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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	Juviaâ##s Holdings LLC		
Entity	limited liability company	Incorporated or registered in	DE
Address	300 CASTLE ROAD UNIT 1 SECAUCUS, NJ 07047 UNITED STATES		

Attorney information	MICHAEL KAIN FRETWELL 1160 SPA ROAD SUITE 2B ANNAPOLIS, MD 21403 UNITED STATES Primary email: mfretwell@laubscherlaw.com 4102806608
Docket no.	29234

Applicant information

Application no.	98740688	Publication date	10/21/2025
Opposition filing date	11/20/2025	Opposition period ends	11/20/2025
Applicant	WETHRIVV 147 HEATHER DRIVE NEW HOPE, PA 18938 United States		

Goods/services affected by opposition

Class 003. First Use: None First Use In Commerce: None
All goods and services in the class are opposed, namely: Serums for cosmetic purposes; Beauty serums; Non-medicated serums for use on hair, skin, scalp and eyebrows; Non-medicated anti-aging serum; Non-medicated facial and eye serum containing antioxidants; Non-medicated hair serums; Non-medicated skin serums; Skin care products, namely, non-medicated skin serum

Grounds for opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)

Marks cited by opposer as basis for opposition

U.S. registration no.	5857631	Application date	04/05/2019
Register	Principal		
Registration date	09/10/2019	Foreign priority date	NONE

Word mark	THE WARRIOR II BY JUVIA'S
Design mark	THE WARRIOR II BY JUVIA'S
Description of mark	
Goods/services	Class 003. First use: First Use: Oct 2018 First Use In Commerce: Oct 2018 Cosmetics

U.S. registration no.	6035501	Application date	07/22/2019
Register	Principal		
Registration date	04/14/2020	Foreign priority date	NONE
Word mark	THE ROYALTY II BY JUVIA'S		
Design mark	THE ROYALTY II BY JUVIA'S		
Description of mark			
Goods/services	Class 003. First use: First Use: Jul 2018 First Use In Commerce: Jul 2018 Cosmetics		

U.S. registration no.	6119636	Application date	10/09/2018
Register	Principal		
Registration date	08/04/2020	Foreign priority date	NONE
Word mark	JUVIA'S TRIBE		
Design mark	JUVIA'S TRIBE		
Description of mark			

Goods/services	Class 044. First use: First Use: Oct 2018 First Use In Commerce: Oct 2018 Providing online advice and information in the fields of cosmetics and applying cosmetics

U.S. registration no.	5857630	Application date	04/05/2019
Register	Principal		
Registration date	09/10/2019	Foreign priority date	NONE
Word mark	THE WARRIOR BY JUVIA'S		
Design mark			
Description of mark			
Goods/services	Class 003. First use: First Use: Apr 2018 First Use In Commerce: Apr 2018 Cosmetics		

U.S. registration no.	6680110	Application date	01/27/2020
Register	Principal		
Registration date	03/22/2022	Foreign priority date	NONE
Word mark	JUVIA'S SKIN		
Design mark			
Description of mark			
Goods/services	Class 003. First use: First Use: Oct 1, 2021 First Use In Commerce: Oct 1, 2021 Cosmetic creams for skin care; Cosmetic preparations for skin care; Moisturizing preparations for the skin; Non-medicated skin care creams and lotions; Non-medicated skin care preparations; Non-medicated balms for use on skin; Non-medicated cleansers, namely, skin cleansers; Non-medicated cleansers, namely, facial cleansers; Non-medicated exfoliating preparations for skin		

U.S. registration no.	5548773	Application date	08/29/2017
Register	Principal		
Registration date	08/28/2018	Foreign priority	NONE

		date	
Word mark	THE NUBIAN BY JUVIA'S		
Design mark	THE NUBIAN BY JUVIA'S		
Description of mark			
Goods/services	Class 003. First use: First Use: Jan 2016 First Use In Commerce: Jan 2016 Cosmetics		

U.S. registration no.	5763638	Application date	12/21/2018
Register	Principal		
Registration date	05/28/2019	Foreign priority date	NONE
Word mark	THE TRIBE BY JUVIA'S		
Design mark	THE TRIBE BY JUVIA'S		
Description of mark			
Goods/services	Class 003. First use: First Use: Dec 7, 2018 First Use In Commerce: Dec 7, 2018 Cosmetics		

U.S. registration no.	6035500	Application date	07/22/2019
Register	Principal		
Registration date	04/14/2020	Foreign priority date	NONE
Word mark	THE ROYALTY I BY JUVIA'S		
Design mark	THE ROYALTY I BY JUVIA'S		

Description of mark	
Goods/services	Class 003. First use: First Use: Jul 2018 First Use In Commerce: Jul 2018 Cosmetics

U.S. registration no.	5889924	Application date	04/05/2019
Register	Principal		
Registration date	10/22/2019	Foreign priority date	NONE
Word mark	AFRIQUE BY JUVIA'S		
Design mark	AFRIQUE BY JUVIA'S		
Description of mark			
Goods/services	Class 003. First use: First Use: Sep 2018 First Use In Commerce: Sep 2018 Cosmetics		

U.S. registration no.	5260671	Application date	01/12/2017
Register	Principal		
Registration date	08/08/2017	Foreign priority date	NONE
Word mark	JUVIA'S PLACE		
Design mark	JUVIA'S PLACE		
Description of mark			
Goods/services	Class 035. First use: First Use: Jun 2013 First Use In Commerce: Jun 2013 On-line retail store services featuring cosmetics		

U.S. registration no.	5548774	Application date	08/29/2017
Register	Principal		
Registration date	08/28/2018	Foreign priority date	NONE
Word mark	THE NUBIAN 2 BY JUVIA'S		

Design mark	THE NUBIAN 2 BY JUVIA'S
Description of mark	
Goods/services	Class 003. First use: First Use: Apr 2016 First Use In Commerce: Apr 2016 Cosmetics

U.S. registration no.	5548457	Application date	06/14/2017
Register	Principal		
Registration date	08/28/2018	Foreign priority date	NONE
Word mark	JUVIA'S PLACE		
Design mark	JUVIA'S PLACE		
Description of mark			
Goods/services	Class 003. First use: First Use: Jun 2013 First Use In Commerce: Jun 2013 Cosmetics Class 021. First use: First Use: Jun 2013 First Use In Commerce: Jun 2013 Cosmetic accessories, namely, cosmetic brushes		

U.S. registration no.	5548775	Application date	08/29/2017
Register	Principal		
Registration date	08/28/2018	Foreign priority date	NONE
Word mark	THE SAHARAN BY JUVIA'S		
Design mark	THE SAHARAN BY JUVIA'S		
Description of			

mark	
Goods/services	Class 003. First use: First Use: Feb 2017 First Use In Commerce: Feb 2017 Cosmetics

U.S. registration no.	5533378	Application date	08/29/2017
Register	Principal		
Registration date	08/07/2018	Foreign priority date	NONE
Word mark	THE ZULU BY JUVIA'S		
Design mark	THE ZULU BY JUVIA'S		
Description of mark			
Goods/services	Class 003. First use: First Use: Jun 2017 First Use In Commerce: Jun 2017 Cosmetics		

U.S. registration no.	5814140	Application date	08/29/2017
Register	Principal		
Registration date	07/23/2019	Foreign priority date	NONE
Word mark	THE SAHARAN II BY JUVIA'S		
Design mark	THE SAHARAN II BY JUVIA'S		
Description of mark			
Goods/services	Class 003. First use: First Use: Oct 15, 2017 First Use In Commerce: Oct 15, 2017 Cosmetics		

U.S. registration no.	5857632	Application date	04/05/2019
Register	Principal		
Registration date	09/10/2019	Foreign priority date	NONE
Word mark	THE FESTIVAL BY JUVIA'S		

Design mark	THE FESTIVAL BY JUVIA'S
Description of mark	
Goods/services	Class 003. First use: First Use: Jan 2018 First Use In Commerce: Jan 2018 Cosmetics

U.S. registration no.	5863243	Application date	04/05/2019
Register	Principal		
Registration date	09/17/2019	Foreign priority date	NONE
Word mark	THE DOUCE BY JUVIA'S		
Design mark	THE DOUCE BY JUVIA'S		
Description of mark			
Goods/services	Class 003. First use: First Use: Nov 2017 First Use In Commerce: Nov 2017 Cosmetics		

U.S. registration no.	5260666	Application date	01/12/2017
Register	Principal		
Registration date	08/08/2017	Foreign priority date	NONE
Word mark	JUVIA'S		
Design mark	JUVIA'S		
Description of mark			
Goods/services	Class 003. First use: First Use: Jun 2013 First Use In Commerce: Jun 2013		

	Cosmetics; Cosmetics and make-up; Eye shadows Class 021. First use: First Use: Jun 2013 First Use In Commerce: Jun 2013 Cosmetic brushes

U.S. registration no.	5533377	Application date	08/29/2017
Register	Principal		
Registration date	08/07/2018	Foreign priority date	NONE
Word mark	THE MAGIC BY JUVIA'S		
Design mark			
Description of mark			
Goods/services	Class 003. First use: First Use: Jun 2017 First Use In Commerce: Jun 2017 Cosmetics		

U.S. registration no.	6035499	Application date	07/22/2019
Register	Principal		
Registration date	04/14/2020	Foreign priority date	NONE
Word mark	THE NUBIAN LOOSE HIGHLIGHTER BY JUVIA'S		
Design mark			
Description of mark			
Goods/services	Class 003. First use: First Use: Jul 2018 First Use In Commerce: Jul 2018 Cosmetics		

U.S. registration no.	5857377	Application date	03/08/2019
Register	Principal		
Registration date	09/10/2019	Foreign priority date	NONE
Word mark	JUVIA'S PLACE		

Design mark	
Description of mark	The mark consists of The words "JUVIA'S PLACE" in a stylized font with "JUVIA'S" more prominently displayed in lower-case lettering, three dots over the "J", and "PLACE" in block letters located under the "ia's" portion of "JUVIA'S".
Goods/services	Class 003. First use: First Use: Aug 18, 2017 First Use In Commerce: Aug 18, 2017 Cosmetics Class 021. First use: First Use: Aug 18, 2017 First Use In Commerce: Aug 18, 2017 Cosmetic brushes Class 035. First use: First Use: Aug 18, 2017 First Use In Commerce: Aug 18, 2017 On-line retail store services featuring cosmetics

Attachments	88372824#TMSN.jpg(bytes) 88527713#TMSN.jpg(bytes) 88148653#TMSN.jpg(bytes) 88372786#TMSN.jpg(bytes) 88774587#TMSN.jpg(bytes) 87588607#TMSN.jpg(bytes) 88239061#TMSN.jpg(bytes) 88527701#TMSN.jpg(bytes) 88372861#TMSN.jpg(bytes) 87299027#TMSN.jpg(bytes) 87588614#TMSN.jpg(bytes) 87488262#TMSN.jpg(bytes) 87588638#TMSN.jpg(bytes) 87588628#TMSN.jpg(bytes) 87588646#TMSN.jpg(bytes) 88372845#TMSN.jpg(bytes) 88372880#TMSN.jpg(bytes) 87298930#TMSN.jpg(bytes) 87588571#TMSN.jpg(bytes) 88527681#TMSN.jpg(bytes) 88331841#TMSN.jpg(bytes) 2025-11-20-Notice Opposition.pdf(81937 bytes)

Signature	/Michael K. Fretwell/
Name	Michael K. Fretwell
Date	11/20/2025

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

Juvia's Holdings LLC Opposer, v. WETHRIVV Applicant.	Opposition No. Application Serial No. 98/740,688

NOTICE OF OPPOSITION

In the matter of trademark application Serial No. 98/443,761 for the JUVA SECRET mark filed on September 9, 2024 by WETHRIVV ("Applicant") and published for opposition on October 21, 2025, Juvia's Holdings LLC ("Opposer") believes that it will be damaged by registration of the marks and hereby opposes registration of the same.

Opposer Juvia's Holdings LLC is a limited liability company of Delaware having a principal place of business at 300 Castle Road Unit 1, Secaucus, NJ 07047.

As grounds for opposition, Opposers allege that:

1. Opposer offers cosmetics and skin care products under the JUVIA'S, JUVIA'S PLACE, and JUVIA'S SKIN marks. The products have been sold in the United States and around the world for more than a decade, including through the juviasplace.com website, Ulta Beauty, a well-known chain of beauty stores, and through other channels. Opposers provide a range of goods, including, but not limited to, eyeshadow palettes, concealer, foundation, blush, lip stick, lip gloss, creams, cleansers, serums, and moisturizers.

2. Opposer is the owner of United States Trademark Registrations and Applications for the JUVIA'S mark and many JUVIA'S-formative marks which identify goods in International Class 3, including cosmetics and skin care products. The following registrations, owned by Juvia's Holdings LLC, are currently valid and subsisting:

Mark	Reg. No.
JUVIA’S	5260666
JUVIAS PLACE	5260671
JUVIA’S PLACE	5548457
JUVIA’S SKIN	6680110
JUVIA’S PLACE (& design)	5857377
THE MAGIC BY JUVIA’S	5533377
THE ZULU BY JUVIA’S	5533378
THE NUBIAN BY JUVIA’S	5548773
THE NUBIAN 2 BY JUVIA’S	5548774
THE SAHARAN BY JUVIA’S	5548775
THE SAHARAN II BY JUVIA'S	5814140
THE TRIBE BY JUVIA'S	5763638
THE WARRIOR BY JUVIA'S	5857630
THE WARRIOR II BY JUVIA'S	5857631
THE FESTIVAL BY JUVIA'S	5857632
THE DOUCE BY JUVIA'S	5863243
AFRIQUE BY JUVIA'S	5889924
THE NUBIAN LOOSE HIGHLIGHTER BY JUVIA'S	6035499
THE ROYALTY I BY JUVIA'S	6035500
THE ROYALTY II BY JUVIA'S	6035501
JUVIA'S TRIBE	6119636

3. Through significant use, advertising and sales, the JUVIA’S and JUVIA’S-formative family of marks have become well-known in the cosmetics and skin care industries.

4. Applicant filed application Serial No. 98/443,761 for registration on the principal register on September 9, 2024. The application is based on an intent to use the JUVA SECRET mark in commerce in connection with “Serums for cosmetic purposes; Beauty serums; Non-medicated serums for use on hair, skin, scalp and eyebrows; Non-medicated anti-aging serum; Non-medicated facial and eye serum containing antioxidants; Non-medicated hair serums; Non-medicated skin serums; Skin care products, namely, non-medicated skin serum” in International

Class 3

5. Applicant's filing date is well after Opposer's dates of first use and filing of U.S. trademark applications for its JUVIA'S and JUVIA'S-formative family of marks.

6. The goods set forth in the '688 application are identical or closely related to Opposer's goods provided under its JUVIA'S and JUVIA'S-formative family of marks.

7. Applicant's JUVA SECRET mark is highly similar to the JUVIA'S mark and is confusingly similar to Opposer's JUVIA'S and family of JUVIA'S-formative marks.

8. Registration of Applicant's JUVA SECRET mark to identify its goods in International Class 3 is likely to cause confusion, mistake and deception as to the source, origin, sponsorship or association of the goods and will damage Opposer in violation of Section 2(d) of the Lanham Act, 15 U.S.C. §1052(d).

9. The grant of a registration to Applicant for Applicant's JUVA SECRET mark for its goods in International Class 3 is inconsistent with and in derogation of Opposer's prior rights and would therefore cause damage and injury to Opposer and deception and confusion of the public.

WHEREFORE, Opposer prays that the Opposition be sustained and that registration of Applicant's JUVA SECRET mark be refused.

Respectfully submitted,

November 20, 2025

/Michael K. Fretwell/

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Attorney for Opposer