

ESTTA Tracking number: **ESTTA1065098**

Filing date: **06/30/2020**

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	Bliss Products Holdings LLC
Granted to Date of previous extension	07/15/2020
Address	770 SOUTH DIXIE HIGHWAY CORAL GABLES, FL 33146 UNITED STATES

Attorney information	JESSICA VOSGERCHIAN FROSS ZELNICK LEHRMAN & ZISSU, P.C. 151 WEST 42ND STREET, 17TH FLOOR NEW YORK, NY 10036 UNITED STATES jvosgerchian@fzlz.com, ddonahue@fzlz.com, ttabfiling@fzlz.com 212-813-5976
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Applicant Information

Application No	88668458	Publication date	03/17/2020
Opposition Filing Date	06/30/2020	Opposition Period Ends	07/15/2020
Applicant	DAFU Licensing, Inc. Suite 320 9255 Sunset Boulevard Los Angeles, CA 90069 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: Fragrances; Cologne; Perfumes; Body sprays; Eau de toilette
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Grounds for Opposition

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

U.S. Registration No.	2913434	Application Date	01/29/1998
Registration Date	12/21/2004	Foreign Priority Date	NONE

Word Mark	BLISS
Design Mark	
Description of Mark	NONE
Goods/Services	Class 003. First use: First Use: 2003/06/00 First Use In Commerce: 2003/09/00 SKIN MOISTURIZER, BODY SCRUBS, SKIN SOAP, SHOWER GEL, BODY FIRMING GELS AND LOTIONS, SKIN MASKS, [MAKEUP,] HAND CREAM,FACIAL CLEANSERS, SKIN TONERS, EXFOLIATING BODY SCRUBS [, PERSONAL DEODORANTS]

U.S. Registration No.	3011661	Application Date	01/29/1998
Registration Date	11/01/2005	Foreign Priority Date	NONE
Word Mark	BLISS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 1997/02/00 First Use In Commerce: 1997/02/00 [EYE MAKEUP,] HAIR CARE [AND NON-MEDICATED SCALP CARE] PREPARATIONS, HAIR SHAMPOO, FOOT CREAM, [PERFUME, COLOGNE,((EAU DE TOILETTE)) SCENTED BODY SPRAY, SUN BLOCK, BODY OIL]		

U.S. Registration No.	3337598	Application Date	01/28/1999
Registration Date	11/20/2007	Foreign Priority Date	NONE
Word Mark	BLISS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 1997/10/31 First Use In Commerce: 1997/10/31 body creme		

U.S. Registration No.	4543707	Application Date	07/17/2003
Registration Date	06/03/2014	Foreign Priority Date	NONE
Word Mark	BLISS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1999/00/00 First Use In Commerce: 1999/00/00 Mail order services, on-line retail stores services and retail shops, all featuring cosmetics; toiletries; spa, skin and beauty care products; clothing; and footwear; hair removal systems; bed linens; hair care products		


U.S. Registration No.	4779741	Application Date	05/23/2012
Registration Date	07/28/2015	Foreign Priority Date	NONE

Word Mark	BLISS
Design Mark	<h1>BLISS</h1>
Description of Mark	NONE
Goods/Services	Class 018. First use: First Use: 2000/01/01 First Use In Commerce: 2000/01/01 Tote bags

U.S. Registration No.	5214465	Application Date	01/23/2015
Registration Date	05/30/2017	Foreign Priority Date	NONE

Word Mark	BLISS
Design Mark	<h1>BLISS</h1>
Description of Mark	NONE
Goods/Services	<p>Class 003. First use: First Use: 1997/00/00 First Use In Commerce: 1997/00/00 Non-medicated skin care and skin cleansing preparations; compacts containing make-up; depilatories; non-medicated lip care preparations; gel for eye; shampoo; non-medicated acne treatment preparations; self-tanning preparations; cosmetics; color cosmetics; make-up; eye shadows; eye liners; eye pencils; mascara; facial make-up, namely, primer, foundation, blush, bronzer, highlighter and concealer; lip gloss; lipsticks; lip stains; cosmetics, namely, setting spray; nail polish; nail polish remover; nail polish top coat; nail strengtheners; cuticle creams</p> <p>Class 008. First use: First Use: 2014/07/00 First Use In Commerce: 2014/10/00 Nail buffers; hand tools, namely, nail sets</p> <p>Class 018. First use: First Use: 2000/00/00 First Use In Commerce: 2000/00/00 Cases and tote bags for cosmetics, sold empty; tote bags</p> <p>Class 021. First use: First Use: 2016/03/00 First Use In Commerce: 2016/04/00 Cosmetic brushes</p>

U.S. Registration No.	5213785	Application Date	10/24/2016
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Registration Date	05/30/2017	Foreign Priority Date	NONE
Word Mark	BLISS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 2016/02/00 First Use In Commerce: 2016/02/00 scented oils; essential oils for use in aromatherapy; reed diffusers comprised of scented oils and also including reeds and a diffuser container		

Attachments	85633355#TMSN.png(bytes) 86512978#TMSN.png(bytes) 87213316#TMSN.png(bytes) F3582602.PDF(10343 bytes)
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Signature	/Jessica Vosgerchian/
Name	JESSICA VOSGERCHIAN
Date	06/30/2020

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

In the Matter of Serial No. 88668458
Mark: VIOLET BLISS

BLISS PRODUCTS HOLDINGS LLC,

Opposer,

- against -

DAFU LICENSING, INC.,

Applicant.

Opposition No. _____

NOTICE OF OPPOSITION

Opposer, Bliss Products Holdings LLC (“Opposer”), a limited liability company organized and existing under the laws of Florida, believes it will be damaged by registration of the mark shown in the above-referenced application, and hereby opposes same. As grounds for the opposition, Opposer, through its attorneys, Fross Zelnick Lehrman & Zissu, P.C., alleges as follows:

1. For many years, Opposer and its predecessors in interest have offered and sold under the mark BLISS bath products, skin cleansers, skin care preparations, cosmetics, facial care preparations, hair shampoos and conditioners, and other beauty and wellness products.
2. Opposer owns numerous valid U.S. trademark registrations for marks consisting of or incorporating the term BLISS, including without limitation U.S. Reg. Nos. 2913434, 3011661, 3337598, 4543707, 4779741, 5214465 and 5213785, several of which have become incontestable.
3. Upon information and belief, on October 25, 2019, Applicant filed Application Serial No. 88668458 for the mark VIOLET BLISS in connection with “Fragrances; Cologne;

Perfumes; Body sprays; Eau de toilette” in International Class 3 (the “Application”) on the basis of its claimed intent to use the mark in United States commerce.

4. Opposer’s rights in the BLISS mark pre-date Applicant’s constructive priority date or any other date on which Applicant can rely.

5. The goods identified in the Application are closely related to the goods and services that Opposer offers under its BLISS mark.

6. Consisting of Opposer’s BLISS mark with only the addition of the word “violet,” Applicant’s VIOLET BLISS mark so resembles Opposer’s BLISS mark as to be likely, when used for the goods identified in the Application, to cause confusion, or to cause mistake, or to deceive.

7. Opposer would be injured by Applicant’s use and registration of Applicant’s VIOLET BLISS mark.

WHEREFORE, it is respectfully requested that the Opposition be sustained and that Application Serial No. 88668458 be denied registration. Opposer authorizes the Board to withdraw from Opposer’s USPTO debit account no. 230825 any additional fees as may be required for this Opposition.

Dated: New York, New York
June 30, 2020

Respectfully submitted,

FROSS ZELNICK LEHRMAN & ZISSU, P.C.

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David Donahue
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Attorneys for Opposer