.com is rated
Save on **Elecare** vanilla
Free 2-Day Shipping w/ Amazon Prime

Elecare Vanilla
www.ebay.com
ebay.com is rated
Bid on **Elecare** Vanilla now!
New eBay Buyer Protection Program
+ Show products from eBay

Elecare Formula Sale
elecare-formula.buycheapr.com
Buy **Elecare** Formula And
Save Big - Low US Shipping & Fast!

Get the best price
www.price-selector.net/Price_Comparison
Compare product prices now!
Save on many bargains.

Elecare Formula
www.webparent.com
Get Advice On **Elecare** Formula.
Your Source For Parenting Tips!

See your ad here »

Advanced search Search Help Give us feedback

Google Home Advertising Programs Business Solutions New Privacy & Terms About Google

EXHIBIT 19

Email Password Log In
Keep me logged in Forgot your password?

Sign Up Facebook helps you connect and share with the people in your life.

"ellebodycare ellecare Yohan Von Yohan Signature of Perfection Paris

Like

Health/Beauty

Create a Page

ellecare

Wall
Info
Photos

About

Welcome to ellecare. Into a world of total relaxation, PERFECTION and...

More

3
like this

Likes

GUNS AND ROSES

Women's Health

Ringo Starr

NCIS

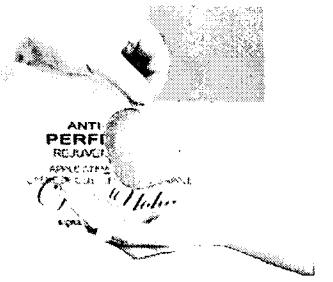
Create a Page

Wall "ellebodycare ellecare Yo... · Everyone (Top Posts)

Share: Post Photo Video

Write something...

Eric Yohan



Like · Comment · October 21, 2011 at 10:21pm

"ellebodycare ellecare Yohan Von Yohan Signature of Perfection Paris
Yes or no? Would you buy environmentally safe, mold resistant (for life), engineered lumber (OSB) used for... http://wp.me/p1bQOr-2k
Like · Comment · @ellebodycare on Twitter · February 21, 2011 at 8:24am via Twitter

RECENT ACTIVITY

"ellebodycare ellecare Yohan Von Yohan Signature of Perfection Paris changed their About.

"ellebodycare ellecare Yohan Von Yohan Signature of Perfection Paris
Yes or no? Would you buy environmentally safe, mold resistant (for life), engineered lumber (OSB) used for building you home? U-NEX™...
Like · Comment · @ellebodycare on Twitter · February 21, 2011 at 8:23am via Twitter

"ellebodycare ellecare Yohan Von Yohan Signature of Perfection Paris
Yes or no? Would you buy environmentally safe, mold resistant (for life), engineered lumber used for building you... http://wp.me/p1bQOr-2j
Like · Comment · @ellebodycare on Twitter · February 20, 2011 at 3:19pm via Twitter

"ellebodycare ellecare Yohan Von Yohan Signature of Perfection Paris
Yes or no? Would you buy environmentally safe, mold resistant (for life), engineered lumber used for building you home? OSB is a...
Like · Comment · @ellebodycare on Twitter · February 20, 2011 at 3:19pm via Twitter

"ellebodycare ellecare Yohan Von Yohan Signature of Perfection Paris
Yes or no? Would you buy environmentally safe, mold resistant (for life), engineered lumber used for building you home? OSB is a...
Like · Comment · @ellebodycare on Twitter · February 20, 2011 at 3:19pm via Twitter

Want to like or comment on this page?

To interact with "ellebodycare ellecare Yohan Von Yohan Signature of Perfection Paris you need to sign up for Facebook first.

Sign Up

It's free and anyone can join. Already a member? Log in.

"ellebodycare ellecare Yohan Von Yohan Signature of Perfection Paris
U-NEXForest Products Commercialize tech: U-NEXForest Products Commercialize technology to prevent mold, de... http://wp.me/p1bQOr-2l
Like · Comment · @ellebodycare on Twitter · February 19, 2011 at 9:09pm via Twitter

"ellebodycare ellecare Yohan Von Yohan Signature of Perfection Paris
U-NEXForest Products
Commercialize technology to prevent mold, decay in wood building products

Los Angles (November 20, 2011) -...
Like · Comment · @ellebodycare on Twitter · February 19, 2011 at 9:09pm via Twitter

"ellebodycare ellecare Yohan Von Yohan Signature of Perfection Paris
U-NEXForest Products
Commercialize technology to prevent mold, decay in wood building products

Los Angles (November 20, 2011) -...
Like · Comment · @ellebodycare on Twitter · February 19, 2011 at 9:09pm via Twitter

"ellebodycare ellecare Yohan Von Yohan Signature of Perfection Paris
U-NEX™ OSB v Plywood IN THE Truck, Bus & amp; Railroad Car Manufacturing.BETANIX®, Eric Y Knipe. Truck Bodies. http://wp.me/p1bQOr-2h
Like · Comment · @ellebodycare on Twitter · February 16, 2011 at 9:19pm via Twitter

RECENT ACTIVITY

"ellebodycare ellecare Yohan Von Yohan Signature of Perfection Paris edited their Founded, Website and Company Overview.

"ellebodycare ellecare Yohan Von Yohan Signature of Perfection Paris
U-NEX™ OSB v Plywood IN THE Truck, Bus & amp; Railroad Car Manufacturing.BETANIX®, Eric Y Knipe.

Truck Bodies.
Like · Comment · @ellebodycare on Twitter · February 16, 2011 at 9:19pm via Twitter

"ellebodycare ellecare Yohan Von Yohan Signature of Perfection Paris
There is a huge need for OSB producers to come up with value added anti-microbial products.:Eric Y Knipe... http://wp.me/p1bQOr-2g
Like · Comment · @ellebodycare on Twitter · February 11, 2011 at 3:32pm via Twitter

More Posts

Facebook © 2012 · English (US) Mobile · Find Friends · Badges · People · Pages · About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help

Search People **Sign up** Login Music Video Games Browse People

Profile
Photos
Videos
Blog
Playlists
Stream
Friends
Comments
Badges

Ellecare.

Stream

All Music Videos Photos Topics Status

Oct 02

Ellecare Ellebodycare.

Karina Smirnoff Official

Reply

(167)

Post a comment...

OKUS DOLPHIN

♫♪ 'Like' my www.facebook.com/okusdolphin1

♫♪ All Tracks on itunes.com/okusdolphin

♫♪ View Vid WRECKS OF THE LOST CIVILIANS at www.youtube.com/watch?v=92jHjmizUq4

... Show more

5 days ago

"POOBABY" Twitter.com/P...

Hey Check Out My New Mixtape "MAYWEATHER" Now!!!
Click On This Link: www.facebook.com/poobaby2356

6 days ago

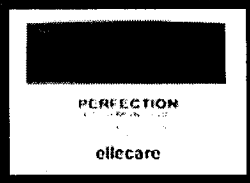
All Music Videos Photos Topics Status

More

Sep 03

Ellecare Ellebodycare.

or create a new album



or create a new album

Show more ▼

Stream

All Music Videos Photos Topics Status

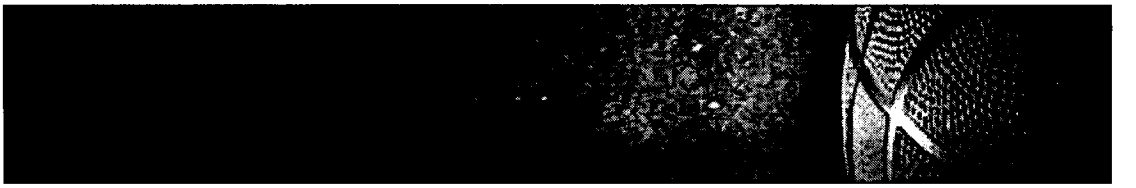
Stream

All Music Videos Photos Topics Status

More ▼

Stream

All Music Videos Photos Topics Status



Around Myspace
Music
New Music Player
Radio
Artists
Albums
Songs
Also on Myspace
Movies
Celebrity
Television
Events
Themes
IM
What's Trending
Taylor Swift 'Safe and Sound'
Katy Perry's new single
Grammy Award winners
'Spider-Man' trailer
Hunger Games Premiere Tix
'Breaking Dawn' bloopers
Harold & Kumar giveaway
Megan Fox sleeps w/Dictator
Madonna's new music vid
What's Trending
Remembering Whitney Houston
'Breaking Dawn Part 2' clip
'Hunger Games' soundtrack
Kanye West tour rider
McAdams & Tatum throw down
Win Snowball Fest tickets
Jeffree Star set visit
Drake 'Practice' video
Leaks of the week
Join Myspace
Sign up
About us
Terms
Privacy Policy
Learn more
Get Help
Help & FAQs
Privacy Policy
Safety Tips

Sync
Facebook Connect
Developers
Advertisers
Press Room
Copyright © 2003-2011 Myspace LLC. All Rights Reserved Report Abuse | **Change Country:** United States (English)

Open Player

Player is open

EXHIBIT 20

© 2012 Von Yohan All intellectual property Brand Stock Warranty Co. LONDON • TOKYO • PARIS • NEW YORK • LOS ANGELES SHIPPING & RETURNS TERMS & CONDITIONS PRIVACY POLICY

ANTI-AGING PERFECTION REJUVENESCENCE

THE ULTIMATE IN ANTI-AGING REJUVENESCENCE. FOR SKIN THAT'S REVITALIZED, REGENERATED, RADIANT

HOME

ANTI-AGING

ANTI-AGING INSIDE OUT

SUPREME

ESSENTIALS

ACNE DNA REPAIR

CLEANSERS / TONERS

MADEMOISELLE

CLEAR SKIN INSIDE OUT

POUR MONSIEUR

BODY CARE

COMMITMENT TO QUALITY

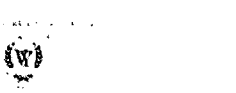
ABOUT US

RENEWING DAY CREAM
CRÈME DE JOUR RENOUVELLEMENT

BUY

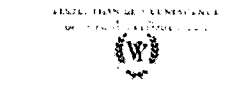
FORTIFYING ANTIOXIDANT NIGHT CREAM
CRÈME DE NUIT D'ENRICHISSEMENT

BUY



INTENSIVE ANTI-WRINKLE EYE CREAM
CRÈME INTENSIVE YEUX ANTI-RIDES

BUY



SMOOTHING NECK & DECOLLETE CREAM
LISSAGE DE LA CRÈME DECOLLETE

BUY

PROTECTIVE NOURISHING HAND CREAM
PROTECTEUR CRÈME DE MAIN

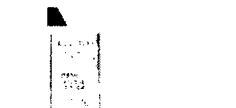
BUY

ULTRA TIGHTENING & LIFTING SERUM
ULTRA SERRAGE ET LIFTING SERUM

Coming Soon

ANTIOXIDANT FACIAL CLEANSER
NETTOYANT FACIAL ANTIOXIDANT

BUY



FIRMING FACIAL TONER
TASSEMENT EN TONER DE VISAGE

BUY

ADVANCED ANTI-WRINKLE EYE SERUM
SÉRUM D'OEIL D'ANTI-WRINKLE

BUY

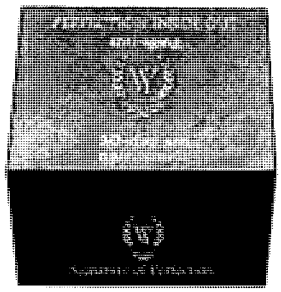
SHIPPING & RETURNS TERMS & CONDITIONS PRIVACY POLICY CONTACT US

© 2008-2011 Von Yohan All intellectual properties Bond Street Warranty Co

LONDON • TOKYO • PARIS • NEW YORK • LOS ANGELES

PERFECTION INSIDE OUT
ANTI-AGING NUTRITIONALS

HOME
ANTI-AGING
ANTI-AGING INSIDE OUT
SUPREME
ESSENTIALS
ACNE DNA REPAIR
CLEANSERS / TONERS
MADEMOISELLE
CLEAR SKIN INSIDE OUT
POUR MONSIEUR
BODY CARE
COMMITMENT TO QUALITY
ABOUT US



30-DAY AM

BUY

30-DAY PM

BUY

Supplemental Facts

Inside Out Anti-Aging Nutritionals

Nutritionals are an essential part of healthy aging and beautiful skin. Together with exercise, a healthy diet and topical skin care, nutritionals work from the inside out to help enhance the look and texture of your skin. Natural and quality nutritionals are important to help you achieve healthier skin. Von Yohan's specific antioxidants, amino acids, omega fatty acids, vitamins, and minerals are specifically formulated to fight free radical damage, promote healthy hair and nail growth. They also help diminish the appearance of fine lines and wrinkles and give skin radiance and glow. Von Yohan's nutritionals also help to support a healthy immune system, brain power, physical repair, maintenance, metabolic speed, and help to improve mood.

As a living tissue, the skin requires daily inside-out maintenance of nutrition, moisture, hydration, perspiration and protection.

With Von Yohan's Inside Out Anti-Aging Nutritionals, there is no need for any additional supplementation. Von Yohan's Inside Out Anti-Aging Nutritionals are formulated not only to focus on anti-aging properties, but to also take care of all your nutritional needs, promoting energy, stamina, strength, bone health, cardiovascular, nervous and vascular system health. Von Yohan's Inside Out Anti-Aging formula contains a complete range of all micronutrients, using only natural, food-sourced nutrients for easier, faster absorption for a healthier, stronger you.

In addition, Von Yohan's Inside Out Anti-aging formula focuses on skin health and anti-aging properties with a range of antioxidants to fight free radical damage, facilitate the skin's own regeneration, protect your skin from the sun's UV rays, promote collagen production and skin's elasticity, agents to speed up metabolism, and mobilize fat burning, lowering blood sugar, improving your immune system, improving toxins and other waste elimination, reducing stress, inflammation, and carcinogens, inhibiting histamines to reduce allergies and improves cell hydration for a younger, healthier, and fresher looking you.

Perfection Anti-Aging Supplements are designed for those who want to manage and slow the aging process by providing the nutrients to support healthier, youthful-looking skin. Today's nutritional science and research offers this revolutionary approach to help clear skin and prevent the signs of aging by putting nature's most powerful nutrients to work for your skin.

AM PM Multi-Nutrient Formula System

The AM Multi-Nutrient Formula provides energy and stamina levels throughout the day. Specific nutrients include anti-oxidant vitamins A, C and E to support overall skin health. A natural and complete B complex to support healthy hair, skin and nails.

Formulated with an extensive spectrum of antioxidants to fight aging and free radicals, these antioxidants provide protection against multiple types of free radicals including green tea, grape seed extract, bilberry, silica, alpha lipoic acid, lutein and cysteine.

The purest Omega Fatty Acid Fish Oils internally plump and lubricate the skin. Aging skin is characterized by dryness, which is caused by reduced oil production. Fish oil is the best source of Omega-3 essential fatty acids (DHAs & EPAs), which is essential for supple, youthful -looking skin.

A probiotic blend helping to reestablish a healthy balance of intestinal bacteria diminished by stress, infection, antibiotics, medication, or other factors.

Alpha Lipoic Acids is a strong anti-oxidant that fights aging by maintaining a cell's metabolic function so it can perform at optimal levels, and supports absorption of other vitamins. ALA is also used for treating diabetics, vascular disease, MS, and cognitive decline.

Bilberry is a very potent anti-oxidant that strengthens blood vessels and capillary walls, improve red blood cells, and stabilize collagen tissues such as skin, tendons, ligaments and cartilage. Bilberry helps prevent coughs, infections, inflammation, diabetes, cancer, diarrhea and ulcers caused by stress. Bilberry soothes the stomach and improves

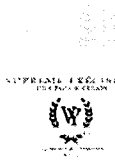
Von Yohan™ Nutraceuticals

SHIPPING & RETURNS TERMS & CONDITIONS PRIVACY POLICY CONTACT US

© 2008-2011 Von Yohan All intellectual properties Bond Street Wellness Co. LONDON • TOKYO • PARIS • NEW YORK • LOS ANGELES

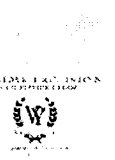
SUPRÊME PRÉCISION

HOME
ANTI-AGING
ANTI-AGING INSIDE OUT
SUPREME
ESSENTIALS
ACNE DNA REPAIR
CLEANSERS / TONERS
MADEMOISELLE
CLEAR SKIN INSIDE OUT
POUR MONSIEUR
BODY CARE
COMMITMENT TO QUALITY
ABOUT US



DNA REPAIR CREAM
TEXTURE INTEMPORELLE

BUY



MULTI-PEPTIDE CREAM
CRÈME DE MULTI-PEPTIDE
TEXTURE INTEMPORELLE

BUY

NATURAL PROTEIN EYE CREAM

BUY

REGENERATING SERUM

BUY

© 2008-2011 Von Yohan All intellectual properties bond Street Warranty Co.

LONDON • TOKYO • PARIS • NEW YORK • LOS ANGELES

PERFECTION ESSENTIALS

Daily essentials for youthful-looking skin, in a range to meet skin's hydration needs

HOME
ANTI-AGING
ANTI-AGING INSIDE OUT
SUPREME
ESSENTIALS
ACNE DNA REPAIR
CLEANSERS / TONERS
MADEMOISELLE
CLEAR SKIN INSIDE OUT
POUR MONSIEUR
BODY CARE
COMMITMENT TO QUALITY
ABOUT US

NOURISHING NIGHT CREAM
CRÈME DE NUIT NOURRISSANTE

BUY

ENERGIZING DAY CREAM
CRÈME DE JOUR ÉNERGISANTE

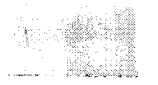
BUY

MOISTURIZING CUCUMBER EYE CREAM
CRÈME D'OEIL DE CONCOMBRE DE HYDRATER

BUY

MOISTURIZING MULTI-PROTECTION HAND CREAM
CRÈME DE MAIN HYDRATER MULTI-PROTECTION

BUY

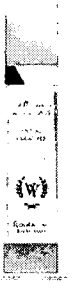


MOISTURIZING NECK & DECOLLETE CREAM
CRÈME D'HYDRATER ET CRÈME DÉCOLLETÉ

BUY

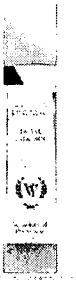
STRETCH MARK CREAM
CRÈME DE MASQUE DE RÉPÉTITION

Coming Soon



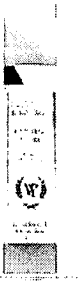
FACIAL CLEANSER
FOR NORMAL TO DRY SKIN

BUY



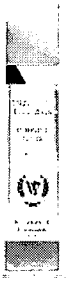
FACIAL CLEANSER
FOR SENSITIVE SKIN

BUY



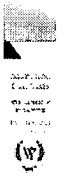
SOOTHING TONER
FOR NORMAL TO DRY SKIN

BUY



PURIFYING TONER
FOR NORMAL TO DRY SKIN

BUY



EYE MAKEUP REMOVER
MOISTURIZING AND SOOTHING

BUY

EYE MAKEUP REMOVER PADS

SHIPPING & RETURNS TERMS & CONDITIONS PRIVACY POLICY CONTACT US

© 2008-2011 Von Yohan LONDON • TOKYO • PARIS • NEW YORK • LOS ANGELES

SEMCELL™

APPLE STEM CELL DNA REPAIR

HOME
ANTI-AGING
ANTI-AGING INSIDE OUT
SUPREME
ESSENTIALS
ACNE DNA REPAIR
CLEANSERS / TONERS
MADEMOISELLE
CLEAR SKIN INSIDE OUT
POUR MONSIEUR
BODY CARE
COMMITMENT TO QUALITY
ABOUT US

APPLE STEM CELL DNA REPAIR CREAM
POMME CELLULES SOUCHES DNA Crème Reparatrice

BUY

SEMCELL™ Apple Stem Cell Cream is a revolutionary anti-aging cream formulated with stem cells from apple skin, well known for its excellent storability, to ensure the longevity of skin cells. It also can help with acne, rosacea (adult acne), anti-aging, oily, dry, normal and combination skin.

Von Yohan signature de la perfection
Von Yohan signature de la perfection
Von Yohan signature de la perfection
Von Yohan signature de la perfection

SHIPPING & RETURNS TERMS & CONDITIONS PRIVACY POLICY CONTACT US

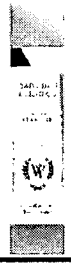
© 2008-2011 Von Yohan All intellectual properties Bond Street Worldwide Co.

LONDON • TOKYO • PARIS • NEW YORK • LOS ANGELES

PERFECTION CLEANSERS AND TONERS

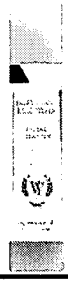
Essential to a youthful look, purifying and refining formulas bring skin to peak condition

HOME
ANTI-AGING
ANTI-AGING INSIDE OUT
SUPREME
ESSENTIALS
ACNE DNA REPAIR
CLEANSERS / TONERS
MADEMOISELLE
CLEAN SKIN INSIDE OUT
POUR MONSIEUR
BODY CARE
COMMITMENT TO QUALITY
ABOUT US



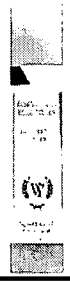
FACIAL CLEANSER
FOR NORMAL TO DRY SKIN

BUY



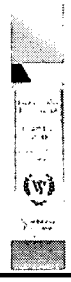
FACIAL CLEANSER
FOR SENSITIVE SKIN

BUY



SOOTHING TONER
FOR NORMAL TO DRY SKIN

BUY

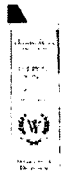


PURIFYING TONER
FOR COMBINATION TO OILY SKIN

BUY

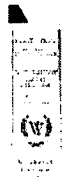
MADEMOISELLE
FACIAL CLEANSER
FOR ALL SKIN TYPES

BUY



MADEMOISELLE
REVITALIZING TONER
FOR ALL SKIN TYPES

BUY

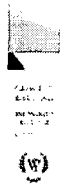


REJUVENESCENCE
ANTIOXIDANT FACIAL CLEANSER
FOR ALL SKIN TYPES
SPÉCIFIQUE DE FACIAL ANTIOXYDANT

BUY

REJUVENESCENCE
FIRMING FACIAL TONER
TONIQUE DE FERMETE

BUY



EYE MAKEUP REMOVER
MOISTURIZING AND SOOTHING

BUY

Von Yohan
signature de la perfection

Von Yohan
signature de la perfection

Von Yohan
signature de la perfection

Von Yohan
signature de la perfection

© 2008-2011 Von Yohan All intellectual properties Bond Street Worldwide Co.

RUNWAY

PERFECTION POUR MADEMOISELLE

Daily essentials for youthful skin, in a range to meet skin's hydration needs

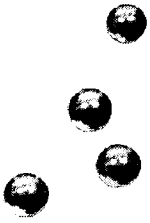
HOME
ANTI-AGING
ANTI-AGING INSIDE OUT
SUPREME
ESSENTIALS
ACNE DNA REPAIR
CLEANSERS / TONERS
MADEMOISELLE
CLEAR SKIN INSIDE OUT
POUR MONSIEUR
BODY CARE
COMMITMENT TO QUALITY
ABOUT US

OIL FREE DAILY FACIAL MOISTURIZER

BUY

SOOTHING CLEAR SKIN MASK

BUY



FACIAL CLEANSER

BUY

REVITALIZING TONER

BUY

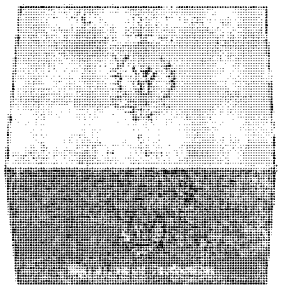
SHIPPING & RETURNS TERMS & CONDITIONS PRIVACY POLICY CONTACT US

© 2008-2011 Von Yohan All intellectual properties Ford Street Company Co.

LONDON • TOKYO • PARIS • NEW YORK • LOS ANGELES

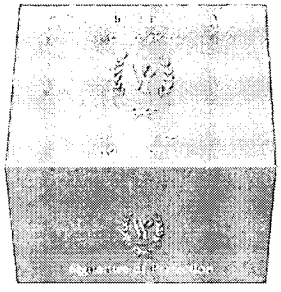
MADEMOISELLE INSIDE OUT
CLEAR SKIN NUTRITIONALS

HOME
ANTI-AGING
ANTI-AGING INSIDE OUT
SUPREME
ESSENTIALS
ACNE DNA REPAIR
CLEANSERS / TONERS
MADEMOISELLE
CLEAR SKIN INSIDE OUT
POUR MONSIEUR
BODY CARE
COMMITMENT TO QUALITY
ABOUT US



30-DAY AM

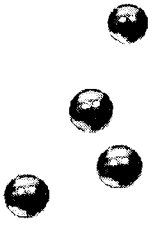
BUY



30-DAY PM

BUY

Supplemental Facts



Inside Out Clear Skin Nutritionals

Proper nutrition is an essential part of healthy, clear and beautiful skin. Together with Von Yohan's topical skin care; exercise, a healthy diet, and nutritionals will work from the inside out to help support clear skin. Natural and quality nutritionals are important to help you achieve healthier skin. Von Yohan's specific antioxidants, amino acids, vitamins, and minerals are specifically formulated to improve the skin's clarity while providing toning and texture benefits. Von Yohan's nutritionals also help to support brain power, physical repair, maintenance, metabolic speed, and improve mood.

Today's nutritional science and research offers a revolutionary approach in helping to clear skin and prevent the signs of aging by putting nature's most powerful nutrients to work for your skin in the supplements below.
With Von Yohan's Inside Out Clear Skin Nutritionals, there is no need for any additional nutritional supplementation. Von Yohan's Inside Out Clear Skin Nutritionals are formulated not only to focus on clear and youthful properties, but to also take care of all your nutritional needs; promote energy, stamina, strength, bone health, cardiovascular, nervous , vascular and immune system health. Von Yohan's Inside Out Clear Skin formula contains a complete range of all micronutrients, phyto-nutrients, anti-inflammatory and antioxidants, using only natural, foodsourced nutrients for easier, faster absorption for a healthier and stronger you.

Miss Mademoiselle 2011 - 2012
Kelly

AM PM Multi-Nutrient Formula System

In addition, Von Yohan's Inside Out Clear Skin formula focuses on skin health and clear skin properties with a range of antioxidants to fight free radical damage, facilitate the skins own regeneration, protect your skin from the sun's UV rays, normalizing hormone and insulin balances, promoting collagen production and skins elasticity, agents to speed up metabolism and mobilize fat burning, lowering blood sugar, improving your immune system, improving exfoliation, toxins and other waste elimination, reducing stress, inflammation, carcinogens and improving cell hydration for a younger, healthier, and fresher looking you.

· The AM Multi-Nutrient Formula provides energy and stamina levels throughout the day, in addition to supporting clear skin health.

Alpha Lipoic Acids is a strong anti-oxidant that fights aging by maintaining a cell's metabolic function so it can perform at optimal levels, and supports absorption of other vitamins. ALA is also used for treating diabetics, vascular disease, MS, and is used for better memory and cognitive function.
The purest Omega Fatty Acid Fish Oil and other omega fatty acids to internally plump and lubricate the skin.

· The PM Multi-Nutrient Formula supports calmness and relaxation in the evening. It includes calcium and other bone supporting nutrients like magnesium, boron, and vitamins D and K for best absorption and utilization.

Silica and has many therapeutic effects of helping prevent wrinkles, maintaining bone health, gums, hair and nails. It also helps prevent osteoporosis, hair loss, anemia, and bladder problems.

Pycnogenol fights wrinkles, helps with a clear complexion and keeping skin taut. It does this by binding and protecting collagen fibers, and is a potent scavenger of free radicals involved in inflammatory processes and supports elasticity and integrity of collagen in joints, capillaries, blood vessels, and skin.

Von Yohan nutritionals ere free of wheat, gluten, soy, synthetic colors, flavors, dyes and dangerous sugar substitutes. They are also GMP and NSF-certified.

Von Yohan™ Nutritionals

SHIPPING & RETURNS TERMS & CONDITIONS PRIVACY POLICY CONTACT US

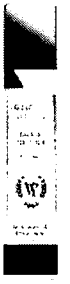
© 2008-2011 Von Yohan All rights reserved. Bond Street Warranty Co LONDON • TOKYO • PARIS • NEW YORK • LOS ANGELES

PERFECTION POUR MONSIEUR

Daily essentials enriched with nutrients specially chosen for men

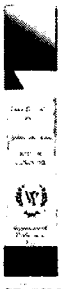
HOME
ANTI-AGING
ANTI-AGING INSIDE OUT
SUPREME
ESSENTIALS
ACNE DNA REPAIR
CLEANSERS / TONERS
MADEMOISELLE
CLEAR SKIN INSIDE OUT
POUR MONSIEUR
BODY CARE
COMMITMENT TO QUALITY
ABOUT US

FACIAL MOISTURIZER

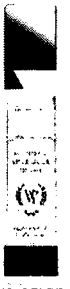


FACIAL CLEANSER

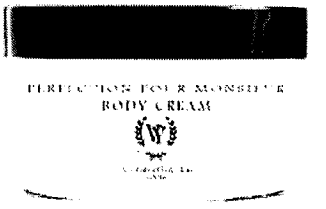
FACIAL TONER



EAU DE COLOGNE



SOOTHING AFTER SHAVE



DAILY MOISTURIZING BODY CREAM

Von Yohan signature de la perfection | Von Yohan signature de la perfection | Von Yohan signature de la perfection | Von Yohan signature de la perfection

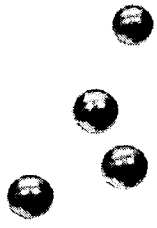
SHIPPING & RETURNS TERMS & CONDITIONS PRIVACY POLICY CONTACT US

© 2008-2011 Von Yohan All intellectual properties Point Street Warmway Co

LONDON • TOKYO • PARIS • NEW YORK • LOS ANGELES

BODY CARE
PERFECTION BODY MOISTURIZERS

HOME
ANTI-AGING
ANTI-AGING INSIDE OUT
SUPREME
ESSENTIALS
ACNE DNA REPAIR
CLEANSERS / TONERS
MADEMOISELLE
CLEAR SKIN INSIDE OUT
POUR MONSIEUR
BODY CARE
COMMITMENT TO QUALITY
ABOUT US



PERFECTION REJUVENESCENCE

PERFECTION ESSENTIALS

FIRMING BODY CREAM
20 fl.oz.

BUY

BODY CREAM
ENRICHED WITH PEARL
200ML

BUY

PERFECTION MADEMOISELLE

PERFECTION POUR MONSIEUR
BODY CREAM

BODY CREAM
ENRICHED WITH PEARL
200ML

BUY

DAILY MOISTURIZING BODY CREAM
FOR MEN
[illegible]ML

BUY

© 2008-2011 Von Yohan All intellectual properties Bond Street Warranty Co.

COMMITMENT TO QUALITY

HOME
ANTI-AGING
ANTI-AGING INSIDE OUT
SUPREME
ESSENTIALS
ACNE DNA REPAIR
CLEANSERS / TONERS
MADEMOISELLE
CLEAR SKIN INSIDE OUT
POUR MONSIEUR
BODY CARE
COMMITMENT TO QUALITY
ABOUT US

Scientific Research For Perfection

Product / Service / Specifications

Von Yohan's products are made according to stric t Good Manufa cturing Practices (cGMP) and adherence to USP standards in fully licensed temperatu re controlled manufacturing faci lities.

Von Yohan's science and r esearch offer a r evolutionary approach in helping Anti-Aging with it's NEW APPLE STEM CELL CREAM.
CRÈME DE CELLU LES DE TIGE D'APPLE.

Von Yohan's INSIDE OUT nutritionals are formulated based on the latest sc ience and resear ch, and offer a revolutionary approach in helping to cl ear skin and prevent si gns of aging by putting natur e's most pow erful nutrients to work for the skin. These nutrients help neutralize cell damaging free radicals and toxins that can lead to oxidative stress and may contribute to the premature aging of cell s, and re store activity of other antioxidants and help c onvert calories to energy.

Hypoallergenic Ingredients.
All active and inacti ve ingredients used are fr ee of common all ergens; including dairy, wheat, corn, soy, yeast and gluten. No sugar, maltodex trin, stearates, art ificial sweeteners, col ors, flavors, salicylates, or pr eservatives are used in the manufacturing process.

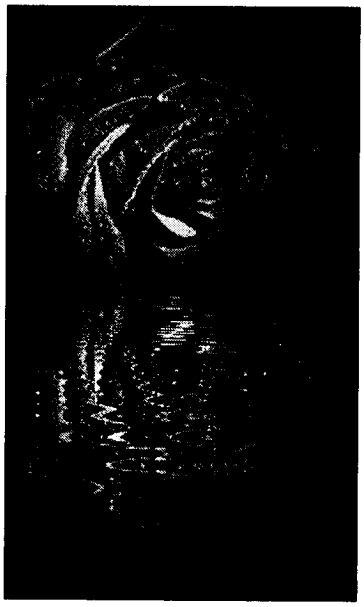
Vegetarian Cap sules & Pure Powders.
Von Yohan products are supplied in certified Kosher vegetar ian two piece capsul es and pur e powder forms.

Gastrointestinal Health.
Von Yohan products are natural and designed for o ptimal gut and immune function, and ease of absorption and digesti on.

All content included on this site, such as text, logos, all images, and other graphics is the sole property of Von Yohan SA Paris or its content supplier and is protected by United States and international copyright laws. Unauthorized use of this content is strictly forbidden.

© 2008-2011 Von Yohan All intellectual properties Bond Street Warranty Co LONDON • TOKYO • PARIS • NEW YORK • LOS ANGELES

Scientific Research For Perfection



HOME
ANTI-AGING
ANTI-AGING INSIDE OUT
SUPREME
ESSENTIALS
ACNE DNA REPAIR
CLEANSERS / TONERS
MADEMOISELLE
CLEAR SKIN INSIDE OUT
POUR MONSIEUR
BODY CARE
COMMITMENT TO QUALITY
ABOUT US

" You are the foundation of what we do. You are our reason for being. "

Several years ago, with you in mind, I founded and began scientifically researching a skin care collection that would include the highest quality ingredients, but yet be affordable to everyone. My motto is that all people are beautiful, and you are the foundation of what I do. Now Von Yohan is born, my newly designed skin care collection. The luminous and radiant skin you have always dreamed of may be yours so that you feel beautiful each and every day.

Je t'aime encore,

Von Yohan

© 2008-2011 Von Yohan — All intellectual properties Bond Street Warranty Co — LONDON • TOKYO • PARIS • NEW YORK • LOS ANGELES