

ESTTA Tracking number: **ESTTA716723**

Filing date: **12/28/2015**

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

Proceeding	91217033
Party	Defendant Dooyeon Corp.
Correspondence Address	JONG H PARK THE PL LAW GROUP PLLC 11710 PLAZA AMERICA DR, STE 2000 RESTON, VA 20190-4743 UNITED STATES mail@thepllaw.com, phwang@thepllawgroup.com
Submission	Defendant's Notice of Reliance
Filer's Name	Jong H park
Filer's e-mail	mail@thepllaw.com, phwang@thepllawgroup.com
Signature	/JONG H PARK/
Date	12/28/2015
Attachments	20151228_T08313DS_TU_NOT-Reliance.pdf(1876575 bytes)

**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.)	
<hr style="border-top: 1px dashed black;"/>		

APPLICANT DOOYEON CORP.’S NOTICE OF RELIANCE

Applicant Dooyeon Corp. (“Applicant” or “Dooyeon”) hereby gives notice that it will rely upon the materials listed below, copies of which are attached hereto.

- Exhibit 1. Opposer’s Answers to Applicant’s Interrogatories

- Exhibit 2. Affidavit of Applicant’s Deputy Department Head, Charles Kim, dated December 27, 2015, and Exhibits A – I attached thereto, submitted per the stipulation of the parties and the Board’s September 29, 2015 Order permitting such testimony by affidavit per Trademark Rule 37 CFR § 2.123(b).

- Exhibit 3. Internet publication from Sephora, available at <http://www.sephora.com/korean-skin-care>, last accessed on December 22, 2015 (relating to, among other things, commercial impression of marks, dissimilarity of goods and the conditions under which and buyers to whom sales are made).

- Exhibit 4. Internet publication from Birchbox, available at <https://www.birchbox.com/shop/from-korea-with-love-collection>, last

accessed on December 22, 2015 (relating to, among other things, commercial impression of marks, dissimilarity of goods and the conditions under which and buyers to whom sales are made).

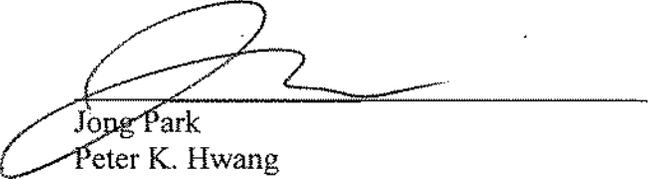
Exhibit 5. Internet publication from Amazon, available at <http://www.amazon.com/b?node=11585018011>, last accessed on December 22, 2015 (relating to, among other things, commercial impression of marks, dissimilarity of goods and the conditions under which and buyers to whom sales are made).

Exhibit 6. Certified copy of a decision entered by the Patent and Trademark Office in South Korea, transmitted on April 7, 2014 in Application No. 40-2013-0009027, Objection No. 40-2013-0001739 in opposition proceeding initiated by Opposer against Applicant.

Exhibit 7. Wikipedia digraph entry for “ch,” (noting that “*ch* is most commonly pronounced as [tʃ], as in *chalk*, *cherry*, *church*, *much*, etc.”), available at https://en.wikipedia.org/wiki/Ch_%28digraph%29, last accessed on December 26, 2015.

Dated: December 27, 2015

Respectfully submitted,



Jong Park
Peter K. Hwang
The PL Law Group, PLLC
5875 Trinity Parkway, Suite 110
Centreville, Virginia 20120
(410) 772-2324
(410) 772-2328 (fax)

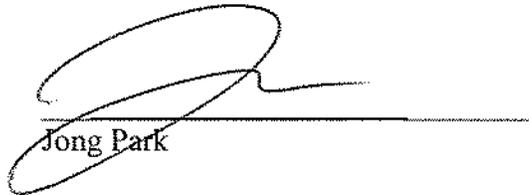
Attorneys for Applicant Dooyeon Corp.

CERTIFICATE OF SERVICE

I HEREBY CERTIFY that a copy of the foregoing was served via electronic mail and first-class mail, postage prepaid, this 28th day of December 2015, on:

Michael J. Leonard
Christopher D. Olszyk, Jr.
Fox Rothschild LLP
997 Lenox Drive, Building 3
Lawrenceville, New Jersey 08648

Counsel for Opposer Kiko S.r.L.



Jong Park

APPLICANT'S NOTICE OF RELIANCE

EXHIBIT 1

(Opposer's Answers to Applicant's
Interrogatories)

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

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

**OPPOSER'S OBJECTIONS AND RESPONSES TO APPLICANT'S
FIRST SET OF INTERROGATORIES**

Opposer, Kiko S.r.L. ("Opposer"), pursuant to Section 2.120 of the Rules of Practice in Trademark Cases and Rule 33 of the Federal Rules of Civil Procedure, hereby objects to and/or responds to Dooyeon Corp.'s ("Applicant") First Set of Interrogatories.

PRELIMINARY STATEMENT

1. Opposer's investigation and development of all facts and circumstances relating to this action is ongoing. These responses and objections are made without prejudice to, and are not a waiver of, Opposer's right to rely on other facts or documents at trial.

2. By making the accompanying responses and these objections to Applicant's interrogatories, Opposer does not waive, and hereby expressly reserves, its right to assert any and all objections as to the admissibility of such responses into evidence in this action, or in any other proceedings, on any and all grounds including, but not limited to, competency, relevancy, materiality, and privilege. Further, Opposer makes the responses and objections herein without in any way implying that it considers the requests or responses thereto to be relevant or material to the subject matter of this action.

3. Opposer expressly reserves the right to supplement, clarify, revise, or correct any or all of the responses and objections herein, and to assert additional objections or privileges, in one or more subsequent supplemental response(s).

GENERAL OBJECTIONS

Each of Opposer's responses is subject to the following objections and conditions as if such objection and conditions are fully set forth in said responses:

1. Opposer objects to the Interrogatories generally to the extent they call for discovery of information protected by the attorney/client privilege, work product immunity, and/or any other applicable privileges or immunities.

2. Opposer objects to the Interrogatories to the extent they call for or contemplate providing discovery in any manner not required by or inconsistent with the Federal Rules of Civil Procedure.

3. Opposer objects to the Interrogatories to the extent they exceed, contradict, or impose an obligation greater than the provisions of the Federal Rules of Civil Procedure or any other applicable procedural rules, case law, and/or statutes governing the proper scope and extent of discovery.

4. The production of any information, document or thing by Opposer in response to the Interrogatories is made subject to all applicable objections and does not waive nor should be construed as waiving any objection or right of objection that Opposer may have to these Interrogatories or any demand for supplementation of a response to these Interrogatories.

5. The answers provided herein are in response to the Interrogatories as printed in the original document served on Opposer. To the extent that there are any inconsistencies or mistakes with the Interrogatories reprinted herein as compared to those of the originally served

document, the answers are to be read in view of the Interrogatories appearing in the originally served document.

OBJECTIONS AND RESPONSES TO INTERROGATORIES

1. Identify all persons involved in the preparation of the responses to these Interrogatories.

OBJECTION AND RESPONSE NO. 1

Subject to and without waiving the foregoing general objections, and subject to supplementation and modification, Opposer identifies Tiziana Campigli, Legal Manager of Intellectual Property of the Percassi group, of which Opposer is a member, as being involved in the preparation of the responses to these Interrogatories.

2. Identify all persons involved in gathering, preparing and producing all documents produced in response to Applicant's Requests for Production of Documents.

OBJECTION AND RESPONSE NO. 2

Subject to and without waiving the foregoing general objections, and subject to supplementation and modification, Opposer identifies Tiziana Campigli, Legal Manager of Intellectual Property of the Percassi group, of which Opposer is a member, as being involved gathering, preparing and producing all documents produced in response to Applicant's Requests for Production of Documents.

3. Identify all persons involved in the preparation of the responses to Applicant's First Set of Requests for Admissions.

OBJECTION AND RESPONSE NO. 3

Subject to and without waiving the foregoing general and specific objections, and subject to supplementation and modification, Opposer cannot identify anyone because Opposer was never served with Applicant's First Set of Requests for Admissions.

4. Identify all persons who have knowledge of the facts underlying the matters alleged in the Opposition.

OBJECTION AND RESPONSE NO. 4

Subject to and without waiver of the foregoing general objections, Opposer objects to this Interrogatory as premature, seeking identity of witnesses prior to the time required by the Federal Rules of Civil Procedure. Discovery is ongoing, and Opposer reserves the right to supplement these responses based on its own ongoing investigation or based on information that may be obtained through discovery from parties or third parties.

Opposer also objects to this Interrogatory to the extent it seeks information protected from disclosure by the attorney-client privilege, work product doctrine, or other applicable privilege or immunity, including the protection of trial preparation materials afforded under Federal Rule of Civil Procedure 26(b)(3), which information, if any, is excluded.

Subject to and without waiving the foregoing general and specific objections, and subject to supplementation and modification, Opposer identifies Tiziana Campigli, Legal Manager of Intellectual Property of the Percassi group, of which Opposer is a member, as having knowledge of the facts underlying the matters alleged in the Opposition.

5. For each person identified in response to Interrogatory No. 4, state and describe, with particularity and specificity, the basis of their knowledge and the facts known.

OBJECTION AND RESPONSE NO. 5

Subject to and without waiver of the foregoing general objections, Opposer objects to this Interrogatory as premature, seeking identity of witnesses prior to the time required by the Federal Rules of Civil Procedure. Discovery is ongoing, and Opposer reserves the right to supplement these responses based on its own ongoing investigation or based on information that may be obtained through discovery from parties or third parties.

Opposer also objects to this Interrogatory to the extent it seeks information protected from disclosure by the attorney-client privilege, work product doctrine, or other applicable privilege or immunity, including the protection of trial preparation materials afforded under Federal Rule of Civil Procedure 26(b)(3), which information, if any, is excluded.

Subject to and without waiving the foregoing general and specific objections, and subject to supplementation and modification, Opposer states that the basis of Tiziana Campigli's knowledge is due to her position as Legal Manager of Intellectual Property of the Percassi group.

6. Identify all persons who had a role in conceiving and/or developing Opposer's Mark, and, for each such person, state their name, address(es), phone number(s), employer, title, and their role in conceiving and/or developing Opposer's Mark.

OBJECTION AND RESPONSE NO. 6

Subject to and without waiver of the foregoing general objections, Opposer objects to this Interrogatory as premature, seeking identity of witnesses prior to the time required by the Federal Rules of Civil Procedure. Discovery is ongoing, and Opposer reserves the right to supplement these responses based on its own ongoing investigation or based on information that may be obtained through discovery from parties or third parties. Opposer also objects to this Interrogatory to the extent it seeks to limit the witnesses that Opposer may call to testify. Opposer further objects to this Interrogatory on the grounds that the terms “conceiving” and “developing” are vague and ambiguous.

Subject to and without waiving the foregoing general and specific objections, and subject to supplementation and modification, Opposer identifies Tiziana Campigli, Legal Manager of Intellectual Property of the Percassi group, of which Opposer is a member, and Stefano Percassi, managing director of Opposer, of having a role in conceiving and/or developing Opposer's Mark.

7. Identify and describe, with particularity and specificity, all bases for your allegation in Paragraph II of the Opposition that the Applicant's Mark is “confusingly similar” to Opposer's Mark.

OBJECTION AND RESPONSE NO. 7

Subject to and without waiver of the foregoing general objections, Opposer objects to this Interrogatory on the grounds that it is overly broad and unduly burdensome in that it calls for the identification of “all bases.” Opposer also objects to this Interrogatory to the extent that it is vague and ambiguous as to time. Opposer objects to this Interrogatory to the extent that it seeks

information that is in the possession, custody or control of Applicant and/or other entities not a party to this proceeding. Opposer further objects to this Interrogatory to the extent that it seeks information protected by the attorney-client communication and/or attorney work product privileges.

Subject to and without waiving the foregoing general and specific objections, and subject to supplementation and modification, Opposer states that as the Description of Applicant's Mark states: "The mark consists of the word "KICHO" ...", the foregoing, as well as the contents of the Notice of Opposition, speak for itself as the term KICHO can be identical in its English pronunciation to the term KIKO and is very similar in appearance and meaning to the term KIKO.

8. Identify all countries and/or jurisdictions in which the Opposer's Mark is recognized and/or registered.

OBJECTION AND RESPONSE NO. 8

Subject to and without waiver of the foregoing general objections, Opposer objects to this Interrogatory as vague and ambiguous as to the term "recognized" as that term is not otherwise defined by Applicant in its Interrogatories. Opposer further 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 the foregoing general and specific objections, and subject to supplementation and modification, Opposer identifies that the issue before the Trademark Trial and Appeal Board solely pertains to Opposer's rights in the United States, which are well

documented and set forth in its Notice of Opposition. As such, any further response to this Interrogatory is not required as it would consist of information beyond the scope of the issues to be addressed in the instant proceeding.

9. Identify all instances when you have filed or otherwise asserted any opposition to any application for, recognition of and/or registration of Applicant's Mark.

OBJECTION AND RESPONSE NO. 9

Subject to and without waiver of the foregoing general objections, Opposer 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. Opposer objects to this Interrogatory to the extent that it seeks information that is in the possession, custody or control of Applicant and/or other entities not a party to this proceeding.

Subject to and without waiving the foregoing general and specific objections, and subject to supplementation and modification, Opposer states that, to date, it has opposed registration of Applicant's Mark in South Korea and in the United States.

10. For each instance identified in response to Interrogatory No. 9, state and describe, with particularity and specificity: (a) the country and/or jurisdiction in which the opposition was filed and/or asserted; (b) the court, office, agency and/or department in or to which the opposition was filed and/or asserted; (c) the case/proceeding/opposition number (and/or any other number identifying the opposition); (d) the date on which the opposition was filed and/or asserted; (e) the bases for the opposition; and (f) the disposition.

OBJECTION AND RESPONSE NO. 10

Subject to and without waiver of the foregoing general objections, Opposer 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. Opposer objects to this Interrogatory to the extent that it seeks information that is in the possession, custody or control of Applicant and/or other entities not a party to this proceeding.

Subject to and without waiving the foregoing general and specific objections, and subject to supplementation and modification, Opposer states that it need only identify the instant U.S. Opposition proceeding as it is only pending proceeding containing issues relevant to the issues before the Trademark Trial and Appeal Board.

11. Identify each product that you have sold and/or are selling using the Opposer's Mark, including in your response (but not limiting your response to) when each such product was sold.

OBJECTION AND RESPONSE NO. 11

Subject to and without waiver of the foregoing general objections, Opposer objects to this Interrogatory to the extent that it is unduly burdensome as Opposer has sold and/or is selling over 1200 different products using the Opposer's Mark.

Subject to and without waiving the foregoing general and specific objections, and subject to supplementation and modification, Opposer states that it is literally selling hundreds of products under the KIKO brand 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; nail enamels and polishes. Specific products being offered for sale bearing Opposer's Mark can also be found in the contents of Opposer's Response to Applicant's Request for Production of Documents and on the following websites:

- <http://www.kikocosmetics.us/>
- <http://www.kikocosmetics.com/>

12. For each product identified in response to Interrogatory No. 11, state the price(s) charged and the total revenue earned by you.

OBJECTION AND RESPONSE NO. 12

Subject to and without waiver of the foregoing general objections, Opposer objects to this Interrogatory to the extent that it is unduly burdensome. Opposer further 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. Opposer objects to this Interrogatory to the extent that it is vague and ambiguous as to time. Opposer objects to this Interrogatory to the extent that it is vague and ambiguous as to any geographical limitations.

Subject to and without waiving the foregoing general and specific objections, and subject to supplementation and modification, Opposer cannot currently answer this Interrogatory as currently posed.

13. For each product identified in response to Interrogatory No. 11, state when and how Opposer's Mark was first used in commerce.

OBJECTION AND RESPONSE NO. 13

Subject to and without waiver of the foregoing general objections, Opposer objects to this Interrogatory to the extent that it is unduly burdensome. Opposer further 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. Opposer objects to this Interrogatory to the extent that it is vague and ambiguous as to time. Opposer objects to this Interrogatory to the extent that it is vague and ambiguous as to any geographical limitations.

Subject to and without waiving the foregoing general and specific objections, and subject to supplementation and modification, Opposer states that Opposer's mark has been used on KIKO-branded products offered in United States commerce via online platforms since at least as early as 2010. Opposer's first KIKO-branded store opened in the United States on 20 March 2014.

14. For each product identified in response to Interrogatory No. 11, identify the trade channels and the geographical areas in the United States in which the Opposer's Goods have been promoted and/or sold.

OBJECTION AND RESPONSE NO. 14

Subject to and without waiver of the foregoing general objections, Opposer objects to this Interrogatory to the extent to the extent that it requests information that is confidential or privileged, such as information concerning Opposer's trade secrets and other highly sensitive

information, as well as proprietary information and information covered by attorney-client communications and attorney work product privileges.

Subject to and without waiving the foregoing general and specific objections, and subject to supplementation and modification, Opposer states that in the United States, Opposer's Goods are sold online and in KIKO-branded retail stores located in Connecticut, Florida, New Jersey, and New York.

15. For each product identified in response to Interrogatory No. 11, state and describe, with particularity and specificity, what promotional efforts you have made, including in your response (but not limiting your response to) when such promotional efforts were made.

OBJECTION AND RESPONSE NO. 15

Subject to and without waiver of the foregoing general objections, Opposer objects to this Interrogatory to the extent that it is unduly burdensome as Opposer has sold and/or is selling over 1200 different products using the Opposer's Mark. Opposer objects to this Interrogatory as vague and ambiguous as to the term "promotional efforts" as that term is not otherwise defined by Applicant in its Interrogatories. Opposer further 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 the foregoing general and specific objections, and subject to supplementation and modification, Opposer states that it uses, among other things, print advertisements and websites.

16. For each product identified in response to Interrogatory No. 11, identify the businesses that distribute and/or sell the product in the United States.

OBJECTION AND RESPONSE NO. 16

Subject to and without waiver of the foregoing general objections, Opposer objects to this Interrogatory to the extent that it is overly broad and unduly burdensome. Opposer further objects to this Interrogatory to the extent that it is vague and ambiguous as to time. Opposer further objects to this Interrogatory to the extent that it seeks information that contains Opposer's confidential, trade secret/commercially sensitive, or proprietary information.

Subject to and without waiving the foregoing general and specific objections, and subject to supplementation and modification, Opposer responds as follows: Pursuant to TBMP 414(3) (Selected Discovery Guidelines), while the classes of customers for a party's involved goods or services are discoverable, the names of customers constitute confidential information and generally are not discoverable even under protective order.

17. Identify all written, printed and/or electronic (internet websites) publications in which you have promoted Opposer's Goods and/or Opposer's brand in commerce in connection with Opposer's Mark.

OBJECTION AND RESPONSE NO. 17

Subject to and without waiver of the foregoing general objections, Opposer objects to this Interrogatory to that it is overly broad and unduly burdensome. Opposer objects to this Interrogatory as vague and ambiguous as to the term "Opposer's brand" as that term is not otherwise defined by Applicant in its Interrogatories.

Subject to and without waiving the foregoing general and specific objections, and subject to supplementation and modification, Opposer identifies www.kikocosmetics.us, www.kikocosmetics.com, www.facebook.com, www.instagram.com, www.twitter.com, and www.youtube.com as online platforms used in connection with the promotion of Opposer's Goods.

18. For each written, printed and/or electronic (internet websites) publication identified in response to Interrogatory No. 17, please state, with particularity and specificity so as to sufficiently allow the Applicant to locate and/or obtain, when (the dates) and where (the page numbers) on which you have promoted Opposer's Goods and/or Opposer's brand in commerce in connection with the Opposer's Mark.

OBJECTION AND RESPONSE NO. 18

Subject to and without waiver of the foregoing general objections, Opposer objects to this Interrogatory to the extent that it is overly broad and unduly burdensome. Opposer objects to this Interrogatory as vague and ambiguous as to the term "Opposer's brand" as that term is not otherwise defined by Applicant in its Interrogatories.

Subject to and without waiving the foregoing general and specific objections, and subject to supplementation and modification, Opposer refers to the response to Interrogatory No. 17.

19. Identify all non-print media (i.e. television stations, radio stations, etc...) in or through which you have promoted Opposer's Goods and/or Opposer's brand in commerce in connection with the Opposer's Mark.

OBJECTION AND RESPONSE NO. 19

Subject to and without waiver of the foregoing general objections, Opposer objects to this Interrogatory as vague and ambiguous as to the term “Opposer’s brand” as that term is not otherwise defined by Applicant in its Interrogatories.

Subject to and without waiving the foregoing general and specific objections, and subject to supplementation and modification, Opposer states that Opposer has not promoted Opposer's Goods and/or Opposer's brand in commerce in connection with the Opposer's Mark through “non-print media” as defined in this Interrogatory.

20. For each non-print medium identified in response to Interrogatory No. 19, please state the dates on which you have promoted Opposer's Goods and/or Opposer's brand in commerce in connection with the Opposer's Mark.

OBJECTION AND RESPONSE NO. 20

Subject to and without waiving the foregoing general objections, and subject to supplementation and modification, Opposer refers to the response to Interrogatory No. 19.

21. Describe, with particularity and specificity, all promotional efforts you have made in connection with the Opposer's Mark that were not described or otherwise identified in response to these interrogatories.

OBJECTION AND RESPONSE NO. 21

Subject to and without waiver of the foregoing general objections, Opposer objects to this Interrogatory as vague and ambiguous as to the term “promotional efforts” as that term is not otherwise defined by Applicant in its Interrogatories. Opposer further 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. Opposer further objects to this interrogatory on the grounds that it is overly broad and unduly burdensome.

Subject to and without waiving the foregoing general and specific objections, and subject to supplementation and modification, Opposer identifies no such additional efforts have been undertaken.

22. Describe, with particularity and specificity, the content of each promotional item identified in response to these interrogatories.

OBJECTION AND RESPONSE NO. 22

Subject to and without waiver of the foregoing general objections, Opposer objects to this Interrogatory as vague and ambiguous as to the term “promotional item” as that term is not otherwise defined by Applicant in its Interrogatories. Opposer further 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. Opposer further objects to this interrogatory on the grounds that it is overly broad and unduly burdensome.

Subject to and without waiving the foregoing general and specific objections, and subject to supplementation and modification, Opposer responds that no promotional items have been identified in response to these interrogatories.

23. For each promotional item identified in response to these interrogatories, identify all persons and entities who have participated in the creation or distribution of the promotional item and how much you paid.

OBJECTION AND RESPONSE NO. 23

Subject to and without waiver of the foregoing general objections, Opposer objects to this Interrogatory as vague and ambiguous as to the term “promotional item” as that term is not otherwise defined by Applicant in its Interrogatories. Opposer further 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. Opposer further objects to this interrogatory on the grounds that it is overly broad and unduly burdensome.

Subject to and without waiving the foregoing general and specific objections, and subject to supplementation and modification, Opposer responds that no promotional items have been identified in response to these interrogatories.

24. Identify all trade shows and fairs in the United States in which you have promoted Opposer's Goods and/or Opposer's brand in commerce in connection with the Opposer's Mark.

OBJECTION AND RESPONSE NO. 24

Subject to and without waiver of the foregoing general objections, Opposer objects to this Interrogatory as vague and ambiguous as to the term “trade shows and fairs” as that term is not otherwise defined by Applicant in its Interrogatories. Opposer further 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. Opposer further objects to this interrogatory on the grounds that it is overly broad and unduly burdensome because, among other reasons, it is unclear whether this is a request to identify or to describe.

Subject to and without waiving the foregoing general and specific objections, and subject to supplementation and modification, Opposer states that it has not yet participated in any trade shows or fairs in the United States.

25. For each trade show and/or fair identified in response to Interrogatory No. 24, please describe, with particularity and specificity, all promotional items used.

OBJECTION AND RESPONSE NO. 25

Subject to and without waiver of the foregoing general objections, Opposer objects to this Interrogatory as vague and ambiguous as to the terms “trade shows and fairs” and “promotional items” as those term are not otherwise defined by Applicant in its Interrogatories. Opposer further 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. Opposer further objects to this interrogatory on the grounds that it is overly broad and unduly burdensome because, among other reasons, it is unclear whether this is a request to identify or to describe.

Subject to and without waiving the foregoing general and specific objections, and subject to supplementation and modification, Opposer states that it has not yet participated in any trade shows or fairs in the United States.

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

OBJECTION AND RESPONSE NO. 26

Subject to and without waiver of the foregoing general objections, Opposer objects to this Interrogatory to the extent that it is vague and ambiguous as to time. Opposer further objects to this Interrogatory to the extent that it seeks information protected by the attorney-client communication and/or attorney work product privileges and information that requires the disclosure of Opposer's confidential, trade secret/commercially sensitive, or proprietary information.

Subject to and without waiving the foregoing general and specific objections, and subject to supplementation and modification, Opposer states that no market research (including surveys, studies, investigations and focus group inquiries) were conducted by or on behalf of the Opposer in the United States regarding Applicant's Mark or Opposer's Mark.

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

OBJECTION AND RESPONSE NO. 27

Subject to and without waiver of the foregoing general objections, Opposer objects to this Interrogatory to the extent it is vague and ambiguous as to time. Opposer further objects to this Interrogatory to the extent that it seeks information protected by the attorney-client communication and/or attorney work product privileges and information that requires the disclosure of Opposer's confidential, trade secret/commercially sensitive, or proprietary information.

Subject to and without waiving the foregoing general and specific objections, and subject to supplementation and modification, Opposer identifies no one as no market research (including surveys, studies, investigations and focus group inquiries) were conducted by or on behalf of the Opposer in the United States regarding Applicant's Mark or Opposer's Mark.

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

OBJECTION AND RESPONSE NO. 28

Subject to and without waiving the foregoing general and specific objections, and subject to supplementation and modification, Opposer states that it is unaware at this time of any instances of actual confusion between Applicant's Goods promoted or sold in connection with Applicant's Mark in the United States and the Opposer's Goods promoted or sold in connection with the Opposer's Mark in the United States.

29. For each instance of actual confusion identified in response to Interrogatory No. 28, identify all persons with knowledge of each such instance.

OBJECTION AND RESPONSE NO. 29

Subject to and without waiver of the foregoing general objections, Opposer references the response to Interrogatory No. 28.

30. Explain the intended meaning of the Opposer's Mark to your targeted customers and potential customers.

OBJECTION AND RESPONSE NO. 30

Subject to and without waiver of the foregoing general objections, Opposer objects to this Interrogatory to the extent it is overly broad and as being unlikely to lead to the discovery of evidence relevant to any issue in this proceeding.

Subject to and without waiving the foregoing general and specific objections, and subject to supplementation and modification, Opposer states that there is no intended meaning of the Opposer's Mark, as it is an arbitrary term created by the Opposer.

31. Identify all documents, video recordings, audio recordings and/or other things in your possession that use or otherwise relate to the Applicant's Mark.

OBJECTION AND RESPONSE NO. 31

Subject to and without waiver of the foregoing general objections, Opposer objects to this Interrogatory to the extent it is unduly burdensome as being unlikely to lead to the discovery of evidence relevant to any issue in this proceeding. Opposer further objects to this Interrogatory on the grounds that the term "otherwise relate" is vague and ambiguous.

Subject to and without waiving the foregoing general and specific objections, and subject to supplementation and modification, Opposer identifies none.

32. Identify all offices/places of business maintained by you for the development, promotion, and/or sale of the Opposer's Goods using the Opposer's Mark.

OBJECTION AND RESPONSE NO. 32

Subject to and without waiver of the foregoing general objections, Opposer objects to this Interrogatory on the grounds that the term “offices/places of business” is vague and ambiguous. Opposer further objects to this Interrogatory to the extent that it is vague and ambiguous as to any geographical limitations. Opposer also objects to this Interrogatory to the extent it is unduly burdensome as being unlikely to lead to the discovery of evidence relevant to any issue in this proceeding.

Subject to and without waiving the foregoing general and specific objections, and subject to supplementation and modification, Opposer states that it maintains its corporate office in Bergamo, Italy, has over 600 KIKO-branded stores located throughout Europe, and is operating KIKO-branded retail stores selling KIKO-branded products in the United States located in the states of Connecticut, Florida, New Jersey, and New York.

33. Identify all persons or entities that will testify in this proceeding, indicating the subject matter of such person's testimony, and if you propose to call any of these persons as an expert, state the subject matter on which each expert is expected to testify, the substance of the findings and opinions to which the expert is expected to testify and give a summary for the grounds of the expert, state the expert's terms of compensation, and attach to your answers any available list of publications written by the expert and any written report made by the expert concerning the expert's findings and opinions.

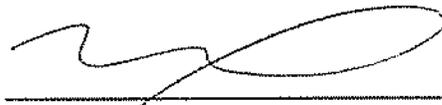
OBJECTION AND RESPONSE NO. 33

Subject to and without waiver of the foregoing general objections, Opposer objects to this Interrogatory to the extent it seeks to limit the witnesses that Opposer may call to testify.

Opposer further objects to this Interrogatory to the extent that it seeks information protected by the attorney-client communication and/or attorney work product privileges and information that contains Opposer's confidential, trade secret/commercially sensitive, or proprietary information.

Subject to the General and Specific Objections set forth above and incorporated herein, and reserving the right to supplement this response following further investigation, Opposer responds that it has not designated any witnesses, including expert witnesses, at this time.

FOX ROTHSCHILD LLP



Michael J. Leonard
Christopher D. Olszyk, Jr.
Fox Rothschild LLP
2000 Market Street, 20th Floor
Philadelphia, PA 19103
(215) 299-2000

*Attorneys for Opposer
Kiko S.r.L*

Dated: 13 April 2015

VERIFICATION

I, Tiziana Campigli, state that I am the Legal Manager of Intellectual Property, that I have read the foregoing answers to Opposer's First Set of Interrogatories and that, under the penalty of perjury under the laws of the United States, the answers are true and accurate to the best of my own knowledge, information and belief.

By: _____
Tiziana Campigli

Dated: _____

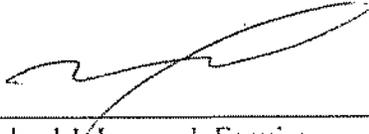
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

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

CERTIFICATE OF SERVICE

On this 13th day of April, 2015, I, Michael J. Leonard, hereby certify that I have, this day, served a true and correct copy of the foregoing Responses to Applicant's First Set of Interrogatories *via* first-class mail and email upon:

Peter K. Hwang
The PL Law Group, PLLC
11710 Plaza America Drive
Suite 2000
Reston, Virginia 20190
phwang@thepllawgroup.com



Michael J. Leonard, Esquire
Attorney for Opposer
Kiko S.r.L.

APPLICANT'S NOTICE OF RELIANCE

EXHIBIT 2

(Affidavit of Applicant's Deputy Department
Head, Charles Kim, dated
December 27, 2015, and Exhibits A – I)

**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.)	
<hr style="border-top: 1px dashed black;"/>		

AFFIDAVIT OF CHARLES KIM

I, Charles Kim, am competent to testify, have personal knowledge of the matters asserted herein and state as follows:

1. I am employed by Applicant Dooyeon Corp. (“Dooyeon”) and have held the position of Deputy Department Head since November 2012.
2. As Deputy Department Head of Dooyeon, I am responsible for coordinating and assisting with the company’s marketing, business development and product development efforts.
3. I otherwise have twelve years of experience in the cosmetics industry holding various positions with concentrations in both product and sales in cosmetic companies.
4. As a result, I have personal knowledge of the facts and matters asserted herein and have extensive knowledge of and expertise in the cosmetics industry.
5. Dooyeon is a South Korean company that was founded in 2012, specializing in the manufacturing and exportation of a wide array of Korean cosmetic products. It currently is headquartered in Seoul, South Korea.
6. In 2013, as it developed skin care products and other cosmetic products, Dooyeon launched the KICHO Cosmetics brand.

7. Although “KICHO,” spelled in Korean as “키초” has no meaning in the Korean or English language, it was derived as a play on the Korean word for “basic,” spelled in Korean as “기초.” The syllable “키” in the Korean spelling of KICHO is pronounced like the first three letters in the English word “keep,” and the syllable “기” in the Korean word for “basic” is pronounced like the first three letters in the English word “geese” (“kee” v. “gee”). Both Kicho and the Korean word for “basic” share the same second syllable, “초,” which is pronounced as the “cho” is pronounced in the words “macho” and “nacho.”

8. This play on the Korean word for “basic” was intentional, as “basic” serves as the first out of five core principles upon which the KICHO brand adheres. The five principles of the KICHO brand, as reflected on a page on our website,¹ a true and accurate copy of which is attached hereto as Exhibit A, are as follows:

- Basic: We keep everything fundamental.
- Harmony: We work in unity with your skin.
- Needs: We respect your skin’s essentials.
- Pure: We use natural ingredients to avoid skin damage caused by harsh chemicals.
- Honest: We deliver what we promise.

¹ This page is located at <http://www.kichocosmetics.com/?module=Html&action=SiteComp&sSubNo=3> and is accessed by going to <http://www.kichocosmetics.com>, clicking on the link for “ABOUT KICHO” and clicking on the link for “Principle.”

9. As reflected on a page on our website,² a true and accurate copy of which is attached hereto as Exhibit B, the design portion of the proposed mark was designed to serve as an infographic.

10. Dooyeon developed various products that adhered to its five core principles. Examples of these products as reflected on our website are attached hereto as Exhibit C, which are true and accurate copies of the website pages describing the products.³ As noted in the various pages, the KICHO-branded products are featured as products that provide benefits from the use of various natural extracts.

11. It is this use of various natural extracts that helps produce the “look” for which Koreans are known in other Asian countries and in the United States. Indeed, the terms “Korean Beauty” or “K-Beauty” are currently used by cosmetic retailers in the United States such as Sephora (see <http://www.sephora.com/korean-skin-care>, true and accurate copy of which is attached hereto as Exhibit D), Birchbox (see <https://www.birchbox.com/shop/from-korea-with-love-collection>, true and accurate copy of which is attached hereto as Exhibit E), and Amazon (see <http://www.amazon.com/b?node=11585018011>, true and accurate copy of which is attached hereto as Exhibit F).

12. As reflected in our product development and the development of the KICHO brand as a derivation of the Korean word for “basic,” purchasers of KICHO-branded products largely know about and seek out Korean beauty products. Such purchasers are sophisticated customers who make deliberate decisions to seek out Korean beauty products and are willing to

² This page is located at <http://www.kichocosmetics.com/?module=Html&action=SiteComp&sSubNo=1> and is accessed by going to <http://www.kichocosmetics.com>, clicking on the link for “ABOUT KICHO” and clicking on the link for “Brand birth.”

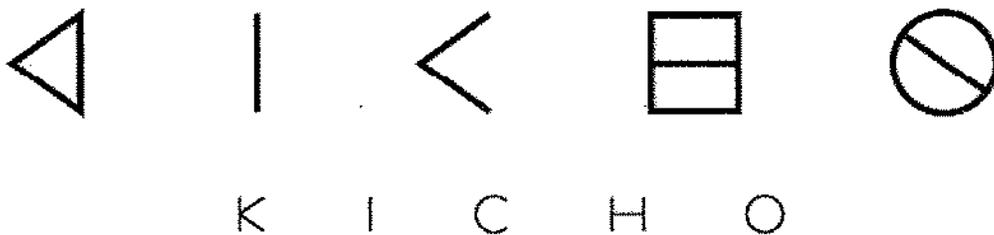
³ These pages can be accessed by going to <http://www.kichocosmetics.com>, clicking on the link for “PRODUCTS” and clicking on the links for the various types of products.

pay a premium for beauty products. As reflected in the product examples provided in Exhibit C, the cost of KICHO-branded products is significantly higher than other brands of cosmetic products.

13. KICHO-branded products are currently sold at its flagship store in Seoul, South Korea, in third-party stores in Singapore, Malaysia, Vietnam, China and Taiwan, and through its website.

14. Dooyeon promotes and advertises its products and the KICHO brand through various print advertisements, including in publications such as Allure (true and accurate copy of the July 2014 edition attached as Exhibit G) and International bntWorld (true and accurate copy of the February 2015 edition attached as Exhibit H), and websites, including Facebook (<https://www.facebook.com/kichoworldwide/>) and Instagram (https://www.instagram.com/kicho_cosmetics/), all of which promote KICHO-branded products in the context of the “Korean Beauty/K-Beauty” concept.

15. Dooyeon filed this instant application (Application Serial No. 86/053,930) on September 3, 2013 for the registration of the following mark:



“Dooyeon’s Mark.”

16. Dooyeon has not received any reports of, and is not aware of, any instances of actual confusion between Dooyeon’s Mark and those that are the subject of the opposition by

Opposer Kiko S.r.l. (the "Opposer"). Indeed, all marks registered by the Opposer do not appear similar to Dooyeon's Mark, and there is a significant difference between how KICHO and Kiko are pronounced. Dooyeon's Mark also does not have the same commercial impression as those registered by the Opposer. For these and the reasons previously stated in this Affidavit, there is also no, and/or insufficient, likelihood of confusion between Dooyeon's KICHO mark and the Opposer's Kiko mark.

17. Indeed, other foreign agencies have recognized that there is no, and/or insufficient, likelihood of confusion between the KICHO and Kiko marks so as to preclude the registration of the KICHO mark. Attached as Exhibit I is a true and accurate certified copy of a decision entered by the Patent and Trademark Office in South Korea, ruling that Dooyeon's KICHO mark and the Opposer's Kiko mark are not similar in appearance or sound, among other things, and dismissing the Opposer's opposition. Additionally, Dooyeon's KICHO mark has been registered/allowed in Hong Kong (Application/Registration No. 303138183), the Philippines (Application No. 4/2015/00006225), and Russia (2014731500/50) despite the registration of the Opposer's Kiko mark in those countries.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and accurate.

Dated: December 28, 2015



Charles Kim
Deputy Department Head, Dooyeon Corp.

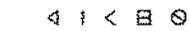
EXHIBIT A



Provide pure nature greatness to your skin.

For our Distributor
To be our Distributor

Cont



KICHO



- ABOUT KICHO
- PRODUCTS
- Q&A
- NEWS
- EVENT
- CONTACT

MAIN > KICHO > Principle

KICHO ▶

- Brand birth
- Philosophy
- Principle

INGREDIENTS ▶

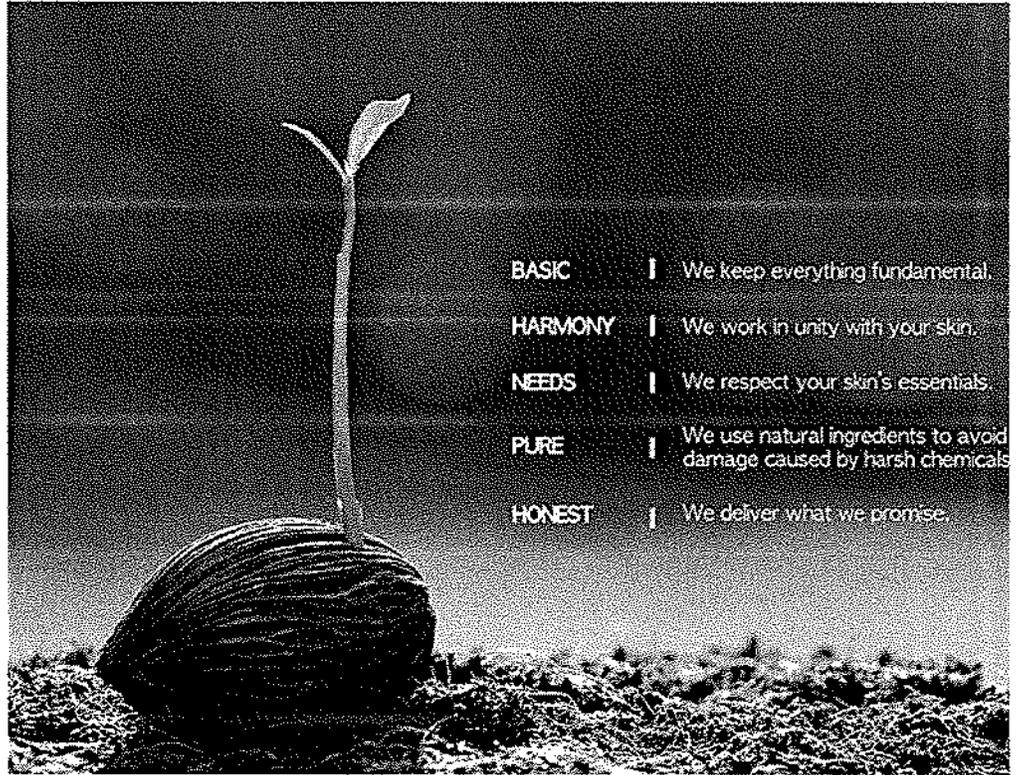
- Nature
- Science

GALLERY ▶

- Ad
- Magazine
- Store
- Show

GLOBAL KICHO ▶

- Global Exhibition
- Global Kicho



FIND A STORE

CONTACT US

SITE MAP

CUSTOMER SERVICE

INTERNATIONAL



COPYRIGHT © KICHO ALL RIGHT RESERVED. DESIGN

EXHIBIT B



Provide pure nature greatness to your skin.

For our Distributor
To be our Distributor

Cont



- ABOUT KICHO
- PRODUCTS
- Q&A
- NEWS
- EVENT
- CONTACT

MAIN > KICHO > Brand Birth

- KICHO ▶
 - Brand birth
 - Philosophy
 - Principle

- INGREDIENTS ▶
 - Nature
 - Science

- GALLERY ▶
 - Ad
 - Magazine
 - Store
 - Show

- GLOBAL KICHO ▶
 - Global Exhibition
 - Global Kicho

“ We provide pure nature greatness to your skin.”



Society | Beyond | Growing | Infinity | Zero Base

KICHO's logo was born as a unique simple geometrical infography from the meaning to gift the unlimited possibility starting from the basics of beauty to your skin by taking the nature to the skin.

- FIND A STORE
- CONTACT US
- SITE MAP
- CUSTOMER SERVICE

INTERNATIONAL



COPYRIGHT (C) KICHO ALL RIGHT RESERVED. DESIGN

EXHIBIT C

Home > SHOP > KICHO PHYTO NATURAL ENRICHED EYECREAM 20ml

SHOP CATEGORY

WHAT'S NEW

SHOP

SALE

GIFT SET

BEST SELLER

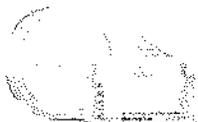
SHOP COMMUNITY

Notice

User Review

1:1 Inquiry

Q&A



KICHO PHYTO NATURAL ENRICHED EYECREAM 20ml

Consumer Price 62.00USD

Sales Price 62.00USD

Moq 3.10USD

Weight 0.02 Kg

Quantity 1

Total Purchase Amount: 62.00USD

View in Bigger Image

CUSTOMER CENTER

+82(0)70.7854.5669

AM 10:00 ~ PM 6:00

kicho@kichocosmetics.com

E-mail inquiry

BANK INFORMATION

Bank Name

214901-04-222034

tax@kichocosmetics.com



Add to Shopping Cart

Wish

GG Checkout

VISA MasterCard American Express PayPal

PRODUCT DETAILS

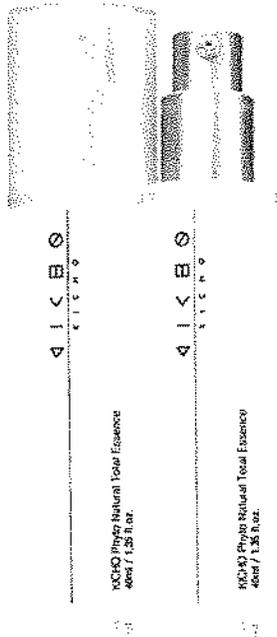
KICHO PHYTO NATURAL ENRICHED EYECREAM

The soy phyto-placenta water extract and 7 patented natural ingredients prevent future wrinkles and care existing wrinkles. An ultra-moisturizing cream that visibly improves the appearance of all types of eye-area wrinkles. Phyto formula thoroughly and comfortably soothes and tones with deep moisturizing effects.





Dermatologist tested
피부과 테스트 완료
皮肤科经专业认证



KICHO PHYTO
NATURAL TOTAL ESSENCE
키초 피토 토탈 에센스 40ml
集·纯 蕨芽精粹天然全效精华素 40ml

고농축 식물 에너지 에센스로 맑게 활짝한 아침을 맞이하세요.

高浓缩的蕨芽精华活力精华素，
让您体验翌日清晨的惊喜。

동부산 열매와 보습으로 피부장 거친의 건조를 주며
부엌한 피부를 가꾸어 주는 약의, 주효성분 기능성
에센스입니다. 부드러운 텍스처의 고풍한 에센스입니다.
피부 장외의 영양을 공급하고, 피부를 생기있게 가꾸어
줍니다. 피부에 끈적임 없이 부드럽게 향하여 흡수되고
살아있는 피부리움을 선사합니다.

具有美白与改善细纹功效的
精华素能够使您的肌肤清透明亮，
丰富的营养保湿成分帮助改善肌肤纹理，
柔和质地的高浓缩精华素供给营养，
直达肌肤深处，令肌肤由内而外散发活力，
毫无粘腻感的柔和涂抹触感，
让您享受丝滑水嫩的护肤完成步骤。

가벼운 에센스가 아쉬우셨나요?
如果您不满足于质地轻薄的精华素的话?

끈적임 없는 알약
没有黏腻的涂抹触感

인간은 물을 마시지 않으면
3일 안에 죽어 버립니다.

충분히 수분을
공급하면서 동시에
보습을 줍니다.
充分补水的同时，
带给您丝般柔滑的护肤收尾享受。

끈적임 없는 기능성
一丝不苟的功效



Q&A BBS

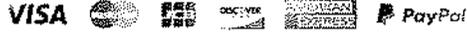
Contents	Name	Date
----------	------	------

There is no inquiry registered.

[INFORMATION OF COMPANY](#)
[HELP](#)
[PRIVACY POLICY](#)
[SERVICE TERMS & POLICY](#)

KICHOSHOP

Daeyeon Corp. CEO : Sarah Hwang Business License 211-89-66377
 Online Marketing Business License Number 제 2013-서울강남 01439호. Manager of Personal Information : Charles Kim
 info@kichoshop.com
 TEL : +82 (0)2-7854-9200 FAX: +82 (0)2-7814-3330 Address : 25, 161Gil, Seokseung-ro, Gangnam-gu, Seoul, Korea
 COPYRIGHT ©KICHOSHOP ALL Right Reserved. Designed by Dotyesh



WHAT'S NEW

PRODUCTS

BEST SELLER

GIFT SET

SALE

Home > SHOP > KICHO PHYTO NATURAL MOISTURE CREAM 50ml

SHOP CATEGORY

WHAT'S NEW

SHOP

SALE

GIFT SET

BEST SELLER

SHOP COMMUNITY

Notice

User Review

1:1 Inquiry

Q&A



KICHO PHYTO NATURAL MOISTURE CREAM 50ml

Consumer Price 70.00USD

Sales Price 70.00USD

Mileage 3.50USD

Weight 0.05 Kg

Quantity 1

Total Purchase Amount 70.00USD

View in bigger image

Order

Add to Shopping Cart

Wish

DGG Checkout



VISA MasterCard American Express PayPal

CUSTOMER CENTER

+82(0)70.7854.5669

AM 10:00 - PM 6:00

kicho@kichocosmetics.com

E-mail inquiry

BANK INFORMATION

Kaobunin

214901-24-222334

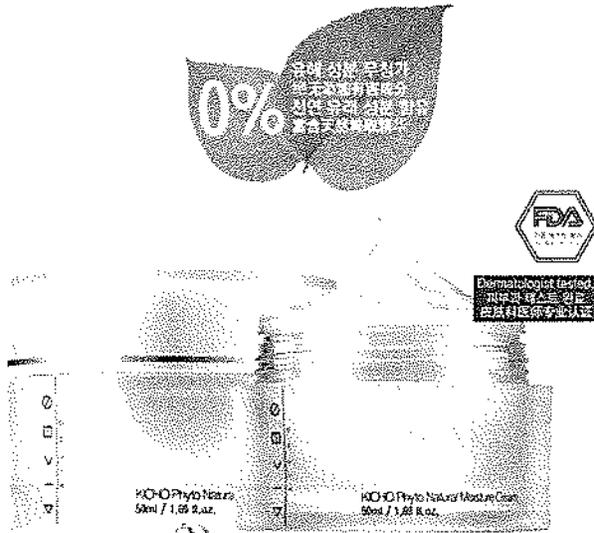
tax@kichocosmetics.com

PRODUCT DETAILS

KICHO PHYTO NATURAL MOISTURE CREAM

A daily moisturizer formulated with patented 7 natural protector complex, proven to prevent signs of provide significant moisture, and smooth texture. Clinically proven add to skin's moisture reservoir to keep it hydrated all day





수분을 꽉! 잡다
牢牢地! 锁住水分

**KICHO PHYTO
NATURAL REFRESHING TONER**
키초 피토 네추럴 모이스처 크림 50ml
集·纯 新芽精粹天然保湿乳霜 50ml

키초 스킨 케어 마지막 단계로 건조해 지지 않도록 수분 보충작용 활성에 수분감을 하루종일 유지시켜 주는 크림입니다.

在基础护肤的最后一步，防止肌肤干燥，为肌肤形成水分保护膜，保持一整天的水润丰盈。

영양원 함량함의 고밀스려운 크림 텍스처가 피부에 부드럽게 밀착되며, 끈적임 없이 24시간 유지되는 피부, 수분저장 기능성 크림입니다. 외부 환경으로부터 인해 건조하고 지친 피부를 진정시키고, 오랜 시간 수분감을 유지시켜줌으로써 수분하고 피부를 피부가 기쁘어 줍니다.

具有美白与改善细纹功效的保湿乳霜。营养丰富，质地饱满，令涂抹的感觉轻盈而柔和。缓解由外部有害环境引起的肌肤干燥与疲惫，持久锁住水分，还原肌肤水润光彩。

끈적이는 수분크림, 피부가 답답하신가요?
黏腻的补水乳霜, 肌肤感觉很沉闷吧?

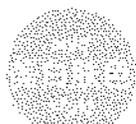
피부엔 좋은 보습감
没有黏腻的保湿感

0%
黏腻
끈적임



100%
保湿感
수분감

원하지 않은 기능성
一丝不苟的功效



한번에
同时



WHAT'S NEW

PRODUCTS

BEST SELLER

GIFT SET

SALE

Home > SHOP > KICHO PHYTO NATURAL TOTAL ESSENCE 40ml

SHOP CATEGORY

WHAT'S NEW

SHOP

SALE

GIFT SET

BEST SELLER

SHOP COMMUNITY

Notice

User Review

1's Inquiry

Q&A



View in Bigger Image

KICHO PHYTO NATURAL TOTAL ESSENCE 40ml

Consumer Price 78.00USD

Sales Price 78.00USD

Mileage 0.00USD

Weight 0.04 Kg

Quantity:

Total Purchase Amount: 78.00USD

Order

Add to Shopping Cart

Wish

DGG Checkout

VISA

CUSTOMER CENTER

+82(0)70.7854.5659

AM 10:00 - PM 6:00

kicho@kichocosmetics.com

E-mail inquiry

BANK INFORMATION

Kaolenn

214901-04-222334

tax@kichocosmetics.com

PRODUCT DETAILS

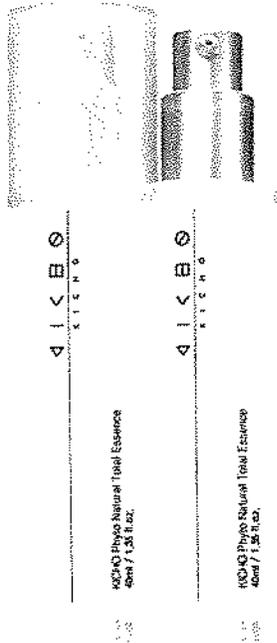
KICHO PHYTO NATURAL TOTAL ESSENCE

Key phyto plantain water extract to improve overall skin texture, tone and care while reducing the appearance of lines and wrinkles. Natural protector provides moist texture protection and exfoliates skin to reveal healthier looking skin.





Dermatologist tested
피부과 테스트 인증
皮肤科医学专家认证



KICHO PHYTO
NATURAL TOTAL ESSENCE
키초 피토 토탈 에센스 40ml
集·纯 新芽精粹天然全效精华素 40ml

고농축 피토 엑스트라 에센스로 인해 강력한 효능을
달아드립니다.

高浓度的新芽精华活力精华素，
让您体验翌日清晨的惊喜。

풍부한 영양과 보습으로 피부장 개선에 도움을 주며
유명한 피로회복 작용이 있는 아미노산 함유의
에센스입니다. 부드러운 텍스처와 고농축 천연소분과
피부 질서의 영입을 돕고, 피부장 강화가 이루어
집니다. 미백과 균질화 효과 또한 함께 발휘하며
여기엔 아무런 향도 없습니다.

具有美白与改善细纹功效的
精华素能够使您的肌肤清透明亮，
丰富的营养保湿成分帮助改善肌肤纹理，
柔和质地的高浓缩精华素供给营养，
直达肌肤深处，令肌肤由内而外散发活力，
毫无粘腻感的柔和涂抹触感，
让您享受丝滑水润的护肤完成步骤。

가벼운 에센스가 아쉬우셨나요?
如果您不满足于质地轻薄的精华素的话?

끈적임 없는 발림성
没有黏腻的涂抹触感



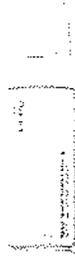
충분히 보습
피부장 개선
효과를 기대합니다.
充分补水的同时，
带给您丝般柔滑的护肤收尾享受。

동시에 많은 기능성
一丝不苟的功效



Home > SHOP > KICHO Natural Mineral Foaming Cleanser 150ml

- SHOP CATEGORY
- WHAT'S NEW
- SHOP
- SALE
- GIFT SET
- BEST SELLER
- SHOP COMMUNITY
- Notice
- User Review
- 1:1 Inquiry
- Q&A



View in Bigger image

CUSTOMER CENTER

+82(0)70.7854.5669

AM 10:00 - PM 6:00
kicho@kichocosmetics.com
E-mail inquiry

BANK INFORMATION

Kookmin
214931-04-222334
kax@kichocosmetics.com

KICHO Natural Mineral Foaming Cleanser 150ml

Consumer Price	37.00USD
Sales Price	37.00USD
Moq	1.00USD
Weight	0.50 Kg

Quantity: 1

Total Purchase Amount: 37.00USD

Order Add to Shopping Cart

Wish

DGG Checkout

VISA MasterCard American Express PayPal

PRODUCT DETAILS

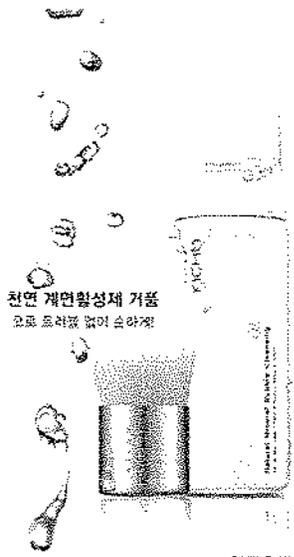
KICHO Natural Mineral Foaming Cleanser

Seven types of sprout extracts are at the heart of the formula's purifying and soothing action that leaves the skin refreshed and softened.



KICHO NATURAL MINERAL FOAMING CLEANSER

키초 천연 미네랄 포밍 클렌저



천연 계면활성제 거품
으로 트러블 없이 순하게!

어려부터 팔팔까지 아이부터 어른까지 모두
3 in 1 피부에 자극없는 거품형 폼렌징

- 천연 계면활성제 사용
- 올용도 해당 침출수 사용
- 천연 식물성분 99%이상 함유
- 올용도 우수 크로시 수레 함유

화장후에는 화사하게
화장을 지울때는 순하고 촉촉하게!



3 in 1



유해 성분 등첨기
천연 유래 성분 함유

KICHO NATURAL
MINERAL FOAMING CLEANSER
키초 천연 미네랄 포밍 클렌저 150ml



Dermatologist tested
피부과 전문의 검증

Home > SHOP > KICHO SHEEP OL CREAM 65ml (Lanolin & B Berry)

- SHOP CATEGORY
- WHAT'S NEW
- SHOP
- SALE
- GIFT SET
- BEST SELLER
- SHOP COMMUNITY
- Notice
- User Review
- T:1 Inquiry
- Q&A



KICHO SHEEP OL CREAM 65ml (Lanolin & B berry)

Consumer Price 58.00USD
 Sales Price 58.00USD
 Mileage 2.90USD
 Weight 0.00 Kg

Quantity 1

Total Purchase Amount 58.00USD

CUSTOMER CENTER

+82(0)70.7854.5669

AM 10:00 - PM 6:00
 kicho@kichocosmetics.com
 E-mail inquiry

BANK INFORMATION

Kookmin
 214901-04-322334
 tax@kichocosmetics.com

View in Bigger Image



Add to Shopping Cart

Wish

DGG Checkout



VISA MasterCard American Express PayPal

PRODUCT DETAILS

Q&A BBS

Contents	Name	Date
There is no inquiry registered.		

INFORMATION OF COMPANY HELP PRIVACY POLICY SERVICE TERMS & POLICY



Daeyoon Corp. CEO : Sarah Hwang Business License 211-88-9037
 Omega Marketing Business License Number 제 2013-세영 01401호 Manager of Personal Information : Charles Kim
 info@kichocosmetics.com
 TEL +82 (0)70-7854-5669 FAX +82 (002)7014-0339 Address : 26, 18104, Seoteung-ro, Gangnam-gu, Seoul, Korea
 COPYRIGHT ©KICHO ALL Right Reserved. Designed by Daeyoon.

VISA MasterCard American Express PayPal



EXHIBIT D

sign in or register ACCOUNT BEAUTY INSIDER 3 FREE SAMPLES

STORES BASKET

SEARCH



SEPHORA

3-DAY SHIPPING FREE OVER \$50

MAKEUP SKIN CARE FRAGRANCE BATH & BODY NAILS HAIR TOOLS & BRUSHES MEN GIFTS SALE BRANDS ADVICE HOW-TO'S

buying guides skin care k-beauty

BUYING GUIDES

Sephora Hot Now
Holiday HQ

MAKEUP

- Blush
Contouring
Eyebrows
Eyeliners
Foundations
Lip
Mascaras
Sephora PRO Artist Picks

SKIN CARE

- Acne
Antiaging
BB Creams
Beauty Tools
CC Creams
Cleansers
Dark Spots & Brightening
Dark Circles
Dryness
Face Oils
Facial Peels
K-Beauty
Masks
Sunscreens
Top Masks, Peels & Scrubs
Visible Pores

FRAGRANCE

- Guide to Fragrance
Iconic Perfumes
Luxury Perfumes
Niche Fragrances

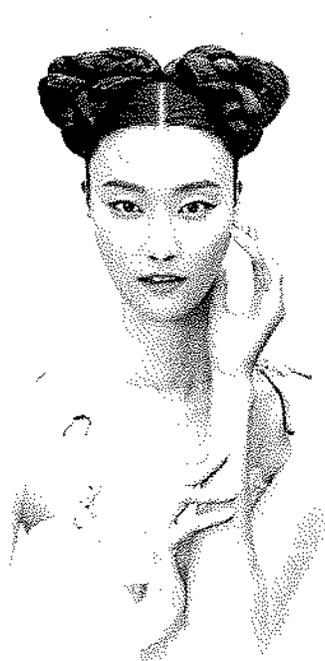
HAIR

- Curly Hair Care
Hair Looks
Second Day Hair

#TRENDINGatSEPHORA

K-BEAUTY SKIN CARE

Get the latest from Korea: the coveted dewy look



Bestsellers



ERBORIAN
Pâte au Ginseng Black
Concentrated Mask
\$61.00
exclusive



AMOREPACIFIC
Moisture Bound
Rejuvenating Crème
\$150.00



BELIF
Hungarian Water
Essence
\$42.00
exclusive



DR. JART+
Dermaclear™ Micro
Water
\$32.00

DOUBLE CLEANSING

Makeup melter + purifying foam

Dissoive cosmetics with an oil-based cleanser (oil attracts oil), then deep clean with a water-based purifying foam. Without any tugging, this two-step technique gets you glowing gently.



Oil-based

Water-based

GIVE FEEDBACK NOW

sign in or register ACCOUNT BEAUTY INSIDER 3 FREE SAMPLES

STORES BASKET



ERBORIAN
Solid Cleansing Oil
\$39.00



TOO COOL FOR SCHOOL
Egg Mousse Soap Facial
Cleanser
\$20.00

WATERY CREAMS

Get textured moisturizers

These hybrids deliver a burst of hydration—without heaviness. Apply in addition to your moisturizer (remember: pat, don't rub) or in place of it.



BELIF
The True Cream Aqua Bomb
\$38.00

BOS-CIA
Sake Balm
\$46.00

TOO COOL FOR SCHOOL
Egg Cream Sheet Mask
\$6.00

DR. JART+
Water Replenishment Cotton
Sheet Mask
\$7.50

GIVE FEEDBACK NOW >

[sign in or register](#) [ACCOUNT](#) [BEAUTY INSIDER](#) [3 FREE SAMPLES](#)

[STORES](#)   [BASKET](#) [CHECKOUT](#)


CAOLION
Premium Hot & Cool Pore
Pack Duo
\$30.00


TONY MOLY
Egg Pore Blackhead Steam
Balm
\$18.00


ERBORIAN
Bamboo Waterlock Mask
\$43.00


DR. JART+
Water Fuse Water-Max
Sleeping Mask
\$48.00

[GIVE FEEDBACK NOW >](#)

sign in or register ACCOUNT BEAUTY INSIDER 3 FREE SAMPLES

STORES   BASKET 

MAY COOP 
Raw Sauce
\$43.00

SHISEIDO 
Eudermine Revitalizing
Essence
\$66.00

AMOREPACIFIC 
Color Control Cushion
Compact Broad Spectrum
SPF 50+
\$60.00

DR. JART+ 
Ceramide Day Tint SPF 15
\$48.00

GIVE FEEDBACK NOW ▶

CHOSUNGAH 22
Dong Gong Minn Jello Color
Eyeshadow Palette
\$39.00

CHOSUNGAH 22
Dual Lip Tint & Gloss
\$19.00

TOO COOL FOR SCHOOL
Dinoplaz Cushy Blusher
\$23.00

TOO COOL FOR SCHOOL
Dinoplaz Lip Balm
\$15.00

TOO COOL FOR SCHOOL
Dinoplaz Cinema City CC
Highlighter
\$39.00

TOUCH IN SOL
Brow Gettin Gel Eyebrow
Styler
\$22.00

TOUCH IN SOL
Stretchex Stretch Lash Effect
Mascara
\$22.00

TONY MOLY
Tony Moly Bbo Bbo Lip Balm
\$10.00

**Enter code KBEAUTY in the promotion code box at checkout to receive your choice of one of the following four deluxe samples: Erborian Pâte au Ginseng Black Concentrated Mask deluxe sample (0.17 oz), beil Hungarian Water Essence deluxe sample (0.33 oz), Dr. Jart+ Dermactear™ Micro Water deluxe sample (0.7 oz), or AmorePacific Moisture Bound Rejuvenating Crème deluxe sample (0.1 oz), free with any online merchandise purchase of \$25 USD or more. Valid while supplies last, quantities are limited. Not valid on previous purchases or purchases of eGift certificates or gift cards. Offer not valid in retail stores or at Sephora inside JCPenney. Cannot be used in conjunction with other promotion codes. This offer is subject to change, alteration, or termination by Sephora at its sole discretion at any time.*

Oh what ways to gift!



Gifts ▶



Gift Cards ▶



Gift Packaging ▶



Wish List ▶



Store Services ▶



Get Inspired ▶

SIGN UP FOR SEPHORA EMAILS EMAIL

STORE LOCATIONS & EVENTS Zip Code or City, State

[sign in or register](#) ACCOUNT BEAUTY INSIDER 3 FREE SAMPLES

STORES   BASKET [0 ITEMS](#)

[Sephora Gives Back](#)

[Loves](#)

[Gift Card](#)

[Travel](#)

[Sephora Global Sites](#)

[Shipping](#)

[Affiliates](#)

[Weekly Specials](#)

[Store Locations, Events & Classes](#)

[International Shipments](#)

[Supply Chain Transparency](#)

[Sale](#)

[Make A Reservation](#)

[Order Status](#)

[Sitemap](#)

[Product Recalls](#)

Now Shopping: [US](#) [Canada](#)

Learn More: [international shipping](#)

Copyright © 2015 Sephora USA, Inc. All rights reserved. [Terms of Use](#) | [Privacy Policy - REVISED](#)
1-877-SEPHORA (1-877-737-4672)

GIVE FEEDBACK NOW >

EXHIBIT E

FREE SHIPPING ON ALL ORDERS \$25+

GET 10% OFF LOGIN

WOMEN ▾ MEN ▾ HOLIDAY GIFTS ▾ SUBSCRIBE

Search



EASY AS 1-2-FREE: SNAG TWO FREE SAMPLES WITH YOUR \$35+ PURCHASE LEARN MORE ▾

Women / Shop

EXCLUSIVE

Birchbox "From Korea, With Love" Collection

★★★★★ 257 Reviews / Write a Review

\$35.00

Quantity: 1

♡ ADD TO LIST

This product is currently unavailable. Please take a look at our current best sellers.

Like 0

Tweet

Give suggestions for this page



EDITOR'S TIP

For even more innovative—and adorable!—K-beauty products, check out our brand new *From Korea, With Love* category.

RELATED CONTENT



BEAUTY HAUL: KOREAN BEAUTY EDITION

BIRCHBOX BREAKDOWN

Over the past few years, South Korea has become the go-to for innovative products that quickly turn into staples (ahem, BB creams). And while Korean beauty runs the spectrum from high-tech to high-novelty, we love the way it combines function and fun—after all, why *shouldn't* your eye brightener be packaged in a teeny, tiny panda? But heed our warning: Once you've dabbled in K-Beauty, there's no going back. A \$79 value!

HOW TO USE

Each box contains:

- CLIO Waterproof Pen Liner Kill - Black
- IPKN Twinkle Lips - Glow Pink
- TONYMOLY Magic Food Banana Hand Milk - 2 packettes
- TONYMOLY Panda's Dream Brightening Eye Base
- Too Cool for School Dinoplatz Escalator Mascara

ABOUT

BRANDS

MOBILE APPS

STORE LOCATIONS

CAREERS

PRESS

HELP & CONTACT

RECEIVED A GIFT?

BLOG

Visit Our NYC Store

LEARN MORE



Download Our Apps

GO

LET'S KEEP IN TOUCH

Get exclusive offers, sneak peeks, and insider tips delivered straight to your inbox.

I'm interested in: Beauty Grooming

Email Address

BRING IT

Like 1,630,580 people like this.

FREE SHIPPING ON ALL ORDERS \$25+

GET 10% OFF LOGIN

WOMEN ▾ MEN ▾ HOLIDAY GIFTS ▾ SUBSCRIBE



EASY AS 1-2-FREE: SNAG TWO FREE SAMPLES WITH YOUR \$35+ PURCHASE [LEARN MORE >](#)

I found this review helpful. Was this review helpful to you? YES | NO
 I was excited to try goes on (me) a very bright pink. I will use it in the summer. I doubt I
 would buy another though. Was this review helpful to you? YES | NO

I was happy with the liquid eyeliner, very easy to use and didn't smudge. If it doesn't dry up quickly I would buy this.

The mascara was pretty basic, I used the wand on the different settings and truthfully didn't see much of a difference. Compared to my brand of mascara I found this to go on a bit spidery so I doubt I would switch to this brand.

I got 2 banana hand creams in my box! They smell great and are very moisturizing. I would buy this lotion.

Just on a side note I also liked the box design and wish Birchbox would make all their boxes like this. It has a flip top lid instead of being in 2 pieces.

4 of 4 found this review helpful. Was this review helpful to you? YES | NO

EXHIBIT F

Try Prime

Korean Beauty

Last Day to Order for Christmas with One-Day Shipping

Shop by Department

Your Amazon.com Today's Deals Gift Cards Sell Help

Hello, Sign in Your Account

Try Prime

Your Lists

0 Cart

All Beauty Luxury Beauty Makeup Skin Care Hair Care Fragrance Tools & Accessories Men's Grooming Best Sellers New Arrivals

KOREAN BEAUTY

Show results for

Beauty

Korean Beauty

- Bath & Body Care (91)
- Fragrance (16)
- Hair Care (16)
- Makeup (115)
- Skin Care (351)
- Tools & Accessories (4)

Refine by

Attribute

- Hypoallergenic (1)
- Natural (4)
- Organic (3)

Amazon Prime

Prime

Eligible for Free Shipping

Free Shipping by Amazon

Featured Brands

- TONYMOLY (64)
- The Face Shop (70)
- Innisfree (53)
- Etude House (107)
- MISSHA (25)
- Chom (2)
- Cosrx (24)

See more

Avg. Customer Review

- & Up (335)
- & Up (391)
- & Up (398)
- & Up (398)

International Shipping

AmazonGlobal Eligible

Price

- Under \$25 (433)
- \$25 to \$50 (101)
- \$50 to \$100 (11)
- \$100 to \$200 (5)

\$ to \$

Discount

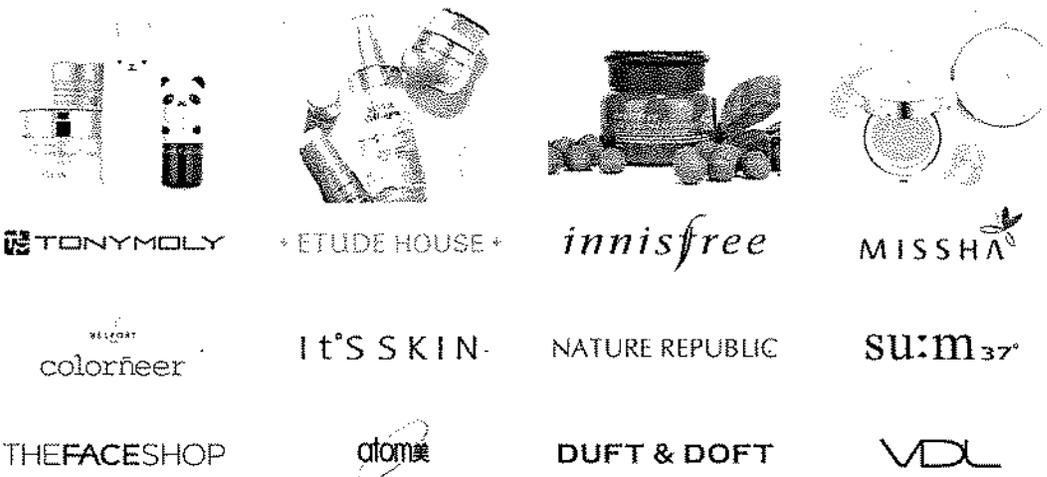
- 10% Off or More (228)
- 25% Off or More (179)
- 50% Off or More (113)
- 70% Off or More (39)

Seller

- Softbay (295)
- A-poly (246)

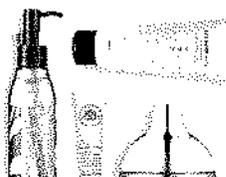


FEATURED BRANDS

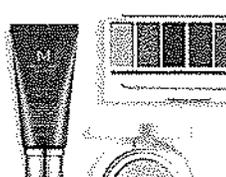


SHOP BY CATEGORY

SKIN CARE



MAKEUP



HAIR CARE



BATH & BODY



- YouRIShop (206)
- EMUNAH (166)
- Red Tab Inc (164)
- 8cos (156)
- alkorea (154)
- JOLSE (134)
- HappyChan (132)
- J beauty (124)
- + See more



1-48 of 543 results for Beauty : Korean Beauty

Sort by **Featured**

Availability
 Include Out of Stock



TONYMOLY I'm real mask sheet 11 kinds by TONYMOLY
\$13.38
 FREE Shipping on orders over \$35
 Show only TONYMOLY items

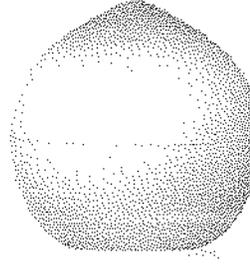
95



See Color Options
 Tonymoly I'm Real Skin Care Facial Mask Sheet Package (ALL - 11 Sheets) by TONYMOLY

\$13.45
 FREE Shipping on orders over \$35
 Show only TONYMOLY items

14



See Scent Options
 TONYMOLY Peach Anti Aging Hand Cream by TONYMOLY

\$6.45 ~~\$6.60~~
 FREE Shipping on orders over \$35 and 1 more promotion
 Show only TONYMOLY items

303



TONYMOLY Pandas Dream So Cool Eye Stick by TONYMOLY

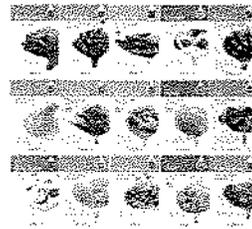
\$7.96
 FREE Shipping on orders over \$35
 Show only TONYMOLY items

273



The Face Shop Rice Water Bright Cleansing Light Oil by The Face Shop
\$7.02 ~~\$13.00~~
 FREE Shipping
 Show only The Face Shop items

527



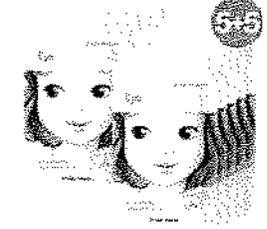
The Face Shop Living Nature Grind Mask Sheet x 15pcs by The Face Shop
\$14.37
 FREE Shipping on orders over \$35
 Show only The Face Shop items

133



Innisfree No Sebum Mineral Powder 5g by Innisfree
\$6.10 ~~\$8.60~~
 FREE Shipping
 Show only Innisfree items

160



Etude House Collagen Eye Patch (10 sheets) by TONYMOLY
\$10.50
 FREE Shipping on orders over \$35
 Show only TONYMOLY items

153



The Face Shop Rice Water Bright Cleansing Foam by The Face Shop

\$6.96 ~~\$10.60~~

FREE Shipping

Show only The Face Shop items

159



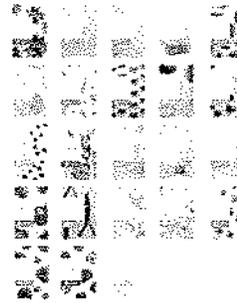
Innisfree It's Real Facial Mask Sheet x 15 sheets by Innisfree

\$18.00 ~~\$46.00~~

FREE Shipping on orders over \$35

Show only Innisfree items

119



See Color Options

Etude House I Need You Mask Sheet 20pcs set by Etude House

\$24.98

FREE Shipping on orders over \$35 and 1 more promotion

Show only Etude House items

75



Innisfree Super Volcanic Pore Clay Mask by Innisfree

\$10.92 ~~\$24.00~~

FREE Shipping

Show only Innisfree items

88



See Color Options

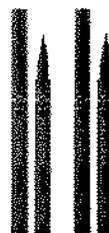
Etude House Beauty Shot Face Blur SPF15/PA+ by Etude House

\$12.37

FREE Shipping

Show only Etude House items

265



See Color Options

[TONYMOLY] 7 Days Tatoo Eyebrow 0.8ml - 2 Color (#2 Dark Brown) by TONYMOLY

\$7.20 ~~\$49.99~~

FREE Shipping on orders over \$35

Show only TONYMOLY items

265



See Color Options

MISSHA M Perfect Cover BB Cream No.23 Natural Beige SPF42 PA+++ (50ml) by MISSHA

\$10.78 ~~\$22.00~~

FREE Shipping

Show only MISSHA items

270



See Size Options

Etude House Wonder Pore Freshner 10-in-1 by Etude House

\$9.18 ~~\$29.60~~

FREE Shipping

Show only Etude House items

455



TONYMOLY Shiny Foot Super Peeling Liquid by TONYMOLY

\$7.79

FREE Shipping on orders over \$35

Show only TONYMOLY items

164



Innisfree Jeju Volcanic Pore Cleansing Foam by Innisfree

\$9.50 \$24.54

FREE Shipping

Show only Innisfree items

182



TONYMOLY Panda's Dream White Hand Cream by TONYMOLY

\$8.90 \$19.48

FREE Shipping on orders over \$35 and 1 more promotion

Show only TONYMOLY items

73

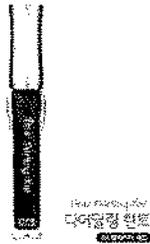


Nature Republic Soothing and Moisture Aloe Vera 92% Soothing Gel (Pack of 3) by Chom

\$15.75

FREE Shipping on orders over \$35

Show only Chom items



Etude House Dear Darling Tint - #4 Vampire Red by Etude House

\$4.90

FREE Shipping

Show only Etude House items

188



Missha, Time Revolution The First Treatment Essence 150ml (skin boosting, skin elasticity, moisturizing, wrinkles... by MISSHA

\$26.30 \$49.00

FREE Shipping

Show only MISSHA items

44



See Color Options

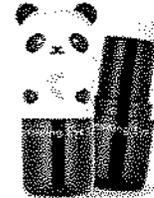
TONYMOLY Cats Wink Clear Pact - #1 Clear Skin by TONYMOLY

\$7.48

FREE Shipping on orders over \$35 and 1 more promotion

Show only TONYMOLY items

314



TONYMOLY Panda's Dream Brightening Eye Base by TONYMOLY

\$7.98

FREE Shipping on orders over \$35 and 1 more promotion

Show only TONYMOLY items

79



TONYMOLY New Egg Pore Shiny Skin Soap by TONYMOLY

\$8.40

FREE Shipping on orders over \$35

Show only TONYMOLY items

73



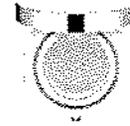
Cosrx Bha Blackhead Power Liquid 100 ml by Cosrx

\$18.98

FREE Shipping on orders over \$35 and 1 more promotion

Show only Cosrx items

21



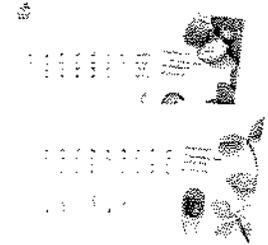
Missha M Magic Cushion No.23 by MISSHA

\$9.25

FREE Shipping

Show only MISSHA items

68



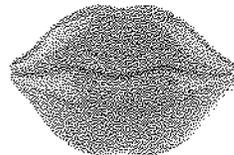
Innisfree it's Real Squeeze Mask Sheet x 15 sheets by Innisfree

\$15.32 ~~\$45.43~~

FREE Shipping

Show only Innisfree items

60



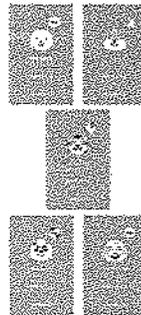
TONYMOLY KISS KISS Lip Scrub by TONYMOLY

\$5.04 ~~\$12.00~~

FREE Shipping

Show only TONYMOLY items

64



See Color Options

The Face Shop Character Mask (Pack of 5 Different Characters) by The Face Shop

\$12.50

FREE Shipping on orders over \$35

Show only The Face Shop items



LG Su:m37 Miracle Rose Cleansing Stick 80g Cleanser in Stick Type by Su:m 37

\$22.89

FREE Shipping on orders over \$35

Show only Su:m 37 items

135



Etude House Moistfull Collagen Sleeping Pack by Etude House

\$11.78 ~~\$23.00~~

FREE Shipping on orders over \$35

Show only Etude House items

70



See Color Options

MISSHA M Perfect Cover BB Cream SPF 42 PA Plus # 21, Light Beige by MISSHA

\$10.60 ~~\$13.00~~

FREE Shipping

Show only MISSHA items

119



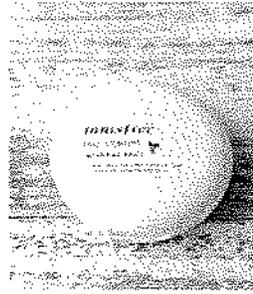
Nature Republic Super Aqua Max Combination Watery Cream by Nature Republic

\$10.95 ~~\$18.69~~

FREE Shipping on orders over \$35

Show only Nature Republic items

99



Innisfree No Sebum Mineral Pact by Innisfree

\$8.74 ~~\$9.00~~

FREE Shipping

Show only Innisfree items

90



[Total 2Pcs] The Face Shop Rice Water Bright Cleansing Oil + Foam SET by The Face Shop

\$17.29

FREE Shipping on orders over \$35

Show only The Face Shop items

58



See Scent Options

TONYMOLY Mini Peach Lip Balm 7g by TONYMOLY

\$5.21 ~~\$22.70~~

FREE Shipping

Show only TONYMOLY items

119



Innisfree Skinny Microcara Mascara by Innisfree

\$9.71 ~~\$11.60~~

FREE Shipping on orders over \$35

Show only Innisfree items

54



See Scent Options

TONYMOLY Panda's Dream White Magic Cream by TONYMOLY

\$9.11 ~~\$37.29~~

FREE Shipping on orders over \$35 and 1 more promotion

Show only TONYMOLY items

11



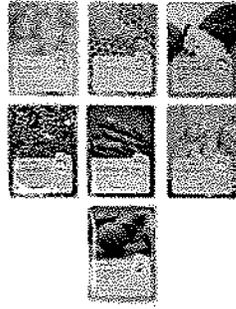
Etude House Moistfull Super Collagen Eye Concentrate by Etude House

\$17.98

FREE Shipping on orders over \$35

Show only Etude House items

87



TONYMOLY Pureness 100 Mask Sheet x 7 by TONYMOLY

\$9.49
FREE Shipping on orders over \$35
Show only TONYMOLY items 20



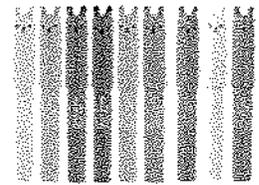
The Face Shop Smile Foot Peeling by The Face Shop

\$6.88
FREE Shipping
Show only The Face Shop items 57



TONYMOLY Hello Bunny Perfume Bar - #2 Momo Fruity by TONYMOLY

\$10.79 ~~\$26.70~~
FREE Shipping on orders over \$35 and 1 more promotion
Show only TONYMOLY items 22



TONYMOLY Petite Bunny Gloss Bar 9pcs Set by TONYMOLY

\$25.91
FREE Shipping
Show only TONYMOLY items 32



TONYMOLY Magic Food Banana Sleeping Pack by TONYMOLY

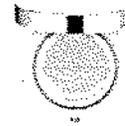
\$8.22
FREE Shipping on orders over \$35 and 1 more promotion
Show only TONYMOLY items 22



See Scent Options

TONYMOLY Eggpore Shiny Skin Soap by TONYMOLY

\$8.13 ~~\$46.00~~
FREE Shipping on orders over \$35
Show only TONYMOLY items 49



MISSSHA M MAGIC CUSHION SPF50+/PA+++ NO.21 by MISSSHA

\$10.89 ~~\$16.00~~
FREE Shipping on orders over \$35
Show only MISSSHA items 49



KOREAN COSMETICS, too cool for school, Egg mousse Pack 100ml (soft whipped massage, warm-up pack)[001KR] by too cool for school

\$13.70 ~~\$44.04~~
FREE Shipping
Show only too cool for school items

Previous Page 1 2 3 ... 12 Next Page

Search Feedback

Did you find what you were looking for?

Yes No

If you need help or have a question for Customer Service, please visit the Help Section.

Search powered by

[Back to top](#)

Get to Know Us

- [Careers](#)
- [About Amazon](#)
- [Investor Relations](#)
- [Amazon Devices](#)

Make Money with Us

- [Sell on Amazon](#)
- [Sell Your Services on Amazon](#)
- [Sell on Amazon Business](#)
- [Sell Your Apps on Amazon](#)
- [Become an Affiliate](#)
- [Advertise Your Products](#)
- [Self-Publish with Us](#)
- [Become an Amazon Vendor](#)
- [See all](#)

Amazon Payment Products

- [Amazon.com Rewards Visa Card](#)
- [Amazon.com Store Card](#)
- [Amazon.com Corporate Credit Line](#)
- [Shop with Points](#)
- [Credit Card Marketplace](#)
- [Amazon Currency Converter](#)

Let Us Help You

- [Your Account](#)
- [Your Orders](#)
- [Shipping Rates & Policies](#)
- [Amazon Prime](#)
- [Returns & Replacements](#)
- [Manage Your Content and Devices](#)
- [Help](#)

amazon.com

[Australia](#) [Brazil](#) [Canada](#) [China](#) [France](#) [Germany](#) [India](#) [Italy](#) [Japan](#) [Mexico](#) [Netherlands](#) [Spain](#) [United Kingdom](#)

6pm Score deals on fashion brands	AbeBooks Rare Books & Textbooks	ACX Audiobook Publishing Made Easy	AfterSchool.com Kids' Sports, Outdoor & Dance Gear	Alexa Actionable Analytics for the Web	Amazon Business Everything For Your Business	AmazonFresh Groceries & More Right To Your Door
AmazonGlobal Ship Orders Internationally	Home Services Handpicked Pros Happiness Guarantee	Amazon Web Services Scalable Cloud Computing Services	Audible Download Audio Books	BeautyBar.com Prestige Beauty Delivered	Book Depository Books With Free Delivery Worldwide	Casa.com Kitchen, Storage & Everything Home
ComiXology Thousands of Digital Comics	CreateSpace Indie Print Publishing Made Easy	Diapers.com Everything But The Baby	DPReview Digital Photography	East Dane Designer Men's Fashion	Fabric Sewing, Quilting & Knitting	Goodreads Book reviews & recommendations
IMDb Movies, TV & Celebrities	Junglee.com Shop Online in India	Kindle Direct Publishing Indie Digital Publishing Made Easy	Look.com Kids' Clothing & Shoes	MYHABIT Private Fashion Designer Sales	Shopbop Designer Fashion Brands	Soap.com Health, Beauty & Home Essentials
TenMarks.com Math Activities for Kids & Schools	VineMarket.com Everything to Live Life Green	Wag.com Everything For Your Pet	Warehouse Deals Open-Box Discounts	Woot! Discounts and Shenanigans	Yoyo.com A Happy Place To Shop For Toys	Zappos Shoes & Clothing

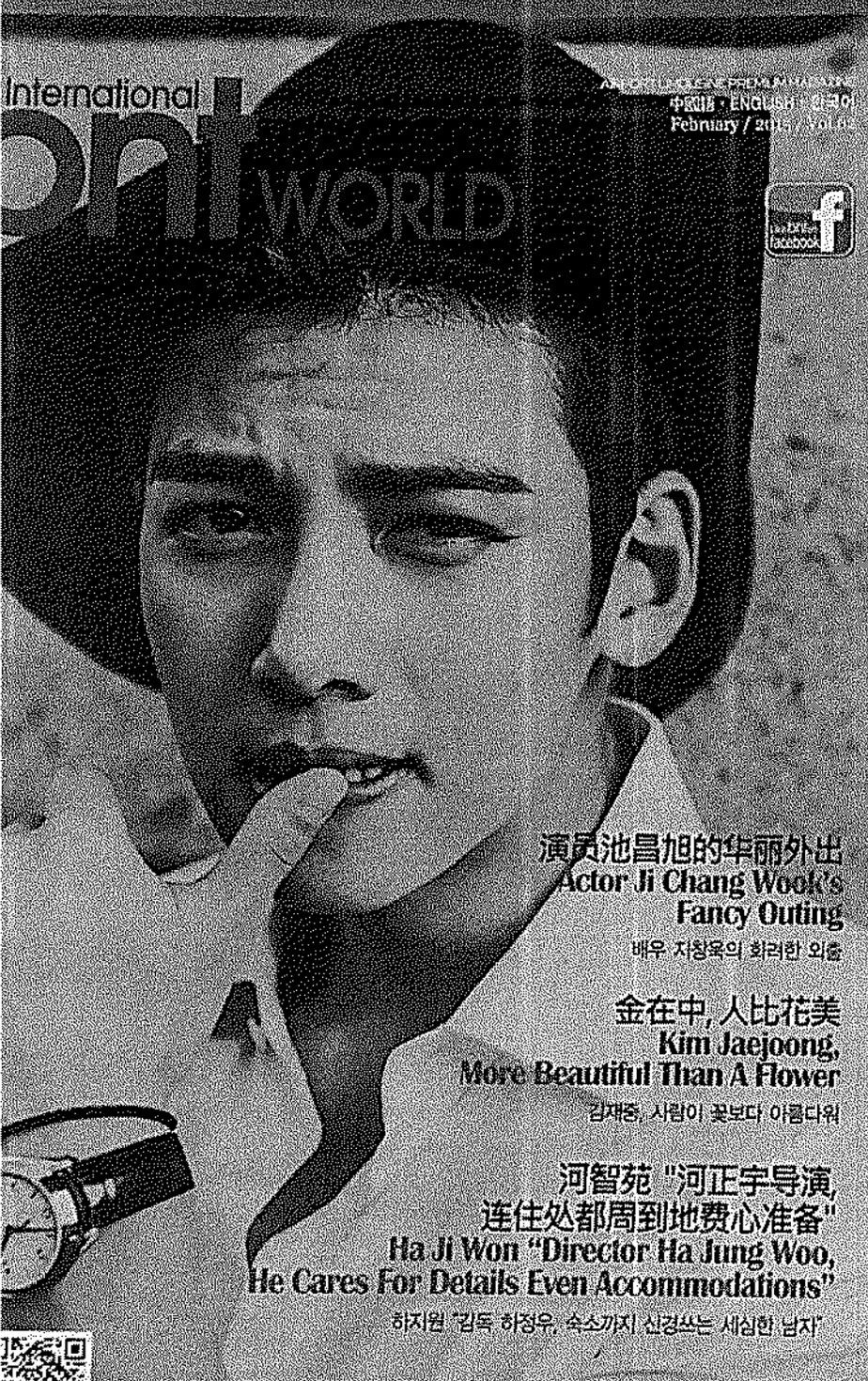
[Conditions of Use](#) [Privacy Notice](#) [Interest-Based Ads](#) © 1996-2015, Amazon.com, Inc. or its affiliates

EXHIBIT G

EXHIBIT H

International
ON! WORLD

중국어 · ENGLISH · 한국어
 February / 2014 / Vol. 62



演员池昌旭的华丽外出
 Actor Ji Chang Wook's
 Fancy Outing

배우 자창욱의 화려한 외출

金在中, 人比花美
 Kim Jaejoong,
 More Beautiful Than A Flower

김재중, 사람이 꽃보다 아름다워

河智苑 "河正宇导演,
 连住处都周到地费心准备"
 Ha Ji Won "Director Ha Jung Woo,
 He Cares For Details Even Accommodations"

하지원 "감독 하정우, 숙소까지 신경쓰는 세심한 남자"



brinews.co.kr | brinews.co.jp | brinews.cn
 더 최신 색은 다음 편을 위해 제자리에 꽂아주세요!

◁ | < □ ⊙
KICHO

당신의 피부가 빛날수 있도록,
 받아들여는 순간의 농축된 영양을 당신의 피부에 그대로 선물합니다.
 为了让您的肌肤更加光彩照人,
 集·纯愿将萌芽瞬间时满溢的浓缩能量献礼于您的肌肤。

키초 피토 네추럴 모이스처 크림
 集·纯 新芽精粹天然保湿乳霜
 KICHO PHYTO NATURAL MOISTURE CREAM

발효공의 강력한 힘으로 정제한 비노콜라겐이 피부에
 독소를 제거하여 탄력 피부의 탄력을 증가합니다.
 당노화, 타액, 스트레스에
 为了让您的肌肤时时刻刻享受纯净与营养, 发酵豆类的强效抗糖化成分
 大豆芽精粹可以帮助去除肌肤毒素, 恢复肌肤的润泽与弹力。
 抗衰老·美白·预防肌肤问题



KICHO Phyto Natural Moisture Cream
 50ml / 1.69 fl.oz.

키초 코스메틱스
 韩国首尔江南区新沙洞 111 街 23 号 (02-394-4211)
 02-394-4211
 KICHO
 韩国首尔江南区新沙洞 111 街 23 号 (02-394-4211)
 02-394-4211



Domestic
 韩国 集·纯
 02-394-4211

EXHIBIT I

발송번호: 9-5-2014-026247563

발송일자: 2014. 04. 17.

심사관	파트장	팀장	국장	차장	청장	보고
			전결			

YOUR INVENTION PARTNER



특 허 청

이의결정등본송달서

이의신청번호 제 40-2013-001739 호

출원번호 제 40-2013-0009027 호

이의신청인 키코 에세. 에레. 엘레
 이탈리아 베르가모 24122 비아 지오르시오 팔리아 1/디
 대리인 변리사 강명구 외 1 명
 서울특별시 종로구 새문안로5길 19 (당주동, 로얄빌딩)
 14층(강명구국제특허법률사무소)

출원인 주식회사 두연
 서울특별시 강남구 선릉로161길 25 (신사동, 지층)
 대리인 변리사 김종수 외 1 명
 서울특별시 강남구 테헤란로37길 7 (역삼동,
 조이타워301호(대신국제특허사무소))

위 이의신청에 관한 이의결정등본을 송달합니다.

[붙임] 이의결정등본 1부. 끝.

2014. 04. 17.

특 허 청



특 허 청

이 의 결 정

이 의 신 청 번 호 제40-2013-1739호

출 원 번 호 제40-2013-9027호

공 고 번 호 제40-2013-23957호

이 의 신 청 인 키코 에세.에레.엘레

 이탈리아 베르가모 24122 비아 지오르시오 빨리아 1/디

 대리인 변리사 강명구 외 1 명

 서울특별시 종로구 새문안로5길 19 (당주동, 로얄빌딩)

 14층(강명구국제특허법률사무소)

출 원 인 주식회사 두연

 서울특별시 강남구 선릉로161길 25 (신사동,지층)

 대리인 변리사 김종수 외 1 명

 서울특별시 강남구 테헤란로37길 7 (역삼동,

 조이타워301호(대신국제특허사무소)

주 문

이건 이의신청은 이유없다.

이 의 신 청 취 지

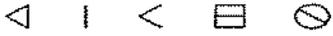
이 사건 상표등록출원은 상표법 제7조 제1항 제7호 및 제11호에 해당하므로 상표등록을 받을 수 없다.

이 유

1. 관련 상표

가. 이 사건 출원상표

(1) 출원번호/출원일/공고일 : 제40-2013-9027호/2013. 2. 14./2013. 3. 13.

(2) 구성 : 
△ | < ≡ ⊖

(3) 지정상품 : 상품류구분 제03류의 화장품, 바디로션, 스킨로션, 아이크림, 페이스 및 바디로션 등

나. 선등록상표

(1) 국제등록번호/등록일 : 제733058호/2008. 4. 30.

(2) 구성 : 

(3) 지정상품 : 상품류구분 제03류의 화장품, 헤어로션, 향료, 비누, 치약

2. 판단

이 사건 출원상표는 “”와 같이 상단에 도형과 하단에 알파벳 ‘KICHO’로 구성된 표장이고, 선등록상표는 “”와 같이 알파벳 4자로 구성된 표장이다. 양 표장의 유사여부를 살펴보면, 외관면에서 이 사건 출원상표와 선등록상표는 도형의 유무 및 문자구성의 차이로 서로 유사하지 아니하다. 관념면에서는 양 상표 모두 특별한 의미가 없는 조어이므로 서로 대비할 수 없다. 칭호면에서는 이 사건 출원상표는 ‘키초’ 정도로 호칭될 것이고, 선등록상표는 ‘키코’ 정도로 호칭될 것이어

서 두 음절에 불과한 칭호중 하나의 음절중 초성이 달라서 서로 상이하다. 그러므로 이 사건 출원상표는 표장이 선등록상표와 외관과 관념, 칭호 어느 부분에서도 유사하지 아니하여 서로 비유사하다.

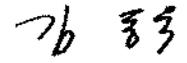
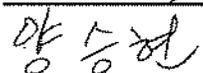
이 사건 출원상표는 선등록상표와 지정상품이 동일하거나 유사하다고 하더라도 표장이 유사하지 아니하여 함께 사용되더라도 일반수요자나 거래자로 하여금 상품 출처나 품질의 오인·혼동, 또는 수요자의 기만을 일으킬 염려가 적다. 또한, 이 사건 출원상표는 부정한 목적으로 출원되었다고 인정하기 어렵고, 달리 이를 증명할 만한 증거도 없다. 따라서 이 사건 출원상표는 상표법 제7조 제1항 제7호 및 제11호에 해당하지 아니한다.

3. 결론

그렇다면, 이 사건 이의신청은 이유없으므로 주문과 같이 결정한다. 끝.

2014.04.17.

상표디자인심사국

복	합	상	표	심	사	팀	심사장	심사관	김동욱		
								심사관	이익희		
								심사관	양승현		

※ 이 통지서의 내용에 대해 문의사항이 있으시면 특허청 ☎ 042-481-5196(담당심사관 이익희)로, 서식 또는 절차에 대하여는 특허고객상담센터 ☎1544-8080로 문의하시기 바랍니다.

※ 우 302-701 대전광역시 서구 청사로 189, 4동 (둔산동, 정부대전청사)

APPLICANT'S NOTICE OF RELIANCE

EXHIBIT 3

(Internet publication from Sephora, available at <http://www.sephora.com/korean-skin-care>, last accessed on December 22, 2015)

sign in or register ACCOUNT BEAUTY INSIDER 3 FREE SAMPLES

STORES BASKET CHECKOUT

SEARCH



SEPHORA

3-DAY SHIPPING FREE OVER \$50

MAKEUP SKIN CARE FRAGRANCE BATH & BODY NAILS HAIR TOOLS & BRUSHES MEN GIFTS SALE BRANDS ADVICE HOW-TO'S

buying guides skin care k-beauty

BUYING GUIDES

Sephora Hot Now Holiday HQ

MAKEUP

- Blush
- Contouring
- Eyebrows
- Eyeliners
- Foundations
- Lip
- Mascaras
- Sephora PRO Artist Picks

SKIN CARE

- Acne
- Antiaging
- BB Creams
- Beauty Tools
- CC Creams
- Cleansers
- Dark Spots & Brightening
- Dark Circles
- Dryness
- Face Oils
- Facial Peels
- K-Beauty
- Masks
- Sunscreens
- Top Masks, Peels & Scrubs
- Visible Pores

FRAGRANCE

- Guide to Fragrance
- Iconic Perfumes
- Luxury Perfumes
- Niche Fragrances

HAIR

- Curly Hair Care
- Hair Looks
- Second Day Hair

#TRENDINGatSEPHORA

K-BEAUTY SKIN CARE

Get the latest from Korea: the coveted dewy look



Bestsellers



ERBORIAN
Pâte au Ginseng Black
Concentrated Mask
\$61.00
exclusive



AMOREPACIFIC
Moisture Bound
Rejuvenating Crème
\$150.00



BELIF
Hungarian Water
Essence
\$42.00
exclusive



DR. JART+
Dermaclear™ Micro
Water
\$32.00

DOUBLE CLEANSING

Makeup melter + purifying foam

Dissolve cosmetics with an oil-based cleanser (oil attracts oil), then deep clean with a water-based purifying foam. Without any tugging, this two-step technique gets you glowing gently.



Oil-based

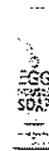
Oil-based

Water-based

GIVE FEEDBACK NOW >

sign in or register ACCOUNT BEAUTY INSIDER 3 FREE SAMPLES

STORES BASKET



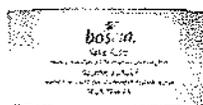
ERBORIAN
Solid Cleansing Oil
\$39.00

TOO COOL FOR SCHOOL
Egg Mousse Soap Facial
Cleanser
\$20.00

WATERY CREAMS

Gel textured moisturizers

These hybrids deliver a burst of hydration—without heaviness. Apply in addition to your moisturizer (remember: pat, don't rub) or in place of it.



BELIF
The True Cream Aqua Bomb
\$38.00

BOSCIA
Sake Balm
\$46.00

TOO COOL FOR SCHOOL
Egg Cream Sheet Mask
\$6.00

DR. JART+
Water Replenishment Cotton
Sheet Mask
\$7.50

GIVE FEEDBACK NOW >

sign in or register ACCOUNT BEAUTY INSIDER 3 FREE SAMPLES

STORES   BASKET CHECKOUT


CAOLION
Premium Hot & Cool Pore
Pack Duo
\$30.00


TONY MOLY
Egg Pore Blackhead Steam
Balm
\$18.00


ERBORIAN
Bamboo Waterlock Mask
\$43.00


DR. JART+
Water Fuse Water-Max
Steeping Mask
\$48.00

GIVE FEEDBACK NOW >

[sign in or register](#) [ACCOUNT](#) [BEAUTY INSIDER](#) [3 FREE SAMPLES](#)

[STORES](#)   [BASKET](#) [CHECKOUT](#)


MAY COOP
Raw Sauce
\$43.00


SHISEIDO
Eudermine Revitalizing
Essence
\$56.00


AMOREPACIFIC
Color Control Cushion
Compact Broad Spectrum
SPF 50+
\$60.00


DR. JART+
Ceramide Day Tint SPF 15
\$48.00

GIVE FEEDBACK NOW >

CHOSUNGAH 22
Dong Gong Minn Jello Color
Eyeshadow Palette
\$39.00

CHOSUNGAH 22
Dual Lip Tint & Gloss
\$19.00

TOO COOL FOR SCHOOL
Dinoplaz Cushy Blusher
\$23.00

TOO COOL FOR SCHOOL
Dinoplaz Lip Balm
\$15.00

TOO COOL FOR SCHOOL
Dinoplaz Cinema City CC
Highlighter
\$39.00

TOUCH IN SOL
Brow Gellin Gel Eyebrow
Styler
\$22.00

TOUCH IN SOL
Stretchex Stretch Lash Effect
Mascara
\$22.00

TONY MOLY
Tony Moly Bbo Bbo Lip Balm
\$10.00

**Enter code KBEAUTY in the promotion code box at checkout to receive your choice of one of the following four deluxe samples: Etborian Pâle au Ginseng Black Concentrated Mask deluxe sample (0.17 oz), belf Hungarian Water Essence deluxe sample (0.33 oz), Dr. Jart+ Dermaclear™ Micro Water deluxe sample (0.7 oz), or AmorePacific Moisture Bound Rejuvenating Crème deluxe sample (0.1 oz), free with any online merchandise purchase of \$25 USD or more. Valid while supplies last; quantities are limited. Not valid on previous purchases or purchases of eGift certificates or gift cards. Offer not valid in retail stores or at Sephora inside JCPenney. Cannot be used in conjunction with other promotion codes. This offer is subject to change, alteration, or termination by Sephora at its sole discretion at any time.*

Oh what ways to gift!



Gifts ▶



Gift Cards ▶



Gift Packaging ▶



Wish List ▶



Store Services ▶



Get Inspired ▶

SIGN UP FOR SEPHORA EMAILS EMAIL

STORE LOCATIONS & EVENTS Zip Code or City, State

About Sephora

My Account

Customer Service

What's New

GIVE FEEDBACK NOW ▶

sign in or register ACCOUNT BEAUTY INSIDER 3 FREE SAMPLES

STORES   BASKET 

Sephora Gives Back

Loves

Gift Card

Travel

Sephora Global Sites

Shipping

Affiliates

Weekly Specials

Store Locations, Events & Classes

International Shipments

Supply Chain Transparency

Sale

Make A Reservation

Order Status

Sitemap

Product Recalls

Now Shopping: US Canada

Learn More: [International Shipping](#)

Copyright © 2015 Sephora USA, Inc. All rights reserved. [Terms of Use](#) | [Privacy Policy - REVISED](#)
1-877-SEPHORA (1-877-737-4672)

GIVE FEEDBACK NOW >

APPLICANT'S NOTICE OF RELIANCE

EXHIBIT 4

(Internet publication from Birchbox, available at <https://www.birchbox.com/shop/from-korea-with-love-collection>, last accessed on December 22, 2015)

FREE SHIPPING ON ALL ORDERS \$25+

GET 10% OFF LOGIN

WOMEN ▾ MEN ▾ HOLIDAY GIFTS ▾ SUBSCRIBE

Search



EASY AS 1-2-FREE: SNAG TWO FREE SAMPLES WITH YOUR \$35+ PURCHASE [LEARN MORE](#)

Women / Shop

EXCLUSIVE

Birchbox "From Korea, With Love" Collection

★★★★★ 257 Reviews / [Write a Review](#)

\$35.00

Quantity: 1

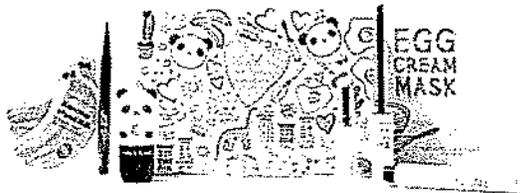
♡ ADD TO LIST

This product is currently unavailable. Please take a look at our current best sellers.

Like 0

Tweet

[Give suggestions for this page](#)



EDITOR'S TIP

For even more innovative—and adorable!—K-beauty products, check out our brand new From Korea, With Love category.

RELATED CONTENT



BEAUTY HAUL: KOREAN BEAUTY EDITION

BIRCHBOX BREAKDOWN

Over the past few years, South Korea has become the go-to for innovative products that quickly turn into staples (ahem, BB creams). And while Korean beauty runs the spectrum from high-tech to high-novelty, we love the way it combines function and fun—after all, why *shouldn't* your eye brightener be packaged in a teeny, tiny panda? But heed our warning: Once you've dabbled in K-Beauty, there's no going back. A \$79 value!

HOW TO USE

Each box contains:

CLIO Waterproof Pen Liner Kill - Black

IPKN Twinkle Lips - Glow Pink

TONYMOLY Magic Food Banana Hand Milk - 2 packettes

TONYMOLY Panda's Dream Brightening Eye Base

Too Cool for School Dinoplatz Escalator Mascara

[ABOUT](#)

[BRANDS](#)

[MOBILE APPS](#)

[STORE LOCATIONS](#)

[CAREERS](#)

[PRESS](#)

[HELP & CONTACT](#)

[RECEIVED A GIFT?](#)

[BLOG](#)

[Visit Our NYC Store](#)

[LEARN MORE](#)

[Download Our Apps](#)

[GO](#)

Like 1,630,580 people like this.

LET'S KEEP IN TOUCH

Get exclusive offers, sneak peeks, and insider tips delivered straight to your inbox.

I'm interested in: Beauty Grooming

Email Address

BRING IT

FREE SHIPPING ON ALL ORDERS \$25+

GET 10% OFF LOGIN

WOMEN ▾ MEN ▾ HOLIDAY GIFTS ▾ SUBSCRIBE



EASY AS 1-2-FREE: SNAG TWO FREE SAMPLES WITH YOUR \$35+ PURCHASE [LEARN MORE](#)

Product Reviews & Sample Feedback

★★★★★ 257 Reviews
4.9 out of 5 stars

[FILTER REVIEWS](#) ▾

[WRITE A REVIEW](#)

Most Helpful Customer Reviews

Trillian

Age 45-54
Beauty style Adventurous, Trendy

★★★★★ My daughter stole my box! September 19, 2015 Purchased

My daughter loves all things Kawaii and as soon as this box came I had to let it go. First thing she tore open was the hand cream. Sadly there was only one sample of this. The banana smell was amazing. The Lipstick made her lips look pink as a doll. The mascara was super lengthening and she said the liner made perfect cat eyes. Her suggestion was to get another box. The panda of course was cute as a button and totally concealed her late night studying bags. I may have to break down and purchase one of my own just for the mascara and liner. Please offer more boxes of this kind, maybe a different country every few months.

34 of 34 found this review helpful.

Was this review helpful to you? YES | NO

Dana

Age 25-34
Beauty style Adventurous, Trendy

★★★★★ Can we say Auuuhhhhhmazzzing!!!! September 16, 2015 Purchased

I came across this randomly and am so stoked to get it. Birch box needs more from other countries! Australia, Belgium, France, Italy.. Please make more!

60 of 75 found this review helpful.

Was this review helpful to you? YES | NO

[Read all 257 customer reviews](#)

Recently Viewed Products

Loading recently viewed products...

FREE SHIPPING ON ALL ORDERS \$25+

GET 10% OFF LOGIN

WOMEN ▾ MEN ▾ HOLIDAY GIFTS ▾ SUBSCRIBE



EASY AS 1-2-FREE: SNAG TWO FREE SAMPLES WITH YOUR \$35+ PURCHASE LEARN MORE >

5 of 5 found this review helpful. Was this review helpful to you? YES | NO
 I was happy with the liquid eyeliner, very easy to use and didn't smudge. If it doesn't dry up quickly I would buy this.

4 of 4 found this review helpful. Was this review helpful to you? YES | NO
 The lip gloss I was excited to try goes on (me) a very bright pink. I will use it in the summer. I doubt I would buy another though.

I was happy with the liquid eyeliner, very easy to use and didn't smudge. If it doesn't dry up quickly I would buy this.

The mascara was pretty basic, I used the wand on the different settings and truthfully didn't see much of a difference. Compared to my brand of mascara I found this to go on a bit spidery so I doubt I would switch to this brand.

I got 2 banana hand creams in my box! They smell great and are very moisturizing. I would buy this lotion.

Just on a side note I also liked the box design and wish Birchbox would make all their boxes like this. It has a flip top lid instead of being in 2 pieces.

4 of 4 found this review helpful. Was this review helpful to you? YES | NO

APPLICANT'S NOTICE OF RELIANCE

EXHIBIT 5

(Internet publication from Amazon, available at <http://www.amazon.com/b?node=11585018011>, last accessed on December 22, 2015)

Try Prime

Korean Beauty

Last Day to Order for Christmas with One-Day Shipping

Shop by Department

Your Amazon.com Today's Deals Gift Cards Sell Help

Hello, Sign in Your Account

Try Prime

Your Lists

0 Cart

All Beauty Luxury Beauty Makeup Skin Care Hair Care Fragrance Tools & Accessories Men's Grooming Best Sellers New Arrivals

KOREAN BEAUTY

Show results for

Beauty

Korean Beauty

Bath & Body Care (91)

Fragrance (16)

Hair Care (16)

Makeup (115)

Skin Care (351)

Tools & Accessories (4)

Refine by

Attribute

Hypoallergenic (1)

Natural (4)

Organic (3)

Amazon Prime

Prime

Eligible for Free Shipping

Free Shipping by Amazon

Featured Brands

TONYMOLY (64)

The Face Shop (70)

Innisfree (53)

Etude House (107)

MISSHA (25)

Cham (2)

Cosrx (24)

+ See more

Avg. Customer Review

4 & Up (335)

3 & Up (391)

2 & Up (398)

1 & Up (398)

International Shipping

AmazonGlobal Eligible

Price

Under \$25 (433)

\$25 to \$50 (101)

\$50 to \$100 (11)

\$100 to \$200 (5)

\$ _____ to \$ _____

Discount

10% Off or More (228)

25% Off or More (179)

50% Off or More (113)

70% Off or More (39)

Seller

Selfbay (295)

A-poly (246)



FEATURED BRANDS

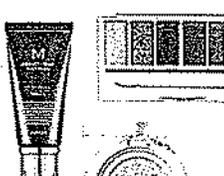


SHOP BY CATEGORY

SKIN CARE



MAKEUP



HAIR CARE



BATH & BODY



- YouRiShop (206)
- EMUNAH (188)
- Red Tab Inc (164)
- 8cos (156)
- alikorea (154)
- JOLSE (134)
- HappyChan (132)
- J beauty (124)
- * See more



1-48 of 543 results for Beauty : Korean Beauty

Sort by: Featured

Availability
Include Out of Stock



TONYMOLY I'm real mask sheet 11 kinds
by TONYMOLY

\$13.38

FREE Shipping on orders over \$35

Show only TONYMOLY items

95



See Color Options

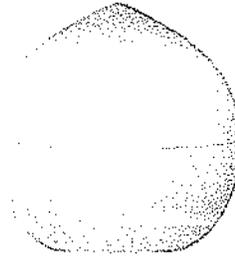
Tonymoly I'm Real Skin Care Facial Mask Sheet Package (ALL - 11 Sheets)
by TONYMOLY

\$13.45

FREE Shipping on orders over \$35

Show only TONYMOLY items

24



See Scent Options

TONYMOLY Peach Anti Aging Hand Cream
by TONYMOLY

\$6.45 ~~\$6.60~~

FREE Shipping on orders over \$35 and 1 more promotion

Show only TONYMOLY items

303



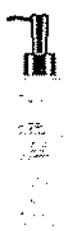
TONYMOLY Pandas Dream So Cool Eye Stick
by TONYMOLY

\$7.96

FREE Shipping on orders over \$35

Show only TONYMOLY items

273



The Face Shop Rice Water Bright Cleansing Light Oil
by The Face Shop

\$7.02 ~~\$43.00~~

FREE Shipping

Show only The Face Shop items

527



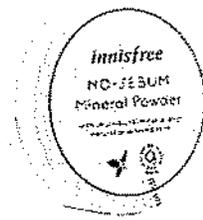
The Face Shop Living Nature Grind Mask Sheet x 15pcs
by The Face Shop

\$14.37

FREE Shipping on orders over \$35

Show only The Face Shop items

133



Innisfree No-Sebum Mineral Powder 5g
by Innisfree

\$6.10 ~~\$8.60~~

FREE Shipping

Show only Innisfree items

160



Etude House Collagen Eye Patch (10 sheets)
by TONYMOLY

\$10.50

FREE Shipping on orders over \$35

Show only TONYMOLY items

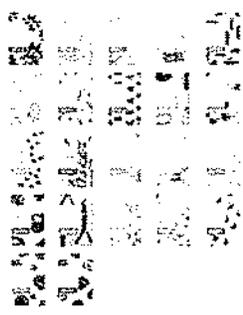
153



The Face Shop Rice Water Bright Cleansing Foam
by The Face Shop
\$6.96 ~~\$19.69~~
FREE Shipping
Show only The Face Shop items
159



Innisfree It's Real Facial Mask Sheet x 15 sheets
by Innisfree
\$18.00 ~~\$46.00~~
FREE Shipping on orders over \$35
Show only Innisfree items
119



See Color Options
Etude House I Need You Mask Sheet 20pcs set
by Etude House
\$24.98
FREE Shipping on orders over \$35 and 1 more promotion
Show only Etude House items
75



Innisfree Super Volcanic Pore Clay Mask
by Innisfree
\$10.92 ~~\$21.00~~
FREE Shipping
Show only Innisfree items
89



See Color Options
Etude House Beauty Shot Face Blur SPF15/PA+
by Etude House
\$12.37
FREE Shipping
Show only Etude House items
255



See Color Options
[TONYMOLY] 7 Days Tatoo Eyebrow 0.8ml - 2 Color (#2 Dark Brown)
by TONYMOLY
\$7.20 ~~\$19.00~~
FREE Shipping on orders over \$35
Show only TONYMOLY items
155



See Color Options
MISSHA M Perfect Cover BB Cream No.23 Natural Beige SPF42 PA+++ (50ml)
by MISSHA
\$10.78 ~~\$22.00~~
FREE Shipping
Show only MISSHA items
210



See Size Options
Etude House Wonder Pore Freshner 10-in-1
by Etude House
\$9.18 ~~\$28.69~~
FREE Shipping
Show only Etude House items
455



TONYMOLY Shiny Foot Super Peeling Liquid by TONYMOLY

\$7.79

FREE Shipping on orders over \$35

Show only TONYMOLY items

164



Innisfree Jeju Volcanic Pore Cleansing Foam by Innisfree

\$9.50 \$24.54

FREE Shipping

Show only Innisfree items

162



TONYMOLY Panda's Dream White Hand Cream by TONYMOLY

\$8.90 \$19.48

FREE Shipping on orders over \$35 and 1 more promotion

Show only TONYMOLY items

73



Nature Republic Soothing and Moisture Aloe Vera 92% Soothing Gel (Pack of 3) by Chom

\$15.75

FREE Shipping on orders over \$35

Show only Chom items



Etude House Dear Darling Tint - #4 Vampire Red by Etude House

\$4.90

FREE Shipping

Show only Etude House items

168



Missha. Time Revolution The First Treatment Essence 150ml (skin boosting, skin elasticity, moisturizing, wrinkles... by MISSHA

\$26.30 \$49.00

FREE Shipping

Show only MISSHA items

44



See Color Options

TONYMOLY Cats Wink Clear Pact - #1 Clear Skin by TONYMOLY

\$7.48

FREE Shipping on orders over \$35 and 1 more promotion

Show only TONYMOLY items

314



TONYMOLY Panda's Dream Brightening Eye Base by TONYMOLY

\$7.98

FREE Shipping on orders over \$35 and 1 more promotion

Show only TONYMOLY items

79



TONYMOLY New Egg Pore Shiny Skin Soap by TONYMOLY

\$8.40
FREE Shipping on orders over \$35
Show only TONYMOLY items

73

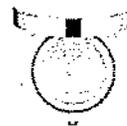


Cosrx Bha Blackhead Power Liquid 100 Ml by Cosrx

\$18.98
FREE Shipping on orders over \$35 and 1 more promotion

Show only Cosrx items

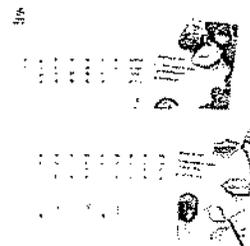
21



Missha M Magic Cushion No.23 by MISSHA

\$9.25
FREE Shipping
Show only MISSHA items

68

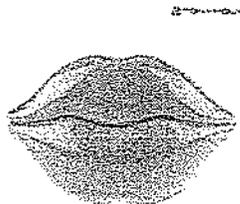


Innisfree It's Real Squeeze Mask Sheet x 15 sheets by Innisfree

\$15.32 ~~\$46.43~~
FREE Shipping

Show only Innisfree items

60



TONYMOLY KISS KISS Lip Scrub by TONYMOLY

\$5.04 ~~\$12.00~~
FREE Shipping
Show only TONYMOLY items

64



See Color Options

The Face Shop Character Mask (Pack of 5 Different Characters) by The Face Shop

\$12.50
FREE Shipping on orders over \$35

Show only The Face Shop items



LG Su:m37 Miracle Rose Cleansing Stick 80g by Su:m 37

\$22.89
FREE Shipping on orders over \$35

Show only Su:m 37 items

135



Etude House Moistfull Collagen Sleeping Pack by Etude House

\$11.78 ~~\$23.00~~
FREE Shipping on orders over \$35

Show only Etude House items

70



See Color Options

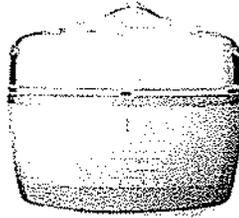
MISSHA M Perfect Cover BB Cream SPF 42 PA Plus # 21, Light Beige by MISSHA

\$10.60 ~~\$13.00~~

FREE Shipping

Show only MISSHA items

119



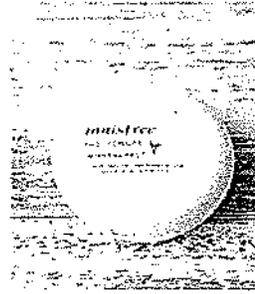
Nature Republic Super Aqua Max Combination Watery Cream by Nature Republic

\$10.96 ~~\$18.60~~

FREE Shipping on orders over \$35

Show only Nature Republic items

99



Innisfree No Sebum Mineral Pact by Innisfree

\$8.74 ~~\$9.00~~

FREE Shipping

Show only Innisfree items

90



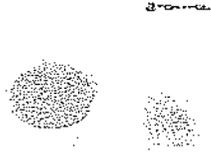
[Total 2Pcs] The Face Shop Rice Water Bright Cleansing Oil + Foam SET by The Face Shop

\$17.29

FREE Shipping on orders over \$35

Show only The Face Shop items

58



See Scent Options

TONYMOLY Mini Peach Lip Balm 7g by TONYMOLY

\$5.21 ~~\$22.70~~

FREE Shipping

Show only TONYMOLY items

119



Innisfree Skinny Microcara Mascara by Innisfree

\$9.71 ~~\$11.60~~

FREE Shipping on orders over \$35

Show only Innisfree items

54



See Scent Options

TONYMOLY Panda's Dream White Magic Cream by TONYMOLY

\$9.11 ~~\$37.29~~

FREE Shipping on orders over \$35 and 1 more promotion

Show only TONYMOLY items



Etude House Moistfull Super Collagen Eye Concentrate by Etude House

\$17.98

FREE Shipping on orders over \$35

Show only Etude House items

87



TONYMOLY Pureness
100 Mask Sheet x 7
 by TONYMOLY

\$9.49

FREE Shipping on orders over \$35

Show only TONYMOLY items

20



The Face Shop Smile Foot Peeling
 by The Face Shop

\$6.88

FREE Shipping

Show only The Face Shop items

57



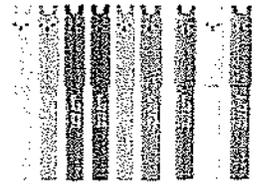
TONYMOLY Hello Bunny
Perfume Bar - #2 Momo Fruity
 by TONYMOLY

\$10.79 ~~\$25.70~~

FREE Shipping on orders over \$35 and 1 more promotion

Show only TONYMOLY items

--



TONYMOLY Petite Bunny
Gloss Bar 9pcs Set
 by TONYMOLY

\$25.91

FREE Shipping

Show only TONYMOLY items

32



TONYMOLY Magic Food
Banana Sleeping Pack
 by TONYMOLY

\$8.22

FREE Shipping on orders over \$35 and 1 more promotion

Show only TONYMOLY items

22

See Scent Options

TONYMOLY Eggpore
Shiny Skin Soap
 by TONYMOLY

\$8.13 ~~\$16.00~~

FREE Shipping on orders over \$35

Show only TONYMOLY items

103



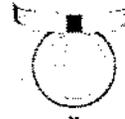
MISSHA M MAGIC
CUSHION
SPF50+/PA+++ NO.21
 by MISSHA

\$10.89 ~~\$16.00~~

FREE Shipping on orders over \$35

Show only MISSHA items

49



KOREAN COSMETICS,
too cool for school, Egg
mousse Pack 100ml (soft
whipped massage,
warm-up pack)[001KR]
 by too cool for school

\$13.70 ~~\$41.04~~

FREE Shipping

Show only too cool for school items



Previous Page 1 2 3 ... 12 Next Page

Search Feedback

Did you find what you were looking for?

Yes No

If you need help or have a question for Customer Service, please visit the Help Section.

Search powered by AQ



Back to top

Get to Know Us

- Careers
- About Amazon
- Investor Relations
- Amazon Devices

Make Money with Us

- Sell on Amazon
- Sell Your Services on Amazon
- Sell on Amazon Business
- Sell Your Apps on Amazon
- Become an Affiliate
- Advertise Your Products
- Self-Publish with Us
- Become an Amazon Vendor
- See all

Amazon Payment Products

- Amazon.com Rewards Visa Card
- Amazon.com Store Card
- Amazon.com Corporate Credit Line
- Shop with Points
- Credit Card Marketplace
- Amazon Currency Converter

Let Us Help You

- Your Account
- Your Orders
- Shipping Rates & Policies
- Amazon Prime
- Returns & Replacements
- Manage Your Content and Devices
- Help



Australia Brazil Canada China France Germany India Italy Japan Mexico Netherlands Spain United Kingdom

6pm Score deals on fashion brands	AbeBooks Rare Books & Textbooks	ACX Audiobook Publishing Made Easy	AfterSchool.com Kids' Sports, Outdoor & Dance Gear	Alexa Actionable Analytics for the Web	Amazon Business Everything For Your Business	AmazonFresh Groceries & More Right To Your Door
AmazonGlobal Ship Orders Internationally	Home Services Handpicked Pros Happiness Guarantee	Amazon Web Services Scalable Cloud Computing Services	Audible Download Audio Books	BeautyBar.com Prestige Beauty Delivered	Book Depository Books With Free Delivery Worldwide	Casa.com Kitchen, Storage & Everything Home
Comixology Thousands of Digital Comics	CreateSpace Indie Print Publishing Made Easy	Diapers.com Everything But The Baby	DPRReview Digital Photography	East Dane Designer Men's Fashion	Fabric Sewing, Quilting & Knitting	Goodreads Book reviews & recommendations
IMDb Movies, TV & Celebrities	Junglee.com Shop Online in India	Kindle Direct Publishing Indie Digital Publishing Made Easy	Look.com Kids' Clothing & Shoes	MYHABIT Private Fashion Designer Sales	Shopbop Designer Fashion Brands	Soap.com Health, Beauty & Home Essentials
TenMarks.com Math Activities for Kids & Schools	VineMarket.com Everything to Live Life Green	Wag.com Everything For Your Pet	Warehouse Deals Open-Box Discounts	Woot! Discounts and Shenanigans	Yoyo.com A Happy Place To Shop For Toys	Zappos Shoes & Clothing

Conditions of Use Privacy Notice Interest-Based Ads © 1996-2015, Amazon.com, Inc. or its affiliates

APPLICANT'S NOTICE OF RELIANCE

EXHIBIT 6

(Certified copy of a decision entered by the Patent and Trademark Office in South Korea, transmitted on April 7, 2014 in Application No. 40-2013-0009027, Objection No. 40-2013-0001739 in opposition proceeding initiated by Opposer against Applicant)

발송번호: 9-5-2014-026247563
발송일자: 2014.04.17.

심사관	파트장	팀장	국장	차장	청장	도 고
			전결			

YOUR INVENTION PARTNER

특 허 청



이의결정등본송달서

이의신청번호 제 40-2013-001739 호

출원번호 제 40-2013-0009027 호

이 의 신 청 인 키코 에세.에레.엘레
이탈리아 베르가모 24122 비아 지오르지오 빨리아 1/디
대리인 변리사 강명구 외 1 명
서울특별시 종로구 새문안로5길 19 (당주동, 로얄빌딩)
14층(강명구국제특허법률사무소)

출 원 인 주식회사 두연
서울특별시 강남구 선릉로161길 25 (신사동, 지층)
대리인 변리사 김종수 외 1 명
서울특별시 강남구 테헤란로37길 7 (역삼동,
조이타워301호(대신국제특허사무소))

위 이의신청에 관한 이의결정등본을 송달합니다.

[붙임] 이의결정등본 1부. 끝.

2014.04.17.

특 허 청



특 허 청

이 의 결 정

이 의 신 청 번 호 제40-2013-1739호

출 원 번 호 제40-2013-9027호

공 고 번 호 제40-2013-23957호

이 의 신 청 인 키코 에세.에레.엘레

이탈리아 베르가모 24122 비아 지오르시오 빨리아 1/디

대리인 변리사 강명구 외 1 명

서울특별시 종로구 새문안로5길 19 (당주동, 로얄빌딩)

14층(강명구국제특허법률사무소)

출 원 인 주식회사 두연

서울특별시 강남구 선릉로161길 25 (신사동,지층)

대리인 변리사 김종수 외 1 명

서울특별시 강남구 테헤란로37길 7 (역삼동,

조이타워301호(대신국제특허사무소)

주 문

이건 이의신청은 이유없다.

이 의 신 청 취 지

이 사건 상표등록출원은 상표법 제7조 제1항 제7호 및 제11호에 해당하므로 상표등록을 받을 수 없다.

이 유

1. 관련 상표

가. 이 사건 출원상표

(1) 출원번호/출원일/공고일 : 제40-2013-9027호/2013. 2. 14./2013. 3. 13.

(2) 구성 : 
△ | < □ ⊘

(3) 지정상품 : 상품류구분 제03류의 화장품, 바디로션, 스킨로션, 아이크림, 페이스 및 바디로션 등

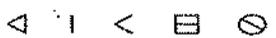
나. 선등록상표

(1) 국제등록번호/등록일 : 제733058호/2008. 4. 30.

(2) 구성 : 

(3) 지정상품 : 상품류구분 제03류의 화장품, 헤어로션, 향료, 비누, 치약

2. 판단

이 사건 출원상표는 “”와 같이 상단에 도형과 하단에 알파벳 ‘KICHO’로 구성된 표장이고, 선등록상표는 “”와 같이 알파벳 4자로 구성된 표장이다. 양 표장의 유사여부를 살펴보면, 외관면에서 이 사건 출원상표와 선등록상표는 도형의 유무 및 문자구성의 차이로 서로 유사하지 아니하다. 관념면에서는 양 상표 모두 특별한 의미가 없는 조어이므로 서로 대비할 수 없다. 칭호면에서는 이 사건 출원상표는 ‘키초’ 정도로 호칭될 것이고, 선등록상표는 ‘키코’ 정도로 호칭될 것이며

서 두 음절에 불과한 칭호중 하나의 음절중 초성이 달라서 서로 상이하다. 그러므로 이 사건 출원상표는 표장이 선등록상표와 외관과 관념, 칭호 어느 부분에서도 유사하지 아니하여 서로 비유사하다.

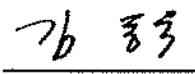
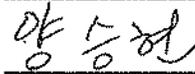
이 사건 출원상표는 선등록상표와 지정상품이 동일하거나 유사하다고 하더라도 표장이 유사하지 아니하여 함께 사용되더라도 일반수요자나 거래자로 하여금 상품 출처나 품질의 오인·혼동, 또는 수요자의 기만을 일으킬 염려가 적다. 또한, 이 사건 출원상표는 부정한 목적으로 출원되었다고 인정하기 어렵고, 달리 이를 증명할 만한 증거도 없다. 따라서 이 사건 출원상표는 상표법 제7조 제1항 제7호 및 제11호에 해당하지 아니한다.

3. 결론

그렇다면, 이 사건 이의신청은 이유없으므로 주문과 같이 결정한다. 끝.

2014.04.17.

상표디자인심사국

복 합 상 표 심 사 팀	심사장	심사관	김동욱		
		심사관	이익희		
		심사관	양승현		

※ 이 통지서의 내용에 대해 문의사항이 있으시면 특허청 ☎ 042-481-5196(담당심사관 이익희)로, 서식 또는 절차에 대하여는 특허고객상담센터 ☎1544-8080로 문의하시기 바랍니다.

※ 우 302-701 대전광역시 서구 청사로 189, 4동 (둔산동, 정부대전청사)

APPLICANT’S NOTICE OF RELIANCE

EXHIBIT 7

(Wikipedia digraph entry for “ch,” (noting that “ch is most commonly pronounced as [tʃ], as in chalk, cherry, church, much, etc.”), available at https://en.wikipedia.org/wiki/Ch_%28digraph%29, last accessed on December 26, 2015)

Ch (digraph)

From Wikipedia, the free encyclopedia

Ch is a digraph in the Latin script. It is treated as a letter of its own in Chamorro, Old Spanish, Czech, Slovak, Igbo, Uzbek, Quechua, Guarani, Welsh, Cornish, Breton and Belarusian Łacinka alphabets. In Vietnamese and Modern Spanish, it also used to be considered a letter for collation purposes but this is no longer common.

Contents

- 1 History
- 2 Voiceless velar fricative
- 3 Voiceless uvular fricative
- 4 English
 - 4.1 Braille
- 5 Breton
- 6 Chamorro
- 7 Chinese
- 8 Czech
 - 8.1 Structure
 - 8.2 Usage
 - 8.3 History
- 9 Dutch
- 10 French
- 11 German
- 12 Hungarian
- 13 Interlingua
- 14 Irish
- 15 Italian
- 16 Latin
- 17 Lithuanian
- 18 Nguni languages
- 19 Occitan
- 20 Ossetic
- 21 Palauan
- 22 Polish
- 23 Portuguese
- 24 Spanish
 - 24.1 Separate letter
 - 24.2 Collation
- 25 Slovak
- 26 Swedish
- 27 Upper Sorbian
- 28 Uyghur
- 29 Uzbek

Ch ch

Ch ch

Ch



Look up *ch* in Wiktionary,
the free dictionary.

- 30 Vietnamese
- 31 Welsh
- 32 Alternate representations
- 33 Pop culture
- 34 See also
- 35 References

History

The digraph was first used in Latin since the 2nd century B.C. to transliterate the sound of the Greek letter chi in words borrowed from that language. In classical times, Greeks pronounced this as an aspirated voiceless velar plosive [k^h]. In post-classical Greek (Koine and Modern) this sound developed into a fricative [x]. Since neither sound was found in native Latin words (with some exceptions like *pulcher* 'beautiful', where the original sound [k] was influenced by [l] or [r]), in Late Latin the pronunciation [k] occurred.

In Old French, a language that had no [k^h] or [x] and represented [k] by *c*, *k* or *qu*, *ch* began to be used to represent the voiceless palatal plosive [c], which came from [k] in some positions and later became [tʃ] and then [ʃ]. Now the digraph *ch* is used for all the aforementioned sounds, as shown below. The Old French usage of *ch* was also a model of several other digraphs for palatals or postalveolars: *lh* (digraph), *nh* (digraph), *sh* (digraph).

Voiceless velar fricative

In the Goidelic languages, several Germanic languages, many Slavic languages that use the Latin alphabet instead of the Cyrillic alphabet, and others, *ch* represents the voiceless velar fricative [x]. Additionally, "ch" is frequently used in transliterating into many European languages from Greek, Hebrew, Yiddish and various others.

Breton has evolved a modified form of this digraph, *c'h* for representing [x], as opposed to *ch*, which stands for [ʃ]. In Manx, "ch" stands for [x], while [tʃ] is represented by *çh*.

In Rheinische Dokumenta, *ch* represents [x], as opposed to *ch̥*, which stands for [ç].

Voiceless uvular fricative

In Welsh, it represents the voiceless uvular fricative [χ].

English

In English, *ch* is most commonly pronounced as [tʃ], as in *chalk*, *cherry*, *church*, *much*, etc.

Ch can also be pronounced as [k], as in *ache*, *choir*, and *stomach*. Most words with this pronunciation of *ch* find their origin in Greek words with the letter chi, like *mechanics*, *chemistry* and *chiral*.

In English words of French origin, "ch" represents [ʃ], as in *charade*, *machine*, and *nonchalant*. This pronunciation occurs in just a few loan words from other sources, like *machete* (from Spanish) and *pistachio* (from Italian).

In British English *ch* is often pronounced [dʒ] in two words: *sandwich* and *spinach*, and also in place names, such as Greenwich and Norwich.

In words of Scots origin it may be pronounced as [x] (or [k]), as in *loch* and *clachan*. In words of Hebrew or Yiddish origin it may be pronounced as [χ] (or [x]), as in *challah*.

The digraph can also be silent, as in *Crichton*, *currach*, *drachm*, *yacht* and traditionally in *schism*.

Braille

In English Braille, the "ch" digraph, when pronounced as [tʃ], is represented by a single cell:



Breton

In Breton *ch* represents the [ʃ].

This digraph should not be confused with *c'h* [x].

Chamorro

Ch is the fourth letter of the Chamorro language and its sound is [tʃ].

Chinese

In Mandarin Chinese *ch* is used in Pinyin to represent an aspirated voiceless retroflex affricate /tʃʰ/.

Czech

Structure

The letter *ch* is a digraph consisting of the sequence of Latin alphabet graphemes C and H, however it is a single phoneme (pronounced as a voiceless velar fricative [x]) and represents a single entity in Czech collation order, inserted between *H* and *I*. In capitalized form, *Ch* is used at the beginning of a sentence (*Chechtal se*. "He giggled."), while *CH* or *Ch* can be used for standalone letter in lists etc. and only fully capitalized *CH* is used when the letter is a part of an abbreviation (e.g. *CHKO Beskydy*) and in all-uppercase texts.

Usage

The letter *Ch* is equal to other letters of the Czech alphabet. It comes between *H* and *I*. Thus, the word *chemie* "chemistry" comes after *fyzika* "physics" in an alphabetical list. Names beginning with *Ch* are listed in the same way in a phonebook. In a crossword it takes only one square. Only few Czech words treat *CH* as two separate letters, e.g., *puchoblík*, from *pucovat* (German *putzen* "clean") and *hoblík* "plane".

History

In the 15th century, the Czech language used to contain many digraphs like modern Polish does but most of them were replaced by single letters with diacritic marks by the reform of Jan Hus. Besides *ch*, there is only one digraph used in the Czech language - *dž*, representing voiced postalveolar affricate. However, *ch* is the only Czech digraph which is treated as a single letter while *dž* is used in translating a foreign word into Czech (to approximate a foreign phonetic sound that has no Czech counterpart e.g. jam in Czech is *džem*).

Dutch

Dutch *ch* was originally voiceless, while *g* was voiced. In the northern Netherlands, both *ch* and *g* are voiceless, while in the southern Netherlands and Flanders the voiceless/voiced distinction is upheld. The voiceless fricative is pronounced [x] or [χ] in the north and [ç] in the south, while the voiced fricative is pronounced [ɣ] in the north (i.e. the northern parts of the area that still has this distinction) and [j] in the south. This difference of pronunciation is called 'hard and soft g'.

French

In native French words, *ch* represents [ʃ] as in *chanson* (song).

In words of Greek origin, it represents [k] as in *archéologie*.

German

In German, *ch* represents two allophones: the voiceless velar fricative [x] when following back vowels or [a] (the so-called "Ach-Laut") and the voiceless palatal fricative [ç] in all other positions (the so-called "Ich-Laut"). A similar allophonic variation is assumed to have existed in Old English.

In German, it represents [k] before -s, as in *Fuchs* (fox). An initial Ch (which only appears in loanwords) may also be pronounced [k] in southern varieties, and is always pronounced [k] when a consonant follows the initial Ch as in *Christus* or *Chlor* (chlorine).

The Rheinische Dokumenta writing system uses *ch* for the voiceless palatal fricative [ç], while *ch* represents [x].

Hungarian

The digraph *ch* is not properly speaking part of the Hungarian alphabet, but it has historically been used for [tʃ], as in English and Spanish (as with Szechenyi family name), and is found in a few words of Greek or other foreign origin, such as *technik*, where it is pronounced the same as *h*, somewhat as in Polish.

Interlingua

In Interlingua, *ch* before *e* and *i* represents the sound [k].

Irish

In Irish, *ch* stands for /x/ when broad and /ç/ (or /h/ between vowels) when slender. Examples: broad in *chara* /ˈxɑfˠə/ "friend" (lenited), *loch* /l̪ˠox̪/ "lake, lough", *boichte* /bˠɔxt̪ˠə/ "poorer"; slender in *Chéadaoin* /ˈçeːd̪ˠiːn̪ˠ/ "Wednesday" (lenited), *deich* /d̪ˠeç/ "ten".

Italian

In Italian, *ch* represents the voiceless velar plosive [k] before -e and -i.

Latin

The Romans used *ch* to transliterate the sound of the Greek letter chi in words borrowed from that language. In classical times, Greeks pronounced this as an aspirated voiceless velar plosive [k^h]. In post-classical Greek (Koine and Modern) this sound developed into a fricative.

Lithuanian

Ch has been used in the Lithuanian language to represent the "soft h" /x/, in word *choras* [ˈxɔrɐʂ] "choir". This digraph is not considered a single letter in the Lithuanian alphabet. This digraph is used only in loanwords.

Nguni languages

In Xhosa and Zulu, *ch* represents the voiceless aspirated velar dental click [k^h].

Occitan

In Occitan, *ch* represents [tʃ], but in some dialects it is [ts].

Ossetic

In the Ossetic Latin alphabet, *ch* was used to write the sound [ts^h].

Palauan

In Palauan, *ch* represents a glottal stop [ʔ].

Polish

Ch has been used in the Polish language to represent the "soft h" /x/ as it is pronounced in the Polish word *chleb* "bread", and the *h* to represent "hard h", /h/ where it is distinct, as it is pronounced in the Polish word *hak* "hook". Between World War I and World War II, the Polish intelligentsia used to exaggerate the "hardness" of the hard Polish *h* to aid themselves in proper spelling. In most present-day Polish dialects, however, *ch* and *h* are uniformly collapsed as /x/.

Portuguese

In Portuguese, *ch* represents [ʃ].

Spanish

ch is pronounced as a voiceless postalveolar affricate [tʃ] in both Castilian and Latin American, or a voiceless postalveolar fricative [ç] in Andalusian and Northwestern Mexico.

Separate letter

ch has its own name (*che*) and used to be treated as a distinct letter of the alphabet. While *Ch* is used at the beginning of a sentence, either *Ch* or *CH* may be used for a standalone letter in lists, etc. In a normal Spanish crossword, 'CH' takes up two squares, although in some old crosswords it occupied only one square.

Collation

Until 1994 *ch* was also treated as a single letter in Spanish collation order, inserted between C and D; in this way, *mancha* was after *manco* and before *manda*. There was similar special treatment for *ll*. However, an April 1994 vote in the 10th Congress of the Association of Spanish Language Academies adopted the standard international collation rules, so *ch* is now considered a sequence of two distinct characters, and dictionaries now place words starting with *ch-* between those starting with *cg-* and *ci-*.^[1] Similarly, *mancha* now precedes *manco* in alphabetical order.

Slovak

In Slovak, *ch* represents /x/, and more specifically [ɣ] in voiced position. At the beginning of a sentence it is used in two different variants: *CH* or *Ch*. It can be followed by a consonant (*chrbtica* "spine"), a vowel (*chémia* "chemistry") or diphthong (*chiazmus* "chiasmus").

Only few Slovak words treat *CH* as two separate letters, e.g., *viachlasný* (e.g. "multivocal" performance), from *viac* ("multi") and *hlas* ("voice").

In the Slovak alphabet, it comes between *H* and *I*.

Swedish

In Swedish, *ch* represents /tʃ/ and /ɕ/ in loanwords such as *choklad* and *check*. These sounds come from former [ʃ] and [tʃ], respectively. In the conjunction *och* (and), *ch* is pronounced [k] or silent.

Upper Sorbian

"Ch" represents [k^h] in Upper Sorbian.

Uyghur

Ch represents [tʃ] in Uyghur Latin script.

Uzbek

Ch represents [tʃ] in the Uzbek alphabet. It is considered a separate letter, and is the 28th letter of the alphabet.

Vietnamese

In Vietnamese, *ch* represents the voiceless palatal plosive [c] in the initial position. In the final position, the pronunciation is identical to the final *-k*: [k].

Welsh

In Welsh *ch* represents the voiceless uvular fricative [χ]. The digraph counts as a separate letter in the Welsh alphabet, positioned after *c* and before *d*; so, for example, *chwilen* 'beetle' comes after *cymryd* 'take' in Welsh dictionaries; similarly, *Tachwedd* 'November' comes after *taclus* 'tidy'.

Alternate representations

International Morse code provides a unitary code for *Ch* used in several non-English languages, namely

— — — — —.

In the Czech extension to Braille the letter *Ch* is represented as the dot pattern ⠠⠆. English literary braille also has a single cell dedicated to ⠠⠆⠠⠆ (dots 1–6), which stands for "child" in isolation, but this is considered a single-cell contraction rather than a separate letter.

In computing, *Ch* is represented as a sequence of *C* and *H*, not as a single character; only the historical KOI-8 ČS2 encoding contained *Ch* as a single character.

Pop culture

All principal characters created by Roberto Gómez Bolaños for his TV shows have names starting with Ch, including Chómpiras, Dr. Chapatín, and perhaps most famously El Chavo and El Chapulín Colorado, a superhero whose costume has a "CH" inscribed by a heart (analogous to the way Superman's costume has

an S inscribed on a diamond). Bolaños' artistic name was *Chespirito*, also with a Ch (*Chespir* would be a Spanish substandard pronunciation of Shakespeare; suffix *-ito* means "little").

See also

- Czech language
- Spanish language
- Two letter combinations

References

1. Association of Spanish Language Academies (<http://www.asale.org/la-asociacion/actividad-institucional/x-congreso-madrid-1994>), official website

Retrieved from "[https://en.wikipedia.org/w/index.php?title=Ch_\(digraph\)&oldid=696043269](https://en.wikipedia.org/w/index.php?title=Ch_(digraph)&oldid=696043269)"

Categories: Latin-script digraphs

-
- This page was last modified on 20 December 2015, at 15:01.
 - Text is available under the Creative Commons Attribution-ShareAlike License; additional terms may apply. By using this site, you agree to the Terms of Use and Privacy Policy. Wikipedia® is a registered trademark of the Wikimedia Foundation, Inc., a non-profit organization.