

ESTTA Tracking number: **ESTTA817709**

Filing date: **04/28/2017**

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	Sarofima, LLC
Granted to Date of previous extension	04/29/2017
Address	2828 Kapiolani Boulevard Honolulu, HI 96826 UNITED STATES
Attorney information	Martin E. Hsia, 32,471 Cades Schutte A Limited Liability Law Partnership LLP 1000 Bishop Street12th Floor Honolulu, HI 96813 UNITED STATES ip@cades.com, ajones@cades.com, kdaido@cades.com Phone:(808) 544-3835

### Applicant Information

Application No	87185047	Publication date	02/28/2017
Opposition Filing Date	04/28/2017	Opposition Period Ends	04/29/2017
Applicant	Atelier, Inc. 16900 Kercheval Avenue Grosse Pointe, MI 48230 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: Shampoos, Hair Conditioner, Hair Mousse, Hair Gel, Hair Pomades, Hairspray, Seasalt styling spray for hair, Lipstick, Lip liner, Lip gloss, Eye shadow, Eyeliner, Mascara, Blush, Skin bronzer, Foundation, Face powder, Skin cream, Body lotion, and Facial masks

### Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
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### Mark Cited by Opposer as Basis for Opposition

U.S. Application No.	86543127	Application Date	02/23/2015
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	LOULU		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 003. First use: First Use: 0 First Use In Commerce: 0 Cosmetics, face cleansers, non-medicated skin exfoliation preparations, skin masks, skin toner, beauty serums, sun block, face oil

Attachments	86543127#TMSN.png( bytes ) opp.PDF(676792 bytes )
Signature	/Amanda M. Jones/
Name	Amanda M. Jones
Date	04/28/2017

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


In the matter of Trademark Application Serial No. 87/185,047  
Filed on September 27, 2016  
For the mark: chez LOULOU salon (and design)  
Published: February 28, 2017

SAROFIMA, LLC	)	
	)	
Opposer,	)	
	)	Opposition No.: _____
v.	)	Serial No. 87/185,047
	)	
ATELIER, INC. dba Chez Loulou,	)	
	)	
Applicant.	)	
_____	)	

**NOTICE OF OPPOSITION**

Opposer SAROFIMA, LLC, a Hawaii limited liability company ("**Opposer**"), having a mailing address at 2828 Kapiolani Boulevard, Honolulu, Hawaii 96826, believes it will be



damaged by registration of the mark  ("**Applicant's Mark**") shown in U.S. Trademark Application Serial No. 87/185,047 (the "**Applicant's Application**") filed by ATELIER, INC. dba Chez Loulou ("**Applicant**") and hereby respectfully submits the following for its opposition to Applicant's Application:

1. Opposer filed U.S. Trademark Application Serial No. 86/543,127 for "LOULU" in standard characters ("**Opposer's Mark**") for "Cosmetics, face cleansers, exfoliators, skin masks, skin toner, beauty serums, sun block, face oil" in International Class 3 on an intent-to-use ("**ITU**") basis on or about February 23, 2015 ("**Opposer's Application**").

2. By Examiner's Amendment dated July 17, 2015, the goods in Opposer's Application were amended to: "Cosmetics, face cleansers, non-medicated skin exfoliation preparations, skin masks, skin toner, beauty serums, sun block, face oil" ("**Opposer's Goods**").


3. Opposer's Mark is the word "LOULU," which is a Hawaiian word. "Loulu" is not a commonly used word and it is not suggestive of the goods sold. The "LOULU" mark, as applied to Opposer's goods, is wholly arbitrary and fanciful, has no descriptive or suggestive meaning when used for the products in question, and thus, is inherently distinctive. Consequently, Opposer's Mark is a strong mark.

4. It is not clear from Applicant's Application what "LOULOU," which is the dominant part of Applicant's Mark, means. LOULOU does not appear to be a name of an individual inasmuch as the Applicant's Application does not contain the written consent of a living individual or a statement that the name does not identify a living individual. It also does not appear to be a non-English word inasmuch as the Applicant's Application contains no English translation of the word. A previous filing by Applicant with this Board suggested that "LOULOU" is a compound word mark, "LouLou." See Exhibit A hereto (Notice of Opposition filed by Applicant on 11/7/16 referring to the mark as "LouLou").

5. Regardless of what the Applicant intended, and as discussed further below, Applicant's Mark is confusingly similar to Opposer's Mark.

6. Under Section 7(c) of the Trademark Act, as amended, the filing of Opposer's Application constitutes "constructive use" of Opposer's Mark as of the filing date, contingent upon the registration of Opposer's Mark. See 15 U.S.C. § 1057(c).

7. On September 27, 2016, the Applicant filed with the U.S. Patent and Trademark

Office the Application to register  on an ITU basis for "Shampoo, Conditioner, Hair

Mousse, Hair Gel, Pomade, Hairspray, Sea salt spray for hair, Lipstick, Lip liner, Lip gloss, Eye shadow, Eyeliner, Mascara, Blush, Bronzer, Foundation, Face powder, Skin cream, Body lotion, and Facial masks” in International Class 3.

8. By Examiner’s Amendment dated January 5, 2017, the goods in the Applicant’s Application were amended to: “Shampoos, Hair Conditioner, Hair Mousse, Hair Gel, Hair Pomades, Hairspray, Sea salt styling spray for hair, Lipstick, Lip liner, Lip gloss, Eye shadow, Eyeliner, Mascara, Blush, Skin bronzer, Foundation, Face powder, Skin cream, Body lotion, and Facial masks (**“Applicant’s Goods”**).

9. Applicant’s Application is not restricted as to trade channels or purchasers.

10. Like Applicant’s Application, Opposer’s Application is not restricted as to channels of trade or purchasers, and thus, the goods identified in Applicant’s Application and Opposer’s Application are presumed to travel in the same channels of trade to the same class of purchasers.

11. Applicant’s Application was published for opposition on February 28, 2017.

12. Opposer filed and obtained extensions of the time to oppose Applicant’s Application until April 29, 2017, and now files this timely Opposition.

13. Opposer has priority based on its constructive use date of February 23, 2015 (its application date), which is earlier than Applicant’s filing date.

14. Applicant’s Mark is confusingly similar to Opposer’s Mark, LOULU, in appearance and overall commercial impression such that confusion as to the source of the goods and/or services offered under the respective marks is likely to result.

#### **Similarity Between the Marks**

15. Opposer’s Mark is the word “LOULU.”

16. In Applicant's Mark, the word "LOULOU" is in the center of the mark, and is in a substantially larger font than the words "chez" and "salon."

17. The dominant portion of Applicant's Mark is "LOULOU," which is nearly identical to "LOULU" with the exception only of the inclusion of a second interior 'O.'

18. The design elements of Applicant's Mark do not prevent a likelihood of confusion.

19. The use of the generic or descriptive terms "chez" and "salon" does not prevent a likelihood of confusion.

20. "Chez" is a well-known French preposition that means "at or in the home of."

21. An appreciable number of purchasers in the United States are likely aware of the translation of "chez" and will translate the word into English.

22. As a generic or descriptive term, "chez" will not have a strong impact on buyers.

23. "Salon" is disclaimed in Applicant's Application.

24. The dominant portion of Applicant's Mark—"LOULOU"—is confusingly similar in appearance and sound to Opposer's Mark, "LOULU."

25. In visual appearance, Applicant's Mark and Opposer's Mark are confusingly similar because there is a difference of only one interior letter.

26. It is not clear from Applicant's Application whether "LOULOU" is a foreign word, a name, or a compound word mark.

27. While the correct pronunciation of "LOULOU" and "LOULU" might differ, there is no such thing as the correct pronunciation of a trademark.

28. The foregoing rule "is especially true where, as here, the marks of the parties both consist of coined and/or unusual terms, and while the pronunciations thereof may vary with the individual, it is quite evident [that they could be pronounced alike]." *JouJou Designs, Inc. v.*

*JOJO Ligne Internationale, Inc.*, 821 F. Supp. 1347, 1354 (N.D. Cal. 1992) (quoting *In re Parfumerie Fragonard G. Fuchs & Cie.*, 137 U.S.P.Q. 612 (1963)).

29. Because neither “LOULOU” nor “LOULU” is an ordinary English word, these words could be pronounced alike by consumers.

30. Considered in their entirety, Applicant’s Mark and Opposer’s Mark have the same overall commercial impression, and Applicant’s Mark is confusingly similar to Opposer’s Mark.

### **Similarity Between the Goods**

31. Here, Applicant is seeking to use Applicant’s Mark on goods that are similar, and in some cases identical, to the goods described in Opposer’s Application.

32. Both Opposer’s Application and Applicant’s Application seek protection for the mark for use on goods in Class 3.

33. Both Opposer’s Application and Applicant’s Application include cosmetics, *compare* Opposer’s Application (for “Cosmetics”) *with* Applicant’s Application (for “Lipstick, Lip liner, Lip gloss, Eye shadow, Eyeliner, Mascara, Blush, Bronzer, Foundation”); and masks, *compare* Opposer’s Application (for “skin masks”) *with* Applicant’s Application (for “Facial masks”).

34. As a result, the use and registration of Applicant’s Mark, as indicated above, would result in confusion, mistake, and/or deception as to the source or origin of Applicant’s Goods, leading consumers to believe that they are somehow affiliated with, or approved, sponsored, or licensed by Opposer.

35. A likelihood of confusion exists under Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d) between Applicant’s Mark and Opposer’s Mark. To the extent there is any doubt as to

whether a likelihood of confusion exists, it must be resolved against Applicant and in favor of Opposer.

36. If Applicant is permitted to use and register Applicant's Mark for Applicant's Goods, confusion in trade would result by reason of the similarity between Applicant's and Opposer's marks and the goods to be sold thereunder, resulting in irreparable damage and injury to Opposer. Any defect, objection, or fault found with goods marketed under Applicant's Mark, would reflect on, and injure, the reputation Opposer will have established for Opposer's Goods sold under Opposer's Mark.

37. If Applicant is granted a registration, Applicant would obtain a *prima facie* exclusive right to use Applicant's Mark. Such registration would become a source of damage and injury to Opposer through the generation of confusion, mistake, and/or deception, the dilution of Opposer's Mark, and the diminution of Opposer's ability to control the quality of goods sold thereunder.

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WHEREFORE, Opposer prays that this Opposition be sustained, that Applicant's Application be refused, and that the mark applied for therein be refused registration. The \$300 fee required in 37 C.F.R. § 2.6(a)(17) is being paid simultaneously with the filing of this Notice of Opposition.

DATED: Honolulu, Hawaii, April 28, 2017.

Respectfully submitted,



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Martin E. Hsia, Reg. No. 32,471

Amanda M. Jones

CADES SCHUTTE

A Limited Liability Law Partnership LLP

1000 Bishop Street, Suite 1200

Honolulu, HI 96813

Tel: (808) 521-9200

Attorneys for Opposer

SAROFIMA, LLC

ESTTA Tracking number: **ESTTA781372**

Filing date: **11/07/2016**

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	Atelier, Inc. DBA Chez Loulou
Granted to Date of previous extension	11/09/2016
Address	16900 Kercheval Avenue Grosse Pointe, MI 48230 UNITED STATES
Attorney information	Susan M. Kornfield Bodman PLC 201 S. Division St., Suite 400 Ann Arbor, MI 48104 UNITED STATES trademarks@bodmanlaw.com Phone:734-761-3780

**Applicant Information**

Application No	86912865	Publication date	07/12/2016
Opposition Filing Date	11/07/2016	Opposition Period Ends	11/09/2016
Applicant	Gardner, James 251 Crandon Blvd 625 Key Biscayne, FL 33149 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: Makeup; cosmetics; perfume; non-medicated skin care preparations
Class 044. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Beauty salon services; Hair salon services, namely, hair cutting, styling, coloring, and hair extension services; Make-up application services

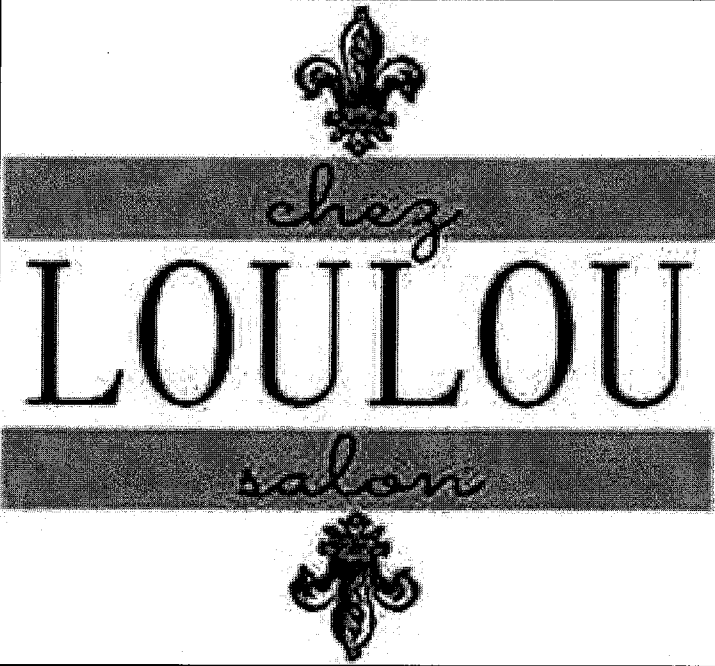
**Grounds for Opposition**

Priority and likelihood of confusion	Trademark Act Section 2(d)
False suggestion of a connection with persons, living or dead, institutions, beliefs, or national symbols, or brings them into contempt, or disrepute	Trademark Act Section 2(a)


**Marks Cited by Opposer as Basis for Opposition**

**EXHIBIT A**

U.S. Registration No.	4998337	Application Date	01/28/2016
Registration Date	07/12/2016	Foreign Priority Date	NONE
Word Mark	CHEZ LOULOU SALON		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 044. First use: First Use: 2016/01/14 First Use In Commerce: 2016/01/14 Beauty salon services; Hair salon services; Nail care salons; Skin care salons		

U.S. Application No.	87185047	Application Date	09/27/2016
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	CHEZ LOULOU SALON		
Design Mark			
Description of Mark	The mark consists of three horizontal bars set between a fleur-de-lis at the top and an upside-down fleur-de-lis at the bottom, and with the top bar containing the word "Chez", the middle bar containing the wording "LOULOU", and the bottom bar containing the word "Salon".		
Goods/Services	Class 003. First use: First Use: 0 First Use In Commerce: 0 Shampoo, Conditioner, Hair Mousse, HairGel, Pomade, Hairspray, Sea salt		

	spray for hair, Lipstick, Lip liner, Lip gloss, Eye shadow, Eyeliner, Mascara, Blush, Bronzer, Foundation, Face powder, Skin cream, Body lotion, and Facial masks
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U.S. Application No.	87185108	Application Date	09/27/2016
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	CHEZ LOULOU SALON		
Design Mark			
Description of Mark	The mark consists of three horizontal bars set between a fleur-de-lis at the top and an upside-down fleur-de-lis at the bottom, and with the top bar containing the word "Chez", the middle bar containing the wording "LOULOU", and the bottom bar containing the word "Salon".		
Goods/Services	Class 044. First use: First Use: 2016/01/14 First Use In Commerce: 2016/01/14 Beauty salon services; Hair salon services; Nail care salons; Skin care salons		

Attachments	86890271#TMSN.png( bytes ) 87185047#TMSN.png( bytes ) 87185108#TMSN.png( bytes ) Atelier_Filed Notice of Opposition 11_7_2016.pdf(416824 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	/susan m. kornfield/
Name	Susan M. Kornfield
Date	11/07/2016

**In the matter of Application Serial No. 86/912865**  
**Filed on February 19, 2016**  
**For the Mark, **TOU LOU****  
**Published in the Official Gazette (Trademark) on July 12, 2016**

**Commissioner for Trademarks**  
**P.O. Box 1451**  
**Alexandria, Virginia 22313-1451**

## NOTICE OF OPPOSITION

services” in International Class 44 (U.S. Application Serial No. 86/912865) (“Applicant’s Mark”). The filing basis for Applicant’s Mark is intent to use.

3. Applicant’s Mark was published for opposition in the Official Gazette (Trademark) on July 12, 2016.
4. On July 26, 2016, Opposer’s First 90 Day Request for Extension of Time to Oppose for Good Cause was granted by the Trademark Trial and Appeal Board (the “Board”), thereby extending Opposer’s time to oppose to November 9, 2016.
5. Opposer now timely files this Opposition.
6. Opposer owns trademarks and service marks (the “Chez LouLou Salon Marks”) that are used in connection with the operation of Chez LouLou Salon, an upscale and full service salon that opened in April of 2013 in Gross Pointe, Michigan. **Exhibit 1**, Printout from Chez LouLou’s website; **Exhibit 2**, Printout from Gross Pointe Patch.
7. In addition to its common-law rights in the Chez LouLou Salon Marks, Opposer is the owner of:
  - a. U.S. Registration No. 4,998,337 for the word mark, CHEZ LOULOU SALON, for use in connection with “Beauty salon services; Hair salon services; Nail care salons; Skin care salons,” in International Class 44. This mark was first used anywhere, and first used in commerce, as of January 14, 2016, in connection with the stated services.
  - b. U.S. Application Serial No. 87/185047 for the design mark depicted below



and for use in connection with “Shampoo, Conditioner, Hair Mousse, Hair Gel, Pomade, Hairspray, Sea salt spray for hair, Lipstick, Lip liner, Lip gloss, Eye shadow, Eyeliner, Mascara, Blush, Bronzer, Foundation, Face powder, Skin cream, Body lotion, and Facial Masks,” in International Class 3. This application is based on intent to use.

- c. U.S. Application Serial No. 87/185108 for the design mark depicted below



and for use in connection with “Beauty salon services; Hair salon services; Nail care services; Skin care salons,” in International Class 44. This mark was first used anywhere, and first used in commerce, as of January 14, 2016, in connection with the stated services.

8. Opposer has priority of use in the Chez LouLou Salon Marks as a result of its use of the marks in the U.S., which pre-dates the filing of Applicant’s Mark.
9. Opposer has built considerable goodwill in the Chez LouLou Salon Marks.
10. Opposer believes it would be damaged by registration of Applicant’s Mark based on the likelihood of confusion between it and the Chez LouLou Salon Marks.
11. Applicant’s Mark, TOU LOU, and a portion of Opposer’s Chez LouLou Salon Marks, LOULOU, are nearly identical in sound and appearance. These similarities in appearance, sound, and commercial impression will likely cause confusion among consumers. Trademark Act § 2(d), 15 U.S.C. § 1027(01)(b)(ii); Trademark Act § 2(d), 15 U.S.C. § 1027(01)(b)(iv).

12. Applicant seeks protection of its Mark for “beauty salon services; hair salon services, namely cutting hair cutting, styling, coloring, and hair extension services; Make-up application services” in International Class 44. Those services are nearly identical to “Beauty salon services; Hair salon services; Nail care salons; Skin care salons,” for which Opposer has federal protection for its word mark, CHEZ LOULOU SALON, U.S. Registration No. 4,998,337; and for which Opposer has filed for federal protection in



connection with its design mark, , U.S Application Serial No 87/185108.

13. Applicant also seeks protection of its Mark for “Make-up; cosmetics; perfume; non-medicated skin care preparations” in International Class 3. Those goods are nearly identical to the “Lipstick, Lip liner, Lip gloss, Eye shadow, Eyeliner, Mascara, Blush, Bronzer, Foundation, Face powder, Skin cream, Body lotion, and Facial Masks” in International Class 3, for which Opposer has filed for federal protection in connection



with its mark, , U.S Application Serial No. 87/185047.

14. Opposer believes it is likely that Applicant’s Mark, when used on or in connection with the identified goods and services, will cause confusion, mistake, or deception in the marketplace. Trademark Act § 2(d), 15 U.S.C. § 1052(d).
15. Opposer believes Applicant’s Mark may falsely suggest a connection with Opposer’s name or identity in that the public will likely believe that Applicant’s goods and services are affiliated with, sponsored by, connected with, approved by, or in some other matter associated with Opposer. Trademark Act § 2(a), 15 U.S.C. § 1052(a).



16. Opposer believes that Applicant was aware of, should have been aware of the Chez LouLou Salon Marks, and is attempting to trade on Opposer's goodwill.
17. Opposer argues it would be damaged by the registration of Applicant's Mark, and requests that registration be refused, and this Opposition be sustained.


Susan M. Kornfield, attorney for Atelier, Inc., DBA Chez LouLou, states as follows: I am the person authorized to sign for the Opposer named in this Notice of Opposition; I have read the motion and know the contents; all statements made of my own knowledge are true and all statements made on information and belief are believed to be true.

Respectfully submitted,  
Bodman PLC

Dated:

Nov. 7, 2016

By:

  
Susan M. Kornfield (skornfield@bodmanlaw.com)  
Megan E. Fink (mfink@bodmanlaw.com)  
Michael J. Serra (mserra@bodmanlaw.com)  
Karen H. Anderson (kanderson@bodmanlaw.com)  
Attorneys for Atelier, Inc.  
201 S. Division St., Suite 400  
Ann Arbor, Michigan 48104  
734-761-3780

### Certificate of Service

I hereby certify that a true and complete copy of the foregoing Notice of Opposition has been served on Applicant James Gardner by mailing said copy on November 7, 2016, via First Class Mail, postage prepaid to:

Christopher Civil  
Raj Abhyanker, P.C.  
451 N Shoreline Blvd  
Mountain View, CA 94043  
U.S.

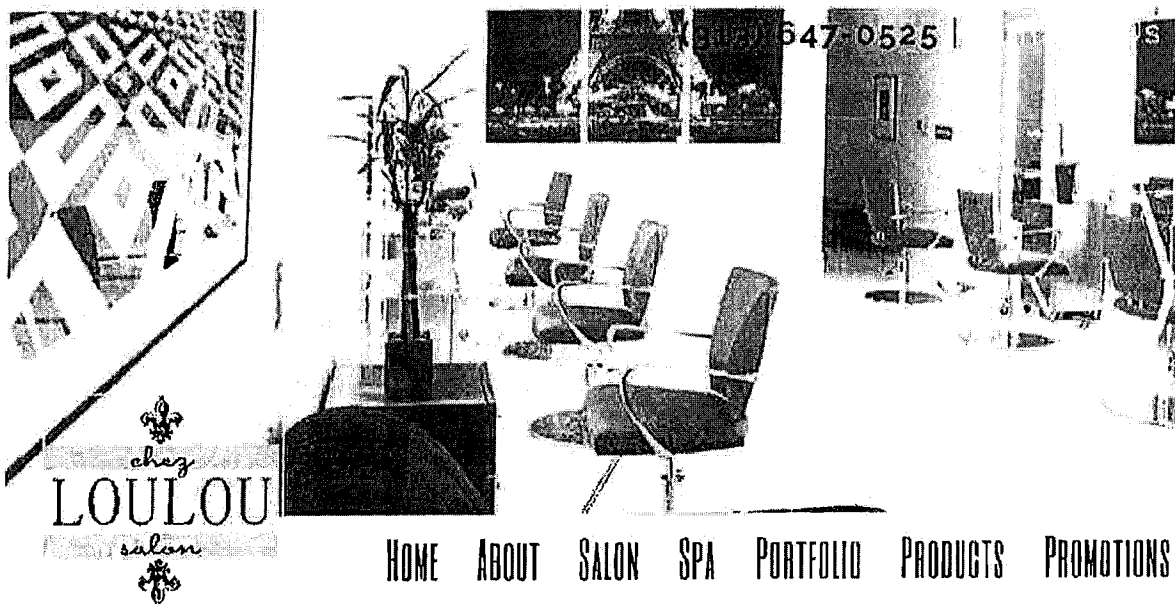
I declare the statements above are true to the best of my information, knowledge and belief.

Dated:  
November 7, 2016

By: Mary Poupard  
Mary Poupard

10/27/2016

Home - Chez Lou Lou in Grosse Pointe, MI



HOME ABOUT SALON SPA PORTFOLIO PRODUCTS PROMOTIONS

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Our Hair Salon and Spa services Grosse Pointe, MI  
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Business (/michigan/grossepointe/business)

## Chez Loulou, a Trendy, European Salon

The owner of Chez Loulou In the Village celebrated her new business Saturday with a ribbon-cutting ceremony with the Grosse Pointe Chamber of Commerce.

By Sara Eaton Martin (Patch Staff) - (<http://patch.com/users/sara-eaton-martin>) April 28, 2013 7:16 am ET  
(<http://my.patch.com/article/14829884/edit>)

Like 0 Share

Brigitte Rist opened her new salon, Chez Loulou, in the Village earlier this year and celebrated it Saturday with a ribbon-cutting ceremony with the Grosse Pointe Chamber of Commerce.

Offering hair, makeup, nails and massage therapy, the salon is a full-service business with seven stylists, two massage therapists, one facialist and one nail technician, Rist said.

The salon is a european spa with a focus on being upscale, trendy and cutting edge, Rist said. All of the employees have been in the business for years and are involved in New York's Fashion Week, she said.

The salon features Prive products, a French line, and wants to keep people in touch with the fashion scene of L.A., New York and Paris, Rist said.

More than a dozen people joined Rist Saturday evening to celebratet her new business, which opened in January. Among those were employees of the salon, City of Grosse Pointe Mayor Dale Scrace and Grosse Pointe Chamber of Commerce Chairwoman Cathy Champion.

Also in attendance were neighboring business owners, including Mike Kramer and Chick Taylor. A small cocktail party followed the ribbon-cutting.

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### 3 Luxury Home Upgrades That Cost Less Than \$5000

(<http://patch.com/michigan/grossepointe/s/fxe5i/3-luxury-home-upgrades-that-cost-less-than-5000>)

Extravagance doesn't always equal expense. Make your house look like a million bucks for much, much less! [SPONSORED]



Rist said business has been "booming" since she opened in January.

The salon is open from 9 a.m. to 7 p.m. Tuesday and Friday; 9 a.m. to 9 p.m. Wednesday and Thursday; and 9 a.m. to 5 p.m. Saturday. It is closed on Sundays and Mondays.

Rist wants to work with other local businesses, including other local salons and has plans to working on fashion shows with the incoming SHE boutique and Dawood, she said.

Opening the salon was a collaborative effort, she said, explaining all of her employees sought her out.

The salon is located at 16000 Kercheval Ave. The phone number is 313-647-0525.

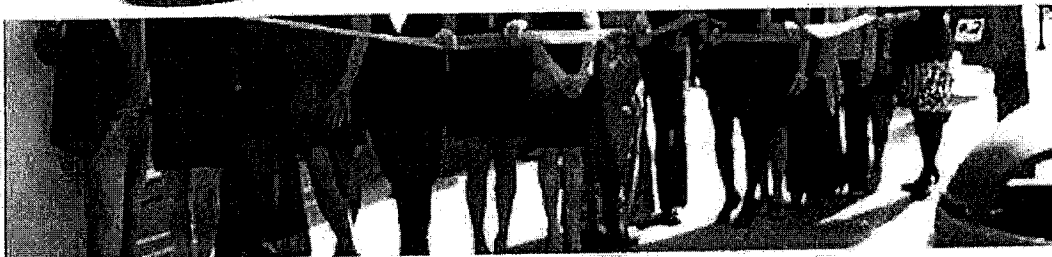


## amazon Lightning Deals

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★★★★★ (107)

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▶ 0:00 / 0:17

### More from Grosse Pointe Patch (/michigan/grossepointe)



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(<http://patch.com/michigan/grossepointe/s/fxr58/watch-live-stream-president-obama-stumps-for-hillary-clinton-in-ann-arbor-michigan>)



**Wow! House: Check out This Sunlit Colonial in Grosse Pointe**

(<http://patch.com/michigan/grossepointe/wow-house-check-out-sunlit-colonial-grosse-pointe>)



**Amazon Echo, Women's Boots, Sweaters, Electric Shavers And More: Monday's Best Holiday Deals**

(<http://patch.com/michigan/grossepointe/s/fxrpr/amazon-echo-womens-boots-sweaters-electric-shavers-and-more-mondays-best-holiday-deals>)

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

In the matter of Trademark Application Serial No. 87/185,047  
Filed on September 27, 2016  
For the mark: chez LOULOU salon (and design)  
Published: February 28, 2017

SAROFIMA, LLC	)	
	)	
Opposer,	)	
	)	Opposition No.: _____
v.	)	Serial No. 87/185,047
	)	
ATELIER, INC. dba Chez Loulou,	)	
	)	
Applicant.	)	
_____	)	

**CERTIFICATE OF SERVICE**

I HEREBY CERTIFY that on this date, a true and correct copy of the NOTICE  
OF OPPOSITION was sent by U.S. first class mail, postage prepaid, to:

Susan M. Kornfield, Esq.  
Bodman PLC  
201 S. Division Street  
Suite 400  
Ann Arbor, Michigan 48104

Attorney for Applicant  
ATELIER, INC. dba Chez Loulou

DATED: Honolulu, Hawaii, April 28, 2017.



---

Martin E. Hsia, Reg. No. 32,471

Amanda M. Jones

CADES SCHUTTE

A Limited Liability Law Partnership LLP

1000 Bishop Street, Suite 1200

Honolulu, HI 96813

Tel: (808) 521-9200

Attorneys for Opposer

SAROFIMA, LLC