

1. Answering paragraph 1 of the notice of opposition; Applicant admits allegations thereof.
2. Answering paragraph 2 of the notice of opposition; Applicant intends to use the mark NAKED UNDERNEATH in the USA and Canada, given that, Applicant owns the Canadian Trademark in Canada and owns a .ca domain named nakedunderneath.ca.

Exhibit A.

3. Answering paragraph 3 of the notice of opposition; Applicant admits, upon information and belief that the Opposer is a Nevada Corporation but denies that the Opposer is the owner of the word NAKED. Opposer is the owner of the company called NAKED BRAND GROUP INC. and eleven trademarks that all contain the word NAKED, as per paragraph 7 of notice of opposition. Applicant had no knowledge of the existence of the Opposer, prior to the letter sent by Michael J. Leonard, dated October 9, 2015, and Applicant applied for the Trademark NAKED UNDERNEATH in good faith without any intent of direct competition nor conflict.

Exhibit B

4. Answering paragraph 4 of the notice of opposition; Applicant lacks knowledge and information to admit or deny allegation. Applicant denies the right of the Opposer to be granted the “NAKED” trademark since the word NAKED alone is a generic English word commonly used and without any reference to particular product or corporation. But Applicant admits that, Opposer is the owner of eleven Trademarks that all consist of two words, one of which, include the English word NAKED.

5. Answering paragraph 5 of the notice of opposition; Applicant denies that the Opposer can own the English word NAKED. NAKED is an adjective in the English language and is a word by definition, meaning nude, bare, unclothed, undressed, etc. The Opposer's opposition is based on monopolizing the word NAKED, a situation that should not be permitted. U.S. Registration No. 3,669,650 should be withdrawn from the United States Patent and Trademark Office.

Exhibit C

6. Answering paragraph 6 of the notice of opposition; Applicant denies allegation on the bases of population and purchaser's class. Opposer advertises on their website, products related to International class 025 at values that are not affordable to the majority of consumers. Opposer's target market is the upper class, employees that pertain a feasible budget to purchase, for example; one pair of underwear at a cost of \$32.00 in U.S funds. The upper class consumer is approximately 10% of the population of the U.S.A. In addition, Opposer targets the athletic and sportive markets, which reduces the percentage of individuals targeted, creating a small "niche" of people who could purchase the Opposer's products with the use of professional sport celebrities. Applicants target market is extremely different than that of the Opposer. Applicant intends to target all categories of the middle class and the lower classes that can afford the NAKED UNDERNEATH brand. NAKED UNDERNEATH brand is more of a Joe Boxer underwear, found at Costco to a Tommy Hilfiger underwear found at a Hilfiger outlet. Opposer's brands are more of a Lacoste level of clothing to a Versace class that is more

intended for very high income individuals. Applicant strongly believes that both brands can co-exist in the diversified market, of the USA.

Exhibit D

Exhibit E

7. Answering paragraph 7 of the notice of opposition; Applicant admits allegation of Opposer's 11 trademarks, all of which are two word trademarks with the English word NAKED combined with a second word. United States Patents and Trademark offices website search function lists 2124 trademarks that the English word NAKED is affiliated to. Similar to the following brands, that are not owned by Opposer, yet all are in International Class 025 and have the inclusion of the generic word NAKED in conjunction with another word. In addition, the last 3 of the following Trademarks have the word NAKED in conjunction with more than one word.

- BUCK NAKED (Note: Website images in Exhibit F)
- BUTT NAKED
- NAKED NOMAD
- NAKED WARDROBE
- NAKED ANTLERS
- VAPE NAKED
- NAKED&RICH
- SURF NAKED
- SLEEP NAKED
- NAKED TRUTH

- FIT TO BE NAKED
- GO HARD TO LOOK GOOD NAKED
- FOR WHEN YOU ARE NAKED
- TOTALLY BUCK NAKED

All trademarks with the word Naked as a part of their name and are under the International Class 025 status. All listed trademarks co-exist in the USA market with the Opposer's Trademark.

Applicant also denies date of first use. Applicant first started business in Canada, within the province of Quebec, when the Applicant first registered "surface style" company in 1990. In 1992-1993, Applicant began producing t-shirts with the mark NAKED UNDERNEATH. As mentioned in email;

Exhibit F

Exhibit G

8. Answering paragraph 8 of the notice of opposition; Applicant agrees with the allegations of paragraph 8 based on information provided by the Opposer, all of which can also co-exist with the Applicant's one Trademark, NAKED UNDERNEATH in the same class. Applicant, again denies the date of first use, as per reply in paragraph #7. Opposer has over 19 Trademarks owned and/or in process, all of which are two words each and contain the word NAKED. There are countless combinations of words that could be affiliated with the commonly used, word NAKED and the Applicant believes that limiting ownership of one word to one Trademark is not in the best interest of the USA market. Limiting creativity, growth, ideas, advertising ideas, etc. would limit an

economy of its abilities to grow and diversify. Registration No. 3,669,650, should be cancelled to avoid future conflicts and legal proceedings.

9. Answering paragraph 9 of the notice of opposition; Applicant considers that the trademark on the work NAKED alone should not have been granted in the first place. Applicant will rely on the United States Patent and Trademark Office to render a fair judgment made in good faith, based on other situations and in the best interest of the U.S. market.

A Trademark is an Intellectual property. An intellectual property for this particular case, is a creative word, words, name or phrase. The word NAKED is not a creative word like; Nike, Adidas, Kleenex, Coke, etc. NAKED is a common English word that is used by the general public and should not be monopolized by one person or entity. NAKED UNDERNEATH is a new and creative expression that may provide fun, laughter and amusement to consumers of various types of clothing. Based on past experience; consumers found the expression generally cute, amusing and self-expressive on a t-shirt. It is conservative and proactive at the same time.

Exhibit H

10. Answering paragraph 10 of the notice of opposition; Applicant does not have sufficient knowledge or information to form a belief as to the allegations contained therein. Applicant denies that the Opposer has commenced the use of the word NAKED prior to the Applicant since, Applicant started using the NAKED UNDERNEATH Brand in Canada in 1992-1993.

11. Answering paragraph 11 of the notice of opposition; Applicant has limited information on Opposers Advertising and promotional strategies. Countless corporations use common words in their own Trademarks, which is also used by other companies that co-exist in the market.

A famous Trademark co-existence example is “Pepsi Cola” and “Coca Cola”. Both have creative names that incorporate the word “Cola” in the name of their individual brands. Both are carbonated soft drinks that compete in the international market, with continuous creativity in advertising, promotions and marketing. In addition; Presidents Choice also has a “Cola” called “PC Cola” that is sold at more affordable costs to lower income consumers. Opposer and Applicant can co-exist if the three mentioned giants, amongst many more brands that use the word “Cola”. NAKED UNDERNEATH is very unlikely to reach the levels of sales as Coke and Pepsi and will not affect market share with Opposer. NAKED UNDERNEATH will not affect Opposers sales, advertising, marketing, etc., as mentioned in Paragraph #6, due to the fact that other International Class 025 Trademarks with the word NAKED are already in the marketplace and Applicants target market is very different than that of the Opposer. NAKED UNDERNEATH would be targeted to much lower income consumers, similar to “Fruit of the Loom” sold in Walmart, and “Joe Boxer” sold in Costco and “Tommy Hilfiger” in Hilfiger outlets. Furthermore, based on the website, the Opposer sells underwear and sleepwear online. A consumer is free to buy online a product originating from any place in the world and the Applicant has been granted the trademark for NAKED

UNDERNEATH in Canada, and is therefore free to use that trademark in its online dealings.

Exhibit I

12. Answering paragraph 12 of the notice of opposition; Applicant admits that it did not request permission from Opposer since it does not need such a permission, being the owner of the Canadian trademark NAKED UNDERNEATH.

**GROUND OF OPPOSITION AND COUNTER CLAIM
(UNLIKELYHOOD OF CONFUSION AND POSSIBLE CO-EXISTANCE)**

13. Answering paragraph 13 of the notice of opposition; Applicant re-alleges the counter allegations of Applicant in paragraphs 1-12 of this notice of Opposition and Counterclaim.

14. Answering paragraph 14 of the notice of opposition; Applicant denies the allegation. Confusion, mistake or purchase deception, may presently exist with other brands with the word NAKED, that do not belong to the Opposer and, to the Applicant's knowledge, the Opposer did not ask or was not able to have those supposedly similar trademarks rejected. Applicants brand NAKED UNDERNEATH is not a threat to Opposer's market, since the targeted markets are not the same.

15. Answering paragraph 15 of the notice of opposition; Applicant reaffirms all of its previous allegations.

16. Answering paragraph 16 of the notice of opposition; Applicant denies allegations as stipulated in Paragraph #2 through 12. Applicant and Opposer's Channels of Trade are very unlikely to conflict, other than on the internet, which is used by all and on which the Applicant has the right to carry out business under its Canadian trademark. The word NAKED cannot be monopolized alone. If there is no confusion with the "Naked" used by other brands that already do not belong to Opposer, a co-existence with NAKED UNDERNEATH is possible. Furthermore, the Opposer has 19 variations of the generic word NAKED in conjunction with other words which leads the Applicant to believe that the word NAKED was not sufficient alone to create a distinctive brand in the minds of consumers.

17. Answering paragraph 17 of the notice of opposition; Applicant denies all stated allegations. Applicant believes Opposer's brands and NAKED UNDERNEATH do not address the same class of purchasers and, that this difference in the consumer's class will avoid the possibility of confusion between the respective party's goods. The Applicant also believes that Opposer's alleged reputation in terms of quality and prestige to their higher level, upper class market will be sufficient to avoid confusion with the lower end products commercialized under NAKED UNDERNEATH. The high quality of the Opposer's products and the use of the UNDERNEATH on the products of the Applicant will avoid customers being misled into thinking that NAKED UNDERNEATH is the

same as the products of the Opposer's. Furthermore, if one follows the Opposer's logic, the alleged problem of confusion might arise with any product (clothing, tools, books, movies, etc.) in which the word NAKED is used since a consumer might think this product is related to the "NAKED" trademark.

18. Answering paragraph 18 of the notice of opposition; Applicant denies allegation, since 13 other similar brands not related to Opposer are already using a name that includes the English word NAKED and the presence of NAKED UNDERNEATH should not change the retail position of the Oppose. NAKED UNDERNEATH and these 13 brands are that do not belong to the Opposer are clearly distinct between each other and cause no threat to Opposer
19. Answering paragraph 19 of the notice of opposition; Applicant denies allegation. Other existing brands are active in the USA, along with the Opposer's brand and the presence of a new player in a "niche" different than the one the Opposer occupies would not violate or diminish the rights of the Opposer.
20. Answering paragraph 20 of the notice of opposition; Applicant re-alleges all responses contained in Paragraph #1-19 of this answer to the Notice of Opposition and Counterclaim.
21. Answering paragraph 21 of the notice of opposition; Applicant denies that the generic English word NAKED can be owned and/or monopolized by one company or person.

22. Answering paragraph 22 of the notice of opposition; Applicant denies allegations and reaffirms that other trademarks with the word NAKED in it are already present in the market, for the same kind of products and do not seem to create confusion. Opposer may regret not thinking of the term NAKED UNDERNEATH before and would like to adopt the new mark for his own. NAKED UNDERNEATH is the Applicant's Intellectual Property, created in 1992-1993 and the Applicant should be entitled to use his brand.
23. Answering paragraph 23 of the notice of opposition; Applicant denies allegation, as per Paragraphs 7 and 10.
24. Answering paragraph 24 of the notice of opposition; Applicant denies allegations. Goods may be related but of different quality, pricing and target market. The channels of trade will be very different, except for the internet in which the Applicant has the right to use his NAKED UNDERNEATH trademark by virtue of a valid Canadian trademark.
25. Answering paragraph 25 of the notice of opposition; Applicant denies allegation. Opposer is making an assumption of the competence of the general public. When the Applicant performed an internet Google search of NAKED UNDERNEATH, none of the products of the Opposer showed in the results. The Applicant submits that this leads to believe that the consumer will not be misled in thinking that NAKED UNDERNEATH brand is related to the Opposer's Brand, since these brands do not even show up in the Google search, therefore confusion is very unlikely.

Exhibit J

26. Answering paragraph 26 of the notice of opposition; Applicant denies allegations for reasons already stated in this Answer To Notice Of Opposition and Counterclaim.

27. Answering paragraph 27 of the notice of opposition; Applicant denies and contests the statement in paragraph #27. NAKED UNDERNEATH mark should be granted the chance to be exploited in the USA market, as to any other NAKED marks that are not owned by the Opposer and that already exist in the USA Market.

WHEREFORE. Applicant prays that the Opposer and its Opposition is overruled and the Application Serial No.86/063139 for NAKED UNDERNEATH is granted, in good standing by the Trademark Trial and Appeal Board.

Respectfully submitted.

Date: 18 December 2015

By: Badih (Bob) Khamis

6395 Cote De Liesse

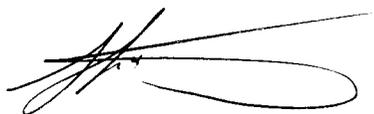
Montreal, Quebec

H4T 1E5

Owner & Creator of the NAKE UNDERNEATH Brand

I hereby certify that a true and complete copy of the foregoing ANSWER TO NOTICE OF OPPOSITION AND COUNTERCLAIM TO CANCEL OPPOSERS REGISTRATION NO. 3669650, has been served on December 18, 2015, to Michael J Leonard, Gerard P Norton, Christopher D Olszyk Jr. of Fox Rothschild LLP, by mailing said copy on December 18, 2015, via First Class Mail, postage prepaid, through Post Canada to: Michael J Leonard, Fox Rothschild LLP, 997 Lenox Drive, Building #3, Lawrenceville, NJ 08648-2311, United States.

Signature:



Badih Khamis

Date:

December 18th, 2015

EXHIBIT A



**Office de la propriété
intellectuelle
du Canada**

Un organisme
d'Industrie Canada

50, rue Victoria
Place du Portage I
Gatineau (Québec) K1A 0C9

**Canadian
Intellectual Property
Office**

An Agency of
Industry Canada

50 Victoria Street
Place du Portage I
Gatineau, Quebec K1A 0C9

Badih Khamis
820 38th Avenue
Lachine
QUEBEC H8T 2C3

Date	10 sept/Sep 2014
Votre référence - Your reference	
Numéro de dossier - File number	1643268

Requérant - Applicant:
Badih Khamis

Marque de commerce - Trade-mark
NAKED UNDERNEATH

AVIS D'APPROBATION

La présente est pour vous aviser que, conformément aux dispositions de l'article 37 de la *Loi sur les marques de commerce*, cette demande est prévue pour publication au *Journal des marques de commerce* en temps opportun.

Une feuille de vérification contenant l'information qui paraîtra dans le *Journal des marques de commerce* conformément à l'article 16 du *Règlement sur les marques de commerce* est jointe à titre de révision. Si vous trouvez des erreurs ou inconsistances, veuillez communiquer avec l'examineur identifié ci-dessous avant le 8 octobre 2014. Si aucune correspondance n'est reçue à la date mentionnée, les détails de la demande, tels qu'ils apparaissent sur la feuille de vérification ci-jointe, seront publiés dans le *Journal des marques de commerce*.

ATTENTION : Si vous recevez une facture concernant la présente demande en provenance d'une entité autre que l'Office de la Propriété Intellectuelle du Canada, Industrie Canada, ou votre agent de marques de commerce, veuillez contacter soit le centre de services à la clientèle au 1-866-997-1936 (ou 819-934-0554 pour les appels internationaux) ou votre agent de marques de commerce avant de répondre. Le Bureau est au courant des sollicitations de la part des compagnies du secteur privé relativement à des demandes canadiennes d'enregistrement de marques de commerce.

APPROVAL NOTICE

This is to inform you that, pursuant to section 37 of the *Trade-marks Act*, this application is scheduled to be advertised in the *Trade-marks Journal* in due course.

A proof sheet containing the information that will appear in the *Trade-marks Journal* pursuant to Section 16 of the *Trade-marks Regulations* is attached for your review. Should you find errors or discrepancies, please inform the examiner identified below before October 8, 2014. If no correspondence is received by that date, the particulars of the application, as shown in the attached proof sheet, will be published in the *Trade-marks Journal*.

PLEASE NOTE: If you receive an invoice concerning this application from anyone other than the Canadian Intellectual Property Office, Industry Canada, or your trade-mark agent, please contact either the client service centre at 1-866-997-1936 (or 819-934-0554 for international calls) or your trade-mark agent prior to responding. The Office has been made aware of several incidents of what appear to be fee solicitations from private sector companies with respect to Canadian trade-mark applications.

Canada

www.opic.ic.gc.ca
www.cipo.ic.gc.ca

OPIC  CIPO

APPL'N No./No DEM. 1 643 268

SEARCHED/A FAIT L'OBJET D'UNE RECHERCHE

FILING DATE/DATE DE PRODUCTION:

12 sept/Sep 2013

APPLICANT/REQUÉRANT:

Badih Khamis
820 38th Avenue
Lachine
QUEBEC
H8T 2C3

TRADE-MARK/MARQUE DE COMMERCE:

NAKED UNDERNEATH

WARES/MARCHANDISES:

Textile products consisting of t-shirts, sweaters/sweatshirts, underwear, swimwear, bath robes, bedding, sheets, mattress pads, pillows, towels and facecloths.

CLAIMS/REVENDEICATIONS:

Used in CANADA since June 01, 1996 on wares.

Action	Date	BF	Comments/Commentaires
filed/produite	2013/09/12		
created/créé	2013/09/13		
formalized/formalisée	2013/09/16		
translation requested/traduction demandée	2013/09/17	2013/11/16	
translation received/traduction reçue	2013/11/06		
search recorded/recherche enregistrée	2014/05/21		
examiner's first report/premier rapport de l'examineur	2014/05/21	2014/11/21	
approval notice sent/avis d'approbation envoyé	2014/09/10	2014/10/08	



Canadian Intellectual
Property Office
An Agency of
Industry Canada

Office de la propriété
intellectuelle du Canada
Un organisme
d'Industrie Canada



Canadian Intellectual Property Office

Canadian trade-mark data

Third-Party Information Liability Disclaimer

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The database was last updated on: 2015-11-24

APPLICATION NUMBER:

1643268

STATUS:

FILED:

FORMALIZED:

ADVERTISED:

REGISTERED:

REGISTRATION NUMBER:

TMA900355

REGISTERED

2013-09-12

2013-09-16

2014-11-19

2015-04-07

REGISTRANT:

Badih Khamis
820 38th Avenue
Lachine
H8T 2C3
QUEBEC

TRADE-MARK (Word):

NAKED UNDERNEATH

INDEX HEADINGS:

NAKED UNDERNEATH

GOODS:

(1) Textile products consisting of t-shirts, sweaters/sweatshirts, underwear, swimwear, bath robes, bedding, sheets, mattress pads, pillows, towels and facecloths.

CLASSIFICATION DATA:

The Classification data is provided for information and searching purposes only. CIPO does not warrant the accuracy of the classes assigned to the trademark. This data has no legal value of any kind.

20 - Furniture, mirrors, articles not included in other classes

24 - Textiles and textile goods

25 - Clothing, footwear, headgear

CLAIMS:

Used in CANADA since June 01, 1996.

Action Information

ACTION	DATE	BF	COMMENTS
Filed	2013-09-12		
Created	2013-09-13		
Formalized	2013-09-16		
Search Recorded	2014-05-21		
Examiner's First Report	2014-05-21	2014-11-21	
Approval Notice Sent	2014-09-10	2014-10-08	
Approved	2014-10-30		APPROVED BY PROGRAM EX200M1
Extracted for Advertisement	2014-11-14		Vol.61 Issue 3134 2014/11/19
Advertised	2014-11-19		Vol.61 Issue 3134
Allowed	2015-03-06		
Allowance Notice Sent	2015-03-06	2015-09-06	
Registered	2015-04-07		

[Back to search](#) [Back](#)

Last updated: 2015-11-24

Bob Khamis

From: Patrick Khamis [ceo@linendepotdirect.com]
Sent: November-15-15 7:37 PM
To: khamis@marimac.com
Subject: Fwd: Patrick, your order confirmation is inside: plus a 25 % coupon code

Sent from my iPhone

Begin forwarded message:

From: "GoDaddy" <donotreply@godaddy.com>
Date: November 15, 2015 at 7:36:08 PM GMT-5
To: ceo@linendepotdirect.com
Subject: Patrick, your order confirmation is inside: plus a 25 % coupon code
Reply-To: donotreply@godaddy.com



24/7 Support: 866-938-1119
Patrick Khamis — Customer Number: 39920770

Thank you.

Here's your confirmation for order number 901397674. Review your receipt and [get started](#) using your products.

.CA Domain Registration
[nakedunderneath.ca](#)

Manage

1 Domain 1 Year C\$9.99

Subtotal

C\$9.99

ACCESS ALL PRODUCTS

EXHIBIT B

Bob Khamis

From: Bob Khamis [khamis@marimac.com]
Sent: October-15-15 10:51 AM
To: 'mleonard@foxrothschild.com'
Cc: 'jschwinn@foxrothschild.com'; 'Jessica Corbin'
Subject: RE: U.S. Trademark Application for NAKED UNDERNEATH; Applicant: Khamis, Badih; Our Ref.: 134564.00015

Good morning Mr. Leonard,

Thank you for the discussion yesterday. Your explanation of the issue is well appreciated.

As mentioned, I have used the name Naked Underneath since 1993, when I registered my first company and used the name on T-shirts and underwear. As mentioned, I have never heard of the name Naked and its affiliated brands and company, until I received your letter and had our discussion. I did take some time to research the company and the web site you provided, it is a very interesting and aggressive company. I think my name is very different to that of your client, in many ways, but it would be up to the perception of others. I briefly explained my intentions on the phone and am willing to discuss the matter further, at your client's convenience.

Thank you,

Bob Khamis
514 992 8833

From: bobkhamis@gmail.com [mailto:bobkhamis@gmail.com]
Sent: October-09-15 11:53 AM
To: Bob Khamis
Subject: Fwd: U.S. Trademark Application for NAKED UNDERNEATH; Applicant: Khamis, Badih; Our Ref.: 134564.00015

Sent from my iPhone

Begin forwarded message:

From: "Schwinn, June" <jschwinn@foxrothschild.com>
Date: October 9, 2015 at 10:49:16 AM GMT-4
To: "bkhamis@linendepotdirect.com" <bkhamis@linendepotdirect.com>, "bobkhamis@gmail.com" <bobkhamis@gmail.com>
Cc: "Leonard, Michael J." <mleonard@foxrothschild.com>
Subject: U.S. Trademark Application for NAKED UNDERNEATH; Applicant: Khamis, Badih; Our Ref.: 134564.00015

Dear Mr. Khamis:

Please see the attached correspondence from Michael J. Leonard. The original will follow by first class mail.

Jane A. Schwinn
Legal Administrative Assistant to
Michael J. Leonard, Esq.
Christopher D. Olszyk, Jr., Esq.
Ryan N. Miller, Esq.
Fox Rothschild LLP
2000 Market Street
20th Floor
Philadelphia, PA 19103-3222
(215) 299-2075 - direct
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www.foxrothschild.com

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EXHIBIT C



meaning of naked

Web Images Videos News Maps More Search tools

About 61,700,000 results (0.39 seconds)

naked

/ˈnɑːkɪd/

adjective
adjective: **naked**

- (of a person or part of the body) without clothes.
"he'd never seen a naked woman before"
synonyms: nude, bare, in the nude, stark naked, having nothing on, stripped, unclothed, undressed; More
antonyms: clothed, dressed
 - (of an object) without the usual covering or protection.
"her room was lit by a single naked bulb"
synonyms: unprotected, uncovered, exposed, unguarded
"a naked flame"
antonyms: covered
 - (of a tree, plant, or animal) without leaves, hairs, scales, shell, etc.
"the twisted trunks and naked branches of the trees"
synonyms: bare, barren, denuded, stripped, uncovered
"the naked branches of the trees"
 - exposed to harm; unprotected or vulnerable.
"John looked naked and defenseless without his glasses"
synonyms: vulnerable, helpless, weak, powerless, defenseless, exposed, open to attack
"I felt naked and exposed"
- (of something such as feelings or behavior) undisguised; blatant.
"naked, unprovoked aggression"
synonyms: undisguised, plain, unadorned, unvarnished, unqualified, stark, bald; More

Origin

GERMANIC	OLD ENGLISH	
	<i>nacod</i>	
	DUTCH	
	<i>naakt</i>	<i>naked</i>
	GERMAN	
	<i>nackt</i>	

Old English *nacod*, of Germanic origin; related to Dutch *naakt* and German *nackt*, from an Indo-European root shared by Latin *nudus* and Sanskrit *nagna*.

Translate naked to Choose language

Use over time for: naked



1500 1850 1900 1950 2010

Show less

EXHIBIT D

Upper class

Further information: American upper class

This term is applied to a wide array of elite groups existing in the United States of America. The term commonly includes the so-called "blue bloods" (multi-generational wealth combined with leadership of high society) such as the Astor or Roosevelt families. Twentieth century sociologist W. Lloyd Warner divided the upper class into two sections: the "upper-upper class" (or bourgeoisie) and "lower-upper class" (or "scoobs"). The former includes established upper-class families while the latter includes those with great wealth. As there is no defined lower threshold for the upper class it is difficult, if not outright impossible, to determine the exact number or percentage of American households that could be identified as being members of the upper-class(es).

Income and wealth statistics may serve as a helpful guideline as they can be measured in a more objective manner. In 2005, approximately one and a half percent (1.5%) of households in the United States had incomes exceeding \$250,000 with the top 5% having incomes exceeding \$157,000.^[19] Furthermore, only 2.6% of households held assets (excluding home equity) of more than one-million dollars. One could therefore fall under the assumption that less than five percent of American society are members of rich households. The richest 1% of the American population owns as much as the combined wealth of the bottom 90%,^[20] or perhaps even more.^[21]

Members of the upper class control and own significant portions of corporate America and may exercise indirect power through the investment of capital. The high salaries and the potential for amassing great wealth through stock options have greatly increased the power and visibility of the "corporate elite". There is disagreement over whether the "nouveau riche" should be included as members of the upper class or whether this term should exclusively be used for established families. Many sociologists and commentators make a distinction between the upper class (in the sense of Bourdieu) the families of inherited wealth and the "nouveau riche" (in the sense of Bourdieu) the lower-wealth individuals who have recently made millions in prestigious occupations.^[22]

EXHIBIT E

Assign Concept Reading
View Quiz
View PowerPoint Template

American society is stratified into social classes based on wealth, income, educational attainment, occupation, and social networks.

LEARNING OBJECTIVES [edit]

- Discuss the concept of the "American Dream" in terms of social class
- Understand America's class structure

KEY POINTS [edit]

- There are competing models for thinking about social classes in the U.S. — most Americans recognize a three-tier structure that includes the upper, middle, and lower classes, but variations delineate an upper-middle class and a working class.
- High income earners likely are substantially educated, have high status occupations, and maintain powerful social networks.
- According to the "American Dream," American society is meritocratic and class is achievement-based. In other words, one's membership in a particular social class is based on educational and career accomplishments.

TERMS [edit]

- Corporate Elite

A class of high-salaried stockholders, such as corporate CEOs, who do not necessarily have inherited privilege but have achieved high status through their careers.

- The American Dream

The belief that with hard work, courage, and determination, anyone can prosper and achieve success.

social class

social class

EXAMPLES [edit]

- An example of someone who achieves the American Dream might be a person who is born to poor parents but is smart and hardworking and eventually goes on to receive scholarships for a college

- education and to become a successful businessperson. Modern sociologists argue that in the vast majority of cases, people do not achieve the American Dream — instead, people born to poor parents are likely to stay within the lower class, and vice versa.
- o An example of someone who achieves the American Dream is a person who is born to poor parents but is smart and hardworking, who eventually goes on to receive scholarships for a college education and to become a successful businessperson. Modern sociologists argue that in the vast majority of cases, people do not achieve the American Dream — instead, people born to poor parents are likely to stay within the lower class, and vice versa.

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FULL TEXT [edit]

Most social scientists in the U.S. agree that society is stratified into social classes. Social classes are hierarchical groupings of individuals that are usually based on wealth, educational attainment, occupation, income, or membership in a subculture or social network. Social class in the United States is a controversial issue, having many competing definitions, models, and even disagreements over its very existence. Many Americans recognize a simple three-tier model that includes the upper class, the middle class, and the lower or working class. Some social scientists have proposed more complex models that may include as many as a dozen class levels. Meanwhile, some scholars deny the very existence of discrete social classes in American society. In spite of



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Models of U.S. Social Classes

A team of sociologists recently posited that there are six social classes in America. In this model, the upper class (3% of the population) is divided into upper-upper class (1% of the U.S. population, earning hundreds of millions to billions per year) and the lower-upper class (2% earning millions per year). The

middle class (40%) is divided into upper-middle class (14%, earning \$76,000 or more per year) and the lower-middle class (26%, earning \$46,000 to \$75,000 per year). The working class (30%) earns \$19,000 to \$45,000 per year. The lower class (27%) is divided into working poor (13%, earning \$9,000 to 18,000 per year) and underclass (14%, earning under \$9,000 per year). This model has gained traction as a tool for thinking about social classes in America, but it does not fully account for variations in status based on non-economic factors, such as education and occupational prestige. This critique is somewhat mitigated by the fact that income is often closely aligned with other indicators of status; for example, those with high incomes likely have substantial education, high status occupations, and powerful social networks.

CEOs, politicians	\$200,000	
	\$100,000	Graduate Degree
Professionals	\$72,500	
	\$50,000	Bachelor's degree
Professional Support & Sales		
	\$32,000	Some college
Clerical, Service & Blue collar	\$25,000	
	\$20,000	
	\$15,000	
Part time & unemployed	\$7,000	High School

Sources: Thompson & Hickey, Society in Focus, 2005; US Census Bureau Personal Income & education of individuals 25+, 2005

United States Social Classes

While social scientists offer competing models of class structure, most agree that society is stratified by occupation, income, and educational attainment.

A commonly used model for thinking about social classes in the U.S. attributes the following general characteristics to each tier: the upper class has vast accumulated wealth and significant control over corporations and political institutions, and their privilege is usually inherited; the corporate elite consists of high-salaried stockholders, such as corporate CEOs, who did not necessarily inherit privilege but have achieved high status through their careers; the upper-middle class consists of highly educated salaried professionals whose occupations are held in high esteem, such as lawyers, engineers, and professors; the middle class (the most vaguely defined and largest social class) is generally thought to include people in mid-level managerial positions or relatively low status professional positions, such as high school teachers and small business owners; the working class generally refers to those without college degrees who do low level service work, such as working as a sales clerk or housekeeper, and includes most people whose incomes fall below the poverty line. In the above outline of social class, status clearly depends not only on income, but also occupational prestige and educational attainment.

Debates over the Existence and Significance of U.S. Social Classes

According to the "American Dream," American society is meritocratic and class is achievement-based. In other words, membership in a particular social class is based on educational and career accomplishments. Many sociologists dispute the existence of such class mobility and point to the ways in which social class is inherited. For example, a son or daughter of a wealthy individual may carry a higher status and different cultural connotations than a member of the nouveau riche ("new money"). Likewise, being born into a particular social class may confer advantages or disadvantages that increase the likelihood that an adult will remain in the social class into which they were born.

Social theorists who dispute the existence of social classes in the U.S. tend to argue that society is stratified along a continuous gradation, rather than into delineated categories. In other words, there is inequality in America, with some people attaining higher status and higher standards of living than others. But there is no clear place to draw a line separating one status group from the next. Whether one ascribes

social classes form social groups so large that they feature considerable internal diversity and any statement regarding a given social class' culture should be seen as a broad generalization.

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EXHIBIT F



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BUCK NAKED

Word Mark **BUCK NAKED**

Goods and Services IC 003. US 001 004 006 050 051 052. G & S: Soaps for personal care; bar soap; liquid soap; lotion for face and body care; bath soap; bath bombs; bath oils; hair oils; bath lotion; lip butter and lip balm; bubble bath; bath salt body scrubs; shampoo and conditioner; hair texturizer; body wash; body butter; body and face scrubs; cosmetics; personal deodorant; dog shampoo; perfume; non-medicated body care products, namely, body oils and salves; cosmetics and skin care products, namely, skin, face and body creams, soaps, moisturizers, and lotions. FIRST USE: 20130814. FIRST USE IN COMMERCE: 20130915

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

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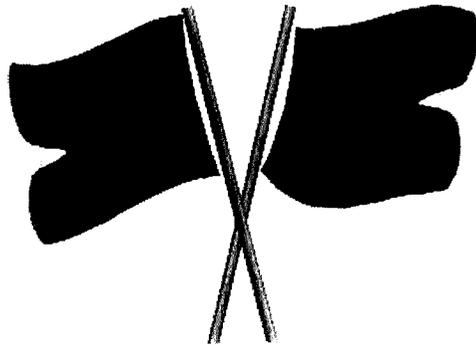
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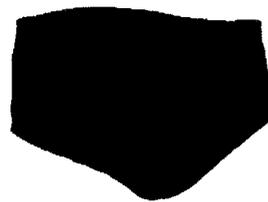
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(3985 reviews)

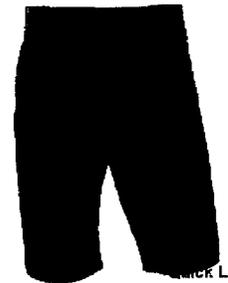
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Men's Buck Naked Performance Briefs \$19.50

(2573 reviews)

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Men's Extra Long Buck Naked Boxer Briefs \$24.50

(643 reviews)

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Men's Buck Naked Date Night Boxer Briefs \$24.50

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Men's Buck Naked Performance Base Layer Shirt \$34.50 \$29.50

(161 reviews)

Add to Compare



Men's Buck Naked Performance Base Layer Pants \$34.50 \$29.50

(53 reviews)

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Men's Buck Naked Date Night Boxers Compare Products \$24.50

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BUTT NAKED

Word Mark BUTT NAKED
Goods and Services IC 025. US 022 039. G & S: Clothing, namely, tops, bottoms, T-Shirts, Sweatshirts, Hooded sweatshirts, Yoga Pants, Jeans, Track Suits, Hats
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 86816072
Filing Date November 11, 2015
Current Basis 1B
Original Filing Basis 1B
Owner (APPLICANT) Simpson, Tammy INDIVIDUAL UNITED STATES 101 W Kelly Lane Hazlehurst GEORGIA 31539
Attorney of Record John Salcido
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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NAKED NOMAD

Word Mark NAKED NOMAD

Goods and Services IC 025. US 022 039. G & S: Women's clothing, namely, shorts, pants, leggings, undergarments, swimwear, footwear, skirts, dresses, denims, jackets, coats, vest, sweaters, t-shirts, blouses, shirts, hats, socks, and gloves. FIRST USE: 20140318. FIRST USE IN COMMERCE: 20140318

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 86813129

Filing Date November 8, 2015

Current Basis 1A

Original Filing Basis 1A

Owner (APPLICANT) J&T Enterprise's LLC LIMITED LIABILITY COMPANY FLORIDA 10570 Front Beach Road Panama City Beach FLORIDA 32407

Type of Mark TRADEMARK



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Naked Wardrobe

Word Mark NAKED WARDROBE

Goods and Services IC 025. US 022 039. G & S: Body suits for women; Bottoms for women; Coats; Denims; Dresses for women; Footwear for women; Jackets; Rompers; Shorts for women; Sweaters for women; Sweatpants for women; Tops for women; Women's clothing, namely, shirts, dresses, skirts, blouses. FIRST USE: 20120921. FIRST USE IN COMMERCE: 20120921

IC 035. US 100 101 102. G & S: On-line retail store services featuring women's apparel, footwear, accessories, and jewelry. FIRST USE: 20120921. FIRST USE IN COMMERCE: 20120921

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 86522964

Filing Date February 3, 2015

Current Basis 1A

Original Filing Basis 1A

Published for Opposition June 23, 2015



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Word Mark **NAKED ANTLERS**

Goods and Services IC 025. US 022 039. G & S: Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms. FIRST USE: 20141125. FIRST USE IN COMMERCE: 20141125

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 03.13.03 - Horns (of animal) along (not part of heads), antlers

Serial Number 86193554

Filing Date February 13, 2014

Current Basis 1A

Original Filing Basis 1B

Published for November 25, 2014

Opposition

Registration Number 4837479

Registration Date October 20, 2015

Owner (REGISTRANT) Naked Antlers, Inc. DBA Naked Antlers CORPORATION TEXAS CMR 467 Box 6374 NY



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VAPE NAKED

Word Mark VAPE NAKED

Goods and Services IC 025. US 022 039. G & S: Baseball caps and hats; Graphic T-shirts. FIRST USE: 20150515. FIRST USE IN COMMERCE: 20150515

IC 034. US 002 008 009 017. G & S: Chemical flavorings in liquid form used to refill electronic cigarette cartridges; Electronic cigarette liquid (e-liquid) comprised of flavorings in liquid form used to refill electronic cigarette cartridges; Liquid nicotine solutions for use in electronic cigarettes. FIRST USE: 20150515. FIRST USE IN COMMERCE: 20150515

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 86693699

Filing Date July 15, 2015

Current Basis 1A

Original Filing Basis 1A

Owner (APPLICANT) Vanor Corp. CORPORATION DELAWARE 3001 Griffin Road Ft. Lauderdale FLORIDA



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Naked&Rich

Word Mark NAKED&RICH

Goods and Services IC 025. US 022 039. G & S: Woman's clothing, namely, dresses, skirts, tops, pants, jackets

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 86597811

Filing Date April 15, 2015

Current Basis 1B

Original Filing Basis 1A

Published for Opposition December 8, 2015

Owner (APPLICANT) Brockway Management, Inc. CORPORATION CANADA 116 1331 Ellis Street Kelowna CANADA V1Y1Z9

Attorney of Record Vanessa DeDominicis

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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SURF NAKED

Word Mark SURF NAKED

Goods and Services IC 025. US 022 039. G & S: Hooded pullovers; Hooded sweatshirts; Hooded sweatshirts for men, women, children; Shirts; Short-sleeved or long-sleeved t-shirts; Sweat shirts; T-shirts for men, women, children.
FIRST USE: 20030408. FIRST USE IN COMMERCE: 20031212

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 86603191

Filing Date April 20, 2015

Current Basis 1A

Original Filing Basis 1A

Published for September 15, 2015

Owner (APPLICANT) Starodoj, Jessica DBA J Star Clothing INDIVIDUAL UNITED STATES 800 N. Las Palmas #307 Los Angeles CALIFORNIA 90038

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SLEEP NAKED

Word Mark	SLEEP NAKED
Goods and Services	IC 025. US 022 039. G & S: Clothing, namely, shirts, pants, headbands, headwear, wristbands, footwear and socks. FIRST USE: 20110609. FIRST USE IN COMMERCE: 20110609
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	86670821
Filing Date	June 23, 2015
Current Basis	1A
Original Filing Basis	1A
Owner	(APPLICANT) Bedgear LLC LIMITED LIABILITY COMPANY DELAWARE 110 Bi-County Blvd, Suite 101 Farmingdale NEW YORK 11735
Attorney of Record	Leo G. Lenna
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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NAKED TRUTH

Word Mark **NAKED TRUTH**

Goods and Services IC 025. US 022 039. G & S: Clothing, namely, t-shirts, tank tops, sweatshirts, button down shirts, long sleeve shirts, wrap scarves, sweatpants, leggings, and shorts

IC 035. US 100 101 102. G & S: Online retail store services featuring women's and men's apparel and apparel accessories

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 86704328

Filing Date July 24, 2015

Current Basis 1B

Original Filing Basis 1B

Published for Opposition December 1, 2015

Owner (APPLICANT) THE **NAKED TRUTH** LIFESTYLE, LLC LIMITED LIABILITY COMPANY NEW HAMPSHIRE 10700 WILSHIRE BLVD. #202 LOS ANGELES CALIFORNIA 90024

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Matthew Saunders



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FIT TO BE NAKED

Word Mark FIT TO BE NAKED
Goods and Services IC 018. US 001 002 003 022 041. G & S: Bags, namely, tote bags, gym bags, duffel bags, and hobo bags

IC 025. US 022 039. G & S: Clothing, namely, t-shirts, pants, leggings, tank tops, hooded sweatshirts, sweatshirts, socks, leg warmers, shorts, fleece jackets, jackets, sports bras

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 86637032

Filing Date May 20, 2015

Current Basis 1B

Original Filing Basis 1B

Published for Opposition November 10, 2015

Owner (APPLICANT) D.M. Kress, LLC LIMITED LIABILITY COMPANY NEW YORK PO Box 637 Ellicottville NEW YORK 14731

Attorney of Record Tara Hart-Nova

Type of Mark TRADEMARK

Register PRINCIPAL



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Go Hard To Look Good Naked

Word Mark	GO HARD TO LOOK GOOD NAKED
Goods and Services	IC 025. US 022 039. G & S: Headwear; Hooded sweatshirts; Jackets; Socks; Sweat pants; T-shirts. FIRST USE: 20130501. FIRST USE IN COMMERCE: 20130501
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	86495185
Filing Date	January 5, 2015
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	June 2, 2015
Registration Number	4794382
Registration Date	August 18, 2015
Owner	(REGISTRANT) SUTTON, ROBERT INDIVIDUAL UNITED STATES 692 MELISSA DR BOLINGBROOK ILLINOIS 60440
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead	



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FOR WHEN YOU ARE NAKED

Word Mark FOR WHEN YOU ARE NAKED
Goods and Services IC 025. US 022 039. G & S: Belts; Blouses; Coats; Dresses; Hats; Jackets; Loungewear; Pants; Scarves; Shirts; Shoes; Shorts; Skirts; Sleepwear; Socks; Suits; Sweaters; Sweatpants; Sweatshirts; Swimwear; T-shirts
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 86677182
Filing Date June 29, 2015
Current Basis 1B
Original Filing Basis 1B
Published for Opposition November 17, 2015
Owner (APPLICANT) Cochran, Christina INDIVIDUAL UNITED STATES 8 Edge Hill Drive Allison Park PENNSYLVANIA 15101
Attorney of Record Kent E. Baldauf, Jr.
Type of Mark TRADEMARK
Register PRINCIPAL



Trademarks > Trademark Electronic Search System (TESS)

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Word Mark TOTALLY BUCK NAKED

Goods and Services IC 025. US 022 039. G & S: T-shirts. FIRST USE: 20130817. FIRST USE IN COMMERCE: 20130817

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 03.07.07 - Caribou; Deer, elk, reindeer, fawns, antelopes, moose, gazelles; Fawns; Gazelle; Impala
03.07.08 - Antelopes; Heads of deer, elk, reindeer, fawns, antelopes, moose, gazelles

Serial Number 86361787

Filing Date August 8, 2014

Current Basis 1A

Original Filing Basis 1A

Published for January 13, 2015

Opposition

Registration Number 4711958

Registration Date March 31, 2015

Owner (REGISTRANT) Timeless Creations CORPORATION PENNSYLVANIA 29219 Guys Mills Rd Guys Mills

EXHIBIT G



Trademarks > Trademark Electronic Search System (TESS)

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2124 Records(s) found
(This page: 1 ~ 50)

List At:

 to record:

Refine Search naked

Current Search: S2: naked docs: 2124 occ: 9686

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	86741252		BIRTHWELL LOS ANGELES	TSDR	LIVE
2	86738862		NAKED GARDEN FOODS	TSDR	LIVE
3	86738453		THE NAKED TRUTH	TSDR	LIVE
4	86840362		BARLEY NAKED	TSDR	LIVE
5	86525395		LIVELY CARROT	TSDR	LIVE
6	86513081		NAKED GRANOLA	TSDR	LIVE
7	86764599		NAKED URBAN DECAY ULTIMATE BASICS	TSDR	LIVE
8	86736808		NO TATTOOS DIE NAKED NO TATTOOS DIE NAKED	TSDR	LIVE
9	86597811		NAKED&RICH	TSDR	LIVE
10	86147351		NAKED KNOWLEDGE	TSDR	LIVE
11	86735353		THE NAKED MAGIC SHOW	TSDR	LIVE
12	86326081		NAKED KNOWLEDGE	TSDR	LIVE
13	86439856		COVERGIRL TRUNAKED	TSDR	LIVE
14	86216241		VITACILINA BEBÉ DIAPER RASH OINTMENT VITAMINS A, D & E	TSDR	LIVE
15	86110334		NAKED COOLER	TSDR	LIVE
16	86805419		GET NAKED AND DO IT ALL THE TIME	TSDR	LIVE
17	86744887		NAKED NAILS	TSDR	LIVE
18	86729630		HAPPY NAKED	TSDR	LIVE
19	86088778		ONE MOVEMENT	TSDR	LIVE
20	86726297		MORE NAKED THAN FLESH	TSDR	LIVE
21	86590020		NAKED COWBOY	TSDR	LIVE
22	86580186		NAKED FLOCK	TSDR	LIVE
23	86561157		DANCING NAKED	TSDR	LIVE

EXHIBIT H

Intellectual property

From Wikipedia, the free encyclopedia

Intellectual property (IP) is a term referring to creations of the intellect for which a monopoly is assigned to designated owners by law.^[1] Some common types of intellectual property rights (IPR) are copyright, patents, and industrial design rights; and the rights that protect trademarks, trade dress, and in some jurisdictions trade secrets: all these cover music, literature, and other artistic works; discoveries and inventions; and words, phrases, symbols, and designs. Intellectual property rights are themselves a form of property, called intangible property.

Although many of the legal principles governing IP and IPR have evolved over centuries, it was not until the 19th century that the term *intellectual property* began to be used, and not until the late 20th century that it became commonplace in the majority of the world.^[2] The Statute of Monopolies (1624) and the British Statute of Anne (1710) are now seen as the origins of patent law and copyright respectively,^[3] firmly establishing the concept of intellectual property.

Contents

- 1 History
- 2 Intellectual property rights
 - 2.1 Patents
 - 2.2 Copyright
 - 2.3 Industrial design rights
 - 2.4 Plant varieties
 - 2.5 Trademarks
 - 2.6 Trade dress
 - 2.7 Trade secrets
- 3 Objectives of intellectual property law
 - 3.1 Financial incentive
 - 3.2 Economic growth
 - 3.3 Morality
- 4 Infringement, misappropriation, and enforcement
 - 4.1 Patent infringement
 - 4.2 Copyright infringement
 - 4.3 Trademark infringement
 - 4.4 Trade secret misappropriation
- 5 Criticisms
 - 5.1 The term "intellectual property"
 - 5.1.1 Alternative terms
 - 5.2 Objections to overbroad intellectual property laws
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- 6 See also
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EXHIBIT I

11/28/2015

Coca-Cola

From Wikipedia, the free encyclopedia

Coca-Cola is a carbonated soft drink.^[1] It is produced by The Coca-Cola Company of Atlanta, Georgia, and is often referred to simply as **Coke** (a registered trademark of The Coca-Cola Company in the United States since March 27, 1944). Originally intended as a patent medicine when it was invented in the late 19th century by John Pemberton, Coca-Cola was bought out by businessman Asa Griggs Candler, whose marketing tactics led Coke to its dominance of the world soft-drink market throughout the 20th century. The name refers to two of its original ingredients: kola nuts, a source of caffeine, and coca leaves. The current formula of Coca-Cola remains a trade secret, although a variety of reported recipes and experimental recreations have been published.

The company produces concentrate, which is then sold to licensed Coca-Cola bottlers throughout the world. The bottlers, who hold territorially exclusive contracts with the company, produce finished product in cans and bottles from the concentrate in combination with filtered water and sweeteners. The bottlers then sell, distribute and merchandise Coca-Cola to retail stores, restaurants and vending machines. The Coca-Cola Company also sells concentrate for soda fountains to major restaurants and food service distributors.

The Coca-Cola Company has, on occasion, introduced other cola drinks under the Coke brand name. The most common of these is Diet Coke, with others including Caffeine-Free Coca-Cola, Diet Coke Caffeine-Free, Coca-Cola Cherry, Coca-Cola Zero, Coca-Cola Vanilla, and special versions with lemon, lime, or coffee. In 2013, Coke products could be found in over 200 countries worldwide, with consumers downing more than 1.8 billion company beverage servings each day.^[2]

Based on Interbrand's best global brand study of 2015, Coca-Cola was the world's third most valuable brand.^[3]

Coca-Cola



Type	Cola
Manufacturer	The Coca-Cola Company
Country of origin	United States
Introduced	1886
Color	Caramel E-150d
Flavor	Cola
Variants	<ul style="list-style-type: none"> New Coke/"Coca-Cola II" (Discontinued) Diet Coke Caffeine-Free Coca-Cola Diet Coke Caffeine-Free Coca-Cola Zero Coca-Cola Cherry Coca-Cola with Lemon (Discontinued) Coca-Cola Vanilla Coca-Cola with Lime Coca-Cola Raspberry (Discontinued) Coca-Cola Black Cherry Vanilla (Discontinued) Coca-Cola Blāk (Discontinued) Coca-Cola Citra Coca-Cola Orange Coca-Cola Life
Related products	<ul style="list-style-type: none"> Pepsi Irn-Bru RC Cola Afri-Cola

Contents



Pepsi

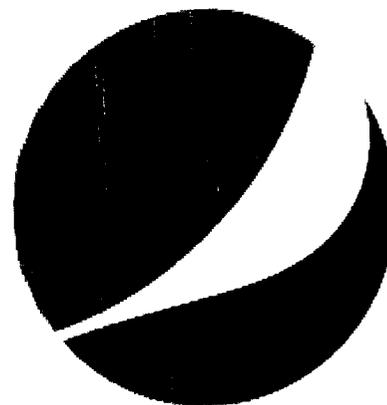
From Wikipedia, the free encyclopedia

Pepsi (stylized in lowercase as **pepsi**, formerly stylized in uppercase as **PEPSI**) is a carbonated soft drink that is produced and manufactured by PepsiCo. Created and developed in 1893 and introduced as **Brad's Drink**, it was renamed as **Pepsi-Cola** on August 28, 1898, then to Pepsi in 1961, and in select areas of North America, "Pepsi-Cola Made with Real Sugar" as of 2014.^[1]

Contents

- 1 History
- 2 Pepsi-Cola trademark
- 3 Rise
- 4 Niche marketing
- 5 Pepsi Perfect
- 6 Marketing
 - 6.1 Rivalry with Coca-Cola
 - 6.2 Pepsiman
 - 6.3 Car contest in Novosibirsk
- 7 Ingredients
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 - 8.1 American slogans
 - 8.2 International slogans
 - 8.3 Global slogans
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 - 9.1 Fictional drinks

Pepsi



pepsi

Type	Cola
Manufacturer	PepsiCo
Country of origin	United States
Introduced	1893 (as Brad's Drink) 1898 (as PEPSI-Cola) 1961 (as PEPSI) 2008 (as pepsi) ^[1]
Color	Caramel E-150d
Related products	Coca-Cola Irn Bru RC Cola Afri-Cola Postobón Big Cola
Website	Official website (http://pepsi.com)



Product availability may vary in store.

Reviews

[See All Reviews](#)

Why buy brand name when the alternatives are better

We hardly drink any pop but when we have family gatherings, we only purchase PC products - for the price and quality. In fact, I prefer PC Cola to Coke/Pepsi. In these hard economic times, we need to

by *Anonymous* [March 23, 2011 12:51 PM](#)

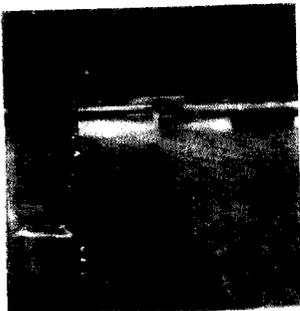
[Report Problem](#)

Yeah

This cola product from presidents choice is good , and very inexpensive to buy. i recommend it to everyone

by *Anonymous* [March 11, 2011 11:32 AM](#)

[Report Problem](#)



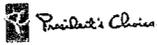
PC New Wave Cola

★★★★☆ (77 Ratings (11 Reviews))

2 L: 060382728934 | 12 x 355 mL: 06038373931 | 1 x 355 mL: 06038372899

24 X 355 mL: 06038373931 | Category: Soft Drinks

If you're a fan of Pepsi Cola, you're going to love how our brand fits the flavour our taste panels love – and the extra ingredients that might just do the challenge you to compare!



View all Product's Choice® products >



West Coast Frappé

A great addition for the summer. View more >



Product available in 1, 2, 3, 4, 6, 12, 24

EXHIBIT J



naked underneath

506

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I Makeup Naked Underneath - Faux Fur covered palette

www.makeuprevolutionstore.com/ /naked-underneath-faux-fur-covered-
Oct 8, 2015 - Get Naked Underneath! The FUR Palette is here! (Faux Fur - 100% animal friendly!) Naked Looks go to the decadent side with our indulgent ...

Butt Naked - Underneath It All | NYX Cosmetics

www.nyxcosmetics.com/ Eyes / Palettes
best out of all the butt naked's, all shades good! ... best nyx palette this year! ... Butt Naked - Underneath It All Palette is rated 5.0 out of 5 by 3.

You're So Naked Underneath Those Clothes/ - YouTube



www.youtube.com/watch?v=pFN3A9wT8Xw
Feb 7, 2013 - Uploaded by danny noon
Music and Video by: Billy Bud Sims, Danny Noon The question isn't who is going to let me: it's who is going ...

MAKEUP REVOLUTION NEW Naked Underneath Palette ...



<https://www.youtube.com/watch?v=UE8pF79teyw>
Mar 1, 2015 - Uploaded by DYNA
So I GOT THE NAKED FUR!! Actually it's called naked underneath but I just can't install that data in mah ...

naked underneath

nakedunderneath.tumblr.com/
naked underneath. Fiona // 18 // Boston // NYC // Florence. home Ask Face submit
instagram · 435 notes | reblog · heather-webb: Georgia O'Keefe by her ...

I'm waking up underneath sheets, naked, still sweating ...

genius.com - No: The Neighborhood · West Coast lyrics
I'm waking up underneath sheets, naked, still sweating. Lyric Meaning. California tents to get hot and sweaty so he sleeps naked to be colder. Improve the ...

I was naked underneath... - 9GAG

9gag.com/gag/aE1tRZK I was naked underneath
I was naked underneath... - 9GAG has the best funny pics, GIFs, videos, memes, cute, wtf, geeky, cosplay photos on the web. We are your best source of ...

NEW Makeup Revolution Naked Underneath Palette - Thou ...

thoughtfulmama.com/ /new-makeup-revolution-naked-underneath-palette-
Mar 1, 2015 - Another week, another new release from Makeup Revolution :) This time we have the I Heart Makeup Naked Underneath Eyeshadow Palette, ...

Nyx Cosmetics Butt Naked - Underneath It All Ulta.com ...

www.ulta.com/ /makeup/naked-diffs-
Oct 31, 2015

Naked Underneath : Jokes - Reddit

https://www.reddit.com/r/InternetMemes/comments/26t7yk/naked_underneath/
Oct 8, 2014 - Naked underneath A young man moved into a new apartment on his own and went to the lobby to put his name on his mailbox. While there, an ...

Babes on adventure - Join us on our crazy journey

www.babesonadventure.com/
Life is a party!



naked underneath

hob

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The Makeup Revolution Naked Underneath Palette review ...

www.flutterandsparkle.com/.../the-makeup-revolution-naked-underneath...
Apr 3, 2015 - The Makeup Revolution Naked Underneath Palette review and swatches don't be put off by the faux fur....! I've been seriously slacking on the ...

NYX Butt Naked Underneath It All for Holiday 2015 ...

www.musingsofanurse.com/.../nyx-butt-naked-underneath-it-all-for-holi...
Oct 16, 2015 - The NYX Butt Naked Underneath It All for Holiday 2015 is \$24.99 and contains four blushes, three highlighters, and as per its name 15 naked, ...

I'm naked underneath my clothes =] - Facebook

https://www.facebook.com/pages/I'm-naked-underneath.../10441012242...
I'm naked underneath my clothes =]. 318 likes. nobody ever thinks about the fact that EVERYBODY around you is actually nakkedddd... UNDERNEATH THEIR...

I'm naked underneath my clothes. - Facebook

https://www.facebook.com/pages/I'm-naked-underneath.../1204473379732...
I'm naked underneath my clothes. 27 likes. i rly am naked underneath my clothes.

Underneath Your Clothes: 5 Amazing Reasons Sleeping ...

www.medicaldaily.com/underneath-your-clothes-5-amazing-reasons-slee...
Jul 9, 2014 - Ditch your pajamas, slip into your birthday suit, and sleep your way to younger-looking skin and other health benefits of being naked.

12 quotes we loved from The Time of the Doctor | Articles ...

www.thefutoncritic.com/12-quotes-we-loved-from-the-time-of-the-doctor/...
Dec 26, 2013 - "Everybody's naked underneath." The Doctor's alarmingly accurate philosophy on clothes, holographic or otherwise. Please note: Holographic ...

Naked Underneath on Spotify

https://open.spotify.com/artist/7rAtlp1fa1aphGwTSeX7tzh...
Naked Underneath - Play on Spotify. Popular. #, Song. 1. As Far As I Go. 2. Morning (I? You Knew What I Know). 3. Saturday Night. 4. Where To Stand. 5.

Speed skater begins to strip before realizing she's naked ...

www.totallyspiced.com/.../speed-skater-begins-to-strip-before-realizing-sh...
Feb 10, 2014 - Speed skater begins to strip before realizing she's naked underneath. QMI Agency. First posted: Monday, February 10, 2014 08:41 AM EST ...

Naked Underneath Discography at Discogs

www.discogs.com/artist/15472954368-Naked-Underneath...
Complete your Naked Underneath record collection. Discover Naked Underneath's full discography. Shop new and used Vinyl and CDs.

Cara Delevingne poses NAKED underneath a blazer for ...

www.fox.com/.../celebrity-news/cara-delevingne...
...celebrity news ...

Never seen photos

www.pinknews.com/.../
check out sexy photos of top celebrities

naked underneath

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Butt Naked - Underneath It All | NYX Cosmetics

www.nyxcosmetics.com > Eyes > Palettes
13 people found this review helpful. ... Butt Naked - Underneath It All Palette is rated 5.0 out of 5 by 5. ... Rated 5 out of 5 by Asal from Beautiful Palette eye Great buttery pigment and smooth shades .

I Makeup Naked Underneath - Faux Fur covered palette

www.makeuprevolutionstore.com/naked-underneath-faux-fur-covered-palette
Oct 8, 2015 - Get Naked Underneath! The FUR Palette is here! (Faux Fur - 100% animal friendly!) Naked Looks go to the decadent side with one indulgent ...

Nyx Cosmetics Butt Naked - Underneath It All Ulta.com

www.ulta.com > Makeup > Makeup Gifts
Rating: 3.6 - 17 reviews
NYX Cosmetics' Butt Naked - Underneath It All is a collection of 15 neutral eye shadows, 4 blushes, and 3 highlighters. ... I have the original "butt naked" NYX and bought this because of that reason as well as youtuber emilynoel83 glowing review. ... I just wouldn't really recommend this ...

naked underneath

innakedunderneath.tumblr.com/
naked underneath, Fiona // 18 // Boston // NYC // Florence, home Ask Face submit
instagram - 636 notes | reblog - lsyorg: Lara Stone by Walker Pfeiffer.

MAKEUP REVOLUTION NEW Naked Underneath Palette



https://www.youtube.com/watch?v=U68Pf79taww
Mar 1, 2015 - Uploaded by DYNA
So I GOT THE NAKED FUR!! Actually it's called naked underneath but I just can't install that data in mah ...

You're So Naked Underneath Those Clothes/ - YouTube



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Feb 7, 2013 - Uploaded by danny noon
Music and Video by: Billy Bud Sims, Danny Noon The question isn't who is going to let me, it's who is going ...

Makeup Revolution/I Heart Makeup Naked Underneath



https://www.youtube.com/watch?v=MHydDpzNpE
Mar 5, 2015 - Uploaded by Laura Cairns
Makeup Revolution faux fur Naked Underneath palette review and swatches. Palette can be purchased here: ...

I'm naked underneath my clothes =] - Facebook

https://www.facebook.com/nakedunderneathmyclothes/1131112

I was naked underneath... - 9GAG

9gag.com/gag/aEhMzK/ i-was-naked-underneath-
I was naked underneath... - 9GAG has the best funny pics, GIFs, videos, memes, cute, wtf, geeky, cosplay photos on the web. We are your best source of ...

NEW Makeup Revolution Naked Underneath Palette - Thou

me-shainnovei.net/new-makeup-revolution-naked-underneath-palette
Mar 1, 2015 - Another week, another new release from Makeup Revolution :) This time we have the I Heart Makeup Naked Underneath Eyeshadow Palette. ...