

ESTTA Tracking number: **ESTTA1013549**

Filing date: **11/05/2019**

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	Estee Lauder Cosmetics Ltd.
Granted to Date of previous extension	11/13/2019
Address	161 COMMANDER BOULEVARD AGINCOURT, M1S3K9 CANADA

Attorney information	Jason D. Jones Fross Zelnick Lehrman & Zissu, P.C. 151 West 42nd Street, 17th Floor NEW YORK, NY 10036 UNITED STATES jjones@fzlz.com, skipen@fzlz.com, bsolomon@fzlz.com, ttabfiling@fzlz.com 212-813-5900
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Applicant Information

Application No	88317131	Publication date	07/16/2019
Opposition Filing Date	11/05/2019	Opposition Period Ends	11/13/2019
Applicant	MUNFERY GENERAL TRADING CO SPC LLC 1973 73RD STREET BROOKLYN, NY 11204 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: Make-up; Perfumes; Cosmetic soaps
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Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)


Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	1642532	Application Date	06/06/1988
Registration Date	04/30/1991	Foreign Priority Date	NONE

Word Mark	M-A-C
Design Mark	
Description of Mark	NONE
Goods/Services	<p>Class 003. First use: First Use: 1983/01/01 First Use In Commerce: 1985/11/01 COSMETICS, NAMELY, EYE SHADOW, EYE MAKE-UP REMOVER, EYE LINER, FOUNDATION MAKE-UP, FACE POWDER, LIPSTICK, LIP GLOSS, LIP SHINER, MASCARA, NAIL POLISH, EYEBROW PENCIL, ROUGE, FACE SHIMMERS, [HAIR TINTS,] BODY LOTIONS, MOISTURE LOTION, MOISTURE TONICS, SKIN CLEANER, [HAIR SHAMPOO, HAIR CONDITIONER, NON-MEDICATED HAIRCONDITIONER, NON-MEDICATED HAIR PREPARATIONS,] DUSTING POWDER, FACIAL MOISTURIZERS</p> <p>Class 016. First use: First Use: 1983/01/01 First Use In Commerce: 1985/11/01 COSMETIC PENCIL SHARPENERS</p> <p>Class 021. First use: First Use: 1983/01/01 First Use In Commerce: 1985/11/01 COSMETIC CASES SOLD EMPTY, COSMETIC BRUSHES, DUSTERS FOR APPLYING MAKE-UP, LIP BRUSHES, AND COSMETIC SPONGES</p>


U.S. Registration No.	3023827	Application Date	03/07/2005
Registration Date	12/06/2005	Foreign Priority Date	NONE
Word Mark	MAC		
Design Mark			
Description of Mark	NONE		

Goods/Services	<p>Class 003. First use: First Use: 1983/01/01 First Use In Commerce: 1985/11/01 Cosmetic products including lipsticks, lip gloss, lip liners, lip balms, eye shadows, eye lining pencils, liquid eye liners, eye makeup, mascara, eyebrow pencils, artificial eyelashes, blushers, bronzers, multi-use cosmetic sticks, foundation makeup, pressed powder, loose powder, makeup remover, concealers, eye palettes, lip palettes, make-up kits, multi-use colored creams, powders and gels for use on face; nail polish, nail enamel, nail polish remover; non-medicated skin care products, namely cleansers, exfoliators, toners, eye creams, cleansing wipes, moisturizing spritzers, tinted moisturizers; fragrances for personal use</p> <p>Class 044. First use: First Use: 1987/12/31 First Use In Commerce: 1987/12/31 Consultation services in the selection and use of cosmetics, toiletries and beauty treatment</p>
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U.S. Registration No.	2364828	Application Date	11/05/1996
Registration Date	07/04/2000	Foreign Priority Date	NONE
Word Mark	M-A-C-P-R-O		
Design Mark			
Description of Mark	NONE		

Goods/Services	<p>Class 003. First use: First Use: 1998/06/15 First Use In Commerce: 1998/06/15 make-up, namely, foundation, blush, face powders, face creams, blemish concealers, eye shadow, eye pencils, eye creams, lipstick, lip gloss, lip pencils, lip conditioning creams, mascara, lash enhancing/priming preparations, eye brow pencils, eye brow gels, eye brow creams, make-up remover, nail lacquer and nail cream; toiletries, namely, perfumes and colognes, essential oils for personal use and the manufacture of fragrance; skin care preparations, namely, lotions, moisturizing creams, gels, tonics, masks, toners, cleansers and powders; soaps for personal use, bath salts, bath oils, bath gels, deodorants for personal use and antiperspirants; shaving creams, lotions and gels; hair conditioners, shampoo, hair gels, hair sprays, non-medicated hair thickening preparations; sun tan lotions, suntanning preparations, sun block preparations, bronzing preparations, body sprays and body washes</p> <p>Class 035. First use: First Use: 1998/06/15 First Use In Commerce: 1998/06/15 retail store services featuring cosmetics and beauty products</p> <p>Class 042. First use: First Use: 1998/06/15 First Use In Commerce: 1998/06/15 cosmetic, makeup and beauty consultation services</p>
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U.S. Registration No.	2582584	Application Date	05/26/1998
Registration Date	06/18/2002	Foreign Priority Date	NONE
Word Mark	MAC STUDIO FINISH		

Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 1999/02/09 First Use In Commerce: 1999/02/09 Cosmetics, namely, concealers for the eyes or face [, cosmetic compacts containing pressed face powder or cream foundation, foundation makeup, loose face powder]		

U.S. Registration No.	2693950	Application Date	02/07/2001
Registration Date	03/04/2003	Foreign Priority Date	NONE


Word Mark	M.A.C FIX +		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 2002/03/04 First Use In Commerce: 2002/03/04 Facial spritzer		

U.S. Registration No.	3604308	Application Date	12/29/2004
Registration Date	04/07/2009	Foreign Priority Date	NONE


Word Mark	SELECT SHEER MAC PRESSED		
Design Mark			
Description of	NONE		

Mark	
Goods/Services	Class 003. First use: First Use: 2003/03/03 First Use In Commerce: 2003/03/03 Cosmetics, namely, [blushers for the face, bronzing creams and powders for the face and body, concealers for the eyes and face,] cosmetic compacts containing pressed face powder and [cream foundation, foundation makeup,] loose face powder [lip gloss, lipstick, mascara, eye, makeup, namely, eye shadows, eye pencils and eyeliners, fragrances, namely, perfume, cologne, and scented oils for personal use]


U.S. Registration No.	3516372	Application Date	04/04/2008
Registration Date	10/14/2008	Foreign Priority Date	NONE


Word Mark	MINERALIZE MAC		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 2004/06/21 First Use In Commerce: 2004/06/21 Cosmetics		

U.S. Registration No.	3347789	Application Date	03/22/2007
Registration Date	12/04/2007	Foreign Priority Date	NONE

Word Mark	MÂ·AÂ·C PREP + PRIME		
Design Mark			
Description of Mark	The mark consists of MAC in stylized form, PREP + (plus sign) PRIME.		
Goods/Services	Class 003. First use: First Use: 2005/08/31 First Use In Commerce: 2005/08/31 Non-medicated skincare preparations		

U.S. Registration	3464047	Application Date	06/22/2005
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No.			
Registration Date	07/08/2008	Foreign Priority Date	NONE
Word Mark	M·A·C LIQUIDLAST		
Design Mark	 <p>The design mark features the stylized 'MAC' logo in a bold, black, sans-serif font. Below the logo, the word 'LIQUIDLAST' is written in a smaller, black, sans-serif font.</p>		
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 2006/05/31 First Use In Commerce: 2006/05/31 Cosmetics		

U.S. Registration No.	3880331	Application Date	03/21/2008
Registration Date	11/23/2010	Foreign Priority Date	NONE
Word Mark	MAC REFLECTS GLITTER		
Design Mark	 <p>The design mark features the text 'MAC REFLECTS GLITTER' in a bold, black, sans-serif font.</p>		
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 2009/03/31 First Use In Commerce: 2009/03/31 Cosmetics		

U.S. Registration No.	4029518	Application Date	03/18/2010
Registration Date	09/20/2011	Foreign Priority Date	NONE
Word Mark	MAC SUPERSLICK		

Design Mark	MAC SUPERSLICK		
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 2010/08/01 First Use In Commerce: 2010/08/01 Cosmetics		

U.S. Registration No.	3901933	Application Date	02/03/2010
Registration Date	01/04/2011	Foreign Priority Date	NONE
Word Mark	MAC HAUTE & NAUGHTY LASH		
Design Mark	MAC HAUTE & NAUGHTY LASH		
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 2010/07/01 First Use In Commerce: 2010/07/01 Cosmetics		

U.S. Registration No.	4276162	Application Date	07/15/2010
Registration Date	01/15/2013	Foreign Priority Date	NONE
Word Mark	MAC EXTENDED PLAY LASH		
Design Mark	MAC EXTENDED PLAY LASH		

Description of Mark	NONE
Goods/Services	Class 003. First use: First Use: 2012/05/07 First Use In Commerce: 2012/05/07 Cosmetics

Attachments	73734276#TMSN.png(bytes) 78581906#TMSN.png(bytes) 75193313#TMSN.png(bytes) 75490548#TMSN.png(bytes) 76206553#TMSN.png(bytes) 78539769#TMSN.png(bytes) 77440539#TMSN.png(bytes) 77138043#TMSN.png(bytes) 78656038#TMSN.png(bytes) 77428507#TMSN.png(bytes) 77962236#TMSN.png(bytes) 77926745#TMSN.png(bytes) 85085213#TMSN.png(bytes) Notice of Opposition OPERAMAK NEW YORK.PDF(666995 bytes)
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Signature	/s/ Jason D. Jones
Name	Jason D. Jones
Date	11/05/2019

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

ESTEE LAUDER COSMETICS LTD.,

Opposer,

-against-

MUNFERY GENERAL TRADING CO SPC
LLC,

Applicant.

Opposition No. _____

NOTICE OF OPPOSITION

Estee Lauder Cosmetics Ltd., a corporation organized and existing under the laws of Canada, with a principal place of business at 161 Commander Boulevard, Agincourt, Ontario, M1S 3K9 Canada (“Opposer”), believes that it would be damaged by the issuance of a registration for the trademark OPERAMAK NEW YORK (Stylized) in International Class 3 for “Make-up; Perfumes; Cosmetic soaps” as applied for by Applicant Munfery General Trading Co Spc LLC (“Applicant”) in Application Serial No. 88/317,131, and therefore opposes the same. The specific grounds for this opposition are as follows:

FACTS

A. Opposer and Its Registered MAC Marks

1. Opposer is one of the world’s leading manufacturers and marketers of prestige skincare, makeup, and fragrance products.

2. The MAC brand was founded in 1985 and revolutionized the beauty industry by bringing the public products originally designed and created for professional makeup artists.

3. For more than three decades, Opposer, through its licensee Make-up Art Cosmetics Inc., has marketed and sold cosmetics and skincare products throughout the United States under the trademark MAC. The MAC trademark is one of the most recognized marks in the United States in connection with cosmetics and beauty items.

4. The MAC brand has become and remains one of the top prestige cosmetic brands in the United States. In fact, over the course of the last three decades, Opposer and its licensee have grown the MAC brand into one of the world's top five prestige cosmetic brands with yearly sales in the hundreds of millions of dollars and with hundreds of sales locations in the United States.

5. MAC branded products have been the subject of countless articles in magazines including *Allure*, *Cosmopolitan*, *Elle*, *Essence*, *Glamour*, *InStyle*, *People*, *Self*, *Seventeen* and *Town & Country*, as well as in newspapers including *The New York Times*, *The Wall Street Journal* and *Women's Wear Daily*. Opposer advertises and promotes its MAC branded products through advertising in national publications. In addition, Opposer advertises and promotes its MAC branded products through websites and social networking sites.

6. The MAC mark is used on products ranging from skin care to makeup to fragrance to body care. All of the products prominently bear the MAC trademark.

7. The MAC trademark has also been widely exposed to the general public. As a result of the use of MAC brand cosmetics by high profile celebrities, highly publicized collaborations between MAC and fashion designers, and the brand's involvement in films, television, Broadway shows, fashion week and other special events, the MAC brand has become known across the U.S. to both consumers and non-consumers of cosmetics.

8. Opposer owns all rights in the MAC trademark in the U.S. in connection with cosmetics, skin care, and body care including numerous federal trademark registrations for MAC or marks that include MAC (collectively the “MAC Marks”). These marks include:

	<u>Mark</u>	<u>Registration No.</u>	<u>First Use Date</u>	<u>Goods in Class 3</u>
*	M.A.C (Stylized)	1,642,532	1985	Cosmetics, namely, eye shadow, eye make-up remover, eye liner, foundation make-up, face powder, lipstick, lip gloss, lip shiner, mascara, nail polish, eyebrow pencil, rouge, face shimmers, body lotions, moisture lotion, moisture tonics, skin cleaner, dusting powder, facial moisturizers
*	MAC	3,023,827	1985	Cosmetic products including lipsticks, lip gloss, lip liners, lip balms, eye shadows, eye lining pencils, liquid eye liners, eye makeup, mascara, eyebrow pencils, artificial eyelashes, blushers, bronzers, multi-use cosmetic sticks, foundation makeup, pressed powder, loose powder, makeup remover, concealers, eye palettes, lip palettes, make-up kits, multi-use colored creams, powders and gels for use on face; nail polish, nail enamel, nail polish remover; non-medicated skin care products, namely cleansers, exfoliators, toners, eye creams, cleansing wipes, moisturizing spritzers, tinted moisturizers; fragrances for personal use

* M-A-C-P-R-O	2,364,828	1998	Make-up, namely, foundation, blush, face powders, face creams, blemish concealers, eye shadow, eye pencils, eye creams, lipstick, lip gloss, lip pencils, lip conditioning creams, mascara, lash enhancing/priming preparations, eye brow pencils, eye brow gels, eye brow creams, make-up remover, nail lacquer and nail cream; toiletries, namely, perfumes and colognes, essential oils for personal use and the manufacture of fragrance; skin care preparations, namely, lotions, moisturizing creams, gels, tonics, masks, toners, cleansers and powders; soaps for personal use, bath salts, bath oils, bath gels, deodorants for personal use and antiperspirants; shaving creams, lotions and gels; hair conditioners, shampoo, hair gels, hair sprays, non-medicated hair thickening preparations; sun tan lotions, suntanning preparations, sun block preparations, bronzing preparations, body sprays and body washes
* M.A.C STUDIO FINISH (Stylized)	2,582,584	1999	Cosmetics, namely concealers for eyes or face
* M.A.C. FIX + (Stylized)	2,693,950	2002	Facial spritzer
* SELECT SHEER MAC PRESSED (Stylized)	3,604,308	2003	Cosmetics, namely, cosmetic compacts containing pressed face powder and loose face powder
* MINERALIZE MAC	3,516,372	2004	Cosmetics

* M.A.C. PREP + PRIME (Stylized)	3,347,789	2005	Non-medicated skincare preparations
* M.A.C LIQUIDLAST (Stylized)	3,464,047	2006	Cosmetics
* MAC REFLECTS GLITTER	3,880,331	2009	Cosmetics
* MAC SUPERSLICK	4,029,518	2010	Cosmetics
* MAC HAUTE & NAUGHTY LASH	3,901,933	2010	Cosmetics
* MAC EXTENDED PLAY LASH	4,276,162	2012	Cosmetics

All of the registrations identified above are valid, subsisting and in full force and effect and serve as evidence of Opposer’s exclusive right in and to the marks in connection with the goods described in the registrations as provided by Sections 7(b) and 33(a) of the Lanham Act, 15 U.S.C. §§ 1057(a), 1115(a). In addition, those registrations marked with an asterisk are incontestable and as such serve as conclusive evidence of Opposer’s exclusive rights in the marks pursuant to Section 33(b) of the Lanham Act, 15 U.S.C. § 1115(b). Further, the marks identified above establish that Opposer’s rights in the MAC Marks are long prior to any rights on which Applicant may rely. All of the registrations cited above serve to put Applicant on constructive notice of Opposer’s prior rights in the MAC Marks. Printouts of the identified registrations showing status and title are attached hereto as **Exhibit A** and were printed from the U.S. Patent and Trademark Office’s (“USPTO”) online Trademark Status and Document Retrieval database.

9. By virtue of Opposer’s extensive sales, advertising, and promotion of its goods under the MAC Marks, the MAC designation has become instantly recognizable to the public as exclusively denoting Opposer and its cosmetics. As a result of Opposer’s substantial effort and

investment on behalf of its brand, the goodwill inherent in the MAC Marks is an enormously valuable asset of Opposer.

B. Applicant's Application to Register OPERAMAK NEW YORK

10. On information and belief, Applicant is a limited liability company organized and existing under the laws of New York with an address at 1973 73rd Street, Brooklyn, New York 11204.

11. On February 26, 2019, long after Opposer's MAC Marks were first used in commerce, and long after the MAC Marks became well-known and exclusively identified with Opposer's beauty and cosmetic goods, Applicant filed Application Serial No. 88/317,131 to register OPERAMAK NEW YORK (Stylized) for "Make-up; Perfumes; Cosmetic soaps" in International Class 3 (the "Application"), based on an intention to use the mark.

12. Applicant's OPERAMAK NEW YORK mark is highly similar to Opposer's MAC Marks in sight, sound, and commercial impression.

13. The goods identified in the Application are identical or highly related to the goods Opposer offers under its MAC Marks.

14. In view of the similarities of the parties' respective marks and goods, Applicant's use and registration of the OPERAMAK NEW YORK mark in connection with the goods identified in the Application is likely to cause confusion as to the source or sponsorship of Applicant's goods.

15. Indeed, upon information and belief, it appears Applicant *intends* to trade on the fame of the MAC Marks. Specifically, Applicant has offered its cosmetic products on its website under the mark "OPERA MAC NEW YORK"—with the letter "c" replacing the letter

“k” and with OPERA MAC appearing as two words—such that the mark incorporates Opposer’s MAC mark *in its entirety*:

PRODUCT	PRICE	QUANTITY
 OPERA MAC NEW YORK MATTE LIP GLOSS, MAUVE LG229	\$33.00	— 1 +

16. Applicant’s filing date of the Application—February 26, 2019—is long after Opposer and its licensee began using the MAC Marks in connection with goods identical or highly related to those identified in the Application, long after Opposer had obtained federal trademark registrations for MAC or marks that include MAC in connection with goods identical or highly related to those identified in the Application, long after Opposer’s MAC Marks became associated exclusively with Opposer, and long after MAC, used alone or with other terms or symbols as a mark for cosmetics and related beauty products, became associated exclusively with Opposer.

17. As a matter of law, by virtue of Opposer’s numerous U.S. registrations for its MAC Marks, Applicant had constructive knowledge of Opposer’s prior rights in the MAC Marks prior to adopting or seeking to register the OPERAMAK NEW YORK mark. In addition, upon information and belief, in light of the fame of Opposer’s MAC Marks, Applicant was on actual notice of Opposer’s prior rights in the MAC Marks prior to adopting or seeking to register the OPERAMAK NEW YORK mark.

18. The registration of Applicant’s OPERAMAK NEW YORK mark in International Class 3 is inconsistent with Opposer’s prior rights in its MAC Marks as well as inconsistent with

Opposer's statutory grant of exclusivity of use of its registered MAC Marks and would destroy Opposer's investment and goodwill in its MAC Marks.

**FIRST CLAIM FOR RELIEF:
LIKELIHOOD OF CONFUSION UNDER SECTION 2(d)**

19. Opposer repeats and realleges each and every allegation contained in paragraphs 1 through 18 as if fully set forth herein.

20. Opposer has used the MAC Marks continually since a date prior to any date on which Applicant may rely.

21. The MAC Marks are exclusively associated with Opposer.

22. Applicant's OPERAMAK NEW YORK mark is substantially similar to Opposer's registered and prior used MAC Marks and has a similar sound, meaning, appearance and commercial impression to Opposer's MAC Marks. In addition, Applicant seeks to register its mark for goods identical or highly related to the goods long provided by Opposer under its MAC Marks.

23. By virtue of Opposer's long standing use of the MAC Marks, the goodwill associated with those marks, and Opposer's numerous trademark registrations for MAC and MAC composite marks, the registration by Applicant of OPERAMAK NEW YORK for goods identical or highly related to the goods provided by Opposer under its MAC Marks is likely to cause confusion or cause mistake or to deceive the purchasing public into mistakenly believing that Applicant's goods offered under the OPERAMAK NEW YORK mark originate from, come from or are otherwise associated with Opposer or that Applicant's goods are endorsed, sponsored or in some way connected with Opposer or that there is otherwise some relationship between Applicant and Opposer all to Opposer's harm and in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

24. By reason of the foregoing, Opposer is likely to be harmed by registration of Application Serial No. 88/317,131 for the OPERAMAK NEW YORK mark.

SECOND CLAIM FOR RELIEF:
DILUTION UNDER SECTION 2(f)

25. Opposer repeats and re-alleges each and every allegation contained in paragraphs 1 through 18 as if fully set forth herein.

26. The MAC Mark is distinctive and has been used nationally in commerce and widely advertised in the U.S. by Opposer or its licensee for decades. It is instantly recognizable by consumers as a symbol of Opposer and its licensee and their products and is the subject of numerous federal trademark registrations, including incontestable federal trademark registrations. Given the extensive use of the MAC mark, registrations therefore, sales of MAC branded products, and advertising featuring the MAC mark, the MAC trademark is famous under the Lanham Act.

27. Applicant's OPERAMAK NEW YORK mark creates an almost identical commercial impression to Opposer's MAC mark.

28. Applicant's application to register OPERAMAK NEW YORK was filed long after Opposer's MAC mark became famous.

29. Registration of the OPERAMAK NEW YORK mark is likely to dilute and would dilute the distinctive quality of Opposer's MAC mark by lessening the capacity of the trademark MAC to identify and distinguish exclusively the goods of Opposer thereby harming Opposer and violating the Lanham Act, 15 U.S.C. § 1063.

WHEREFORE, it is respectfully requested that this Opposition be sustained and that the registration sought by Applicant in Application Serial No. 88/317,131 be denied in its entirety.

Dated: New York, New York
November 5, 2019

FROSS ZELNICK LEHRMAN
& ZISSU, P.C.

By: 
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Attorneys for Opposer

EXHIBIT A

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Mark: M-A-C



US Serial Number: 73734276

Application Filing Date: Jun. 06, 1988

US Registration Number: 1642532

Registration Date: Apr. 30, 1991

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Apr. 15, 2011

Publication Date: Dec. 19, 1989

Mark Information

Mark Literal Elements: M-A-C

Standard Character Claim: No

Mark Drawing Type: 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

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: COSMETIC CASES SOLD EMPTY, COSMETIC BRUSHES, DUSTERS FOR APPLYING MAKE-UP, LIP BRUSHES, AND COSMETIC SPONGES

International Class(es): 021 - Primary Class

U.S Class(es): 002, 021

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 01, 1983

Use in Commerce: Nov. 01, 1985

For: COSMETIC PENCIL SHARPENERS

International Class(es): 016 - Primary Class

U.S Class(es): 023

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 01, 1983

Use in Commerce: Nov. 01, 1985

For: COSMETICS, NAMELY, EYE SHADOW, EYE MAKE-UP REMOVER, EYE LINER, FOUNDATION MAKE-UP, FACE POWDER, LIPSTICK, LIP GLOSS, LIP SHINER, MASCARA, NAIL POLISH, EYEBROW PENCIL, ROUGE, FACE SHIMMERS, [HAIR TINTS,] BODY LOTIONS, MOISTURE LOTION, MOISTURE TONICS, SKIN CLEANER, [HAIR SHAMPOO, HAIR CONDITIONER, NON-MEDICATED HAIR CONDITIONER, NON-MEDICATED HAIR PREPARATIONS,] DUSTING POWDER, FACIAL MOISTURIZERS

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 01, 1983

Use in Commerce: Nov. 01, 1985

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: ESTEE LAUDER COSMETICS LTD.

Owner Address: 161 COMMANDER BLVD.
AGINCOURT, ONTARIO CANADA

Legal Entity Type: CORPORATION

State or Country Where Organized: CANADA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: LESLEY A MORADIAN

Attorney Primary Email Address: uspto@estee.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: LESLEY A MORADIAN
ESTEE LAUDER COMPANIES LTD.
767 5TH AVE
Trademark Department
NEW YORK, NEW YORK UNITED STATES 10153

Phone: 212-2772325

Correspondent e-mail: uspto@estee.com

Correspondent e-mail Authorized: Yes

Domestic Representative

Domestic Representative Name: LESLEY A. MORADIAN

Prosecution History

Date	Description	Proceeding Number
Jun. 25, 2019	NOTICE OF SUIT	
Apr. 18, 2018	NOTICE OF SUIT	
Dec. 08, 2017	NOTICE OF SUIT	
Apr. 27, 2017	NOTICE OF SUIT	
Apr. 27, 2017	NOTICE OF SUIT	
Apr. 27, 2017	NOTICE OF SUIT	
Apr. 27, 2017	NOTICE OF SUIT	
Apr. 27, 2017	NOTICE OF SUIT	
Mar. 16, 2017	NOTICE OF SUIT	
Mar. 16, 2017	NOTICE OF SUIT	
Mar. 11, 2015	NOTICE OF SUIT	
May 13, 2013	NOTICE OF SUIT	
Apr. 15, 2011	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	67603
Apr. 15, 2011	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Apr. 07, 2011	TEAS SECTION 8 & 9 RECEIVED	
Oct. 18, 2007	CASE FILE IN TICRS	

Jul. 19, 2001	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Jul. 19, 2001	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Mar. 28, 2001	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
May 12, 1997	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Apr. 08, 1997	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Apr. 30, 1991	REGISTERED-PRINCIPAL REGISTER	
Jan. 31, 1991	OPPOSITION TERMINATED NO. 999999	83007
Jan. 14, 1991	OPPOSITION DISMISSED NO. 999999	83007
Jul. 20, 1990	OPPOSITION INSTITUTED NO. 999999	83007
Dec. 19, 1989	PUBLISHED FOR OPPOSITION	
Dec. 19, 1989	PUBLISHED FOR OPPOSITION	
Nov. 18, 1989	NOTICE OF PUBLICATION	
Sep. 29, 1989	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 21, 1989	EXAMINERS AMENDMENT MAILED	
Jul. 22, 1989	ALLOWANCE/COUNT WITHDRAWN	
Jul. 03, 1989	EXAMINERS STATEMENT MAILED	
Jun. 13, 1989	ASSIGNED TO EXAMINER	62871
Apr. 20, 1989	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Oct. 19, 1988	NON-FINAL ACTION MAILED	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Apr. 15, 2011

Proceedings

Summary

Number of Proceedings: 8

Type of Proceeding: Opposition

Proceeding Number: [91249589](#)

Filing Date: Jul 17, 2019

Status: Terminated

Status Date: Oct 15, 2019

Interlocutory Attorney: REBECCA J STEMPIEN_COYLE

Defendant

Name: MAD Cosmetics

Correspondent Address: KEVIN G SMITH
SUGHRUE MION PLLC
2000 PENNSYLVANIA AVE NW
WASHINGTON DC UNITED STATES , 20006

Correspondent e-mail: tm@sughrue.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
M MADCOSMETICS	Abandoned - After Inter-Partes Decision	87815176	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: JESSICA HEISS
THE ESTEE LAUDER COMPANIES
767 FIFTH AVENUE
NEW YORK NY UNITED STATES , 10153

Correspondent e-mail: USPTO@ESTEE.COM , DVOLK@ESTEE.COM

Associated marks			
Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 17, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 17, 2019	Aug 26, 2019
3	INSTITUTED	Jul 17, 2019	
4	NOTICE OF DEFAULT	Sep 05, 2019	
5	BD DECISION: OPP SUSTAINED	Oct 15, 2019	
6	TERMINATED	Oct 15, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91245253](#)

Filing Date: Dec 12, 2018

Status: Pending

Status Date: Jul 10, 2019

Interlocutory Attorney: MARY B MYLES

Defendant

Name: First One Australia Pty Ltd

Correspondent Address: PAULO A DE ALMEIDA
PATEL & ALMEIDA PC
16830 VENTURA BLVD, SUITE 360
ENCINO CA UNITED STATES , 91436

Correspondent e-mail: paulo@paiplaw.com , alex@paiplaw.com , nikki@paiplaw.com , chris@paiplaw.com , inbox@paiplaw.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
LOVERCARE BABYMAC	Opposition Pending	87796521	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: JASON D JONES
FROSS ZELNICK LEHRMAN & ZISSU PC
4 TIMES SQUARE, 17TH FLOOR
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: jjones@fzlj.com , bsolomon@fzlj.com , ttabfiling@fzlj.com

Associated marks			
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Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 12, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 12, 2018	Jan 21, 2019
3	PENDING, INSTITUTED	Dec 12, 2018	
4	D CHANGE OF CORRESP ADDRESS	Jan 11, 2019	
5	D MOT FOR EXT W/ CONSENT	Jan 11, 2019	
6	EXTENSION OF TIME GRANTED	Jan 11, 2019	
7	D MOT FOR EXT W/ CONSENT	Feb 20, 2019	
8	EXTENSION OF TIME GRANTED	Feb 21, 2019	
9	D MOT FOR EXT W/ CONSENT	Mar 21, 2019	
10	EXTENSION OF TIME GRANTED	Mar 21, 2019	
11	D MOT FOR EXT W/ CONSENT	Apr 16, 2019	
12	EXTENSION OF TIME GRANTED	Apr 16, 2019	
13	D MOT FOR EXT W/ CONSENT	May 20, 2019	
14	EXTENSION OF TIME GRANTED	May 20, 2019	
15	NOTICE OF DEFAULT	Jul 01, 2019	
16	D RESP TO BD ORDER/INQUIRY	Jul 08, 2019	
17	TRIAL DATES RESET	Jul 10, 2019	
18	D MOT FOR EXT W/ CONSENT	Jul 12, 2019	
19	EXTENSION OF TIME GRANTED	Jul 12, 2019	
20	D MOT FOR EXT W/ CONSENT	Aug 19, 2019	
21	EXTENSION OF TIME GRANTED	Aug 19, 2019	
22	D CHANGE OF CORRESP ADDRESS	Aug 19, 2019	
23	ANSWER	Sep 18, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91238931](#)

Filing Date: Jan 10, 2018

Status: Terminated

Status Date: Apr 21, 2018

Interlocutory Attorney: KATIE W MCKNIGHT

Defendant

Name: Luo Xuefei

Correspondent ZHOU EMEI
Address: 616 CORPORATE WAY STE 2-5451
VALLEY COTTAGE NY UNITED STATES , 10989

Correspondent e-mail: iplaw_mark@hotmail.com

Mark	Application Status	Serial Number	Registration Number
MAC	Abandoned - After Inter-Partes Decision	79205636	

Plaintiff(s)

Name: Make-Up Art Cosmetics Inc.

Correspondent JESSICA HEISS
Address: MAKE-UP ART COSMETICS INC
767 FIFTH AVENUE
NEW YORK NY UNITED STATES , 10153

Correspondent e-mail: uspto@estee.com

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MAC	REGISTERED AND RENEWED	75439569	2495240
MAC	REGISTERED AND RENEWED	78626418	3092847
MAC	Section 8 and 15 - Accepted and Acknowledged	78626371	4184695
MAC	REGISTERED AND RENEWED	78581906	3023827
MAC	REGISTERED AND RENEWED	78945323	3237448

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 10, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 12, 2018	Feb 21, 2018
3	PENDING, INSTITUTED	Jan 12, 2018	
4	NOTICE OF DEFAULT	Mar 03, 2018	
5	BD DECISION: SUSTAINED	Apr 21, 2018	
6	TERMINATED	Apr 21, 2018	

Type of Proceeding: Opposition

Proceeding Number: [91191370](#) **Filing Date:** Aug 06, 2009
Status: Terminated **Status Date:** May 30, 2012
Interlocutory Attorney: GEORGE POLOGEORGIS

Defendant

Name: Yung Shin Pharm Ind. Co., Ltd

Correspondent MORTON J ROSENBERG
Address: ROSENBERG KLEIN & LEE
3458 ELLICOTT CENTER DR, STE 101
ELLICOTT CITY MD UNITED STATES , 21043-4178

Correspondent e-mail: rkl@rkpatlaw.com , sam@rkpatlaw.com

Mark	Application Status	Serial Number	Registration Number
HAC	Abandoned - After Inter-Partes Decision	77580477	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent BARBARA A SOLOMON
Address: FROSS ZELNICK LEHRMAN & ZISSU PC
866 UNITED NATIONS PLAZA
NEW YORK NY UNITED STATES , 10017

Correspondent e-mail: bsolomon@fzlz.com , jjones@fzlz.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MÄC PIGMENT	Cancelled - Section 8	75844463	2395819
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
M-A-C PRO LASH	Cancelled - Section 8	76206552	2716306
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
M·A·C CHROMEGLASS	Cancelled - Section 8	78531296	3437638
MAC	REGISTERED AND RENEWED	78581906	3023827
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
MAC DAZZLE LASH	Cancelled - Section 8	77341156	3603684
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
MAC PLUSH LASH	Cancelled - Section 8	77052330	3595315

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 06, 2009	Sep 15, 2009
3	PENDING, INSTITUTED	Aug 06, 2009	
4	ANSWER	Sep 14, 2009	
5	STIPULATED PROTECTIVE ORDER	Nov 17, 2009	
6	MOTION ACCEPTED; TRIAL DATES REMAIN AS SET	Nov 18, 2009	
7	STIPULATION FOR AN EXTENSION OF TIME	Feb 24, 2010	
8	EXTENSION OF TIME GRANTED	Feb 25, 2010	
9	STIP FOR INTRODUCTION OF DIRECT TESTIMONY	Jun 01, 2010	
10	STIPULATION NOTED AND APPROVED	Jun 08, 2010	
11	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Jun 17, 2010	
12	EXTENSION OF TIME GRANTED	Jun 17, 2010	
13	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Oct 01, 2010	
14	EXTENSION OF TIME GRANTED	Oct 02, 2010	
15	P'S DEC OF ODIN	Jan 05, 2011	
16	P'S DEC OF ORTIZ	Jan 05, 2011	
17	P'S DEC IF BUGLISI	Jan 05, 2011	
18	PLAINTIFF'S NOTICE OF RELIANCE	Jan 05, 2011	
19	PLAINTIFF'S NOTICE OF RELIANCE	Jan 05, 2011	
20	PLAINTIFF'S NOTICE OF RELIANCE	Jan 05, 2011	
21	P'S DEC OF BUGLISI	Jan 05, 2011	
22	Confidential Brief on Merits for Plaintiff	Jun 21, 2011	
23	BRIEF ON MERITS FOR PLAINTIFF	Jun 22, 2011	
24	BRIEF ON MERITS FOR PLAINTIFF	Jun 21, 2011	
25	BRIEF ON MERITS FOR PLAINTIFF	Jun 22, 2011	
26	P'S REBUTTAL BRIEF	Aug 01, 2011	
27	SUBMITTED ON BRIEF	Sep 08, 2011	
28	BOARD'S DECISION: SUSTAINED	Mar 12, 2012	
29	TERMINATED	May 30, 2012	

Type of Proceeding: Opposition

Proceeding Number: [91122651](#)

Filing Date: Apr 20, 2001

Status: Terminated

Status Date: Apr 29, 2003

Interlocutory Attorney: ELIZABETH A DUNN

Defendant

Name: KOTOBUKI PRINTING CO., LTD.

Correspondent Address: SEAN M. MCGINN
MCGINN AND GIBB, P.C.
1701 CLARENDON BLVD. SUITE 100
ARLINGTON VA UNITED STATES , 22209

Associated marks

Mark	Application Status	Serial Number	Registration Number
MACOS	Abandoned - No Statement Of Use Filed	75927459	

Plaintiff(s)

Name: MAKE-UP ART COSMETICS INC.

Correspondent Address: BRUCE J. GOLDNER
SKADDEN ARPS SLATE MEAGHER & FLOM, LLP
FOUR TIMES SQUARE
NEW YORK NY UNITED STATES , 10036

Associated marks

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 20, 2001	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 30, 2001	Jun 09, 2001
3	PENDING, INSTITUTED	Apr 30, 2001	
4	ANSWER	Jun 11, 2001	
5	DEF'S MOTION FOR LEAVE TO FILE AMENDED A NSWER	Dec 19, 2001	
6	DEF'S MOTION FOR LEAVE IS GRANTED AND DE F'S AMENDED ANSWER ACCEPTED	Feb 07, 2002	
7	PL'S STIP MOTION TO EXTEND	Dec 21, 2001	
8	PL'S STIP. MOTION TO EXTEND TIME PERIOD	Feb 04, 2002	
9	PL'S STIP. MOTION TO EXTEND TIME	Apr 24, 2002	
10	PL'S STIP. MOTION TO EXTEND TIME	May 31, 2002	
11	SUSPENDED	Jun 20, 2002	
12	pl's motion to resume and dismiss proceedings	Apr 01, 2003	
13	BOARD'S DECISION: DISMISSED AS MOOT	Apr 29, 2003	
14	TERMINATED	Apr 29, 2003	

Type of Proceeding: Opposition

Proceeding Number: [91101740](#)

Filing Date: Apr 04, 1996

Status: Terminated

Status Date: Jan 23, 1997

Interlocutory Attorney:

Defendant

Name: SEYCHELLES, L.L.C.

Correspondent Address: BRUCE W. LONGBOTTOM
ICE, MILLER, DONADIO & RYAN
ONE AMERICAN SQUARE BOX 82001
INDIANAPOLIS IN UNITED STATES , 46282

Associated marks

Mark	Application Status	Serial Number	Registration Number
MAS	Abandoned - After Inter-Partes Decision	74610266	

Plaintiff(s)

Name: MAKE UP ART COSMETICS LTD.

Correspondent KENNETH R. UMANS
Address: COLUCCI & UMANS
101 EAST 52ND STREET
NEW YORK NY UNITED STATES , 10022

Associated marks

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 04, 1996	
2	NOTICE SENT; ANSWER DUE (DUE DATE)	May 17, 1996	Jun 26, 1996
3	PENDING, INSTITUTED	May 17, 1996	
4	NOTICE OF DEFAULT	Sep 10, 1996	
5	BOARD'S DECISION: SUSTAINED	Jan 23, 1997	
6	TERMINATED	Jan 23, 1997	

Type of Proceeding: Opposition

Proceeding Number: [91100595](#) **Filing Date:** Dec 14, 1995
Status: Terminated **Status Date:** Jan 29, 1997
Interlocutory Attorney: GERARD F ROGERS

Defendant

Name: MODELS MAKEUP COSMETICS, INC.
Correspondent GEORGE C. MYERS, JR
Address: WIGMAN, COHEN, LEITNER & MYERS, P.C.
THE FARRAGUT BLDG., SUITE 1000-10TH FL. 900- 17TH ST., N.W.
WASHINGTON DC UNITED STATES , 20006

Associated marks

Mark	Application Status	Serial Number	Registration Number
MMC MODELS MAKEUP COSMETICS, INC.	Abandoned - After Inter-Partes Decision	74602022	1954572

Plaintiff(s)

Name: MAKE UP ART COSMETICS LTD.
Correspondent KENNETH R. UMANS
Address: COLUCCI & UMANS
101 EAST 52ND STREET
NEW YORK NY UNITED STATES , 10022

Associated marks

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 14, 1995	
2	NOTICE SENT; ANSWER DUE (DUE DATE)	Feb 26, 1996	Apr 06, 1996
3	PENDING, INSTITUTED	Feb 26, 1996	
4	NOTICE OF DEFAULT	Jul 02, 1996	
5	BOARD'S DECISION: SUSTAINED	Jan 28, 1997	
6	TERMINATED	Jan 29, 1997	

Type of Proceeding: Opposition

Proceeding Number: [91083007](#) **Filing Date:** Jun 15, 1990
Status: Terminated **Status Date:** Jan 31, 1991
Interlocutory Attorney:

Defendant**Name:** MAKE-UP ART (COSMETICS) LIMITED**Correspondent** PAUL HERBERT**Address:** C/O RICHES, MCKENZIE & HERBERT
SUITE 2900 2 BLOOR STREET EAST
TORONTO , ONTARIO M4 , W 3J5**Associated marks**

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532

Plaintiff(s)**Name:** ASHLAND OIL, INC.**Correspondent** RICHARD C. WILLSON, JR.**Address:** C/O ASHLAND, OIL, INC.
P.O. BOX 391, BL-5
ASHLAND KY UNITED STATES , 41114**Associated marks**

Mark	Application Status	Serial Number	Registration Number
MAC'S	REGISTERED AND RENEWED	72204802	794588

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED & FEE	Jun 15, 1990	
2	NOTICE SENT; ANSWER DUE (DUE DATE)	Jul 20, 1990	Aug 29, 1990
3	PENDING, INSTITUTED	Jul 20, 1990	
4	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Aug 29, 1990	
5	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Sep 28, 1990	
6	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Oct 11, 1990	
7	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Oct 26, 1990	
8	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Nov 07, 1990	
9	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Nov 29, 1990	
10	PL'S MOT TO DISMISS OPPOSITION	Dec 24, 1990	
11	BOARD'S DECISION: DISMISSED	Jan 14, 1991	
12	TERMINATED	Jan 31, 1991	

Generated on: This page was generated by TSDR on 2019-11-05 11:12:51 EST

Mark: MAC

MAC

US Serial Number: 78581906

Application Filing Date: Mar. 07, 2005

US Registration Number: 3023827

Registration Date: Dec. 06, 2005

Register: Principal

Mark Type: Trademark, Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Oct. 27, 2015

Publication Date: Sep. 13, 2005

Mark Information

Mark Literal Elements: MAC

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 1642532, 2495240

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: Consultation services in the selection and use of cosmetics, toiletries and beauty treatment

International Class(es): 044 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 31, 1987

Use in Commerce: Dec. 31, 1987

For: Cosmetic products including lipsticks, lip gloss, lip liners, lip balms, eye shadows, eye lining pencils, liquid eye liners, eye makeup, mascara, eyebrow pencils, artificial eyelashes, blushers, bronzers, multi-use cosmetic sticks, foundation makeup, pressed powder, loose powder, makeup remover, concealers, eye palettes, lip palettes, make-up kits, multi-use colored creams, powders and gels for use on face; nail polish, nail enamel, nail polish remover; non-medicated skin care products, namely cleansers, exfoliators, toners, eye creams, cleansing wipes, moisturizing spritzers, tinted moisturizers; fragrances for personal use

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 01, 1983

Use in Commerce: Nov. 01, 1985

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: ESTEE LAUDER COSMETICS LTD.

Owner Address: 161 COMMANDER BOULEVARD
AGINCOURT M1S 3K9 CANADA

Legal Entity Type: CORPORATION

State or Country Where Organized: CANADA

Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent Name/Address: ESTEE LAUDER COSMETICS LTD.
161 COMMANDER BOULEVARD
AGINCOURT M1S 3K9 CANADA

Phone: 212-277-2322

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jun. 25, 2019	NOTICE OF SUIT	
May 22, 2018	NOTICE OF SUIT	
Dec. 08, 2017	NOTICE OF SUIT	
Apr. 27, 2017	NOTICE OF SUIT	
Apr. 27, 2017	NOTICE OF SUIT	
Mar. 16, 2017	NOTICE OF SUIT	
Mar. 16, 2017	NOTICE OF SUIT	
Oct. 27, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Oct. 27, 2015	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	75184
Oct. 27, 2015	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	75184
Oct. 27, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75184
Sep. 16, 2015	TEAS SECTION 8 & 9 RECEIVED	
Sep. 16, 2015	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 11, 2015	NOTICE OF SUIT	
May 13, 2013	NOTICE OF SUIT	
Jan. 04, 2011	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76293
Jan. 04, 2011	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76293
Dec. 10, 2010	TEAS SECTION 8 & 15 RECEIVED	
Dec. 06, 2005	REGISTERED-PRINCIPAL REGISTER	
Sep. 13, 2005	PUBLISHED FOR OPPOSITION	
Aug. 24, 2005	NOTICE OF PUBLICATION	
Jul. 25, 2005	LAW OFFICE PUBLICATION REVIEW COMPLETED	65864
Jul. 22, 2005	ASSIGNED TO LIE	65864
Jul. 21, 2005	EXAMINER'S AMENDMENT MAILED	
Jul. 21, 2005	APPROVED FOR PUB - PRINCIPAL REGISTER	

Jul. 21, 2005 EXAMINERS AMENDMENT -WRITTEN
Jul. 18, 2005 ASSIGNED TO EXAMINER
Mar. 14, 2005 NEW APPLICATION ENTERED IN TRAM

80801
80801

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Oct. 27, 2015

Proceedings

Summary

Number of
Proceedings: 5

Type of Proceeding: Opposition

Proceeding
Number: [91249589](#)

Filing Date: Jul 17, 2019

Status: Terminated

Status Date: Oct 15, 2019

Interlocutory
Attorney: REBECCA J STEMPIEN_COYLE

Defendant

Name: MAD Cosmetics

Correspondent
Address: KEVIN G SMITH
SUGHRUE MION PLLC
2000 PENNSYLVANIA AVE NW
WASHINGTON DC UNITED STATES , 20006

Correspondent e-
mail: tm@sughrue.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
M MADCOSMETICS	Abandoned - After Inter-Partes Decision	87815176	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent
Address: JESSICA HEISS
THE ESTEE LAUDER COMPANIES
767 FIFTH AVENUE
NEW YORK NY UNITED STATES , 10153

Correspondent e-
mail: USPTO@ESTEE.COM , DVOLK@ESTEE.COM

Associated marks

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331

MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 17, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 17, 2019	Aug 26, 2019
3	INSTITUTED	Jul 17, 2019	
4	NOTICE OF DEFAULT	Sep 05, 2019	
5	BD DECISION: OPP SUSTAINED	Oct 15, 2019	
6	TERMINATED	Oct 15, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91245253](#)

Filing Date: Dec 12, 2018

Status: Pending

Status Date: Jul 10, 2019

Interlocutory Attorney: MARY B MYLES

Defendant

Name: First One Australia Pty Ltd

Correspondent Address: PAULO A DE ALMEIDA
PATEL & ALMEIDA PC
16830 VENTURA BLVD, SUITE 360
ENCINO CA UNITED STATES , 91436

Correspondent e-mail: paulo@paiplaw.com , alex@paiplaw.com , nikki@paiplaw.com , chris@paiplaw.com , inbox@paiplaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LOVERCARE BABYMAC	Opposition Pending	87796521	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: JASON D JONES
FROSS ZELNICK LEHRMAN & ZISSU PC
4 TIMES SQUARE, 17TH FLOOR
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: jjones@fzlz.com , bsolomon@fzlz.com , ttabfiling@fzlz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518

MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 12, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 12, 2018	Jan 21, 2019
3	PENDING, INSTITUTED	Dec 12, 2018	
4	D CHANGE OF CORRESP ADDRESS	Jan 11, 2019	
5	D MOT FOR EXT W/ CONSENT	Jan 11, 2019	
6	EXTENSION OF TIME GRANTED	Jan 11, 2019	
7	D MOT FOR EXT W/ CONSENT	Feb 20, 2019	
8	EXTENSION OF TIME GRANTED	Feb 21, 2019	
9	D MOT FOR EXT W/ CONSENT	Mar 21, 2019	
10	EXTENSION OF TIME GRANTED	Mar 21, 2019	
11	D MOT FOR EXT W/ CONSENT	Apr 16, 2019	
12	EXTENSION OF TIME GRANTED	Apr 16, 2019	
13	D MOT FOR EXT W/ CONSENT	May 20, 2019	
14	EXTENSION OF TIME GRANTED	May 20, 2019	
15	NOTICE OF DEFAULT	Jul 01, 2019	
16	D RESP TO BD ORDER/INQUIRY	Jul 08, 2019	
17	TRIAL DATES RESET	Jul 10, 2019	
18	D MOT FOR EXT W/ CONSENT	Jul 12, 2019	
19	EXTENSION OF TIME GRANTED	Jul 12, 2019	
20	D MOT FOR EXT W/ CONSENT	Aug 19, 2019	
21	EXTENSION OF TIME GRANTED	Aug 19, 2019	
22	D CHANGE OF CORRESP ADDRESS	Aug 19, 2019	
23	ANSWER	Sep 18, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91242796](#)

Filing Date: Jul 25, 2018

Status: Terminated

Status Date: Nov 15, 2018

Interlocutory Attorney: ANN LINNEHAN VOGLER

Defendant

Name: El Amir import export company for hairdr essing supplied and equipment Ltd

Correspondent Address: EL AMIR IMPORT EXPO EL AMIR IMPORT EXPO
POB 783 P OB 783 UM-EL-FAHEM 300100
UM-EL-FAHEM 3001000 ISRAEL

Correspondent e-mail: sm@apps.mygbiz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MAS COSMETICS	Abandoned - After Inter-Partes Decision	87367911	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: BARBARA A SOLOMON
FROSS ZELNICK LEHERMAN & ZISSU PC
4 TIMES SQUARE
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: bsolomon@fzlz.com , jjones@fzlz.com , ttabfiling@fzlz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 25, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 02, 2018	Sep 11, 2018
3	PENDING, INSTITUTED	Aug 02, 2018	
4	NOTICE OF DEFAULT	Sep 21, 2018	
5	BD DECISION: OPP SUSTAINED	Nov 15, 2018	
6	TERMINATED	Nov 15, 2018	

Type of Proceeding: Opposition

Proceeding Number: [91238931](#)

Filing Date: Jan 10, 2018

Status: Terminated

Status Date: Apr 21, 2018

Interlocutory Attorney: KATIE W MCKNIGHT

Defendant

Name: Luo Xuefei

Correspondent Address: ZHOU EMEI
616 CORPORATE WAY STE 2-5451
VALLEY COTTAGE NY UNITED STATES , 10989

Correspondent e-mail: iplaw_mark@hotmail.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MAC	Abandoned - After Inter-Partes Decision	79205636	

Plaintiff(s)

Name: Make-Up Art Cosmetics Inc.

Correspondent Address: JESSICA HEISS
MAKE-UP ART COSMETICS INC
767 FIFTH AVENUE
NEW YORK NY UNITED STATES , 10153

Correspondent e-mail: uspto@estee.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532

MAC	REGISTERED AND RENEWED	75439569	2495240
MAC	REGISTERED AND RENEWED	78626418	3092847
MAC	Section 8 and 15 - Accepted and Acknowledged	78626371	4184695
MAC	REGISTERED AND RENEWED	78581906	3023827
MAC	REGISTERED AND RENEWED	78945323	3237448

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 10, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 12, 2018	Feb 21, 2018
3	PENDING, INSTITUTED	Jan 12, 2018	
4	NOTICE OF DEFAULT	Mar 03, 2018	
5	BD DECISION: SUSTAINED	Apr 21, 2018	
6	TERMINATED	Apr 21, 2018	

Type of Proceeding: Opposition

Proceeding Number: [91191370](#)

Filing Date: Aug 06, 2009

Status: Terminated

Status Date: May 30, 2012

Interlocutory Attorney: GEORGE POLOGEORGIS

Defendant

Name: Yung Shin Pharm Ind. Co., Ltd

Correspondent Address: MORTON J ROSENBERG
ROSENBERG KLEIN & LEE
3458 ELLICOTT CENTER DR, STE 101
ELLICOTT CITY MD UNITED STATES , 21043-4178

Correspondent e-mail: rkl@rklpatlaw.com , sam@rklpatlaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
HAC	Abandoned - After Inter-Partes Decision	77580477	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: BARBARA A SOLOMON
FROSS ZELNICK LEHRMAN & ZISSU PC
866 UNITED NATIONS PLAZA
NEW YORK NY UNITED STATES , 10017

Correspondent e-mail: bsolomon@fzlz.com , jjones@fzlz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MÄC PIGMENT	Cancelled - Section 8	75844463	2395819
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
M-A-C PRO LASH	Cancelled - Section 8	76206552	2716306
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
M-A-C CHROMEGLASS	Cancelled - Section 8	78531296	3437638
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
MAC DAZZLE LASH	Cancelled - Section 8	77341156	3603684
M-A-C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 06, 2009	Sep 15, 2009
3	PENDING, INSTITUTED	Aug 06, 2009	
4	ANSWER	Sep 14, 2009	
5	STIPULATED PROTECTIVE ORDER	Nov 17, 2009	
6	MOTION ACCEPTED; TRIAL DATES REMAIN AS SET	Nov 18, 2009	
7	STIPULATION FOR AN EXTENSION OF TIME	Feb 24, 2010	
8	EXTENSION OF TIME GRANTED	Feb 25, 2010	
9	STIP FOR INTRODUCTION OF DIRECT TESTIMONY	Jun 01, 2010	
10	STIPULATION NOTED AND APPROVED	Jun 08, 2010	
11	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Jun 17, 2010	
12	EXTENSION OF TIME GRANTED	Jun 17, 2010	
13	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Oct 01, 2010	
14	EXTENSION OF TIME GRANTED	Oct 02, 2010	
15	P'S DEC OF ODIN	Jan 05, 2011	
16	P'S DEC OF ORTIZ	Jan 05, 2011	
17	P'S DEC IF BUGLISI	Jan 05, 2011	
18	PLAINTIFF'S NOTICE OF RELIANCE	Jan 05, 2011	
19	PLAINTIFF'S NOTICE OF RELIANCE	Jan 05, 2011	
20	PLAINTIFF'S NOTICE OF RELIANCE	Jan 05, 2011	
21	P'S DEC OF BUGLISI	Jan 05, 2011	
22	Confidential Brief on Merits for Plaintiff	Jun 21, 2011	
23	BRIEF ON MERITS FOR PLAINTIFF	Jun 22, 2011	
24	BRIEF ON MERITS FOR PLAINTIFF	Jun 21, 2011	
25	BRIEF ON MERITS FOR PLAINTIFF	Jun 22, 2011	
26	P'S REBUTTAL BRIEF	Aug 01, 2011	
27	SUBMITTED ON BRIEF	Sep 08, 2011	
28	BOARD'S DECISION: SUSTAINED	Mar 12, 2012	
29	TERMINATED	May 30, 2012	

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Mark: M-A-C-P-R-O

M-A-C-P-R-O

US Serial Number: 75193313

Application Filing Date: Nov. 05, 1996

US Registration Number: 2364828

Registration Date: Jul. 04, 2000

Register: Principal

Mark Type: Trademark, Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Jul. 09, 2010

Publication Date: Jul. 21, 1998

Notice of Allowance Date: Oct. 13, 1998

Mark Information

Mark Literal Elements: M-A-C-P-R-O

Standard Character Claim: No

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

Related Properties Information

Claimed Ownership of US Registrations: 1642532

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: cosmetic, makeup and beauty consultation services

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 15, 1998

Use in Commerce: Jun. 15, 1998

For: retail store services featuring cosmetics and beauty products

International Class(es): 035 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 15, 1998

Use in Commerce: Jun. 15, 1998

For: make-up, namely, foundation, blush, face powders, face creams, blemish concealers, eye shadow, eye pencils, eye creams, lipstick, lip

gloss, lip pencils, lip conditioning creams, mascara, lash enhancing/priming preparations, eye brow pencils, eye brow gels, eye brow creams, make-up remover, nail lacquer and nail cream; toiletries, namely, perfumes and colognes, essential oils for personal use and the manufacture of fragrance; skin care preparations, namely, lotions, moisturizing creams, gels, tonics, masks, toners, cleansers and powders; soaps for personal use, bath salts, bath oils, bath gels, deodorants for personal use and antiperspirants; shaving creams, lotions and gels; hair conditioners, shampoo, hair gels, hair sprays, non-medicated hair thickening preparations; sun tan lotions, suntanning preparations, sun block preparations, bronzing preparations, body sprays and body washes

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 15, 1998

Use in Commerce: Jun. 15, 1998

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: ESTEE LAUDER COSMETICS LTD.

Owner Address: 161 COMMANDER BLVD.
AGINCOURT, ONTARIO CANADA

Legal Entity Type: CORPORATION

State or Country Where Organized: CANADA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: LESLEY A MORADIAN

Attorney Primary Email Address: uspto@estee.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: LESLEY A MORADIAN
ESTEE LAUDER INC
767 FIFTH AVENUE
NEW YORK, NEW YORK UNITED STATES 10153

Correspondent e-mail: uspto@estee.com

Correspondent e-mail Authorized: Yes

Domestic Representative

Domestic Representative Name: Lesley A. Moradian

Prosecution History

Date	Description	Proceeding Number
Jul. 04, 2019	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Jun. 07, 2011	CASE FILE IN TICRS	
Jun. 06, 2011	CASE FILE IN TICRS	
Jul. 09, 2010	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	68973
Jul. 09, 2010	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jul. 07, 2010	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68973
Jul. 02, 2010	TEAS SECTION 8 & 9 RECEIVED	
Mar. 02, 2007	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	61619
Dec. 15, 2006	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	

Dec. 15, 2006 TEAS SECTION 8 & 15 RECEIVED
 Jul. 04, 2000 REGISTERED-PRINCIPAL REGISTER
 Apr. 24, 2000 ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED
 Apr. 13, 2000 ASSIGNED TO EXAMINER
 Apr. 12, 2000 STATEMENT OF USE PROCESSING COMPLETE
 Apr. 12, 2000 EXTENSION 2 GRANTED
 Oct. 13, 1999 EXTENSION 2 FILED
 Oct. 13, 1999 USE AMENDMENT FILED
 May 10, 1999 EXTENSION 1 GRANTED
 Apr. 13, 1999 EXTENSION 1 FILED
 Oct. 13, 1998 NOA MAILED - SOU REQUIRED FROM APPLICANT
 Jul. 21, 1998 PUBLISHED FOR OPPOSITION
 Jun. 19, 1998 NOTICE OF PUBLICATION
 Apr. 27, 1998 APPROVED FOR PUB - PRINCIPAL REGISTER
 Apr. 09, 1998 NON-FINAL ACTION MAILED
 Dec. 12, 1997 CORRESPONDENCE RECEIVED IN LAW OFFICE
 Jun. 18, 1997 NON-FINAL ACTION MAILED
 Apr. 10, 1997 ASSIGNED TO EXAMINER

68309

70734

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: SCANNING ON DEMAND

Date in Location: Jun. 07, 2011

Proceedings

Summary

Number of Proceedings: 5

Type of Proceeding: Opposition

Proceeding Number: [91249589](#)

Filing Date: Jul 17, 2019

Status: Terminated

Status Date: Oct 15, 2019

Interlocutory Attorney: REBECCA J STEMPIEN_COYLE

Defendant

Name: MAD Cosmetics

Correspondent Address: KEVIN G SMITH
 SUGHRUE MION PLLC
 2000 PENNSYLVANIA AVE NW
 WASHINGTON DC UNITED STATES , 20006

Correspondent e-mail: tm@sughrue.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
M MADCOSMETICS	Abandoned - After Inter-Partes Decision	87815176	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: JESSICA HEISS
 THE ESTEE LAUDER COMPANIES
 767 FIFTH AVENUE
 NEW YORK NY UNITED STATES , 10153

Correspondent e-mail: USPTO@ESTEE.COM , DVOLK@ESTEE.COM

Associated marks

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 17, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 17, 2019	Aug 26, 2019
3	INSTITUTED	Jul 17, 2019	
4	NOTICE OF DEFAULT	Sep 05, 2019	
5	BD DECISION: OPP SUSTAINED	Oct 15, 2019	
6	TERMINATED	Oct 15, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91245253](#)

Filing Date: Dec 12, 2018

Status: Pending

Status Date: Jul 10, 2019

Interlocutory Attorney: MARY B MYLES

Defendant

Name: First One Australia Pty Ltd

Correspondent Address: PAULO A DE ALMEIDA
PATEL & ALMEIDA PC
16830 VENTURA BLVD, SUITE 360
ENCINO CA UNITED STATES , 91436

Correspondent e-mail: paulo@paiplaw.com , alex@paiplaw.com , nikki@paiplaw.com , chris@paiplaw.com , inbox@paiplaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LOVERCARE BABYMAC	Opposition Pending	87796521	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: JASON D JONES
FROSS ZELNICK LEHRMAN & ZISSU PC
4 TIMES SQUARE, 17TH FLOOR
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: jjones@fzlj.com , bsolomon@fzlj.com , ttabfiling@fzlj.com

Associated marks

Serial	Registration
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Mark	Application Status	Number	Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M-A-C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M-A-C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 12, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 12, 2018	Jan 21, 2019
3	PENDING, INSTITUTED	Dec 12, 2018	
4	D CHANGE OF CORRESP ADDRESS	Jan 11, 2019	
5	D MOT FOR EXT W/ CONSENT	Jan 11, 2019	
6	EXTENSION OF TIME GRANTED	Jan 11, 2019	
7	D MOT FOR EXT W/ CONSENT	Feb 20, 2019	
8	EXTENSION OF TIME GRANTED	Feb 21, 2019	
9	D MOT FOR EXT W/ CONSENT	Mar 21, 2019	
10	EXTENSION OF TIME GRANTED	Mar 21, 2019	
11	D MOT FOR EXT W/ CONSENT	Apr 16, 2019	
12	EXTENSION OF TIME GRANTED	Apr 16, 2019	
13	D MOT FOR EXT W/ CONSENT	May 20, 2019	
14	EXTENSION OF TIME GRANTED	May 20, 2019	
15	NOTICE OF DEFAULT	Jul 01, 2019	
16	D RESP TO BD ORDER/INQUIRY	Jul 08, 2019	
17	TRIAL DATES RESET	Jul 10, 2019	
18	D MOT FOR EXT W/ CONSENT	Jul 12, 2019	
19	EXTENSION OF TIME GRANTED	Jul 12, 2019	
20	D MOT FOR EXT W/ CONSENT	Aug 19, 2019	
21	EXTENSION OF TIME GRANTED	Aug 19, 2019	
22	D CHANGE OF CORRESP ADDRESS	Aug 19, 2019	
23	ANSWER	Sep 18, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91242796](#)

Filing Date: Jul 25, 2018

Status: Terminated

Status Date: Nov 15, 2018

Interlocutory Attorney: ANN LINNEHAN VOGLER

Defendant

Name: El Amir import export company for hairdr essing supplied and equipment Ltd

Correspondent EL AMIR IMPORT EXPO EL AMIR IMPORT EXPO

Address: POB 783 P OB 783 UM-EL-FAHEM 300100
UM-EL-FAHEM 3001000 ISRAEL

Correspondent e-mail: sm@apps.mygbiz.com

Mark	Application Status	Serial Number	Registration Number
MAS COSMETICS	Abandoned - After Inter-Partes Decision	87367911	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: BARBARA A SOLOMON
FROSS ZELNICK LEHERMAN & ZISSU PC
4 TIMES SQUARE
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: bsolomon@fzlz.com , jjones@fzlz.com , ttabfiling@fzlz.com

Mark	Application Status	Serial Number	Registration Number
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 25, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 02, 2018	Sep 11, 2018
3	PENDING, INSTITUTED	Aug 02, 2018	
4	NOTICE OF DEFAULT	Sep 21, 2018	
5	BD DECISION: OPP SUSTAINED	Nov 15, 2018	
6	TERMINATED	Nov 15, 2018	

Type of Proceeding: Opposition

Proceeding Number: [91166894](#)

Filing Date: Oct 07, 2005

Status: Terminated

Status Date: Aug 26, 2006

Interlocutory Attorney: PETER W CATALDO

Defendant

Name: MicroDental Laboratories

Correspondent Address: Jill M. Pietrini
MANATT, PHELPS & PHILLIPS, LLP
11355 West Olympic Boulevard
Los Angeles CA UNITED STATES , 90064-1614

Associated marks			
Mark	Application Status	Serial Number	Registration Number
MAC VENEERS	Abandoned - After Inter-Partes Decision	78417186	
Plaintiff(s)			

Name: MAKE-UP ART COSMETICS, Inc.

Correspondent Address: Barbara Soloman
Fross Zelnick Lehrman & Zissu, P.C.
866 United Nations Plaza
NEW YORK NY UNITED STATES , 10017

Associated marks			
Mark	Application Status	Serial Number	Registration Number
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 07, 2005	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 12, 2005	Nov 21, 2005
3	PENDING, INSTITUTED	Oct 12, 2005	
4	ANSWER	Nov 23, 2005	
5	D'S MOT TO SUSP PEND DISP CIV ACTION	Jan 04, 2006	
6	P'S OPPOSITION/RESPONSE TO MOTION	Jan 06, 2006	
7	SUSPENDED PENDING DISP OF CIVIL ACTION	Jan 11, 2006	
8	P'S OPPOSITION/RESPONSE TO MOTION	Jan 09, 2006	
9	WITHDRAWAL OF OPPOSITION	Aug 16, 2006	
10	BD'S DECISION: DISMISSED W/O PREJUDICE	Aug 26, 2006	
11	TERMINATED	Aug 26, 2006	

Type of Proceeding: Extension of Time

Proceeding Number: [78417186](#)

Filing Date: Sep 13, 2005

Status: Terminated

Status Date: Feb 17, 2006

Interlocutory Attorney:

Defendant

Name: MicroDental Laboratories

Correspondent Address: Heather Balmat
Choate, Hall and Stewart
Exchange Place 53 State Street
Boston MA UNITED STATES , 02109

Associated marks			
Mark	Application Status	Serial Number	Registration Number
MAC VENEERS	Abandoned - After Inter-Partes Decision	78417186	
Potential Opposer(s)			

Name: McDonald's Corporation

Correspondent Address: Kevin G. Smith
Sughrue Mion, PLLC
2100 Pennsylvania Avenue Suite 800
Washington DC UNITED STATES , 20037-3213

Correspondent e-mail: ksmith@sughrue.com , vmullineaux@sughrue.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
MAC JR.	Cancelled - Section 8	75832323	2461112

Name: MAKE-UP ART COSMETICS, Inc.

Correspondent: Barbara Soloman

Address: Fross Zelnick Lehrman & Zissu, P.C.
866 United Nations Plaza
NEW YORK NY UNITED STATES , 10017

Associated marks

Mark	Application Status	Serial Number	Registration Number
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828

Prosecution History

Entry Number	History Text	Date	Due Date
1	INCOMING - EXT TIME TO OPPOSE FILED	Sep 13, 2005	
2	EXTENSION OF TIME GRANTED	Sep 13, 2005	

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Mark: MAC STUDIO FINISH



US Serial Number: 75490548

Application Filing Date: May 26, 1998

US Registration Number: 2582584

Registration Date: Jun. 18, 2002

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Aug. 01, 2012

Publication Date: Jan. 18, 2000

Notice of Allowance Date: Apr. 11, 2000

Mark Information

Mark Literal Elements: MAC STUDIO FINISH

Standard Character Claim: No

Mark Drawing Type: 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

Disclaimer: "FINISH"

Related Properties Information

Claimed Ownership of US Registrations: 1642532, 2034677

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: Cosmetics, namely, concealers for the eyes or face [, cosmetic compacts containing pressed face powder or cream foundation, foundation makeup, loose face powder]

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 09, 1999

Use in Commerce: Feb. 09, 1999

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: ESTEE LAUDER COSMETICS LTD.

Owner Address: 161 COMMANDER BLVD.
AGINCOURT ONTARIO M1S3K9

Legal Entity Type: CORPORATION

State or Country CANADA
Where Organized:

Attorney/Correspondence Information

Attorney of Record - None
Correspondent

Correspondent Name/Address: ESTEE LAUDER COSMETICS LTD.
161 COMMANDER BLVD.
AGINCOURT CANADA M1S3K9

Phone: 212-277-2322

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Aug. 01, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Aug. 01, 2012	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	64591
Aug. 01, 2012	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	64591
Aug. 01, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	64591
Jul. 20, 2012	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 20, 2012	TEAS SECTION 8 & 9 RECEIVED	
Apr. 09, 2008	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	60132
Apr. 08, 2008	ASSIGNED TO PARALEGAL	60132
Mar. 27, 2008	TEAS SECTION 8 & 15 RECEIVED	
Nov. 23, 2007	CASE FILE IN TICRS	
Jun. 18, 2002	REGISTERED-PRINCIPAL REGISTER	
Mar. 04, 2002	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Mar. 01, 2002	ASSIGNED TO EXAMINER	60004
Feb. 28, 2002	STATEMENT OF USE PROCESSING COMPLETE	
Apr. 02, 2001	USE AMENDMENT FILED	
Mar. 10, 2001	EXTENSION 1 GRANTED	
Oct. 11, 2000	EXTENSION 1 FILED	
Feb. 04, 2002	PETITION TO REVIVE-GRANTED	
Apr. 02, 2001	PETITION TO REVIVE-RECEIVED	
Feb. 04, 2001	ABANDONMENT - NO USE STATEMENT FILED	
Apr. 11, 2000	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 18, 2000	PUBLISHED FOR OPPOSITION	
Dec. 17, 1999	NOTICE OF PUBLICATION	
Oct. 15, 1999	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 16, 1999	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jun. 28, 1999	FINAL REFUSAL MAILED	
May 03, 1999	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Nov. 02, 1998	NON-FINAL ACTION MAILED	
Oct. 23, 1998	ASSIGNED TO EXAMINER	60004
Oct. 14, 1998	ASSIGNED TO EXAMINER	75590

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Aug. 01, 2012

Proceedings

Summary

Number of Proceedings: 4

Type of Proceeding: Opposition

Proceeding Number: [91249589](#)

Filing Date: Jul 17, 2019

Status: Terminated

Status Date: Oct 15, 2019

Interlocutory Attorney: REBECCA J STEMPIEN_COYLE

Defendant

Name: MAD Cosmetics

Correspondent Address: KEVIN G SMITH
SUGHRUE MION PLLC
2000 PENNSYLVANIA AVE NW
WASHINGTON DC UNITED STATES , 20006

Correspondent e-mail: tm@sughrue.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
M MADCOSMETICS	Abandoned - After Inter-Partes Decision	87815176	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: JESSICA HEISS
THE ESTEE LAUDER COMPANIES
767 FIFTH AVENUE
NEW YORK NY UNITED STATES , 10153

Correspondent e-mail: USPTO@ESTEE.COM , DVOLK@ESTEE.COM

Associated marks

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 17, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 17, 2019	Aug 26, 2019
3	INSTITUTED	Jul 17, 2019	
4	NOTICE OF DEFAULT	Sep 05, 2019	
5	BD DECISION: OPP SUSTAINED	Oct 15, 2019	
6	TERMINATED	Oct 15, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91245253](#)

Filing Date: Dec 12, 2018

Status: Pending

Status Date: Jul 10, 2019

Interlocutory Attorney: MARY B MYLES

Defendant

Name: First One Australia Pty Ltd

Correspondent Address: PAULO A DE ALMEIDA
 PATEL & ALMEIDA PC
 16830 VENTURA BLVD, SUITE 360
 ENCINO CA UNITED STATES , 91436

Correspondent e-mail: paulo@paiplaw.com , alex@paiplaw.com , nikki@paiplaw.com , chris@paiplaw.com , inbox@paiplaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LOVERCARE BABYMAC	Opposition Pending	87796521	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: JASON D JONES
 FROSS ZELNICK LEHRMAN & ZISSU PC
 4 TIMES SQUARE, 17TH FLOOR
 NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: jjones@fzlz.com , bsolomon@fzlz.com , ttabfiling@fzlz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M-A-C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M-A-C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 12, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 12, 2018	Jan 21, 2019
3	PENDING, INSTITUTED	Dec 12, 2018	
4	D CHANGE OF CORRESP ADDRESS	Jan 11, 2019	
5	D MOT FOR EXT W/ CONSENT	Jan 11, 2019	
6	EXTENSION OF TIME GRANTED	Jan 11, 2019	
7	D MOT FOR EXT W/ CONSENT	Feb 20, 2019	
8	EXTENSION OF TIME GRANTED	Feb 21, 2019	
9	D MOT FOR EXT W/ CONSENT	Mar 21, 2019	
10	EXTENSION OF TIME GRANTED	Mar 21, 2019	
11	D MOT FOR EXT W/ CONSENT	Apr 16, 2019	
12	EXTENSION OF TIME GRANTED	Apr 16, 2019	
13	D MOT FOR EXT W/ CONSENT	May 20, 2019	
14	EXTENSION OF TIME GRANTED	May 20, 2019	
15	NOTICE OF DEFAULT	Jul 01, 2019	
16	D RESP TO BD ORDER/INQUIRY	Jul 08, 2019	
17	TRIAL DATES RESET	Jul 10, 2019	
18	D MOT FOR EXT W/ CONSENT	Jul 12, 2019	
19	EXTENSION OF TIME GRANTED	Jul 12, 2019	
20	D MOT FOR EXT W/ CONSENT	Aug 19, 2019	
21	EXTENSION OF TIME GRANTED	Aug 19, 2019	
22	D CHANGE OF CORRESP ADDRESS	Aug 19, 2019	
23	ANSWER	Sep 18, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91242796](#)

Filing Date: Jul 25, 2018

Status: Terminated

Status Date: Nov 15, 2018

Interlocutory Attorney: ANN LINNEHAN VOGLER

Defendant

Name: El Amir import export company for hairdr essing supplied and equipment Ltd

Correspondent Address: EL AMIR IMPORT EXPO EL AMIR IMPORT EXPO
POB 783 P OB 783 UM-EL-FAHEM 300100
UM-EL-FAHEM 3001000 ISRAEL

Correspondent e-mail: sm@apps.mygbiz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MAS COSMETICS	Abandoned - After Inter-Partes Decision	87367911	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: BARBARA A SOLOMON
FROSS ZELNICK LEHERMAN & ZISSU PC
4 TIMES SQUARE
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: bsolomon@fzlz.com , jjones@fzlz.com , ttabfiling@fzlz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584

M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 25, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 02, 2018	Sep 11, 2018
3	PENDING, INSTITUTED	Aug 02, 2018	
4	NOTICE OF DEFAULT	Sep 21, 2018	
5	BD DECISION: OPP SUSTAINED	Nov 15, 2018	
6	TERMINATED	Nov 15, 2018	

Type of Proceeding: Opposition

Proceeding Number: [91191370](#)

Filing Date: Aug 06, 2009

Status: Terminated

Status Date: May 30, 2012

Interlocutory Attorney: GEORGE POLOGEORGIS

Defendant

Name: Yung Shin Pharm Ind. Co., Ltd

Correspondent Address: MORTON J ROSENBERG
ROSENBERG KLEIN & LEE
3458 ELLICOTT CENTER DR, STE 101
ELLICOTT CITY MD UNITED STATES , 21043-4178

Correspondent e-mail: rkl@rklpatlaw.com , sam@rklpatlaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
HAC	Abandoned - After Inter-Partes Decision	77580477	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: BARBARA A SOLOMON
FROSS ZELNICK LEHRMAN & ZISSU PC
866 UNITED NATIONS PLAZA
NEW YORK NY UNITED STATES , 10017

Correspondent e-mail: bsolomon@fzlz.com , jjones@fzlz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MÄC PIGMENT	Cancelled - Section 8	75844463	2395819
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
M-A-C PRO LASH	Cancelled - Section 8	76206552	2716306

MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
M-A-C CHROMEGLASS	Cancelled - Section 8	78531296	3437638
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
MAC DAZZLE LASH	Cancelled - Section 8	77341156	3603684
M-A-C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
MAC PLUSH LASH	Cancelled - Section 8	77052330	3595315

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 06, 2009	Sep 15, 2009
3	PENDING, INSTITUTED	Aug 06, 2009	
4	ANSWER	Sep 14, 2009	
5	STIPULATED PROTECTIVE ORDER	Nov 17, 2009	
6	MOTION ACCEPTED; TRIAL DATES REMAIN AS SET	Nov 18, 2009	
7	STIPULATION FOR AN EXTENSION OF TIME	Feb 24, 2010	
8	EXTENSION OF TIME GRANTED	Feb 25, 2010	
9	STIP FOR INTRODUCTION OF DIRECT TESTIMONY	Jun 01, 2010	
10	STIPULATION NOTED AND APPROVED	Jun 08, 2010	
11	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Jun 17, 2010	
12	EXTENSION OF TIME GRANTED	Jun 17, 2010	
13	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Oct 01, 2010	
14	EXTENSION OF TIME GRANTED	Oct 02, 2010	
15	P'S DEC OF ODIN	Jan 05, 2011	
16	P'S DEC OF ORTIZ	Jan 05, 2011	
17	P'S DEC IF BUGLISI	Jan 05, 2011	
18	PLAINTIFF'S NOTICE OF RELIANCE	Jan 05, 2011	
19	PLAINTIFF'S NOTICE OF RELIANCE	Jan 05, 2011	
20	PLAINTIFF'S NOTICE OF RELIANCE	Jan 05, 2011	
21	P'S DEC OF BUGLISI	Jan 05, 2011	
22	Confidential Brief on Merits for Plaintiff	Jun 21, 2011	
23	BRIEF ON MERITS FOR PLAINTIFF	Jun 22, 2011	
24	BRIEF ON MERITS FOR PLAINTIFF	Jun 21, 2011	
25	BRIEF ON MERITS FOR PLAINTIFF	Jun 22, 2011	
26	P'S REBUTTAL BRIEF	Aug 01, 2011	
27	SUBMITTED ON BRIEF	Sep 08, 2011	
28	BOARD'S DECISION: SUSTAINED	Mar 12, 2012	
29	TERMINATED	May 30, 2012	

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Mark: M.A.C FIX +



US Serial Number: 76206553

Application Filing Date: Feb. 07, 2001

US Registration Number: 2693950

Registration Date: Mar. 04, 2003

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Jul. 10, 2012

Publication Date: Sep. 11, 2001

Notice of Allowance Date: Dec. 04, 2001

Mark Information

Mark Literal Elements: M.A.C FIX +

Standard Character Claim: No

Mark Drawing Type: 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

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: Facial spritzer

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 04, 2002

Use in Commerce: Mar. 04, 2002

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Estee Lauder Cosmetics Ltd.

Owner Address: 161 Commander Boulevard
Agincourt, Ontario CANADA

Legal Entity Type: CORPORATION

State or Country CANADA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: A. Tally Eitan
Attorney Primary Email Address: trademarks@ems-legal.com
Docket Number: T-10291-03-U
Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: A. Tally Eitan
Eitan, Mehulal & Sadot
18106 Kitchen House Court
c/o Edna Eisemann
Germantown, MARYLAND UNITED STATES 20874
Phone: 518-280-8924
Correspondent e-mail: trademarks@ems-legal.com
Fax: 3019720370
Correspondent e-mail Authorized: Yes

Domestic Representative

Domestic Representative Name: Lesley A. Moradian
Domestic Representative e-mail: uspto@estee.com
Phone: 212-277-2325
Domestic Representative e-mail Authorized: Yes

Prosecution History

Date	Description	Proceeding Number
Jul. 10, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jul. 10, 2012	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	68335
Jul. 10, 2012	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	68335
Jul. 08, 2012	TEAS SECTION 8 & 9 RECEIVED	
Mar. 23, 2009	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	68335
Mar. 19, 2009	TEAS SECTION 8 & 15 RECEIVED	
Mar. 14, 2008	CASE FILE IN TICRS	
Mar. 04, 2003	REGISTERED-PRINCIPAL REGISTER	
Dec. 21, 2002	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 29, 2002	ASSIGNED TO EXAMINER	74308
Nov. 22, 2002	STATEMENT OF USE PROCESSING COMPLETE	
Oct. 02, 2002	USE AMENDMENT FILED	
Oct. 25, 2002	TEAS STATEMENT OF USE RECEIVED	
Oct. 25, 2002	TEAS EXTENSION RECEIVED	
May 21, 2002	EXTENSION 1 GRANTED	
May 06, 2002	EXTENSION 1 FILED	
May 06, 2002	PAPER RECEIVED	
Dec. 04, 2001	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Sep. 11, 2001	PUBLISHED FOR OPPOSITION	
Aug. 22, 2001	NOTICE OF PUBLICATION	
Jul. 21, 2001	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 11, 2001	ASSIGNED TO EXAMINER	74308
Jun. 11, 2001	ASSIGNED TO EXAMINER	59959

TM Staff and Location Information

TM Staff Information - None

File Location

Proceedings

Summary

Number of
Proceedings: 4

Type of Proceeding: Opposition

Proceeding Number: [91249589](#)

Filing Date: Jul 17, 2019

Status: Terminated

Status Date: Oct 15, 2019

Interlocutory Attorney: REBECCA J STEMPIEN_COYLE

Defendant

Name: MAD Cosmetics

Correspondent Address: KEVIN G SMITH
SUGHRUE MION PLLC
2000 PENNSYLVANIA AVE NW
WASHINGTON DC UNITED STATES , 20006

Correspondent e-mail: tm@sughrue.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
M MADCOSMETICS	Abandoned - After Inter-Partes Decision	87815176	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: JESSICA HEISS
THE ESTEE LAUDER COMPANIES
767 FIFTH AVENUE
NEW YORK NY UNITED STATES , 10153

Correspondent e-mail: USPTO@ESTEE.COM , DVOLK@ESTEE.COM

Associated marks

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
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1	FILED AND FEE	Jul 17, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 17, 2019	Aug 26, 2019
3	INSTITUTED	Jul 17, 2019	
4	NOTICE OF DEFAULT	Sep 05, 2019	
5	BD DECISION: OPP SUSTAINED	Oct 15, 2019	
6	TERMINATED	Oct 15, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91245253](#)

Filing Date: Dec 12, 2018

Status: Pending

Status Date: Jul 10, 2019

Interlocutory Attorney: MARY B MYLES

Defendant

Name: First One Australia Pty Ltd

Correspondent Address: PAULO A DE ALMEIDA
PATEL & ALMEIDA PC
16830 VENTURA BLVD, SUITE 360
ENCINO CA UNITED STATES , 91436

Correspondent e-mail: paulo@paiplaw.com , alex@paiplaw.com , nikki@paiplaw.com , chris@paiplaw.com , inbox@paiplaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LOVERCARE BABYMAC	Opposition Pending	87796521	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: JASON D JONES
FROSS ZELNICK LEHRMAN & ZISSU PC
4 TIMES SQUARE, 17TH FLOOR
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: jjones@fzlz.com , bsolomon@fzlz.com , ttabfiling@fzlz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M-A-C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M-A-C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 12, 2018	

2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 12, 2018	Jan 21, 2019
3	PENDING, INSTITUTED	Dec 12, 2018	
4	D CHANGE OF CORRESP ADDRESS	Jan 11, 2019	
5	D MOT FOR EXT W/ CONSENT	Jan 11, 2019	
6	EXTENSION OF TIME GRANTED	Jan 11, 2019	
7	D MOT FOR EXT W/ CONSENT	Feb 20, 2019	
8	EXTENSION OF TIME GRANTED	Feb 21, 2019	
9	D MOT FOR EXT W/ CONSENT	Mar 21, 2019	
10	EXTENSION OF TIME GRANTED	Mar 21, 2019	
11	D MOT FOR EXT W/ CONSENT	Apr 16, 2019	
12	EXTENSION OF TIME GRANTED	Apr 16, 2019	
13	D MOT FOR EXT W/ CONSENT	May 20, 2019	
14	EXTENSION OF TIME GRANTED	May 20, 2019	
15	NOTICE OF DEFAULT	Jul 01, 2019	
16	D RESP TO BD ORDER/INQUIRY	Jul 08, 2019	
17	TRIAL DATES RESET	Jul 10, 2019	
18	D MOT FOR EXT W/ CONSENT	Jul 12, 2019	
19	EXTENSION OF TIME GRANTED	Jul 12, 2019	
20	D MOT FOR EXT W/ CONSENT	Aug 19, 2019	
21	EXTENSION OF TIME GRANTED	Aug 19, 2019	
22	D CHANGE OF CORRESP ADDRESS	Aug 19, 2019	
23	ANSWER	Sep 18, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91242796](#)

Filing Date: Jul 25, 2018

Status: Terminated

Status Date: Nov 15, 2018

Interlocutory Attorney: ANN LINNEHAN VOGLER

Defendant

Name: El Amir import export company for hairdr essing supplied and equipment Ltd

Correspondent Address: EL AMIR IMPORT EXPO EL AMIR IMPORT EXPO
POB 783 P OB 783 UM-EL-FAHEM 300100
UM-EL-FAHEM 3001000 ISRAEL

Correspondent e-mail: sm@apps.mygbiz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MAS COSMETICS	Abandoned - After Inter-Partes Decision	87367911	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: BARBARA A SOLOMON
FROSS ZELNICK LEHERMAN & ZISSU PC
4 TIMES SQUARE
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: bsolomon@fzlz.com , jjones@fzlz.com , ttabfiling@fzlz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308

MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 25, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 02, 2018	Sep 11, 2018
3	PENDING, INSTITUTED	Aug 02, 2018	
4	NOTICE OF DEFAULT	Sep 21, 2018	
5	BD DECISION: OPP SUSTAINED	Nov 15, 2018	
6	TERMINATED	Nov 15, 2018	

Type of Proceeding: Opposition

Proceeding Number: [91191370](#)

Filing Date: Aug 06, 2009

Status: Terminated

Status Date: May 30, 2012

Interlocutory Attorney: GEORGE POLOGEORGIS

Defendant

Name: Yung Shin Pharm Ind. Co., Ltd

Correspondent Address: MORTON J ROSENBERG
ROSENBERG KLEIN & LEE
3458 ELLICOTT CENTER DR, STE 101
ELLICOTT CITY MD UNITED STATES , 21043-4178

Correspondent e-mail: rkl@rklpatlaw.com , sam@rklpatlaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
HAC	Abandoned - After Inter-Partes Decision	77580477	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: BARBARA A SOLOMON
FROSS ZELNICK LEHRMAN & ZISSU PC
866 UNITED NATIONS PLAZA
NEW YORK NY UNITED STATES , 10017

Correspondent e-mail: bsolomon@fzlz.com , jjones@fzlz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
M·A·C	REGISTERED AND RENEWED	73734276	1642532
M·A·C PIGMENT	Cancelled - Section 8	75844463	2395819
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M·A·C FIX +	REGISTERED AND RENEWED	76206553	2693950
M·A·C PRO LASH	Cancelled - Section 8	76206552	2716306
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
M·A·C CHROMEGLASS	Cancelled - Section 8	78531296	3437638

MAC	REGISTERED AND RENEWED	78581906	3023827
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
MAC DAZZLE LASH	Cancelled - Section 8	77341156	3603684
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
MAC PLUSH LASH	Cancelled - Section 8	77052330	3595315

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 06, 2009	Sep 15, 2009
3	PENDING, INSTITUTED	Aug 06, 2009	
4	ANSWER	Sep 14, 2009	
5	STIPULATED PROTECTIVE ORDER	Nov 17, 2009	
6	MOTION ACCEPTED; TRIAL DATES REMAIN AS SET	Nov 18, 2009	
7	STIPULATION FOR AN EXTENSION OF TIME	Feb 24, 2010	
8	EXTENSION OF TIME GRANTED	Feb 25, 2010	
9	STIP FOR INTRODUCTION OF DIRECT TESTIMONY	Jun 01, 2010	
10	STIPULATION NOTED AND APPROVED	Jun 08, 2010	
11	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Jun 17, 2010	
12	EXTENSION OF TIME GRANTED	Jun 17, 2010	
13	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Oct 01, 2010	
14	EXTENSION OF TIME GRANTED	Oct 02, 2010	
15	P'S DEC OF ODIN	Jan 05, 2011	
16	P'S DEC OF ORTIZ	Jan 05, 2011	
17	P'S DEC IF BUGLISI	Jan 05, 2011	
18	PLAINTIFF'S NOTICE OF RELIANCE	Jan 05, 2011	
19	PLAINTIFF'S NOTICE OF RELIANCE	Jan 05, 2011	
20	PLAINTIFF'S NOTICE OF RELIANCE	Jan 05, 2011	
21	P'S DEC OF BUGLISI	Jan 05, 2011	
22	Confidential Brief on Merits for Plaintiff	Jun 21, 2011	
23	BRIEF ON MERITS FOR PLAINTIFF	Jun 22, 2011	
24	BRIEF ON MERITS FOR PLAINTIFF	Jun 21, 2011	
25	BRIEF ON MERITS FOR PLAINTIFF	Jun 22, 2011	
26	P'S REBUTTAL BRIEF	Aug 01, 2011	
27	SUBMITTED ON BRIEF	Sep 08, 2011	
28	BOARD'S DECISION: SUSTAINED	Mar 12, 2012	
29	TERMINATED	May 30, 2012	

Generated on: This page was generated by TSDR on 2019-11-05 11:14:56 EST

Mark: SELECT SHEER MAC PRESSED

SELECT SHEER MAC PRESSED

US Serial Number: 78539769

Application Filing Date: Dec. 29, 2004

US Registration Number: 3604308

Registration Date: Apr. 07, 2009

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Mar. 05, 2015

Publication Date: Jun. 21, 2005

Notice of Allowance Date: Sep. 13, 2005

Mark Information

Mark Literal Elements: SELECT SHEER MAC PRESSED

Standard Character Claim: No

Mark Drawing Type: 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

Color(s) Claimed: Color is not claimed as a feature of the mark.

Disclaimer: "PRESSED"

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: Cosmetics, namely, [blushers for the face, bronzing creams and powders for the face and body, concealers for the eyes and face,] cosmetic compacts containing pressed face powder and [cream foundation, foundation makeup,] loose face powder [lip gloss, lipstick, mascara, eye, makeup, namely, eye shadows, eye pencils and eyeliners, fragrances, namely, perfume, cologne, and scented oils for personal use]

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 03, 2003

Use in Commerce: Mar. 03, 2003

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Estee Lauder Cosmetics Ltd.

Owner Address: 161 Commander Blvd.
Ontario CANADA M1S3K9

Legal Entity Type: CORPORATION

State or Country CANADA
Where Organized:

Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent Name/Address: RITA ODIN
THE ESTEE LAUDER COMPANIES INC.
767 FIFTH AVENUE
NEW YORK, NEW YORK UNITED STATES 10153

Phone: (212) 277-2325

Fax: (212) 572-6743

Domestic Representative

Domestic Representative Name: Rita Odin

Phone: 2122772322

Domestic Representative e-mail: uspto@estee.com

Domestic Representative e-mail Authorized: Yes

Prosecution History

Date	Description	Proceeding Number
Apr. 07, 2018	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Mar. 05, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Mar. 05, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	67723
Mar. 04, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67723
Feb. 18, 2015	TEAS SECTION 8 & 15 RECEIVED	
Apr. 07, 2009	REGISTERED-PRINCIPAL REGISTER	
Mar. 04, 2009	LAW OFFICE REGISTRATION REVIEW COMPLETED	68123
Mar. 04, 2009	ASSIGNED TO LIE	68123
Mar. 02, 2009	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Mar. 02, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Mar. 02, 2009	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	
Mar. 02, 2009	EXAMINERS AMENDMENT E-MAILED	
Mar. 02, 2009	SU-EXAMINER'S AMENDMENT WRITTEN	74812
Feb. 13, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Feb. 13, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Feb. 13, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Aug. 18, 2008	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Aug. 18, 2008	NON-FINAL ACTION E-MAILED	
Aug. 18, 2008	SU - NON-FINAL ACTION - WRITTEN	74812
Jul. 28, 2008	STATEMENT OF USE PROCESSING COMPLETE	76873
Jul. 16, 2008	USE AMENDMENT FILED	76873
Jul. 28, 2008	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76873
Jul. 16, 2008	TEAS STATEMENT OF USE RECEIVED	
May 23, 2008	EXTENSION 5 GRANTED	76538
Mar. 13, 2008	EXTENSION 5 FILED	76538
May 19, 2008	EXTENSION RECEIVED WITH TEAS PETITION	
May 19, 2008	PETITION TO REVIVE-GRANTED	88889
May 19, 2008	TEAS PETITION TO REVIVE RECEIVED	

May 14, 2008	ABANDONMENT NOTICE MAILED - NO USE STATEMENT FILED	
May 14, 2008	ABANDONMENT - NO USE STATEMENT FILED	48494
Jan. 15, 2008	EXTENSION 4 GRANTED	76873
Sep. 13, 2007	EXTENSION 4 FILED	76873
Jan. 03, 2008	EXTENSION RECEIVED WITH TEAS PETITION	
Jan. 03, 2008	PETITION TO REVIVE-GRANTED	88889
Jan. 03, 2008	TEAS PETITION TO REVIVE RECEIVED	
Dec. 17, 2007	ABANDONMENT NOTICE MAILED - NO USE STATEMENT FILED	
Dec. 07, 2007	ABANDONMENT - NO USE STATEMENT FILED	47167
Apr. 28, 2007	EXTENSION 3 GRANTED	71034
Mar. 13, 2007	EXTENSION 3 FILED	71034
Mar. 21, 2007	EXTENSION RECEIVED WITH TEAS PETITION	
Mar. 21, 2007	PETITION TO REVIVE-GRANTED	88889
Mar. 21, 2007	TEAS PETITION TO REVIVE RECEIVED	
Sep. 22, 2006	EXTENSION 2 GRANTED	71034
Sep. 13, 2006	EXTENSION 2 FILED	71034
Sep. 14, 2006	EXTENSION RECEIVED WITH TEAS PETITION	
Sep. 14, 2006	PETITION TO REVIVE-GRANTED	88889
Sep. 14, 2006	TEAS PETITION TO REVIVE RECEIVED	
Apr. 14, 2006	EXTENSION 1 GRANTED	76873
Mar. 13, 2006	EXTENSION 1 FILED	76873
Mar. 31, 2006	EXTENSION RECEIVED WITH TEAS PETITION	
Mar. 31, 2006	PETITION TO REVIVE-GRANTED	88889
Mar. 31, 2006	TEAS PETITION TO REVIVE RECEIVED	
Feb. 10, 2006	ASSIGNED TO EXAMINER	74812
Sep. 13, 2005	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jun. 21, 2005	PUBLISHED FOR OPPOSITION	
Jun. 01, 2005	NOTICE OF PUBLICATION	
Mar. 07, 2005	LAW OFFICE PUBLICATION REVIEW COMPLETED	68171
Mar. 04, 2005	ASSIGNED TO LIE	68171
Feb. 28, 2005	EXAMINER'S AMENDMENT MAILED	
Feb. 25, 2005	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 25, 2005	EXAMINERS AMENDMENT -WRITTEN	73701
Feb. 24, 2005	ASSIGNED TO EXAMINER	73701
Jan. 12, 2005	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 116

Date in Location: Mar. 05, 2015

Proceedings

Summary

Number of Proceedings: 3

Type of Proceeding: Opposition

Proceeding Number: [91249589](#)

Filing Date: Jul 17, 2019

Status: Terminated

Status Date: Oct 15, 2019

Interlocutory Attorney: REBECCA J STEMPIEN_COYLE

Defendant

Name: MAD Cosmetics

Correspondent: KEVIN G SMITH

Address: SUGHRUE MION PLLC
2000 PENNSYLVANIA AVE NW
WASHINGTON DC UNITED STATES , 20006

Correspondent e-mail: tm@sughrue.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
M MADCOSMETICS	Abandoned - After Inter-Partes Decision	87815176	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: JESSICA HEISS
THE ESTEE LAUDER COMPANIES
767 FIFTH AVENUE
NEW YORK NY UNITED STATES , 10153

Correspondent e-mail: USPTO@ESTEE.COM , DVOLK@ESTEE.COM

Associated marks			
Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 17, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 17, 2019	Aug 26, 2019
3	INSTITUTED	Jul 17, 2019	
4	NOTICE OF DEFAULT	Sep 05, 2019	
5	BD DECISION: OPP SUSTAINED	Oct 15, 2019	
6	TERMINATED	Oct 15, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91245253](#)

Filing Date: Dec 12, 2018

Status: Pending

Status Date: Jul 10, 2019

Interlocutory Attorney: MARY B MYLES

Defendant

Name: First One Australia Pty Ltd

Correspondent Address: PAULO A DE ALMEIDA
PATEL & ALMEIDA PC

16830 VENTURA BLVD, SUITE 360
ENCINO CA UNITED STATES , 91436

Correspondent e-mail: paulo@paiplaw.com , alex@paiplaw.com , nikki@paiplaw.com , chris@paiplaw.com , inbox@paiplaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LOVERCARE BABYMAC	Opposition Pending	87796521	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent JASON D JONES
Address: FROSS ZELNICK LEHRMAN & ZISSU PC
4 TIMES SQUARE, 17TH FLOOR
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: ijones@fzlj.com , bsolomon@fzlj.com , ttabfiling@fzlj.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 12, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 12, 2018	Jan 21, 2019
3	PENDING, INSTITUTED	Dec 12, 2018	
4	D CHANGE OF CORRESP ADDRESS	Jan 11, 2019	
5	D MOT FOR EXT W/ CONSENT	Jan 11, 2019	
6	EXTENSION OF TIME GRANTED	Jan 11, 2019	
7	D MOT FOR EXT W/ CONSENT	Feb 20, 2019	
8	EXTENSION OF TIME GRANTED	Feb 21, 2019	
9	D MOT FOR EXT W/ CONSENT	Mar 21, 2019	
10	EXTENSION OF TIME GRANTED	Mar 21, 2019	
11	D MOT FOR EXT W/ CONSENT	Apr 16, 2019	
12	EXTENSION OF TIME GRANTED	Apr 16, 2019	
13	D MOT FOR EXT W/ CONSENT	May 20, 2019	
14	EXTENSION OF TIME GRANTED	May 20, 2019	
15	NOTICE OF DEFAULT	Jul 01, 2019	
16	D RESP TO BD ORDER/INQUIRY	Jul 08, 2019	
17	TRIAL DATES RESET	Jul 10, 2019	

18	D MOT FOR EXT W/ CONSENT	Jul 12, 2019
19	EXTENSION OF TIME GRANTED	Jul 12, 2019
20	D MOT FOR EXT W/ CONSENT	Aug 19, 2019
21	EXTENSION OF TIME GRANTED	Aug 19, 2019
22	D CHANGE OF CORRESP ADDRESS	Aug 19, 2019
23	ANSWER	Sep 18, 2019

Type of Proceeding: Opposition

Proceeding Number: [91242796](#) **Filing Date:** Jul 25, 2018
Status: Terminated **Status Date:** Nov 15, 2018
Interlocutory Attorney: ANN LINNEHAN VOGLER

Defendant

Name: El Amir import export company for hairdr essing supplied and equipment Ltd
Correspondent Address: EL AMIR IMPORT EXPO EL AMIR IMPORT EXPO
 POB 783 P OB 783 UM-EL-FAHEM 300100
 UM-EL-FAHEM 3001000 ISRAEL
Correspondent e-mail: sm@apps.mygbiz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MAS COSMETICS	Abandoned - After Inter-Partes Decision	87367911	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.
Correspondent Address: BARBARA A SOLOMON
 FROSS ZELNICK LEHERMAN & ZISSU PC
 4 TIMES SQUARE
 NEW YORK NY UNITED STATES , 10036
Correspondent e-mail: bsolomon@fzlz.com , jjones@fzlz.com , ttabfiling@fzlz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M-A-C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M-A-C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 25, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 02, 2018	Sep 11, 2018

3	PENDING, INSTITUTED	Aug 02, 2018
4	NOTICE OF DEFAULT	Sep 21, 2018
5	BD DECISION: OPP SUSTAINED	Nov 15, 2018
6	TERMINATED	Nov 15, 2018

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Mark: MINERALIZE MAC

MINERALIZE MAC

US Serial Number: 77440539

Application Filing Date: Apr. 04, 2008

US Registration Number: 3516372

Registration Date: Oct. 14, 2008

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Jul. 18, 2018

Publication Date: Jul. 29, 2008

Mark Information

Mark Literal Elements: MINERALIZE MAC

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 1642532, 3023827

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: Cosmetics

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 21, 2004

Use in Commerce: Jun. 21, 2004

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Estee Lauder Cosmetics Ltd.

Owner Address: 161 Commander Blvd.
Agincourt, Ontario CANADA M1S3K9

Legal Entity Type: CORPORATION

State or Country CANADA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jessica Heiss

Attorney Primary uspto@estee.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent Jessica Heiss
Name/Address: The Estee Lauder Companies Inc.
767 Fifth Avenue
New York, NEW YORK UNITED STATES 10153

Phone: 212-277-2324

Fax: 212-277-2355

Correspondent e- uspto@estee.com
mail:

Correspondent e- Yes
mail Authorized:

Domestic Representative

Domestic Lesley A. Moradian
Representative
Name:

Phone: 212-277-2325

Domestic uspto@estee.com
Representative e-
mail:

Domestic Yes
Representative e-
mail Authorized:

Prosecution History

Date	Description	Proceeding Number
Jul. 18, 2018	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jul. 18, 2018	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	69471
Jul. 18, 2018	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	69471
Jul. 18, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	69471
Jul. 03, 2018	TEAS SECTION 8 & 9 RECEIVED	
Oct. 14, 2017	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Oct. 08, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Oct. 08, 2014	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	70132
Oct. 08, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70132
Oct. 02, 2014	TEAS SECTION 8 & 15 RECEIVED	
Oct. 02, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 14, 2008	REGISTERED-PRINCIPAL REGISTER	
Jul. 29, 2008	PUBLISHED FOR OPPOSITION	
Jul. 09, 2008	NOTICE OF PUBLICATION	
Jun. 26, 2008	LAW OFFICE PUBLICATION REVIEW COMPLETED	68171
Jun. 25, 2008	ASSIGNED TO LIE	68171
Jun. 25, 2008	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 24, 2008	ASSIGNED TO EXAMINER	82104
Apr. 09, 2008	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Jul. 18, 2018

Proceedings**Summary**Number of
Proceedings: 4**Type of Proceeding: Opposition**Proceeding
Number: [91249589](#)

Filing Date: Jul 17, 2019

Status: Terminated

Status Date: Oct 15, 2019

Interlocutory
Attorney: REBECCA J STEMPIEN_COYLE**Defendant**

Name: MAD Cosmetics

Correspondent
Address: KEVIN G SMITH
SUGHRUE MION PLLC
2000 PENNSYLVANIA AVE NW
WASHINGTON DC UNITED STATES , 20006Correspondent e-
mail: tm@sughrue.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
M MADCOSMETICS	Abandoned - After Inter-Partes Decision	87815176	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent
Address: JESSICA HEISS
THE ESTEE LAUDER COMPANIES
767 FIFTH AVENUE
NEW YORK NY UNITED STATES , 10153Correspondent e-
mail: USPTO@ESTEE.COM , DVOLK@ESTEE.COM**Associated marks**

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M-A-C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M-A-C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 17, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 17, 2019	Aug 26, 2019
3	INSTITUTED	Jul 17, 2019	
4	NOTICE OF DEFAULT	Sep 05, 2019	
5	BD DECISION: OPP SUSTAINED	Oct 15, 2019	
6	TERMINATED	Oct 15, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91245253](#)

Filing Date: Dec 12, 2018

Status: Pending

Status Date: Jul 10, 2019

Interlocutory Attorney: MARY B MYLES

Defendant

Name: First One Australia Pty Ltd

Correspondent Address: PAULO A DE ALMEIDA
PATEL & ALMEIDA PC
16830 VENTURA BLVD, SUITE 360
ENCINO CA UNITED STATES , 91436

Correspondent e-mail: paulo@paiplaw.com , alex@paiplaw.com , nikki@paiplaw.com , chris@paiplaw.com , inbox@paiplaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LOVERCARE BABYMAC	Opposition Pending	87796521	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: JASON D JONES
FROSS ZELNICK LEHRMAN & ZISSU PC
4 TIMES SQUARE, 17TH FLOOR
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: jjones@fzlz.com , bsolomon@fzlz.com , ttabfiling@fzlz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M-A-C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M-A-C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
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1	FILED AND FEE	Dec 12, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 12, 2018	Jan 21, 2019
3	PENDING, INSTITUTED	Dec 12, 2018	
4	D CHANGE OF CORRESP ADDRESS	Jan 11, 2019	
5	D MOT FOR EXT W/ CONSENT	Jan 11, 2019	
6	EXTENSION OF TIME GRANTED	Jan 11, 2019	
7	D MOT FOR EXT W/ CONSENT	Feb 20, 2019	
8	EXTENSION OF TIME GRANTED	Feb 21, 2019	
9	D MOT FOR EXT W/ CONSENT	Mar 21, 2019	
10	EXTENSION OF TIME GRANTED	Mar 21, 2019	
11	D MOT FOR EXT W/ CONSENT	Apr 16, 2019	
12	EXTENSION OF TIME GRANTED	Apr 16, 2019	
13	D MOT FOR EXT W/ CONSENT	May 20, 2019	
14	EXTENSION OF TIME GRANTED	May 20, 2019	
15	NOTICE OF DEFAULT	Jul 01, 2019	
16	D RESP TO BD ORDER/INQUIRY	Jul 08, 2019	
17	TRIAL DATES RESET	Jul 10, 2019	
18	D MOT FOR EXT W/ CONSENT	Jul 12, 2019	
19	EXTENSION OF TIME GRANTED	Jul 12, 2019	
20	D MOT FOR EXT W/ CONSENT	Aug 19, 2019	
21	EXTENSION OF TIME GRANTED	Aug 19, 2019	
22	D CHANGE OF CORRESP ADDRESS	Aug 19, 2019	
23	ANSWER	Sep 18, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91242796](#)

Filing Date: Jul 25, 2018

Status: Terminated

Status Date: Nov 15, 2018

Interlocutory Attorney: ANN LINNEHAN VOGLER

Defendant

Name: El Amir import export company for hairdr essing supplied and equipment Ltd

Correspondent Address: EL AMIR IMPORT EXPO EL AMIR IMPORT EXPO
POB 783 P OB 783 UM-EL-FAHEM 300100
UM-EL-FAHEM 3001000 ISRAEL

Correspondent e-mail: sm@apps.mygbiz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MAS COSMETICS	Abandoned - After Inter-Partes Decision	87367911	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: BARBARA A SOLOMON
FROSS ZELNICK LEHERMAN & ZISSU PC
4 TIMES SQUARE
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: bsolomon@fzlz.com , jjones@fzlz.com , ttabfiling@fzlz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311

SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 25, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 02, 2018	Sep 11, 2018
3	PENDING, INSTITUTED	Aug 02, 2018	
4	NOTICE OF DEFAULT	Sep 21, 2018	
5	BD DECISION: OPP SUSTAINED	Nov 15, 2018	
6	TERMINATED	Nov 15, 2018	

Type of Proceeding: Opposition

Proceeding Number: [91191370](#)

Filing Date: Aug 06, 2009

Status: Terminated

Status Date: May 30, 2012

Interlocutory Attorney: GEORGE POLOGEORGIS

Defendant

Name: Yung Shin Pharm Ind. Co., Ltd

Correspondent Address: MORTON J ROSENBERG
ROSENBERG KLEIN & LEE
3458 ELLICOTT CENTER DR, STE 101
ELLICOTT CITY MD UNITED STATES , 21043-4178

Correspondent e-mail: rkl@rklpatlaw.com , sam@rklpatlaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
HAC	Abandoned - After Inter-Partes Decision	77580477	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: BARBARA A SOLOMON
FROSS ZELNICK LEHRMAN & ZISSU PC
866 UNITED NATIONS PLAZA
NEW YORK NY UNITED STATES , 10017

Correspondent e-mail: bsolomon@fzlz.com , jjones@fzlz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
M·A·C	REGISTERED AND RENEWED	73734276	1642532
M·A·C PIGMENT	Cancelled - Section 8	75844463	2395819
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M·A·C FIX +	REGISTERED AND RENEWED	76206553	2693950
M·A·C PRO LASH	Cancelled - Section 8	76206552	2716306
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708

M·A·C CHROMEGLASS	Cancelled - Section 8	78531296	3437638
MAC	REGISTERED AND RENEWED	78581906	3023827
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
MAC DAZZLE LASH	Cancelled - Section 8	77341156	3603684
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
MAC PLUSH LASH	Cancelled - Section 8	77052330	3595315

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 06, 2009	Sep 15, 2009
3	PENDING, INSTITUTED	Aug 06, 2009	
4	ANSWER	Sep 14, 2009	
5	STIPULATED PROTECTIVE ORDER	Nov 17, 2009	
6	MOTION ACCEPTED; TRIAL DATES REMAIN AS SET	Nov 18, 2009	
7	STIPULATION FOR AN EXTENSION OF TIME	Feb 24, 2010	
8	EXTENSION OF TIME GRANTED	Feb 25, 2010	
9	STIP FOR INTRODUCTION OF DIRECT TESTIMONY	Jun 01, 2010	
10	STIPULATION NOTED AND APPROVED	Jun 08, 2010	
11	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Jun 17, 2010	
12	EXTENSION OF TIME GRANTED	Jun 17, 2010	
13	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Oct 01, 2010	
14	EXTENSION OF TIME GRANTED	Oct 02, 2010	
15	P'S DEC OF ODIN	Jan 05, 2011	
16	P'S DEC OF ORTIZ	Jan 05, 2011	
17	P'S DEC IF BUGLISI	Jan 05, 2011	
18	PLAINTIFF'S NOTICE OF RELIANCE	Jan 05, 2011	
19	PLAINTIFF'S NOTICE OF RELIANCE	Jan 05, 2011	
20	PLAINTIFF'S NOTICE OF RELIANCE	Jan 05, 2011	
21	P'S DEC OF BUGLISI	Jan 05, 2011	
22	Confidential Brief on Merits for Plaintiff	Jun 21, 2011	
23	BRIEF ON MERITS FOR PLAINTIFF	Jun 22, 2011	
24	BRIEF ON MERITS FOR PLAINTIFF	Jun 21, 2011	
25	BRIEF ON MERITS FOR PLAINTIFF	Jun 22, 2011	
26	P'S REBUTTAL BRIEF	Aug 01, 2011	
27	SUBMITTED ON BRIEF	Sep 08, 2011	
28	BOARD'S DECISION: SUSTAINED	Mar 12, 2012	
29	TERMINATED	May 30, 2012	

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Mark: M·A·C PREP + PRIME



US Serial Number: 77138043

Application Filing Date: Mar. 22, 2007

US Registration Number: 3347789

Registration Date: Dec. 04, 2007

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Dec. 04, 2017

Publication Date: Sep. 18, 2007

Mark Information

Mark Literal Elements: M·A·C PREP + PRIME

Standard Character Claim: No

Mark Drawing Type: 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

Description of Mark: The mark consists of MAC in stylized form, PREP + (plus sign) PRIME.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Disclaimer: "PREP"

Related Properties Information

Claimed Ownership of US Registrations: 1642532, 2495240, 3092847 and others

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: Non-medicated skincare preparations

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 31, 2005

Use in Commerce: Aug. 31, 2005

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Estee Lauder Cosmetics Ltd.

Owner Address: 161 Commander Boulevard
Agincourt, Ontario CANADA M1S3K9

Legal Entity Type: CORPORATION

State or Country CANADA
Where Organized:

Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent Name/Address: Jessica Heiss
Estee Lauder Cosmetics Ltd.
161 Commander Boulevard
Agincourt, Ontario CANADA M1S3K9

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 04, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Dec. 04, 2017	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	67723
Dec. 04, 2017	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	67723
Dec. 04, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67723
Nov. 06, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 06, 2017	TEAS SECTION 8 & 9 RECEIVED	
Dec. 04, 2016	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Jun. 14, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jun. 14, 2013	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76533
Jun. 14, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76533
May 30, 2013	TEAS SECTION 8 & 15 RECEIVED	
Dec. 04, 2007	REGISTERED-PRINCIPAL REGISTER	
Sep. 18, 2007	PUBLISHED FOR OPPOSITION	
Aug. 29, 2007	NOTICE OF PUBLICATION	
Aug. 14, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	76243
Aug. 14, 2007	ASSIGNED TO LIE	76243
Jun. 28, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 22, 2007	ASSIGNED TO EXAMINER	81856
Mar. 28, 2007	NOTICE OF PSEUDO MARK MAILED	
Mar. 27, 2007	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Dec. 04, 2017

Proceedings

Summary

Number of Proceedings: 4

Type of Proceeding: Opposition

Proceeding Number: [91249589](#)

Filing Date: Jul 17, 2019

Status: Terminated

Status Date: Oct 15, 2019

Interlocutory Attorney: REBECCA J STEMPIEN_COYLE

Defendant

Name: MAD Cosmetics

Correspondent Address: KEVIN G SMITH
SUGHRUE MION PLLC
2000 PENNSYLVANIA AVE NW
WASHINGTON DC UNITED STATES , 20006

Correspondent e-mail: tm@sughrue.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
M MADCOSMETICS	Abandoned - After Inter-Partes Decision	87815176	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: JESSICA HEISS
THE ESTEE LAUDER COMPANIES
767 FIFTH AVENUE
NEW YORK NY UNITED STATES , 10153

Correspondent e-mail: USPTO@ESTEE.COM , DVOLK@ESTEE.COM

Associated marks

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 17, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 17, 2019	Aug 26, 2019
3	INSTITUTED	Jul 17, 2019	
4	NOTICE OF DEFAULT	Sep 05, 2019	
5	BD DECISION: OPP SUSTAINED	Oct 15, 2019	
6	TERMINATED	Oct 15, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91245253](#)

Filing Date: Dec 12, 2018

Status: Pending

Status Date: Jul 10, 2019

Interlocutory Attorney: MARY B MYLES

Defendant

Name: First One Australia Pty Ltd

Correspondent Address: PAULO A DE ALMEIDA
PATEL & ALMEIDA PC
16830 VENTURA BLVD, SUITE 360
ENCINO CA UNITED STATES , 91436

Correspondent e-mail: paulo@paiplaw.com , alex@paiplaw.com , nikki@paiplaw.com , chris@paiplaw.com , inbox@paiplaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LOVERCARE BABYMAC	Opposition Pending	87796521	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: JASON D JONES
FROSS ZELNICK LEHRMAN & ZISSU PC
4 TIMES SQUARE, 17TH FLOOR
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: jjones@fzlz.com , bsolomon@fzlz.com , ttabfiling@fzlz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 12, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 12, 2018	Jan 21, 2019
3	PENDING, INSTITUTED	Dec 12, 2018	
4	D CHANGE OF CORRESP ADDRESS	Jan 11, 2019	
5	D MOT FOR EXT W/ CONSENT	Jan 11, 2019	
6	EXTENSION OF TIME GRANTED	Jan 11, 2019	
7	D MOT FOR EXT W/ CONSENT	Feb 20, 2019	

8	EXTENSION OF TIME GRANTED	Feb 21, 2019
9	D MOT FOR EXT W/ CONSENT	Mar 21, 2019
10	EXTENSION OF TIME GRANTED	Mar 21, 2019
11	D MOT FOR EXT W/ CONSENT	Apr 16, 2019
12	EXTENSION OF TIME GRANTED	Apr 16, 2019
13	D MOT FOR EXT W/ CONSENT	May 20, 2019
14	EXTENSION OF TIME GRANTED	May 20, 2019
15	NOTICE OF DEFAULT	Jul 01, 2019
16	D RESP TO BD ORDER/INQUIRY	Jul 08, 2019
17	TRIAL DATES RESET	Jul 10, 2019
18	D MOT FOR EXT W/ CONSENT	Jul 12, 2019
19	EXTENSION OF TIME GRANTED	Jul 12, 2019
20	D MOT FOR EXT W/ CONSENT	Aug 19, 2019
21	EXTENSION OF TIME GRANTED	Aug 19, 2019
22	D CHANGE OF CORRESP ADDRESS	Aug 19, 2019
23	ANSWER	Sep 18, 2019

Type of Proceeding: Opposition

Proceeding Number: [91242796](#)

Filing Date: Jul 25, 2018

Status: Terminated

Status Date: Nov 15, 2018

Interlocutory Attorney: ANN LINNEHAN VOGLER

Defendant

Name: El Amir import export company for hairdr essing supplied and equipment Ltd

Correspondent Address: EL AMIR IMPORT EXPO EL AMIR IMPORT EXPO
POB 783 P OB 783 UM-EL-FAHEM 300100
UM-EL-FAHEM 3001000 ISRAEL

Correspondent e-mail: sm@apps.mygbiz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MAS COSMETICS	Abandoned - After Inter-Partes Decision	87367911	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: BARBARA A SOLOMON
FROSS ZELNICK LEHERMAN & ZISSU PC
4 TIMES SQUARE
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: bsolomon@fzlz.com , jjones@fzlz.com , ttabfiling@fzlz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331

MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 25, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 02, 2018	Sep 11, 2018
3	PENDING, INSTITUTED	Aug 02, 2018	
4	NOTICE OF DEFAULT	Sep 21, 2018	
5	BD DECISION: OPP SUSTAINED	Nov 15, 2018	
6	TERMINATED	Nov 15, 2018	

Type of Proceeding: Opposition

Proceeding Number: [91191370](#)

Filing Date: Aug 06, 2009

Status: Terminated

Status Date: May 30, 2012

Interlocutory Attorney: GEORGE POLOGEORGIS

Defendant

Name: Yung Shin Pharm Ind. Co., Ltd

Correspondent Address: MORTON J ROSENBERG
ROSENBERG KLEIN & LEE
3458 ELLICOTT CENTER DR, STE 101
ELLICOTT CITY MD UNITED STATES , 21043-4178

Correspondent e-mail: rkl@rklpatlaw.com , sam@rklpatlaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
HAC	Abandoned - After Inter-Partes Decision	77580477	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: BARBARA A SOLOMON
FROSS ZELNICK LEHRMAN & ZISSU PC
866 UNITED NATIONS PLAZA
NEW YORK NY UNITED STATES , 10017

Correspondent e-mail: bsolomon@fzlz.com , jjones@fzlz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MÄC PIGMENT	Cancelled - Section 8	75844463	2395819
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
M-A-C PRO LASH	Cancelled - Section 8	76206552	2716306
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
M·A·C CHROMEGLASS	Cancelled - Section 8	78531296	3437638
MAC	REGISTERED AND RENEWED	78581906	3023827
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
MAC DAZZLE LASH	Cancelled - Section 8	77341156	3603684
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 06, 2009	Sep 15, 2009
3	PENDING, INSTITUTED	Aug 06, 2009	
4	ANSWER	Sep 14, 2009	
5	STIPULATED PROTECTIVE ORDER	Nov 17, 2009	
6	MOTION ACCEPTED; TRIAL DATES REMAIN AS SET	Nov 18, 2009	
7	STIPULATION FOR AN EXTENSION OF TIME	Feb 24, 2010	
8	EXTENSION OF TIME GRANTED	Feb 25, 2010	
9	STIP FOR INTRODUCTION OF DIRECT TESTIMONY	Jun 01, 2010	
10	STIPULATION NOTED AND APPROVED	Jun 08, 2010	
11	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Jun 17, 2010	
12	EXTENSION OF TIME GRANTED	Jun 17, 2010	
13	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Oct 01, 2010	
14	EXTENSION OF TIME GRANTED	Oct 02, 2010	
15	P'S DEC OF ODIN	Jan 05, 2011	
16	P'S DEC OF ORTIZ	Jan 05, 2011	
17	P'S DEC IF BUGLISI	Jan 05, 2011	
18	PLAINTIFF'S NOTICE OF RELIANCE	Jan 05, 2011	
19	PLAINTIFF'S NOTICE OF RELIANCE	Jan 05, 2011	
20	PLAINTIFF'S NOTICE OF RELIANCE	Jan 05, 2011	
21	P'S DEC OF BUGLISI	Jan 05, 2011	
22	Confidential Brief on Merits for Plaintiff	Jun 21, 2011	
23	BRIEF ON MERITS FOR PLAINTIFF	Jun 22, 2011	
24	BRIEF ON MERITS FOR PLAINTIFF	Jun 21, 2011	
25	BRIEF ON MERITS FOR PLAINTIFF	Jun 22, 2011	
26	P'S REBUTTAL BRIEF	Aug 01, 2011	
27	SUBMITTED ON BRIEF	Sep 08, 2011	
28	BOARD'S DECISION: SUSTAINED	Mar 12, 2012	
29	TERMINATED	May 30, 2012	

Generated on: This page was generated by TSDR on 2019-11-05 11:16:40 EST

Mark: M·A·C LIQUIDLAST



US Serial Number: 78656038

Application Filing Date: Jun. 22, 2005

US Registration Number: 3464047

Registration Date: Jul. 08, 2008

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Mar. 21, 2018

Publication Date: Sep. 06, 2005

Notice of Allowance Date: Nov. 29, 2005

Mark Information

Mark Literal Elements: M·A·C LIQUIDLAST

Standard Character Claim: No

Mark Drawing Type: 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

Color(s) Claimed: Color is not claimed as a feature of the mark.

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: Cosmetics

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: May 31, 2006

Use in Commerce: May 31, 2006

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: ESTEE LAUDER COSMETICS LTD.

Owner Address: 161 COMMANDER BOULEVARD
AGINCOURT CANADA M1S 3K9

Legal Entity Type: CORPORATION

State or Country CANADA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jessica Heiss

Attorney Primary uspto@estee.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent Jessica Heiss
Name/Address: The Estee Lauder Companies Inc.
767 Fifth Avenue
Trademark Department
New York, NEW YORK UNITED STATES 10153

Phone: 212-277-2324

Fax: 212 277 2355

Correspondent e- uspto@estee.com
mail:

Correspondent e- Yes
mail Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 21, 2018	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Mar. 21, 2018	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	67723
Mar. 21, 2018	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	67723
Mar. 21, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67723
Mar. 08, 2018	TEAS SECTION 8 & 9 RECEIVED	
Jul. 08, 2017	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
May 21, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
May 21, 2014	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	64591
May 01, 2014	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	64591
May 20, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	64591
May 01, 2014	TEAS SECTION 8 & 15 RECEIVED	
May 01, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 08, 2008	REGISTERED-PRINCIPAL REGISTER	
Jun. 02, 2008	LAW OFFICE REGISTRATION REVIEW COMPLETED	69712
May 31, 2008	ASSIGNED TO LIE	69712
May 31, 2008	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
May 22, 2008	STATEMENT OF USE PROCESSING COMPLETE	71034
May 09, 2008	USE AMENDMENT FILED	71034
May 09, 2008	TEAS STATEMENT OF USE RECEIVED	
Apr. 07, 2008	EXTENSION 5 GRANTED	66530
Mar. 20, 2008	EXTENSION 5 FILED	66530
Mar. 20, 2008	TEAS EXTENSION RECEIVED	
Jan. 14, 2008	EXTENSION 4 GRANTED	76874
Nov. 29, 2007	EXTENSION 4 FILED	76874
Jan. 03, 2008	EXTENSION RECEIVED WITH TEAS PETITION	
Jan. 03, 2008	PETITION TO REVIVE-GRANTED	88889
Jan. 03, 2008	TEAS PETITION TO REVIVE RECEIVED	
Dec. 27, 2007	ABANDONMENT NOTICE MAILED - NO USE STATEMENT FILED	
Dec. 20, 2007	ABANDONMENT - NO USE STATEMENT FILED	47337
Jun. 29, 2007	EXTENSION 3 GRANTED	76873
May 29, 2007	EXTENSION 3 FILED	76873

Jun. 18, 2007	EXTENSION RECEIVED WITH TEAS PETITION	
Jun. 18, 2007	PETITION TO REVIVE-GRANTED	88889
Jun. 18, 2007	TEAS PETITION TO REVIVE RECEIVED	
Apr. 28, 2007	EXTENSION 2 GRANTED	71034
Nov. 29, 2006	EXTENSION 2 FILED	71034
Mar. 21, 2007	EXTENSION RECEIVED WITH TEAS PETITION	
Mar. 21, 2007	PETITION TO REVIVE-GRANTED	88889
Mar. 21, 2007	TEAS PETITION TO REVIVE RECEIVED	
Jan. 31, 2007	ABANDONMENT NOTICE MAILED - NO USE STATEMENT FILED	
Jan. 31, 2007	ABANDONMENT - NO USE STATEMENT FILED	48494
Sep. 22, 2006	EXTENSION 1 GRANTED	71034
May 29, 2006	EXTENSION 1 FILED	71034
Sep. 14, 2006	EXTENSION RECEIVED WITH TEAS PETITION	
Sep. 14, 2006	PETITION TO REVIVE-GRANTED	88889
Sep. 14, 2006	TEAS PETITION TO REVIVE RECEIVED	
Aug. 01, 2006	ABANDONMENT NOTICE MAILED - NO USE STATEMENT FILED	
Aug. 01, 2006	ABANDONMENT - NO USE STATEMENT FILED	47167
Nov. 29, 2005	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Sep. 06, 2005	PUBLISHED FOR OPPOSITION	
Aug. 17, 2005	NOTICE OF PUBLICATION	
Jul. 25, 2005	LAW OFFICE PUBLICATION REVIEW COMPLETED	65864
Jul. 22, 2005	ASSIGNED TO LIE	65864
Jul. 21, 2005	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 18, 2005	ASSIGNED TO EXAMINER	80801
Jun. 27, 2005	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Mar. 21, 2018

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: ESTEE LAUDER COSMETICS LTD.

Assignment 1 of 1

Conveyance: NUNC PRO TUNC ASSIGNMENT

Reel/Frame: [3125/0667](#)

Pages: 4

Date Recorded: Jul. 21, 2005

Supporting Documents: [assignment-tm-3125-0667.pdf](#)

Assignor

Name: [MAKE-UP ART COSMETICS INC.](#)

Execution Date: Jul. 21, 2005

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Assignee

Name: [ESTEE LAUDER COSMETICS LTD.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: CANADA

Address: 161 COMMANDER BOULEVARD
AGINCOURT, CANADA M1S 3K9

Correspondent

Correspondent Name: LESLEY A. MORADIAN

Correspondent 767 FIFTH AVENUE
Address: NEW YORK, NY 10153

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 4

Type of Proceeding: Opposition

Proceeding Number: [91249589](#)

Filing Date: Jul 17, 2019

Status: Terminated

Status Date: Oct 15, 2019

Interlocutory Attorney: REBECCA J STEMPIEN_COYLE

Defendant

Name: MAD Cosmetics

Correspondent Address: KEVIN G SMITH
SUGHRUE MION PLLC
2000 PENNSYLVANIA AVE NW
WASHINGTON DC UNITED STATES , 20006

Correspondent e-mail: tm@sughrue.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
M MADCOSMETICS	Abandoned - After Inter-Partes Decision	87815176	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: JESSICA HEISS
THE ESTEE LAUDER COMPANIES
767 FIFTH AVENUE
NEW YORK NY UNITED STATES , 10153

Correspondent e-mail: USPTO@ESTEE.COM , DVOLK@ESTEE.COM

Associated marks

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 17, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 17, 2019	Aug 26, 2019
3	INSTITUTED	Jul 17, 2019	
4	NOTICE OF DEFAULT	Sep 05, 2019	
5	BD DECISION: OPP SUSTAINED	Oct 15, 2019	
6	TERMINATED	Oct 15, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91245253](#)

Filing Date: Dec 12, 2018

Status: Pending

Status Date: Jul 10, 2019

Interlocutory Attorney: MARY B MYLES

Defendant

Name: First One Australia Pty Ltd

Correspondent Address: PAULO A DE ALMEIDA
PATEL & ALMEIDA PC
16830 VENTURA BLVD, SUITE 360
ENCINO CA UNITED STATES , 91436

Correspondent e-mail: paulo@paiplaw.com , alex@paiplaw.com , nikki@paiplaw.com , chris@paiplaw.com , inbox@paiplaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LOVERCARE BABYMAC	Opposition Pending	87796521	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: JASON D JONES
FROSS ZELNICK LEHRMAN & ZISSU PC
4 TIMES SQUARE, 17TH FLOOR
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: jjones@fzlz.com , bsolomon@fzlz.com , ttabfiling@fzlz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 12, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 12, 2018	Jan 21, 2019
3	PENDING, INSTITUTED	Dec 12, 2018	
4	D CHANGE OF CORRESP ADDRESS	Jan 11, 2019	
5	D MOT FOR EXT W/ CONSENT	Jan 11, 2019	
6	EXTENSION OF TIME GRANTED	Jan 11, 2019	
7	D MOT FOR EXT W/ CONSENT	Feb 20, 2019	
8	EXTENSION OF TIME GRANTED	Feb 21, 2019	
9	D MOT FOR EXT W/ CONSENT	Mar 21, 2019	
10	EXTENSION OF TIME GRANTED	Mar 21, 2019	
11	D MOT FOR EXT W/ CONSENT	Apr 16, 2019	
12	EXTENSION OF TIME GRANTED	Apr 16, 2019	
13	D MOT FOR EXT W/ CONSENT	May 20, 2019	
14	EXTENSION OF TIME GRANTED	May 20, 2019	
15	NOTICE OF DEFAULT	Jul 01, 2019	
16	D RESP TO BD ORDER/INQUIRY	Jul 08, 2019	
17	TRIAL DATES RESET	Jul 10, 2019	
18	D MOT FOR EXT W/ CONSENT	Jul 12, 2019	
19	EXTENSION OF TIME GRANTED	Jul 12, 2019	
20	D MOT FOR EXT W/ CONSENT	Aug 19, 2019	
21	EXTENSION OF TIME GRANTED	Aug 19, 2019	
22	D CHANGE OF CORRESP ADDRESS	Aug 19, 2019	
23	ANSWER	Sep 18, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91242796](#)

Filing Date: Jul 25, 2018

Status: Terminated

Status Date: Nov 15, 2018

Interlocutory Attorney: ANN LINNEHAN VOGLER

Defendant

Name: El Amir import export company for hairdressing supplied and equipment Ltd

Correspondent Address: EL AMIR IMPORT EXPO EL AMIR IMPORT EXPO
POB 783 P OB 783 UM-EL-FAHEM 300100
UM-EL-FAHEM 3001000 ISRAEL

Correspondent e-mail: sm@apps.mygbiz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MAS COSMETICS	Abandoned - After Inter-Partes Decision	87367911	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: BARBARA A SOLOMON
FROSS ZELNICK LEHERMAN & ZISSU PC
4 TIMES SQUARE
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: bsolomon@fzlz.com , jjones@fzlz.com , ttabfiling@fzlz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950

MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 25, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 02, 2018	Sep 11, 2018
3	PENDING, INSTITUTED	Aug 02, 2018	
4	NOTICE OF DEFAULT	Sep 21, 2018	
5	BD DECISION: OPP SUSTAINED	Nov 15, 2018	
6	TERMINATED	Nov 15, 2018	

Type of Proceeding: Opposition

Proceeding Number: [91191370](#)

Filing Date: Aug 06, 2009

Status: Terminated

Status Date: May 30, 2012

Interlocutory Attorney: GEORGE POLOGEORGIS

Defendant

Name: Yung Shin Pharm Ind. Co., Ltd

Correspondent Address: MORTON J ROSENBERG
ROSENBERG KLEIN & LEE
3458 ELLICOTT CENTER DR, STE 101
ELLICOTT CITY MD UNITED STATES , 21043-4178

Correspondent e-mail: rkl@rklpatlaw.com , sam@rklpatlaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
HAC	Abandoned - After Inter-Partes Decision	77580477	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: BARBARA A SOLOMON
FROSS ZELNICK LEHRMAN & ZISSU PC
866 UNITED NATIONS PLAZA
NEW YORK NY UNITED STATES , 10017

Correspondent e-mail: bsolomon@fzlz.com , jjones@fzlz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MÄC PIGMENT	Cancelled - Section 8	75844463	2395819
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
M-A-C PRO LASH	Cancelled - Section 8	76206552	2716306
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708

M·A·C CHROMEGLASS	Cancelled - Section 8	78531296	3437638
MAC	REGISTERED AND RENEWED	78581906	3023827
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
MAC DAZZLE LASH	Cancelled - Section 8	77341156	3603684
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
MAC PLUSH LASH	Cancelled - Section 8	77052330	3595315

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 06, 2009	Sep 15, 2009
3	PENDING, INSTITUTED	Aug 06, 2009	
4	ANSWER	Sep 14, 2009	
5	STIPULATED PROTECTIVE ORDER	Nov 17, 2009	
6	MOTION ACCEPTED; TRIAL DATES REMAIN AS SET	Nov 18, 2009	
7	STIPULATION FOR AN EXTENSION OF TIME	Feb 24, 2010	
8	EXTENSION OF TIME GRANTED	Feb 25, 2010	
9	STIP FOR INTRODUCTION OF DIRECT TESTIMONY	Jun 01, 2010	
10	STIPULATION NOTED AND APPROVED	Jun 08, 2010	
11	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Jun 17, 2010	
12	EXTENSION OF TIME GRANTED	Jun 17, 2010	
13	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Oct 01, 2010	
14	EXTENSION OF TIME GRANTED	Oct 02, 2010	
15	P'S DEC OF ODIN	Jan 05, 2011	
16	P'S DEC OF ORTIZ	Jan 05, 2011	
17	P'S DEC IF BUGLISI	Jan 05, 2011	
18	PLAINTIFF'S NOTICE OF RELIANCE	Jan 05, 2011	
19	PLAINTIFF'S NOTICE OF RELIANCE	Jan 05, 2011	
20	PLAINTIFF'S NOTICE OF RELIANCE	Jan 05, 2011	
21	P'S DEC OF BUGLISI	Jan 05, 2011	
22	Confidential Brief on Merits for Plaintiff	Jun 21, 2011	
23	BRIEF ON MERITS FOR PLAINTIFF	Jun 22, 2011	
24	BRIEF ON MERITS FOR PLAINTIFF	Jun 21, 2011	
25	BRIEF ON MERITS FOR PLAINTIFF	Jun 22, 2011	
26	P'S REBUTTAL BRIEF	Aug 01, 2011	
27	SUBMITTED ON BRIEF	Sep 08, 2011	
28	BOARD'S DECISION: SUSTAINED	Mar 12, 2012	
29	TERMINATED	May 30, 2012	

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Mark: MAC REFLECTS GLITTER

MAC REFLECTS GLITTER

US Serial Number: 77428507

Application Filing Date: Mar. 21, 2008

US Registration Number: 3880331

Registration Date: Nov. 23, 2010

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Jan. 11, 2017

Publication Date: Jul. 29, 2008

Notice of Allowance Date: Oct. 21, 2008

Mark Information

Mark Literal Elements: MAC REFLECTS GLITTER

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "GLITTER"

Related Properties Information

Claimed Ownership of US Registrations: 1642532, 2495240, 3023827

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: Cosmetics

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 31, 2009

Use in Commerce: Mar. 31, 2009

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Estee Lauder Cosmetics Ltd.

Owner Address: 161 Commander Blvd
TRADEMARK DEPARTMENT
Agincourt CANADA M1S3K9

Legal Entity Type: CORPORATION

State or Country CANADA
Where Organized:

Attorney/Correspondence Information

Attorney of Record - None
Correspondent

Correspondent Name/Address: Estee Lauder Cosmetics Ltd.
TRADEMARK DEPARTMENT
161 Commander Blvd
Agincourt CANADA M1S3K9

Phone: 212-277-2325

Fax: 212-277-2355

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 11, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jan. 11, 2017	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76874
Jan. 11, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76874
Nov. 04, 2016	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 04, 2016	TEAS SECTION 8 & 15 RECEIVED	
Nov. 23, 2010	REGISTERED-PRINCIPAL REGISTER	
Oct. 19, 2010	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Oct. 16, 2010	LAW OFFICE REGISTRATION REVIEW COMPLETED	69712
Oct. 16, 2010	ASSIGNED TO LIE	69712
Oct. 01, 2010	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Sep. 08, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Sep. 07, 2010	STATEMENT OF USE PROCESSING COMPLETE	65362
Aug. 26, 2010	USE AMENDMENT FILED	65362
Sep. 07, 2010	EXTENSION 4 GRANTED	65362
Aug. 26, 2010	EXTENSION 4 FILED	65362
Aug. 26, 2010	TEAS EXTENSION RECEIVED	
Aug. 26, 2010	TEAS STATEMENT OF USE RECEIVED	
Jul. 14, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jul. 13, 2010	EXTENSION 3 GRANTED	65362
Apr. 21, 2010	EXTENSION 3 FILED	65362
Jul. 13, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	65362
Jun. 18, 2010	EXTENSION RECEIVED WITH TEAS PETITION	
Jun. 18, 2010	PETITION TO REVIVE-GRANTED	88889
Jun. 18, 2010	TEAS PETITION TO REVIVE RECEIVED	
May 24, 2010	ABANDONMENT NOTICE MAILED - NO USE STATEMENT FILED	
May 24, 2010	ABANDONMENT - NO USE STATEMENT FILED	99999
Sep. 29, 2009	EXTENSION 2 GRANTED	76569
Sep. 23, 2009	EXTENSION 2 FILED	76569
Sep. 23, 2009	TEAS EXTENSION RECEIVED	

Apr. 06, 2009	EXTENSION 1 GRANTED	76569
Mar. 20, 2009	EXTENSION 1 FILED	76569
Apr. 06, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76569
Mar. 20, 2009	TEAS EXTENSION RECEIVED	
Oct. 21, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jul. 29, 2008	PUBLISHED FOR OPPOSITION	
Jul. 09, 2008	NOTICE OF PUBLICATION	
Jun. 26, 2008	LAW OFFICE PUBLICATION REVIEW COMPLETED	77075
Jun. 25, 2008	ASSIGNED TO LIE	77075
Jun. 25, 2008	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 24, 2008	ASSIGNED TO EXAMINER	82104
Mar. 25, 2008	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 103

Date in Location: Jan. 11, 2017

Proceedings

Summary

Number of Proceedings: 3

Type of Proceeding: Opposition

Proceeding Number: [91249589](#)

Filing Date: Jul 17, 2019

Status: Terminated

Status Date: Oct 15, 2019

Interlocutory Attorney: REBECCA J STEMPIEN_COYLE

Defendant

Name: MAD Cosmetics

Correspondent Address: KEVIN G SMITH
SUGHRUE MION PLLC
2000 PENNSYLVANIA AVE NW
WASHINGTON DC UNITED STATES , 20006

Correspondent e-mail: tm@sughrue.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
M MADCOSMETICS	Abandoned - After Inter-Partes Decision	87815176	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: JESSICA HEISS
THE ESTEE LAUDER COMPANIES
767 FIFTH AVENUE
NEW YORK NY UNITED STATES , 10153

Correspondent e-mail: USPTO@ESTEE.COM , DVOLK@ESTEE.COM

Associated marks

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950

MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 17, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 17, 2019	Aug 26, 2019
3	INSTITUTED	Jul 17, 2019	
4	NOTICE OF DEFAULT	Sep 05, 2019	
5	BD DECISION: OPP SUSTAINED	Oct 15, 2019	
6	TERMINATED	Oct 15, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91245253](#)

Filing Date: Dec 12, 2018

Status: Pending

Status Date: Jul 10, 2019

Interlocutory Attorney: MARY B MYLES

Defendant

Name: First One Australia Pty Ltd

Correspondent Address: PAULO A DE ALMEIDA
PATEL & ALMEIDA PC
16830 VENTURA BLVD, SUITE 360
ENCINO CA UNITED STATES , 91436

Correspondent e-mail: paulo@paiplaw.com , alex@paiplaw.com , nikki@paiplaw.com , chris@paiplaw.com , inbox@paiplaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LOVERCARE BABYMAC	Opposition Pending	87796521	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: JASON D JONES
FROSS ZELNICK LEHRMAN & ZISSU PC
4 TIMES SQUARE, 17TH FLOOR
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: jjones@fzlj.com , bsolomon@fzlj.com , ttabfiling@fzlj.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950

MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 12, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 12, 2018	Jan 21, 2019
3	PENDING, INSTITUTED	Dec 12, 2018	
4	D CHANGE OF CORRESP ADDRESS	Jan 11, 2019	
5	D MOT FOR EXT W/ CONSENT	Jan 11, 2019	
6	EXTENSION OF TIME GRANTED	Jan 11, 2019	
7	D MOT FOR EXT W/ CONSENT	Feb 20, 2019	
8	EXTENSION OF TIME GRANTED	Feb 21, 2019	
9	D MOT FOR EXT W/ CONSENT	Mar 21, 2019	
10	EXTENSION OF TIME GRANTED	Mar 21, 2019	
11	D MOT FOR EXT W/ CONSENT	Apr 16, 2019	
12	EXTENSION OF TIME GRANTED	Apr 16, 2019	
13	D MOT FOR EXT W/ CONSENT	May 20, 2019	
14	EXTENSION OF TIME GRANTED	May 20, 2019	
15	NOTICE OF DEFAULT	Jul 01, 2019	
16	D RESP TO BD ORDER/INQUIRY	Jul 08, 2019	
17	TRIAL DATES RESET	Jul 10, 2019	
18	D MOT FOR EXT W/ CONSENT	Jul 12, 2019	
19	EXTENSION OF TIME GRANTED	Jul 12, 2019	
20	D MOT FOR EXT W/ CONSENT	Aug 19, 2019	
21	EXTENSION OF TIME GRANTED	Aug 19, 2019	
22	D CHANGE OF CORRESP ADDRESS	Aug 19, 2019	
23	ANSWER	Sep 18, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91242796](#)

Filing Date: Jul 25, 2018

Status: Terminated

Status Date: Nov 15, 2018

Interlocutory Attorney: ANN LINNEHAN VOGLER

Defendant

Name: El Amir import export company for hairdr essing supplied and equipment Ltd

Correspondent Address: EL AMIR IMPORT EXPO EL AMIR IMPORT EXPO
POB 783 P OB 783 UM-EL-FAHEM 300100
UM-EL-FAHEM 3001000 ISRAEL

Correspondent e-mail: sm@apps.mygbiz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MAS COSMETICS	Abandoned - After Inter-Partes Decision	87367911	

Plaintiff(s)**Name:** Estee Lauder Cosmetics Ltd.**Correspondent Address:** BARBARA A SOLOMON
FROSS ZELNICK LEHERMAN & ZISSU PC
4 TIMES SQUARE
NEW YORK NY UNITED STATES , 10036**Correspondent e-mail:** bsolomon@fzlz.com , jjones@fzlz.com , ttabfiling@fzlz.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 25, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 02, 2018	Sep 11, 2018
3	PENDING, INSTITUTED	Aug 02, 2018	
4	NOTICE OF DEFAULT	Sep 21, 2018	
5	BD DECISION: OPP SUSTAINED	Nov 15, 2018	
6	TERMINATED	Nov 15, 2018	

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Mark: MAC SUPERSLICK

MAC SUPERSLICK

US Serial Number: 77962236

Application Filing Date: Mar. 18, 2010

US Registration Number: 4029518

Registration Date: Sep. 20, 2011

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Oct. 06, 2017

Publication Date: Jun. 22, 2010

Notice of Allowance Date: Aug. 17, 2010

Mark Information

Mark Literal Elements: MAC SUPERSLICK

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 3023827, 3516311, 3603684 and others

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: Cosmetics

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 01, 2010

Use in Commerce: Aug. 01, 2010

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Estee Lauder Cosmetics Ltd.

Owner Address: 161 Commander Boulevard
Agincourt, Ontario CANADA M1S3K9

Legal Entity Type: CORPORATION

State or Country CANADA
Where Organized:

Attorney/Correspondence Information

Attorney of Record - None Correspondent

Correspondent Name/Address: ESTEE LAUDER COSMETICS LTD.
161 COMMANDER BOULEVARD
AGINCOURT, ONTARIO CANADA M1S3K9

Phone: (212)277-2324

Domestic Representative

Domestic Representative Name: Lesley A. Moradian

Phone: 212-277-2324

Domestic Representative e-mail: uspto@estee.com

Domestic Representative e-mail Authorized: Yes

Prosecution History

Date	Description	Proceeding Number
Oct. 06, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Oct. 06, 2017	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
Oct. 06, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Sep. 07, 2017	TEAS SECTION 8 & 15 RECEIVED	
Sep. 07, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 20, 2011	REGISTERED-PRINCIPAL REGISTER	
Aug. 18, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Aug. 17, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	77312
Aug. 16, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Mar. 21, 2011	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Mar. 21, 2011	NON-FINAL ACTION E-MAILED	
Mar. 21, 2011	SU - NON-FINAL ACTION - WRITTEN	83698
Mar. 02, 2011	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Mar. 01, 2011	STATEMENT OF USE PROCESSING COMPLETE	71034
Feb. 16, 2011	USE AMENDMENT FILED	71034
Mar. 01, 2011	EXTENSION 1 GRANTED	71034
Feb. 16, 2011	EXTENSION 1 FILED	71034
Mar. 01, 2011	CASE ASSIGNED TO INTENT TO USE PARALEGAL	71034
Feb. 16, 2011	TEAS EXTENSION RECEIVED	
Feb. 16, 2011	TEAS STATEMENT OF USE RECEIVED	
Aug. 17, 2010	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Jun. 22, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jun. 22, 2010	PUBLISHED FOR OPPOSITION	
May 15, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	77312
May 15, 2010	ASSIGNED TO LIE	77312
May 05, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 05, 2010	ASSIGNED TO EXAMINER	83698

Mar. 24, 2010 NOTICE OF PSEUDO MARK MAILED
 Mar. 23, 2010 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM
 Mar. 22, 2010 NEW APPLICATION ENTERED IN TRAM

TM Staff and Location Information

TM Staff Information - None File Location

Current Location: TMEG LAW OFFICE 105

Date in Location: Oct. 06, 2017

Proceedings

Summary

Number of Proceedings: 3

Type of Proceeding: Opposition

Proceeding Number: [91249589](#)

Filing Date: Jul 17, 2019

Status: Terminated

Status Date: Oct 15, 2019

Interlocutory Attorney: REBECCA J STEMPIEN_COYLE

Defendant

Name: MAD Cosmetics

Correspondent Address: KEVIN G SMITH
 SUGHRUE MION PLLC
 2000 PENNSYLVANIA AVE NW
 WASHINGTON DC UNITED STATES , 20006

Correspondent e-mail: tm@sughrue.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
M MADCOSMETICS	Abandoned - After Inter-Partes Decision	87815176	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: JESSICA HEISS
 THE ESTEE LAUDER COMPANIES
 767 FIFTH AVENUE
 NEW YORK NY UNITED STATES , 10153

Correspondent e-mail: USPTO@ESTEE.COM , DVOLK@ESTEE.COM

Associated marks

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331

MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 17, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 17, 2019	Aug 26, 2019
3	INSTITUTED	Jul 17, 2019	
4	NOTICE OF DEFAULT	Sep 05, 2019	
5	BD DECISION: OPP SUSTAINED	Oct 15, 2019	
6	TERMINATED	Oct 15, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91245253](#)

Filing Date: Dec 12, 2018

Status: Pending

Status Date: Jul 10, 2019

Interlocutory Attorney: MARY B MYLES

Defendant

Name: First One Australia Pty Ltd

Correspondent Address: PAULO A DE ALMEIDA
PATEL & ALMEIDA PC
16830 VENTURA BLVD, SUITE 360
ENCINO CA UNITED STATES , 91436

Correspondent e-mail: paulo@paiplaw.com , alex@paiplaw.com , nikki@paiplaw.com , chris@paiplaw.com , inbox@paiplaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LOVERCARE BABYMAC	Opposition Pending	87796521	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: JASON D JONES
FROSS ZELNICK LEHRMAN & ZISSU PC
4 TIMES SQUARE, 17TH FLOOR
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: jjones@fzlj.com , bsolomon@fzlj.com , ttabfiling@fzlj.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331

MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 12, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 12, 2018	Jan 21, 2019
3	PENDING, INSTITUTED	Dec 12, 2018	
4	D CHANGE OF CORRESP ADDRESS	Jan 11, 2019	
5	D MOT FOR EXT W/ CONSENT	Jan 11, 2019	
6	EXTENSION OF TIME GRANTED	Jan 11, 2019	
7	D MOT FOR EXT W/ CONSENT	Feb 20, 2019	
8	EXTENSION OF TIME GRANTED	Feb 21, 2019	
9	D MOT FOR EXT W/ CONSENT	Mar 21, 2019	
10	EXTENSION OF TIME GRANTED	Mar 21, 2019	
11	D MOT FOR EXT W/ CONSENT	Apr 16, 2019	
12	EXTENSION OF TIME GRANTED	Apr 16, 2019	
13	D MOT FOR EXT W/ CONSENT	May 20, 2019	
14	EXTENSION OF TIME GRANTED	May 20, 2019	
15	NOTICE OF DEFAULT	Jul 01, 2019	
16	D RESP TO BD ORDER/INQUIRY	Jul 08, 2019	
17	TRIAL DATES RESET	Jul 10, 2019	
18	D MOT FOR EXT W/ CONSENT	Jul 12, 2019	
19	EXTENSION OF TIME GRANTED	Jul 12, 2019	
20	D MOT FOR EXT W/ CONSENT	Aug 19, 2019	
21	EXTENSION OF TIME GRANTED	Aug 19, 2019	
22	D CHANGE OF CORRESP ADDRESS	Aug 19, 2019	
23	ANSWER	Sep 18, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91242796](#)

Filing Date: Jul 25, 2018

Status: Terminated

Status Date: Nov 15, 2018

Interlocutory Attorney: ANN LINNEHAN VOGLER

Defendant

Name: El Amir import export company for hairdr essing supplied and equipment Ltd

Correspondent Address: EL AMIR IMPORT EXPO EL AMIR IMPORT EXPO
POB 783 P OB 783 UM-EL-FAHEM 300100
UM-EL-FAHEM 3001000 ISRAEL

Correspondent e-mail: sm@apps.mygbiz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MAS COSMETICS	Abandoned - After Inter-Partes Decision	87367911	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: BARBARA A SOLOMON
FROSS ZELNICK LEHERMAN & ZISSU PC
4 TIMES SQUARE
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: bsolomon@fzlz.com , jjones@fzlz.com , ttabfiling@fzlz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 25, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 02, 2018	Sep 11, 2018
3	PENDING, INSTITUTED	Aug 02, 2018	
4	NOTICE OF DEFAULT	Sep 21, 2018	
5	BD DECISION: OPP SUSTAINED	Nov 15, 2018	
6	TERMINATED	Nov 15, 2018	

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Mark: MAC HAUTE & NAUGHTY LASH

MAC HAUTE & NAUGHTY LASH

US Serial Number: 77926745

Application Filing Date: Feb. 03, 2010

US Registration Number: 3901933

Registration Date: Jan. 04, 2011

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Jan. 11, 2017

Publication Date: Jun. 22, 2010

Notice of Allowance Date: Aug. 17, 2010

Mark Information

Mark Literal Elements: MAC HAUTE & NAUGHTY LASH

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "LASH"

Related Properties Information

Claimed Ownership of US Registrations: 1642532, 2395819, 2716306 and others

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: Cosmetics

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 01, 2010

Use in Commerce: Jul. 01, 2010

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No
Filed 44E: No
Filed 66A: No
Filed No Basis: No

Currently 44E: No
Currently 66A: No
Currently No Basis: No

Current Owner(s) Information

Owner Name: Estee Lauder Cosmetics Ltd.
Owner Address: 161 Commander Blvd
Agincourt, Ontario CANADA M1S3K9
Legal Entity Type: CORPORATION
State or Country Where Organized: CANADA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Lesley A. Moradian
Attorney Primary Email Address: uspto@estee.com
Attorney Email Authorized: No

Correspondent

Correspondent Name/Address: Estee Lauder Cosmetics Ltd.
161 Commander Blvd
Agincourt, Ontario CANADA M1S3K9
Phone: 212-277-2324
Correspondent e-mail: uspto@estee.com
Correspondent e-mail Authorized: Yes

Domestic Representative

Domestic Representative Name: Lesley A. Moradian
Phone: 212-277-2324
Domestic Representative e-mail: uspto@estee.com
Domestic Representative e-mail Authorized: Yes

Prosecution History

Date	Description	Proceeding Number
Jun. 25, 2019	NOTICE OF SUIT	
Jan. 11, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jan. 11, 2017	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	67723
Jan. 11, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67723
Nov. 04, 2016	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 04, 2016	TEAS SECTION 8 & 15 RECEIVED	
Jan. 04, 2011	REGISTERED-PRINCIPAL REGISTER	
Nov. 30, 2010	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Nov. 29, 2010	LAW OFFICE REGISTRATION REVIEW COMPLETED	73787
Nov. 26, 2010	ASSIGNED TO LIE	73787
Nov. 23, 2010	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 23, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Nov. 22, 2010	STATEMENT OF USE PROCESSING COMPLETE	66230
Nov. 10, 2010	USE AMENDMENT FILED	66230
Nov. 22, 2010	EXTENSION 1 GRANTED	66230
Nov. 10, 2010	EXTENSION 1 FILED	66230
Nov. 22, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66230
Nov. 10, 2010	TEAS EXTENSION RECEIVED	
Nov. 10, 2010	TEAS STATEMENT OF USE RECEIVED	
Aug. 17, 2010	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Jun. 22, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	

Jun. 22, 2010	PUBLISHED FOR OPPOSITION	
May 14, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	71373
May 14, 2010	ASSIGNED TO LIE	71373
May 05, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 05, 2010	ASSIGNED TO EXAMINER	83698
Feb. 12, 2010	NOTICE OF PSEUDO MARK MAILED	
Feb. 11, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Feb. 06, 2010	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 105

Date in Location: Jan. 11, 2017

Proceedings

Summary

Number of Proceedings: 3

Type of Proceeding: Opposition

Proceeding Number: [91249589](#)

Filing Date: Jul 17, 2019

Status: Terminated

Status Date: Oct 15, 2019

Interlocutory Attorney: REBECCA J STEMPIEN_COYLE

Defendant

Name: MAD Cosmetics

Correspondent Address: KEVIN G SMITH
SUGHRUE MION PLLC
2000 PENNSYLVANIA AVE NW
WASHINGTON DC UNITED STATES , 20006

Correspondent e-mail: tm@sughrue.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
M MADCOSMETICS	Abandoned - After Inter-Partes Decision	87815176	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: JESSICA HEISS
THE ESTEE LAUDER COMPANIES
767 FIFTH AVENUE
NEW YORK NY UNITED STATES , 10153

Correspondent e-mail: USPTO@ESTEE.COM , DVOLK@ESTEE.COM

Associated marks

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708

MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 17, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 17, 2019	Aug 26, 2019
3	INSTITUTED	Jul 17, 2019	
4	NOTICE OF DEFAULT	Sep 05, 2019	
5	BD DECISION: OPP SUSTAINED	Oct 15, 2019	
6	TERMINATED	Oct 15, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91245253](#)

Filing Date: Dec 12, 2018

Status: Pending

Status Date: Jul 10, 2019

Interlocutory Attorney: MARY B MYLES

Defendant

Name: First One Australia Pty Ltd

Correspondent Address: PAULO A DE ALMEIDA
PATEL & ALMEIDA PC
16830 VENTURA BLVD, SUITE 360
ENCINO CA UNITED STATES , 91436

Correspondent e-mail: paulo@paiplaw.com , alex@paiplaw.com , nikki@paiplaw.com , chris@paiplaw.com , inbox@paiplaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
LOVERCARE BABYMAC	Opposition Pending	87796521	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: JASON D JONES
FROSS ZELNICK LEHRMAN & ZISSU PC
4 TIMES SQUARE, 17TH FLOOR
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: jjones@fzlz.com , bsolomon@fzlz.com , ttabfiling@fzlz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372

M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 12, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 12, 2018	Jan 21, 2019
3	PENDING, INSTITUTED	Dec 12, 2018	
4	D CHANGE OF CORRESP ADDRESS	Jan 11, 2019	
5	D MOT FOR EXT W/ CONSENT	Jan 11, 2019	
6	EXTENSION OF TIME GRANTED	Jan 11, 2019	
7	D MOT FOR EXT W/ CONSENT	Feb 20, 2019	
8	EXTENSION OF TIME GRANTED	Feb 21, 2019	
9	D MOT FOR EXT W/ CONSENT	Mar 21, 2019	
10	EXTENSION OF TIME GRANTED	Mar 21, 2019	
11	D MOT FOR EXT W/ CONSENT	Apr 16, 2019	
12	EXTENSION OF TIME GRANTED	Apr 16, 2019	
13	D MOT FOR EXT W/ CONSENT	May 20, 2019	
14	EXTENSION OF TIME GRANTED	May 20, 2019	
15	NOTICE OF DEFAULT	Jul 01, 2019	
16	D RESP TO BD ORDER/INQUIRY	Jul 08, 2019	
17	TRIAL DATES RESET	Jul 10, 2019	
18	D MOT FOR EXT W/ CONSENT	Jul 12, 2019	
19	EXTENSION OF TIME GRANTED	Jul 12, 2019	
20	D MOT FOR EXT W/ CONSENT	Aug 19, 2019	
21	EXTENSION OF TIME GRANTED	Aug 19, 2019	
22	D CHANGE OF CORRESP ADDRESS	Aug 19, 2019	
23	ANSWER	Sep 18, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91242796](#)

Filing Date: Jul 25, 2018

Status: Terminated

Status Date: Nov 15, 2018

Interlocutory Attorney: ANN LINNEHAN VOGLER

Defendant

Name: El Amir import export company for hairdr essing supplied and equipment Ltd

Correspondent Address: EL AMIR IMPORT EXPO EL AMIR IMPORT EXPO
POB 783 P OB 783 UM-EL-FAHEM 300100
UM-EL-FAHEM 3001000 ISRAEL

Correspondent e-mail: sm@apps.mygbiz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MAS COSMETICS	Abandoned - After Inter-Partes Decision	87367911	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent BARBARA A SOLOMON

Address: FROSS ZELNICK LEHERMAN & ZISSU PC
 4 TIMES SQUARE
 NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: bsolomon@fzlz.com , jjones@fzlz.com , ttabfiling@fzlz.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 25, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 02, 2018	Sep 11, 2018
3	PENDING, INSTITUTED	Aug 02, 2018	
4	NOTICE OF DEFAULT	Sep 21, 2018	
5	BD DECISION: OPP SUSTAINED	Nov 15, 2018	
6	TERMINATED	Nov 15, 2018	

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Mark: MAC EXTENDED PLAY LASH

MAC EXTENDED PLAY LASH

US Serial Number: 85085213

Application Filing Date: Jul. 15, 2010

US Registration Number: 4276162

Registration Date: Jan. 15, 2013

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Feb. 03, 2018

Publication Date: Oct. 26, 2010

Notice of Allowance Date: Dec. 21, 2010

Mark Information

Mark Literal Elements: MAC EXTENDED PLAY LASH

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "LASH"

Related Properties Information

Claimed Ownership of US Registrations: 1642532, 2582584, 3023827 and others

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: Cosmetics

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: May 07, 2012

Use in Commerce: May 07, 2012

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Estee Lauder Cosmetics Ltd.

Owner Address: 161 Commander Blvd
Agincourt, Ontario CANADA M1S3K9

Legal Entity Type: CORPORATION

State or Country Where Organized: CANADA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jessica Heiss

Attorney Primary Email Address: uspto@estee.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Jessica Heiss
The Estee Lauder Companies Inc.
767 5TH AVE
Trademark Department
NEW YORK, NEW YORK UNITED STATES 10153-0003

Phone: 212-277-2324

Fax: 212-2772355

Correspondent e-mail: uspto@estee.com

Correspondent e-mail Authorized: Yes

Domestic Representative

Domestic Representative Name: Lesley A. Moradian

Phone: 212-277-2325

Domestic Representative e-mail: uspto@estee.com

Domestic Representative e-mail Authorized: Yes

Prosecution History

Date	Description	Proceeding Number
Feb. 03, 2018	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Feb. 03, 2018	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	70131
Feb. 03, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70131
Jan. 18, 2018	TEAS SECTION 8 & 15 RECEIVED	
Jan. 15, 2018	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Jan. 15, 2013	REGISTERED-PRINCIPAL REGISTER	
Dec. 13, 2012	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Dec. 12, 2012	LAW OFFICE REGISTRATION REVIEW COMPLETED	68552
Dec. 07, 2012	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 20, 2012	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Nov. 19, 2012	STATEMENT OF USE PROCESSING COMPLETE	66230
Nov. 16, 2012	USE AMENDMENT FILED	66230
Nov. 19, 2012	EXTENSION 4 GRANTED	66230
Nov. 16, 2012	EXTENSION 4 FILED	66230
Nov. 16, 2012	TEAS EXTENSION RECEIVED	
Nov. 16, 2012	TEAS STATEMENT OF USE RECEIVED	
Aug. 03, 2012	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Aug. 02, 2012	EXTENSION 3 GRANTED	66230
Jun. 21, 2012	EXTENSION 3 FILED	66230

Jul. 20, 2012	NOTICE OF REVIVAL - E-MAILED	
Jul. 20, 2012	EXTENSION RECEIVED WITH TEAS PETITION	
Jul. 20, 2012	PETITION TO REVIVE-GRANTED	88889
Jul. 20, 2012	TEAS PETITION TO REVIVE RECEIVED	
Jan. 05, 2012	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jan. 04, 2012	EXTENSION 2 GRANTED	66230
Dec. 08, 2011	EXTENSION 2 FILED	66230
Dec. 08, 2011	TEAS EXTENSION RECEIVED	
Jul. 13, 2011	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jul. 12, 2011	EXTENSION 1 GRANTED	66230
Jun. 21, 2011	EXTENSION 1 FILED	66230
Jul. 07, 2011	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66230
Jul. 06, 2011	EXTENSION RECEIVED WITH TEAS PETITION	
Jul. 06, 2011	PETITION TO REVIVE-GRANTED	88889
Jul. 06, 2011	TEAS PETITION TO REVIVE RECEIVED	
Dec. 21, 2010	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Oct. 26, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Oct. 26, 2010	PUBLISHED FOR OPPOSITION	
Sep. 18, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	68552
Sep. 18, 2010	ASSIGNED TO LIE	68552
Sep. 09, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 08, 2010	ASSIGNED TO EXAMINER	83191
Jul. 20, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jul. 19, 2010	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 109

Date in Location: Feb. 03, 2018

Proceedings

Summary

Number of Proceedings: 3

Type of Proceeding: Opposition

Proceeding Number: [91249589](#)

Filing Date: Jul 17, 2019

Status: Terminated

Status Date: Oct 15, 2019

Interlocutory Attorney: REBECCA J STEMPIEN_COYLE

Defendant

Name: MAD Cosmetics

Correspondent Address: KEVIN G SMITH
SUGHRUE MION PLLC
2000 PENNSYLVANIA AVE NW
WASHINGTON DC UNITED STATES , 20006

Correspondent e-mail: tm@sughrue.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
M MADCOSMETICS	Abandoned - After Inter-Partes Decision	87815176	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent: JESSICA HEISS

Address: THE ESTEE LAUDER COMPANIES
767 FIFTH AVENUE
NEW YORK NY UNITED STATES , 10153

Correspondent e-mail: USPTO@ESTEE.COM , DVOLK@ESTEE.COM

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 17, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 17, 2019	Aug 26, 2019
3	INSTITUTED	Jul 17, 2019	
4	NOTICE OF DEFAULT	Sep 05, 2019	
5	BD DECISION: OPP SUSTAINED	Oct 15, 2019	
6	TERMINATED	Oct 15, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91245253](#)

Filing Date: Dec 12, 2018

Status: Pending

Status Date: Jul 10, 2019

Interlocutory Attorney: MARY B MYLES

Defendant

Name: First One Australia Pty Ltd

Correspondent Address: PAULO A DE ALMEIDA
PATEL & ALMEIDA PC
16830 VENTURA BLVD, SUITE 360
ENCINO CA UNITED STATES , 91436

Correspondent e-mail: paulo@paiplaw.com , alex@paiplaw.com , nikki@paiplaw.com , chris@paiplaw.com , inbox@paiplaw.com

Mark	Application Status	Serial Number	Registration Number
LOVERCARE BABYMAC	Opposition Pending	87796521	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: JASON D JONES
FROSS ZELNICK LEHRMAN & ZISSU PC

4 TIMES SQUARE, 17TH FLOOR
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: jjones@fzlz.com , bsolomon@fzlz.com , ttabfiling@fzlz.com

Mark	Application Status	Serial Number	Registration Number
M-A-C	REGISTERED AND RENEWED	73734276	1642532
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
MAC STUDIO FINISH	REGISTERED AND RENEWED	75490548	2582584
M.A.C FIX +	REGISTERED AND RENEWED	76206553	2693950
MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
SELECT SHEER MAC PRESSED	Section 8 and 15 - Accepted and Acknowledged	78539769	3604308
MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
MINERALIZE MAC	REGISTERED AND RENEWED	77440539	3516372
M·A·C PREP + PRIME	REGISTERED AND RENEWED	77138043	3347789
M·A·C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
MAC HAUTE & NAUGHTY LASH	Section 8 and 15 - Accepted and Acknowledged	77926745	3901933
MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 12, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 12, 2018	Jan 21, 2019
3	PENDING, INSTITUTED	Dec 12, 2018	
4	D CHANGE OF CORRESP ADDRESS	Jan 11, 2019	
5	D MOT FOR EXT W/ CONSENT	Jan 11, 2019	
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10	EXTENSION OF TIME GRANTED	Mar 21, 2019	
11	D MOT FOR EXT W/ CONSENT	Apr 16, 2019	
12	EXTENSION OF TIME GRANTED	Apr 16, 2019	
13	D MOT FOR EXT W/ CONSENT	May 20, 2019	
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15	NOTICE OF DEFAULT	Jul 01, 2019	
16	D RESP TO BD ORDER/INQUIRY	Jul 08, 2019	
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18	D MOT FOR EXT W/ CONSENT	Jul 12, 2019	
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20	D MOT FOR EXT W/ CONSENT	Aug 19, 2019	
21	EXTENSION OF TIME GRANTED	Aug 19, 2019	
22	D CHANGE OF CORRESP ADDRESS	Aug 19, 2019	
23	ANSWER	Sep 18, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91242796](#)

Status: Terminated

Filing Date: Jul 25, 2018

Status Date: Nov 15, 2018

Interlocutory ANN LINNEHAN VOGLER
Attorney:

Defendant

Name: El Amir import export company for hairdressing supplied and equipment Ltd

Correspondent Address: EL AMIR IMPORT EXPO EL AMIR IMPORT EXPO
POB 783 P OB 783 UM-EL-FAHEM 300100
UM-EL-FAHEM 3001000 ISRAEL

Correspondent e-mail: sm@apps.mygbiz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MAS COSMETICS	Abandoned - After Inter-Partes Decision	87367911	

Plaintiff(s)

Name: Estee Lauder Cosmetics Ltd.

Correspondent Address: BARBARA A SOLOMON
FROSS ZELNICK LEHERMAN & ZISSU PC
4 TIMES SQUARE
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: bsolomon@fzlz.com , jjones@fzlz.com , ttabfiling@fzlz.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MAC	REGISTERED AND RENEWED	78581906	3023827
M-A-C-P-R-O	REGISTERED AND RENEWED	75193313	2364828
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MAC SPLASHPROOF LASH	Cancelled - Section 8	77428384	3516311
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MAC ZOOM LASH	REGISTERED AND RENEWED	78414861	3024708
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M-A-C LIQUIDLAST	REGISTERED AND RENEWED	78656038	3464047
MAC MINERALIZE SHEERSHEEN	Cancelled - Section 8	77426391	4161510
MAC REFLECTS GLITTER	Section 8 and 15 - Accepted and Acknowledged	77428507	3880331
MAC SUPERSLICK	Section 8 and 15 - Accepted and Acknowledged	77962236	4029518
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MAC CASUAL COLOUR	Registered	86458371	5073832
MAC BY REQUEST	Registered	85886869	4552866
MAC EXTENDED PLAY LASH	Section 8 and 15 - Accepted and Acknowledged	85085213	4276162

Prosecution History

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