

ESTTA Tracking number: **ESTTA705055**

Filing date: **10/28/2015**

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

Proceeding	91217033
Party	Plaintiff Kiko S.r.l.
Correspondence Address	MICHAEL J LEONARD FOX ROTHSCHILD LLP 2000 MARKET ST, 20TH FL PHILADELPHIA, PA 19103 UNITED STATES mleonard@foxrothschild.com, ipdocket@foxrothschild.com
Submission	Plaintiff's Notice of Reliance
Filer's Name	Christopher D. Olszyk, Jr.
Filer's e-mail	ipdocket@foxrothschild.com, colszyk@foxrothschild.com, mleonard@foxrothschild.com
Signature	/CDO/
Date	10/28/2015
Attachments	Opposer's NOTICE OF RELIANCE - KIKO S.P.A. v. DOOYEON Corp. PART 1.pdf(4559206 bytes ) Opposer's NOTICE OF RELIANCE - KIKO S.P.A. v. DOOYEON Corp. PART 2.pdf(4364231 bytes ) Opposer's NOTICE OF RELIANCE - KIKO S.P.A. v. DOOYEON Corp. PART 3.pdf(3774523 bytes ) Opposer's NOTICE OF RELIANCE - KIKO S.P.A v. DOOYEON Corp. PART 4.pdf(4370961 bytes ) Opposer's NOTICE OF RELIANCE - KIKO S.P.A v. DOOYEON Corp. PART 5.pdf(4202506 bytes )

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

KIKO S.p.A.,	:	
	:	
Opposer,	:	
	:	
v.	:	Opposition No. 91217033
	:	
DOOYEON CORP.,	:	
	:	
Applicant.	:	
	:	

**OPPOSER'S NOTICE OF RELIANCE**

Opposer, Kiko S.p.A., hereby gives notice that it will rely on the following materials in the captioned proceeding, copies of which are attached to the Notice.

- I. Certified Status and Title Copies of the following United States Trademark Registrations:
  - A. Registration No. 4,690,585 for KIKO MAKE UP MILANO.
  - B. Registration No. 3,650,052 for KIKO.
  - C. Registration No. 3,689,438 for KIKO.
  - D. Registration No. 4,065,381 for KIKO.
- II. Applicant's Answers to Opposer's Interrogatories: Answer Nos. 1, 4, 6, 9, 15-17, 22, 24-25, 27-28, and 30.
- III. Affidavit of Opposer's Managing Director Stefano Percassi, dated October 27, 2015, and accompanying Exhibits A-H, submitted pursuant to Board Order of September 29, 2015, permitting, per Trademark Rule 37 CFR § 2.123(b), that the testimony of all witnesses be in the form of an affidavit.

IV. Dictionary pronunciation guide for the letters “CH” (pronounced as “K”) as excerpted from Merriam-Webster, Pronunciation Guide, available at [www.merriam-webster.com/help/faq/pronounce.htm](http://www.merriam-webster.com/help/faq/pronounce.htm) (last accessed October 27, 2015).

Date: 28 October 2015

By: /michael leonard/  
Michael J. Leonard  
Christopher D. Olszyk, Jr.  
FOX ROTHSCHILD LLP  
997 Lenox Drive, Building 3  
Lawrenceville, NJ 08648-2311  
*Attorneys for Opposer Kiko S.r.L.*

**CERTIFICATE OF SERVICE**

I hereby certify that a true copy of OPPOSER'S NOTICE OF RELIANCE was served on Applicant this 28<sup>th</sup> day of October 2015 by sending same via First Class Mail, postage prepaid, to:

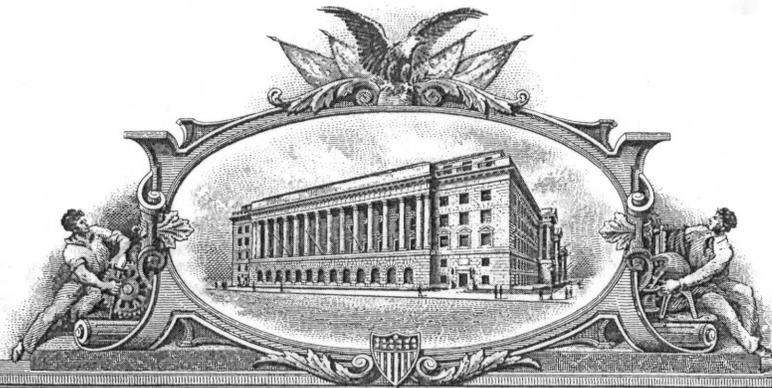
Jong H. Park, Esquire  
Peter Hwang, Esquire  
The PL LAW GROUP, PLLC  
11710 Plaza America Dr., Ste. 2000  
Reston, VA 20190-4743

By: /michael leonard/

# OPPOSER'S NOTICE OF RELIANCE

## I. Certified Status and Title Copies of Certificates of Registration

7550744



# THE UNITED STATES OF AMERICA

**TO ALL TO WHOM THESE PRESENTS SHALL COME:**

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

October 05, 2015

THE ATTACHED U.S. TRADEMARK REGISTRATION 4,690,585 IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 10 YEARS FROM *February 24, 2015*

SAID RECORDS SHOW TITLE TO BE IN:

*KIKO S.P.A.*

*A ITALY CORPORATION*

By Authority of the  
Under Secretary of Commerce for Intellectual Property  
and Director of the United States Patent and Trademark Office



*W. Montgomery*  
W. MONTGOMERY  
Certifying Officer

United States of America  
United States Patent and Trademark Office

**KIKO**  
MAKE UP MILANO

Reg. No. 4,690,585

Registered Feb. 24, 2015

Int. Cls.: 3 and 35

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

KIKO S.R.L. (ITALY LIMITED LIABILITY COMPANY)  
VIA PAGLIA 1/D  
BERGAMO, ITALY 24122

FOR: PERFUMES, TOILET SOAPS, COSMETICS, NAMELY, DEODORANTS FOR PERSONAL USE; CREAMS, LOTIONS AND OILS FOR THE FACE AND BODY; SKIN CLEANSING MILKS, CREAMS AND OILS; MAKE-UP CREAMS; BEAUTY MASKS; MAKE-UP REMOVERS; EYE SHADOWS; LIPSTICKS; MASCARA, ROUGE; CRAYONS FOR THE EYES AND LIPS; FACE AND BODY POWDERS; SUNTANNING AND AFTER SUN EXPOSURE CREAMS, OILS AND LOTIONS; PRE- AND AFTER-SHAVE LOTIONS; TALCUM POWDERS, BATH SALTS, BATH FOAM, BATH OIL; HAIR SHAMPOO, HAIR LOTIONS; DEPILATORY PREPARATIONS; NAIL ENAMELS AND POLISHES, EXCLUDING GOODS FOR INFANTS AND CHILDREN UP TO 11 YEARS OLD, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FOR: RETAIL DEPARTMENT STORE SERVICES, EXCLUDING GOODS FOR INFANTS AND CHILDREN UP TO 11 YEARS OLD; RETAIL STORE SERVICES FEATURING A WIDE VARIETY OF CONSUMER GOODS OF OTHERS, EXCLUDING GOODS FOR INFANTS AND CHILDREN UP TO 11 YEARS OLD; RETAIL VARIETY STORES, EXCLUDING GOODS FOR INFANTS AND CHILDREN UP TO 11 YEARS OLD, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

PRIORITY CLAIMED UNDER SEC. 44(D) ON ITALY APPLICATION NO. M12013C00227, FILED 3-6-2013, REG. NO. 1563665, DATED 10-8-2013, EXPIRES 3-6-2026.

OWNER OF U.S. REG. NOS. 3,650,052 AND 3,689,438.

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

THE MARK CONSISTS OF THE WORD "KIKO" IN LARGER TYPE AND THE PHRASE "MAKE UP MILANO" IN SMALLER TYPE UNDERNEATH.

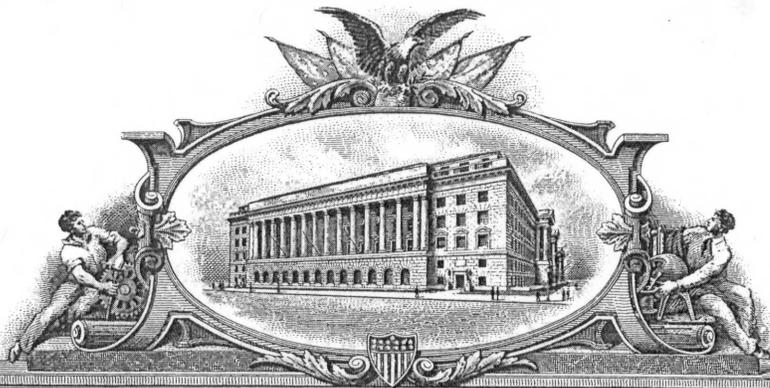
SER. NO. 85-884,151, FILED 3-22-2013.

SUZANNE BLANE, EXAMINING ATTORNEY



*Michelle K. Lee*  
Deputy Director of the United States  
Patent and Trademark Office

7550744



# THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

October 05, 2015

THE ATTACHED U.S. TRADEMARK REGISTRATION 3,650,052 IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 10 YEARS FROM *July 07, 2009*

SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:

*KIKO S.P.A.*

*A ITALY CORPORATION*

By Authority of the  
Under Secretary of Commerce for Intellectual Property  
and Director of the United States Patent and Trademark Office



*W. Montgomery*  
W. MONTGOMERY  
Certifying Officer

Int. Cl.: 3

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

**United States Patent and Trademark Office**

**Reg. No. 3,650,052**

Registered July 7, 2009

**TRADEMARK  
PRINCIPAL REGISTER**

**KIKO**

KIKO S.R.L. (ITALY COMPANY)  
VIA PAGLIA 1/D  
BERGAMO, ITALY 24122

OWNER OF ERPN CMNTY TM OFC REG. NO.  
1141126, DATED 5-15-2003, EXPIRES 4-12-2013.

FOR: MAKE-UP FOR WOMEN, IN CLASS 3 (U.S.  
CLS. 1, 4, 6, 50, 51 AND 52).

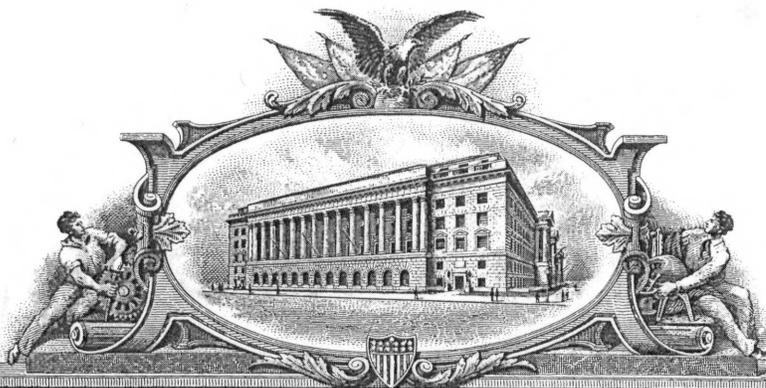
THE NAME "KIKO" DOES NOT IDENTIFY A  
LIVING INDIVIDUAL.

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

SER. NO. 77-576,761, FILED 9-23-2008.

TIMOTHY FINNEGAN, EXAMINING ATTORNEY

7550744



# THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

October 05, 2015

THE ATTACHED U.S. TRADEMARK REGISTRATION 3,689,438 IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 10 YEARS FROM *September 29, 2009*  
SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:

*KIKO S.P.A.*

*A ITALY CORPORATION*

By Authority of the  
Under Secretary of Commerce for Intellectual Property  
and Director of the United States Patent and Trademark Office

*W. Montgomery*  
W. MONTGOMERY  
Certifying Officer



# United States of America

United States Patent and Trademark Office

## KIKO

**Reg. No. 3,689,438** KIKO, S.R.L. (ITALY COMPANY)  
Registered Sep. 29, 2009 VIA PAGLIA 1/D  
BERGAMO, ITALY 24122

**Int. Cl.: 3** FOR: PERFUMES, TOILET SOAPS, COSMETICS, NAMELY DEODORANTS FOR PERSONAL USE; CREAMS, LOTIONS AND OILS FOR THE FACE AND BODY; SKIN CLEANSING MILKS, CREAMS AND OILS; MAKE-UP CREAMS; BEAUTY MASKS; MAKE-UP REMOVERS; EYE SHADOWS; LIPSTICKS; MASCARA, ROUGE; CRAYONS FOR THE EYES AND LIPS; FACE AND BODY POWDERS; SUNTANNING AND AFTER SUN EXPOSURE CREAMS, OILS AND LOTIONS; PRE AND AFTER SHAVE LOTIONS; TALCUM POWDERS, BATH SALTS, BATH FOAM, BATH OIL; HAIR SHAMPOO, HAIR LOTIONS; DEPILATORY PREPARATIONS; NAIL ENAMELS AND POLISHES, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

**TRADEMARK  
PRINCIPAL REGISTER**

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

OWNER OF ITALY REG. NO. 1187306, DATED 3-24-2000, EXPIRES 3-24-2010.

OWNER OF U.S. REG. NOS. 1,837,925 AND 1,991,440.

SER. NO. 78-641,087, FILED 6-1-2005.

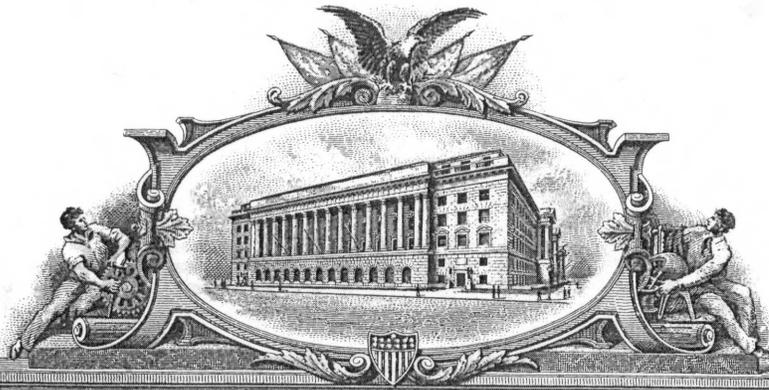
MIDGE BUTLER, EXAMINING ATTORNEY



*David J. Kypos*

Director of the United States Patent and Trademark Office

7550744



# THE UNITED STATES OF AMERICA

**TO ALL TO WHOM THESE PRESENTS SHALL COME:**

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

October 06, 2015

THE ATTACHED U.S. TRADEMARK REGISTRATION 4,065,381 IS  
CERTIFIED TO BE A TRUE COPY OF THE REGISTRATION ISSUED BY  
THE UNITED STATES PATENT AND TRADEMARK OFFICE WHICH  
REGISTRATION IS IN FULL FORCE AND EFFECT.

REGISTERED FOR A TERM OF 10 YEARS FROM *December 06, 2011*  
SAID RECORDS SHOW TITLE TO BE IN: *Registrant*

By Authority of the  
Under Secretary of Commerce for Intellectual Property  
and Director of the United States Patent and Trademark Office

  
T. WALLACE  
Certifying Officer



United States of America  
United States Patent and Trademark Office

**KIKO**

**Reg. No. 4,065,381**

**Registered Dec. 6, 2011**

**Int. Cls.: 9 and 14**

**TRADEMARK**

**PRINCIPAL REGISTER**

KIKO S.R.L. (ITALY LIMITED LIABILITY COMPANY)  
VIA GIORGIO PAGLIA, 1/D  
I-24122 BERGAMO  
ITALY

FOR: SPECTACLES, CASES AND CHAINS FOR SPECTACLES, FRAMES FOR SPECTACLES, OPTICAL LENSES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FOR: JEWELLERY AND COSTUME JEWELLERY, NAMELY RINGS, BRACELETS, NECKLACES, TIE-BARS, SCARF RINGS, PENDANTS, EAR CLIPS, TIE CLIPS, CUFFINKS, EARRINGS, KEY HOLDERS MADE OF PRECIOUS METALS, BROOCHES, PINS BEING JEWELRY; CLOCKS, WATCHES, CHRONOGRAPHS FOR USE AS WATCHES, CHRONOMETERS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

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

PRIORITY DATE OF 11-16-2009 IS CLAIMED.

OWNER OF INTERNATIONAL REGISTRATION 1030124 DATED 12-11-2009, EXPIRES 12-11-2019.

OWNER OF U.S. REG. NOS. 1,837,925, 3,689,438 AND OTHERS.

THE NAME(S), PORTRAIT(S), AND/OR SIGNATURE(S) SHOWN IN THE MARK DOES NOT IDENTIFY A PARTICULAR LIVING INDIVIDUAL.

THE WORDING "KIKO" HAS NO MEANING IN A FOREIGN LANGUAGE.

SER. NO. 79-095,635, FILED 4-27-2010.

STEVEN JACKSON, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office

# OPPOSER'S NOTICE OF RELIANCE

## II. Applicant's Answers to Interrogatories

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

KIKO S.r.L.	)	
	)	
Opposer,	)	
	)	Opposition No. 91217033
v.	)	
	)	
DOOYEON CORP.	)	
	)	
Applicant.	)	

**APPLICANT’S RESPONSES TO  
OPPOSER’S FIRST SET OF INTERROGATORIES**

Applicant Dooyeon Corp. (“Applicant” or “Dooyeon”), by and through undersigned counsel, hereby responds to the Interrogatories propounded by Opposer Kiko S.r.L. (“Opposer” or “Kiko”).

**GENERAL OBJECTIONS**

The following general objections are applicable to all Interrogatories, Instructions and Definitions. All responses to specific Interrogatories are made subject to and without waiving these general objections.

1. Applicant objects to these Interrogatories to the extent they seek the disclosure of information subject to the attorney-client privilege, work product doctrine or other applicable legal protection or privilege. Inadvertent production of such privileged information shall not constitute a waiver.
2. Applicant objects to these Interrogatories to the extent they seek confidential, sensitive, and/or legally protected business information.
3. Applicant objects to these Interrogatories to the extent they seek information that

is neither relevant to this litigation nor reasonably calculated to lead to the discovery of admissible evidence.

4. Applicant objects to these Interrogatories to the extent they seek information that is not within Applicant's possession, custody or control.

5. Applicant objects to these Interrogatories to the extent they are vague, overly broad, oppressive, or unduly burdensome.

6. Applicant objects to these Interrogatories to the extent they purport to impose a greater obligation on Applicant than that imposed by the Federal Rules of Civil Procedure and/or Trademark Rules.

7. In making these objections, Applicant does not waive, and intends to preserve:

- (a) all objections as to competency, relevancy, materiality and admissibility of any information provided in response to these Interrogatories;
- (b) all rights to object on any ground to the use of any of the information that may be provided in response to these Interrogatories in any subsequent proceeding, including the trial of this or any other action; and
- (c) Applicant's right to use such information as evidence.

8. Applicant's responses to these Interrogatories are based on information currently known to Applicant. Applicant reserves the right to amend, modify or supplement its objections and responses if it becomes aware of new information or documents.

### **OBJECTIONS AND RESPONSES**

1. State the address of each location at which Applicant (or any corporate affiliate of or related company to Applicant) maintains a place of business in the United States for the development, promotion, and/or sale of Applicant's Goods under the KICHO trademark.

**RESPONSE:** Applicant objects to this interrogatory on the grounds that it is vague and

ambiguous as to what constitutes a “place of business in the United States.” Subject to and without waiving such objections, Applicant states none.

2. Identify (by name and title) each of Applicant’s supervisory employees who have knowledge of the development, promotion, and/or sale of Applicant’s goods under KICHO trademark.

**RESPONSE:** Applicant objects to this interrogatory to the extent it seeks to limit the witnesses that Applicant may call to testify. Applicant further objects to this interrogatory on the grounds that it is vague and ambiguous as to what constitutes a “supervisory” employee as that term is not otherwise defined by Opposer in its Interrogatories. Applicant further objects to this interrogatory on the grounds that it is overly broad and unduly burdensome to request that Applicant identify all supervisory employees who may “knowledge of the development, promotion, and/or sale of Applicant’s goods under the KICHO trademark.” Indeed, every supervisory employee may incidentally have knowledge that Applicant develops, promotes and/or sells goods under the KICHO trademark. For the same reasons, Applicant objects to this interrogatory on the grounds that it seeks information that is neither relevant to this litigation nor reasonably calculated to lead to the discovery of admissible evidence.

Subject to and without waiving its objections, Applicant identifies Charles Kim, Deputy Department Head. Applicant reserves its right to supplement this response.

3. Identify the person(s) who first conceived of Applicant’s Mark for use by Applicant.

**RESPONSE:** Applicant objects to this interrogatory to the extent it seeks to limit the witnesses that Applicant may call to testify. Applicant further objects to this interrogatory on the grounds that the term “conceived” is vague and ambiguous. Subject to and without waiving its objections, Applicant identifies Dong Jin Kim, CEO of Brand Intuition Design Group. Applicant reserves its right to supplement this response.

4. Identify, by common commercial descriptive name, each product offered for sale and intended to be offered for sale in connection with Applicant's Mark in United States.

**RESPONSE:** Applicant objects to this interrogatory on the grounds that it is vague and ambiguous as to what constitutes products "offered for sale *and* intended to be offered for sale." Subject to and without waiving its objections, Applicant identifies the following, among others, as products offered for sale or intended to be offered for sale: Natural mineral foaming cleanser, Correct Control Cream, Sweet Nature Lip Balm, Ultra Moisturizing Sun Cream, Phyto Natural Refreshing Toner, Phyto Natural Total Essence, Phyto Natural Moisture Cream, Phyto Natural Enriched Eye Cream, Phyto Refreshing Daily Mask, Argan Brush Cleanser, Argan Brush Cleanser Wipe, Foundation Brush, Concealer Brush, Covered Lip Brush, Bubble Pore Brush, Deep Nutrition Hair Therapy Shampoo, Green Waterjet Cotton pad, and Green Tea Blotting Paper.

Applicant reserves its right to supplement this response.

5. For each product used in connection with Applicant's mark, state the date of first use anywhere and specify the details of such first use.

**RESPONSE:** Applicant objects to this interrogatory on the grounds that it seeks information that is neither relevant to this litigation nor reasonably calculated to lead to the discovery of admissible evidence. Applicant further objects to this interrogatory on the grounds that it is overly broad and unduly burdensome. Subject to and without waiving its objections, Applicant is currently gathering additional information to respond to this interrogatory and reserves its right to supplement and/or amend this response in due course.

6. For each product used in connection with Applicant's mark, state the date of first use in commerce of, and specify the details of such first use in commerce.

**RESPONSE:** Applicant objects to this interrogatory on the grounds that it seeks information that is neither relevant to this litigation nor reasonably calculated to lead to the

discovery of admissible evidence. Applicant further objects to this interrogatory on the grounds that it is overly broad and unduly burdensome. Subject to and without waiving its objections, Applicant is currently gathering additional information to respond to this interrogatory and reserves its right to supplement and/or amend this response in due course.

7. For each product identified in Interrogatory No. 4, state, by calendar quarter, the dollar volume budgeted and expended by Applicant to promote Applicant's Mark in commerce in connection therewith.

**RESPONSE:** Applicant objects to this interrogatory on the grounds that it is vague and ambiguous, because, among other reasons, Interrogatory No. 4 requested identification of "each product offered for sale and intended to be offered for sale in connection with Applicant's Mark in United States," and it is unclear whether this interrogatory requests information pertaining to money budgeted and spent for promotional purposes in the United States or elsewhere. Applicant further objects to this interrogatory on the grounds that it is unduly burdensome to request that Applicant delineate the "dollar volume budgeted and expended by Applicant to promote Applicant's Mark" for each specific "product offered for sale and intended to be offered for sale in connection with Applicant's Mark in United States."

8. For each product identified in Interrogatory No. 4, state, by calendar quarter, the income anticipated and/or received to date from the sale of said products bearing Applicant's Mark.

**RESPONSE:** Applicant objects to this interrogatory on the grounds that it is vague and ambiguous, because, among other reasons, Interrogatory No. 4 requested identification of "each product offered for sale and intended to be offered for sale in connection with Applicant's Mark in United States," and it is unclear whether this interrogatory requests information pertaining to income anticipated and/or received from the sale of products in the United States or elsewhere. Applicant further objects to this interrogatory on the grounds that it is unduly burdensome to

request that Applicant state the “income anticipated” for each and every product it merely intends to sell.

9. Identify representative examples of each different promotional document and item used and being considered for use by Applicant in connection with the promotion and sale of Applicant’s Goods under Applicant’s Mark.

**RESPONSE:** Applicant objects to this interrogatory on the grounds that it is vague and ambiguous as to, among other things, what constitutes “representative samples of each different promotional document and item.” Applicant further objects to this interrogatory on the grounds that it is overly broad and unduly burdensome to request that Applicant identify promotional efforts that it is merely considering for use. Subject to and without waiving its objections, Applicant states that it uses, among other things, print advertisements, radio and websites. Applicant reserves its right to supplement this response.

10. Identify those investigations or searches (of any type) conducted by or on behalf of Applicant in connection with its decision to adopt, use, or apply for Federal registration of Applicant’s Mark in the United States.

**RESPONSE:** Applicant objects to this interrogatory on the grounds that it seeks the disclosure of information subject to the attorney-client privilege, work product doctrine or other applicable legal protection or privilege.

11. State whether Applicant had knowledge of Opposer’s use of Opposer’s Mark prior to Applicant’s decision to adopt, use, or apply for federal registration of Applicant’s Mark in the United States.

**RESPONSE:** Subject to and without waiving its objections, Applicant states that it had knowledge of Opposer’s use of Opposer’s Mark prior to the filing of Applicant’s trademark application in the United States, but that Applicant had determined that there was no likelihood of confusion between Opposer’s Mark and Applicant’s Mark. Indeed, a court in South Korea has determined that there is no likelihood of confusion between Opposer’s Mark and Applicant’s

Mark. Applicant reserves its right to supplement this request.

12. State whether Applicant had knowledge of U.S. Registration No. 3,689,438 prior to Applicant's decision to adopt, use or apply for federal registration of Applicant's Mark in the United States.

**RESPONSE:** Subject to and without waiving its objections, see response to Interrogatory No. 11.

13. State whether Applicant had knowledge of U.S. Registration No. 3,650,052 prior to Applicant's decision to adopt, use or apply for federal registration of Applicant's Mark in the United States.

**RESPONSE:** Subject to and without waiving its objections, see response to Interrogatory No. 11.

14. If Applicant had prior knowledge of Opposer's Mark, state whether Applicant considered the issue of, and/or received any opinions concerning, a likelihood of confusion between Opposer's Mark and Applicant's Mark.

**RESPONSE:** Subject to and without waiving its objections, see response to Interrogatory No. 11.

15. Identify (by title, publisher, issue date, page number, and any other relevant designation), those printed and electronic publications (including web pages) in which Applicant has promoted or plans to promote Applicant's Goods in commerce in connection with Applicant's Mark.

**RESPONSE:** Applicant objects to this interrogatory on the grounds that it is vague and ambiguous as to, among other things, what may constitute Applicant promoting Applicant's Goods and how Applicant can identify issue dates, page numbers and other relevant designations for "plans to promote Applicant's Goods." Subject to and without waiving its objections, Applicant identifies that it has promoted its goods in, among other "publications:" (1) www.kichocosmetics.com; (2) Allure Magazine, Korea; (3) InStyle Magazine, Korea; (4) www.naver.com; (5) www.youtube.com; (6) www.daum.net; (7) www.facebook.com; (8) www.instagram.com; and (9) International bnt World, Korea. Applicant reserves its right to

supplement this response.

16. Identify (by name, date and location) those trade shows or fairs in the United States which Application has organized, promoted, and/or in which it has participated, or which Applicant intends to organize, promote and/or in which it intends to participate in connection with Applicant's Mark.

**RESPONSE:** Subject to and without waiving its objections, Applicant states that it has not attended trade shows or fairs in the United States for the purpose of promoting its mark.

Applicant reserves its right to amend and/or supplement this response.

17. Identify any market research (including surveys, studies, investigations and focus group inquiries) conducted by or on behalf of Applicant in the United States regarding Applicant's Mark or Opposer's Mark.

**RESPONSE:** Subject to and without waiving its objections, Applicant states that market research (including surveys, studies, investigations and focus group inquiries) was never completed by or on behalf of Applicant in the United States regarding Applicant's Mark or Opposer's Mark. Applicant reserves its right to supplement and/or amend this response.

18. Identify those persons having the most knowledge of any market research (including surveys, studies, investigations and focus group inquiries) conducted by or on behalf of Applicant in the United States regarding Applicant's Mark or Opposer's Mark.

**RESPONSE:** Subject to and without waiving its objections, see response to Interrogatory No. 17.

19. Identify each reported instance of actual confusion, mistake, or deception known to Applicant between Applicant's goods promoted or sold in connection with Applicant's Mark in the United States and Opposer's products promoted or sold in connection with Opposer's Mark in the United States.

**RESPONSE:** Subject to and without waiving its objections, Applicant states none.

20. For each instance of actual confusion identified in the answer to the previous interrogatory, identify all persons with knowledge of each such instance.

**RESPONSE:** Subject to and without waiving its objections, Applicant states that it did not identify any instances in response to Interrogatory No. 19.

21. Identify any agreements (such as assignments, licenses, authorizations, permissions, or consents) entered into by Applicant, or negotiated by Applicant but not consummated, regarding the use of Applicant's Mark in commerce.

**RESPONSE:** Applicant objects to this interrogatory on the grounds that it is vague and ambiguous. Subject to and without waiving its objections, Applicant states that it has not entered into any assignment or licensing agreement regarding the use of its mark. Applicant reserves its right to supplement and/or amend this response.

22. Identify the channels of distributions and the geographical areas of trade in the United States within which Applicant's Goods are or are intended to be promoted and/or sold in commerce in connection with Applicant's Mark.

**RESPONSE:** Applicant objects to this interrogatory on the grounds that it is vague and ambiguous, because, among other reasons, it is unclear whether having a website viewable around the world constitutes promoting the mark in the United States. Subject to and without waiving its objections, see response to Interrogatory No. 15.

23. Identify each person or agency that has participated in the creation or distribution of advertisements or promotional items in the United States for Applicant's Goods in connection with Applicant's Mark, and the period of time during which each such person or agency has participated.

**RESPONSE:** Applicant objects to this interrogatory on the grounds that it is vague and ambiguous, because, among other reasons, it is unclear whether having a website viewable around the world constitutes promoting the mark in the United States. Subject to and without waiving its objections, Applicant identifies Charles Kim, Deputy Department Head, since October 2013. Applicant reserves its right to supplement this response.

24. For each product identified in Interrogatory No. 4, state the price(s) charged to customers for each product bearing Applicant's Mark.

**RESPONSE:** Applicant objects to this interrogatory on the grounds that it is vague and ambiguous, because, among other reasons, Interrogatory No. 4 requested identification of "each

product offered for sale and intended to be offered for sale in connection with Applicant’s Mark in United States,” and it is unclear whether this interrogatory requests information pertaining to prices charged, or prices Applicant intends to charge, in the United States. Applicant further objects to this interrogatory on the grounds that it is overly broad and unduly burdensome to request Applicant to identify prices that may be charged by third party sellers of Applicant’s Goods. Subject to and without waiving such objections, Applicant states as follows:

KICHO Naturla mineral foaming cleanser	US\$ 37.00
KICHO Correct control cream	US\$ 29.00
KICHO Sweet Nature Lip Balm	US\$ 21.00
KICHO Ultra Moisturizing Sun Cream	US\$ 36.00
KICHO Phyto Natural Refreshing Toner	US\$ 52.00
KICHO Phyto Natural Total Essence	US\$ 78.00
KICHO Phyto Natural Moisture Cream	US\$ 70.00
KICHO Phyto Natural Enriched Eye Cream	US\$ 62.00
KICHO Phyto Refreshing Daily Mask (5pcs)	US\$ 20.00
KICHO Argan Brush Cleanser	US\$ 20.00
KICHO Argan Brush Cleanser Wipe (5pcs)	US\$ 15.00
KICHO Foundation Brush	US\$ 22.00
KICHO Concealer Brush	US\$ 13.00
KICHO Covered Lip Brush	US\$ 15.00
KICHO Bubble Pore Brush	US\$ 45.00
KICHO Deep Nutrition Hair Therapy shampoo	US\$ 138.00
KICHO Green Waterjet Cotton pad	US\$ 5.00
KICHO Green Tea Blotting Paper	US\$ 4.00

Applicant reserves its right to supplement and/or amend this response.

25. Explain the intended meaning of Applicant’s KICHO Mark to Applicant’s targeted customers and potential customers.

**RESPONSE:** Applicant objects to this interrogatory on the grounds that it is vague and ambiguous. Subject to and without waiving its objections, see

<http://www.kichocosmetics.co.kr/shop/service/company.php>.

26. For each expert Applicant has retained to give testimony in this proceeding, provide the information required in Rule 26(a)(2)(B), Fed.R.Civ.P.

**RESPONSE:** Subject to and without waiving its objections, Applicant reserves the right to designate an expert to give testimony and will provide the information required in Rule 26(a)(2)(B), Fed.R.Civ.P.

27. Identify the types of consumers to whom Applicant promotes and/or sells products bearing Applicant's Mark.

**RESPONSE:** Applicant objects to this interrogatory on the grounds that the phrase "types of consumers" is vague and ambiguous. Applicant further objects to this interrogatory on the grounds that it is unduly burdensome to request that Applicant identify consumers who purchase Applicant's Goods from third parties. Subject to and without waiving its objections, Applicant states that it promotes its products primarily to women.

28. Provide the identities of establishments which carry, promote or sell products bearing Applicant's Mark.

**RESPONSE:** Applicant objects to this interrogatory on the grounds that it is vague and ambiguous. Subject to and without waiving its objections, see response to Interrogatory No. 15. Applicant's products are also sold in its own store and in third-party stores in Korea, Singapore, Malaysia, Vietnam, China and Taiwan. Applicant reserves its right to supplement this response.

29. Identify any person who expressed reservations about the adoption of Applicant's Mark for use as a trademark and state the substance of the reservations expressed.

**RESPONSE:** Applicant objects to this interrogatory on the grounds that it is vague and ambiguous as to what constitutes a "reservation." Applicant further objects to this interrogatory to the extent it seeks the disclosure of information subject to the attorney-client privilege, work product doctrine or other applicable legal protection or privilege. Subject to and without waiving

its objections, Applicant states none.

30. State the basis for the Affirmative Defenses contained within Applicant's Answer to the Notice of Opposition.

**RESPONSE:** Applicant objects to this interrogatory to the extent it seeks the disclosure of information subject to the attorney-client privilege, work product doctrine or other applicable legal protection or privilege. Subject to and without waiving its objections, Applicant states that its Answer speaks for itself and contains the bases for the defense asserted. Applicant reserves its right to supplement this response.

31. Identify each person who has supplied documents or information for, or who has participated in responding to, these Interrogatories, Opposer's First Request for Production of Documents and Things, and Opposer's First Requests for Admissions.

**RESPONSE:** Subject to and without waiving its objections, Applicant identifies Charles Kim, Deputy Department Head.

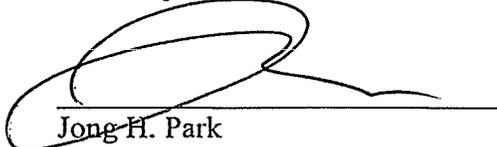
I SOLEMNLY AFFIRM UNDER THE PENALTIES OF PERJURY AND UPON PERSONAL KNOWLEDGE THAT THE FOREGOING IS TRUE TO THE BEST OF MY KNOWLEDGE, INFORMATION AND BELIEF



---

Charles Kim  
Deputy Department Head  
Dooyeon Corp.

As to objections,



---

Jong-H. Park  
Peter K. Hwang  
The PL Law Group, PLLC  
11710 Plaza America Drive  
Suite 2000  
Reston, Virginia 20190-4743

Tel: (410) 772-2324  
Fax: (410) 772-2328

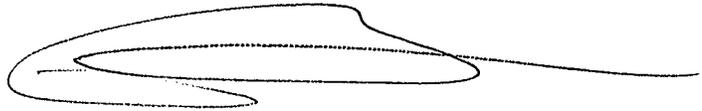
*Attorneys for Applicant*

**CERTIFICATE OF SERVICE**

I HEREBY CERTIFY that, on this 19th day of March 2015, a true and correct copy of the foregoing was served upon the following by electronic mail and first-class mail, postage prepaid:

Michael J. Leonard  
Christopher D. Olszyk, Jr.  
Fox Rothschild LLP  
997 Lenox Drive, Building 3  
Lawrenceville, NJ 08648-2311

*Counsel for Opposer*

A handwritten signature in black ink, appearing to read "Peter K. Hwang", written over a horizontal line.

Peter K. Hwang

# OPPOSER'S NOTICE OF RELIANCE

## III. Affidavit of Opposer Managing Director Stefano Percassi

**THE UNITED STATES PATENT AND TRADEMARK OFFICE  
TRADEMARK TRIAL AND APPEAL BOARD**

KIKO S.r.l.,	:	
	:	Opposition 91217033
Opposer,	:	
	:	
v.	:	
	:	
DOOYEON CORP.,	:	
	:	
Applicant.	:	

---

**AFFIDAVIT OF STEFANO PERCASSI**

I, Stefano Percassi, hereby state:

1. My name is Stefano Percassi. I am employed by Kiko S.p.A. (formerly Kiko S.r.l.) as its Managing Director. I have held this position since April 23<sup>rd</sup> 2013.
2. I am well-acquainted with the cosmetics and skin care industry as a user of such products and as a professional working for companies involved in the manufacture, sale and distribution of cosmetics, make-up and skin care-related products and services.
3. As the Managing Director of Kiko S.p.A. (hereafter "Kiko") and as a result of my 18 years of experience in the cosmetics and skin care products business, I have acquired both extensive industry knowledge and corporate institutional knowledge of Kiko, our KiKO branded products and the cosmetics industry as a whole.
4. Through my position and my own investigation into the subjects of this proceeding, I have personal knowledge of facts as stated herein.
5. Kiko, founded in 1997 and owned by the Percassi Group, is a leading Italian-based company offering cosmetics, professional make-up and cutting-edge face and body treatments. Kiko maintains its corporate office in Bergamo, Italy, and has over 700 KIKO

MILANO-branded stores located in Italy, Germany, France, Portugal, Spain, the United Kingdom, Austria, Switzerland, the Netherlands, Belgium, Poland, and the USA. Each of our company's KIKO MILANO-branded stores offers customers a wide selection of innovative KIKO-branded products that allow them to experiment with make-up and discover the skin treatments that best suit their needs.

6. Since its founding, Kiko has used "KIKO" as a trademark in connection with, *inter alia*, cosmetics, skin care products, and other beauty products (the "KIKO Mark"). The KIKO Mark has been continuously used on products offered in United States commerce via online platforms since at least as early as 2010. Kiko opened its first KIKO-branded store in the United States on 20 March 2014, and has since opened 17 additional stores throughout the United States located in the states of New York, New Jersey, Connecticut, Rhode Island, Virginia, Maryland, Nevada, Florida and California. Each of these stores offers for sale a variety of KIKO-branded products.

7. There is no intended meaning behind the KIKO Mark, as it is merely an arbitrary term.

8. Currently, Kiko sells and offers for sale hundreds of products under the KIKO Mark in the United States including, but not limited to perfumes, toilet soaps, cosmetics; deodorants for personal use; creams, lotions and oils for the face and body; skin cleansing milks, creams and oils; make-up creams; beauty masks; make-up removers; eye shadows; lipsticks; mascara, rouge; crayons for the eyes and lips; face and body powders; sun tanning and after sun exposure creams, oils and lotions; pre and after shave lotions; talcum powders, bath salts, bath foam, bath oil; hair shampoo, hair lotions; depilatory preparations; and nail enamels and

polishes. Examples of KIKO-branded products offered and sold in the United States can be found in Attached Exhibit A.

9. KIKO-branded products are marketed and sold as affordable European designed and produced products for purchase by all classes of female consumers from all walks of life and encompassing all age groups.

10. With respect to the United States, Kiko sells its KIKO-branded goods through the internet, including at the website <http://www.kikocosmetics.com/en-us/>, as well as in our KIKO MILANO-branded retail stores. In 2014, sales of KIKO-branded products in the United States were in excess of \$2,230,126. In 2014, approximately 260,188 units of KIKO-branded products were sold in the United States.

11. Kiko has extensively advertised the KIKO Mark internationally, including the United States. To advertise and promote its products sold under the KIKO Mark, Kiko uses, among other things, print advertisements and websites. These websites include [www.kikocosmetics.us](http://www.kikocosmetics.us) and [www.kikocosmetics.com](http://www.kikocosmetics.com), as well as social media websites, such as Facebook, Instagram, Twitter and YouTube. As examples of Kiko's, and its KIKO-branded products' notoriety and fame, it can be seen that Kiko's Instagram account (@kikocosmeticsofficial) has over 470,000 followers (Exhibit B), and recent videos uploaded on Kiko's YouTube page (@KikoCosmetics) have over 9,700,000 views. (Exhibit C)

12. As a result of Kiko's use of its KIKO Mark and Kiko's advertising and sales of its KIKO-branded products, the KIKO Mark has earned a significant amount of goodwill. The KIKO trademark has become widely recognized throughout the cosmetic, skin care and fashion industries as a source identifier used in connection with Kiko's high quality and affordable cosmetics, skin care and related products.

13. Kiko is the registrant and present record owner of the U.S. Patent and Trademark Office Registration No. 3,650,052 (the '052 Registration'), issued 7 July 2009 for the mark KIKO in International Class 3 covering goods described as "make-up for women." The foregoing Registration is not limited by channels of trade or classes of purchasers. The '052 Registration is valid, subsisting, and incontestable and serves as *prima facie* evidence of the validity of the registered KIKO Mark set forth therein and Kiko's exclusive right to use the registered Mark set forth therein in connection with the goods specified in the registration. A certified status and title copy of the foregoing Registration, a copy of the Notice of Acceptance of the Declaration of Use recently issued in connection with this Registration and copies of the specimens filed in support of the Declaration of Use are attached as Exhibit D.

14. Kiko is the registrant and present record owner of U.S. Patent and Trademark Office Registration No. 3,689,438 (the '438 Registration'), issued 29 September 2009, for the mark KIKO in International Class 3 covering goods described as "perfumes, toilet soaps, cosmetics, namely deodorants for personal use; creams, lotions and oils for the face and body; skin cleansing milks, creams and oils; make-up creams; beauty masks; make-up removers; eye shadows; lipsticks; mascara, rouge; crayons for the eyes and lips; face and body powders; suntanning and after sun exposure creams, oils and lotions; pre and after shave lotions; talcum powders, bath salts, bath foam, bath oil; hair shampoo, hair lotions; depilatory preparations; nail enamels and polishes." The '438 Registration is valid, subsisting, and incontestable and serves as *prima facie* evidence of the validity of the registered KIKO Mark set forth therein and Kiko's exclusive right to use the registered Mark set forth therein in connection with the goods specified in the registration. A certified status and title copy of the foregoing Registration, a copy of the Notice of Acceptance of the Declaration of Use recently issued in connection with this

Registration and copies of the specimens filed in support of the Declaration of Use are attached as Exhibit E.

15. Kiko is the registrant and present record owner of U.S. Patent and Trademark Office Registration No. 4,065,381 (the '381 Registration") issued 6 December 2011 for the mark KIKO in International Class 9 covering goods described as "spectacles, cases and chains for spectacles, frames for spectacles, optical lenses," and in International Class 14 for "jewellery and costume jewellery, namely rings, bracelets, necklaces, tie-bars, scarf rings, pendants, ear clips, tie clips, cufflinks, earrings, key holders made of precious metals, brooches, pins being jewelry; clocks, watches, chronographs for use as watches, chronometers." The foregoing Registration is not limited by channels of trade or classes of purchasers. The '381 Registration is valid and subsisting and serves as *prima facie* evidence of the validity of the registered KIKO Mark set forth therein and Kiko's exclusive right to use the registered Mark set forth therein in connection with the goods specified in the registration. A certified status and title copy of the foregoing Registration is attached as Exhibit F.

16. Kiko is the registrant and present record owner of U.S. Patent and Trademark Office Registration No. 4,690,585 (the '585 Registration") issued 24 February 2015 for the mark KIKO MAKE UP MILANO in International Class 3 covering goods described as "perfumes, toilet soaps, cosmetics, namely, deodorants for personal use; creams, lotions and oils for the face and body; skin cleansing milks, creams and oils; make-up creams; beauty masks; make-up removers; eye shadows; lipsticks; mascara, rouge; crayons for the eyes and lips; face and body powders; suntanning and after sun exposure creams, oils and lotions; pre- and after-shave lotions; talcum powders, bath salts, bath foam, bath oil; hair shampoo, hair lotions; depilatory preparations; nail enamels and polishes, excluding goods for infants and children up to

11 years old,” and in International Class 35 for “retail department store services, excluding goods for infants and children up to 11 years old; retail store services featuring a wide variety of consumer goods of others, excluding goods for infants and children up to 11 years old; retail variety stores, excluding goods for infants and children up to 11 years old.” The ‘585 Registration is valid and subsisting and serves as *prima facie* evidence of the validity of the registered KIKO MAKE-UP MILANO Mark set forth therein and Kiko’s exclusive right to use the registered Mark set forth therein in connection with the goods and services specified in the registration. A certified status and title copy of the foregoing Registration is attached as Exhibit G.

17. Applicant Dooyeon Corp.’s (“Dooyeon”) is a direct competitor of Kiko, as Dooyeon sells cosmetic and other beauty products under the KICHO and Design mark.

18. On 3 September 2013, Dooyeon filed Application Serial No. 86/053,930 (the ‘930 Application”) for the registration of the mark “KICHO.” The ‘930 Application covers goods described as “eyebrow pencils; lip liner; mascara; make-up foundations; hair colorants; cosmetic preparations for bath and shower; body lotions; bath lotion; shower gels; skin lotions; eyeliner; eye cream; face and body lotions; perfumes; hair gel; hair spray; make-up powder; and make-up removing lotions” (the “Dooyeon Goods”).

19. Kiko is using, and has used the KIKO Mark in the United States on products that are identical, overlapping and/or closely related to the Dooyeon Goods. The Dooyeon Goods are intended to be used in connection with the KICHO mark are targeted to the substantially the same consumer base as Kiko’s KIKO-branded products. Like our company’s KIKO-branded goods, KICHO and Design-branded goods are also extensively marketed to consumers via an on-line platform. Please see attached Exhibit H.

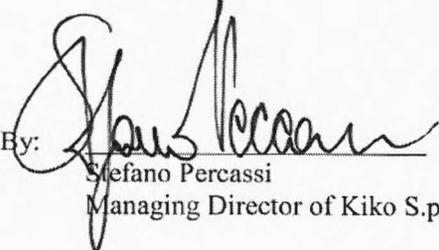
20. The dominant KICHO portion of the applied for KICHO and Design mark can and will be pronounced in English similar to if not identical to the KIKO mark. Furthermore, as the dominant KICHO term shares the same first and last letters of the KIKO mark, the KICHO and KIKO marks will appear similar in appearance to consumers.

21. KIKO does not have control over (i) the nature and quality of the Dooyeon Goods offered under the KICHO mark; (ii) the impression that Dooyeon makes on Kiko's actual and potential consumers by the sale of the Dooyeon Goods under the KICHO mark; and (iii) the effect that Dooyeon is having on the goodwill associated with the marks that are proprietary to Kiko.

22. If Dooyeon is permitted to register the KICHO and Design mark, our company will suffer harm to not only sales of KIKO-branded cosmetic products, but also the goodwill we have worked hard to establish in the United States and throughout the world. Furthermore, our customers and cosmetic and skin care product customers at large will experience confusion or mistake as to whether there exists some type of association, affiliation and/or endorsement between the parties and their KIKO and KICHO branded products.

I declare under penalty of perjury that the foregoing is true and correct. This Affidavit is made subject to the penalties of 28 U.S.C. § 1746 relating to unsworn falsifications to authorities.

Dated: 27 October 2015

By:   
Stefano Percassi  
Managing Director of Kiko S.p.A.

# **EXHIBIT “A”**

FREE GIFT BOX FOR ANY ORDER

Login Register 0



NEW MAKE UP SKIN CARE ACCESSORIES BEST SELLERS SALE #KIKOTRENDSETTERS

KIKO Make Up Face

FACE

Sort by

All Primer Foundations Concealers Powders Bronzers Blush Illuminating Fixing Products



SPECIAL OFFER

SKIN TONE CORRECTOR PRIMER

Face skin tone concealer primer base

196 reviews

From USD 7.90

USD 16.00 - 50 %

SELECT A COLOUR

Available in 3 colours



LIQUID SKIN SECOND SKIN...

Liquid foundation with a second skin effect



BEST SELLER

MAT BASE CORRECTOR PRIMER

Mat face primer, ideal for combination to oily skin

65 reviews

USD 14.00

ADD TO SHOPPING BAG



FULL COVERAGE CONCEALER

Very high coverage concealer

380 reviews



PERFECT BASE CORRECTOR

Perfecting face base

28 reviews

USD 21.00

ADD TO SHOPPING BAG



COLOUR CORRECTION...

Concealer palette in 5 shades

47 reviews



UNIVERSAL FIT HYDRATING...

Moisturizing and emollient fluid foundation

125 reviews

USD 14.00

SELECT A COLOUR

Available in 30 colours



SKIN EVOLUTION CONCEALER

High coverage concealer stick

152 reviews

USD 26.00

USD 12.00

USD 21.00

USD 9.00

FREE GIFT BOX FOR ANY ORDER

Login Register 0



SELECT A COLOUR NEW

MAKE UP

SKIN CARE ACCESSORIES

BEST SELLERS SALE KIKOTRENDBETTERS

SELECT A COLOUR

Available in 14 colours

Available in 8 colours

Available in 16 colours



UNLIMITED FOUNDATION

DARK CIRCLE TONE ERASER

DARK CIRCLE CONCEALER

SOFT FOCUS COMPACT WET & DRY MINERAL FOUNDATION

Long-lasting fluid foundation

Tone corrector

Liquid concealer specifically for providing long-lasting coverage for dark circles

Compact mineral foundation. Tested to last up to 10 hours

9 reviews

17 reviews

106 reviews

USD 22.00

USD 13.00

USD 13.00

USD 19.00

SELECT A COLOUR

SELECT A COLOUR

SELECT A COLOUR

SELECT A COLOUR

Available in 13 colours

Available in 2 colours

Available in 8 colours

Available in 20 colours



SOFT FOCUS FOUNDATION

COMPACT POWDER

COLOUR CORRECTION POWDER

BRONZER POWDER

Mineral powder foundation

Micronized compact powder with a mat finish

Baked Correction Powder in 4 shades

Micronized bronzer with mineral formula

118 reviews

53 reviews

30 reviews

51 reviews

USD 20.00

USD 16.00

USD 21.00

USD 16.00

SELECT A COLOUR

SELECT A COLOUR

ADD TO SHOPPING BAG

SELECT A COLOUR

Available in 12 colours

Available in 6 colours

Available in 6 colours





NEW

MAKE UP

SKIN CARE

ACCESSORIES

BEST SELLERS

SALE

#KIKOTRENDSETTERS

MODERN TRIBES SPECIAL OFFER

ESSENTIAL BRONZER

Silky and smoothing maxi baked bronzer

25 reviews

USD 12.90

USD 27.00 - 52 %

SELECT A COLOUR



SOFT TOUCH BLUSH

Powder blush

217 reviews

USD 12.00

SELECT A COLOUR

Available in 14 colours

TRI-BAL SOUL BAKED BLUSH

Baked blush with three shades

29 reviews

USD 10.90

USD 22.00 - 50 %

SELECT A COLOUR



INVISIBLE POWDER

Transparent, anti-shine setting powder

271 reviews

USD 19.00

ADD TO SHOPPING BAG



MODERN TRIBES SPECIAL OFFER

FREE SPIRIT LIPS & CHEEKS

Lipstick and blush pencil

44 reviews

USD 5.90

USD 12.00 - 50 %

SELECT A COLOUR

Available in 2 colours

Sign up for the latest news, rewards, promotions and more!

Free Standard shipping over \$ 35.00

Secure payments

Customer Service MON-FRI: 9am to 6pm EST

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SIGN UP FOR KIKO EMAILS Your email...

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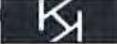
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NEW MAKE UP SKIN CARE ACCESSORIES BEST SELLERS SALE #KIKOTRENDSETTERS

KIKO Make Up Eyes

EYES

Sort by

All Primer Eyeshadows Eye Pencils Mascaras Eyeliners Eyebrows



PEARLY EYE BASE

Brightening eye base

50 reviews

USD 11.00

ADD TO SHOPPING BAG



EYE BASE PRIMER

Fixing base for eyeshadow

203 reviews

USD 11.00

ADD TO SHOPPING BAG



SWATCH

INFINITY+ SPARKLE...

CLICS System™ Eyeshadow

51 reviews

USD 8.00

SELECT A COLOUR

Available in 12 colours



WATER EYESHADOW

Instant colour eyeshadow, for wet and dry use.

276 reviews

USD 14.00

SELECT A COLOUR

Available in 29 colours



CREAM CRUSH LASTING...

Long-lasting cream eyeshadow

56 reviews



SPECIAL OFFER

LONG LASTING STICK...

Extreme hold eyeshadow stick

451 reviews

From



SPECIAL OFFER

COLOUR SPHERE DUO...

Dual Effect Baked Eyeshadow

48 reviews



SPECIAL OFFER

COLOR SPHERE DUO...

Dual Effect Baked Eyeshadow

77 reviews

USD 14.00

SELECT A COLOUR NEW

Available in 16 colours



COLOUR SPHERE EYESHADOW

Silk-Effect Baked Eyeshadow

119 reviews

USD 5.90

USD-12.00 - 50 %

SELECT A COLOUR

Available in 39 colours



PIGMENT LOOSE EYESHADOW

Loose powder eyeshadow with pure pigments

57 reviews

USD 6.90

USD-14.00 - 50 %

SELECT A COLOUR

Available in 6 colours



MIXING SOLUTION

Mixing Solution for Pigment Loose Eyeshadow

18 reviews

USD 6.90

USD-14.00 - 50 %

SELECT A COLOUR

Available in 12 colours



EYESHADOW

High pigmentation eyeshadow. Test hold up to 12 hours.

322 reviews

USD 12.00

SELECT A COLOUR

Available in 30 colours



VIBE² LONGLASTING EYESHADOW

Eyeshadow pencil duo with extreme hold

25 reviews

From USD 5.90

USD-12.00 - 50 %

SELECT A COLOUR

Available in 20 colours



COLOR FEVER EYESHADOW PALETTE

Palette with four shades of baked eyeshadow

57 reviews

USD 2.90

USD-6.00 - 51 %

ADD TO SHOPPING BAG



INFINITY EYESHADOW

CLICS System™ Eyeshadow

108 reviews

From USD 1.90

USD-6.00 - 68 %

SELECT A COLOUR

Available in 89 colours



EYETECH LOOK EYESHADOW

Automatic Eyeshadow Pen

49 reviews

USD 5.90

USD-13.00 - 54 %

SELECT A COLOUR

Available in 6 colours



USD 9.90

USD-20.00 - 50 %

SELECT A COLOUR

Available in 4 colours



USD 8.00

SELECT A COLOUR

Available in 96 colours



USD 3.90

USD-9.00 - 56 %

SELECT A COLOUR

Available in 18 colours





**SMART EYE PENCIL**

Wooden Eye Pencil with intense colour

121 reviews

**USD 4.00**

SELECT A COLOUR

Available in 24 colours



SPECIAL OFFER

**GLOSSY EYE PENCIL**

Outer eye pencil with applicator

24 reviews

**USD 3.90**

USD 8.00 - 51 %

SELECT A COLOUR



SPECIAL OFFER

**GLAMOROUS EYE PENCIL**

Luminous colour waterproof eye pencil



**KAJAL**

Kohl pencil for inner eye rim

39 reviews

**USD 6.00**

ADD TO SHOPPING BAG



SPECIAL OFFER

**PRECISION EYE PENCIL**

Clean and precise eye pencil

57 reviews

**USD 2.90**

USD 6.00 - 51 %

SELECT A COLOUR

Available in 7 colours



MODERN TRIBES SPECIAL OFFER

**GRAPHIC RITUAL KAJAL EYELINER**

Pencil for the inner and outer eye



**AUTOMATIC PRECISION EYELINER AND KHÖL**

Automatic Eye Pencil for inner and outer eye rim

111 reviews

**USD 9.00**

SELECT A COLOUR

Available in 18 colours



**COLOUR KAJAL**

Colour Kohl Pencil for the inner eye rim

70 reviews

**USD 6.00**

SELECT A COLOUR

Available in 11 colours



**INTENSE COLOUR LONG LASTING EYELINER**



**VIBRANT EYE PENCIL**

Waterproof Eye Pencil for outer eye rim.

79 reviews

**USD 3.90**

USD 8.00 - 51 %

SELECT A COLOUR

Available in 6 colours



SPECIAL OFFER

**GLITTER EYE PENCIL**

Eyeliner pencil

12 reviews

**USD 2.90**

USD 6.00 - 51 %

SELECT A COLOUR



**DEEP BLACK KAJAL**

Black Kajal

94 reviews

FREE GIFT BOX FOR ANY ORDER Intense and smooth-gliding outer eye pencil with long wear

Login Register 0 16 reviews

USD 2.90

NEW

USD 3.90

MAKE UP SKIN CARE ACCESSORIES

USD 8.00

BEST SELLERS SALE

#KIKOTRENDSSETTERS

USD 12.00

USD 6.00 - 51 %

USD 8.00 - 51 %

SELECT A COLOUR

Available in 16 colours



VOLUME TOP COAT MASCARA

Volume Top Coat Mascara

89 reviews

SELECT A COLOUR

Available in 6 colours



SUPER COLOUR MASCARA

Volumizing Colour Mascara

112 reviews

SELECT A COLOUR

Available in 16 colours



EYEBROW DESIGNER

Clear Eyebrow Gel Mascara

28 reviews

ADD TO SHOPPING BAG



LUXURIOUS LASHES WATERPROOF MASCARA

Extra-volume effect, waterproof formula mascara

60 reviews

USD 10.00

SELECT A COLOUR



LUXURIOUS LASHES EXTRA VOLUME BRUSH MASCARA

Extra-volume and definition mascara

88 reviews

USD 8.00

SELECT A COLOUR

Available in 11 colours



ULTRA TECH WP MASCARA

Volume Mascara with flexible elastomer brush Waterproof formula

51 reviews

USD 10.00

ADD TO SHOPPING BAG



VOLUME ATTRACTION MASCARA

Adjustable volume mascara

27 reviews

USD 10.00

ADD TO SHOPPING BAG



UNFORGETTABLE WP MASCARA

Long-lasting curling mascara. Waterproof formula.

35 reviews

USD 10.00

ADD TO SHOPPING BAG



SPECIAL OFFER  
UNFORGETTABLE MASCARA

Long-lasting curling mascara

37 reviews

USD 4.90

USD 10.00 - 51 %

ADD TO SHOPPING BAG



SPECIAL OFFER  
30 DAYS EXTENSION - DAILY TREATMENT MASCARA

Lash lengthening treatment +169%\* growth in 30 days.

52 reviews

USD 5.90

USD 12.00 - 50 %

ADD TO SHOPPING BAG



SPECIAL OFFER  
EXTRA CURL MASCARA

Curling volume mascara

31 reviews

USD 6.90

USD 10.00 - 31 %

ADD TO SHOPPING BAG



MIAMI BEACH BABE  
POWER POP MASCARA

Volumizing mascara in vivid colours

16 reviews

USD 4.90

USD 10.00 - 51 %

SELECT A COLOUR

Available in 4 colours



PRO GEL MASCARA

Transparent gel mascara with nutrient and strengthening action

22 reviews

USD 10.00

ADD TO SHOPPING BAG



NEW BEST SELLER  
EXTRA SCULPT VOLUME MASCARA

Volumizing mascara for fuller-looking lashes with a panoramic effect

21 reviews

USD 14.00

ADD TO SHOPPING BAG



MODERN TRIBES  
DAWN TILL DUSK VOLUME MASCARA

Black mascara with buildable volume

9 reviews

USD 5.90

USD 12.00 - 50 %

ADD TO SHOPPING BAG



GLITTER TOP COAT MASCARA

Glitter Top Coat Mascara

3 reviews

USD 10.00

ADD TO SHOPPING BAG



30 DAYS EXTENSION - DAILY TREATMENT MASCARA  
Lash lengthening treatment +169%\* growth in 30 days.

NEW  
27 reviews

USD 12.00

ADD TO SHOPPING BAG



BEST SELLER

ULTRA TECH CURVE MASCARA  
Volume, definition and curl mascara with a flexible elastomer brush

121 reviews

30 DAYS EXTENSION - NIGHT TREATMENT BOOSTER  
Gel lash lengthener night treatment +169%\* growth in 30 days.

MAKE UP  
12 reviews

USD 12.00

ADD TO SHOPPING BAG



LONGEYES PLUS ACTIVE MASCARA  
Active mascara with lengthening effect

23 reviews

FREE GIFT BOX FOR ANY ORDER  
LUXURIOUS LASHES MAXI BRUSH MASCARA  
Shaped lashes effect mascara

BEST SELLERS  
65 reviews

USD 10.00

ADD TO SHOPPING BAG



VOLUMEYES PLUS ACTIVE MASCARA  
Active mascara with volume effect

65 reviews

ULTRA TECH MASCARA  
Volume mascara with flexible elastomer brush

119 reviews

USD 10.00

ADD TO SHOPPING BAG



BUILDING BASE COAT MASCARA  
White "base coat" volume intensifier mascara

11 reviews

USD 10.00

ADD TO SHOPPING BAG



CURLING TOP COAT MASCARA  
Curl Intensifying Top Coat Mascara

20 reviews

USD 12.00

ADD TO SHOPPING BAG



LENGTHENING TOP COAT MASCARA  
Length Intensifying Top Coat Fiber Mascara

26 reviews

USD 12.00

ADD TO SHOPPING BAG



GLITTER TOP COAT MASCARA  
"Top Coat" glitter mascara

1 review

USD 10.00

ADD TO SHOPPING BAG



VOLUME & DEFINITION TOP COAT MASCARA  
Volume and Definition Top Coat Mascara

11 reviews

USD 10.00

USD 10.00

USD 10.00

USD 10.00

ADD TO SHOPPING BAG

FREE GIFT BOX FOR ANY ORDER  
ADD TO SHOPPING BAG

Login Register 0  
ADD TO SHOPPING BAG



NEW MAKE UP SKIN CARE ACCESSORIES BEST SELLER SALE #KIKOTRENDSETTERS



SPECIAL OFFER

SUPER COLOUR EYELINER

Water-resistant colour liquid eyeliner

148 reviews

USD 4.90

USD 10.00 - 51 %

SELECT A COLOUR

Available in 26 colours



MIAMI BEACH BABE SPECIAL OFFER

MIAMI CLICK SLICK EYELINER

Liquid eyeliner in a click pen

16 reviews

USD 4.90

USD 10.00 - 51 %

SELECT A COLOUR

Available in 6 colours



SPECIAL OFFER

GLITTER EYELINER

Glitter Eyeliner

40 reviews

USD 4.90

USD 10.00 - 51 %

SELECT A COLOUR

Available in 4 colours



BAD GIRL? COLLECTION SPECIAL OFFER

ULTIMATE PEN LONGWEAR EYELINER

Long-lasting eyeliner pen

4 reviews

USD 4.90

USD 10.00 - 51 %

SELECT A COLOUR

Available in 3 colours



DEFINITION EYELINER

Liquid Eyeliner with fine brush applicator

56 reviews

USD 10.00

ADD TO SHOPPING BAG



DARING LOOK EYE MARKER

Black Jumbo Eyeliner Marker

22 reviews

USD 12.00

ADD TO SHOPPING BAG



ULTIMATE PEN LONG WEAR EYELINER

Lasting hold pen eyeliner

172 reviews

USD 10.00

ADD TO SHOPPING BAG



PRECISION EYELINER

Liquid eyeliner with felt applicator

58 reviews

USD 10.00

ADD TO SHOPPING BAG





**NEW**  
**DEFINITION WATERPROOF EYELINER**  
 Liquid eyeliner with water-resistant formula

68 reviews

USD 10.00

ADD TO SHOPPING BAG



**MAKE UP** **SKIN CARE** **ACCESSORIES**  
**LASTING GEL EYELINER**

Gel eyeliner

70 reviews

USD 12.00

ADD TO SHOPPING BAG



**BEST SELLERS SALE**  
**EYEBROW MARKER**  
 Non-staining marker for outlining and filling in the eyebrows

91 reviews

USD 9.00

SELECT A COLOUR

Available in 4 colours



**#KIKOTRENDSSETTERS**  
**PRECISION EYEBROW PENCIL**  
 Eyebrow pencil with micro-precision hard formula and separator comb

171 reviews

USD 9.00

SELECT A COLOUR

Available in 7 colours



**EYEBROW EXPERT STYLING KIT**  
 Kit for defining, filling in and shaping eyebrows

40 reviews

USD 21.00

SELECT A COLOUR

Available in 2 colours



**PERFECT EYES DUO HIGHLIGHTER PENCIL**  
 Duo highlighter pencil for the eye contour

21 reviews

USD 9.00

ADD TO SHOPPING BAG



**EYEBROW WAX FIXING PENCIL**  
 Fixing pencil for eyebrows

12 reviews

USD 9.00

ADD TO SHOPPING BAG

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NEW MAKE UP SKIN CARE ACCESSORIES BEST SELLERS SALE #KIKOTRENDSETTERS

KIKO Make Up Lips

LIPS

Sort by

All Primer Lip Glosses Lipsticks Lip Pencils



LIP BASE PRIMER

Neutralizing lip base

25 reviews

USD 9.00

ADD TO SHOPPING BAG



INVISIBLE LIP LINER

Transparent Lip Pencil

42 reviews

USD 9.00

ADD TO SHOPPING BAG



LIPGLOSS PENCIL

Lipgloss pencil

121 reviews

USD 6.00

SELECT A COLOUR

Available in 21 colours



PH LIP ENHANCER

Lip balm with pH reactant

25 reviews

USD 9.00

ADD TO SHOPPING BAG



3D INSTANT VOLUME LIPGLOSS

Three-dimensional effect lip gloss

24 reviews



SPECIAL OFFER

UNLIMITED LIPGLOSS

Ultra-glossy, long lasting lipgloss

70 reviews



SPECIAL OFFER

EXTRA VOLUME LIP GLOSS

Tested volumizing and moisturizing lip gloss

100 reviews



SPECIAL OFFER

SUPERGLOSS

Ultra-shine moisturizing lip gloss

67 reviews

From

USD 12.00

SELECT A COLOUR NEW

Available in 21 colours



**CREAMY LIPGLOSS**  
Wet look lip gloss

38 reviews

USD 1.90

USD 5.00 - 62 %

SELECT A COLOUR

Available in 24 colours



**ULTRA GLOSSY STYLO**  
Glossy, high-shine lipstick

351 reviews

USD 4.90

USD 12.00 - 59 %

SELECT A COLOUR

Available in 18 colours



**LONG LASTING COLOUR LIP MARKER**  
No-transfer lip marker

185 reviews

USD 2.90

USD 7.00 - 58 %

SELECT A COLOUR

Available in 41 colours



**SMART LIPSTICK**  
Rich, nourishing lipstick

371 reviews

USD 9.00

SELECT A COLOUR

Available in 18 colours



**FREE SPIRIT LIPS & CHEEKS**  
Lipstick and blush pencil

44 reviews

USD 8.00

SELECT A COLOUR

Available in 21 colours



**DOUBLE TOUCH LIPSTICK**  
Long-lasting liquid lipstick

351 reviews

USD 3.90

USD 9.00 - 56 %

SELECT A COLOUR

Available in 8 colours



**UNLIMITED STYLO**  
Long-lasting lipstick

190 reviews

USD 7.00

SELECT A COLOUR

Available in 24 colours



**DECO DELIGHT LIPSTICK**  
Shiny, wet-look lipstick

20 reviews

USD 5.90

USD 12.00 - 50 %

SELECT A COLOUR

Available in 2 colours



USD 12.00

SELECT A COLOUR

Available in 16 colours



USD 9.00

SELECT A COLOUR

Available in 14 colours



USD 4.90

USD 10.00 - 51 %

SELECT A COLOUR

Available in 6 colours





LUMINOUS CHROME - METALLIC LIPSTICK

Luminous metallic lipstick

23 reviews

USD 9.00

SELECT A COLOUR

Available in 15 colours



SMART LIP PENCIL

Creamy and blendable lip pencil.

87 reviews

USD 4.00

SELECT A COLOUR

Available in 29 colours

Sign up for the latest news, rewards, promotions and more!



LUSCIOUS CREAM - CREAMY LIPSTICK

Creamy lipstick with pure colour

110 reviews

USD 9.00

SELECT A COLOUR

Available in 40 colours



AUTOMATIC PRECISION LIP LINER

Automatic Lip Liner Pencil

33 reviews

USD 9.00

SELECT A COLOUR

Available in 16 colours

Free Standard shipping over \$ 35.00



CRYSTAL SHEER - GLOSSY LIPSTICK

Brilliant sheer lipstick

48 reviews

USD 9.00

SELECT A COLOUR

Available in 26 colours



PRECISION LIP PENCIL

Lip Pencil for a precise and defined line

38 reviews

USD 6.00

SELECT A COLOUR

Available in 16 colours

Secure payments



VELVET MAT - SATIN LIPSTICK

Mat Lipstick

199 reviews

USD 9.00

SELECT A COLOUR

Available in 26 colours

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NEW MAKE UP SKIN CARE ACCESSORIES BEST SELLERS SALE #KIKOTRENDSETTERS

KIKO Make Up Hands

HANDS

Sort by

All Nail Polishes Nail Care French Manicure Nail polish removers Nail polish fixers



READY-TO-GO FRENCH...

Special 3-in-1, long lasting nail strip for a flawless French manicure

13 reviews

USD 7.00

SELECT A COLOUR



SWATCH

QUICK DRY NAIL LACQUER

Quick dry nail polish

180 reviews



READY-TO-GO ART COAT

Special 3-in-1, long lasting exclusive nail art strips

20 reviews

USD 7.00

SELECT A COLOUR

Available in 3 colours



NEW

POWER PRO NAIL LACQUER

Salon-quality nail polish with shiny colour for up to seven days

42 reviews



READY-TO-GO ART

Special 3-in-1, long lasting creative nail art strips

53 reviews

USD 7.00

SELECT A COLOUR

Available in 11 colours



MIAMI BEACH BABE SPECIAL OFFER

NAIL DIVA 3D NAIL ART KIT...

Nail art kit with polish, decorations and applicator

2 reviews



READY-TO-GO COLOUR

Special 3-in-1 nail strips with long lasting hold and full, vibrant colour

23 reviews

USD 7.00

SELECT A COLOUR

Available in 9 colours



MIAMI BEACH BABE SPECIAL OFFER

NAIL DIVA 3D NAIL ART KIT...

Nail art kit with polish, decorations and applicator

2 reviews

USD 3.90

USD 8.00 FREE GIFT BOX FOR ANY ORDER

USD 6.90

USD 6.90

USD 40.00 - 31 %

SELECT A COLOUR NEW

Available in 84 colours



MIAMI BEACH BABE SPECIAL OFFER

NAIL DIVA 3D NAIL ART KIT YUMMY PEACH

Nail art kit with polish, decorations and applicator

1 review

MAKE UP SELECT A COLOUR SKIN CARE ACCESSORIES

Available in 45 colours



LIMITED EDITION

PERFECT GEL DUO

Set of two gel effect nail polishes

155 reviews

ADD TO SHOPPING BAG

SPECIAL OFFER

CUPCAKE NAIL LACQUER

Nail polish with embossed multi-colour grains

57 reviews

ADD TO SHOPPING BAG

SPECIAL OFFER

FANCY TOP COAT NAIL LACQUER

Top coat nail polish with multi-effect glitter grains

30 reviews

USD 6.90

USD 10.00 - 31 %

ADD TO SHOPPING BAG



NAIL LACQUER

Pure colour nail polish. Strengthening and hardening.

615 reviews

USD 12.00

SELECT A COLOUR

Available in 21 colours



NAIL CUTICLE SCRUB&CARE PEN

Exfoliating pen for cuticles

8 reviews

USD 1.90

USD 4.90 - 61 %

SELECT A COLOUR

Available in 10 colours



ULTRA LONG

Nail polish base with growth-stimulating ingredients

33 reviews

USD 1.90

USD 4.90 - 61 %

SELECT A COLOUR

Available in 10 colours



SMOOTH BASE

Nail polish base with growth-stimulating active ingredients

17 reviews

USD 3.90

SELECT A COLOUR

Available in 257 colours



USD 7.00

ADD TO SHOPPING BAG



USD 7.00

ADD TO SHOPPING BAG



USD 7.00

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**STRONG NAILS**

Strengthening base for nail polish

29 reviews

**USD 7.00**

ADD TO SHOPPING BAG



**GEL LOOK**

Ultra shine gel top coat

145 reviews

**USD 7.00**

ADD TO SHOPPING BAG



**3 IN 1 WHITE**

3 in 1 nail polish - base, hardener and whitening top coat

39 reviews

**USD 7.00**

ADD TO SHOPPING BAG



**3 IN 1 MAT**

3 in 1 mat effect nail polish - base, hardener and top coat

39 reviews

**USD 7.00**

ADD TO SHOPPING BAG



**FRENCH MANICURE STRIP GUIDES**

French Manicure strip guides

7 reviews

**USD 3.00**

ADD TO SHOPPING BAG



**FRENCH MANICURE WHITE PENCIL**

White pencil for nail tips

8 reviews

**USD 1.90**

USD 4.00 - 52 %

ADD TO SHOPPING BAG



**NAIL CUTICLE NOURISHING OIL**

Nourishing cuticle treatment pen

2 reviews

**USD 9.00**

ADD TO SHOPPING BAG



**WHITE FRENCH MANICURE PEN**

White nail polish in a pen

15 reviews

**USD 10.00**

ADD TO SHOPPING BAG



BEST SELLER

**3 IN 1 SHINE**



**NAIL POLISH DRYING DROPS**

Nail polish drying drops



**NAIL POLISH REMOVER EXPRESS**

Instant nail polish remover



**NAIL POLISH REMOVER WIPES**

Acetone-free nail polish remover wipes

3 in 1 shine effect nail polish - base, hardener and top coat  
29 reviews

FREE GIFT BOX FOR ANY ORDER  
32 reviews

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USD 7.00

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ACCESSORIES

BEST SELLERS

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#KIKOTRENDSLETTERS

USD 10.00



USD 6.00

USD 6.00

ADD TO SHOPPING BAG

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NAIL POLISH REMOVER FAST & EASY

Dip nail polish remover

108 reviews

USD 8.00

ADD TO SHOPPING BAG

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NEW MAKE UP SKIN CARE ACCESSORIES BEST SELLERS SALE #KIKOTRENDSETTERS

KIKO Make Up Palette Clics System

PALETTE CLICS SYSTEM

Sort by [dropdown]

All Face Eyes Lips Hands Palette Clics System Limited Editions



EYES CLICS 024

Empty Palette with Repositionable [CLICS] System™

11 reviews

USD 18.00

ADD TO SHOPPING BAG



EYES CLICS 03

Empty Palette with Repositionable [CLICS] System™

6 reviews

USD 4.00

ADD TO SHOPPING BAG



SWATCH

INFINITY+ SPARKLE...

CLICS System™ Eyeshadow

51 reviews

USD 8.00

SELECT A COLOUR

Available in 12 colours



SWATCH

INFINITY EYESHADOW

CLICS System™ Eyeshadow

108 reviews

USD 8.00

SELECT A COLOUR

Available in 96 colours

Sign up for the latest news, rewards, promotions and more!

Free Standard shipping over \$ 35.00

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NEW MAKE UP SKIN CARE ACCESSORIES BEST SELLERS SALE #KIKOTRENDSSETTERS

KIKO Skin Care Face

FACE

Sort by

All Cleansing Moisturizing Anti Blemish Exfoliators Wrinkles Visible Wrinkles Beauty Masks Serums



CLEANSING MILK  
Creamy Cleansing Milk

15 reviews

USD 9.00

ADD TO SHOPPING BAG



ENERGIZING PURE CLEAN  
25 revitalizing make-up removing wipes

1 review

USD 9.00

ADD TO SHOPPING BAG



CLEANSING PURE CLEAN MINI  
10 make-up removing wipes

2 reviews

USD 4.00

ADD TO SHOPPING BAG



CLEANSING PURE CLEAN...  
25 make-up removing wipes

2 reviews

USD 9.00

ADD TO SHOPPING BAG



SOFTENING TONER  
Softening Toner Lotion

11 reviews



CLEANSING EYES  
Make up remover for the delicate eye contour area

3 reviews



CLEANSING MILK AND TONE  
2-in-1 cleanser and toner

8 reviews



CLEANSING PURE GEL  
Foaming Cleansing Gel

54 reviews

USD 9.00

USD 9.00 FREE GIFT BOX FOR ANY ORDER

USD 9.00

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ADD TO SHOPPING BAG MAKE UP SKIN CARE ACCESSORIES

ADD TO SHOPPING BAG BEST SELLERS SALE #KIKOTRENDBETTERS

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CLEANSING WATER

Micellar Make Up Removing Water

34 reviews



CLEANSING FOAM

Gentle Cleansing Mousse

49 reviews



BEST SELLER

CLEANSING EYES & LIPS

Bi-phase make up remover for eyes and lips

92 reviews



ANTI AGE - DAY CREAM

Plumping and nourishing anti-age day cream

USD 10.00

USD 10.00

USD 9.00

USD 28.00

ADD TO SHOPPING BAG

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INSTANT PERFECTION

Instant-action smoothing and de-stressing fluid. For all skin types

14 reviews



PURIFYING SCRUB

Purifying and smoothing scrub



SPECIAL OFFER

CLEANSING SCRUB

Revitalizing Cleansing Scrub

12 reviews



EYES RESCUE

Eye contour serum with an immediate lifting effect

USD 19.00

USD 16.00

USD 4.90

USD 40.00 - 51 %

USD 19.00

ADD TO SHOPPING BAG

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24H CREAM

Day and night moisturizing and energizing cream

USD 19.00

ADD TO SHOPPING BAG

MAT FLUID

Ultra-matifying and moisturizing fluid

USD 19.00

ADD TO SHOPPING BAG

3D CONTOUR CREAM

Filling treatment with lifting effect for lip and eye contours

USD 23.00

ADD TO SHOPPING BAG

3D LIFTING CREAM

Ultra-concentrated redensifying serum with an immediate lifting and deep rebuilding\* action

USD 23.00

ADD TO SHOPPING BAG



SKIN TRAINER CC BLUR

Optical corrector for perfect skin

18 reviews

USD 24.00

SELECT A COLOUR

Available in 2 colours



SKIN TRAINER

Youth regenerating serum



BEST SELLER

ENERGY MASK

Black detoxifying energizing mask, ideal for all skin types

22 reviews

USD 9.00

ADD TO SHOPPING BAG



NEXT EVOLUTION SERUM

Illuminating multi-performance serum, concealing dark spots

USD 19.00

ADD TO SHOPPING BAG



DOUBLE BOOSTER

Two-phase serum with Hyaluronic Acid for eye contours and face

12 reviews

USD 21.00

ADD TO SHOPPING BAG



PURIFYING PADS

Toning and purifying pads



PURIFYING FLUID

Anti-blemish moisturizing fluid



BLOTTING PAPERS

14 reviews

FREE GIFT BOX FOR ANY ORDER

100 matifying powdered papers, ideal for the T-zone  
Login Register 32 reviews

USD 34.00

NEW

USD 12.00

MAKE UP

SKIN CARE

ACCESSORIES

USD 16.00

BEST SELLERS

SALE

#KIKOTRENDSLETTERS

USD 10.00

ADD TO SHOPPING BAG

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NEW MAKE UP SKIN CARE ACCESSORIES BEST SELLERS SALE #KIKOTRENDSSETTERS

KIKO Skin Care Lips

LIPS

Sort by

All Face Lips Body Hands Fragrances Limited Editions



LIP BALM

Protective stick for dry, cracked lips

USD 12.00

ADD TO SHOPPING BAG



NIGHT BALM

Night repair balm for soft and nourished lips in the morning

4 reviews

USD 12.00

ADD TO SHOPPING BAG

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NEW MAKE UP SKIN CARE ACCESSORIES BEST SELLERS SALE #KIKOTRENDSSETTERS

KIKO Skin Care Body

BODY

Sort by

All Specific Treatments



BODY SCRUB

Concentrated body scrub with mineral salts and caffeine

8 reviews

USD 19.00

ADD TO SHOPPING BAG



HYDRA BODY PLUS

Moisturizing and nourishing body cream

6 reviews

USD 15.00

ADD TO SHOPPING BAG

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NEW MAKE UP SKIN CARE ACCESSORIES BEST SELLERS SALE #KIKOTRENDSSETTERS

KIKO Skin Care Hands

HANDS

Sort by

All Hand Cream Foot Treatments



INTENSIVE HAND GLOVES

Hydrating and smoothing gloves for hands and nails, intensive



SPECIAL OFFER

INTENSIVE HAND BALM

Intensive, anti-dryness hand balm

22 reviews

USD 7.00

ADD TO SHOPPING BAG



SPECIAL OFFER

HYDRATING HAND FLUID

Light hydrating hand fluid

7 reviews

USD 3.90

USD 9.00 - 56 %

ADD TO SHOPPING BAG



INTENSIVE FOOT SOCKS

Hydrating socks for feet and nails, intensive

8 reviews

USD 7.00

ADD TO SHOPPING BAG



HAND&FOOT STONE SCRUB

Revitalizing and smoothing hand and foot scrub, intensive

6 reviews



SPECIAL OFFER

FOOT&HEEL RELIEF CREAM

Cream for cracked feet and heels, daily use

4 reviews

USD 9.00

USD 3.90 FREE GIFT BOX FOR ANY ORDER

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USD 9.00 - 58 %



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NEW MAKE UP SKIN CARE ACCESSORIES BEST SELLERS SALE #KIKOTRENDSSETTERS

KIKO Skin Care Fragrances

FRAGRANCES

Sort by [v]

All Face Lips Body Hands Fragrances Limited Editions



MODERN TRIBES SPECIAL OFFER

RITUAL ROLLER SCENT

Eau de toilette with notes of bergamot and jasmine

4 reviews

USD 5.90

USD 13.00 - 54 %

ADD TO SHOPPING BAG



MODERN TRIBES SPECIAL OFFER

TRIBAL ROLLER SCENT

Eau de toilette with notes of vanilla and musk

3 reviews

USD 5.90

USD 13.00 - 54 %

ADD TO SHOPPING BAG



MODERN TRIBES SPECIAL OFFER

ESSENTIAL ROLLER SCENT

Eau de toilette with notes of rose and cherry

1 review

USD 5.90

USD 13.00 - 54 %

ADD TO SHOPPING BAG



MODERN TRIBES SPECIAL OFFER

ROLLER SCENTS SET

Set of three roll-on fragrances with a drawstring bag

1 review

USD 11.90

USD 25.00 - 52 %

ADD TO SHOPPING BAG

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NEW MAKE UP SKIN CARE ACCESSORIES BEST SELLERS SALE #KIKOTRENDSETTERS

KIKO Accessories Face Accessories

FACE ACCESSORIES

Sort by [dropdown]

All Applicators Cleansing Sponges Tweezers Temporary Tattoos



MAKE UP BLENDER

Sponge for the application of fluid and compact foundations

23 reviews

USD 10.00

ADD TO SHOPPING BAG



POWDER PUFF

Specific puff applicator for powders

2 reviews

USD 7.00

ADD TO SHOPPING BAG



SPECIAL OFFER

PRECISION FOUNDATION...

Latex-free precision make up sponges

25 reviews

USD 2.90

USD 6.00 - 51 %

ADD TO SHOPPING BAG



SPECIAL OFFER

FOUNDATION SPONGES

Make up sponge

6 reviews

USD 1.90

USD 4.00 - 52 %

ADD TO SHOPPING BAG



FLUID FOUNDATION SPONGE

Professional sponge for fluid foundations

3 reviews



COMPACT FOUNDATION...

Professional sponge, specifically for compact foundations

1 review



POINTED TWEEZERS

Professional fine-pointed tweezers

5 reviews



PRECISION TWEEZERS

Precision eyebrow tweezers with an oval tip

USD 7.00

USD 7.00 FREE GIFT BOX FOR ANY ORDER

USD 9.00

USD 9.00 [login](#) [register](#) 0



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NEW MAKE UP SKIN CARE ACCESSORIES BEST SELLERS SALE #KIKOTRENDSETTERS

KIKO Accessories Face Accessories

FACE ACCESSORIES

Sort by

All Applicators Cleansing Sponges Tweezers Temporary Tattoos



MAKE UP BLENDER

Sponge for the application of fluid and compact foundations

23 reviews

USD 10.00

ADD TO SHOPPING BAG



POWDER PUFF

Specific puff applicator for powders

2 reviews

USD 7.00

ADD TO SHOPPING BAG



SPECIAL OFFER

PRECISION FOUNDATION...

Latex-free precision make up sponges

25 reviews

USD 2.90

USD 6.00 - 51 %

ADD TO SHOPPING BAG



SPECIAL OFFER

FOUNDATION SPONGES

Make up sponge

6 reviews

USD 1.90

USD 4.00 - 52 %

ADD TO SHOPPING BAG



FLUID FOUNDATION SPONGE

Professional sponge for fluid foundations

3 reviews



COMPACT FOUNDATION...

Professional sponge, specifically for compact foundations

1 review



POINTED TWEEZERS

Professional fine-pointed tweezers

5 reviews



PRECISION TWEEZERS

Precision eyebrow tweezers with an oval tip

USD 7.00

USD 7.00

FREE GIFT BOX FOR ANY ORDER

USD 9.00

USD 9.00

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TWEEZERS

Professional eyebrow tweezers

18 reviews



NATURAL SPONGE

100% natural cleansing Konjac sponge

18 reviews



CLEANSING FACE BRUSH

Soft brush for face cleansing

72 reviews



CLEANSING SPONGES

Natural cellulose cleansing sponges

13 reviews

USD 7.00

USD 10.00

USD 12.00

USD 6.00

ADD TO SHOPPING BAG

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MIAMI BEACH BABE SPECIAL OFFER

PARTY INK STAMP TATTOO

Temporary tattoo for the face and body

4 reviews

USD 3.90

USD 8.00 - 51 %

SELECT A COLOUR

Available in 2 colours

Sign up for the latest news, rewards, promotions and more!

Free Standard shipping over \$ 35.00 **FREE GIFT BOX FOR ANY ORDER** Secure payments

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NEW MAKE UP SKIN CARE ACCESSORIES BEST SELLERS SALE #KIKOTRENDSETTERS

KIKO Accessories Eye Accessories

EYE ACCESSORIES

Sort by [dropdown]

All False Eyelashes Eyelash Curler Sharpeners Eyeshadow Palette



EYES CLICS 024

Empty Palette with Repositionable [CLICS] System™

11 reviews

USD 18.00

ADD TO SHOPPING BAG



EYES CLICS 03

Empty Palette with Repositionable [CLICS] System™

6 reviews

USD 4.00

ADD TO SHOPPING BAG



SOPHISTICATED FALSE...

Strip false eyelashes with glamorous detail

4 reviews

USD 12.00

SELECT A COLOUR

Available in 3 colours



NATURAL FALSE EYELASHES

Classic false eyelashes for every occasion

26 reviews

USD 9.00

SELECT A COLOUR

Available in 3 colours



EYELASH CURLER

Professional steel eyelash curler

27 reviews



DOUBLE SHARPENER

Double sharpener

13 reviews



SHARPENER

Sharpener

9 reviews

USD 12.00

USD 5.00 FREE GIFT BOX FOR ANY ORDER

USD 4.00

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NEW MAKE UP SKIN CARE ACCESSORIES BEST SELLERS SALE #KIKOTRENDSSETTERS

KIKO Accessories Hand Care Accessories

HAND CARE ACCESSORIES

Sort by

All Files Manicure Nail Polish Removers Nail Polish Fixers



NAIL POLISH DRYING DROPS

Nail polish drying drops

32 reviews

USD 10.00

ADD TO SHOPPING BAG



SPECIAL OFFER

NAIL FILE 06 - GLOSSING...

Professional smoothing and buffing file for natural nails

9 reviews

USD 2.90

USD 6.00 - 51 %

ADD TO SHOPPING BAG



SPECIAL OFFER

NAIL FILE 05 - DIAMOND

Professional metal file for natural nails

3 reviews

USD 2.90

USD 6.00 - 51 %

ADD TO SHOPPING BAG



SPECIAL OFFER

NAIL FILE 04 - UNIVERSAL

240/240 professional nail file for natural nails

1 review

USD 1.90

USD 4.00 - 52 %

ADD TO SHOPPING BAG



SPECIAL OFFER

NAIL FILE 03 - FINE

240/280 professional nail file for natural nails

2 reviews



SPECIAL OFFER

NAIL FILE 02 - MEDIUM

180/240 professional file for natural and artificial nails



SPECIAL OFFER

NAIL FILE 01 - COARSE

80/100 professional file for artificial nails

1 review



SPECIAL OFFER

NAIL BUFFER

4-phase professional manicure file

13 reviews

USD 1.90

USD 4.00 - 52 %

ADD TO SHOPPING BAG  
NEW



SPECIAL OFFER

NAIL FILE 07 - EMERY BOARDS

10 double-grain emery boards for natural nails

2 reviews

USD 1.90

USD 4.00 - 52 %

ADD TO SHOPPING BAG  
MAKE UP SKIN CARE ACCESSORIES



SPECIAL OFFER

NAIL FILE 08 - GLASS

Glass nail file

22 reviews

USD 1.90

USD 4.00 - 52 %

ADD TO SHOPPING BAG  
BEST SELLERS SALE #KIKOTRENDS



CUTICLE TRIMMER

Cuticle remover with a steel tip

9 reviews

USD 2.90

USD 6.00 - 51 %

ADD TO SHOPPING BAG



SPECIAL OFFER

TOE SEPARATOR

Silicone Toe Separator

5 reviews

USD 1.90

USD 4.00 - 52 %

ADD TO SHOPPING BAG



CUTICLE NIPPER

Steel clippers with precision blades

5 reviews

USD 1.90

USD 4.00 - 52 %

ADD TO SHOPPING BAG



MANICURE STICKS

Birchwood manicure sticks

4 reviews

USD 4.00

ADD TO SHOPPING BAG



NAIL SCISSORS

Professional steel nail scissors

1 review

USD 2.90

USD 6.00 - 51 %

ADD TO SHOPPING BAG



NAIL POLISH REMOVER EXPRESS

Instant nail polish remover

6 reviews

USD 15.00

ADD TO SHOPPING BAG



USD 4.00

ADD TO SHOPPING BAG



USD 7.00

ADD TO SHOPPING BAG

USD 6.00

ADD TO SHOPPING BAG



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NEW MAKE UP SKIN CARE ACCESSORIES BEST SELLERS SALE #KIKOTRENDSETTERS

NAIL POLISH REMOVER WIPES

Acetone-free nail polish remover wipes

NAIL POLISH REMOVER FAST & EASY

Dip nail polish remover

108 reviews

USD 6.00

USD 8.00

ADD TO SHOPPING BAG

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NEW MAKE UP SKIN CARE ACCESSORIES BEST SELLERS SALE #KIKOTRENDSETTERS

KIKO Accessories Brushes

BRUSHES

Sort by

All Eye Brushes Face Brushes Lip Brushes Brush Cleanser Brush Kit Brush Holder



BRUSH CLEANSER  
Gentle no-rinse cleanser for brushes

12 reviews

USD 9.00

ADD TO SHOPPING BAG



TRAVEL BRUSH SET  
Travel case with 5 professional brushes

87 reviews

USD 25.00

ADD TO SHOPPING BAG



LIPS 300  
Retractable lip brush

9 reviews

USD 12.00

ADD TO SHOPPING BAG



SPECIAL OFFER  
EYES 213  
Large blending brush

6 reviews

USD 6.90

USD 16.00 - 54 %

ADD TO SHOPPING BAG



SPECIAL OFFER  
EYES 212  
Contouring, defined lines and refined blending brush

5 reviews



SPECIAL OFFER  
EYES 202  
Eye base brush

3 reviews



SPECIAL OFFER  
EYES 211  
High definition blending brush



SPECIAL OFFER  
EYES 210  
Graphic make-up and contouring/outlining brush

4 reviews

USD 6.90

USD 15.00 - 54 %

ADD TO SHOPPING BAG



SPECIAL OFFER

EYES 209

Liquid and poured eyeliner brush

2 reviews

USD 6.90

USD 15.00 - 54 %

ADD TO SHOPPING BAG



SPECIAL OFFER

EYES 208

Flat concealer and eye base brush

1 review

USD 6.90

USD 15.00 - 54 %

ADD TO SHOPPING BAG



SPECIAL OFFER

EYES 207

Blending and contouring brush

6 reviews

USD 6.90

USD 15.00 - 54 %

ADD TO SHOPPING BAG



SPECIAL OFFER

EYESHADOW APPLICATORS

Double blending applicator

9 reviews

USD 6.90

USD 15.00 - 54 %

ADD TO SHOPPING BAG



SPECIAL OFFER

MAXI EYESHADOW APPLICATORS

Maxi soft sponge applicators

3 reviews

USD 6.90

USD 15.00 - 54 %

ADD TO SHOPPING BAG



SPECIAL OFFER

EYES 200

Rounded eye brush

17 reviews

USD 6.90

USD 15.00 - 54 %

ADD TO SHOPPING BAG



SPECIAL OFFER

EYES 201

Lid brush

8 reviews

USD 1.90

USD 4.00 - 52 %

ADD TO SHOPPING BAG



SPECIAL OFFER

EYES 203

Flat face and eye brush

5 reviews

USD 1.90

USD 5.00 - 62 %

ADD TO SHOPPING BAG



USD 6.90

USD 15.00 - 54 %

ADD TO SHOPPING BAG



USD 6.90

USD 15.00 - 54 %

ADD TO SHOPPING BAG



USD 6.90

USD 15.00 - 54 %

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NEW MAKE UP SKIN CARE ACCESSORIES BEST SELLERS SALE #KIKOTRENDSETTERS

SPECIAL OFFER

SPECIAL OFFER

SPECIAL OFFER

EYES 204

Precision eye brush

14 reviews

USD 6.90

USD 15.00 - 54 %

ADD TO SHOPPING BAG

EYES 205

Lash and eyebrow brush

USD 3.90

USD 9.00 - 56 %

ADD TO SHOPPING BAG

EYES 206

Sponge tip applicator

1 review

USD 5.90

USD 12.00 - 50 %

ADD TO SHOPPING BAG

FACE 106

Round foundation brush

31 reviews

USD 19.00

ADD TO SHOPPING BAG



FACE 104

Compact face brush for mineral foundation

17 reviews

USD 17.00

ADD TO SHOPPING BAG



FACE 103

Face blush brush

12 reviews

USD 18.00

ADD TO SHOPPING BAG



FACE 107

Concave face brush for foundation

32 reviews

USD 19.00

ADD TO SHOPPING BAG



FACE 102

Powder brush

18 reviews

USD 24.00

ADD TO SHOPPING BAG



FACE 100

Face and body brush



MODERN TRIBES SPECIAL OFFER

MODERN TRIBE FACE BRUSH

Brush for applying face powders



FACE 105

Flat foundation brush



FACE 109

6 reviews

FREE GIFT BOX FOR ANY ORDER  
9 reviews

Face brush ideal for applying traditional  
and liquid foundations  
10 reviews

USD 25.00

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#KIKOTRENDSSETTERS

USD 10.90

USD 23.00 - 52 %

USD 19.00

USD 22.00

ADD TO SHOPPING BAG

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ADD TO SHOPPING BAG

ADD TO SHOPPING BAG



FACE 108

Face and eye brush with densely packed fibers for concealers, cream or powder eyeshadows

2 reviews



FACE 101

Retractable powder brush

4 reviews



BRUSH HOLDER

Brush holder belt

2 reviews

USD 15.00

ADD TO SHOPPING BAG

USD 21.00

ADD TO SHOPPING BAG

USD 36.00

ADD TO SHOPPING BAG

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NEW MAKE UP SKIN CARE ACCESSORIES BEST SELLERS SALE #KIKOTRENDSSETTERS

KIKO Accessories Empty Travel Containers

EMPTY TRAVEL CONTAINERS

Sort by [dropdown]

All Face Accessories Eye Accessories Hand Care Accessories Brushes Empty Travel Containers

Make-up Cases



100 ML TRAVEL BOTTLE

100 ml Clear plastic travel bottle

1 review

USD 3.00

ADD TO SHOPPING BAG



50 ML TRAVEL BOTTLE

50 ml clear plastic travel bottle

2 reviews

USD 2.00

ADD TO SHOPPING BAG



30 ML TRAVEL JAR

30 ml Clear plastic empty travel jar

USD 3.00

ADD TO SHOPPING BAG



15 ML TRAVEL JAR

15 ml Clear plastic empty travel jar

1 review

USD 2.00

ADD TO SHOPPING BAG



10 ML TRAVEL JAR

10 ml Clear plastic empty travel jar

1 review

USD 2.00

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NEW MAKE UP SKIN CARE ACCESSORIES BEST SELLERS SALE #KIKOTRENDSSETTERS

KIKO Accessories Make-up Cases

MAKE-UP CASES

Sort by [dropdown]

All Face Accessories Eye Accessories Hand Care Accessories Brushes Empty Travel Containers

Make-up Cases



TRAVEL BRUSH SET

Travel case with 5 professional brushes

87 reviews

USD 25.00

ADD TO SHOPPING BAG



MIAMI BEACH BABE SPECIAL OFFER

MIAMI BEACH BABE POCHETTE

Make-up bag with contrasting coloured zipper

4 reviews

USD 6.90

USD 14.00 - 50 %

SELECT A COLOUR

Available in 2 colours



SPECIAL OFFER

POCHETTE EXTRA LARGE

Extra large cosmetic pochette

7 reviews

USD 6.90

USD 15.00 - 54 %

ADD TO SHOPPING BAG



SPECIAL OFFER

BEAUTY TWIN SET

Set of two coloured mesh pochettes

11 reviews

USD 5.90

USD 13.00 - 54 %

SELECT A COLOUR

Available in 4 colours



SPECIAL OFFER

POCHETTE LARGE

Large cosmetic pochette

6 reviews



SPECIAL OFFER

POCHETTE MEDIUM

Medium cosmetic pochette



SPECIAL OFFER

POCHETTE SMALL

Small cosmetic pochette



SPECIAL OFFER

NAIL CARE TRAVEL CASE -...

Large size nail polish travel case

7 reviews

USD 5.90

USD 12.00 - 50 %

ADD TO SHOPPING BAG

NEW

USD 3.90

USD 9.00 - 56 %

ADD TO SHOPPING BAG

MAKE UP

SKIN CARE

FREE GIFT BOX FOR ANY ORDER

USD 2.90

USD 7.00 - 58 %

ADD TO SHOPPING BAG

BEST SELLERS

SALE

#KIKOTRENDS

USD 11.90

USD 30.00 - 60 %

ADD TO SHOPPING BAG

SETTERS



SPECIAL OFFER

NAIL CARE TRAVEL CASE - SMALL

Small nail polish case

2 reviews



BAD GIRL? COLLECTION  
SPECIAL OFFER

BAD GIRL? POCLETTE

Make-up bag

USD 11.90

USD 24.00 - 50 %

ADD TO SHOPPING BAG

USD 6.90

USD 14.00 - 50 %

ADD TO SHOPPING BAG

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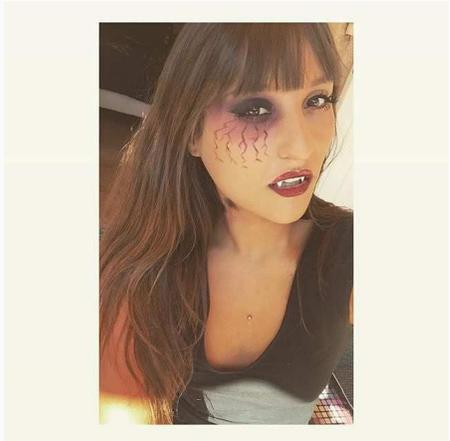
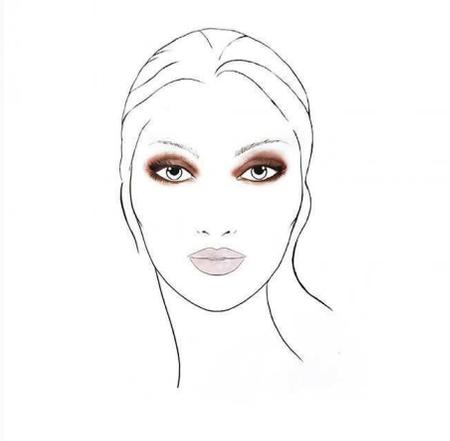
Get the app Log in



kikocosmeticsofficial FOLLOW

KIKO Cosmetics Official KIKO MILANO - Leading Italian brand of cosmetics, make up and skin care products. [www.kikocosmetics.com](http://www.kikocosmetics.com)

859 posts 470k followers 51 following







# **EXHIBIT “C”**



kiko cosmetics



Upload

Sign in

Home

BEST OF YOUTUBE

- Popular on YouTube
- Music
- Sports
- Gaming
- Movies
- TV Shows
- News
- Live
- Spotlight
- 360° Video

Browse channels

Sign in now to see your channels and recommendations!

Sign in



kikocosmetics.com

Subscribe 37,867

### KIKO Milano Italia

Home Videos Playlists Channels Discussion About

37,867 subscribers • 9,793,927 views  
Joined Feb 2, 2010

#### Description

KIKO MILANO is an Italian professional cosmetics brand that features a range of cutting edge make-up, face and body treatments.

Safe and effective products of the highest quality, created to satisfy the beauty requirements of women of any age.

Through its extraordinarily wide and diversified range of products, KIKO allows everyone to express their own personality with custom-made products.

A variety of colours, effects and sensations that are unique in the market to suit your style, skin tone, skin type and specific requirements, at every phase of your life.

#### Links

- kikocosmetics.com
- Twitter
- Pinterest
- Facebook UK
- Facebook ES
- Facebook CH
- Twitter IT
- Google+

- Facebook
- Instagram
- Facebook DE
- Facebook FR
- Facebook PT
- Facebook AT
- Facebook IT

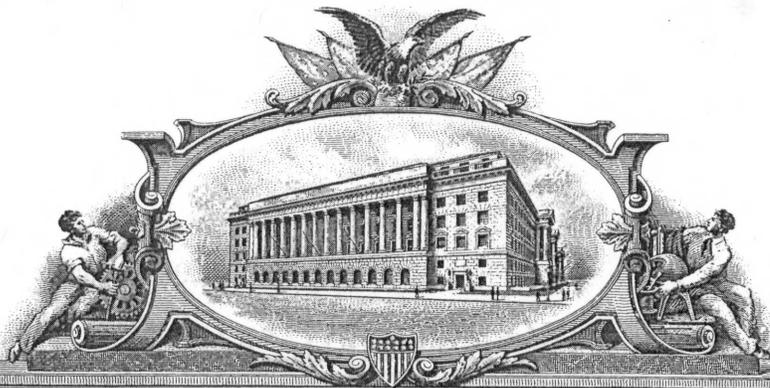
#### Related channels

- ClioMakeUp
- ClioMakeUpReview
- mikeligna
- CherylPandemonium
- PUPA Milano Italy
- SweetBeauty1990

The image shows a screenshot of the YouTube website interface. At the top left is the YouTube logo. To its right is a search bar containing the text "kiko cosmetics" and a search icon. Further right are "Upload" and "Sign in" buttons. Below the search bar is a horizontal navigation menu with links for "About", "Press", "Copyright", "Creators", "Advertise", "Developers", and "+YouTube". Underneath these are secondary links: "Terms", "Privacy", "Policy & Safety", "Send feedback", and "Try something new!". On the left side, there is a sidebar with a "Home" button and a section titled "BEST OF YOUTUBE" containing icons and labels for "Popular on YouTube", "Music", "Sports", "Gaming", "Movies", "TV Shows", "News", "Live", "Spotlight", and "360° Video". Below this is a "Browse channels" button. At the bottom of the sidebar, there is a prompt: "Sign in now to see your channels and recommendations!" with a "Sign in" button. The main content area of the page is a large, empty light gray rectangle.

# **EXHIBIT ‘D’**

7550744



# THE UNITED STATES OF AMERICA

**TO ALL TO WHOM THESE PRESENTS SHALL COME:**

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

October 05, 2015

THE ATTACHED U.S. TRADEMARK REGISTRATION 3,650,052 IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 10 YEARS FROM *July 07, 2009*

*SECTION 8 & 15*

SAID RECORDS SHOW TITLE TO BE IN:

*KIKO S.P.A.*

*A ITALY CORPORATION*

By Authority of the

Under Secretary of Commerce for Intellectual Property  
and Director of the United States Patent and Trademark Office



*W. Montgomery*  
W. MONTGOMERY  
Certifying Officer

Int. Cl.: 3

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

**United States Patent and Trademark Office**

**Reg. No. 3,650,052**

Registered July 7, 2009

**TRADEMARK  
PRINCIPAL REGISTER**

**KIKO**

KIKO S.R.L. (ITALY COMPANY)  
VIA PAGLIA 1/D  
BERGAMO, ITALY 24122

OWNER OF ERPN CMNTY TM OFC REG. NO.  
1141126, DATED 5-15-2003, EXPIRES 4-12-2013.

FOR: MAKE-UP FOR WOMEN, IN CLASS 3 (U.S.  
CLS. 1, 4, 6, 50, 51 AND 52).

THE NAME "KIKO" DOES NOT IDENTIFY A  
LIVING INDIVIDUAL.

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

SER. NO. 77-576,761, FILED 9-23-2008.

TIMOTHY FINNEGAN, EXAMINING ATTORNEY

---

**From:** TMOfficialNotices@USPTO.GOV  
**Sent:** Tuesday, July 21, 2015 11:00 PM  
**To:** ipdocket@foxrothschild.com  
**Cc:** mleonard@foxrothschild.com  
**Subject:** Official USPTO Notice of Acceptance/Acknowledgement Sections 8 and 15: U.S. Trademark RN 3650052: KIKO: Docket/Reference No. 114354.00041

---

**Serial Number:** 77576761  
**Registration Number:** 3650052  
**Registration Date:** Jul 7, 2009  
**Mark:** KIKO  
**Owner:** KIKO S.P.A.

Jul 21, 2015

### **NOTICE OF ACCEPTANCE UNDER SECTION 8**

The declaration of use or excusable nonuse filed for the above-identified registration meets the requirements of Section 8 of the Trademark Act, 15 U.S.C. §1058. **The Section 8 declaration is accepted.**

### **NOTICE OF ACKNOWLEDGEMENT UNDER SECTION 15**

The declaration of incontestability filed for the above-identified registration meets the requirements of Section 15 of the Trademark Act, 15 U.S.C. §1065. **The Section 15 declaration is acknowledged.**

**The registration will remain in force for the class(es) listed below for the remainder of the ten-year period, calculated from the registration date, unless canceled by an order of the Commissioner for Trademarks or a Federal Court.**

**Class(es):**  
003

TRADEMARK SPECIALIST  
POST-REGISTRATION DIVISION  
571-272-9500

---

### **REQUIREMENTS FOR MAINTAINING REGISTRATION**

**WARNING: Your registration will be canceled if you do not file the documents below during the specified time periods.**

#### **Requirements in the First Ten Years**

**What and When to File:** You must file a declaration of use (or excusable nonuse) **and** an application for renewal between the 9th and 10th years after the registration date. See 15 U.S.C. §§1058, 1059.

#### **Requirements in Successive Ten-Year Periods**

**What and When to File:** You must file a declaration of use (or excusable nonuse) **and** an application for renewal between

every 9th and 10th-year period, calculated from the registration date. See 15 U.S.C. §§1058, 1059.

#### **Grace Period Filings**

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

**\*\*\*The USPTO WILL NOT SEND ANY FURTHER NOTICE OR REMINDER OF THESE REQUIREMENTS. THE REGISTRANT SHOULD CONTACT THE USPTO ONE YEAR BEFORE THE EXPIRATION OF THE TIME PERIODS SHOWN ABOVE TO DETERMINE APPROPRIATE REQUIREMENTS AND FEES.\*\*\***

To view this notice and other documents for this application on-line, go to <http://tdr.uspto.gov/search.action?sn=77576761>.

NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.









# **EXHIBIT ‘E’**

7550744



# THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

October 05, 2015

THE ATTACHED U.S. TRADEMARK REGISTRATION 3,689,438 IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 10 YEARS FROM *September 29, 2009*  
SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:

*KIKO S.P.A.*

*A ITALY CORPORATION*

By Authority of the  
Under Secretary of Commerce for Intellectual Property  
and Director of the United States Patent and Trademark Office

*W. Montgomery*  
W. MONTGOMERY  
Certifying Officer



# United States of America

United States Patent and Trademark Office

## KIKO

**Reg. No. 3,689,438** KIKO, S.R.L. (ITALY COMPANY)  
Registered Sep. 29, 2009 VIA PAGLIA 1/D  
BERGAMO, ITALY 24122

**Int. Cl.: 3** FOR: PERFUMES, TOILET SOAPS, COSMETICS, NAMELY DEODORANTS FOR PERSONAL USE; CREAMS, LOTIONS AND OILS FOR THE FACE AND BODY; SKIN CLEANSING MILKS, CREAMS AND OILS; MAKE-UP CREAMS; BEAUTY MASKS; MAKE-UP REMOVERS; EYE SHADOWS; LIPSTICKS; MASCARA, ROUGE; CRAYONS FOR THE EYES AND LIPS; FACE AND BODY POWDERS; SUNTANNING AND AFTER SUN EXPOSURE CREAMS, OILS AND LOTIONS; PRE AND AFTER SHAVE LOTIONS; TALCUM POWDERS, BATH SALTS, BATH FOAM, BATH OIL; HAIR SHAMPOO, HAIR LOTIONS; DEPILATORY PREPARATIONS; NAIL ENAMELS AND POLISHES, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

**TRADEMARK  
PRINCIPAL REGISTER**

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

OWNER OF ITALY REG. NO. 1187306, DATED 3-24-2000, EXPIRES 3-24-2010.

OWNER OF U.S. REG. NOS. 1,837,925 AND 1,991,440.

SER. NO. 78-641,087, FILED 6-1-2005.

MIDGE BUTLER, EXAMINING ATTORNEY



*David J. Kypos*

Director of the United States Patent and Trademark Office

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**From:** TMOfficialNotices@USPTO.GOV  
**Sent:** Monday, August 10, 2015 11:00 PM  
**To:** ipdocket@foxrothschild.com  
**Cc:** mleonard@foxrothschild.com  
**Subject:** Official USPTO Notice of Acceptance/Acknowledgement Sections 8 and 15: U.S. Trademark RN 3689438: KIKO: Docket/Reference No. 114354.00040

---

**Serial Number:** 78641087  
**Registration Number:** 3689438  
**Registration Date:** Sep 29, 2009  
**Mark:** KIKO  
**Owner:** KIKO S.P.A.

Aug 10, 2015

### **NOTICE OF ACCEPTANCE UNDER SECTION 8**

The declaration of use or excusable nonuse filed for the above-identified registration meets the requirements of Section 8 of the Trademark Act, 15 U.S.C. §1058. **The Section 8 declaration is accepted.**

### **NOTICE OF ACKNOWLEDGEMENT UNDER SECTION 15**

The declaration of incontestability filed for the above-identified registration meets the requirements of Section 15 of the Trademark Act, 15 U.S.C. §1065. **The Section 15 declaration is acknowledged.**

**The registration will remain in force for the class(es) listed below for the remainder of the ten-year period, calculated from the registration date, unless canceled by an order of the Commissioner for Trademarks or a Federal Court.**

**Class(es):**  
003

TRADEMARK SPECIALIST  
POST-REGISTRATION DIVISION  
571-272-9500

---

### **REQUIREMENTS FOR MAINTAINING REGISTRATION**

**WARNING: Your registration will be canceled if you do not file the documents below during the specified time periods.**

#### **Requirements in the First Ten Years**

**What and When to File:** You must file a declaration of use (or excusable nonuse) **and** an application for renewal between the 9th and 10th years after the registration date. See 15 U.S.C. §§1058, 1059.

#### **Requirements in Successive Ten-Year Periods**

**What and When to File:** You must file a declaration of use (or excusable nonuse) **and** an application for renewal between

every 9th and 10th-year period, calculated from the registration date. See 15 U.S.C. §§1058, 1059.

#### **Grace Period Filings**

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

**\*\*\*The USPTO WILL NOT SEND ANY FURTHER NOTICE OR REMINDER OF THESE REQUIREMENTS. THE REGISTRANT SHOULD CONTACT THE USPTO ONE YEAR BEFORE THE EXPIRATION OF THE TIME PERIODS SHOWN ABOVE TO DETERMINE APPROPRIATE REQUIREMENTS AND FEES.\*\*\***

To view this notice and other documents for this application on-line, go to <http://tdr.uspto.gov/search.action?sn=78641087>.

NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.



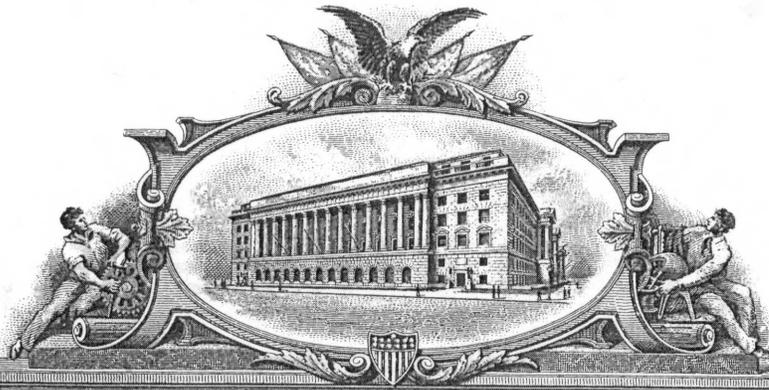






# **EXHIBIT “F”**

7550744



# THE UNITED STATES OF AMERICA

**TO ALL TO WHOM THESE PRESENTS SHALL COME:**

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

October 06, 2015

THE ATTACHED U.S. TRADEMARK REGISTRATION 4,065,381 IS  
CERTIFIED TO BE A TRUE COPY OF THE REGISTRATION ISSUED BY  
THE UNITED STATES PATENT AND TRADEMARK OFFICE WHICH  
REGISTRATION IS IN FULL FORCE AND EFFECT.

REGISTERED FOR A TERM OF 10 YEARS FROM *December 06, 2011*  
SAID RECORDS SHOW TITLE TO BE IN: *Registrant*

By Authority of the  
Under Secretary of Commerce for Intellectual Property  
and Director of the United States Patent and Trademark Office

  
T. WALLACE  
Certifying Officer



United States of America  
United States Patent and Trademark Office

**KIKO**

**Reg. No. 4,065,381**

**Registered Dec. 6, 2011**

**Int. Cls.: 9 and 14**

**TRADEMARK**

**PRINCIPAL REGISTER**

KIKO S.R.L. (ITALY LIMITED LIABILITY COMPANY)  
VIA GIORGIO PAGLIA, 1/D  
I-24122 BERGAMO  
ITALY

FOR: SPECTACLES, CASES AND CHAINS FOR SPECTACLES, FRAMES FOR SPECTACLES, OPTICAL LENSES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FOR: JEWELLERY AND COSTUME JEWELLERY, NAMELY RINGS, BRACELETS, NECKLACES, TIE-BARS, SCARF RINGS, PENDANTS, EAR CLIPS, TIE CLIPS, CUFFINKS, EARRINGS, KEY HOLDERS MADE OF PRECIOUS METALS, BROOCHES, PINS BEING JEWELRY; CLOCKS, WATCHES, CHRONOGRAPHS FOR USE AS WATCHES, CHRONOMETERS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

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

PRIORITY DATE OF 11-16-2009 IS CLAIMED.

OWNER OF INTERNATIONAL REGISTRATION 1030124 DATED 12-11-2009, EXPIRES 12-11-2019.

OWNER OF U.S. REG. NOS. 1,837,925, 3,689,438 AND OTHERS.

THE NAME(S), PORTRAIT(S), AND/OR SIGNATURE(S) SHOWN IN THE MARK DOES NOT IDENTIFY A PARTICULAR LIVING INDIVIDUAL.

THE WORDING "KIKO" HAS NO MEANING IN A FOREIGN LANGUAGE.

SER. NO. 79-095,635, FILED 4-27-2010.

STEVEN JACKSON, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office

# **EXHIBIT “G”**

7550744



# THE UNITED STATES OF AMERICA

**TO ALL TO WHOM THESE PRESENTS SHALL COME:**

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

October 05, 2015

THE ATTACHED U.S. TRADEMARK REGISTRATION 4,690,585 IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 10 YEARS FROM *February 24, 2015*

SAID RECORDS SHOW TITLE TO BE IN:

*KIKO S.P.A.*

*A ITALY CORPORATION*

By Authority of the  
Under Secretary of Commerce for Intellectual Property  
and Director of the United States Patent and Trademark Office



*W. Montgomery*  
W. MONTGOMERY  
Certifying Officer

# United States of America

United States Patent and Trademark Office

# KIKO

MAKE UP MILANO

**Reg. No. 4,690,585**

**Registered Feb. 24, 2015**

**Int. Cls.: 3 and 35**

**TRADEMARK**

**SERVICE MARK**

**PRINCIPAL REGISTER**

KIKO S.R.L. (ITALY LIMITED LIABILITY COMPANY)  
VIA PAGLIA 1/D  
BERGAMO, ITALY 24122

FOR: PERFUMES, TOILET SOAPS, COSMETICS, NAMELY, DEODORANTS FOR PERSONAL USE; CREAMS, LOTIONS AND OILS FOR THE FACE AND BODY; SKIN CLEANSING MILKS, CREAMS AND OILS; MAKE-UP CREAMS; BEAUTY MASKS; MAKE-UP REMOVERS; EYE SHADOWS; LIPSTICKS; MASCARA, ROUGE; CRAYONS FOR THE EYES AND LIPS; FACE AND BODY POWDERS; SUNTANNING AND AFTER SUN EXPOSURE CREAMS, OILS AND LOTIONS; PRE- AND AFTER-SHAVE LOTIONS; TALCUM POWDERS, BATH SALTS, BATH FOAM, BATH OIL; HAIR SHAMPOO, HAIR LOTIONS; DEPILATORY PREPARATIONS; NAIL ENAMELS AND POLISHES, EXCLUDING GOODS FOR INFANTS AND CHILDREN UP TO 11 YEARS OLD, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FOR: RETAIL DEPARTMENT STORE SERVICES, EXCLUDING GOODS FOR INFANTS AND CHILDREN UP TO 11 YEARS OLD; RETAIL STORE SERVICES FEATURING A WIDE VARIETY OF CONSUMER GOODS OF OTHERS, EXCLUDING GOODS FOR INFANTS AND CHILDREN UP TO 11 YEARS OLD; RETAIL VARIETY STORES, EXCLUDING GOODS FOR INFANTS AND CHILDREN UP TO 11 YEARS OLD, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

PRIORITY CLAIMED UNDER SEC. 44(D) ON ITALY APPLICATION NO. M12013C00227, FILED 3-6-2013, REG. NO. 1563665, DATED 10-8-2013, EXPIRES 3-6-2026.

OWNER OF U.S. REG. NOS. 3,650,052 AND 3,689,438.

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

THE MARK CONSISTS OF THE WORD "KIKO" IN LARGER TYPE AND THE PHRASE "MAKE UP MILANO" IN SMALLER TYPE UNDERNEATH.

SER. NO. 85-884,151, FILED 3-22-2013.

SUZANNE BLANE, EXAMINING ATTORNEY



*Michelle K. Lee*  
Deputy Director of the United States  
Patent and Trademark Office

# **EXHIBIT ‘H’**



# OPPOSER'S NOTICE OF RELIANCE

## IV. Printed Publication – Dictionary Pronunciation Guide



Brooks Brothers  
Red Fleece

2 FOR \$99  
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ANDY WARHOL @ CHRISTIE'S

SEX, DRUGS, AND ROCK & ROLL  
ONLINE AUCTION · OCTOBER 20-29

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# Guide to Pronunciation

Pronunciation is not an intrinsic component of the dictionary. For some languages, such as Spanish, Swahili, and Finnish, the correspondence between orthography and pronunciation is so close that a dictionary need only spell a word correctly to indicate its pronunciation. Modern English, however, displays no such consistency in sound and spelling, and so a dictionary of English must devote considerable attention to the pronunciation of the language. The English lexicon contains numerous eye rhymes such as *love*, *move*, and *rove*, words which do not sound alike despite their similar spellings. On the other hand, it also contains rhyming words such as *breeze*, *cheese*, *ease*, *frieze*, and *sleaze* whose rhymes are all spelled differently.

This grand mismatch between words that look alike and words that sound alike does at least serve to record something of the history of the English-speaking peoples and their language. Spelling often indicates whether a word comes down from the native Anglo-Saxon word stock or was adopted in successive ages from the speech of a missionary monk chanting Latin, a seafaring Viking dicking in Old Norse, a Norman nobleman giving orders in French, or a young immigrant to turn-of-the-century America. For example, the sound \sh\ is spelled as *sh* in native English *shore*, as *ch* in the French loan *champagne*, as *sk* in one pronunciation of the Norwegian loan *ski*, as *si* in the Renaissance Latin loan *emulsion*, and as *sch* in the recent Yiddish loan *schlep*. English vowels present different complexities of sound and spelling, due in large part to the fact that William Caxton introduced printing to England in A.D. 1476, many decades before the sound change known as the Great Vowel Shift had run its course. With the rise of printing came an increasingly fixed set of spelling conventions, but the conventionalized spellings soon lost their connection to pronunciation as the vowel shift continued. The stressed vowels of *sane* and *sanity* are therefore identical in spelling though now quite different in quality. For the trained observer the vagaries of English orthography contain a wealth of linguistic history; for most others, however, this disparity between sound and spelling is just a continual nuisance at school or work.

Readers often turn to the dictionary wanting to learn the exact pronunciation of a word, only to discover that the word may have several pronunciations, as is the case for *deity*, *economic*, *envelope*, and *greasy*, among many others. The inclusion of variant pronunciations disappoints those who want their dictionary to list one "correct" pronunciation. In truth, though, there can be no objective standard for correct pronunciation other than the usage of thoughtful and, in particular, educated speakers of English. Among such speakers one hears much variation in pronunciation.

Dictionaries of English before the modern era usually ignored pronunciation variants, instead indicating a single pronunciation by marking the entry word with diacritics to indicate stress and letter values. These systems were cumbersome, however, and reflected the dialectal biases of the editors more than the facts about how a word was actually spoken. Lexicographers came eventually to recognize the need for separate respellings which could record the entire range of accepted variants along with appropriate notes about dialectal distribution or usage.

This dictionary records many types of variation in pronunciation. Distinctions between British and American speech are frequently noted, as are differences among the three major dialect areas of the U.S.—Northern, Southern, and Midland. Words that have distinctive pronuncia-

tions in Canada, such as *decal* and *khaki*, have those pronunciations duly noted. Pronunciations peculiar to certain spheres of activity are also represented, as for example the variants of *athwart* and *tackle* heard in nautical use. Finally, a wide range of unpredictable variations are included, such as the pronunciation of *economic* with either \e\ or \ē\. Unpredictable variations frequently cut across the boundaries of geographical dialects, sometimes running along the lines of social class, ethnicity, or gender instead. In fine, this dictionary attempts to include—either explicitly or by implication—all pronunciation variants of a word that are used by educated speakers of the English language.

The pronunciations in this dictionary are informed chiefly by the Merriam-Webster pronunciation file. This file contains citations that are transcriptions of words used by native speakers of English in the course of utterances heard in speeches, interviews, and conversations. In this extensive collection of 3 × 5 slips of paper, one finds the pronunciations of a host of people: politicians, professors, curators, artists, musicians, doctors, engineers, preachers, activists, journalists, and many others. The Merriam-Webster pronunciation editors have been collecting these citations from live speech and from radio, television, and shortwave broadcasts since the 1930s. It is primarily on the basis of this large and growing file that questions of usage and acceptability in pronunciation are answered. All of the pronunciations recorded in this book can be documented as falling within the range of generally acceptable variation, unless they are accompanied by a restricting usage note or symbol or a regional label.

No system of indicating pronunciation is self-explanatory. The following discussion sets out the significance and use of the pronunciation symbols in this book, with special attention to those areas where experience has shown that dictionary users may have questions. More detailed information can be found in the Guide to Pronunciation in Webster's Third New International Dictionary. The order of symbols discussed below is the same as the order on the page of Pronunciation Symbols, with the exception that the symbols which are not letter characters are here listed first. Those characters which have corresponding symbols in the International Phonetic Alphabet (IPA) are shown with their IPA equivalents.

\/ \ All pronunciation information is printed between reversed virgules. Pronunciation symbols are printed in roman type and all other information, such as labels and notes, is printed in italics.

ˈ ˌ ˋ A high-set stress mark precedes a syllable with primary (strongest) stress; a low-set mark precedes a syllable with secondary (medium) stress; a third level of weak stress requires no mark at all: \ˈpen-mən-ˌʃɪp\.

Since the nineteenth century the International Phonetics Association has recommended that stress marks precede the stressed syllable, and linguists worldwide have adopted this practice on the basic principle that before a syllable can be uttered the speaker must know what degree of stress to give it.

\ - \ Hyphens are used to separate syllables in pronunciation transcriptions. In actual speech, of course, there is no pause between the syllables of a word.

The placement of hyphens is based on phonetic principles, such as vowel length, nasalization, variation due to the position of a consonant in a syllable, and other nuances of the spoken word. The syllable breaks shown in this book reflect the careful pronunciation of a single word out of context. Syllabication tends to change in rapid or running speech: a consonant at the end of a syllable may shift into a following syllable, and unstressed vowels may be elided. The numerous variations in pronunciation that a word may have in running speech are of interest to phoneticians but are well outside the scope of a dictionary of general English.

The centered dots in boldface entry words indicate potential end-of-line division points and not syllabication. These division points are determined by considerations of both morphology and pronunciation, among others. Further discussion of end-of-line division is contained in the section of that name within the Explanatory Notes. In this book a consistent approach has been pursued, both toward word division based on traditional formulas and toward syllabication based on phonetic principles. As a result, the hyphens indicating syllable breaks and the centered dots indicating end-of-line division often do not fall in the same places.

**( )** Parentheses are used in pronunciations to indicate that whatever is symbolized between them is present in some utterances but not in others; thus *factory* \ˈfak-t(ə)rē\ is pronounced both \ˈfak-tə-rē\ and \ˈfak-trē\, *industry* \ˈin-(ɹ)dəs-trē\ is pronounced both \ˈin-dəs-trē\ and \ˈin-dəs-trē\. In some phonetic environments, as in *fence* \ˈfɛn(t)s\ and *boil* \ˈbɔɪ(-ə)\, it may be difficult to determine whether the sound shown in parentheses is or is not present in a given utterance; even the usage of a single speaker may vary considerably.

**, ; \** Variant pronunciations are separated by commas; groups of variants are separated by semicolons. The order of variants does not mean that the first is in any way preferable to or more acceptable than the others. All of the variants in this book, except those restricted by a regional or usage label, are widely used in acceptable educated speech. If evidence reveals that a particular variant is used more frequently than another, the former will be given first. This should not, however, prejudice anyone against the second or subsequent variants. In many cases the numerical distribution of variants is equal, but one of them, of course, must be printed first.

**÷** The obelus, or division sign, is placed before a pronunciation variant that occurs in educated speech but that is considered by some to be questionable or unacceptable. This symbol is used sparingly and primarily for variants that have been objected to over a period of time in print by commentators on usage, in schools by teachers, or in correspondence that has come to the Merriam-Webster editorial department. In most cases the objection is based on orthographic or etymological arguments. For instance, the second variant of *cupola* \ˈkyū-pə-lə, ÷-lō\, though used frequently in speech, is objected to because *a* is very rarely pronounced \ō\ in English. The pronunciation \ˈlɪ-ber-ē\ is similarly marked at the entry for *library* because some people insist that both *r*'s should be pronounced.

**ə** in unstressed syllables as in *banana*, *collide*, *abut* (IPA [ə]). This neutral vowel, called *schwa*, may be represented orthographically by any of the letters *a*, *e*, *i*, *o*, *u*, *y*, and by many combinations of letters. In running speech unstressed vowels are regularly pronounced as ə\ in American and British speech.

Speakers of r-dropping dialects will often insert an \r\ after \ə\ when \ə\ precedes another vowel. (See the section on \r\.)

**ə** in stressed syllables as in *humdrum*, *abut*. (IPA [ʌ]).

Some speakers pronounce \ə\ and \ō\ identically before \l\, with the result that word pairs like *gull* and *goal* are homophones. The sound produced in such cases is usually the same sound that other speakers use for \ō\.

**ə** immediately preceding \l\, \n\, \m\, \ŋ\, as in *bat-tle*, *cotton*, and one pronunciation of *open* \ō-pʰm\ and of *and* \əŋ\ as in one pronunciation of the phrase *lock and key* \lɔk-əŋ-ˈkē\. The symbol \ə\ preceding these consonants does not itself represent a sound. It signifies instead that the following consonant is syllabic; that is, the consonant itself forms the nucleus of a syllable that does not contain a vowel.

In the pronunciation of some French or French-derived words \ə\ is placed immediately after \l\, \m\, \r\ to indicate one nonsyllabic pronunciation of these consonants, as in the French words *table* "table," *prisme* "prism," and *titre* "title," each of which in isolation and in some contexts is a one-syllable word.

**ər** as in *further*, *merger*, *bird* (IPA [ɜ, ə]). (See the section on \r\.) Actually, this is usually a single sound, not a sequence of \ə\ followed by \r\. Speakers of r-dropping dialects will pronounce \ər\ without r-color (IPA [ɜ, ə]) when unstressed, [ə] when unstressed, but will insert a following \r\ when \ər\ precedes another vowel.

**ər-, ər-** as in two different pronunciations of *hurry*. Most U.S. speakers pronounce \ˈhər-ē\ with the \ər\ representing the same sounds as in *bird* \ˈbɜrd\. Usually in metropolitan New York and southern England and frequently in New England and the southeastern U.S. the vowel is much the same as the vowel of *hum* followed by a syllable-initial variety of \r\. This pronunciation of *hurry* is represented as \ˈhə-rē\ in this book. Both types of pronunciation are shown for words composed of a single meaningful unit (or *morpheme*) as in *current*, *hurry*, and *worry*. In words such as *furry*, *stirring*, and *purring* in which a vowel or vowel-initial suffix is added to a word ending in *r* or *rr* (as *fur*, *stir*, and *purr*), the second type of pronunciation outlined above is heard only occasionally and is not shown in this dictionary.

**a** as in *mat*, *map*, *mad*, *gag*, *snap*, *patch* (IPA [æ]). Some variation in this vowel is occasioned by the consonant that follows it; thus, for some speakers *map*, *mad*, and *gag* have noticeably different vowel sounds. There is a very small number of words otherwise identical in pronunciation that these speakers may distinguish solely by variation of this vowel, as in the two words *can* (put into cans; be able) in the sentence "Let's can what we can." However, this distinction is sufficiently infrequent that the traditional practice of using a single symbol is followed in this book.

Many varieties of English do not allow \a\ to be followed by an \r\ which begins the following syllable. In such a case, the sequence of \a-r\ is replaced by \er\, and word pairs like *arrow* and *aero* are homophones. This is not always indicated in transcription. The reader should assume that any sequences of \a-r\ will be \er\ for such speakers.

When it precedes \ŋ\, \a\ is often followed by a \y\ sound. The resulting vowel sounds much like \ā\ for many speakers.

**ā** as in *day*, *fade*, *date*, *aorta*, *drape*, *cape* (IPA [e, eɪ, ei]). In most English speech this is actually a diphthong. In lowland South Carolina, in coastal Georgia and Florida, and occasionally elsewhere \ā\ is pronounced as a monophthong. As a diphthong \ā\ has a first element \e\ or monophthongal \ā\ and a second element \i\.

Before \l\, speakers may lose the second element \i\ and insert \ə\. Thus, a word like *ale* would be IPA [əɪ]. Alter-

nately, many speakers will keep the second element  $\text{\i}$  and add a following  $\text{\ə}$  which creates a new syllable. Thus, the word *trail* will be  $\text{\}^{\text{t}}\text{r}\text{\a}\text{\i}\text{\l}$ , rhyming with *betrayal*.

$\text{\ä}$  as in *bother*, *cot* (IPA [a]). The symbol  $\text{\ä}$  represents the vowel of *cot*, *cod*, and the stressed vowel of *collar* in the speech of those who pronounce this vowel differently from the vowel in *caught*, *cawed*, and *caller*, represented by  $\text{\ò}$ . In U.S. speech  $\text{\ä}$  is pronounced with little or no rounding of the lips, and it is fairly long in duration, especially before voiced consonants. In southern England  $\text{\ä}$  is usually accompanied by some lip rounding and is relatively short in duration. The vowel  $\text{\ò}$  generally has appreciable lip rounding. Many U.S. speakers do not distinguish between *cot—caught*, *cod—cawed*, and *collar—caller*, usually because they lack or have less lip rounding in the words transcribed with  $\text{\ò}$ . Though the symbols  $\text{\ä}$  and  $\text{\ò}$  are used throughout this book to distinguish the members of the above pairs and similar words, the speakers who rhyme these pairs will automatically reproduce a sound that is consistent with their own speech.

In transcription of foreign words, the symbol  $\text{\ä}$  is also used to represent IPA [a], a vowel which is generally pronounced farther forward in the mouth than  $\text{\ä}$  but not as far forward as  $\text{\a}$ . Some speakers may also have such a vowel in words like *balm* which contrasts with the vowel in words like *bomb*. Such a contrast is rare, however, and it is not represented in this dictionary.

Speakers of r-dropping dialects will usually insert an  $\text{\r}$  after  $\text{\ä}$  when  $\text{\ä}$  precedes another vowel. (See the section on  $\text{\r}$ .)

$\text{\är}$  as in *car*, *heart*, *aardvark*, *bazaar*, *bizarre* (IPA [aə, aɚ, əɚ]). The initial element of this diphthong may vary from  $\text{\ä}$  to a vowel pronounced farther forward in the mouth than  $\text{\ä}$ , or it may be a vowel with some lip rounding resembling  $\text{\ò}$ . Speakers of r-dropping dialects will pronounce  $\text{\är}$  as a long vowel (IPA [ɑ:, a:ɪ]) when it precedes a consonant or pause, and may distinguish  $\text{\är}$  in *cart* from  $\text{\ä}$  in *cot* by the length and quality of the vowel, not by the presence of  $\text{\r}$ . However, speakers of r-dropping dialects will usually insert an  $\text{\r}$  after  $\text{\är}$  when it precedes a vowel. (See the section on  $\text{\r}$ .)

$\text{\au}$  as in *now*, *loud*, *out* (IPA [au, au]). The initial element of this diphthong may vary from  $\text{\a}$  to  $\text{\ä}$ , the first being more common in Southern and south Midland speech than elsewhere. In coastal areas of the southern U.S. and in parts of Canada this diphthong is often realized as  $\text{\əu}$  when immediately preceding a voiceless consonant, as in the noun *house* and in *out*.

Many varieties of English do not allow  $\text{\au}$  to be followed by  $\text{\l}$  in the same syllable. Speakers of such varieties will insert a following  $\text{\ə}$  which creates a new syllable. This is indicated by the transcription  $\text{\au}(-\text{\ə})$ . For such speakers, *owl* will rhyme with *avowal*. Also, many varieties of English do not allow  $\text{\au}$  to be followed by  $\text{\r}$  in the same syllable. Speakers of such varieties will transform the following  $\text{\r}$  into  $\text{\ər}$ , thus creating a new syllable. This is indicated by the transcription  $\text{\au}(-\text{\ə})\text{\r}$ . For such speakers, *scour* will rhyme with *plower*.

$\text{\b}$  as in *baby*, *rib* (IPA [b]).

$\text{\ch}$  as in *chin*, *nature*  $\text{\}^{\text{n}\text{\a}}\text{\c}\text{\h}\text{\ər}$  (IPA [tʃ]). Actually, this sound is  $\text{\t}$  +  $\text{\sh}$ . The distinction between the phrases *why choose* and *white shoes* is maintained by a difference in the syllabication of the  $\text{\t}$  and the  $\text{\sh}$  in each case and the consequent use of different varieties (or *allophones*) of  $\text{\t}$ .

$\text{\d}$  as in *did*, *adder* (IPA [d]). (See the section on  $\text{\t}$  below for a discussion of the flap allophone of

$\text{\d}$ .) Many speakers pronounce  $\text{\d}$  like  $\text{\j}$  when it occurs before  $\text{\r}$  in the same syllable.

$\text{\e}$  as in *bet*, *bed*, *peck* (IPA [ɛ]). In Southern and Midland dialects this vowel before nasal consonants often has a raised articulation that approximates  $\text{\i}$ , so that *pen* has nearly the pronunciation  $\text{\}^{\text{p}}\text{\i}\text{\n}$ .

Many varieties of English do not allow  $\text{\e}$  to be followed by an  $\text{\r}$  which begins the following syllable. In such a case, the sequence of  $\text{\e-r}$  is replaced by  $\text{\er}$ , and word pairs like *very* and *vary* are homophones. This is not always indicated in transcription. The reader should assume that any sequences of  $\text{\e-r}$  will be  $\text{\er}$  for such speakers.

$\text{\er}$  as in *bare*, *fair*, *wear*, *derriere*, *millionaire* (IPA [ɛə, ɛə]). The initial element of this diphthong may vary from  $\text{\e}$  to  $\text{\ä}$ . Speakers of r-dropping dialects will pronounce  $\text{\er}$  without any r-color on the second element (IPA [ɛə, ɛə]) when it precedes a consonant or pause, but will usually insert an  $\text{\r}$  after  $\text{\er}$  when it precedes a vowel. (See the section on  $\text{\r}$ .)

$\text{\ē}$ ,  $\text{\ē}$  in stressed syllables as in *beat*, *nose-bleed*, *evenly*, *easy* (IPA [i]).

Many speakers will insert  $\text{\ə}$  after  $\text{\ē}$  when it precedes  $\text{\l}$ . Additionally, some speakers pronounce  $\text{\ē}$  and  $\text{\i}$  identically before  $\text{\l}$ , with the result that word pairs like *heel* and *hill* are homophones. The sound pronounced in such cases may be either  $\text{\ē}$  or  $\text{\i}$  as pronounced by those who distinguish the two.

$\text{\ē}$  in unstressed syllables, as in *easy*, *mealy* (IPA [i, i]). Though the fact is not shown in this book, some dialects such as southern British and southern U.S. often, if not usually, pronounce  $\text{\i}$  instead of unstressed  $\text{\ē}$ .

$\text{\f}$  as in *fifty*, *cuff* (IPA [f]).

$\text{\g}$  as in *go*, *big*, *gift* (IPA [g]).

$\text{\h}$  as in *hat*, *ahead* (IPA [h]).

$\text{\hw}$  as in *whale* as pronounced by those who do not have the same pronunciation for both *whale* and *wail*. Some U.S. speakers distinguish these two words as  $\text{\}^{\text{h}}\text{\w}\text{\ä}$  and  $\text{\}^{\text{w}}\text{\ä}$  respectively, though frequently in the U.S. and usually in southern England  $\text{\}^{\text{w}}\text{\ä}$  is used for both. Some linguists consider  $\text{\hw}$  to be a single sound, a voiceless  $\text{\w}$  (IPA [ɸ]).

$\text{\i}$  as in *tip*, *banish*, *active* (IPA [ɪ]).

Some speakers pronounce  $\text{\ē}$  and  $\text{\i}$  identically before  $\text{\l}$ , with the result that word pairs like *heel* and *hill* are homophones. The sound pronounced in such cases may be either  $\text{\ē}$  or  $\text{\i}$  as pronounced by those who distinguish the two.

When it precedes  $\text{\ŋ}$ ,  $\text{\i}$  is often followed by a  $\text{\y}$  sound. The resulting sound often greatly resembles  $\text{\ē}$ .

$\text{\ir}$  as in *near*, *deer*, *mere*, *pier*, *souvenir* (IPA [ɪə, ɪə]). The initial element of this diphthong may vary from  $\text{\ē}$  to  $\text{\i}$ . Speakers of r-dropping dialects will pronounce  $\text{\ir}$  without any r-color on the second element (IPA [ɪə, ɪə]) when it precedes a consonant or pause, but will usually insert an  $\text{\r}$  after  $\text{\ir}$  when it precedes a vowel. (See the section on  $\text{\r}$ .)

$\text{\ī}$  as in *site*, *side*, *buy*, *tripe* (IPA [aɪ, ai, ai, ai]). Actually, this sound is a diphthong, usually composed of  $\text{\ä}$  +  $\text{\i}$ . In Southern speech, especially before a

pause or voiced consonant, as in *shy* and *five*, the second element  $\text{\i}$  may not be pronounced (IPA [a:]). Chiefly in eastern Virginia, coastal South Carolina, and parts of Canada the diphthong is approximately  $\text{\iə}$  +  $\text{\i}$  before voiceless consonants, as in *nice* and *write* (IPA [aɪ]).

Many varieties of English do not allow  $\text{\i}$  to be followed by  $\text{\l}$  in the same syllable. Speakers of such varieties will insert a following  $\text{\ə}$  which creates a new syllable. This is indicated by the transcription  $\text{\i(-ə)\l}$ . For such speakers, *file* will rhyme with *denial*. Also, many varieties of English do not allow  $\text{\i}$  to be followed by  $\text{\r}$  in the same syllable. Speakers of such varieties will transform the following  $\text{\r}$  into  $\text{\ər}$ , thus creating a new syllable. This is indicated by the transcription  $\text{\i(-ə)r}$ . For such speakers, *fire* will rhyme with *higher*.

$\text{\j}$  as in *job*, *gem*, *edge*, *join*, *judge*. Actually, this sound is  $\text{\d}$  +  $\text{\zh}$  (IPA [dʒ]). Assuming the anglicization of *Jeanne d'Arc* as  $\text{\zhän-}^{\text{d}}\text{\därk}$ , the distinction between the sentences *They betray John Dark* and *They betrayed Jeanne d'Arc* is maintained by a difference in the syllabication of the  $\text{\d}$  and the  $\text{\zh}$  in each case and the consequent use of different varieties (or *allophones*) of  $\text{\d}$ .

$\text{\k}$  as in *kin*, *cook*, *ache* (IPA [k]).

$\text{\k}$  as in German *ich* “I,” *Buch* “book,” and one pronunciation of English *loch*. Actually, there are two distinct sounds in German; the  $\text{\k}$  in *ich* (IPA [ç]) is pronounced toward the front of the mouth and the  $\text{\k}$  in *Buch* is pronounced toward the back (IPA [x]). In English, however, no two words otherwise identical are distinguished by these two varieties of  $\text{\k}$ , and therefore only a single symbol is necessary.

$\text{\l}$  as in *lily*, *pool* (IPA [l, ɫ]). In words such as *battle* and *fiddle* the  $\text{\l}$  is a syllabic consonant (IPA [l]). (See the section on  $\text{\ə}$  above.)

$\text{\m}$  as in *murmur*, *dim*, *nymph* (IPA [m]). In pronunciation variants of some words, such as *open* and *happen*,  $\text{\m}$  is a syllabic consonant (IPA [m]). (See the section on  $\text{\ə}$  above.)

$\text{\n}$  as in *no*, *own* (IPA [n]). In words such as *cotton* and *sudden*, the  $\text{\n}$  is a syllabic consonant (IPA [n]). (See the section on  $\text{\ə}$  above.)

$\text{\ŋ}$  indicates that a preceding vowel or diphthong is pronounced with the nasal passages open, as in French *un bon vin blanc*  $\text{\œ}^{\text{n}}\text{-b}^{\text{o}}\text{-va}^{\text{n}}\text{-bl}^{\text{a}}\text{\text{̃}}$  “a good white wine.”

$\text{\ŋ}$  as in *sing*  $\text{\sɪŋ}$ , *singer*  $\text{\sɪŋ-ər}$ , *finger*  $\text{\fɪŋ-gər}$ , *ink*  $\text{\ɪŋk}$  (IPA [ŋ]). In some rare contexts  $\text{\ŋ}$  may be a syllabic consonant (IPA [ŋ]). (See the section on  $\text{\ə}$  above.)

$\text{\ō}$  as in *bone*, *know*, *beau* (IPA [o, ou, ou]). Especially in positions of emphasis, such as when it occurs at the end of a word or has primary stress,  $\text{\ō}$  tends to become diphthongal, moving from  $\text{\ō}$  toward a second element  $\text{\u}$ . In southern England and in some U.S. speech, particularly in the Philadelphia area and in the Pennsylvania-Ohio-West Virginia border area, the first element is often approximately  $\text{\ə}$ . In coastal South Carolina, Georgia, and Florida stressed  $\text{\ō}$  is often monophthongal when final, but when a consonant follows it is often a diphthong moving from  $\text{\ō}$  to  $\text{\ə}$ . In this book the symbol  $\text{\ō}$  represents all of the above variants. As an unstressed vowel before another vowel,  $\text{\ō}$  is often pronounced as a schwa with slight lip rounding that is separated from the following vowel by the glide  $\text{\w}$ , as in *following*  $\text{\fä-lə-}$

$\text{\wɪŋ}$ . This reduced variant is not usually shown at individual entries.

$\text{\ō}$  as in *saw*, *all*, *gnaw*, *caught* (IPA [ɔ]). (See the section on  $\text{\ä}$ .)

Speakers of r-dropping dialects will usually insert an  $\text{\r}$  after  $\text{\ō}$  when  $\text{\ō}$  precedes another vowel. (See the section on  $\text{\r}$ .)

$\text{\œ}$  as in French *boeuf* “beef,” German *Hölle* “hell” (IPA [œ]). This vowel, which occurs only in foreign-derived terms and names, can be approximated by attempting to pronounce the vowel  $\text{\e}$  with the lips moderately rounded as for the vowel  $\text{\u}$ . This vowel is often anglicized as the  $\text{\ər}$  of *bird* by those who do not “drop their r’s” or as the corresponding vowel of *bird* used by those who do (see the section on  $\text{\r}$ ).

This symbol is also used to represent the vowel in French *feu* “fire,” German *Höhle* “hole” (IPA [ø]). This vowel, which occurs primarily in foreign-derived terms and names, can be approximated by attempting to pronounce a monophthongal vowel  $\text{\ā}$  with the lips fully rounded as for the vowel  $\text{\u}$ . This vowel also occurs in Scots and thus is used in the pronunciation of *guidwillie*, mainly restricted to Scotland.

$\text{\oi}$  as in *coin*, *destroy* (IPA [ɔɪ, ɔi, oɪ, oi]). In some Southern speech, especially before a consonant in the same word, the second element may disappear or be replaced by  $\text{\ə}$ . Some utterances of *drawing* and *sawing* have a sequence of vowel sounds identical to that in *coin*, but because *drawing* and *sawing* are analyzed by many as two-syllable words they are transcribed with a parenthesized hyphen:  $\text{\d}^{\text{r}}\text{\ō}(-)\text{\ɪŋ}$ ,  $\text{\s}^{\text{o}}(-)\text{\ɪŋ}$ .

Many varieties of English do not allow  $\text{\oi}$  to be followed by  $\text{\l}$  in the same syllable. Speakers of such varieties will insert a following  $\text{\ə}$  which creates a new syllable. This is indicated by the transcription  $\text{\oi(-ə)\l}$ . For such speakers, *oil* will rhyme with *loyal*.

$\text{\ör}$  as in *boar*, *port*, *door*, *shore* (IPA [oə, ɔə]). The initial element of this diphthong may vary from  $\text{\ō}$  to  $\text{\ə}$ . Speakers of r-dropping dialects will usually pronounce  $\text{\ör}$  the same as  $\text{\ō}$ . (See the section on  $\text{\r}$ .) Historically, there has been a contrast between the vowel in words like *ore*, *bore*, *porch*, *sport*, and *hoarse* on one hand and the vowel in words like *or*, *for*, *torch*, *short*, and *horse* on the other hand. The vowel in the former set of words has been much like  $\text{\ō}$ , and the vowel in the latter set like  $\text{\ə}$ . However, the number of speakers that make such a distinction is currently very small, and we have not represented the distinction in this dictionary.

$\text{\p}$  as in *pepper*, *lip* (IPA [p]).

$\text{\r}$  as in *red*, *rarity*. What is transcribed here as  $\text{\r}$  in reality represents several distinct sounds. Before a stressed vowel  $\text{\r}$  denotes a continuant produced with the tongue tip slightly behind the teethridge (IPA [ɹ]). This sound is usually voiceless when it follows a voiceless stop, as in *pray*, *tree*, and *cram*.

In Received Pronunciation  $\text{\r}$  is sometimes pronounced as a flap (IPA [ɾ]) in the same contexts in which  $\text{\t}$  and  $\text{\d}$  occur as flaps in American English. (See the section on  $\text{\t}$  below.) Occasionally the flap may be heard after consonants, as in *bright* and *grow*. In other dialects of British English, particularly Scots,  $\text{\r}$  may be pronounced as an alveolar trill (IPA [r]) or as a uvular trill (IPA [R]).

In some dialects, especially those of the southeastern U.S., eastern New England, New York City, and southern England,  $\text{\r}$  is not pronounced or is pronounced as  $\text{\ə}$  after a vowel in the same syllable. Such dialects are often referred to as r-dropping dialects. This term is somewhat misleading, since speakers of such dialects will often pronounce an  $\text{\r}$  in certain situations where speakers of non-

r-dropping dialects will not have an `\r\`. This matter is discussed in some of the other sections of this Guide.

`\ S \` as in *source*, *less* (IPA [s]).

`\ sh \` as in *shy*, *mission*, *machine*, *special* (IPA [ʃ]). Actually, this is a single sound, not two. When the two sounds `\s\` and `\h\` occur in sequence, they are separated by a hyphen in this book, as in *grasshopper* `\ˈgras-  
hā-pər\`.

`\ t \` as in *tie*, *attack*, *late*, *later*, *latter* (IPA [t]). In some contexts, as when a stressed or unstressed vowel precedes and an unstressed vowel or `\l\` follows, the sound represented by *t* or *tt* is pronounced in most American speech as a voiced flap produced by the tongue tip tapping the teethridge (IPA [ɾ]). In similar contexts the sound represented by *d* or *dd* has the same pronunciation. Thus, the pairs *ladder* and *latter*, *leader* and *liter*, *parody* and *parity* are often homophones. At the end of a syllable `\t\` often has an incomplete articulation with no release, or it is accompanied or replaced by a glottal closure. When `\t\` occurs before the syllabic consonant `\n\` as in *button* `\ˈbət-  
tən\`, the glottal allophone is often heard. This may reflect a syllabification of `\t\` with the preceding stressed syllable (i.e., `\ˈbət-  
n\`).

Many speakers pronounce `\t\` like `\ch\` when it occurs before `\r\` in the same syllable.

`\ th \` as in *thin*, *ether* (IPA [θ]). Actually, this is a single sound, not two. When the two sounds `\t\` and `\h\` occur in sequence they are separated by a hyphen in this book, as in *knighthood* `\ˈnīt-  
hüd\`. In some dialects of American English, `\th\` is regularly replaced by `\f\`.

`\ th \` as in *then*, *either*, *this* (IPA [ð]). Actually, this is a single sound, not two. The difference between `\th\` and `\th\` is that the former is pronounced without and the latter with vibration of the vocal cords.

`\ ü \` as in *rule*, *youth*, *union* `\ˈyün-yən\`, *few* `\ˈfyü\` (IPA [u]). As an unstressed vowel before another vowel, `\ü\` is often pronounced as a schwa with slight lip rounding that is separated from the following vowel by the glide `\w\`, as in *valuing* `\ˈval-yə-wɪŋ\`. This reduced variant is not usually shown at individual entries. Younger speakers of American English often use a more centralized and less rounded pronunciation of `\ü\` in certain words (as *news* and *musician*), both in stressed and especially in unstressed syllables.

Some speakers pronounce `\ü\` and `\u\` identically before `\l\`, with the result that word pairs like *pool* and *pull* are homophones. The sound pronounced in such cases may be either `\ü\` or `\u\` as pronounced by those who distinguish the two.

`\ ü \` as in *pull*, *wood*, *book* (IPA [u]). Some speakers pronounce `\ü\` and `\u\` identically before `\l\`, with the result that word pairs like *pool* and *pull* are homophones. The sound pronounced in such cases may be ei-

ther `\ü\` or `\u\` as pronounced by those who distinguish the two.

`\ ue \` as in German *füllen* “to fill,” *hübsch* “handsome” (IPA [y]). This vowel, which occurs only in foreign-derived terms and names, can be approximated by attempting to pronounce the vowel `\i\` with the lips moderately rounded as for the vowel `\ü\`.

This symbol is also used to represent the vowel in French *rue* “street,” German *fühlen* “to feel” (IPA [y]). This vowel, which occurs only in foreign-derived terms and names, can be approximated by attempting to pronounce the vowel `\e\` with the lips fully rounded as for the vowel `\ü\`.

`\ ür \` as in *poor*, *tour*, *insure* (IPA [uə, uə]). The initial element of this diphthong may vary from `\ü\` to `\ü\`. Speakers of r-dropping dialects will pronounce `\ür\` without any r-color on the second element (IPA [uə, uə]) when it precedes a consonant or pause, but will usually insert an `\r\` after `\ür\` when it precedes a vowel. (See the section on `\r\`.) Many speakers do not have the diphthong `\ür\` and have merged it with either `\ər\` (when it follows palatal consonants such as `\sh\`, `\ch\`, or `\y\` in words like *sure*, *mature*, or *obscure*) or `\ór\` (in other environments). Similarly, many speakers of r-dropping dialects have merged `\ür\` with `\ər\` and `\ó\` in the same respective environments.

`\ V \` as in *vivid*, *invite* (IPA [v]).

`\ W \` as in *we*, *away* (IPA [w]).

`\ y \` as in *yard*, *young*, *cue* `\ˈkyü\`, *curable* `\ˈkyür-ə-  
bəl\`, *few* `\ˈfyü\`, *fury* `\ˈfyür-ē\`, *union* `\ˈyün-yən\` (IPA [j]). The sequences `\lyü\`, `\syü\`, and `\zyü\` in the same syllable, as in *lewd*, *suit*, and *presume*, are common in southern British speech but are rare in American speech and only `\lü\`, `\sü\`, and `\zü\` are shown in this dictionary. A sequence of `\h\` and `\y\` as in *hue* and *huge* is pronounced by some speakers as a `\k\` articulated toward the front of the mouth (IPA [ç]).

`\ y \` indicates that during the articulation of the preceding consonant the tongue has substantially the position it has for the articulation of the `\y\` of *yard*, as in French *digne* `\dēnʲ\` “worthy.” Thus `\y\` does not itself represent a sound but rather modifies the preceding symbol.

`\ Z \` as in *zone*, *raise* (IPA [z]).

`\ zh \` as in *vision*, *azure* `\ˈa-zhər\` (IPA [ʒ]). Actually, this is a single sound, not two. When the two sounds `\z\` and `\h\` occur in sequence, they are separated by a hyphen in this book, as in *hogshead* `\ˈhögz-  
hed, ˈhägz-  
hed\`.

# Pronunciation Symbols

For more information see the Guide to Pronunciation.

ə	....	banana, collide, abut	ō	....	bone, know, beau
<sup>1</sup> ə, ɪə	....	humdrum, abut	ô	....	saw, all, gnaw, caught
ə	....	immediately preceding \l, \n, \m, \ŋ, as in battle, mitten, eaten, and sometimes open \d̥-p³m, lock and key \-³ŋ-; immediately following \l, \m, \r, as often in French table, prisme, titre	œ	....	French boeuf, feu, German Hölle, Höhle
ər	....	further, merger, bird	oi	....	coin, destroy
<sup>1</sup> ər- } <sup>1</sup> ə-r }	....	as in two different pronunciations of hurry \ <sup>1</sup> hər-ē, <sup>1</sup> hə-rē\	or	....	boar, port, door, shore
a	....	mat, map, mad, gag, snap, patch	p	....	pepper, lip
ā	....	day, fade, date, aorta, drape, cape	r	....	red, rarity
ä	....	bother, cot	s	....	source, less
är	....	car, heart, bazaar, bizarre	sh	....	as in shy, mission, machine, special (actually, this is a single sound, not two); with a hyphen between, two sounds as in grasshopper \ <sup>1</sup> gras-hä-pər\
aü	....	now, loud, out	t	....	tie, attack, late, later, latter
b	....	baby, rib	th	....	as in thin, ether (actually, this is a single sound, not two); with a hyphen between, two sounds as in knighthood \ <sup>1</sup> nīt-hüd\
ch	....	chin, nature \ <sup>1</sup> nā-chər\	<u>th</u>	....	then, either, this (actually, this is a single sound, not two)
d	....	did, adder	ü	....	rule, youth, union \ <sup>1</sup> yün-yən, few \ <sup>1</sup> fyü\
e	....	bet, bed, peck	ù	....	pull, wood, book
er	....	bare, fair, wear, millionaire	ue	....	German füllen, hübsch, fühlen, French rue
<sup>1</sup> ē, ɪē	....	beat, nosebleed, evenly, easy	ur	....	boor, tour, insure
ē	....	easy, mealy	v	....	vivid, give
f	....	fifty, cuff	w	....	we, away
g	....	go, big, gift	y	....	yard, young, cue \ <sup>1</sup> kyü, mute \ <sup>1</sup> myüt, union \ <sup>1</sup> yün-yən\
h	....	hat, ahead	y	....	indicates that during the articulation of the sound represented by the preceding character, the front of the tongue has substantially the position it has for the articulation of the first sound of yard, as in French digne \dēnʷ\
hw	....	whale as pronounced by those who do not have the same pronunciation for both whale and wail	Z	....	zone, raise
i	....	tip, banish, active	zh	....	as in vision, azure \ <sup>1</sup> a-zhər\ (actually, this is a single sound, not two); with hyphen between, two sounds as in hogshedd \ <sup>1</sup> hög-zhed, <sup>1</sup> häg-z-\
ir	....	near, deer, mere, pier	\	....	reversed virgule used in pairs to mark the beginning and end of a transcription: \pen\
ī	....	site, side, buy, tripe	ˈ	....	mark preceding a syllable with primary (strongest) stress: \ <sup>1</sup> pen-mən-,ship\
j	....	job, gem, edge, join, judge	ˌ	....	mark preceding a syllable with secondary (medium) stress: \ <sup>1</sup> pen-mən-,ship\
k	....	kin, cook, ache	-	....	mark of syllable division
<u>k</u>	....	German ich, Buch; one pronunciation of loch	( )	....	indicate that what is symbolized between is present in some utterances but not in others: factory \ <sup>1</sup> fak-t(ə-)rē\
l	....	lily, pool	÷	....	indicates that many regard as unacceptable the pronunciation variant immediately following: nuclear \ <sup>1</sup> nü-klē-ər, <sup>1</sup> nyü-, ÷-kyə-lər\
m	....	murmur, dim, nymph			
n	....	no, own			
<sup>n</sup>	....	indicates that a preceding vowel or diphthong is pronounced with the nasal passages open, as in French un bon vin blanc \œ <sup>n</sup> -bō <sup>n</sup> -va <sup>n</sup> -blā <sup>n</sup> \			
ŋ	....	sing \ <sup>1</sup> siŋ, singer \ <sup>1</sup> siŋ-ər, finger \ <sup>1</sup> fiŋ-gər, ink \ <sup>1</sup> iŋk\			