

ESTTA Tracking number: **ESTTA723514**

Filing date: **01/28/2016**

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

**Notice of Opposition**

Notice is hereby given that the following party opposes registration of the indicated application.

**Opposer Information**

Name	Lumene Oy		
Entity	Corporation	Citizenship	Finland
Address	Lasikuja 2 Espoo, 02780 FINLAND		

Attorney information	Jason S. Nardiello Barclay Damon, LLP 1270 Avenue of the Americas, Suite 300 New York, NY 10020 UNITED STATES ip@barclaydamon.com, jnardiello@barclaydamon.com Phone:212.784.5821		
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**Applicant Information**

Application No	86543622	Publication date	12/29/2015
Opposition Filing Date	01/28/2016	Opposition Period Ends	01/28/2016
Applicant	Traduka, LLC 98 Harris Avenue Brattleboro, VT 05301 UNITED STATES		

**Goods/Services Affected by Opposition**

Class 003. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Non-medicated skin care preparation, namely, body mists; aromatic body care products, namely, body lotion, shower gel, shampoo, hair conditioner, non-medicatedlip balm, soap, body scrub, body cream,bath and body oils, bath beads, bath salts, and bubble bath; non-medicated skincare preparation, namely, body mists for dogs and cats; non-medicated grooming products for dogs and cats, namely pet fragrance, shampoo, conditioner, and bodyspray; aromatic potpourris
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**Grounds for Opposition**

Priority and likelihood of confusion	Trademark Act section 2(d)
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**Marks Cited by Opposer as Basis for Opposition**

U.S. Registration No.	2429020	Application Date	07/12/1994
Registration Date	02/20/2001	Foreign Priority Date	NONE
Word Mark	LUMENE		

Design Mark	<b>LUMENE</b>
Description of Mark	NONE
Goods/Services	Class 003. First use: First Use: 0 First Use In Commerce: 0 cosmetics, namely, body care, face care and hand care products in the form of nourishing, conditioning and moisturizing liquids for face and body care, creams, masks, ampoules containing nourishing, conditioning and moisturizing liquids for face and body care; nourishing, conditioning and moisturizing gels and emulsions for face and body care; facial makeup, foundations, skin cleansing lotions, cleaning, soothing and refreshing tonics for face care, [ non-medicated acne preparations, ] lipstick, lip glosses, lip liner, nail polish, mascara, eyeliner, eye shadow, eye make-up remover, face powder, face creams, rouges, nail polish remover; nail care preparations, sun protection preparations; body soaps, [ laundry detergents, hair and ] body shampoos, [hair conditioning preparations, hair waving preparations, hair gels, hair dye; hair sprays; personal deodorants, personal anti-perspirants, essential oils for personal use ] and [ for use in the manufacture of scented products; ] shaving preparations [ ; toothpaste ]

U.S. Registration No.	4296814	Application Date	12/16/2011
Registration Date	03/05/2013	Foreign Priority Date	12/02/2011
Word Mark	LUMENE LAB		
Design Mark	<b>LUMENE LAB</b>		
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 0 First Use In Commerce: 0 Bleaching preparations; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices Class 005. First use: First Use: 0 First Use In Commerce: 0 Pharmaceutical skin care preparations; sanitary preparations for medical purposes; plasters for medical use, medical dressings; material for stopping teeth, dental wax; all purpose disinfectants Class 044. First use: First Use: 0 First Use In Commerce: 0 Medical services; hygienic and beauty care for human beings or animals		

U.S. Registration No.	4359647	Application Date	01/18/2012
Registration Date	07/02/2013	Foreign Priority Date	01/12/2012
Word Mark	LUMENE LAB		

Design Mark	 <p>The logo consists of the words "LUMENE" and "LAB" stacked vertically in a bold, sans-serif font. Below the text is a graphic of four overlapping solid black circles arranged in a cross pattern, with the overlapping areas appearing white, resembling a flower.</p>
Description of Mark	<p>The mark consists of the stylized wording "LUMENE LAB" above a graphic of four overlapping solid circles that are transparent where they overlap. The overlapping area resembles a flower.</p>
Goods/Services	<p>Class 003. First use: First Use: 0 First Use In Commerce: 0  Cosmetics, namely, body care, face care and hand care products in the form of nourishing, conditioning and moisturizing liquids for face and body care, creams, masks, ampoules containing nourishing, conditioning and moisturizing liquids for face and body care; nourishing, conditioning and moisturizing gels and emulsions for face and body care; facial make-up, foundations, skin cleansing lotions, cleaning, soothing and refreshing tonics for face care, non-medicated acne preparations, lipstick, lip glosses, lip liner, nail polish, mascara, eyeliner, eye shadow, eye make-up remover, face powder, face creams, rouges, nail polish remover, nail care preparations, sun protection preparations; body soaps, laundry detergents, hair and body shampoos, hair conditioning preparations, hair waving preparations, hair gels, hair dye; hair sprays; personal deodorants, personal anti-perspirants, essential oils for personal use and for use in the manufacture of scented products; shaving preparations, toothpaste</p> <p>Class 044. First use: First Use: 0 First Use In Commerce: 0  Hygienic and beauty care for human beings</p>

U.S. Registration No.	4503618	Application Date	01/14/2013
Registration Date	04/01/2014	Foreign Priority Date	12/19/2012
Word Mark	LUMENE BRIGHT NOW		
Design Mark	 <p>The logo features the words "LUMENE BRIGHT NOW" in a large, bold, sans-serif font.</p>		
Description of Mark	NONE		
Goods/Services	<p>Class 003. First use: First Use: 0 First Use In Commerce: 0  Cosmetics, namely, body care, face care and hand care products in the form of nourishing, conditioning and moisturizing liquids, creams, masks, ampoules containing nourishing, conditioning and moisturizing liquids for face and body care;</p>		

	nourishing, conditioning and moisturizing gels and emulsions for face and body care; facial makeup, foundations, skin cleansing lotions, cleaning, soothing and refreshing tonics for face care, non-medicated acne preparations, lipsticks, lip glosses, lip liners, nail polishes, mascara, eyeliners, eye shadows, eye make-up removers, face powders, face creams, rouges, nail polish removers, nail care preparations, sun protection preparations; body soaps, laundry detergents, hair and body shampoos, hair conditioning preparations, hair waving preparations, hair gels, hair dye; hair sprays; personal deodorants, personal anti-perspirants, essential oils for personal use and for use in the manufacture of scented products; shaving preparations
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U.S. Registration No.	4329887	Application Date	01/10/2012
Registration Date	05/07/2013	Foreign Priority Date	12/29/2011
Word Mark	LUMENE ILLUMINATING ANTI-AGE BB CREAM		
Design Mark	<b>LUMENE ILLUMINATING ANTI-AGE BB CREAM</b>		
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 0 First Use In Commerce: 0 Cosmetics, namely, body care, face care and hand care products in the form of nourishing, conditioning and moisturizing skin creams in liquid form for face and body care, face creams, body creams, hand creams, body mask cream, facial masks, nourishing, conditioning and moisturizing gels and emulsions for face and body care; facial make-up, foundations, skin cleansing lotions, cleaning, soothing and refreshing tonics for face care, non-medicated acne preparations, lipstick, lip glosses, lip liner, nail polish, mascara, eyeliner, eye shadow, eye make-up remover, face powder, face creams, rouges, nail polish remover, nail care preparations, sun protection preparations, namely, sun tan lotions; body soaps, essential oils for personal use and for use in the manufacture of scented products		

Attachments	74548352#TMSN.png( bytes ) 79109592#TMSN.png( bytes ) 79116377#TMSN.png( bytes ) 79126371#TMSN.png( bytes ) 79111863#TMSN.png( bytes ) Notice of Opposition against LUMENS _Traduka LLC_.pdf(39593 bytes ) LUMENE exhibit.pdf(637378 bytes )
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### Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Jason S. Nardiello/
Name	Jason S. Nardiello
Date	01/28/2016

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

In the Matter of Serial No. 86/543,622 and Reg. Nos. 2,429,020; 4,296,814; 4,359,647; 4,329,887;  
and 4,503,618

<p><b>Lumene Oy,</b>  <b>Opposer,</b>  <b>v.</b>  <b>Traduka, LLC,</b>  <b>Applicant.</b></p>	<p><b>Mark:</b>  <b>LUMENS (standard characters)</b>  <b>Opposition No.</b> _____</p>
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Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451

**NOTICE OF OPPOSITION**

Lumene Oy, (hereinafter “Opposer” or “Lumene Oy”) a foreign corporation organized and existing under the laws of the country of Finland, believes that it is or will be damaged by the registration of the mark, LUMENS as shown in Serial No. 86/543,622, in International Class 3 for the goods identified therein (the “Application”), which is owned by Traduka, LLC. Lumene Oy hereby opposes the LUMENS Application.

As grounds for the opposition, Opposer alleges the following:

**Opposer and Opposer’s Mark and Registration**

1. Lumene Oy is a foreign corporation organized and existing under the laws of the country of Finland and its address is Lasikuja 2, 02780 Espoo, Finland.

2. Lumene Oy is an international market leader in the skincare and cosmetic markets. Lumene Oy has sold products under its LUMENE brand, quite significantly in the United States,

Finland, Sweden and Russia. The brand is famous in these geographic markets by purchasers of cosmetic and skin care products. The LUMENE brand uses as its brand platform the phrase, “illuminate your natural beauty.” The brand leverages Lumene Oy’s ability to combine ingredients indigenous to Arctic nature with that of groundbreaking technology. Its products include, but are not limited to, an entire line of skincare products, including serums, day creams, night creams, cleansers and toners, scrubs & masks. It also sells an entire line of makeup in every niche, from makeup for the face, eye, lip and nail polish to nail care. Since at least as early as the year 1994 and, since before Applicant, Traduka, LLC’s (hereinafter “Traduka”) first use (whether actual or constructive) of the mark shown in the LUMENS Application, Lumene has continuously used and presently uses several LUMENE-formative marks in interstate commerce throughout the United States in connection with the advertising, promotion, distribution, and sale of its various goods and services identified in its registrations for which it is owner of record (hereinafter the “LUMENE Marks”):

<b>Mark</b>	<b>Registration Number</b>	<b>Goods</b>
LUMENE	2,429,020	<i>Class 3:</i> cosmetics, namely, body care, face care and hand care products in the form of nourishing, conditioning and moisturizing liquids for face and body care, creams, masks, ampoules containing nourishing, conditioning and moisturizing liquids for face and body care; nourishing, conditioning and moisturizing gels and emulsions for face and body care; facial makeup, foundations, skin cleansing lotions, cleaning, soothing and refreshing tonics for face care, [ non-medicated acne preparations, ] lipstick, lip glosses, lip liner, nail polish, mascara, eyeliner, eye shadow, eye make-up remover, face powder, face creams, rouges, nail

		polish remover; nail care preparations, sun protection preparations; body soaps, [ laundry detergents, hair and ] body shampoos, [ hair conditioning preparations, hair waving preparations, hair gels, hair dye; hair sprays; personal deodorants, personal anti-perspirants, essential oils for personal use ] and [ for use in the manufacture of scented products; ] shaving preparations [ ; toothpaste ]
LUMENE LAB	4,296,814	<p><i>Class 3:</i> Bleaching preparations; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices</p> <p><i>Class 5:</i> Pharmaceutical skin care preparations; sanitary preparations for medical purposes; plasters for medical use, medical dressings; material for stopping teeth, dental wax; all purpose disinfectants</p> <p><i>Class 44:</i> Medical services; hygienic and beauty care for human beings or animals</p>
LUMENE LAB & Design	4,359,647	<p><i>Class 3:</i> Cosmetics, namely, body care, face care and hand care products in the form of nourishing, conditioning and moisturizing liquids for face and body care, creams, masks, ampoules containing nourishing, conditioning and moisturizing liquids for face and body care; nourishing, conditioning and moisturizing gels and emulsions for face and body care; facial make-up, foundations, skin cleansing lotions, cleaning, soothing and refreshing tonics for face care, non-medicated acne preparations, lipstick, lip glosses, lip liner, nail polish, mascara, eyeliner, eye shadow, eye make-up remover, face</p>

		<p>powder, face creams, rouges, nail polish remover, nail care preparations, sun protection preparations; body soaps, laundry detergents, hair and body shampoos, hair conditioning preparations, hair waving preparations, hair gels, hair dye; hair sprays; personal deodorants, personal anti-perspirants, essential oils for personal use and for use in the manufacture of scented products; shaving preparations, toothpaste</p> <p><i>Class 44: Hygienic and beauty care for human beings</i></p>
LUMENE ILLUMINATING ANTI-AGE BB CREAM	4,329,887	<p><i>Class 3: Cosmetics, namely, body care, face care and hand care products in the form of nourishing, conditioning and moisturizing skin creams in liquid form for face and body care, face creams, body creams, hand creams, body mask cream, facial masks, nourishing, conditioning and moisturizing gels and emulsions for face and body care; facial make-up, foundations, skin cleansing lotions, cleaning, soothing and refreshing tonics for face care, non-medicated acne preparations, lipstick, lip glosses, lip liner, nail polish, mascara, eyeliner, eye shadow, eye make-up remover, face powder, face creams, rouges, nail polish remover, nail care preparations, sun protection preparations, namely, sun tan lotions; body soaps, essential oils for personal use and for use in the manufacture of scented products</i></p>
LUMENE BRIGHT NOW	4,503,618	<p><i>Class 3: Cosmetics, namely, body care, face care and hand care products in the form of nourishing, conditioning and moisturizing liquids, creams, masks, ampoules containing nourishing, conditioning and moisturizing liquids for face and</i></p>

		body care; nourishing, conditioning and moisturizing gels and emulsions for face and body care; facial makeup, foundations, skin cleansing lotions, cleaning, soothing and refreshing tonics for face care, non-medicated acne preparations, lipsticks, lip glosses, lip liners, nail polishes, mascara, eyeliners, eye shadows, eye make-up removers, face powders, face creams, rouges, nail polish removers, nail care preparations, sun protection preparations; body soaps, laundry detergents, hair and body shampoos, hair conditioning preparations, hair waving preparations, hair gels, hair dye; hair sprays; personal deodorants, personal anti-perspirants, essential oils for personal use and for use in the manufacture of scented products; shaving preparations
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3. Current printouts of information from the electronic database of records of the USPTO showing the current status and title of the LUMENE Marks are attached as **Exhibit 1**. As is evident from the documents presented in Exhibit 1, Lumene’s registrations are valid, subsisting, and are in full force and effect.

4. As a result of Lumene’s use in commerce of the LUMENE Marks, the LUMENE Marks have become symbolic of the extensive goodwill and consumer recognition established by Lumene. The LUMENE Marks identify and distinguish Lumene’s cosmetic and skincare products and other goods and services from competing offerings manufactured and provided by others.

**Applicant and Applicant’s Mark**

5. Applicant, Traduka, is, upon information and belief, a limited liability company registered under the laws of Vermont, having an address of 98 Harris Avenue, Brattleboro, Vermont 05301.

6. On February 23, 2015, Traduka applied for the LUMENS mark in standard characters under Serial No. 86/543,622 for “Non-medicated skin care preparation, namely, body mists; aromatic body care products, namely, body lotion, shower gel, shampoo, hair conditioner, non-medicated lip balm, soap, body scrub, body cream, bath and body oils, bath beads, bath salts, and bubble bath; non-medicated skin care preparation, namely, body mists for dogs and cats; non-medicated grooming products for dogs and cats, namely pet fragrance, shampoo, conditioner, and body spray; aromatic potpourris” (based on Intent to Use in Class 3).

## **GROUND**

### **Likelihood of Confusion**

7. Lumene repeats and realleges each and every allegation set forth in Paragraphs 1 through 6 above, as if fully set forth herein.

8. Applicant’s LUMENS Mark, as shown in the Application, is confusingly similar in sight, sound and meaning to Lumene’s previously-filed and previously-used LUMENE Marks.

9. The commercial impression of the LUMENS Mark is confusingly similar to the commercial impression of Opposer’s LUMENE Marks in that the Applicant’s LUMENS mark is identical to Opposer’s LUMENE Marks with the narrow exception that the letter “E” has been replaced by the letter “S” in Applicant’s mark. Overall, the LUMENE Marks and the LUMENS Mark are very similar in both sight, sound, and meaning. With respect to meaning, the Opposer’s LUMENE Marks are based on the term “lumen” which is a unit measurement of light. Applicant’s mark has the same meaning.

10. The goods identified in the LUMENS Application are highly related to or are identical to the goods and services on which the LUMENE Marks are used and have previously been used, and are related to the goods and services identified in the registrations of the LUMENE Marks.

11. The LUMENS Mark, if used in connection with the goods identified in the Application, will resemble the previously used LUMENE Marks as to be likely to cause confusion, to cause mistake, and/or to deceive members of the purchasing public concerning a sponsorship or endorsement of, or an affiliation, connection or association with the source of goods sold under the LUMENE Marks, all in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d), and with consequent injury to Lumene Oy and to the trade.

12. Pursuant to Section 13(a) of the Lanham Act, 15 U.S.C. § 1063(a), Lumene Oy believes it will be damaged by registration of Applicant's LUMENS Mark in that members of the purchasing public and/or the trade are likely to be confused or mistaken that Traduka's goods offered for sale under its LUMENS Mark originate from Lumene Oy, or are from the same source as goods and services sold under Lumene Oy's LUMENE Marks, or that such goods of Traduka are sponsored by, endorsed by, or affiliated with the source of goods sold under Lumene Oy's LUMENE Marks. Such likelihood of confusion has resulted and will continue to result in damage to the goodwill among purchasers and the trade that the LUMENE Marks symbolize. Registration of Traduka's LUMENS Mark will unfairly support and assist Traduka in the confusing and misleading use of its LUMENS Mark, and, in addition, will give color and exclusive statutory right to Traduka, in violation and in derogation of the prior and superior rights of Lumene Oy.

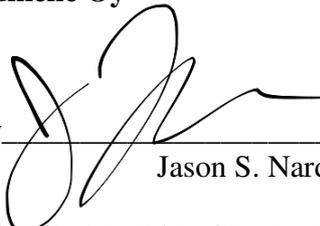
### **Relief Requested**

**WHEREFORE**, Lumene Oy respectfully requests that registration of Applicant's LUMENS Mark, as shown in the Application, be refused.

Please recognize Jason S. Nardiello and the law firm of Barclay Damon, LLP as attorneys for Opposer in connection with this opposition proceeding. Please address all correspondence regarding this proceeding to Jason S. Nardiello at Barclay Damon, LLP, 1270 Avenue of the Americas, Suite 600, New York, New York 10020.

Respectfully submitted,

**Lumene Oy**

By  \_\_\_\_\_  
Jason S. Nardiello

Dated: New York, New York  
January 28, 2016

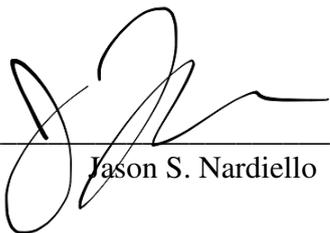
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Fax No.: (315) 703-7367

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jnardiello@barclaydamon.com  
[ip@barclaydamon.com](mailto:ip@barclaydamon.com)  
*Attorneys for Opposer,  
Lumene Oy*

**CERTIFICATE OF SERVICE**

I hereby certify that the foregoing "NOTICE OF OPPOSITION" and Exhibit was served on the attorney of record, Stephanie Morris Carmody, 12104 Toreador LN, Oakton, Virginia 22124, by depositing a true copy of the same with the United States Postal Service as first-class mail, postage prepaid, and by email to smcarmody@verizon.net on this the 28th day of January, 2016.

Dated: January 28, 2016

  
\_\_\_\_\_  
Jason S. Nardiello

# EXHIBIT 1



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# LUMENE

**Word Mark** LUMENE

**Goods and Services** IC 003. US 001 004 006 050 051 052. G & S: cosmetics, namely, body care, face care and hand care products in the form of nourishing, conditioning and moisturizing liquids for face and body care, creams, masks, ampoules containing nourishing, conditioning and moisturizing liquids for face and body care; nourishing, conditioning and moisturizing gels and emulsions for face and body care; facial makeup, foundations, skin cleansing lotions, cleaning, soothing and refreshing tonics for face care, [ non-medicated acne preparations, ] lipstick, lip glosses, lip liner, nail polish, mascara, eyeliner, eye shadow, eye make-up remover, face powder, face creams, rouges, nail polish remover; nail care preparations, sun protection preparations; body soaps, [ laundry detergents, hair and ] body shampoos, [ hair conditioning preparations, hair waving preparations, hair gels, hair dye; hair sprays; personal deodorants, personal anti-perspirants, essential oils for personal use ] and [ for use in the manufacture of scented products; ] shaving preparations [ ; toothpaste ]

**Mark Drawing Code** (1) TYPED DRAWING

**Serial**

**Number** 74548352

**Filing Date** July 12, 1994

**Current Basis** 44E

**Original Filing Basis** 44D

**Published for Opposition** October 15, 1996

**Registration Number** 2429020

**Registration Date** February 20, 2001

**Owner** (REGISTRANT) Orion Corporation CORPORATION FINLAND Orionintie 1 02200 Espoo FINLAND  
(LAST LISTED OWNER) LUMENE OY CORPORATION FINLAND LASIKUJA 2 ESPOO FINLAND 02780

**Assignment Recorded** ASSIGNMENT RECORDED

**Attorney of Record** Keith E. Danish, Esq.

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Affidavit Text** SECT 8 (6-YR). SECTION 8(10-YR) 20110312.

**Renewal** 1ST RENEWAL 20110312

**Live/Dead Indicator** LIVE

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LUMENE  
LAB



**Word Mark**

LUMENE LAB

**Goods and Services**

IC 003. US 001 004 006 050 051 052. G & S: Cosmetics, namely, body care, face care and hand care products in the form of nourishing, conditioning and moisturizing liquids for face and body care, creams, masks, ampoules containing nourishing, conditioning and moisturizing liquids for face and body care; nourishing, conditioning and moisturizing gels and emulsions for face and body care; facial make-up, foundations, skin cleansing lotions, cleaning, soothing and refreshing tonics for face care, non-medicated acne preparations, lipstick, lip glosses, lip liner, nail polish, mascara, eyeliner, eye shadow, eye make-up remover, face powder, face creams, rouges, nail polish remover, nail care preparations, sun protection preparations; body soaps, laundry detergents, hair and body shampoos, hair conditioning preparations, hair waving preparations, hair gels, hair dye; hair sprays; personal deodorants, personal anti-perspirants, essential oils for personal use and for use in the manufacture of scented products; shaving preparations, toothpaste

IC 044. US 100 101. G & S: Hygienic and beauty care for human beings

**Mark Drawing**

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

**Code**

**Design** 05.05.25 - Daffodils; Iris (flower); Other flowers  
**Search Code** 26.01.16 - Circles touching or intersecting  
 26.01.21 - Circles that are totally or partially shaded.  
 26.01.30 - Circles, exactly four circles; Four circles

**Serial Number** 79116377

**Filing Date** January 18, 2012

**Current Basis** 66A

**Original Filing Basis** 66A

**Published for Opposition** April 16, 2013

**Registration Number** 4359647

**International Registration Number** 1125285

**Registration Date** July 2, 2013

**Owner** (REGISTRANT) Lumene Oy UNKNOWN Lasikuja 2 FI-02780 Espoo FINLAND

**Priority Date** January 12, 2012

**Prior Registrations** **2429020**

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "LAB" APART FROM THE MARK AS SHOWN

**Description of Mark** Color is not claimed as a feature of the mark. The mark consists of the stylized wording "LUMENE LAB" above a graphic of four overlapping solid circles that are transparent where they overlap. The overlapping area resembles a flower.

**Type of Mark** TRADEMARK. SERVICE MARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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# LUMENE LAB

#### Word Mark

LUMENE LAB

#### Translations

The wording "LUMENE" has no meaning in a foreign language.

#### Goods and Services

IC 003. US 001 004 006 050 051 052. G & S: Bleaching preparations; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices

IC 005. US 006 018 044 046 051 052. G & S: Pharmaceutical skin care preparations; sanitary preparations for medical purposes; plasters for medical use, medical dressings; material for stopping teeth, dental wax; all purpose disinfectants

IC 044. US 100 101. G & S: Medical services; hygienic and beauty care for human beings or animals

#### Standard Characters Claimed

#### Mark Drawing Code

(4) STANDARD CHARACTER MARK

#### Serial Number

79109592

#### Filing Date

December 16, 2011

#### Current Basis

66A

#### Original Filing

**Basis** 66A

**Published for Opposition** December 18, 2012

**Registration Number** 4296814

**International Registration Number** 1107925

**Registration Date** March 5, 2013

**Owner** (REGISTRANT) Lumene Oy CORPORATION FINLAND PL 27 FI-02781 Espoo FINLAND  
(LAST LISTED OWNER) Lumene Oy UNKNOWN Lasikuja 2 FI-02780 Espoo FINLAND

**Priority Date** December 2, 2011

**Prior Registrations** **2429020**

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "LAB" APART FROM THE MARK AS SHOWN

**Type of Mark** TRADEMARK. SERVICE MARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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**Serial Number** 79111863  
**Filing Date** January 10, 2012  
**Current Basis** 66A  
**Original Filing Basis** 66A  
**Published for Opposition** February 19, 2013  
**Registration Number** 4329887  
**International Registration Number** 1113348  
**Registration Date** May 7, 2013  
**Owner** (REGISTRANT) Lumene Oy CORPORATION FINLAND PL 27 Espoo FINLAND FI02781  
(LAST LISTED OWNER) Lumene Oy UNKNOWN Lasikuja 2 FI-02780 Espoo FINLAND  
**Priority Date** December 29, 2011  
**Prior Registrations** **2429020**  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ILLUMINATING ANTI-AGE BB CREAM" APART FROM THE MARK AS SHOWN  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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# LUMENE BRIGHT NOW

**Word Mark** LUMENE BRIGHT NOW

**Goods and Services** IC 003. US 001 004 006 050 051 052. G & S: Cosmetics, namely, body care, face care and hand care products in the form of nourishing, conditioning and moisturizing liquids, creams, masks, ampoules containing nourishing, conditioning and moisturizing liquids for face and body care; nourishing, conditioning and moisturizing gels and emulsions for face and body care; facial makeup, foundations, skin cleansing lotions, cleaning, soothing and refreshing tonics for face care, non-medicated acne preparations, lipsticks, lip glosses, lip liners, nail polishes, mascara, eyeliners, eye shadows, eye make-up removers, face powders, face creams, rouges, nail polish removers, nail care preparations, sun protection preparations; body soaps, laundry detergents, hair and body shampoos, hair conditioning preparations, hair waving preparations, hair gels, hair dye; hair sprays; personal deodorants, personal anti-perspirants, essential oils for personal use and for use in the manufacture of scented products; shaving preparations

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 79126371

**Filing Date** January 14, 2013

**Current Basis** 66A  
**Original Filing Basis** 66A  
**Published for Opposition** January 14, 2014  
**Registration Number** 4503618  
**International Registration Number** 1150545  
**Registration Date** April 1, 2014  
**Owner** (REGISTRANT) Lumene Oy CORPORATION FINLAND Lasikuja 2 FI-02780 Espoo FINLAND  
**Priority Date** December 19, 2012  
**Prior Registrations** **2429020**;4216023;4296814  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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