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

Proceeding no.	91273482
Party	Defendant Arreola, Rubi
Correspondence address	DILEEP P. RAO RAO DEBOER OSTERRIEDER, PLLC 1334 BRITTMOORE ROAD, SUITE 2401 HOUSTON, TX 77043 UNITED STATES Primary email: dileep@rdoip.com Secondary email(s): sarah@rdoip.com 281-372-6114
Submission	Answer
Filer's name	Dileep P. Rao
Filer's email	dileep@rdoip.com, sarah@rdoip.com
Signature	/Dileep Rao/
Date	01/24/2022
Attachments	ANSWER_01242022.pdf(27927 bytes)

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

ANASTASIA BEVERLY HILLS, LLC,	§	Opposition No. 91273482
Opposer,	§	
	§	
	§	
v.	§	
	§	
RUBI ARREOLA,	§	
Applicant.	§	Ser. No. 90227452
	§	Mark: DEFINED BROW STUDIO
	§	Pub. for Opp. Date: November 16, 2021

ANSWER

Applicant Rubi Arreola (“Applicant”), through its undersigned attorney, timely files this Answer to the Notice of Opposition (“Notice”) to register its trademark, DEFINED BROW STUDIO, filed by Opposer Anastasia Beverly Hills, LLC (“Opposer”).

1. As to numbered paragraphs 1 and 2 of the Notice, it is admitted.
2. As to numbered paragraphs 3 and 4 of the Notice, these are alleged factual representations requiring neither denial nor admission. To the extent that a denial or admission is required, these paragraphs are denied.
3. As to numbered paragraph 5 of the Notice, Applicant is without knowledge as to whether or not “Opposer is the owner of U.S. Registration No. 2949230 for the mark BROW STUDIO” and its alleged services.
4. As to numbered paragraph 6 of the Notice, Applicant is without knowledge as to whether or not “Opposer’s Mark” is valid, subsisting, and incontestable.” To the extent that a denial or admission is required, this paragraph is denied.

5. As to numbered paragraphs 7-9 of the Notice, these are alleged factual representations requiring neither denial nor admission. To the extent that a denial or admission is required, these paragraphs are denied.
6. As to numbered paragraphs 10-18 of the Notice, Applicant does not have sufficient knowledge or information, and has not had an adequate opportunity to investigate these averments, and, therefore, is without knowledge or information sufficient to form a belief as to the truth of these averments, and, accordingly, denies these paragraphs.

DEFENSES

1. No Likelihood of Confusion – Applicant’s mark under this opposition is not likely to be confused with the existing or purported mark.
2. Inherently Distinctive and/or Acquired Distinctiveness – Applicant’s mark under this opposition is registrable and valid because it is inherently distinctive and/or has acquired distinctiveness. Regarding acquired distinctiveness, Applicant has continuously used DEFINED BROW STUDIO as a mark on at least some of its services, which include: Beauty treatment services especially for eyebrows; Cosmetic and body procedures, namely, fibroblasting, micropigmentation, cavitation, and microblading; Cosmetic eyebrow care services in the nature of waxing, brow tint, henna, and ombré; Cosmetic skin care services, namely, waxing, facials, brow shaping, brow tints, brow lifts, and brow laminations; Cosmetic tattooing services; Eyelash services, namely, lash extensions, lash lifts, and lash perms; Face and body waxing services; Microblading being eyebrow tattooing services; Salon services, namely, brow and eyelash tinting, body waxing, facial waxing, makeup services, and makeup application services; Tattooing services; Tattooing and permanent makeup services. Further, Applicant’s DEFINED BROW STUDIO mark has been used

verbally, on its website (<https://www.definedbrowstudio.com>), social media, advertisements, and more since at least August 2012.

3. Applicant alleges that the Anastasia Beverly Hills, LLC “Opposer” is not damaged nor will be damaged by the registration of Applicant’s mark.
4. Applicant alleges that the Anastasia Beverly Hills, LLC “Opposer” cannot demonstrate that it will be damaged as a result of the registration of Applicant’s mark.
5. As Applicant’s discovery and investigation continues, Applicant reserves the right to assert additional defenses as they become known to all the claims asserted against them, whether submitted and/or tendered.

PRAYER

WHEREFORE, because Opposer will not be damaged by registration of Applicant’s mark under this opposition, Applicant respectfully requests that the Board dismiss the instant opposition and allow Applicant’s mark to register.

Respectfully submitted,

Dated: January 24, 2022

By: /Dileep P. Rao/
Dileep P. Rao
Rao DeBoer Osterrieder, PLLC
1334 Brittmoore Road, Suite 2401
Houston, Texas 77043
(281) 372-6114
dileep@rdoip.com
ATTORNEY FOR APPLICANT

CERTIFICATE OF TRANSMISSION

This is to certify that a true and correct copy of the foregoing **ANSWER** was transmitted, via ESTTA, to the Trademark Trial and Appeal Board, on the date of signing below:

Dated: January 24, 2022

By: /Dileep P. Rao/
Dileep P. Rao
Rao DeBoer Osterrieder, PLLC
1334 Brittmoore Road, Suite 2401
Houston, Texas 77043
(281) 372-6114
dileep@rdoip.com
ATTORNEY FOR APPLICANT

CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of the foregoing **ANSWER** was served via email on Opposer at:

Joel R. Feldman: joel@gtlaw.com
Amy L. Kramer: kramera@gtlaw.com
Kristen E. Van Dyke: van-dykek@gtlaw.com
Primary Email: atltrademark@gtlaw.com

Dated: January 24, 2022

By: /Dileep P. Rao/
Dileep P. Rao
Rao DeBoer Osterrieder, PLLC
1334 Brittmoore Road, Suite 2401
Houston, Texas 77043
(281) 372-6114
dileep@rdoip.com
ATTORNEY FOR APPLICANT