

ESTTA Tracking number: **ESTTA672092**

Filing date: **05/13/2015**

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	Beauty Brands, LLC
Granted to Date of previous extension	05/13/2015
Address	4600 Madison, Suite 1500 Kansas City, MO 64112 UNITED STATES

Attorney information	Cheryl L. Burbach Hovey Williams LLP 10801 Mastin Blvd., Suite 1000 Overland Park, KS 66210 UNITED STATES cburbach@hoveywilliams.com, litigation@hoveywilliams.com Phone:913-647-9050
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Applicant Information

Application No	86414340	Publication date	01/13/2015
Opposition Filing Date	05/13/2015	Opposition Period Ends	05/13/2015
Applicant	Calista Tools, LLC 1211 Wilmington Pike, Suite 305 West Chester, PA 19382 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: Hair shampoos and conditioners; Hair styling preparations
Class 008. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Electric irons for styling hair
Class 021. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Electrically-heated hair brushes; Hair brushes
Class 026. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Electric hair rollers; Hair clips; Haircurl clips; Non-electric hair rollers

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.	2682975	Application Date	12/05/2001
Registration Date	02/04/2003	Foreign Priority Date	NONE
Word Mark	BEAUTY BRANDS		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 1995/08/23 First Use In Commerce: 1995/08/23 retail store services in the field of [magazines, books,] cosmetics, fragrances, skin care preparations, hair care preparations, soaps, nail care products, [candles, sunglasses,] massage oils, essential oils, bath and shower oil and gels, deodorants, [baskets, pantyhose,] personal care and grooming items, travelcases, hair accessories, diffusers, blow dryers, cleaning preparations, aroma therapies, [jewelry and] fashion accessories, atomizers, spray bottles, spa accessories, gift novelties</p> <p>Class 044. First use: First Use: 1995/08/23 First Use In Commerce: 1995/08/23 beauty salon services featuring hair care, hair styling, skin care, facials, [body wraps,] and nail treatments</p>		

U.S. Registration No.	2699344	Application Date	11/15/2000
Registration Date	03/25/2003	Foreign Priority Date	NONE
Word Mark	BEAUTY BRANDS SALON SPA SUPERSTORE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 1995/09/29 First Use In Commerce: 1995/09/29 retail store services in the field of [magazines, books,] cosmetics, fragrances, skin care preparations, hair care preparations, soaps, nail care products, [candles, sunglasses,] massage oils, essential oils, bath and shower oil and gels, deodorants, [baskets, pantyhose,] personal care and grooming items, travelcases, hair accessories, diffusers, blow dryers, cleaning preparations, aroma therapies, [jewelry and] fashion accessories, atomizers, spray bottles, spa accessories, gift novelties</p> <p>Class 044. First use: First Use: 1995/09/29 First Use In Commerce: 1995/09/29 beauty salon services featuring hair care, hair styling, skin care, facials [body wraps,] and nail treatments</p>		

U.S. Registration No.	2343005	Application Date	02/10/1999
Registration Date	04/18/2000	Foreign Priority Date	NONE
Word Mark	BEAUTY BRANDS SALON SPA SUPERSTORE		
Design Mark	 <p>The logo features the words "beauty brands" in a bold, lowercase, sans-serif font, enclosed within a black rounded rectangular shape that resembles a hairbrush. Below this graphic, the words "SALON • SPA • SUPERSTORE" are written in a smaller, uppercase, sans-serif font.</p>		
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 1995/08/24 First Use In Commerce: 1995/08/24 Retail store services in the field of magazines, books, cosmetics, fragrances, skin care preparations, hair care preparations, soaps, nail care products, candles, sunglasses, massage oils, essential oils, bath and shower oil and gels, deodorants, baskets, pantyhose, personal care and grooming items, travel cases, hair accessories, diffusers, blow dryers, cleaning preparations, aroma therapies, jewelry and fashion accessories, atomizers, spray bottles, spa accessories and gift novelties</p> <p>Class 042. First use: First Use: 1995/08/24 First Use In Commerce: 1995/08/24 Beauty salon services featuring hair care, hair styling, skin care, facials, body wraps, and nail treatments</p>		

U.S. Registration No.	2475978	Application Date	04/10/1995
Registration Date	08/07/2001	Foreign Priority Date	NONE
Word Mark	BEAUTY BRANDS SALON SUPERSTORE		
Design Mark	 <p>The logo features the words "beauty brands" in a bold, lowercase, sans-serif font, enclosed within a black rounded rectangular shape that resembles a hairbrush. Below this graphic, the words "SALON • SUPERSTORE" are written in a smaller, uppercase, sans-serif font.</p>		

Description of Mark	NONE
Goods/Services	Class 042. First use: First Use: 1999/06/01 First Use In Commerce: 1999/06/01 retail store services in the field of magazines, books, cosmetics, fragrances, skin care preparations, hair care preparations, soaps, nail care products, candles, sunglasses, massage oils, essential oils, bath and shower oil and gels, deodorants, baskets, pantyhose, personal care and grooming items, travel cases, hair-accessories, diffusers, blow dryers, cleaning preparations, aroma therapies, jewelry and fashion accessories, atomizers, spray bottles, spa accessories, gift novelties, and beauty salon services featuring hair care, hair styling, skin care, facials, body wraps, nail treatments

U.S. Registration No.	2411475	Application Date	02/03/1998
Registration Date	12/05/2000	Foreign Priority Date	NONE
Word Mark	BEAUTY BRANDS SUPERSALON		
Design Mark	BEAUTY BRANDS SUPERSALON		
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2000/06/01 First Use In Commerce: 2000/06/01 Retail store services in the field of [magazines, books,] cosmetics, fragrances, skin care preparations, hair care preparations, soaps, nail care products, candles, sunglasses, massage oils, essential oils, bath and shower oil and gels, [deodorants,] baskets, [pantyhose,] personal care and grooming items, travel-cases, hair accessories, diffusers, blow dryers, [cleansing preparations,] aroma therapies, [jewelry and fashion accessories, atomizers, spray] bottles, spa accessories, and gift novelties Class 042. First use: First Use: 2000/06/01 First Use In Commerce: 2000/06/01 Beauty salon services featuring hair care, hair styling, skin care, facials, body wraps, and nail treatments		

Attachments	76345349#TMSN.png(bytes) 76165628#TMSN.png(bytes) 75637010#TMSN.png(bytes) 74658798#TMSN.png(bytes) 75428213#TMSN.png(bytes) Notice of Opposition.pdf(207689 bytes) Exhibit A.pdf(74276 bytes) Exhibit B.pdf(76974 bytes) Exhibit C.pdf(83225 bytes) Exhibit D.pdf(93105 bytes) Exhibit E.pdf(72457 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	/Cheryl L. Burbach/
Name	Cheryl L. Burbach
Date	05/13/2015

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

Beauty Brands, LLC,)	
)	
)	
Opposer,)	
)	
v.)	Opposition No.
)	
Calista Tools, LLC,)	
)	
)	
Applicant.)	

NOTICE OF OPPOSITION

In the matter of Application Serial No. 86/414,340, filed October 3, 2014, in the name of Calista Tools, LLC (hereinafter “Applicant”), published for opposition in the Trademark *Official Gazette* of January 13, 2015 for the mark PERFECTER BEAUTY BRANDS (hereinafter the “Opposed Application”), Beauty Brands, LLC (hereinafter “Beauty Brands”) believes that it would be damaged by registration of the mark shown in said application and hereby opposes the same.

As grounds for opposition, it is alleged as follows:

1. Opposer, Beauty Brands, LLC, is a corporation organized under the laws of the State of Delaware, with its principal place of business located at 4600 Madison Avenue, Suite 1500, Kansas City, Missouri 64112.

2. Applicant, Calista Tools, LLC is, on information and belief, a corporation organized under the law of the State of Pennsylvania with its principal place of business located at 1211 Wilmington Pike, Suite 305, West Chester, Pennsylvania 19382.

3. Applicant seeks to register the mark PERFECTER BEAUTY BRANDS, and filed an application for registration of that mark for use on or in connection with the following goods:

Hair shampoos and conditioners; Hair styling preparations, in International Class 3; Electric irons for styling hair, in International Class 8; Electrically-heated hair brushes; Hair brushes, in International Class 21; and Electric hair rollers; Hair clips; Hair curl clips; Non-electric hair rollers, in International Class 26.

4. The Opposed Application was filed on October 3, 2014, on the basis of Section 1(b) for a *bona fide* intent-to use. Applicant has not entered into the application a date of first use of the mark.



5. The opposed Application was published for opposition in the Trademark *Official Gazette* of January 13, 2015, allowing time to oppose the Application up to and including February 12, 2015.

6. On January 20, 2015, Beauty Brands filed a 90-Day Request for Extension of Time to Oppose the Application until May 13, 2015. The Trademark Trial and Appeal Board (“TTAB”) granted Beauty Brands’ First Request. Accordingly, Beauty Brands has timely filed this Notice of Opposition.

7. Beauty Brands, on its own and/or through its predecessors in interest and/or related entities and/or licensees, has owned and franchised retail stores that feature a wide array of beauty, cosmetic, and other personal care products. Beauty Brands’ retail locations also provide full salon and spa services. Beauty Brands presently owns and franchises more than 50 retail stores. Beauty Brands’ goods and services are of the highest quality. The marketing and sales of Beauty Brands’ goods and services constitute a substantial and important part of Beauty Brands’ business.

8. Beauty Brands actively and prominently promotes its goods and services in commerce the following federally registered trademarks (“Registered Marks”) as summarized in the following table:

Trademark	Goods/Services	Status/Status Date	Exhibit
BEAUTY BRANDS Registration No: 2,682,975	(Int'l Class: 35) Retail store services in the field of magazines, books, cosmetics, fragrances, skin care preparations, hair care preparations, soaps, nail care products, candles, sunglasses, massage oils, essential oils, bath and shower oil and gels, deodorants, baskets, pantyhose, personal care and grooming items, travel cases, hair accessories, diffusers, blow dryers, cleaning preparations, aroma therapies, jewelry and fashion accessories, atomizers, spray bottles, spa accessories, gift novelties (Int'l Class: 44) Beauty salon services featuring hair care, hair styling, skin care, facials, body wraps, and nail treatments	Registered: February 4, 2003	A
BEAUTY BRANDS SALON SPA SUPERSTORE Registration No: 2,699,344	(Int'l Class: 35) Retail store services in the field of magazines, books, cosmetics, fragrances, skin care preparations, hair care preparations, soaps, nail care products, candles, sunglasses, massage oils, essential oils, bath and shower oil and gels, deodorants, baskets, pantyhose, personal care and grooming items, travel cases, hair accessories, diffusers, blow dryers, cleaning preparations, aroma therapies, jewelry and fashion accessories, atomizers, spray bottles, spa accessories, gift novelties (Int'l Class: 44) Beauty salon services featuring hair care, hair styling, skin care, facials, body wraps, and nail treatments	Registered: March 25, 2003	B
BEAUTY BRANDS SALON SPA SUPERSTORE and Design	(Int'l Class: 35) Retail store services in the field of magazines, books, cosmetics, fragrances, skin care preparations, hair care preparations, soaps, nail care products, candles, sunglasses, massage oils, essential oils, bath and shower oil and gels, deodorants, baskets, pantyhose, personal care and grooming items, travel cases, hair accessories, diffusers, blow dryers, cleaning preparations, aroma therapies, jewelry and fashion	Registered: April 18, 2000	C

Trademark	Goods/Services	Status/Status Date	Exhibit
 <p>Registration No: 2,343,005</p>	<p>accessories, atomizers, spray bottles, spa accessories and gift novelties</p> <p>(Int'l Class: 42) Beauty salon services featuring hair care, hair styling, skin care, facials, body wraps, and nail treatments</p>		
<p>BEAUTY BRANDS SALON SUPERSTORE and Design</p>  <p>Registration No: 2,475,978</p>	<p>(Int'l Class: 42) Retail store services in the field of magazines, books, cosmetics, fragrances, skin care preparations, hair care preparations, soaps, nail care products, candles, sunglasses, massage oils, essential oils, bath and shower oil and gels, deodorants, baskets, pantyhose, personal care and grooming items, travel cases, hair accessories, diffusers, blow dryers, cleaning preparations, aroma therapies, jewelry and fashion accessories, atomizers, spray bottles, spa accessories, gift novelties, and beauty salon services featuring hair care, hair styling, skin care, facials, body wraps, nail treatments</p>	<p>Registered: August 7, 2001</p>	<p>D</p>
<p>BEAUTY BRANDS SUPERSALON</p> <p>Registration No: 2,411,475</p>	<p>(Int'l Class: 35) Retail store services in the field of magazines, books, cosmetics, fragrances, skin care preparations, hair care preparations, soaps, nail care products, candles, sunglasses, massage oils, essential oils, bath and shower oil and gels, deodorants, baskets, pantyhose, personal care and grooming items, travel cases, hair accessories, diffusers, blow dryers, cleansing preparations, aroma therapies, jewelry and fashion accessories, atomizers, spray bottles, spa accessories, and gift novelties</p>	<p>Supplemental Register</p> <p>Registered: December 5, 2000</p>	<p>E</p>

Trademark	Goods/Services	Status/Status Date	Exhibit
	(Int'l Class: 42) Beauty salon services featuring hair care, hair styling, skin care, facials, body wraps, and nail treatments		

9. Each of Beauty Brands' Registered Marks is presently alive, in good standing, unrevoked, uncancelled, and have achieved the status of "incontestable". The attached certificates of registrations and associated status pages are prima facie evidence of Beauty Brands' ownership of each registration, the validity thereof, and Beauty Brands' exclusive right to use the marks shown therein in connection with the goods and services set forth in the certificate of registration.

10. Beauty Brands actively and prominently promotes the Registered Marks in all of its advertisements, including, but not limited to, internet websites, print advertising, radio sponsorships, business telephone directories, and business cards.

11. Beauty Brands has used its Registered Marks for an extensive amount of time. Beauty Brands has expended substantial amounts of money promoting and policing unauthorized use of its Registered Marks. As such, the Registered Marks serve to identify Beauty Brands as the source of the goods and services bearing the mark.

12. Beauty Brands' BEAUTY BRANDS Marks were in use in commerce, which Congress may regulate, in connection with its franchised retail stores that feature a wide array of beauty, cosmetic, and other personal care products for nearly 20 years, and all prior to the acquisition of any rights Applicant may have in its PERFECTER BEAUTY BRANDS mark, whether based in the filing date or claimed first use date of the Opposed Application.

13. Applicant's PERFECTER BEAUTY BRANDS mark is confusingly similar to Beauty Brands' BEAUTY BRANDS Marks, as the marks are identical, and the goods listed in the Opposed Application are identical or related to those goods sold by Beauty Brands and related entities under its BEAUTY BRANDS Marks.

14. Applicant's goods are such that, upon information and belief, will travel through the same and overlapping channels of trade as Beauty Brands' goods and business, and will be provided to the same and overlapping classes of customers.

15. Applicant's mark PERFECTER BEAUTY BRANDS, used in connection with the goods listed in the application being opposed, so resembles the BEAUTY BRANDS Marks as used by Beauty Brands and applied to its products, that it is likely to cause confusion in the minds of the public, and to cause mistake and/or deception as to the source of origin of Applicant's goods that would lead the public and prospective purchasers to believe that Applicant's goods are those of Beauty Brands', and/or are provided by, sponsored by, approved by, licensed by, affiliated with Beauty Brands, or are in some other way legitimately connected to Beauty Brands and/or its services, goods, and/or licensed products. Thus, Applicant's PERFECTER BEAUTY BRANDS mark should not be registered, under Section 2(d) of the Trademark Act.

16. Any defect, objection to or fault found with Applicant's goods sold under the PERFECTER BEAUTY BRANDS mark would necessarily reflect on and injure the reputation that Beauty Brands has established for its products and business.

17. If Applicant is granted a registration for the PERFECTER BEAUTY BRANDS mark for the goods identified in the Opposed Application, Applicant would obtain at least a *prima facie* exclusive right to use the mark. Such registration would be a source of damage and injury to the Beauty Brands, and to the reputation and goodwill it enjoys in its BEAUTY BRANDS Marks.

WHEREFORE, Beauty Brands respectfully requests that this opposition be sustained and Applicant's application to register the mark PERFECTER BEAUTY BRANDS, Application Serial No. 86/414,340, be denied as filed and published, and Applicant adjudged not entitled to registration of the mark PERFECTER BEAUTY BRANDS.

The \$1,200 filing fee for this Opposition has been charged to Deposit Account No. 19-0522 through the Trademark Trial and Appeal Board's ESTTA filing system. If any additional fees are due in connection with the filing of this Notice of Opposition, they may be charged to this account, and any overpayment may be credited to this account.

Date: May 13, 2015

Respectfully submitted,

HOVEY WILLIAMS LLP

\s\ Cheryl L. Burbach
Cheryl L. Burbach
10801 Mastin Blvd., Suite 1000
84 Corporate Woods
Overland Park, Kansas 66210
P: (913) 647-9050
F: (913) 647-9057
E: cburbach@hoveywilliams.com

ATTORNEYS FOR OPPOSER
BEAUTY BRANDS LLC

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the *Notice of Opposition* was deposited with the United States Postal Service as first class mail, postage prepaid, on this 13th day of May, 2015 to:

Holly B. Lance, Esq.
BUCHANAN INGERSOLL & ROONEY PC
1737 King St., Suite 500
Alexandria, VA 22314-2727

\s\ Cheryl L. Burbach

Exhibit A

Generated on: This page was generated by TSDR on 2015-05-13 11:19:37 EDT

Mark: BEAUTY BRANDS

BEAUTY BRANDS

US Serial Number: 76345349

Application Filing Date: Dec. 05, 2001

US Registration Number: 2682975

Registration Date: Feb. 04, 2003

Register: Principal

Mark Type: Service Mark

Status: The registration has been renewed.

Status Date: Feb. 12, 2013

Publication Date: Nov. 12, 2002

Mark Information

Mark Literal Elements: BEAUTY BRANDS

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Acquired Distinctiveness Claim: In whole

Related Properties Information

International Registration Number: 1004635

International Application(s) /Registration(s) Based on this Property: A0016212/1004635

Claimed Ownership of US Registrations: 2312635

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [.] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: retail store services in the field of [magazines, books,] cosmetics, fragrances, skin care preparations, hair care preparations, soaps, nail care products, [candles, sunglasses,] massage oils, essential oils, bath and shower oil and gels, deodorants, [baskets, pantyhose,] personal care and grooming items, travel cases, hair accessories, diffusers, blow dryers, cleaning preparations, aroma therapies, [jewelry and] fashion accessories, atomizers, spray bottles, spa accessories, gift novelties

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 23, 1995

Use in Commerce: Aug. 23, 1995

For: beauty salon services featuring hair care, hair styling, skin care, facials, [body wraps,] and nail treatments

International Class(es): 044 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 23, 1995

Use in Commerce: Aug. 23, 1995

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: BEAUTY BRANDS, LLC

Owner Address: 4600 MADISON
SUITE 400
KANSAS CITY, MISSOURI 64112
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Cheryl L. Burbach

Docket Number: 40982/5167.0

Correspondent

Correspondent Name/Address: Cheryl L. Burbach
HOVEY WILLIAMS LLP
10801 MASTIN BLVD., SUITE 1000
84 Corporate Woods
OVERLAND PARK, KANSAS 66210
UNITED STATES

Phone: 913-647-9050

Fax: 913-647-9057

Domestic Representative

Domestic Representative Name: BRYAN CAVE LLP

Phone: (314) 259-2699

Fax: (314) 259-2020

Prosecution History

Date	Description	Proceeding Number
Jan. 08, 2014	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 12, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - MAILED	
Feb. 12, 2013	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	75461
Feb. 12, 2013	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	75461
Feb. 11, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75461
Jan. 24, 2013	TEAS SECTION 8 & 9 RECEIVED	
Dec. 10, 2010	NOTICE OF SUIT	
Sep. 10, 2009	ATTORNEY REVOKED AND/OR APPOINTED	
Sep. 10, 2009	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Aug. 18, 2009	WITHDRAWAL OF ATTORNEY GRANTED	
Aug. 18, 2009	TEAS WITHDRAWAL OF ATTORNEY RECEIVED	
Mar. 30, 2009	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76293
Mar. 30, 2009	ASSIGNED TO PARALEGAL	76293
Mar. 27, 2009	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Mar. 27, 2009	FAX RECEIVED	
Jan. 27, 2009	POST REGISTRATION ACTION CORRECTION	60234
Jan. 22, 2009	ASSIGNED TO PARALEGAL	60234
Jan. 14, 2009	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Jan. 14, 2009	TEAS SECTION 8 & 15 RECEIVED	
Jun. 12, 2008	CASE FILE IN TICRS	
Feb. 04, 2003	REGISTERED-PRINCIPAL REGISTER	
Nov. 12, 2002	PUBLISHED FOR OPPOSITION	
Oct. 23, 2002	NOTICE OF PUBLICATION	
Sep. 05, 2002	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 05, 2002	CORRESPONDENCE RECEIVED IN LAW OFFICE	

Aug. 05, 2002	PAPER RECEIVED	
Apr. 11, 2002	NON-FINAL ACTION MAILED	
Mar. 28, 2002	ASSIGNED TO EXAMINER	67659
Feb. 25, 2002	ASSIGNED TO EXAMINER	76726

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Feb. 04, 2013

Change in Registration: Yes

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Feb. 12, 2013

Assignment Abstract Of Title Information

Summary

Total Assignments: 7

Registrant: Beauty Brands Franchising Corporation

Assignment 1 of 7

Conveyance: SECURITY AGREEMENT

Reel/Frame: [2649/0926](#)

Pages: 8

Date Recorded: May 14, 2003

Supporting Documents: [assignment-tm-2649-0926.pdf](#)

Assignor

Name: [BEAUTY BRANDS FRANCHISING CORPORATION](#)

Execution Date: Apr. 28, 2003

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Assignee

Name: [GOLD BANK](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: KANSAS

Address: 800 WEST 47TH STREET
KANSAS CITY, MISSOURI 64112

Correspondent

Correspondent Name: STINSON MORRISON HECKER LLP

Correspondent Address: PENNY R. SLICER
1201 WALNUT, SUITE 2800
KANSAS CITY, MO 64106-2150

Domestic Representative - Not Found

Assignment 2 of 7

Conveyance: SECURITY INTEREST

Reel/Frame: [4479/0087](#)

Pages: 7

Date Recorded: Feb. 15, 2011

Supporting Documents: [assignment-tm-4479-0087.pdf](#)

Assignor

Name: [BEAUTY BRANDS, INC.](#)

Execution Date: Feb. 10, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Name: [BEAUTY BRANDS DISTRIBUTION CORPORATION](#)

Execution Date: Feb. 10, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Name: [BEAUTY BRANDS FRANCHISING CORPORATION](#)

Execution Date: Feb. 10, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Assignee

Name: [M&I MARSHALL & ILSLEY BANK](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: WISCONSIN

Address: 800 W 47TH ST
ATTN TAMMY BUTLER
KANSAS CITY, MISSOURI 64112

Correspondent

Correspondent Name: CARLA M. LEE

Correspondent Address: 700 W 47TH ST SUITE 1000
KANSAS CITY, MO 64112

Domestic Representative - Not Found

Assignment 3 of 7

Conveyance: CONVERSION FROM A MISSOURI CORPORATION TO A DELAWARE CORPORATION

Reel/Frame: [5177/0607](#)

Pages: 4

Date Recorded: Dec. 19, 2013

Supporting Documents: [assignment-tm-5177-0607.pdf](#)

Assignor

Name: [BEAUTY BRANDS FRANCHISING CORPORATION](#)

Execution Date: Dec. 09, 2013

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Assignee

Name: [BEAUTY BRANDS FRANCHISING CORPORATION](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Address: 4600 MADISON
SUITE 400
KANSAS CITY, MISSOURI 64112

Correspondent

Correspondent Name: DUSAN CLARK, ESQ.

Correspondent Address: SIDLEY AUSTIN LLP
717 N. HARWOOD ST., SUITE 3400
DALLAS, TX 75201

Domestic Representative - Not Found

Assignment 4 of 7

Conveyance: CONVERSION FROM A DELAWARE CORPORATION TO A DELAWARE LIMITED LIABILITY COMPANY

Reel/Frame: [5177/0639](#)

Pages: 4

Date Recorded: Dec. 19, 2013

Supporting Documents: [assignment-tm-5177-0639.pdf](#)

Assignor

Name: [BEAUTY BRANDS FRANCHISING CORPORATION](#)

Execution Date: Dec. 11, 2013

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Assignee

Name: [BEAUTY BRANDS FRANCHISING, LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Address: 4600 MADISON
SUITE 400
KANSAS CITY, MISSOURI 64112

Correspondent

Correspondent Name: DUSAN CLARK, ESQ.

Correspondent Address: SIDLEY AUSTIN LLP
717 N. HARWOOD ST., SUITE 3400
DALLAS, TX 75201

Domestic Representative - Not Found

Assignment 5 of 7

Conveyance: RELEASE BY SECURED PARTY

Reel/Frame: [5174/0275](#)

Pages: 7

Date Recorded: Dec. 16, 2013

Supporting Documents: [assignment-tm-5174-0275.pdf](#)

Assignor

Name: [BMO HARRIS BANK, N.A.](#)

Execution Date: Dec. 12, 2013

Legal Entity Type: NATIONAL ASSOCIATION

State or Country Where Organized: UNITED STATES

DBA, AKA, TA, Formerly: FORMERLY M&I MARSHALL & ILSLEY BANK

Assignee

Name: [BEAUTY BRANDS FRANCHISING COMPANY](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Address: 4600 MADISON AVENUE
KANSAS CITY, MISSOURI 64112

Name: [BEAUTY BRANDS, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Address: 4600 MADISON AVENUE
KANSAS CITY, MISSOURI 64112

Name: [BEAUTY BRANDS DISTRIBUTION CORPORATION](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Address: 4600 MADISON AVENUE
KANSAS CITY, MISSOURI 64112

Correspondent

Correspondent Name: KIRKLAND & ELLIS LLP

Correspondent Address: ATTN HAYLEY SMITH, SR. LEGAL ASSISTANT
601 LEXINGTON AVENUE
NEW YORK, NY 10022

Domestic Representative - Not Found

Assignment 6 of 7

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [5177/0647](#)

Pages: 7

Date Recorded: Dec. 19, 2013

Supporting Documents: [assignment-tm-5177-0647.pdf](#)

Assignor

Name: [BEAUTY BRANDS FRANCHISING, LLC](#)

Execution Date: Dec. 18, 2013

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Assignee

Name: [BEAUTY BRANDS, LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Address: 4600 MADISON
SUITE 400
KANSAS CITY, MISSOURI 64112

Correspondent

Correspondent Name: DUSAN CLARK, ESQ.

Correspondent Address: SIDLEY AUSTIN LLP
717 N. HARWOOD ST., SUITE 3400
DALLAS, TX 75201

Domestic Representative - Not Found

Assignment 7 of 7

Conveyance: SECURITY INTEREST

Reel/Frame: [5182/0120](#)

Pages: 15

Date Recorded: Dec. 26, 2013

Supporting Documents: [assignment-tm-5182-0120.pdf](#)

Assignor

Name: [BEAUTY BRANDS, LLC](#)

Execution Date: Dec. 23, 2013

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Assignee

Name: [U.S. BANK NATIONAL ASSOCIATION, AS ADMINISTRATIVE AGENT](#)
Legal Entity Type: NATIONAL BANKING ASSOCIATION **State or Country Where Organized:** UNITED STATES
Address: ONE U.S. BANK PLAZA
 7TH & WASHINGTON
 ST. LOUIS, MISSOURI 63101

Correspondent

Correspondent Name: NANCY BROUGHER, PARALEGAL
Correspondent Address: GOLDBERG KOHN LTD.
 55 EAST MONROE STREET, SUITE 3300
 CHICAGO, IL 60603

Domestic Representative - Not Found

Proceedings

Summary**Number of Proceedings:** 1**Type of Proceeding: Opposition**

Proceeding Number: [91215280](#) **Filing Date:** Mar 05, 2014
Status: Terminated **Status Date:** Jan 27, 2015
Interlocutory Attorney: ELIZABETH A DUNN

Defendant

Name: Inspired Beauty Brands, Inc.
Correspondent Address: MATTHEW J BRESNAHAN
 WILSON SONSINI GOODRICH & ROSATI
 12235 EL CAMINO REAL, STE 200
 SAN DIEGO CA , 92130-3002
 UNITED STATES
Correspondent e-mail: mbresnahan@wsgr.com , thooper@wsgr.com , trademarks@wsgr.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSPIRED BEAUTY BRANDS	Abandoned - After Inter-Partes Decision	85746151	

Plaintiff(s)

Name: Beauty Brands Franchising Corporation
Correspondent Address: CHERYL L BURBACH
 HOVEY WILLIAMS LLP
 10801 MASTIN BLVD, SUITE 1000
 OVERLAND PARK KS , 66210
 UNITED STATES
Correspondent e-mail: tmcketing.burbach@hoveywilliams.com , litigation@hoveywilliams.com , cburbach@hoveywilliams.com , clb@hoveywilliams.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
BEAUTY BRANDS	Renewed	76345349	2682975
BEAUTY BRANDS SALON SPA SUPERSTORE	Renewed	76165628	2699344
BEAUTY BRANDS SALON SPA SUPERSTORE	Renewed	75637010	2343005
BEAUTY BRANDS SALON SUPERSTORE	Renewed	74658798	2475978
BEAUTY BRANDS SUPERSALON	Renewed	75428213	2411475

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 05, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 05, 2014	Apr 14, 2014
3	PENDING, INSTITUTED	Mar 05, 2014	
4	ANSWER	Apr 14, 2014	
5	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	May 22, 2014	
6	SUSPENDED	May 27, 2014	
7	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Dec 17, 2014	

8	SUSPENDED	Dec 20, 2014
9	W/DRAW OF APPLICATION	Jan 22, 2015
10	BD DECISION: SUSTAINED	Jan 27, 2015
11	TERMINATED	Jan 27, 2015

Int. Cls.: 35 and 44

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

Reg. No. 2,682,975

United States Patent and Trademark Office

Registered Feb. 4, 2003

**SERVICE MARK
PRINCIPAL REGISTER**

BEAUTY BRANDS

BEAUTY BRANDS FRANCHISING CORPORATION (MISSOURI CORPORATION)
4600 MADISON, SUITE 1500
KANSAS CITY, MO 64112

FOR: RETAIL STORE SERVICES IN THE FIELD OF MAGAZINES, BOOKS, COSMETICS, FRAGRANCES, SKIN CARE PREPARATIONS, HAIR CARE PREPARATIONS, SOAPS, NAIL CARE PRODUCTS, CANDLES, SUNGLASSES, MASSAGE OILS, ESSENTIAL OILS, BATH AND SHOWER OIL AND GELS, DEODORANTS, BASKETS, PANTYHOSE, PERSONAL CARE AND GROOMING ITEMS, TRAVEL CASES, HAIR ACCESSORIES, DIFFUSERS, BLOW DRYERS, CLEANING PREPARATIONS, AROMA THERAPIES, JEWELRY AND FASHION ACCESSORIES, ATOMIZERS, SPRAY BOTTLES, SPA ACCESSORIES, GIFT NOVELTIES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 8-23-1995; IN COMMERCE 8-23-1995.

FOR: BEAUTY SALON SERVICES FEATURING HAIR CARE, HAIR STYLING, SKIN CARE, FACIALS, BODY WRAPS, AND NAIL TREATMENTS, IN CLASS 44 (U.S. CLS. 100 AND 101).

FIRST USE 8-23-1995; IN COMMERCE 8-23-1995.

OWNER OF U.S. REG. NO. 2,312,635.

SEC. 2(F).

SER. NO. 76-345,349, FILED 12-5-2001.

KELLEY WELLS, EXAMINING ATTORNEY

Exhibit B

Owner Address: 4600 MADISON
SUITE 400
KANSAS CITY, MISSOURI 64112
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Cheryl L. Burbach

Docket Number: 40983/5167.0

Correspondent

Correspondent Name/Address: Cheryl L. Burbach
HOVEY WILLIAMS LLP
10801 MASTIN BLVD., SUITE 1000
84 Corporate Woods
OVERLAND PARK, KANSAS 66210
UNITED STATES

Phone: 913-647-9050

Fax: 913-647-9057

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 08, 2014	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 04, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - MAILED	
Feb. 03, 2013	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	71378
Feb. 03, 2013	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	71378
Jan. 30, 2013	TEAS SECTION 8 & 9 RECEIVED	
Dec. 10, 2010	NOTICE OF SUIT	
Sep. 10, 2009	ATTORNEY REVOKED AND/OR APPOINTED	
Sep. 10, 2009	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Aug. 18, 2009	WITHDRAWAL OF ATTORNEY GRANTED	
Aug. 18, 2009	TEAS WITHDRAWAL OF ATTORNEY RECEIVED	
May 26, 2009	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	71378
Mar. 27, 2009	ASSIGNED TO PARALEGAL	71378
Mar. 25, 2009	TEAS SECTION 8 & 15 RECEIVED	
Feb. 12, 2008	CASE FILE IN TICRS	
Mar. 25, 2003	REGISTERED-PRINCIPAL REGISTER	
Dec. 31, 2002	PUBLISHED FOR OPPOSITION	
Dec. 11, 2002	NOTICE OF PUBLICATION	
Oct. 15, 2002	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 12, 2002	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Sep. 12, 2002	PAPER RECEIVED	
Jun. 05, 2002	NON-FINAL ACTION MAILED	
Jun. 01, 2002	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Feb. 04, 2002	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 24, 2002	EXAMINERS AMENDMENT MAILED	
Jan. 16, 2002	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Oct. 25, 2001	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 17, 2001	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Apr. 20, 2001	NON-FINAL ACTION MAILED	
Apr. 13, 2001	ASSIGNED TO EXAMINER	67659

Maintenance Filings or Post Registration Information

Use:
Affidavit of Section 15 - Accepted
Incontestability:
Renewal Date: Mar. 25, 2013

TM Staff and Location Information

TM Staff Information - None File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Feb. 03, 2013

Assignment Abstract Of Title Information

Summary

Total Assignments: 8

Registrant: Beauty Brands Franchising Corporation

Assignment 1 of 8

Conveyance: SECURITY AGREEMENT

Reel/Frame: [2649/0926](#)

Pages: 8

Date Recorded: May 14, 2003

Supporting Documents: [assignment-tm-2649-0926.pdf](#)

Assignor

Name: [BEAUTY BRANDS FRANCHISING CORPORATION](#)

Execution Date: Apr. 28, 2003

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Assignee

Name: [GOLD BANK](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: KANSAS

Address: 800 WEST 47TH STREET
KANSAS CITY, MISSOURI 64112

Correspondent

Correspondent Name: STINSON MORRISON HECKER LLP

Correspondent Address: PENNY R. SLICER
1201 WALNUT, SUITE 2800
KANSAS CITY, MO 64106-2150

Domestic Representative - Not Found

Assignment 2 of 8

Conveyance: SECURITY INTEREST

Reel/Frame: [4479/0087](#)

Pages: 7

Date Recorded: Feb. 15, 2011

Supporting Documents: [assignment-tm-4479-0087.pdf](#)

Assignor

Name: [BEAUTY BRANDS, INC.](#)

Execution Date: Feb. 10, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Name: [BEAUTY BRANDS DISTRIBUTION CORPORATION](#)

Execution Date: Feb. 10, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Name: [BEAUTY BRANDS FRANCHISING CORPORATION](#)

Execution Date: Feb. 10, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Assignee

Name: [M&I MARSHALL & ILSLEY BANK](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: WISCONSIN

Address: 800 W 47TH ST
ATTN TAMMY BUTLER
KANSAS CITY, MISSOURI 64112

Correspondent

Correspondent Name: CARLA M. LEE

Correspondent Address: 700 W 47TH ST SUITE 1000
KANSAS CITY, MO 64112

Domestic Representative - Not Found

Assignment 3 of 8

Conveyance: CONVERSION FROM A MISSOURI CORPORATION TO A DELAWARE CORPORATION

Reel/Frame: [5177/0607](#)

Pages: 4

Date Recorded: Dec. 19, 2013

Supporting Documents: [assignment-tm-5177-0607.pdf](#)

Assignor

Name: [BEAUTY BRANDS FRANCHISING CORPORATION](#)

Execution Date: Dec. 09, 2013

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Assignee

Name: [BEAUTY BRANDS FRANCHISING CORPORATION](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Address: 4600 MADISON
SUITE 400
KANSAS CITY, MISSOURI 64112

Correspondent

Correspondent Name: DUSAN CLARK, ESQ.

Correspondent Address: SIDLEY AUSTIN LLP
717 N. HARWOOD ST., SUITE 3400
DALLAS, TX 75201

Domestic Representative - Not Found

Assignment 4 of 8

Conveyance: CONVERSION FROM A DELAWARE CORPORATION TO A DELAWARE LIMITED LIABILITY COMPANY

Reel/Frame: [5177/0639](#)

Pages: 4

Date Recorded: Dec. 19, 2013

Supporting Documents: [assignment-tm-5177-0639.pdf](#)

Assignor

Name: [BEAUTY BRANDS FRANCHISING CORPORATION](#)

Execution Date: Dec. 11, 2013

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Assignee

Name: [BEAUTY BRANDS FRANCHISING, LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Address: 4600 MADISON
SUITE 400
KANSAS CITY, MISSOURI 64112

Correspondent

Correspondent Name: DUSAN CLARK, ESQ.

Correspondent Address: SIDLEY AUSTIN LLP
717 N. HARWOOD ST., SUITE 3400
DALLAS, TX 75201

Domestic Representative - Not Found

Assignment 5 of 8

Conveyance: RELEASE BY SECURED PARTY

Reel/Frame: [5174/0275](#)

Pages: 7

Date Recorded: Dec. 16, 2013

Supporting Documents: [assignment-tm-5174-0275.pdf](#)

Assignor

Name: [BMO HARRIS BANK, N.A.](#)

Execution Date: Dec. 12, 2013

Legal Entity Type: NATIONAL ASSOCIATION

State or Country Where Organized: UNITED STATES

DBA, AKA, TA, Formerly: FORMERLY M&I MARSHALL & ILSLEY BANK

Assignee

Name: [BEAUTY BRANDS FRANCHISING COMPANY](#)
Legal Entity Type: CORPORATION **State or Country Where Organized:** MISSOURI
Address: 4600 MADISON AVENUE
KANSAS CITY, MISSOURI 64112

Name: [BEAUTY BRANDS, INC.](#)
Legal Entity Type: CORPORATION **State or Country Where Organized:** MISSOURI
Address: 4600 MADISON AVENUE
KANSAS CITY, MISSOURI 64112

Name: [BEAUTY BRANDS DISTRIBUTION CORPORATION](#)
Legal Entity Type: CORPORATION **State or Country Where Organized:** MISSOURI
Address: 4600 MADISON AVENUE
KANSAS CITY, MISSOURI 64112

Correspondent

Correspondent Name: KIRKLAND & ELLIS LLP
Correspondent Address: ATTN HAYLEY SMITH, SR. LEGAL ASSISTANT
601 LEXINGTON AVENUE
NEW YORK, NY 10022

Domestic Representative - Not Found

Assignment 6 of 8

Conveyance: RELEASE BY SECURED PARTY
Reel/Frame: [5174/0275](#) **Pages:** 7
Date Recorded: Dec. 16, 2013
Supporting Documents: [assignment-tm-5174-0275.pdf](#)

Assignor

Name: [BMO HARRIS BANK, N.A.](#) **Execution Date:** Dec. 12, 2013
Legal Entity Type: NATIONAL ASSOCIATION **State or Country Where Organized:** UNITED STATES
DBA, AKA, TA, Formerly: FORMERLY M&I MARSHALL & ILSLEY BANK

Assignee

Name: [BEAUTY BRANDS FRANCHISING COMPANY](#)
Legal Entity Type: CORPORATION **State or Country Where Organized:** MISSOURI
Address: 4600 MADISON AVENUE
KANSAS CITY, MISSOURI 64112

Name: [BEAUTY BRANDS, INC.](#)
Legal Entity Type: CORPORATION **State or Country Where Organized:** MISSOURI
Address: 4600 MADISON AVENUE
KANSAS CITY, MISSOURI 64112

Name: [BEAUTY BRANDS DISTRIBUTION CORPORATION](#)
Legal Entity Type: CORPORATION **State or Country Where Organized:** MISSOURI
Address: 4600 MADISON AVENUE
KANSAS CITY, MISSOURI 64112

Correspondent

Correspondent Name: KIRKLAND & ELLIS LLP
Correspondent Address: ATTN HAYLEY SMITH, SR. LEGAL ASSISTANT
601 LEXINGTON AVENUE
NEW YORK, NY 10022

Domestic Representative - Not Found

Assignment 7 of 8

Conveyance: ASSIGNS THE ENTIRE INTEREST
Reel/Frame: [5177/0647](#) **Pages:** 7
Date Recorded: Dec. 19, 2013
Supporting Documents: [assignment-tm-5177-0647.pdf](#)

Assignor

Name: [BEAUTY BRANDS FRANCHISING, LLC](#) **Execution Date:** Dec. 18, 2013

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Assignee

Name: [BEAUTY BRANDS, LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Address: 4600 MADISON
SUITE 400
KANSAS CITY, MISSOURI 64112

Correspondent

Correspondent Name: DUSAN CLARK, ESQ.

Correspondent Address: SIDLEY AUSTIN LLP
717 N. HARWOOD ST., SUITE 3400
DALLAS, TX 75201

Domestic Representative - Not Found

Assignment 8 of 8

Conveyance: SECURITY INTEREST

Reel/Frame: [5182/0120](#)

Pages: 15

Date Recorded: Dec. 26, 2013

Supporting Documents: [assignment-tm-5182-0120.pdf](#)

Assignor

Name: [BEAUTY BRANDS, LLC](#)

Execution Date: Dec. 23, 2013

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Assignee

Name: [U.S. BANK NATIONAL ASSOCIATION, AS ADMINISTRATIVE AGENT](#)

Legal Entity Type: NATIONAL BANKING ASSOCIATION

State or Country Where Organized: UNITED STATES

Address: ONE U.S. BANK PLAZA
7TH & WASHINGTON
ST. LOUIS, MISSOURI 63101

Correspondent

Correspondent Name: NANCY BROUGH, PARALEGAL

Correspondent Address: GOLDBERG KOHN LTD.
55 EAST MONROE STREET, SUITE 3300
CHICAGO, IL 60603

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 1

Type of Proceeding: Opposition

Proceeding Number: [91215280](#)

Filing Date: Mar 05, 2014

Status: Terminated

Status Date: Jan 27, 2015

Interlocutory Attorney: ELIZABETH A DUNN

Defendant

Name: Inspired Beauty Brands, Inc.

Correspondent Address: MATTHEW J BRESNAHAN
WILSON SONSINI GOODRICH & ROSATI
12235 EL CAMINO REAL, STE 200
SAN DIEGO CA , 92130-3002
UNITED STATES

Correspondent e-mail: mbresnahan@wsgr.com , thooper@wsgr.com , trademarks@wsgr.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSPIRED BEAUTY BRANDS	Abandoned - After Inter-Partes Decision	85746151	

Plaintiff(s)

Name: Beauty Brands Franchising Corporation

Correspondent Address: CHERYL L BURBACH
HOVEY WILLIAMS LLP
10801 MASTIN BLVD, SUITE 1000

OVERLAND PARK KS , 66210
UNITED STATES

Correspondent e-mail: tmducketing.burbach@hoveywilliams.com , litigation@hoveywilliams.com , cburbach@hoveywilliams.com , clb@hoveywilliams.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
BEAUTY BRANDS	Renewed	76345349	2682975
BEAUTY BRANDS SALON SPA SUPERSTORE	Renewed	76165628	2699344
BEAUTY BRANDS SALON SPA SUPERSTORE	Renewed	75637010	2343005
BEAUTY BRANDS SALON SUPERSTORE	Renewed	74658798	2475978
BEAUTY BRANDS SUPERSALON	Renewed	75428213	2411475

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 05, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 05, 2014	Apr 14, 2014
3	PENDING, INSTITUTED	Mar 05, 2014	
4	ANSWER	Apr 14, 2014	
5	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	May 22, 2014	
6	SUSPENDED	May 27, 2014	
7	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Dec 17, 2014	
8	SUSPENDED	Dec 20, 2014	
9	W/DRAW OF APPLICATION	Jan 22, 2015	
10	BD DECISION: SUSTAINED	Jan 27, 2015	
11	TERMINATED	Jan 27, 2015	

Int. Cls.: 35 and 44

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

United States Patent and Trademark Office

Reg. No. 2,699,344

Registered Mar. 25, 2003

**SERVICE MARK
PRINCIPAL REGISTER**

BEAUTY BRANDS SALON SPA SUPERSTORE

BEAUTY BRANDS FRANCHISING CORPORATION (MISSOURI CORPORATION)
4600 MADISON, SUITE 1500
KANSAS CITY, MO 64112

FOR: RETAIL STORE SERVICES IN THE FIELD OF MAGAZINES, BOOKS, COSMETICS, FRAGRANCES, SKIN CARE PREPARATIONS, HAIR CARE PREPARATIONS, SOAPS, NAIL CARE PRODUCTS, CANDLES, SUNGLASSES, MASSAGE OILS, ESSENTIAL OILS, BATH AND SHOWER OIL AND GELS, DEODORANTS, BASKETS, PANTYHOSE, PERSONAL CARE AND GROOMING ITEMS, TRAVEL CASES, HAIR ACCESSORIES, DIFFUSERS, BLOW DRYERS, CLEANING PREPARATIONS, AROMA THERAPIES, JEWELRY AND FASHION ACCESSORIES, ATOMIZERS, SPRAY BOTTLES, SPA ACCESSORIES, GIFT NOVELTIES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 9-29-1995; IN COMMERCE 9-29-1995.

FOR: BEAUTY SALON SERVICES FEATURING HAIR CARE, HAIR STYLING, SKIN CARE, FACIALS, BODY WRAPS, AND NAIL TREATMENTS, IN CLASS 44 (U.S. CLS. 100 AND 101).

FIRST USE 9-29-1995; IN COMMERCE 9-29-1995.

OWNER OF U.S. REG. NOS. 2,174,042 AND 2,343,005.

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

SEC. 2(F).

SER. NO. 76-165,628, FILED 11-15-2000.

KELLEY WELLS, EXAMINING ATTORNEY

Exhibit C

SUITE 400
KANSAS CITY, MISSOURI 64112
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where
Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Cheryl L. Burbach

Docket Number: 40984/5167.0

Correspondent

Correspondent Name/Address: Cheryl L. Burbach
Hovey Williams LLP
10801 Mastin Blvd., Suite 1000
Overland Park, KANSAS 66210
UNITED STATES

Phone: 913-647-9050

Fax: 913-647-9057

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 08, 2014	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Dec. 10, 2010	NOTICE OF SUIT	
Oct. 19, 2009	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	73376
Oct. 19, 2009	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Oct. 16, 2009	TEAS SECTION 8 & 9 RECEIVED	
Sep. 10, 2009	ATTORNEY REVOKED AND/OR APPOINTED	
Sep. 10, 2009	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Aug. 18, 2009	WITHDRAWAL OF ATTORNEY GRANTED	
Aug. 18, 2009	TEAS WITHDRAWAL OF ATTORNEY RECEIVED	
Jan. 07, 2009	NOTICE OF DESIGN SEARCH CODE MAILED	
Apr. 12, 2006	CASE FILE IN TICRS	
Mar. 30, 2006	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	73376
Mar. 29, 2006	ASSIGNED TO PARALEGAL	73376
Jan. 18, 2006	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Jan. 18, 2006	TEAS SECTION 8 & 15 RECEIVED	
Apr. 18, 2000	REGISTERED-PRINCIPAL REGISTER	
Jan. 25, 2000	PUBLISHED FOR OPPOSITION	
Dec. 23, 1999	NOTICE OF PUBLICATION	
Nov. 18, 1999	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 09, 1999	EXAMINER'S AMENDMENT MAILED	
Oct. 19, 1999	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jun. 11, 1999	NON-FINAL ACTION MAILED	
May 27, 1999	ASSIGNED TO EXAMINER	68625
May 19, 1999	ASSIGNED TO EXAMINER	76744

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Apr. 18, 2010

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Oct. 19, 2009

Assignment Abstract Of Title Information**Summary**

Total Assignments: 7

Registrant: Beauty Brands Franchising Corporation

Assignment 1 of 7

Conveyance: SECURITY AGREEMENT

Reel/Frame: [2649/0926](#)

Pages: 8

Date Recorded: May 14, 2003

Supporting Documents: [assignment-tm-2649-0926.pdf](#)**Assignor**Name: [BEAUTY BRANDS FRANCHISING CORPORATION](#)

Execution Date: Apr. 28, 2003

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

AssigneeName: [GOLD BANK](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: KANSAS

Address: 800 WEST 47TH STREET
KANSAS CITY, MISSOURI 64112**Correspondent**

Correspondent Name: STINSON MORRISON HECKER LLP

Correspondent Address: PENNY R. SLICER
1201 WALNUT, SUITE 2800
KANSAS CITY, MO 64106-2150**Domestic Representative - Not Found****Assignment 2 of 7**

Conveyance: SECURITY INTEREST

Reel/Frame: [4479/0087](#)

Pages: 7

Date Recorded: Feb. 15, 2011

Supporting Documents: [assignment-tm-4479-0087.pdf](#)**Assignor**Name: [BEAUTY BRANDS, INC.](#)

Execution Date: Feb. 10, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Name: [BEAUTY BRANDS DISTRIBUTION CORPORATION](#)

Execution Date: Feb. 10, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Name: [BEAUTY BRANDS FRANCHISING CORPORATION](#)

Execution Date: Feb. 10, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

AssigneeName: [M&I MARSHALL & ILSLEY BANK](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: WISCONSIN

Address: 800 W 47TH ST
ATTN TAMMY BUTLER
KANSAS CITY, MISSOURI 64112**Correspondent**

Correspondent Name: CARLA M. LEE

Correspondent Address: 700 W 47TH ST SUITE 1000
KANSAS CITY, MO 64112**Domestic Representative - Not Found****Assignment 3 of 7**

Conveyance: CONVERSION FROM A MISSOURI CORPORATION TO A DELAWARE CORPORATION

Reel/Frame: [5177/0607](#)

Pages: 4

Date Recorded: Dec. 19, 2013

Supporting Documents: [assignment-tm-5177-0607.pdf](#)

Assignor

Name: [BEAUTY BRANDS FRANCHISING CORPORATION](#)

Execution Date: Dec. 09, 2013

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Assignee

Name: [BEAUTY BRANDS FRANCHISING CORPORATION](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Address: 4600 MADISON
SUITE 400
KANSAS CITY, MISSOURI 64112

Correspondent

Correspondent Name: DUSAN CLARK, ESQ.

Correspondent Address: SIDLEY AUSTIN LLP
717 N. HARWOOD ST., SUITE 3400
DALLAS, TX 75201

Domestic Representative - Not Found

Assignment 4 of 7

Conveyance: CONVERSION FROM A DELAWARE CORPORATION TO A DELAWARE LIMITED LIABILITY COMPANY

Reel/Frame: [5177/0639](#)

Pages: 4

Date Recorded: Dec. 19, 2013

Supporting Documents: [assignment-tm-5177-0639.pdf](#)

Assignor

Name: [BEAUTY BRANDS FRANCHISING CORPORATION](#)

Execution Date: Dec. 11, 2013

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Assignee

Name: [BEAUTY BRANDS FRANCHISING, LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Address: 4600 MADISON
SUITE 400
KANSAS CITY, MISSOURI 64112

Correspondent

Correspondent Name: DUSAN CLARK, ESQ.

Correspondent Address: SIDLEY AUSTIN LLP
717 N. HARWOOD ST., SUITE 3400
DALLAS, TX 75201

Domestic Representative - Not Found

Assignment 5 of 7

Conveyance: RELEASE BY SECURED PARTY

Reel/Frame: [5174/0275](#)

Pages: 7

Date Recorded: Dec. 16, 2013

Supporting Documents: [assignment-tm-5174-0275.pdf](#)

Assignor

Name: [BMO HARRIS BANK, N.A](#)

Execution Date: Dec. 12, 2013

Legal Entity Type: NATIONAL ASSOCIATION

State or Country Where Organized: UNITED STATES

DBA, AKA, TA, Formerly: FORMERLY M&I MARSHALL & ILSLEY BANK

Assignee

Name: [BEAUTY BRANDS FRANCHISING COMPANY](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Address: 4600 MADISON AVENUE
KANSAS CITY, MISSOURI 64112

Name: [BEAUTY BRANDS, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Address: 4600 MADISON AVENUE
KANSAS CITY, MISSOURI 64112

Name: [BEAUTY BRANDS DISTRIBUTION CORPORATION](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Address: 4600 MADISON AVENUE
KANSAS CITY, MISSOURI 64112

Correspondent

Correspondent Name: KIRKLAND & ELLIS LLP

Correspondent Address: ATTN HAYLEY SMITH, SR. LEGAL ASSISTANT
601 LEXINGTON AVENUE
NEW YORK, NY 10022

Domestic Representative - Not Found

Assignment 6 of 7

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [5177/0647](#)

Pages: 7

Date Recorded: Dec. 19, 2013

Supporting Documents: [assignment-tm-5177-0647.pdf](#)

Assignor

Name: [BEAUTY BRANDS FRANCHISING, LLC](#)

Execution Date: Dec. 18, 2013

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Assignee

Name: [BEAUTY BRANDS, LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Address: 4600 MADISON
SUITE 400
KANSAS CITY, MISSOURI 64112

Correspondent

Correspondent Name: DUSAN CLARK, ESQ.

Correspondent Address: SIDLEY AUSTIN LLP
717 N. HARWOOD ST., SUITE 3400
DALLAS, TX 75201

Domestic Representative - Not Found

Assignment 7 of 7

Conveyance: SECURITY INTEREST

Reel/Frame: [5182/0120](#)

Pages: 15

Date Recorded: Dec. 26, 2013

Supporting Documents: [assignment-tm-5182-0120.pdf](#)

Assignor

Name: [BEAUTY BRANDS, LLC](#)

Execution Date: Dec. 23, 2013

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Assignee

Name: [U.S. BANK NATIONAL ASSOCIATION, AS ADMINISTRATIVE AGENT](#)

Legal Entity Type: NATIONAL BANKING ASSOCIATION

State or Country Where Organized: UNITED STATES

Address: ONE U.S. BANK PLAZA
7TH & WASHINGTON
ST. LOUIS, MISSOURI 63101

Correspondent

Correspondent Name: NANCY BROUGHER, PARALEGAL

Correspondent Address: GOLDBERG KOHN LTD.
55 EAST MONROE STREET, SUITE 3300
CHICAGO, IL 60603

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 1

Type of Proceeding: Opposition

Proceeding Number: [91215280](#)

Filing Date: Mar 05, 2014

Status: Terminated

Status Date: Jan 27, 2015

Interlocutory Attorney: ELIZABETH A DUNN

Defendant

Name: Inspired Beauty Brands, Inc.

Correspondent Address: MATTHEW J BRESNAHAN
WILSON SONSINI GOODRICH & ROSATI
12235 EL CAMINO REAL, STE 200
SAN DIEGO CA , 92130-3002
UNITED STATES

Correspondent e-mail: mbresnahan@wsgr.com , thooper@wsgr.com , trademarks@wsgr.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSPIRED BEAUTY BRANDS	Abandoned - After Inter-Partes Decision	85746151	

Plaintiff(s)

Name: Beauty Brands Franchising Corporation

Correspondent Address: CHERYL L BURBACH
HOVEY WILLIAMS LLP
10801 MASTIN BLVD, SUITE 1000
OVERLAND PARK KS , 66210
UNITED STATES

Correspondent e-mail: tmcketing.burbach@hoveywilliams.com , litigation@hoveywilliams.com , cburbach@hoveywilliams.com , clb@hoveywilliams.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
BEAUTY BRANDS	Renewed	76345349	2682975
BEAUTY BRANDS SALON SPA SUPERSTORE	Renewed	76165628	2699344
BEAUTY BRANDS SALON SPA SUPERSTORE	Renewed	75637010	2343005
BEAUTY BRANDS SALON SUPERSTORE	Renewed	74658798	2475978
BEAUTY BRANDS SUPERSALON	Renewed	75428213	2411475

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 05, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 05, 2014	Apr 14, 2014
3	PENDING, INSTITUTED	Mar 05, 2014	
4	ANSWER	Apr 14, 2014	
5	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	May 22, 2014	
6	SUSPENDED	May 27, 2014	
7	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Dec 17, 2014	
8	SUSPENDED	Dec 20, 2014	
9	W/DRAW OF APPLICATION	Jan 22, 2015	
10	BD DECISION: SUSTAINED	Jan 27, 2015	
11	TERMINATED	Jan 27, 2015	

Int. Cls.: 35 and 42

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

Reg. No. 2,343,005

United States Patent and Trademark Office

Registered Apr. 18, 2000

**SERVICE MARK
PRINCIPAL REGISTER**



BEAUTY BRANDS FRANCHISING CORPORATION (MISSOURI CORPORATION)
4600 MADISON, SUITE 1500
KANSAS CITY, MO 64112

FOR: RETAIL STORE SERVICES IN THE FIELD OF MAGAZINES, BOOKS, COSMETICS, FRAGRANCES, SKIN CARE PREPARATIONS, HAIR CARE PREPARATIONS, SOAPS, NAIL CARE PRODUCTS, CANDLES, SUNGLASSES, MASSAGE OILS, ESSENTIAL OILS, BATH AND SHOWER OIL AND GELS, DEODORANTS, BASKETS, PANTYHOSE, PERSONAL CARE AND GROOMING ITEMS, TRAVEL CASES, HAIR ACCESSORIES, DIFFUSERS, BLOW DRYERS, CLEANING PREPARATIONS, AROMA THERAPIES, JEWELRY AND FASHION ACCESSORIES, ATOMIZERS, SPRAY BOTTLES, SPA ACCESSORIES AND GIFT NOVELTIES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 8-24-1995; IN COMMERCE 8-24-1995.

FOR: BEAUTY SALON SERVICES FEATURING HAIR CARE, HAIR STYLING, SKIN CARE, FACIALS, BODY WRAPS, AND NAIL TREATMENTS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 8-24-1995; IN COMMERCE 8-24-1995.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEAUTY BRANDS", "SALON", "SPA" AND "SUPERSTORE", APART FROM THE MARK AS SHOWN.

SER. NO. 75-637,010, FILED 2-10-1999.

SAMUEL E. SHARPER JR., EXAMINING ATTORNEY

Exhibit D

Attorney of Record**Attorney Name:** Cheryl L. Burbach**Docket Number:** 40985/5167.0**Correspondent****Correspondent Name/Address:** Cheryl L. Burbach
HOVEY WILLIAMS LLP
10801 MASTIN BLVD., SUITE 1000
84 Corporate Woods
OVERLAND PARK, KANSAS 66210
UNITED STATES**Phone:** 913-647-9050**Fax:** 913-647-9057**Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
Jan. 08, 2014	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 02, 2011	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	67603
Jul. 02, 2011	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jun. 21, 2011	TEAS SECTION 8 & 9 RECEIVED	
Dec. 10, 2010	NOTICE OF SUIT	
Sep. 10, 2009	ATTORNEY REVOKED AND/OR APPOINTED	
Sep. 10, 2009	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Aug. 18, 2009	WITHDRAWAL OF ATTORNEY GRANTED	
Aug. 18, 2009	TEAS WITHDRAWAL OF ATTORNEY RECEIVED	
Sep. 13, 2007	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	67603
Aug. 27, 2007	ASSIGNED TO PARALEGAL	67603
Aug. 06, 2007	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Aug. 06, 2007	TEAS SECTION 8 & 15 RECEIVED	
Feb. 15, 2007	CASE FILE IN TICRS	
Aug. 07, 2001	REGISTERED-PRINCIPAL REGISTER	
Feb. 13, 2001	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Sep. 29, 2000	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Mar. 31, 2000	NON-FINAL ACTION MAILED	
Sep. 28, 1999	ASSIGNED TO EXAMINER	67659
Sep. 21, 1999	STATEMENT OF USE PROCESSING COMPLETE	
Sep. 20, 1999	EXTENSION 5 GRANTED	
Aug. 25, 1999	USE AMENDMENT FILED	
Aug. 25, 1999	EXTENSION 5 FILED	
Mar. 29, 1999	EXTENSION 4 GRANTED	
Feb. 23, 1999	EXTENSION 4 FILED	
Sep. 09, 1998	EXTENSION 3 GRANTED	
Aug. 24, 1998	EXTENSION 3 FILED	
Apr. 05, 1998	EXTENSION 2 GRANTED	
Feb. 25, 1998	EXTENSION 2 FILED	
Sep. 11, 1997	EXTENSION 1 GRANTED	
Aug. 22, 1997	EXTENSION 1 FILED	
Feb. 25, 1997	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Dec. 03, 1996	PUBLISHED FOR OPPOSITION	
Nov. 01, 1996	NOTICE OF PUBLICATION	
Sep. 18, 1996	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 17, 1996	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Dec. 14, 1995	NON-FINAL ACTION MAILED	

Nov. 07, 1995 ASSIGNED TO EXAMINER
Nov. 02, 1995 ASSIGNED TO EXAMINER

67659
69967

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Aug. 07, 2011

TM Staff and Location Information

TM Staff Information - None
File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Jul. 02, 2011

Assignment Abstract Of Title Information

Summary

Total Assignments: 8

Registrant: BEAUTY BRANDS FRANCHISING CORPORATION

Assignment 1 of 8

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [1784/0389](#)

Pages: 5

Date Recorded: Sep. 08, 1998

Supporting Documents: [assignment-tm-1784-0389.pdf](#)

Assignor

Name: [BEAUTY BRANDS, INC.](#)

Execution Date: Jan. 16, 1998

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Assignee

Name: [BEAUTY BRANDS FRANCHISING CORPORATION](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Address: 4600 MADISON
KANSAS CITY, MISSOURI 64112

Correspondent

Correspondent Name: BRYAN CAVE LLP

Correspondent Address: DAVID A. ROODMAN
ONE METROPOLITAN SQUARE
211 NORTH BROADWAY, SUITE 3800
ST. LOUIS, MO 63102

Domestic Representative - Not Found

Assignment 2 of 8

Conveyance: SECURITY AGREEMENT

Reel/Frame: [2649/0926](#)

Pages: 8

Date Recorded: May 14, 2003

Supporting Documents: [assignment-tm-2649-0926.pdf](#)

Assignor

Name: [BEAUTY BRANDS FRANCHISING CORPORATION](#)

Execution Date: Apr. 28, 2003

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Assignee

Name: [GOLD BANK](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: KANSAS

Address: 800 WEST 47TH STREET
KANSAS CITY, MISSOURI 64112

Correspondent

Correspondent Name: STINSON MORRISON HECKER LLP

Correspondent Address: PENNY R. SLICER
1201 WALNUT, SUITE 2800
KANSAS CITY, MO 64106-2150

Domestic Representative - Not Found

Assignment 3 of 8

Conveyance: SECURITY INTEREST

Reel/Frame: [4479/0087](#)

Pages: 7

Date Recorded: Feb. 15, 2011

Supporting Documents: [assignment-tm-4479-0087.pdf](#)

Assignor

Name: [BEAUTY BRANDS, INC.](#)

Execution Date: Feb. 10, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Name: [BEAUTY BRANDS DISTRIBUTION CORPORATION](#)

Execution Date: Feb. 10, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Name: [BEAUTY BRANDS FRANCHISING CORPORATION](#)

Execution Date: Feb. 10, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Assignee

Name: [M&I MARSHALL & ILSLEY BANK](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: WISCONSIN

Address: 800 W 47TH ST
ATTN TAMMY BUTLER
KANSAS CITY, MISSOURI 64112

Correspondent

Correspondent Name: CARLA M. LEE

Correspondent Address: 700 W 47TH ST SUITE 1000
KANSAS CITY, MO 64112

Domestic Representative - Not Found

Assignment 4 of 8

Conveyance: CONVERSION FROM A MISSOURI CORPORATION TO A DELAWARE CORPORATION

Reel/Frame: [5177/0607](#)

Pages: 4

Date Recorded: Dec. 19, 2013

Supporting Documents: [assignment-tm-5177-0607.pdf](#)

Assignor

Name: [BEAUTY BRANDS FRANCHISING CORPORATION](#)

Execution Date: Dec. 09, 2013

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Assignee

Name: [BEAUTY BRANDS FRANCHISING CORPORATION](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Address: 4600 MADISON
SUITE 400
KANSAS CITY, MISSOURI 64112

Correspondent

Correspondent Name: DUSAN CLARK, ESQ.

Correspondent Address: SIDLEY AUSTIN LLP
717 N. HARWOOD ST., SUITE 3400
DALLAS, TX 75201

Domestic Representative - Not Found

Assignment 5 of 8

Conveyance: CONVERSION FROM A DELAWARE CORPORATION TO A DELAWARE LIMITED LIABILITY COMPANY

Reel/Frame: [5177/0639](#)

Pages: 4

Date Recorded: Dec. 19, 2013

Supporting Documents: [assignment-tm-5177-0639.pdf](#)

AssignorName: [BEAUTY BRANDS FRANCHISING CORPORATION](#)

Execution Date: Dec. 11, 2013

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

AssigneeName: [BEAUTY BRANDS FRANCHISING, LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Address: 4600 MADISON
SUITE 400
KANSAS CITY, MISSOURI 64112**Correspondent**

Correspondent Name: DUSAN CLARK, ESQ.

Correspondent Address: SIDLEY AUSTIN LLP
717 N. HARWOOD ST., SUITE 3400
DALLAS, TX 75201**Domestic Representative - Not Found****Assignment 6 of 8**

Conveyance: RELEASE BY SECURED PARTY

Reel/Frame: [5174/0275](#)

Pages: 7

Date Recorded: Dec. 16, 2013

Supporting Documents: [assignment-tm-5174-0275.pdf](#)**Assignor**Name: [BMO HARRIS BANK, N.A](#)

Execution Date: Dec. 12, 2013

Legal Entity Type: NATIONAL ASSOCIATION

State or Country Where Organized: UNITED STATES

DBA, AKA, TA, Formerly: FORMERLY M&I MARSHALL & ILSLEY BANK

AssigneeName: [BEAUTY BRANDS FRANCHISING COMPANY](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Address: 4600 MADISON AVENUE
KANSAS CITY, MISSOURI 64112Name: [BEAUTY BRANDS, INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Address: 4600 MADISON AVENUE
KANSAS CITY, MISSOURI 64112Name: [BEAUTY BRANDS DISTRIBUTION CORPORATION](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Address: 4600 MADISON AVENUE
KANSAS CITY, MISSOURI 64112**Correspondent**

Correspondent Name: KIRKLAND & ELLIS LLP

Correspondent Address: ATTN HAYLEY SMITH, SR. LEGAL ASSISTANT
601 LEXINGTON AVENUE
NEW YORK, NY 10022**Domestic Representative - Not Found****Assignment 7 of 8**

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [5177/0647](#)

Pages: 7

Date Recorded: Dec. 19, 2013

Supporting Documents: [assignment-tm-5177-0647.pdf](#)**Assignor**Name: [BEAUTY BRANDS FRANCHISING, LLC](#)

Execution Date: Dec. 18, 2013

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

AssigneeName: [BEAUTY BRANDS, LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Address: 4600 MADISON
SUITE 400
KANSAS CITY, MISSOURI 64112

Correspondent

Correspondent Name: DUSAN CLARK, ESQ.

Correspondent Address: SIDLEY AUSTIN LLP
717 N. HARWOOD ST., SUITE 3400
DALLAS, TX 75201

Domestic Representative - Not Found

Assignment 8 of 8

Conveyance: SECURITY INTEREST

Reel/Frame: [5182/0120](#)

Pages: 15

Date Recorded: Dec. 26, 2013

Supporting Documents: [assignment-tm-5182-0120.pdf](#)

Assignor

Name: [BEAUTY BRANDS, LLC](#)

Execution Date: Dec. 23, 2013

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Assignee

Name: [U.S. BANK NATIONAL ASSOCIATION, AS ADMINISTRATIVE AGENT](#)

Legal Entity Type: NATIONAL BANKING ASSOCIATION

State or Country Where Organized: UNITED STATES

Address: ONE U.S. BANK PLAZA
7TH & WASHINGTON
ST. LOUIS, MISSOURI 63101

Correspondent

Correspondent Name: NANCY BROUGHER, PARALEGAL

Correspondent Address: GOLDBERG KOHN LTD.
55 EAST MONROE STREET, SUITE 3300
CHICAGO, IL 60603

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 1

Type of Proceeding: Opposition

Proceeding Number: [91215280](#)

Filing Date: Mar 05, 2014

Status: Terminated

Status Date: Jan 27, 2015

Interlocutory Attorney: ELIZABETH A DUNN

Defendant

Name: Inspired Beauty Brands, Inc.

Correspondent Address: MATTHEW J BRESNAHAN
WILSON SONSINI GOODRICH & ROSATI
12235 EL CAMINO REAL, STE 200
SAN DIEGO CA , 92130-3002
UNITED STATES

Correspondent e-mail: mbresnahan@wsgr.com , thooper@wsgr.com , trademarks@wsgr.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSPIRED BEAUTY BRANDS	Abandoned - After Inter-Partes Decision	85746151	

Plaintiff(s)

Name: Beauty Brands Franchising Corporation

Correspondent Address: CHERYL L BURBACH
HOVEY WILLIAMS LLP
10801 MASTIN BLVD, SUITE 1000
OVERLAND PARK KS , 66210
UNITED STATES

Correspondent e-mail: tmcketing.burbach@hovewilliams.com , litigation@hovewilliams.com , cburbach@hovewilliams.com , clb@hovewilliams.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
BEAUTY BRANDS	Renewed	76345349	2682975
BEAUTY BRANDS SALON SPA SUPERSTORE	Renewed	76165628	2699344
BEAUTY BRANDS SALON SPA SUPERSTORE	Renewed	75637010	2343005
BEAUTY BRANDS SALON SUPERSTORE	Renewed	74658798	2475978
BEAUTY BRANDS SUPERSALON	Renewed	75428213	2411475

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 05, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 05, 2014	Apr 14, 2014
3	PENDING, INSTITUTED	Mar 05, 2014	
4	ANSWER	Apr 14, 2014	
5	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	May 22, 2014	
6	SUSPENDED	May 27, 2014	
7	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Dec 17, 2014	
8	SUSPENDED	Dec 20, 2014	
9	W/DRAW OF APPLICATION	Jan 22, 2015	
10	BD DECISION: SUSTAINED	Jan 27, 2015	
11	TERMINATED	Jan 27, 2015	

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

Reg. No. 2,475,978

United States Patent and Trademark Office

Registered Aug. 7, 2001

**SERVICE MARK
PRINCIPAL REGISTER**



SALON • SUPERSTORE

BEAUTY BRANDS FRANCHISING CORPORATION (MISSOURI CORPORATION)
4600 MADISON
KANSAS CITY, MO 64112 BY ASSIGNMENT BEAUTY BRANDS, INC. (MISSOURI CORPORATION)
KANSAS CITY, MO 64112

FOR: RETAIL STORE SERVICES IN THE FIELD OF MAGAZINES, BOOKS, COSMETICS, FRAGRANCES, SKIN CARE PREPARATIONS, HAIR CARE PREPARATIONS, SOAPS, NAIL CARE PRODUCTS, CANDLES, SUNGLASSES, MASSAGE OILS, ESSENTIAL OILS, BATH AND SHOWER OIL AND GELS, DEODORANTS, BASKETS, PANTYHOSE, PERSONAL CARE AND GROOMING ITEMS, TRAVEL CASES, HAIR ACCESSORIES, DIFFUSERS, BLOW DRYERS, CLEANING PREPARATIONS, AROMA THERAPIES, JEWELRY AND FASHION ACCESSORIES, ATOMIZERS, SPRAY BOTTLES, SPA ACCESSORIES, GIFT NOVELTIES, AND BEAUTY SALON SERVICES FEATURING HAIR CARE, HAIR STYLING, SKIN CARE, FACIALS, BODY WRAPS, NAIL TREATMENTS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 6-1-1999; IN COMMERCE 6-1-1999.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEAUTY BRANDS SALON SUPERSTORE", APART FROM THE MARK AS SHOWN.

SN 74-658,798, FILED 4-10-1995.

KELLEY WELLS, EXAMINING ATTORNEY

Exhibit E

Generated on: This page was generated by TSDR on 2015-05-13 11:21:56 EDT

Mark: BEAUTY BRANDS SUPERSALON

BEAUTY BRANDS SUPERSALON

US Serial Number: 75428213
Application Filing Date: Feb. 03, 1998
US Registration Number: 2411475
Registration Date: Dec. 05, 2000
Register: Supplemental
Mark Type: Service Mark
Amended to Principal Register: No
Date Amended to Current Register: Jun. 05, 2000
Status: The registration has been renewed.
Status Date: Aug. 23, 2010

Mark Information

Mark Literal Elements: BEAUTY BRANDS SUPERSALON
Standard Character Claim: No
Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)
Disclaimer: "SUPERSALON"

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "*" identify additional (new) wording in the goods/services.

For: Retail store services in the field of [magazines, books,] cosmetics, fragrances, skin care preparations, hair care preparations, soaps, nail care products, candles, sunglasses, massage oils, essential oils, bath and shower oil and gels, [deodorants,] baskets, [pantyhose,] personal care and grooming items, travel cases, hair accessories, diffusers, blow dryers, [cleansing preparations,] aroma therapies, [jewelry and fashion accessories, atomizers, spray] bottles, spa accessories, and gift novelties

International Class(es): 035 - Primary Class
U.S Class(es): 100, 101, 102
Class Status: ACTIVE
Basis: 1(a)
First Use: Jun. 01, 2000
Use in Commerce: Jun. 01, 2000

For: Beauty salon services featuring hair care, hair styling, skin care, facials, body wraps, and nail treatments

International Class(es): 042 - Primary Class
U.S Class(es): 100, 101
Class Status: ACTIVE
Basis: 1(a)
First Use: Jun. 01, 2000
Use in Commerce: Jun. 01, 2000

Basis Information (Case Level)

Filed Use:	No	Currently Use:	Yes	Amended Use:	No
Filed ITU:	Yes	Currently ITU:	No	Amended ITU:	No
Filed 44D:	No	Currently 44D:	No	Amended 44D:	No
Filed 44E:	No	Currently 44E:	No	Amended 44E:	No
Filed 66A:	No	Currently 66A:	No		
Filed No Basis:	No	Currently No Basis:	No		

Current Owner(s) Information

Owner Name: BEAUTY BRANDS, LLC
Owner Address: 4600 MADISON
SUITE 400
KANSAS CITY, MISSOURI 64112
UNITED STATES
Legal Entity Type: LIMITED LIABILITY COMPANY
State or Country Where Organized: DELAWARE

Attorney/Correspondence Information

Attorney of Record**Attorney Name:** Cheryl L. Burbach**Docket Number:** 40986/5167.0**Correspondent****Correspondent Name/Address:** Cheryl L. Burbach
HOVEY WILLIAMS LLP
10801 MASTIN BLVD., SUITE 1000
84 Corporate Woods
OVERLAND PARK, KANSAS 66210
UNITED STATES**Phone:** 913-647-9050**Fax:** 913-647-9057**Domestic Representative - Not Found**

Prosecution History

Date	Description	Proceeding Number
Jan. 08, 2014	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Dec. 10, 2010	NOTICE OF SUIT	
Aug. 23, 2010	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	68502
Aug. 23, 2010	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Aug. 23, 2010	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68502
Aug. 09, 2010	TEAS SECTION 8 & 9 RECEIVED	
Sep. 10, 2009	ATTORNEY REVOKED AND/OR APPOINTED	
Sep. 10, 2009	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Aug. 18, 2009	WITHDRAWAL OF ATTORNEY GRANTED	
Aug. 18, 2009	TEAS WITHDRAWAL OF ATTORNEY RECEIVED	
Jan. 29, 2007	REGISTERED - SEC. 8 (6-YR) ACCEPTED	60234
Jan. 11, 2007	ASSIGNED TO PARALEGAL	60234
Nov. 17, 2006	REGISTERED - SEC. 8 (6-YR) FILED	
Nov. 17, 2006	TEAS SECTION 8 RECEIVED	
Aug. 02, 2006	CASE FILE IN TICRS	
Dec. 05, 2000	REGISTERED-SUPPLEMENTAL REGISTER	
Aug. 21, 2000	APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER	
Aug. 11, 2000	EXAMINER'S AMENDMENT MAILED	
Aug. 09, 2000	USE AMENDMENT ACCEPTED	
Jun. 05, 2000	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jul. 31, 2000	AMENDMENT TO USE PROCESSING COMPLETE	
Jun. 05, 2000	USE AMENDMENT FILED	
Dec. 03, 1999	NON-FINAL ACTION MAILED	
Jul. 06, 1999	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jan. 15, 1999	FINAL REFUSAL MAILED	
Oct. 06, 1998	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jun. 30, 1998	NON-FINAL ACTION MAILED	
Jun. 18, 1998	ASSIGNED TO EXAMINER	68625

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted**Renewal Date:** Dec. 05, 2010

TM Staff and Location Information

TM Staff Information - None**File Location****Current Location:** GENERIC WEB UPDATE**Date in Location:** Aug. 23, 2010

Assignment Abstract Of Title Information

Summary

Total Assignments: 7

Registrant: Beauty Brands Franchising Corporation,

Assignment 1 of 7

Conveyance: SECURITY AGREEMENT

Reel/Frame: [2649/0926](#)

Pages: 8

Date Recorded: May 14, 2003

Supporting Documents: [assignment-tm-2649-0926.pdf](#)

Assignor

Name: [BEAUTY BRANDS FRANCHISING CORPORATION](#)

Execution Date: Apr. 28, 2003

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Assignee

Name: [GOLD BANK](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: KANSAS

Address: 800 WEST 47TH STREET
KANSAS CITY, MISSOURI 64112

Correspondent

Correspondent Name: STINSON MORRISON HECKER LLP

Correspondent Address: PENNY R. SLICER
1201 WALNUT, SUITE 2800
KANSAS CITY, MO 64106-2150

Domestic Representative - Not Found

Assignment 2 of 7

Conveyance: SECURITY INTEREST

Reel/Frame: [4479/0087](#)

Pages: 7

Date Recorded: Feb. 15, 2011

Supporting Documents: [assignment-tm-4479-0087.pdf](#)

Assignor

Name: [BEAUTY BRANDS, INC.](#)

Execution Date: Feb. 10, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Name: [BEAUTY BRANDS DISTRIBUTION CORPORATION](#)

Execution Date: Feb. 10, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Name: [BEAUTY BRANDS FRANCHISING CORPORATION](#)

Execution Date: Feb. 10, 2011

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Assignee

Name: [M&I MARSHALL & ILSLEY BANK](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: WISCONSIN

Address: 800 W 47TH ST
ATTN TAMMY BUTLER
KANSAS CITY, MISSOURI 64112

Correspondent

Correspondent Name: CARLA M. LEE

Correspondent Address: 700 W 47TH ST SUITE 1000
KANSAS CITY, MO 64112

Domestic Representative - Not Found

Assignment 3 of 7

Conveyance: CONVERSION FROM A MISSOURI CORPORATION TO A DELAWARE CORPORATION

Reel/Frame: [5177/0607](#)

Pages: 4

Date Recorded: Dec. 19, 2013

Supporting Documents: [assignment-tm-5177-0607.pdf](#)

Assignor

Name: [BEAUTY BRANDS FRANCHISING CORPORATION](#) **Execution Date:** Dec. 09, 2013
Legal Entity Type: CORPORATION **State or Country Where Organized:** MISSOURI

Assignee

Name: [BEAUTY BRANDS FRANCHISING CORPORATION](#)
Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE
Address: 4600 MADISON
SUITE 400
KANSAS CITY, MISSOURI 64112

Correspondent

Correspondent Name: DUSAN CLARK, ESQ.
Correspondent Address: SIDLEY AUSTIN LLP
717 N. HARWOOD ST., SUITE 3400
DALLAS, TX 75201

Domestic Representative - Not Found**Assignment 4 of 7**

Conveyance: CONVERSION FROM A DELAWARE CORPORATION TO A DELAWARE LIMITED LIABILITY COMPANY
Reel/Frame: [5177/0639](#) **Pages:** 4
Date Recorded: Dec. 19, 2013
Supporting Documents: [assignment-tm-5177-0639.pdf](#)

Assignor

Name: [BEAUTY BRANDS FRANCHISING CORPORATION](#) **Execution Date:** Dec. 11, 2013
Legal Entity Type: CORPORATION **State or Country Where Organized:** DELAWARE

Assignee

Name: [BEAUTY BRANDS FRANCHISING, LLC](#)
Legal Entity Type: LIMITED LIABILITY COMPANY **State or Country Where Organized:** DELAWARE
Address: 4600 MADISON
SUITE 400
KANSAS CITY, MISSOURI 64112

Correspondent

Correspondent Name: DUSAN CLARK, ESQ.
Correspondent Address: SIDLEY AUSTIN LLP
717 N. HARWOOD ST., SUITE 3400
DALLAS, TX 75201

Domestic Representative - Not Found**Assignment 5 of 7**

Conveyance: RELEASE BY SECURED PARTY
Reel/Frame: [5174/0275](#) **Pages:** 7
Date Recorded: Dec. 16, 2013
Supporting Documents: [assignment-tm-5174-0275.pdf](#)

Assignor

Name: [BMO HARRIS BANK, N.A.](#) **Execution Date:** Dec. 12, 2013
Legal Entity Type: NATIONAL ASSOCIATION **State or Country Where Organized:** UNITED STATES
DBA, AKA, TA, Formerly: FORMERLY M&I MARSHALL & ILSLEY BANK

Assignee

Name: [BEAUTY BRANDS FRANCHISING COMPANY](#)
Legal Entity Type: CORPORATION **State or Country Where Organized:** MISSOURI
Address: 4600 MADISON AVENUE
KANSAS CITY, MISSOURI 64112

Name: [BEAUTY BRANDS, INC.](#)
Legal Entity Type: CORPORATION **State or Country Where Organized:** MISSOURI
Address: 4600 MADISON AVENUE

KANSAS CITY, MISSOURI 64112

Name: [BEAUTY BRANDS DISTRIBUTION CORPORATION](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: MISSOURI

Address: 4600 MADISON AVENUE
KANSAS CITY, MISSOURI 64112

Correspondent

Correspondent Name: KIRKLAND & ELLIS LLP

Correspondent Address: ATTN HAYLEY SMITH, SR. LEGAL ASSISTANT
601 LEXINGTON AVENUE
NEW YORK, NY 10022

Domestic Representative - Not Found

Assignment 6 of 7

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [5177/0647](#)

Pages: 7

Date Recorded: Dec. 19, 2013

Supporting Documents: [assignment-tm-5177-0647.pdf](#)

Assignor

Name: [BEAUTY BRANDS FRANCHISING, LLC](#)

Execution Date: Dec. 18, 2013

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Assignee

Name: [BEAUTY BRANDS, LLC](#)

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Address: 4600 MADISON
SUITE 400
KANSAS CITY, MISSOURI 64112

Correspondent

Correspondent Name: DUSAN CLARK, ESQ.

Correspondent Address: SIDLEY AUSTIN LLP
717 N. HARWOOD ST., SUITE 3400
DALLAS, TX 75201

Domestic Representative - Not Found

Assignment 7 of 7

Conveyance: SECURITY INTEREST

Reel/Frame: [5182/0120](#)

Pages: 15

Date Recorded: Dec. 26, 2013

Supporting Documents: [assignment-tm-5182-0120.pdf](#)

Assignor

Name: [BEAUTY BRANDS, LLC](#)

Execution Date: Dec. 23, 2013

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: DELAWARE

Assignee

Name: [U.S. BANK NATIONAL ASSOCIATION, AS ADMINISTRATIVE AGENT](#)

Legal Entity Type: NATIONAL BANKING ASSOCIATION

State or Country Where Organized: UNITED STATES

Address: ONE U.S. BANK PLAZA
7TH & WASHINGTON
ST. LOUIS, MISSOURI 63101

Correspondent

Correspondent Name: NANCY BROUGH, PARALEGAL

Correspondent Address: GOLDBERG KOHN LTD.
55 EAST MONROE STREET, SUITE 3300
CHICAGO, IL 60603

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 1

Type of Proceeding: Opposition

Proceeding Number: [91215280](#)

Filing Date: Mar 05, 2014

Status: Terminated

Status Date: Jan 27, 2015

Interlocutory Attorney: ELIZABETH A DUNN

Defendant

Name: Inspired Beauty Brands, Inc.

Correspondent Address: MATTHEW J BRESNAHAN
WILSON SONSINI GOODRICH & ROSATI
12235 EL CAMINO REAL, STE 200
SAN DIEGO CA , 92130-3002
UNITED STATES

Correspondent e-mail: mbresnahan@wsgr.com , thooper@wsgr.com , trademarks@wsgr.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
INSPIRED BEAUTY BRANDS	Abandoned - After Inter-Partes Decision	85746151	

Plaintiff(s)

Name: Beauty Brands Franchising Corporation

Correspondent Address: CHERYL L BURBACH
HOVEY WILLIAMS LLP
10801 MASTIN BLVD, SUITE 1000
OVERLAND PARK KS , 66210
UNITED STATES

Correspondent e-mail: tmcketing.burbach@hoveywilliams.com , litigation@hoveywilliams.com , cburbach@hoveywilliams.com , clb@hoveywilliams.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
BEAUTY BRANDS	Renewed	76345349	2682975
BEAUTY BRANDS SALON SPA SUPERSTORE	Renewed	76165628	2699344
BEAUTY BRANDS SALON SPA SUPERSTORE	Renewed	75637010	2343005
BEAUTY BRANDS SALON SUPERSTORE	Renewed	74658798	2475978
BEAUTY BRANDS SUPERSALON	Renewed	75428213	2411475

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 05, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 05, 2014	Apr 14, 2014
3	PENDING, INSTITUTED	Mar 05, 2014	
4	ANSWER	Apr 14, 2014	
5	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	May 22, 2014	
6	SUSPENDED	May 27, 2014	
7	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Dec 17, 2014	
8	SUSPENDED	Dec 20, 2014	
9	W/DRAW OF APPLICATION	Jan 22, 2015	
10	BD DECISION: SUSTAINED	Jan 27, 2015	
11	TERMINATED	Jan 27, 2015	

Int. Cls.: 35 and 42

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

Reg. No. 2,411,475

United States Patent and Trademark Office

Registered Dec. 5, 2000

**SERVICE MARK
SUPPLEMENTAL REGISTER**

BEAUTY BRANDS SUPERSALON

BEAUTY BRANDS FRANCHISING CORPORATION,
(MISSOURI CORPORATION)
4600 MADISON, SUITE 1500
KANSAS CITY, MO 64112

FOR: RETAIL STORE SERVICES IN THE FIELD OF MAGAZINES, BOOKS, COSMETICS, FRAGRANCES, SKIN CARE PREPARATIONS, HAIR CARE PREPARATIONS, SOAPS, NAIL CARE PRODUCTS, CANDLES, SUNGLASSES, MASSAGE OILS, ESSENTIAL OILS, BATH AND SHOWER OIL AND GELS, DEODORANTS, BASKETS, PANTYHOSE, PERSONAL CARE AND GROOMING ITEMS, TRAVEL CASES, HAIR ACCESSORIES, DIFFUSERS, BLOW DRYERS, CLEANSING PREPARATIONS, AROMA THERAPIES, JEWELRY AND FASHION ACCESSORIES, ATOMIZERS, SPRAY BOTTLES, SPA

ACCESSORIES, AND GIFT NOVELTIES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 6-1-2000; IN COMMERCE 6-1-2000.

FOR: BEAUTY SALON SERVICES FEATURING HAIR CARE, HAIR STYLING, SKIN CARE, FACIALS, BODY WRAPS, AND NAIL TREATMENTS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 6-1-2000; IN COMMERCE 6-1-2000.

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

SER. NO. 75-428,213, FILED P.R. 2-3-1998; AM. S.R. 6-5-2000.

SAMUEL E. SHARPER JR., EXAMINING ATTORNEY