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Filing date: **05/03/2019**

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

Proceeding	92068796
Party	Defendant The Lash Company & Skin Care LLC
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Signature	/HEATHER M. DENT/
Date	05/03/2019
Attachments	EXHIBIT 1 MAY 2018 OA PLATINUM.pdf(4554255 bytes) EXHIBIT 2 ttavvue-92068796-CAN-1.pdf(72187 bytes) EXHIBIT 3 PLATINUM LASHES WEBSITE ABOUT FAQS.pdf(709119 bytes) EXHIBIT 4 NOVALASH ADHESIVES who can buy.pdf(669826 bytes) EXHIBIT 5 Certification Classes _ NovaLash with Cost.pdf(1004749 bytes) EXHIBIT 6 Find a Stylist Near You NovaLash.pdf(459153 bytes) EXHIBIT 7 PROVIDER BLANKSTEINS Beauty Style.pdf(1991662 bytes) EXHIBIT 8 PROVIDER Eyelash Extensions _ Microblading Training _ United States _ The Face Boutique.pdf(2323416 bytes) EXHIBIT 9 PROVIDER The Lash Room - Eyelash Extensions.pdf(2293600 bytes) EXHIBIT 10 PLATINUM LASHES WEBSITE.pdf(529551 bytes) EXHIBIT 11 PLATINUM PEPTIDE SERUM 5680739.pdf(140969 bytes) EXHIBIT 12 PLATINUM PEPTIDE SERUM 5680738.pdf(140694 bytes) EXHIBIT 13 PLATINUM RESTORE EYE CREAM 5680740.pdf(140987 bytes) EXHIBIT 14 PLATINUM SEAMLESS 5216390.pdf(141188 bytes) EXHIBIT 15 PLATINUM VUVU 4818685.pdf(140287 bytes) EXHIBIT 16 PLATINUM BLACK 3616507.pdf(140288 bytes) EXHIBIT 17 ABSOLUTE PLATINUM 4614236.pdf(139896 bytes) EXHIBIT 18 PLATINUM BRIGHTENING CREAM 5680741.pdf(140755 bytes) EXHIBIT 19 PLATINUM CLINIC 4420820.pdf(142641 bytes) EXHIBIT 20 PLATINUM DELUX 5571404.pdf(143102 bytes) EXHIBIT 21 PURE PLATINUM 3067529.pdf(141064 bytes) EXHIBIT 22 PLATINUM RENEW TREATMENT 5409962.pdf(139867 bytes) 05032019 OPPOSITION TO PETITIONERS MOTION FOR SUMMARY JUDGMENT.pdf(283673 bytes)

To: Novalash, Inc. (tmhou@conleyrose.com)

Subject: U.S. TRADEMARK APPLICATION NO. 87854849 - PLATINUM - 2745-09000

Sent: 5/1/2018 5:05:44 PM

Sent As: ECOM123@USPTO.GOV

Attachments: [Attachment - 1](#)
[Attachment - 2](#)
[Attachment - 3](#)
[Attachment - 4](#)
[Attachment - 5](#)
[Attachment - 6](#)
[Attachment - 7](#)
[Attachment - 8](#)
[Attachment - 9](#)
[Attachment - 10](#)
[Attachment - 11](#)
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[Attachment - 32](#)
[Attachment - 33](#)
[Attachment - 34](#)
[Attachment - 35](#)
[Attachment - 36](#)
[Attachment - 37](#)

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

U.S. APPLICATION
SERIAL NO. 87854849

MARK: PLATINUM

87854849

CORRESPONDENT

ADDRESS:

MATTHEW R.
MOSCICKI
CONLEY ROSE,
P.C.
P.O. BOX 3267
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LETTER:**

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APPLICANT: Novalash,
Inc.

**CORRESPONDENT'S
REFERENCE/DOCKET
NO:**

2745-09000

**CORRESPONDENT E-
MAIL ADDRESS:**

tmhou@conleyrose.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW. A RESPONSE TRANSMITTED THROUGH THE TRADEMARK ELECTRONIC APPLICATION SYSTEM (TEAS) MUST BE RECEIVED BEFORE MIDNIGHT **EASTERN TIME** OF THE LAST DAY OF THE RESPONSE PERIOD.

ISSUE/MAILING DATE: 5/1/2018

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

SUMMARY OF ISSUES:

- TRADEMARK ACT SECTION 2(d) REFUSAL – LIKELIHOOD OF CONFUSION WITH REGISTERED MARK

TRADEMARK ACT SECTION 2(d) REFUSAL – LIKELIHOOD OF CONFUSION WITH REGISTERED MARK

Registration of the applied-for mark is **refused** because of a likelihood of confusion with the mark in U.S. Registration No. **4634186 (PLATINUM EYELASHES)**. Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.* See the attached registration.

Trademark Act Section 2(d) bars registration of an applied-for mark that so resembles a registered mark that it is likely a consumer would be confused, mistaken, or deceived as to the source of the goods and services of the applicant and registrant. *See* 15 U.S.C. §1052(d). Determining likelihood of confusion is made on a case-by-case basis by applying the factors set forth in *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361, 177 USPQ 563, 567 (C.C.P.A. 1973). *In re i.am.symbolic, llc*, 866 F.3d 1315, 1322, 123 USPQ2d 1744, 1747 (Fed. Cir. 2017). However, “[n]ot all of the [*du Pont*] factors are relevant to every case, and only factors of significance to the particular mark need be considered.” *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1366, 101 USPQ2d 1713, 1719 (Fed. Cir. 2012) (quoting *In re Mighty Leaf Tea*, 601 F.3d 1342, 1346, 94 USPQ2d 1257, 1259 (Fed. Cir. 2010)). The USPTO may focus its analysis “on dispositive factors, such as similarity of the marks and relatedness of the goods [and/or services].” *In re i.am.symbolic, llc*, 866 F.3d at 1322, 123 USPQ2d at 1747 (quoting *Herbko Int’l, Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1164-65, 64 USPQ2d 1375, 1380 (Fed. Cir. 2002)); *see* TMEP §1207.01.

Comparison of the Marks

Applicant's mark is **PLATINUM** in standard character.

Registrant's mark is **PLATINUM LASHES** in standard character.

Marks are compared in their entireties for similarities in appearance, sound, connotation, and commercial impression. *Stone Lion Capital Partners, LP v. Lion Capital LLP*, 746 F.3d 1317, 1321, 110 USPQ2d 1157, 1160 (Fed. Cir. 2014) (quoting *Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondee En 1772*, 396 F.3d 1369, 1371, 73 USPQ2d 1689, 1691 (Fed. Cir. 2005)); TMEP §1207.01(b)-(b)(v). "Similarity in any one of these elements may be sufficient to find the marks confusingly similar." *In re Davia*, 110 USPQ2d 1810, 1812 (TTAB 2014) (citing *In re 1st USA Realty Profs, Inc.*, 84 USPQ2d 1581, 1586 (TTAB 2007)); *In re White Swan Ltd.*, 8 USPQ2d 1534, 1535 (TTAB 1988)); TMEP §1207.01(b).

In this case, the wording **PLATINUM** appears at the beginning of the applied-for and registered marks. As such, a consumer's eye would be drawn to this word, and the consumer would be more likely to utilize it in calling for the goods and services. Consumers are generally more inclined to focus on the first word, prefix, or syllable in any trademark or service mark. See *Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondee En 1772*, 396 F.3d 1369, 1372, 73 USPQ2d 1689, 1692 (Fed. Cir. 2005) ("VEUVE . . . remains a 'prominent feature' as the first word in the mark and the first word to appear on the label"); *In re Integrated Embedded*, 120 USPQ2d 1504, 1513 (TTAB 2016) ("[T]he dominance of BARR in [a]pplicant's mark BARR GROUP is reinforced by its location as the first word in the mark."); *Presto Prods., Inc. v. Nice-Pak Prods., Inc.*, 9 USPQ2d 1895, 1897 (TTAB 1988) ("it is often the first part of a mark which is most likely to be impressed upon the mind of a purchaser and remembered" when making purchasing decisions).

In addition, the marks are confusingly similar because they feature the wording **PLATINUM** as the dominant portion of the mark. Although marks are compared in their entireties, one feature of a mark may be more significant or dominant in creating a commercial impression. See *In re Viterra Inc.*, 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012); *In re Nat'l Data Corp.*, 753 F.2d 1056, 1058, 224 USPQ 749, 751 (Fed. Cir. 1985); TMEP §1207.01(b)(viii), (c)(ii). Matter that is descriptive of or generic for a party's goods and services is typically less significant or less dominant in relation to other wording in a mark. See *Anheuser-Busch, LLC v. Innvopak Sys. Pty Ltd.*, 115 USPQ2d 1816, 1824-25 (TTAB 2015) (citing *In re Chatam Int'l Inc.*, 380 F.3d 1340, 1342-43, 71 USPQ2d 1944, 1946 (Fed. Cir. 2004)).

In the present case, registrant disclaimed **LASHES** in the registration because the wording is merely descriptive of or generic for registrant's goods. Thus, this wording is less significant in terms of affecting the mark's commercial impression, and renders the wording **PLATINUM** the more dominant element of the mark.

Also, applicant simply removed the wording **LASHES** from the registered mark. Although applicant's mark does not contain the entirety of the registered mark, applicant's mark is likely to appear to prospective purchasers as a shortened form of registrant's mark. See *In re Mighty Leaf Tea*, 601 F.3d 1342, 1348, 94 USPQ2d 1257, 1260 (Fed. Cir. 2010) (quoting *United States Shoe Corp.*, 229 USPQ707, 709 (TTAB 1985)). Thus, merely omitting some of the wording from a registered mark may not overcome a likelihood of confusion. See *In re Mighty Leaf Tea*, 601 F.3d 1342, 94 USPQ2d 1257; *In re Optica Int'l*, 196 USPQ 775, 778 (TTAB 1977); TMEP §1207.01(b)(ii)-(iii). In this case, applicant's mark does not create a distinct commercial impression from the registered mark because it contains some of the wording in the registered mark and does not add any wording that would distinguish it from that mark.

Generally, the greater degree of similarity between the applied-for mark and the registered mark, the lesser the degree of similarity between the goods and services of the parties is required to support a finding of likelihood of confusion. *In re C.H. Hanson Co.*, 116 USPQ2d 1351, 1353 (TTAB 2015) (citing *In re Opus One Inc.*, 60 USPQ2d 1812, 1815 (TTAB 2001)); *In re Thor Tech, Inc.*, 90 USPQ2d 1634, 1636 (TTAB 2009).

Thus, the marks are confusingly similar.

Comparison of Goods and Services

The goods and services are related.

Applicant's goods and services are "Cosmetics, namely, artificial eyelashes, false eyelash extensions, artificial eyelash appliqués and adhesives for attaching artificial eyelashes; chemicals used for the application and removal of artificial eyelashes" in International Class 3, "Education in the nature of training individuals in selecting and applying false eyelashes, face and eye make-up" in International Class 41, and "Beauty care, namely, personalizing styles for face and eye makeup and false eyelashes, namely, applying and removing face and eye makeup, and applying and removing false eyelashes" in International Class 44.

Registrant's goods and services include "Eyelash extensions, namely, artificial eyelashes; adhesives for affixing false eyelashes" in International Class 3 and "Eyelash application, namely, eyelash extension services" in International Class 44.

The compared goods and services need not be identical or even competitive to find a likelihood of confusion. See *On-line Careline Inc. v. Am. Online Inc.*, 229 F.3d 1080, 1086, 56 USPQ2d 1471, 1475 (Fed. Cir. 2000); *Recot, Inc. v. Becton*, 214 F.3d 1322, 1329, 54 USPQ2d 1894, 1898

(Fed. Cir. 2000); TMEP §1207.01(a)(i). They need only be “related in some manner and/or if the circumstances surrounding their marketing are such that they could give rise to the mistaken belief that [the goods and services] emanate from the same source.” *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1369, 101 USPQ2d 1713, 1722 (Fed. Cir. 2012) (quoting *7-Eleven Inc. v. Wechsler*, 83 USPQ2d 1715, 1724 (TTAB 2007)); TMEP §1207.01(a)(i).

When analyzing an applicant’s and registrant’s goods and services for similarity and relatedness, that determination is based on the description of the goods and services stated in the application and registration at issue, not on extrinsic evidence of actual use. *See Stone Lion Capital Partners, LP v. Lion Capital LLP*, 746 F.3d 1317, 1323, 110 USPQ2d 1157, 1162 (Fed. Cir. 2014) (quoting *Octocom Sys. Inc. v. Hous. Computers Servs. Inc.*, 918 F.2d 937, 942, 16 USPQ2d 1783, 1787 (Fed. Cir. 1990)).

Absent restrictions in an application and/or registration, the identified goods and services are presumed to travel in the same channels of trade to the same class of purchasers. *In re Viterra Inc.*, 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012) (quoting *Hewlett-Packard Co. v. Packard Press, Inc.*, 281 F.3d 1261, 1268, 62 USPQ2d 1001, 1005 (Fed. Cir. 2002)). Additionally, unrestricted and broad identifications are presumed to encompass all goods and services of the type described. *See, e.g., Sw. Mgmt., Inc. v. Ocinomled, Ltd.*, 115 USPQ2d 1007, 1025 (TTAB 2015); *In re N.A.D., Inc.*, 57 USPQ2d 1872, 1874 (TTAB 2000).

In this case, the identifications set forth in the application and registration are identical for artificial eyelashes and adhesives for affixing/attaching false/artificial eyelashes and have no restrictions as to nature, type, channels of trade, or classes of purchasers. Therefore, it is presumed that these goods and services travel in all normal channels of trade, and are available to the same class of purchasers. *See Midwestern Pet Foods, Inc. v. Societe des Produits Nestle S.A.*, 685 F.3d 1046, 1053, 103 USPQ2d 1435, 1440 (Fed. Cir. 2012). Accordingly, the goods and services of applicant and registrant are considered related for purposes of the likelihood of confusion analysis.

Applicant's and registrant's goods and services are related because companies that manufacture false eyelashes also provide educational services for applying the false eyelashes and/or beauty care services to apply the false eyelashes. The attached Internet evidence, consisting of screen shots from beauty schools and salons, establishes that the same entity commonly manufactures and provides the relevant goods and services and markets the goods and services under the same mark. Thus, applicant’s and registrant’s goods and services are considered related for likelihood of confusion purposes. *See, e.g., In re Davey Prods. Pty Ltd.*, 92 USPQ2d 1198, 1202-04 (TTAB 2009); *In re Toshiba Med. Sys. Corp.*, 91 USPQ2d 1266, 1268-69, 1271-72 (TTAB 2009).

Please see evidence from:

- LASHBEE (<http://www.lashbee.com/>), offering:
 - EDUCATIONAL SERVICES: <http://www.lashbee.com/training/>
 - BEAUTY CARE SERVICES: <http://www.lashbee.com/lashes/>
- LAVISH LASHES® (<http://www.lavishlashes.com/>), offering:
 - FALSE EYELASHES and RELATED PRODUCTS: <https://www.lavishlashes.com/products/eyelash-extensions-c-248.html>; <https://www.lavishlashes.com/products/adhesives-removers-c-145/lavish-lashes-adhesive-remover-p-91.html>
 - EDUCATIONAL SERVICES: <http://www.lavishlashes.com/eyelash-extension-training-options/>
- SINFUL LASHES (<https://sinfullashes.com/>), offering:
 - FALSE EYELASHES and RELATED PRODUCTS: <https://sinfullashes.com/product/classic-matte-c-curl-lashes/>; <https://sinfullashes.com/product-category/adhesives-remover/>
 - EDUCATIONAL SERVICES: <https://sinfullashes.com/lash-and-brow-academy/>
 - BEAUTY CARE SERVICES: <https://sinfullashes.com/services/>
- XTREME LASHES® (<https://www.xtremelashes.com/Index.aspx>), offering:
 - FALSE EYELASHES and RELATED PRODUCTS: <https://www.xtremelashes.com/prdFauxMinkLashTrays.aspx>; <https://www.xtremelashes.com/prdAdhesives.aspx>
 - EDUCATIONAL SERVICES: <https://www.xtremelashes.com/training-program-options.aspx>

Thus, upon encountering **PLATINUM** and **PLATINUM LASHES** used on the identified goods and services, consumers are likely to be confused and mistakenly believe that the respective goods and services emanate from a common source.

Since the marks are similar and the goods and services are related, there is a likelihood of confusion as to the source of applicant’s goods and services. Therefore, applicant’s mark **is not entitled to registration** because of a likelihood of confusion with the mark in U.S. Registration No. **4634186 (PLATINUM EYELASHES)**. Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.*

Although applicant’s mark has been refused registration, applicant may respond to the refusal by submitting evidence and arguments in support of registration.

ADVISORY FOR HIRING TRADEMARK COUNSEL

Because of the legal technicalities and strict deadlines involved in the USPTO application process, applicant may wish to hire a private attorney specializing in trademark matters to represent applicant in this process and provide legal advice. Although the undersigned trademark examining attorney is permitted to help an applicant understand the contents of an Office action as well as the application process in general, no USPTO attorney or staff is permitted to give an applicant legal advice or statements about an applicant's legal rights. TMEP §§705.02, 709.06.

For attorney referral information, applicant may consult the [American Bar Association's Consumers' Guide to Legal Help](#); an online directory of legal professionals, such as [FindLaw®](#); or a local telephone directory. The USPTO, however, may not assist an applicant in the selection of a private attorney. 37 C.F.R. §2.11.

RESPONSE GUIDELINES

For this application to proceed further, applicant must explicitly address each refusal and/or requirement raised in this Office action. If the action includes a refusal, applicant may provide arguments and/or evidence as to why the refusal should be withdrawn and the mark should register. Applicant may also have other options specified in this Office action for responding to a refusal and should consider those options carefully. To respond to requirements and certain refusal response options, applicant should set forth in writing the required changes or statements. For more information and general tips on responding to USPTO Office actions, response options, and how to file a response online, see "[Responding to Office Actions](#)" on the USPTO's website.

If applicant does not respond to this Office action within six months of the issue/ mailing date, or responds by expressly abandoning the application, the application process will end and the trademark will fail to register. See 15 U.S.C. §1062(b); 37 C.F.R. §§2.65(a), 2.68(a); TMEP §§718.01, 718.02. Additionally, the USPTO will not refund the application filing fee, which is a required processing fee. See 37 C.F.R. §§2.6(a)(1)(i)-(iv), 2.209(a); TMEP §405.04.

When an application has abandoned for failure to respond to an Office action, an applicant may timely file a petition to revive the application, which, if granted, would allow the application to return to active status. See 37 C.F.R. §2.66; TMEP §1714. The petition must be filed within two months of the date of issuance of the notice of abandonment and [may be filed online via the Trademark Electronic Application System \(TEAS\)](#) with a \$100 fee. See 37 C.F.R. §§2.6(a)(15)(ii), 2.66(a)(1), (b)(1).

TEAS REDUCED FEE (TEAS RF) APPLICANTS – TO MAINTAIN LOWER FEE, ADDITIONAL REQUIREMENTS MUST BE MET, INCLUDING SUBMITTING DOCUMENTS ONLINE: Applicants who filed their application online using the lower-fee TEAS RF application form must (1) file certain documents online using TEAS, including responses to Office actions (see TMEP §§819.02(b), 820.02(b) for a complete list of these documents); (2) maintain a valid e-mail correspondence address; and (3) agree to receive correspondence from the USPTO by e-mail throughout the prosecution of the application. See 37 C.F.R. §§2.22(b), 2.23(b); TMEP §§819, 820. TEAS RF applicants who do not meet these requirements must submit an additional processing fee of \$125 per class of goods and services. 37 C.F.R. §§2.6(a)(1)(v), 2.22(c), 2.23(c); TMEP §§819.04, 820.04. However, in certain situations, TEAS RF applicants may respond to an Office action by authorizing an examiner's amendment by telephone or e-mail without incurring this additional fee.

ASSISTANCE

If applicant has questions regarding this Office action, please telephone or e-mail the assigned trademark examining attorney. All relevant e-mail communications will be placed in the official application record; however, an e-mail communication will not be accepted as a response to this Office action and will not extend the deadline for filing a proper response. See 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05. Further, although the trademark examining attorney may provide additional explanation pertaining to the refusal in this Office action, the trademark examining attorney may not provide legal advice or statements about applicant's rights. See TMEP §§705.02, 709.06.

/Aubrey Biache/
Examining Attorney
Trademark Law Office 123
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TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response_forms.jsp. Please wait 48-72 hours from the issue/ mailing date before using the Trademark Electronic Application System (TEAS), to allow for necessary system updates of the application.

For *technical* assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. **E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.**

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using the Trademark Status and Document Retrieval (TSDR) system at <http://tsdr.uspto.gov/>. Please keep a copy of the TSDR status screen. If the status shows no change for more than six months, contact the Trademark Assistance Center by e-mail at TrademarkAssistanceCenter@uspto.gov or call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at <http://www.uspto.gov/trademarks/teas/correspondence.jsp>.

Print: Apr 30, 2018

86165460

DESIGN MARK

Serial Number

86165460

Status

REGISTERED

Word Mark

PLATINUM LASHES

Standard Character Mark

Yes

Registration Number

4634186

Date Registered

2014/11/04

Type of Mark

TRADEMARK; SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

The Lash Company & Skin Care LLC LIMITED LIABILITY COMPANY CALIFORNIA
205 N. Glendora Ave Glendora CALIFORNIA 91741

Goods/Services

Class Status -- ACTIVE. IC 003. US 001 004 006 050 051 052. G & S:
Eyelash extensions, namely, artificial eyelashes; adhesives for
affixing false eyelashes; eyelash products, namely, eyelash tint.
First Use: 2014/01/00. First Use In Commerce: 2014/01/00.

Goods/Services

Class Status -- ACTIVE. IC 044. US 100 101. G & S: Eyelash
application, namely, eyelash extension services. First Use:
2014/01/00. First Use In Commerce: 2014/01/00.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "LASHES" APART FROM THE
MARK AS SHOWN.

Filing Date

2014/01/14

Print: Apr 30, 2018

86165460

Examining Attorney
EULIN, INGRID

Attorney of Record
JungJin Lee

Platinum Lashes



Classic Eyelash Extension Training

Master the art of semi-permanent eyelash extensions with our comprehensive training, available in both Philadelphia, PA and Washington, DC. Spread over the course of two days, we dedicate enough time to the topics you need to understand most (that means a little less classroom time and a lot more hands-on practice!).

Receive real-time, in-depth feedback from our experienced LashBee trainers. Small class sizes ensure you receive plenty of one-on-one attention.

The help doesn't stop on the last day of class, though - our instructors will check in to check your progress and answer any questions. You'll have the option to become LashBee-certified (upon successfully meeting our high standards) and proudly share your expertise with clients.

Even more, our trainees enjoy a lifetime discount on LashBeePro products.



CURRICULUM

Take a peek at what we'll be covering:

Day 1: Focus on Fundamentals (10:00am-6:00pm)

- Introduction to eyelash extensions & their history
- Natural eyelash growth and anatomy
- The eyelash extension application process
- Client consultations
- Styling concerns - selecting the appropriate extensions for optimal lash safety, retention and appearance enhancement
- Factors that affect retention
- Caring for extensions
- Allergies & adverse reactions
- Hands-on practice: application foundations (+ demonstrations)
 - Client & workstation preparation
 - Proper isolation
 - Proper adhesive use
 - Proper extension application

Day 2: Practical Application of Knowledge (10:00am-6:00pm)

- Advanced application techniques (corrective lashing, using tape during application)
- Process for conducting fill appointments
- Process for removing extensions

- Hands-on practice: application of full sets of lashes on 2 models, incorporating advanced techniques
- Evaluation & feedback
- What's next: basics of building your business, additional training, LashBee partnership opportunities, and more!

Over the 2 days, you'll get more than 10 hours of guided, hands-on practice! This is because we believe that, as a beginner, it's hard to truly understand the concepts taught in training without sufficient time to practice them in the presence of a LashBee expert.

COURSE MATERIALS

All trainees receive a large kit with enough materials for more than 25 applications (a \$300+ value!) or have the option of purchasing an extra-large kit (50+ applications) for \$100 more. All kits include everything you need to get started, from a selection of extensions, eye pads, tweezers, magnifying glasses and much more! Our kits come in a beautiful complimentary makeup bag (a \$55 value) that makes it easy to transport all your lash supplies.



CERTIFICATION

Upon successfully completing your course, you will receive a certificate indicating that you were trained in classic eyelash extensions through LashBeePro.

REGISTER

Location

Philadelphia PA



Dates

May 20 & 21



Kit Size

Large



Add to Cart

2018 Philadelphia, PA and Washington, DC dates are now available!

Philadelphia courses take place at our headquarters (1126 Walnut Street, second floor). Washington, DC area training will take place in Alexandria, VA (exact location to be announced).

These dates don't work for you? Email us at Hi@LashBeePro.com, and we can let you know when our next courses open up or arrange a private training!

PRIVATE & ON-SITE TRAINING

We offer private one-day or two-day training for salons and individuals as well! Available at our headquarters in Philadelphia, PA or at your location. Email us at Hi@LashBeePro.com for more information. Please provide details on your location and the number of stylists that would be trained.

The Fine Print

Trainees are responsible for providing their own models (2). Please notify us ASAP if you are having difficulty finding sufficient models. We may be able to provide additional models (may incur a small fee). On day 1, no models are

Philadelphia PA ▾

2018 Philadelphia, PA and Washington, DC dates are now available!

Dates

May 20 & 21 ▾

Philadelphia courses take place at our headquarters (1126 Walnut Street, second floor). Washington, DC area training will take place in Alexandria, VA (exact location to be announced).

Kit Size

Large ▾

These dates don't work for you? Email us at Hi@LashBeePro.com, and we can let you know when our next courses open up or arrange a private training!

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PRIVATE & ON-SITE TRAINING

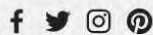
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The Fine Print

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State regulations vary. It is your responsibility to ensure you understand your state's licensing regulations regarding application of eyelash extensions before registering. The state boards of PA, NJ and VA do require a cosmetology or esthetics license for applying lash extensions. If you are coming from another state, we encourage you to check with your respective state board.

Additional questions? Email us at Hi@LashBeePro.com!


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Lash Extensions

All styles are customized to your preferred length, shape and curl - as well as what your natural lashes can handle. Take a peek at our [lookbook](#) to see examples.

Not sure sure what to book? Give us a call or book a complimentary consultation and we'll help you decide. Please note: all full sets include a consultation at the start - no need to book one separately!

Save 20% when you book with a junior stylist! Junior stylist services are not eligible for additional discounts.

FULL SETS

Book a full set when you're just getting started! We'll apply extensions to your individual natural lashes. Please note, the total number of lashes applied in each set is dependent upon how many natural lashes you have.

Classic (\$225 - regular stylist / \$180 - junior stylist)

Perfect for those looking to add more length and some fullness. We apply a single extension per natural lash to give you low maintenance, wear-them-anywhere lashes - up to 140 lashes per eye or more! Includes a free aftercare kit (\$18 value) to help you keep those lashes in tip top shape.

Classic / Volume Hybrid (\$290 - regular stylist / not available with junior stylists)

Want a bit more than classic but not full-on volume? This is the set for you! We mix individual extensions with our hand-crafted volume fans for a look that's full and textured. Includes a free aftercare kit (\$18 value) to help you keep those lashes in tip top shape.

Volume (\$345 - regular stylist / not available with junior stylists)

With this highly-skilled technique, you'll have 3 to 6 **handmade** lightweight lashes fanned out, then applied to each of your natural lashes. The result = gorgeous fluff that gives even the sparsest natural lashes an enviable fullness. Book this set if you're looking for more fullness than length. Includes a free aftercare kit (\$18 value) to help you keep those lashes in tip top shape.

FILLS

Fills are touchup appointments* to add extensions to lashes that have shed and new lashes that have grown. Prices are based on time - the better you care for your lashes, the less time you'll need! Check out our [care guide](#) for tips. Also, make sure to come to your lash appointment without any eye makeup to maximize the time we can apply lashes!

Classic Fills:

- **Mini Touchup:** quick touchup for special events or for fills within 1 week only (up to 30 minutes) - \$45 regular stylist / not available with junior stylists
- **45 minutes (within 2 weeks):**

\$67 regular stylist / \$54 junior stylist / \$57 when you purchase a [package of six](#)

- **60 minutes (between 2-3 weeks):**

\$89 regular stylist / \$72 junior stylist / \$75 when you purchase a [package of six](#)

- **75 minutes (between 3-4 weeks):**

\$109 regular stylist / \$90 junior stylist

- **90 minutes (between 4-4.5 weeks):**

\$135 regular stylist / \$108 junior stylist

- **Fill from outside salon: \$150 regular stylist / not available with junior stylists**

Please Note: the Mini Touchup is perfect as a quick touchup before a special event or for fills within 1 week of the last appointment. We cannot guarantee that it will provide sufficient coverage for fills after one week's time. We highly encourage booking at least 45 minutes for fills outside of one week; we will only charge you for the time you actually use!

Hybrid & Volume Fills:

- **60 minutes:** \$92 hybrid / \$95 volume (best for fills within 2 weeks)
- **75 minutes:** \$112 hybrid / \$115 volume (best for fills between 2 and 4 weeks)
- **90 minutes:** \$138 hybrid / \$142 (best for fills between 4 and 5 weeks)

*Must have sufficient lashes remaining to be considered a fill. Few or no lashes remaining will require application of a new full set. Beyond 5 weeks, we will generally recommend you have a fresh full set applied.

BOTTOM LASHES - \$50

Complete your look with a set of extensions on your lower lashes. Please note, these lashes require more frequent touch-ups than upper lashes.

REMOVALS - \$35

Want to bid your lash extensions adieu? Book this to have them safely removed (please, never try to remove them on your own!).

BeeLifted - The LashBee Lash Lift

Ready to ditch the curler? Get BeeLifted, and add the perfect lift + curl to natural eyelashes that lasts for up to 8 weeks! Check out our FAQs [here](#). Add a tint for only \$10 more.

Love your lash lift? Try our [BeeLifted subscription](#) and save 30% on your lifts every 6 weeks!

BeeLifted: \$190

BeeLifted + Lash Tint: \$200

Lash Tinting \$10

generally recommend you have a fresh manicure applied.

BOTTOM LASHES - \$50

Complete your look with a set of extensions on your lower lashes. Please note, these lashes require more frequent touch-ups than upper lashes.

REMOVALS - \$35

Want to bid your lash extensions adieu? Book this to have them safely removed (please, never try to remove them on your own!).

BeeLifted - The LashBee Lash Lift

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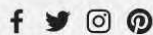
Love your lash lift? Try our [BeeLifted subscription](#) and save 30% on your lifts every 6 weeks!

BeeLifted: \$190

BeeLifted + Lash Tint: \$200

Lash Tinting - \$40

Brighten your eyes by making your lashes darker than midnight. Our lash tint lasts for 3-5 weeks. #nomoremascara indeed.



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SIBERIAN MINKS



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LOWER LASHES

EYELASH EXTENSION KITS



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STARTER KIT



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LAVISH LASHES ADHESIVE REMOVER



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PRODUCT DESCRIPTION

This product is only to be used by Lavish Lashes® Professionals. Formulated for use with all Lavish Lashes® Adhesive Formulas.

Model Number : LLGR-01-SUB90





EYELASH EXTENSION TRAINING OPTIONS

One Day Basic Certification Course – Basic Technique and Safety

Lavish Lashes® is proud to offer you the most thorough and inclusive one-day Eyelash Extension Certification Course available. The Lavish Lashes® curriculum is a unique blend of theory and practical hands-on training delivered by our knowledgeable, enthusiastic, and student-centered instructors. We absolutely guarantee that our unique application method, the **1-Step Sequence for Perfect Bonding**, is the safest and most efficient method for perfect technique in the industry.

Lavish Lashes® prides itself on its superior training and certification program. The beauty and health professionals that attend our certification workshops receive the highest caliber training by the most competent instructors in the industry. At Lavish Lashes® just showing up for training does not guarantee certification. Successful completion of the course requires that you demonstrate comprehension of the key concepts and theory of lash extensions and that you can perform the application technique in a safe, efficient, and confident manner.

Normal
Price:
~~\$995~~

Sale Price:
\$695

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Two Day Basic Certification Course and Advanced Comprehension Course

While the basic, one-day workshop, Lash Extension Basic Technique and Safety is required for certification; it is strongly recommended that you also attend the one-day Advanced Comprehension Course, which typically follows the Basic Course. The Advanced course provides up to 8 hours hands-on time with your model and is typically smaller with only 6 students maximum.

The content covered in the Advanced Course is designed to heighten your skill level and give you a jump-start on your new career. As a result of taking the Advanced Comprehension Course, you will gain confidence and speed as you learn additional techniques for perfect bonding and isolation, efficiency, and design. You will be provided tips and strategies for working with challenging lashes and challenging situations. You will also learn how to apply Lavish Lashes® safely to the lower lashes, a unique must-have service offering for your "Lash Menu of Services." This class offers you more personalized instruction from the trainer and includes additional observation time whereby you benefit from watching the instructor apply lash extensions at expert speed and receive encouraging, instructive feedback as she observes you applying the lashes.

Normal
Price:
~~\$1595~~

Sale Price:
\$1,295

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Advanced Comprehension Course

It is highly recommended that the Advanced Comprehension Course is taken



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It is highly recommended that the Advanced Comprehension Course is taken the day after the Basic Certification Course: Lash Extension Basic Technique and Safety. Taking the two courses back-to-back as a two-day workshop offers the student many advantages in both in price and skill attainment. However, we know that is not always possible and some individuals will need to take it at a later date as a one-day workshop.

The content covered in the Advanced Course is designed to heighten your skill level and give you a jump-start on your new career. As a result of taking the Advanced Comprehension Course, you will gain confidence and speed as you learn additional techniques for perfect bonding and isolation, efficiency, and design. You will be provided tips and strategies for working with challenging lashes and challenging situations. You will also learn how to apply Lavish Lashes® safely to the lower lashes, a unique must-have service offering for your "Lash Menu of Services." This class offers you more personalized instruction from the trainer and includes additional observation time whereby you benefit from watching the instructor apply lash extensions at expert speed and receive encouraging, instructive feedback as she observes you applying the lashes.

PRICE:
~~\$999~~

Sale Price:
\$600

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Advanced Comprehension and Conversion Certification Course

The Advanced Comprehension and Conversion Certification Course (also known as the Advanced Conversion Course) is designed specifically for beauty, medical, or dental professionals who have been trained and/or certified to apply eyelash extensions by a company or school other than Lavish Lashes® and seek the distinction of being a Certified Lavish Lashes® Professional and taking their skill set beyond the basic! **Why choose Lavish Lashes®** as your training provider? [Click here](#) and find out why Lavish Lashes® is the premier lash extension company in the industry.

The Advanced Conversion Course offers you the unique opportunity to enroll in our Advanced Comprehension Course without first completing our Basic Certification Course: Lash Extension Basic Technique and Safety. We have designed an additional two hours of curriculum to be taught at the beginning of our Advanced Comprehension Course to comprise the Advanced Conversion Course. Your highly experienced instructor will devote these two additional hours solely to you and will tailor make them to address your individual skill set.

Normal
Price:
~~\$995~~

Sale Price:
\$795

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VOLUME BLENDS TRAINING OPTIONS

Classic Mastery/Volume Basics

The Lavish Lashes® Classic Mastery/Volumes Basic Course is designed specifically for those exceptionally qualified and experienced Lash Professionals who:

- want to advance their classic lash extension application skills,
- want confirmation and recognition that they have earned their classic mastery certification and the right to the title of Master Lash Stylist,
- want to learn the safest method for doing the lower lashes and offer the service with confidence, and
- are considering offering volume lashes and want a basic introduction and practice time on making their own lash fans.

Normal
Price:
~~\$895~~

Sale Price:
\$795

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This course will introduce you to volume basics and prepare you to take our Advanced Volume Blends Artistry 1 course to move you from volume basics to an advanced volume level.

Advanced Volume Blends Artistry 1

Lavish Lashes is excited to introduce its **Advanced Volume Blends Artistry 1** course designed specifically for experienced Eyelash Extension Professionals who want to advance their skills to a level that clearly gives them the edge over other Lash Professionals and increase their revenue. This intense 8 ½ hour curriculum was developed by Lavish Lashes and a core team of Nationally Certified Lavish Lashes Trainers to ensure that standard volume lash practices are introduced and best practices are applied.

**Includes QuickStart Volume Practice Kit*

Normal
Price:
~~\$995~~

Sale Price:
\$895

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Advanced Volume Blends Artistry 1 and 2

This course is designed to provide the **Advanced Volume Blends Artistry 1** curriculum on the first day, followed by the **Advanced Volume Blends Artistry 2** practicum on the second day. The 7-hour Advanced Volume Blends Artistry 2 is dedicated to increasing your proficiency—the entire day is focused on increasing your confidence and speed in volume fan making and the Volume Blends technique of lashing.

**Includes QuickStart Volume Practice Kit*

Normal
Price:
~~\$1695~~

Sale Price:
\$1495

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Classic Mastery/Volume Basics and Advanced Volume Blends Artistry 1

This 2-day intensive workshop is designed to present the Classic Mastery/Volume Basics curriculum on the first day to master your classic lashing skills and prepare you for the volume technique. On the second day, you will move from volume basics to advanced volume with the Advanced Volume Blends Artistry course.

**Includes QuickStart Volume Practice Kit*

Normal
Price:
~~\$1695~~

Sale Price:
\$1395

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Classic Mastery/Volume Basics and Advanced Volume Blends Artistry 1 and 2

Normal



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This 3-day intensive workshop is designed to present the Classic Mastery/Volume Basics curriculum on the first day to master your classic lashing skills and prepare you for the volume technique. On the second day, you will move from volume basics to advanced volume with the Advanced Volume Blends Artistry course. The third day is dedicated to increasing your volume proficiency—the entire day is focused on increasing your confidence and speed in volume fan making and the Volume Blends technique of lashing.

'Includes QuickStart Volume Practice Kit

Price:
~~\$2295~~

Sale Price:
\$1995

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EYEBROW EXTENSIONS TRAINING OPTIONS

LavishBrows™ Eyebrow Extension Course

The LavishBrows™ Eyebrow Extension Course is designed for the Lash Professional and others in the industry who would like to expand their repertoire with Eyebrow Extensions, therefore increasing their revenue. Eyebrow extensions make a lucrative add-on service to compliment eyelash extension services.

Eyebrow extensions are similar to eyelash extensions because the existing hairs are extended with synthetic extensions to give more length, color or both. As with eyelash extensions, this skill requires training and practice to become proficient. At Lavish Lashes we are committed to providing you with the training and support you need to expand your skills and business with confidence. In our 6-hour **LavishBrows™ Eyebrow Extension Course**, you can expect detailed, hands-on training conducted by our exceptional team of licensed and certified professional trainers who have undergone hours of extensive training.

Normal
Price:
~~\$795~~

Sale Price:
\$695

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LavishBrows™ Online Training and Certification

The LavishBrows™ Online Training and Certification Program is perfect for the Eyelash Extension Professional with experience in brow shaping who wants to expand their repertoire and increase their revenue. Eyebrow extensions make a lucrative add-on service to compliment eyebrow and eyelash enhancement services.

You will receive everything you need to become a Certified LavishBrows™ Eyebrow Extensions Professional. When you purchase and a LavishBrows™ Starter or Essentials Kit, you will be eligible to also purchase the LavishBrows™ Online Training and Certification program, which includes everything you need to become a Certified LavishBrows™ Eyebrow Extensions Professional.

The LavishBrows™ Online Training and Certification includes the following:

- Instruction Guide for the Application of LavishBrows™ Eyebrow Extensions
- LavishBrows™ Training Video (thirty-day access)
- LavishBrows™ Client Intake and Consent Forms
- LavishBrows™ Case Study Forms for Certification
- Training support through lavishbrowscertification@lavishlashes.com

Normal
Price:
~~\$678~~

Sale Price:
\$578

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The LavishBrows™ Online Training and Certification includes the following:

- Instruction Guide for the Application of LavishBrows™ Eyebrow Extensions
- LavishBrows™ Training Video (thirty-day access)
- LavishBrows™ Client Intake and Consent Forms
- LavishBrows™ Case Study Forms for Certification
- Training support through lavishbrowscertification@lavishlashes.com

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May 18, 2017

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January 6, 2017

5 Reasons a Thanksgiving Hostess is Thankful for Eyelash
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November 15, 2016

LavishBrows™ Debuted at the 58th Annual GRAMMY Awards
March 3, 2016


OUR LATEST TWITTER

Tweets by [@lavishlashes](#)

Lavish Lashes
[@lavishlashes](#)

Here is a quick feedback from Jessica on [#LavishLashesTraining!](#) 🎉🎉🎉 Jessica was trained by our certified instructor [@AprilSBurch](#) in [#Raleigh](#) & she did a great job!

Click link to join the [#LavishFamily!](#) ❤️
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OUR LATEST FACEBOOK

Lavish Lashes
1 day ago

Thoroughly and gently cleanses the eyelashes. Gentle enough for contact lenses and eyelash extensions. Guinot has consistently led the charge in everything from game-changing technology and techniques in skincare. Guinot's meticulously honed collections of treatments and products are carried in top salons and spas. . Features ✅
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Dallash

Shop here: bit.ly/2HRXEBo

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\$50.00 Off Full sets for a limited time. We have a new Lash Star, Cat Alix. To Celebrate We are offering this special. Go to www.vagaro.com/sinfullashes to book.



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> APPLICATION



> AFTER-CARE



CLASSIC MATTE C CURL LASHES

\$15.00



Sinful Lashes eyelash extensions are made from the highest quality PBT material on the market. Our lashes are our own custom blend and curls made to our specifications. Sinful Lashes Owner, Michelle Rath, travels regularly to her manufacture to customize every product in our line to bring you what she feels is the highest quality lashes on the market.

Our Matte lashes have a deep black color with no blue hue, true matte finish and a perfect Curl that easily attaches. These are the ideal choice for the artist that wants to create either a light and natural full classic set or a dramatic full classic set without compromising the health of your clients natural lashes.

WEIGHT

Choose an option



LENGTH

Choose an option

1



ADD TO CART

SKU: N/A Categories: Classic Matte Lash, Lashes



DESCRIPTION

REVIEWS (0)

Classic Matte C Curl Lashes

Sinful Lashes eyelash extensions are made from the highest quality PBT material on the market. Our lashes are our own custom blend and curls made to our specifications. Sinful Lashes Owner, Michelle Rath, travels regularly to her manufacture to customize every product in our line to bring you what she feels is the highest quality lashes on the market.

Sinful Lashes trays have 16 rows of lashes with over 4000 classic lashes in each box. These gorgeous Matte Classic Eyelash Extensions look and feel like luxury. You will notice the difference immediately. This material will never lose its Curl, fade or slip from the natural lashes.

Our Matte lashes have a deep black color with no blue hue, true matte finish and a perfect Curl that easily attaches. These are the ideal choice for the artist that wants to create either a light and natural full classic set or a dramatic full classic set without compromising the health of your clients natural lashes.

Product Information:

- 16 rows of lashes in each tray
- Each tray includes approximates 4000 lashes
- Deep black
- Lightweight
- Matte Finish
- Available curl type: B, C, CC, D (listed in order of curl amount)
- Available Weights: .10, .15, .18, .20
- Works best with Sinful Lashes Adhesives
- For professional use only

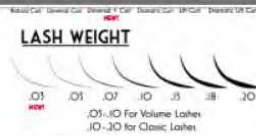
Classic lashing is performed by qualified artists using a single classic lash to a natural lash using a professional adhesive. Take care in choosing the correct weight to natural lash ratio to not damage your clients natural lash.

SINFUL LASHES

CHOOSING THE PERFECT LASH

Sinful Classic: Matte Finish, Jett Fowl, Deep Wink, Velvet Look
 Sinful Volume: Matte Finish, Jett Fowl, Deep Wink, & Dream to Fly

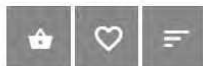
LASH CURL



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- > CLEARANCE ITEMS
- > LASHES
- > ADHESIVES & REMOVER
- > APPLICATION
- > AFTER-CARE

Adhesives and Removers

All of Sinful Lashes Professional Grade Adhesives are made from the highest quality Cyanoacrylates available on the market. They are Medical and Beauty Grade, with no industrial additives. This means every bottle of Sinful Lashes **Lash Adhesive is latex and formaldehyde free**, ensuring the health of your clients and lash artists alike.

FILTER



BLACK DIAMOND LASH ADHESIVE FOR
OPTIMUM TO HIGH HUMIDITY



GOLD TOPAZ-OPTIMUM TO LOW HUMIDITY
ADHESIVE



OPTIMUM TO HIGH HUMIDITY



RED RUBY-MEDICAL GRADE FOR SENSITIVE CLIENTS



ADHESIVE



SINFUL LASHES CREAM LASH REMOVER



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\$50.00 Off Full Sets!

\$50.00 Off Full sets for a limited time. We have a new Lash Star, Cat Alix. To Celebrate We are offering this special. Go to www.vagaro.com/sinfullashes to book.

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Lash & Brow Academy



Eyelash Extension And Microblading Training Options

Beginner 2 Day Eyelash Extension Training

[Enroll](#)

Our two day course covers everything you will need to know including the highest quality care in eye health and safety. We manufacture our own line of luxury eyelash products that contain the finest ingredients available. We teach innovative aftercare to ensure your clients eyes and eyelashes are not harmed by extension wear. You will be on the cutting edge of this fast growing industry. You will receive plenty of one-on-one and hands-on training to ensure you go home feeling confident that you can do beautiful lashes. Our training course includes lunch both days and a large kit that includes everything you will need to start your eyelash career.

[Click for full Beginner 2 day eyelash extension training course description](#)



Advanced 2 Day Volume Course, including Mega Volume and Color lashes.

[Enroll](#)

Advanced 2 Day Volume Course, including Mega Volume and Color lashes.

We have combined three techniques into a 2 day all star class. In this class you will learn:

- Beginner Volume
- Mega Volume
- Color Theory

Learn Volume 3D-6D using .07 weights. Learn Mega Volume 8D-14D using .05 & .03 weights. Learn how to create beautiful color Lash sets.

[Click for full Volume Eyelash Extension training course description](#)

Workshop Professional Lash Fan Making

[Enroll](#)

This 4 hour hands on instruction and practicum is a workshop designed for eyelash artists who want to perfect their Lash Volume fan creation and application technique. Hands on training and instruction with Michelle and Ashley. Both Sinful Lash Instructors will be available to help participating lash professionals create voluminous lashes.

[Click for the full Fan Making Eyelash Technique workshop description](#)

Sinful Brows: Beginners Microblading and Shading

[Enroll](#)

Our 5 day intensive beginner course is for the artist starting their permanent makeup career. We have created a comprehensive and easy to understand course designed to help you start your career and become a skilled artist in the exciting and lucrative world of permanent makeup.

[Click here for full Beginners Microblading and Shading Course Description](#)

Sinful Brows: Ombre and Soft Powder

[Enroll](#)

Learn to create ombre and powder eyebrows in our advanced 2 day class. In this 2-day intensive, you will learn how to create a beautiful ombre and powder brow. This is a must have skill for the artists who are skilled at Microblading and want to take their career to the next level.

[Click here for full Ombre and Soft Powder Brow Course Description](#)





Professional One on One Training Class

[Enroll](#)

If you are someone who prefers to learn in an individualized setting we can arrange a private training class for you. If you have a small group or salon we can arrange training classes at your location or our beautiful 2,000 sq ft salon in Studio City, California. 2-day Classic, 2-Day Advanced, 1-day Mega Volume or Custom Training are available.

Call 818.508.6544 now to book your private eyelash application or custom lash training.

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\$50.00 Off Full sets for a limited time. We are excited to announce we are adding Cat Alix Williams to our Sinful Team. To celebrate we are running a limited special. Go to www.vagaro.com/sinfullashes to book.

Our Studio City Lash Salon is centrally located near Beverly Hills and West Hollywood, in Los Angeles, California.

Because we manufacture our own products, our lashes are the highest quality eyelash extensions available on the market. Sinful Lashes extensions have every finish, curl, length and width on the market in stock.

As professional lash technicians we use the most up-to-date application techniques and provide innovative aftercare. We apply extensions that look fantastic and improve your natural eyelash health.



Classic Eyelash Extension – Full Set

Our qualified Lash technicians apply a complete set of one to one Classic Luxury Eyelash Extensions. We do not count lashes and will add as many (all eyelashes lashed) or as few as you would like to create the right look for your face and style.

Classic Full Set of Eyelash Extensions (\$225)



3D Volume Eyelash Exentions – Full set

Our Volume/3D eyelash extension application technique was developed in Russia and our lash salon is on the cutting edge in eyelash extension services.

By using several very fine, almost weightless, micro-thin lashes per eyelash our professional lash technicians make a fan to create a natural or full, yet light and fluffy appearance. We can apply eyelash effects from natural looking to super glam.

3D/Russian/Volume Eyelashes – Full Set (\$250)



3D/Russian/Volume Eyelashes – Full Set (\$250)

**Extended/Mega Volume – Full Set**

This set is our super full, glamorous Volume set for clients who want it all. This set is for you if you feel more is better. We extend your appointment time to give you the fullest lashes possible using our thinnest lashes. The effect is stunning.

Extended Volume/Mega Volume Set – Full Set (\$275)

**Eyelash Extension Fills**

Eyelash fills should be done every 3-4 weeks. We remove grown out lashes and add new eyelash extensions to all of your regrowth. Our lash clients walk out with a completely new set of eyelashes every time.

Over 4 weeks is considered a full, new set.

Classic Eyelash Fill

2 week touch-up (\$70)

3 week fill (\$90)

4 week fill (\$120)

3D Volume Eyelash Fill

2 week touch-up (\$80)

3 week fill (\$105)

4 week fill (\$130)

Extended/Mega Volume Eyelash Fill

2 week touch-up (\$100)

3 week fill (\$125)

4 week fill (\$150)

Outside Lash Extension Fills

Other lash salons may not use the same level of premium products or superior eyelash extension application methods that we do. If you feel you are the exception and have at least 30% existing eyelashes then please book our fill from another salon.

Classic or Volume (\$150)





Add-On Lash Services

Ombre' Eyelash Extensions

Add a little color to your eyelashes with our beautiful **ombre' extensions**. These eyelash extensions have a black base and colored tips. We can add a few or do a complete set. Available in blue, red and purple.

(No Charge)

Color Eyelash Extensions

Add some stunning color to your eyelashes with our **color extensions**. We can add just a few color lashes to highlight your eyes or hair, match a brand, or we can apply a full rainbow set. Available in pink, purple and blue.

(No Charge)

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Through internal R&D with extended focus on beauty, comfort, and longevity, Faux Mink eyelash extensions have surpassed industry standards in its weightlessness, natural appearance, and feathery effect, resulting in a texture very much like natural eyelashes.

- Long tapered tips create a soft feathery appearance
- Pliable, silky, and soft to touch
- Barely there weightlessness, dry or wet
- Repels water for reduced twisting and tangles

Insider Tips: Designate a pair of Micro-spring Scissors and curved tweezer strictly for lifting and cutting within the lash tray. We recommend that you purchase another pair for other application-related uses.

Xtreme Lashes offers the best Faux Mink Lash Trays in three curvatures: X35®, X40®, and X50®.

▶ X35®

▶ X40®

▶ X50®



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*Valid today through 5/6/2018.

ADHESIVES



FlexFusion® Adhesive with Rapid Cure Technology®

The first and only medical-grade black eyelash extension adhesive.

Experience a new level of freedom with the next generation FlexFusion® Adhesive with Rapid Cure Technology®. This hypoallergenic, **medical-grade** eyelash extension adhesive features an upgraded formulation that delivers enhanced curing (drying) speed and a thinner, easier-to-use viscosity for expert, seamless attachment. **Available in 2 colors: Black and Purple (standard color).**



This innovative formula offers a synergy of benefits without compromising performance, comfort or lash longevity. Designed exclusively for use with Xtreme Lashes® Eyelash Extensions. [Watch Training Video](#)

- Remarkable cure speed with thin viscosity that is ideal for all types of applications
- Hypoallergenic and Dermatologist tested with exceptionally low fume and odor
- Manufactured to ISO 13485:2003 Quality Management Standards
- Made in the USA at an FDA-registered facility

Use in conjunction with Eyelash Primer during every full set and Relash™ application. This essential product dissolves residual oils and optimizes natural eyelash pH, resulting in an ideal foundation for faster, more seamless, and longer-lasting attachment.

Training Video: This new rapid drying and thinner viscosity formula will require modification to the current application technique. Watch our new training video in Online Education by clicking [here](#).

Insider Tips: If using the Black adhesive, please shake the bottle vigorously for 20 seconds before each use. Additionally, basic makeup application and normal lifestyle can resume after the eyelash extension application. However, spray or airbrush tanning, exposure to excessive steam and heat, contact lenses insertion, and use of non Xtreme Lashes® cosmetics and skincare products should be avoided within the first 3 hours.

0.17 fl. oz./5 mL

To purchase this product, you must successfully complete the online XL Tutorial: Pre-Training Overview. Click the button below to start.



Black

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Purple (standard color)

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[\[Back to Top\]](#)**Adhesive and Eyelash Primer Set**

This Adhesive and Eyelash Primer Set from Xtreme Lashes combines two essential lash application products that work together to increase eyelash extension adhesion and attachment longevity. Developed for use with all Xtreme Lashes adhesives, the innovative Eyelash Primer solution creates an optimal pH on the surface of natural eyelashes that results in an ideal foundation for fast attachment and strong adhesion. Purchase your preferred adhesive with Eyelash Primer in this convenient set for the greatest value.

Benefits of using Eyelash Primer:

- Accelerates fixture times and facilitates faster applications
- Promotes longevity and seamless connectivity
- Dissolves residual oils and optimizes natural eyelash pH to promote eyelash extension attachment
- Designed for full set and relash applications; does not affect existing eyelash extensions

What's inside:

- 1 – Eyelash Primer (0.34 fl. oz./10 mL)
- 1 – Your preferred Xtreme Lashes adhesive (0.17 fl. oz./5 mL)

RCT Black

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RCT Purple

[LOGIN TO BUY](#)

HP Ultra

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HP-Ultra® is an eyelash extension adhesive formulated for fast attachment speed, while maintaining dependable adhesion performance. Formulated exclusively for use with Xtreme Lashes Eyelash Extensions.

- Fast attachment speed
- Contains carbon black pigments and mild fumes
- Recommended for use by lash stylists and/or on consumers without sensitive eyes

Use the Xtreme Lashes Eyelash Primer during every full set and relash application. This essential product dissolves residual oils and optimizes natural eyelash pH, resulting in an ideal foundation for faster, more seamless, and longer-lasting attachment.

Insider Tips: To facilitate a more flexible, longer-lasting bond and to minimize potential irritation or allergy, advise consumers to protect eyelash extensions from water, liquids, steam, excessive heat, and cosmetics (skincare, mascara, etc.) during the first 48 hours after application. For detailed aftercare instructions, please contact Xtreme Lashes Customer Service.

To bypass the 48-hour limitations above, use [FlexFusion® Adhesive with Rapid Cure Technology](#), a hypoallergenic adhesive recommended for all types of consumers and lash stylists of all levels.

0.17 fl. oz./5 mL

[LOGIN TO BUY](#)[\[Back to Top\]](#)**Adhesive Remover**

Specifically designed to gently and safely remove eyelash extensions without stripping natural eyelashes of natural oils, this acetone- and alcohol-free Adhesive Remover conditions while it works!

- Odorless, acetone-free and alcohol-free
- Safe and effective
- Conditions natural lashes
- Made in USA

0.34 fl. oz./10 mL

Insider Tips: Do not refrigerate. Keep away from moisture.

[LOGIN TO BUY](#)[\[Back to Top\]](#)**Eyelash Primer**

Improved formula & packaging

Accelerate fixture (attachment) time and promote eyelash extension longevity with this custom formulated primer. This innovative solution creates an optimal pH on the surface of natural eyelashes, resulting in an ideal foundation for fast attachment and

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HP-Ultra® Adhesive

HP-Ultra® is an eyelash extension adhesive formulated for fast attachment speed, while maintaining dependable adhesion performance. Formulated exclusively for use with Xtreme Lashes Eyelash Extensions.

- Fast attachment speed
- Contains carbon black pigments and mild fumes
- Recommended for use by lash stylists and/or on consumers without sensitive eyes

Use the Xtreme Lashes Eyelash Primer during every full set and relash application. This essential product dissolves residual oils and optimizes natural eyelash pH, resulting in an ideal foundation for faster, more seamless, and longer-lasting attachment.

Insider Tips: To facilitate a more flexible, longer-lasting bond and to minimize potential irritation or allergy, advise consumers to protect eyelash extensions from water, liquids, steam, excessive heat, and cosmetics (skincare, mascara, etc.) during the first 48 hours after application. For detailed aftercare instructions, please contact Xtreme Lashes Customer Service.

To bypass the 48-hour limitations above, use [FlexFusion® Adhesive with Rapid Cure Technology](#), a hypoallergenic adhesive recommended for all types of consumers and lash stylists of all levels.

0.17 fl. oz./5 mL

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Adhesive Remover

Specifically designed to gently and safely remove eyelash extensions without stripping natural eyelashes of natural oils, this acetone- and alcohol-free Adhesive Remover conditions while it works!

- Odorless, acetone-free and alcohol-free
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Eyelash Primer

Improved formula & packaging

Accelerate fixture (attachment) time and promote eyelash extension longevity with this custom formulated primer. This innovative solution creates an optimal pH on the surface of natural eyelashes, resulting in an ideal foundation for fast attachment and strong adhesion. Use prior to every full set and relash application. Developed for use with all Xtreme Lashes adhesives.

- Accelerates fixture time, facilitating faster application.
- Promotes longevity and helps achieve seamless connectivity.
- Dissolves residual oils and optimizes natural eyelash pH to promote eyelash extension attachment.
- Designed for full set and relash applications; does not affect existing eyelash extension.

0.34 fl. oz./10 mL

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Learn the fundamentals, core techniques, and business building strategies necessary to become a successful Xtreme Lashes Lash Stylist by enrolling in our 4-day hands-on Lash Stylist Program.

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Get certified and listed on the Xtreme Lashes Find a Lash Stylist Directory™, putting your name in front of thousands of consumers looking for an Xtreme Lashes Certified Lash Stylist in their local area every day.

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Advanced Training: Volumation®

Gain more clients by offering the latest lash technique of applying multiple eyelash extensions to a single natural eyelash to create depth, volume, and texture.

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To: Novalash, Inc. (tmhou@conleyrose.com)
Subject: U.S. TRADEMARK APPLICATION NO. 87854849 - PLATINUM - 2745-09000
Sent: 5/1/2018 5:05:45 PM
Sent As: ECOM123@USPTO.GOV
Attachments:

UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

**IMPORTANT NOTICE REGARDING YOUR
U.S. TRADEMARK APPLICATION**

USPTO OFFICE ACTION (OFFICIAL LETTER) HAS ISSUED
ON **5/1/2018** FOR U.S. APPLICATION SERIAL NO. 87854849

Please follow the instructions below:

(1) TO READ THE LETTER: Click on this [link](#) or go to <http://tsdr.uspto.gov>, enter the U.S. application serial number, and click on "Documents."

The Office action may not be immediately viewable, to allow for necessary system updates of the application, but will be available within 24 hours of this e-mail notification.

(2) TIMELY RESPONSE IS REQUIRED: Please carefully review the Office action to determine (1) how to respond, and (2) the applicable response time period. Your response deadline will be calculated from **5/1/2018** (*or sooner if specified in the Office action*). A response transmitted through the Trademark Electronic Application System (TEAS) must be received before midnight **Eastern Time** of the last day of the response period. For information regarding response time periods, see <http://www.uspto.gov/trademarks/process/status/responsetime.jsp>.

Do NOT hit "Reply" to this e-mail notification, or otherwise e-mail your response because the USPTO does NOT accept e-mails as responses to Office actions. Instead, the USPTO recommends that you respond online using the TEAS response form located at http://www.uspto.gov/trademarks/teas/response_forms.jsp.

(3) QUESTIONS: For questions about the contents of the Office action itself, please contact the assigned trademark examining attorney. For *technical* assistance in accessing or viewing the Office action in the Trademark Status and Document Retrieval (TSDR) system, please e-mail TSDR@uspto.gov.

WARNING

Failure to file the required response by the applicable response deadline will result in the ABANDONMENT of your application. For more information regarding abandonment, see <http://www.uspto.gov/trademarks/basics/abandon.jsp>.

PRIVATE COMPANY SOLICITATIONS REGARDING YOUR APPLICATION: Private companies **not** associated with the USPTO are using information provided in trademark applications to mail or e-mail trademark-related solicitations. These companies often use names that closely resemble the USPTO and their solicitations may look like an official government document. Many solicitations require that you pay "fees."

Please carefully review all correspondence you receive regarding this application to make sure that you are responding to an official document from the USPTO rather than a private company solicitation. All official USPTO correspondence will be mailed only from the "United States Patent and Trademark Office" in Alexandria, VA; or sent by e-mail from the domain "@uspto.gov." For more information on how to handle private company solicitations, see http://www.uspto.gov/trademarks/solicitation_warnings.jsp.

ESTTA Tracking number: **ESTTA904967**

Filing date: **06/22/2018**

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

Petition for Cancellation

Notice is hereby given that the following party has filed a petition to cancel the registration indicated below.

Petitioner Information

Name	Novalash, Inc.		
Entity	Corporation	Citizenship	Texas
Address	6116 Skyline Dr #201 Houston, TX 77057 UNITED STATES		

Attorney information	Darlene F. Ghavimi Conley Rose, P.C. P.O. Box 3267 Houston, TX 77253-3267 UNITED STATES Email: tmhou@conleyrose.com, dghavimi@conleyrose.com, mmoscicki@conleyrose.com, mkirchhoff@conleyrose.com Phone: 7132388000
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Registration Subject to Cancellation

Registration No.	4634186	Registration date	11/04/2014
Registrant	The Lash Company & Skin Care LLC 205 N. Glendora Ave Glendora, CA 91741 UNITED STATES Email: jschainen@gmail.com		

Goods/Services Subject to Cancellation


Class 003. First Use: 2014/01/00 First Use In Commerce: 2014/01/00 All goods and services in the class are subject to cancellation, namely: Eyelash extensions, namely, artificial eyelashes; adhesives for affixing false eyelashes; eyelash products, namely, eyelash tint
Class 044. First Use: 2014/01/00 First Use In Commerce: 2014/01/00 All goods and services in the class are subject to cancellation, namely: Eyelash application, namely, eyelash extension services

Grounds for Cancellation

Priority and likelihood of confusion	Trademark Act Sections 14(1) and 2(d)
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Mark Cited by Petitioner as Basis for Cancellation

U.S. Registration No.	3873866	Application Date	06/09/2008
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Registration Date	11/09/2010	Foreign Priority Date	NONE
Word Mark	PLATINUM BOND		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 003. First use: First Use: 2005/09/30 First Use In Commerce: 2005/09/30 Cosmetics, namely, artificial eyelashes, false eyelash extensions, artificial eye-lash appliques and adhesives for attaching artificial eyelashes; chemicals used for the application and removal of artificial eyelashes</p> <p>Class 041. First use: First Use: 2005/09/30 First Use In Commerce: 2005/09/30 Education in the nature of training individuals in selecting and applying false eyelashes, face and eye make-up</p> <p>Class 044. First use: First Use: 2005/09/30 First Use In Commerce: 2005/09/30 Beauty care, namely, personalizing styles for face and eye makeup and false eyelashes, namely, applying and removing face and eye makeup, and applying and removing false eyelashes</p>		

Attachments	77493859#TMSN.png(bytes) Petition_for_Cancellation_PLATINUM_LASHES.pdf(41339 bytes)
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Signature	/Darlene F. Ghavimi/
Name	Darlene F. Ghavimi
Date	06/22/2018

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

NOVALASH, INC.	§	
	§	
Petitioner,	§	Registration No. 4,634,186
	§	
v.	§	Mark: PLATINUM LASHES
	§	
THE LASH COMPANY & SKIN CARE LLC	§	Cancellation No. _____
	§	
Registrant.	§	

PETITION FOR CANCELLATION

Petitioner, Novalash, Inc. (“Petitioner”), hereby petitions for cancellation of Registration No. 4,634,460 (the “Registration”) pursuant to 15 U.S.C. § 1064 as detailed herein.

I. PARTIES AND FACTS

1. Petitioner Novalash, Inc. is a Texas corporation with its principal place of business located at 6116 Skyline Dr., Suite 201, Houston, Texas, 77057.

2. The Lash Company & Skin Care LLC (“Registrant”) is the owner of U.S. Trademark Registration No. 4,634,186 (the “Registration”) for the mark PLATINUM LASHES (“Registrant’s Mark”).

3. Registrant is a California limited liability company with its principal place of business at 205 N. Glendora Ave, Glendora, California 91741.

4. Registrant filed Application Serial No. 86/165,460 for Registrant’s Mark on January 14, 2014 under Section 1(a) of the Trademark Act, for “Eyelash extensions, namely, artificial eyelashes; adhesives for affixing false eyelashes; eyelash products, namely, eyelash tint” in International Class 003 and “Eyelash application, namely, eyelash extension services” in International Class 044.

5. Petitioner is the owner of U.S. Registration No. 3,873,866 for PLATINUM BOND for “Cosmetics, namely, artificial eyelashes, false eyelash extensions, artificial eyelash appliqués and adhesives for attaching artificial eyelashes; chemicals used for the application and removal of artificial eyelashes” in International Class 003; “Education in the nature of training individuals in selecting and applying false eyelashes, face and eye make-up” in International Class 041; and “Beauty care, namely, personalizing styles for face and eye makeup and false eyelashes, namely, applying and removing face and eye makeup, and applying and removing false eyelashes” in International Class 044.

6. The registered goods and services of Petitioner’s PLATINUM BOND mark have been in use in interstate commerce since at least as early as September 30, 2005.

7. The term “BOND” has been disclaimed from U.S. Registration No. 3,873,866 for PLATINUM BOND.

8. The term “LASHES” has been disclaimed from Registrant’s Registration No. 4,634,186 for PLATINUM LASHES.

9. An Office Action has issued against Petitioner’s U.S. Application Serial No. 87/854,849 for the mark PLATINUM, in which Registrant’s U.S. Registration No. 4,634,186 is cited against Petitioner’s mark under Section 2(d) of the Lanham Act and is blocking registration of Petitioner’s mark. Per said Office Action:

“In this case, the wording **PLATINUM** appears at the beginning of the applied-for and registered marks. As such, a consumer's eye would be drawn to this word, and the consumer would be more likely to utilize it in calling for the goods and services. Consumers are generally more inclined to focus on the first word, prefix, or syllable in any trademark or service mark. *See Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondée En 1772*, 396 F.3d 1369, 1372, 73 USPQ2d 1689, 1692 (Fed. Cir. 2005) (“VEUVE . . . remains a ‘prominent feature’ as the first word in the mark and the first word to appear on the label”); *In re Integrated Embedded*, 120 USPQ2d 1504, 1513 (TTAB 2016) (“[T]he dominance of BARR in [a]pplicant’s mark BARR GROUP is reinforced by its location as the first word in the mark.”); *Presto Prods., Inc. v. Nice-Pak Prods., Inc.*, 9 USPQ2d 1895, 1897 (TTAB 1988) (“it is often the first part of a mark which is most likely to be impressed upon the mind of a purchaser and remembered” when making purchasing decisions).

In addition, the marks are confusingly similar because they feature the wording **PLATINUM** as the dominant portion of the mark. Although marks are compared in their entirety, one feature of a mark may be more significant or dominant in creating a commercial impression. *See In re Vittera Inc.*, 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012); *In re Nat'l Data Corp.*, 753 F.2d 1056, 1058, 224 USPQ 749, 751 (Fed. Cir. 1985); TMEP §1207.01(b)(viii), (c)(ii). Matter that is descriptive of or generic for a party's goods and services is typically less significant or less dominant in relation to other wording in a mark. *See Anheuser-Busch, LLC v. Innvopak Sys. Pty Ltd.*, 115 USPQ2d 1816, 1824-25 (TTAB 2015) (citing *In re Chatam Int'l Inc.*, 380 F.3d 1340, 1342-43, 71 USPQ2d 1944, 1946 (Fed. Cir. 2004)).

In the present case, registrant disclaimed **LASHES** in the registration because the wording is merely descriptive of or generic for registrant's goods. Thus, this wording is less significant in terms of affecting the mark's commercial impression, and renders the wording **PLATINUM** the more dominant element of the mark."

10. Had the above analysis been applied in the examination of the application for Registrant's now U.S. Registration No. 4,634,186 **PLATINUM LASHES**, then certainly Petitioner's U.S. Registration No. 3,873,866 **PLATINUM BOND** would have been cited and blocked the registration of the application for **PLATINUM LASHES**.

11. If the Registration is not cancelled, it may continue to block the registration of Petitioner's Application Serial No. 87/854,849. The continued existence of Registration would be a source of damage and injury to Petitioner and the purchasing public.

WHEREFORE, Petitioner is or will be damaged by Registration No. 4,634,186 for the registered goods and services and petitions for cancellation thereof.

This Petition for Cancellation is being filed electronically, along with the filing fee required by 27 C.F.R. § 2.6(a)(16). The Commissioner is authorized to draw on the Deposit Account of Conley Rose, P.C., Account No. 501515, if there is any problem with the processing of the electronically submitted fee.

Respectfully Submitted,

DATE: June 22, 2018

/Darlene Ghavimi/

Darlene F. Ghavimi
Matthew R. Moscicki
Conley Rose, P.C.
P.O. Box 3267
Houston, TX 77253-3267
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mmoscicki@conleyrose.com

ATTORNEYS FOR PETITIONER

CERTIFICATE OF TRANSMISSION UNDER TBMP 110

I HEREBY CERTIFY that a true and correct copy of this document, *Petition for Cancellation*, opposing registration of U.S. Trademark Registration No. 4,634,186 for the mark PLATINUM LASHES, is being filed electronically through <http://esta.uspto.gov> via the Trademark Trial and Appeal Board Electronic Filing System.

On the 22th day of June, 2018.

/Melissa Kirchhoff/

Melissa Kirchhoff

CERTIFICATE OF SERVICE UNDER TBMP 113

I HEREBY CERTIFY that a true and correct copy of the foregoing *Petition for Cancellation*, opposing registration of U.S. Trademark Registration No. 4,634,186 for the mark PLATINUM LASHES, is being sent by electronic mail to correspondent for Registrant, The Lash Company & Skin Care LLC as follows:

JungJin Lee
Trademark Lawyer Law Firm, PLLC
P.O. Box 512
ANN ARBOR, MICHIGAN 48106-0512
United States
jj@llapc.com
docket@trademarklawyerfirm.com

On the 22th day of June, 2018.

/Melissa Kirchhoff/
Melissa Kirchhoff

Three Convenient Locations:Glendora (<https://goo.gl/maps/pt9vkAS7vcJ2>) | La Verne(<https://goo.gl/maps/a3Mo7dt2Zsr>) | Arcadia(<https://goo.gl/maps/3K3h7arocEy>).

Glendora: 626.2

La Verne: 909.6

Arcadia: 626.7

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(https://platinumlashes.com/)



Va-Va-VOOM!

At Platinum Lashes our team of professional lash artist's will work with you to create a look that fits you, from natural to extreme and anywhere in between. If you want to look younger and have longer, thicker, fuller eyelashes without the hassle of mascara then lash extensions are for you.

We started from humble beginnings, and have grown to be the premier lash extension studio in Southern California. Lashes are our passion and we strongly believe a good set of lashes can make women feel beautiful, confident, and feminine. They're more than just lashes to us, they're a way of life! We encourage to give them a try, bring out your inner vixen, and add a little "Va-Va-VOOM!" to your everyday look.

FAQ

☐ How many lashes do you apply?

Every lash set varies according to your natural lashes, and the type of lash you choose to wear. Typically, 80-120 lashes per eye.

☐ How long will my appointment take?

Expect a new set to take 2 hours. Touch up appointments or "fills" range depending on length of time in between, and take 1 -2 hours.

☐ How long do lash extensions last?

Most clients return for a "fill" in 2-3 weeks. However some can go longer, this varies on personal preference, how you care for your lashes, and the style of lash you wear.

☐ What exactly is a lash touch up or fill?

As your lashes grow and shed naturally, so will your extensions. During a "fill" we will remove outgrown lashes and replace them to the lash line, as well as replace lost lashes.

☐ Classic Vs. Volume application, what is the difference?

Classic application is one lash extension applied to one natural lash. Volume lashes are small fans of thin lightweight extensions applied to one lash. At Platinum we never charge more for volume lashes and usually we blend both, for a more dimensional look.

☐ What are lash extensions made of?

Our lash extensions are made of a polyester fiber with a "silk" finish. We also offer 100% Siberian Mink lashes.

☐ What brand of lashes do you use?

Here at Platinum, we use Platinum lashes of course! All of our lash extensions are custom made for our studios. We have a huge variety of widths, lengths and colors. Of course our signature custom curl always stands out! Fashion color highlights can enhance eye color and fun glitter lashes add a little bling!

☐ Will lash extensions harm my natural lashes?

Lash extensions properly applied will not harm natural lashes and are safe for long term wear. Isolating each individual lash is critical, taking great care to not glue lashes together ensures that your lashes grow and cycle naturally and remain healthy.

☐ How do I care for my new extensions?

- Avoid wetting lashes for the first 24 hours
- Avoid oil based products
- Avoid excessive handling or pulling of your extensions.

OUR SERVICES



One Week Fill: \$40

1-Hour Appointment

Two Week Fill: \$65

1.5-Hour Appointment

Three Week Fill: \$75

2-Hour Appointment

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(<https://platinumlashes.com/>)



NOVALASH®

HOUSTON | LONDON | HONG KONG
By Sophy Merszei

Menu

Good to the Last Drop!

PLATINUM BOND® SERIES ADHESIVES

NovaLash has the solution to the most common problem with eyelash extensions – longevity and wear. **NovaLash's Platinum Bond adhesives** provide a super strong hold for eyelash extensions. With Platinum Bond adhesive, your clients will only require touch-ups every 4 to even 6 weeks, instead of the average 2 weeks you might be familiar with. Platinum Bond sets the standard for the eyelash extension industry by providing the extended hold time, flexibility, and a dark, lush, lash line for everyone. **Features:**

- Physician-developed
- Extra strength formula
- Holds 2x longer than competing brands
- Oil resistant
- Waterproof
- U.S. patent-pending
- Only sold to NovaLash certified professionals
- Packed in a U.S. FDA facility
- ICMAD 2007 Cosmetic Product Innovation of the Year Winner

Benefits:

- No mascara needed
- Safe to immediately shower
- Safe to sauna, workout, sit in the steam room
- Safe to use oils on extensions
- Can be worn indefinitely with monthly touch up appointments
- Dries glossy, rich, dark, black color to enhance the lash line

Key Ingredients:










- Rubberizing agent for flexibility, durability, and longer wear time

HOW TO STORE PLATINUM BOND® SERIES ADHESIVES

As a lash artist, it is important to know that cyanoacrylate-based adhesives are sensitive to their environment and require some simple maintenance. *Please review the following tips and information on how to best care for your Platinum Bond adhesive.*

- Keep the lid closed tightly at all times. Air enters your bottle each time you open and close it.
- Using a pair of scissors, cut the tip of the adhesive dispenser at an angle.
- Ambient moisture and chemicals in the air affect the consistency.
- After dispensing a drop, be sure to wipe excess adhesive off the angled tip. Then replace the cap.
- Use your adhesive frequently, one bottle at a time. Amount of time lapsed between each use affects the consistency and shelf-life.
- Do Not stock your adhesive, purchase as needed. Cyanoacrylate adhesives change consistencies over time, even when unopened.
- Store in a cool, dry environment within 5° +/- of 77 °F. **DO NOT Refrigerate.**

WHO QUALIFIES FOR PLATINUM® BOND SERIES ADHESIVES

(U.S.) PB Series Qualifications	Sensitive Eyes adhesive	Platinum® Bond adhesive	Platinum® Bond High Speed
Licensed Cosmetologists & Aestheticians			
State Licensed Lash Specialists			
Other Certified Lash Artists			
NovaLash Certified Lash Artists			NovaLash Classic Certified lash artists may call-in to apply to order PBHS 6 months after class*
Other Volume Certified Lash Artists			
Advanced American Volume Certified Lash Artists			





NOVALASH®

HOUSTON | LONDON | HONG KONG

By Sophy Merszei

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FOR LICENSED PROFESSIONALS

GET CLASSIC CERTIFIED



\$1244.00

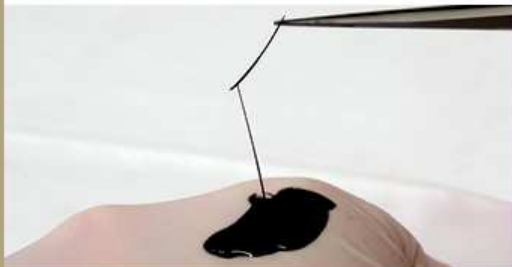
CLASSIC TRAINING

- For Cosmetologists, Aestheticians, and Texas Eyelash Specialists
- One 8-hour Seminar*
- OVER \$2,000 value**

LEARN MORE >

FOR CERTIFIED EXTENSIONISTS

GET CLASSIC CERTIFIED



\$559.00

CONVERSION TRAINING & REFRESHER COURSE

- Already Certified Lash Artists
- Refresher Course for NovaLash Lash Artists
- One 8-hour Seminar*

LEARN MORE >

**California Seminar hours vary. **Business in box and class products subject to change*



FOR CERTIFIED EXTENSIONISTS

GET AMERICAN VOLUME CERTIFIED



\$1275

ADVANCED TRAINING

- Already Certified Lash Artists
- One 8-hour Seminar*
- Includes Platinum Bond High Speed, Volume extensions, and more**

NOVALASH CERTIFICATION

The application of eyelash extensions is a highly technical and meticulous process requiring well-trained estheticians and cosmetologists to perform the procedure. Unlike traditional false eyelashes, which are applied as a single strip and last only a couple of days, NovaLash Eyelash Extensions are individual, synthetic extensions singularly bonded to each natural lash to create a longer, thicker more glamorous lash look. Consequently, NovaLash trained estheticians, makeup artists and stylists are instructed with the industry's most comprehensive training course for the most efficient and effective application techniques. As the only physician-developed course in the lash extension industry, NovaLash training is appealing to and attracting the most skilled cosmetologists, estheticians and makeup artists in the salon and spa industry. These licensed professionals view the NovaLash training program as the best in the business and an invaluable professional tool in growing salon and spa clientele. NovaLash's superior training ensures that licensed professionals receive the technical instruction designed to increase lash extension wear-time and longevity. In fact, NovaLash is recognized for having addressed the single largest challenge of lash extension training, which was the slow application speed. Now, only NovaLash offers and teaches techniques and tips that can reduce lash application time, by half.



TRAINING OVERVIEW

The NovaLash program places special emphasis on theory, the science behind the procedure, safety, and advanced techniques that are guaranteed to produce longer-lasting lash applications. As the only physician-developed course in the lash extension industry, NovaLash training is appealing to and attracting the most skilled cosmetologists, estheticians and makeup artists in the salon and spa industry.

Classes include *

- Eight-hour training day
- Seminar Skills Training Manual
- FREE listing on NovaLash.com [Find a Stylist](#) after approval
- FREE access to marketing materials
- NovaLash Products Included
- Excellent [Return on Investment](#)

**Some classes vary. For class-specifics, [choose an Upcoming Class](#)*

Raylene Cravens - LASHoff LASH Artist of t...



INTERNATIONAL CLASSES

Australia	Italy	Singapore
Barbados	New Zealand	Spain
England	Norway	Trinidad And Tobago
Iceland	Saint Lucia	
Ireland	Scotland	

UNITED STATES CLASSES

Alabama	Kentucky	North Carolina
Arizona	Louisiana	Ohio
Arkansas	Maine	Oklahoma
California	Maryland	Oregon
Colorado	Massachusetts	Pennsylvania
Connecticut	Michigan	South Carolina
Florida	Minnesota	South Dakota
Georgia	Mississippi	Tennessee
Hawaii	Missouri	Texas
Idaho	Montana	Utah
Illinois	Nevada	Virginia
Indiana	New Hampshire	Washington
Iowa	New Jersey	West Virginia
Kansas	New York	Wisconsin

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Why Choose NovaLash?
Voted #1 Awards
Media Love Us!
Come See Us!
Become a Distributor

15 Years of
NOVALASH
or nothing

FREQUENTLY ASKED QUESTIONS

User Account Registration
Class Registration
Case Studies
New Stylist Listing
Platinum Bond Adhesives

LASHOFF CONTEST

CAREERS
SAFETY

TERMS & CONDITIONS

PRIVACY POLICY
Refund Policy
Shipping

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NOVALASH[®]

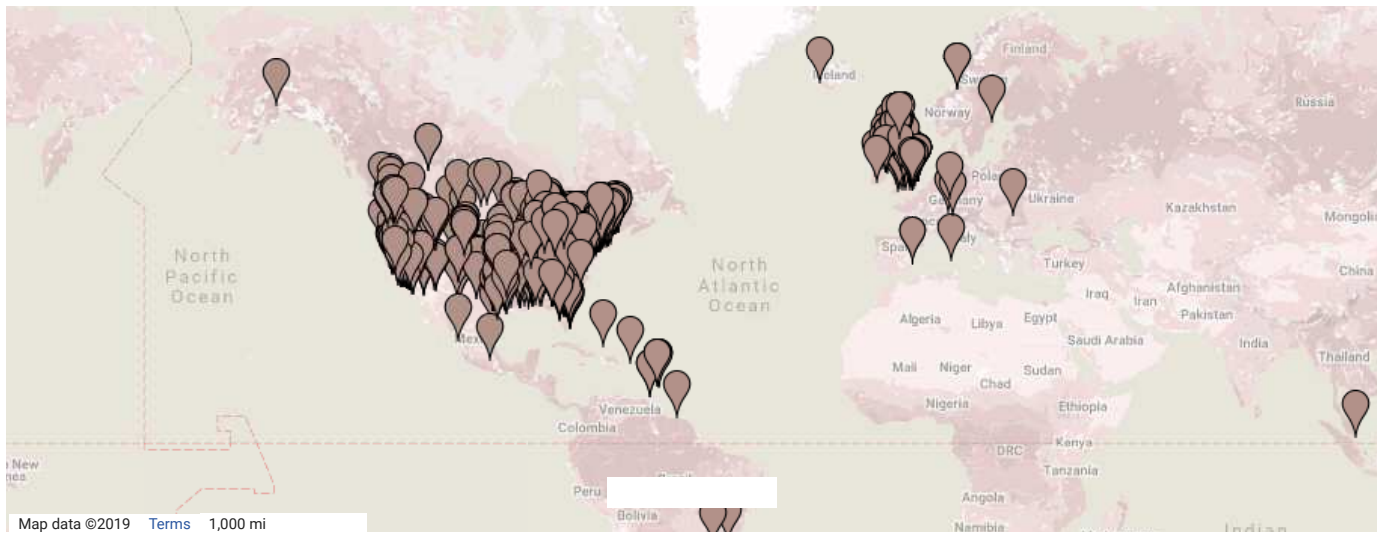
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By Sophy Merszei

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INTERNATIONAL STYLISTS

Barbados	Mexico	Suriname
Brazil	Northern Ireland	Sweden
Canada	Norway	Switzerland
England	Paramaribo	Trinidad And Tobago
Germany	Puerto Rico	Turks And Caicos
Iceland	Romania	UAE
India	Scotland	Wales
Ireland	Singapore	
Italy	Spain	

UNITED STATES STYLISTS

Alabama	Louisiana	Ohio
Alaska	Maine	Oklahoma
Arizona	Maryland	Oregon
Arkansas	Massachusetts	Pennsylvania
California	Michigan	Rhode Island
Colorado	Minnesota	South Carolina
Connecticut	Mississippi	Tennessee
Delaware	Missouri	Texas
District Of Columbia	Montana	Utah
Florida	Nebraska	Vermont
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Iowa	New York	Wyoming
Kansas	North Carolina	

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BLANKSTEIN'S

DREAM • BEAUTY & STYLE

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NOVALASH®

EYELASH EXTENSIONS



PREMIER LASH EXTENSIONS SERVICES

- BLANKSTEIN'S choose to use NOVALASH | Oilproof and water proof Adhesive with variety lengths, weights and different curve Mink lash extensions to create a stunning look for each of you.
Looks can be varied to look more uniform or mixed to look like natural lashes.
- We provide 3-4 popular shape to express your charming eyes! Of course, we can customize the look you want to achieve.
Also, we use medical grade, hypoallergenic, formaldehyde free Adhesive and only choose **Mink material**, the Brand under FDA approved.
- Fill maintenance are recommended every 3-6 weeks to keep your virgin lashes clean, healthy with perfect lash extensions shape and full.

Our owner Josephine Blankstein are certified NOVALASH lash specialist who had a lots of national lash skill knowledge that can apply lash extensions in proper way to each one's style and enhance their own beautiful eyes.

WHY NOVALASH?

Our Novalash certified holders for one will only use the best of the best products for safety of our clients and ourselves. NOVALASH uses medical grade adhesives. Novalash purifies its adhesives with no exposure to contaminants and do not contain any detectable formaldehyde as manufactured and delivered in the bottle and is confirmed by testing under FDA. Novalash cosmetics are all scientifically formulated, ophthalmologist tested, and glycol and carbonate-free with many enhanced with natural plant extracts, peptides and multi-vitamins to promote healthier natural lashes. Cyanoacrylate adhesives used are just like in the medical industry for things like liquid stitches. Eyelash extensions are every client. There are about 4~10 different lengths, 4 different widths and 3 different types of curl to achieve the best natural look to the most glamorous dramatic look. It's not a one size fits all. I usually do a minimum of 3 different types of lashes each

- shower, steam, sweat and etc.)
- No oil based mascara's, facial products, or make-up remover
- Do not pick, pull or roll lashes
- Do not use eyelash curler. They extensions keep your curl so using a lash curler is not necessary.

SCHEDULING

Appointments are required.

We encourage you to schedule appointments well in advance, especially prior to major holidays. A minimum of 24 hours must be given to reschedule or cancel appointments.

Please note that upon scheduling your appointment, you will be asked to pay with a credit card through our online payment system. Blankstein's offers courtesy reminders through text and email 1 day before your appointment. It is ultimately your responsibility to remember your scheduled appointments.

Arriving on time for your appointments crucial to ensure maximum treatment time. If you arrive late, your appointment time will not be extended because there are other clients that have an appointment after yours. We ask that every client is considerate of other clients's time not being held up.

If you NO SHOW for your appointment, Blankstein's will charge a no-show fee of 100% of the services. No exceptions. Please refer to our cancellation policy prior to reserving your appointment time.

CANCELLATION:

We understand that sometimes things can suddenly pop up, but please provide us with a minimum of 24 hours to cancel or reschedule your appointment. A MUA, Hair dresser or Lash Stylist is reserved exclusively for you at the appointed time.

No shows or will result in a cancellation fee of 100% of the service charge.

Appointments made last minute, (less than 24 hours prior to service), are not exempt from this policy.

SERVICE RETURN POLICY:

All treatments and packages are non-refundable.

Any unused services in your package will not be refunded.

PAYMENT OPTIONS:

We accept Visa, Master card, Discover, American Express. We accept cash for any in-store products and additional bookings.

All appointments are secured by paying through our online payment system. No exceptions.

State sales tax will be charged where applicable.

HEALTH & SAFETY

An allergy to the adhesive sometimes develops, usually not before a minimum of 3-4 months prior exposure.

The prior exposure can include times you were exposed before you had your lashes done at BLANKSTEIN'S | Beauty&Style.

If you develop an allergy, you will most likely experience swelling or puffy eyes the day after your third or fourth lash application. Discharge or oozing is usually not a symptom of the allergy; the whites of your eyes remain clear. This condition cannot be avoided by changing brands of adhesive. It will occur every time lashes are applied to an allergic person using the adhesive.

If you experience this, you are advised to contact a doctor for a prescription for a topical medication that can be used to prevent the inflammation from reoccurring at the times of fills or subsequent applications. Clients can continue to enjoy lash extensions with the allergy when using the topical medication. We provide referrals to physicians we trust.

Call 818.305.5588

Everything I agree...let's scheduling for your lash extension service.

Online Booking!

We glad to guide you into the new level of your lash knowledge

We want you so proud to wink your eyes and show your perfect eyelashes.

If you still have many concerns , we would like to answer you on the phone.

Call 818.305.5588

You know we like to talk and share ^^.....

QUESTION & ANSWER

QUESTION: WHAT IS THE DIFFERENCE BETWEEN BLANKSTEIN'S AND OTHER EYELASH EXTENSIONS? 

Answer: At BLANKSTEIN's we use the highest quality lashes with the highest quality glue that are the safest for your virgin lashes. **We take extra care of your virgin lashes. When we apply and remove lash extensions.** Glue will never be applied on your skin. All BLANKSTEIN'S technicians are licensed and well experienced.

QUESTION: HOW ARE SEMI-PERMANENT EYELASH EXTENSIONS APPLIED? 

QUESTION: WILL EYELASH EXTENSIONS DAMAGE MY OWN LASHES OR IRRITATE MY SENSITIVE EYES? 

Answer: Eyelash extensions are safe. The extension is attached to one hair at a time with a glue application that does not touch the skin. It even works great for people with sensitive eyes.

Be wary of lash extensions using clusters or strips on your lashes with permanent glue. These are NOT eyelash extensions and can damage your own natural lashes and cause irritation on people with sensitive eyes. The glue Blankstein's technicians use are safe and they are all certified to perform the service.

QUESTION: WILL MY LASHES GET DAMAGED AND FALL OUT IF I GET SEMI-PERMANENT EYELASH EXTENSIONS? 

Answer: Lashes are properly applied one by one so that it will not damage your natural lashes.

QUESTION: WHO GETS SEMI-PERMANENT EYELASH EXTENSIONS? 

QUESTION: WHAT ARE SEMI-PERMANENT EYELASH EXTENSIONS... DOES IT HURT? 

Answer: The initial application takes approximately 1 – 2 hours. With eyes required to be closed, many clients drift off to sleep during the procedure. The initial application takes approximately 1 – 2 hours.

QUESTION: HOW LONG DO SEMI-PERMANENT EYELASH EXTENSIONS LAST? 

QUESTION: ARE THERE DIFFERENT SIZES OF EXTENSIONS? 

QUESTION: WHAT SHOULD I DO BEFORE MY APPOINTMENT? 

Answer: Please come in with clean, makeup free eyes. Leave your lashes uncurled before coming in as it makes it more difficult applying on extensions.

QUESTION: HOW DO I CARE FOR MY LASHES AFTER I GET EYELASH EXTENSIONS? 

QUESTION: CAN I WEAR EYELASH EXTENSIONS IF I SWIM, SWEAT WHEN I WORKOUT, OR USE THE SAUNA?



QUESTION: HOW DO YOU REMOVE EYELASH EXTENSIONS?



Answer: It is highly recommended to have an eyelash extension artist remove them. Removing them yourself is probably the easiest way to damage your own virgin eyelashes. Specialized removers used by technicians are designed to break down the adhesive, making it painless and not much time at all to be done. Depending on how many lash extensions you have left, it takes anywhere from 15-30 minutes.



261 E Colorado Blvd, #205, Pasadena, CA 91101, USA 818.305.5588 | dream@blanksteins.com

The Face Boutique

Enhancing Your Natural Beauty

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NOVALASH® EYELASH EXTENSIONS

[Book Now](#)

The NovaLash technology allows you to experience something never available before now: semi-permanent, individual lash extensions. Award-winning, long-lasting, medical-grade lash extension adhesives have earned NovaLash its reputation as "the healthiest" professional eyelash extension system. Comprised of a wide-ranging palette of colors, textures and sizes of eyelash extensions that can be combined for looks that run the gamut from subtle and natural to trendy and glamorous; each lash application is a work of art with an intricate finish.

What Are NovaLash Eyelash Extensions?

NovaLash Eyelash Extensions are a totally new way to extend the length and thickness of your eyelashes. They are applied hair-by-hair to your own lashes for a totally natural look.

"NovaLash eyelash extensions are an "instant pretty" for any woman who desires for longer, fuller lashes. NovaLash eyelash extensions are meticulously applied lash-by-lash, bonded with award-winning medical-grade adhesives, by certified professional NovaLash stylists. They are weightless, wonderful and truly transformative."

- Sophy Merszei, CEO of NovaLash Eyelash Extensions

**AMERICAN
VOLUME™**

novaMINX™ mix

Advantages of NovaLash

- Holds a permanent curl even when wet
- Rinses clean, do not collect dirt or makeup residue
- No artificial look
- Waterproof
- Smudge-proof
- Clump-proof
- Weightless
- Lengthens lashes
- Thickens lashes
- No more mascara
- Physician-tested, pharmaceutical-grade adhesive
- Made in the USA



Eyelash Extension Consultation

Complimentary 30 minute consultation to review your overall goals, expectations, the difference between NOVALASH extensions and other lash brands, aftercare, touchups, etc.

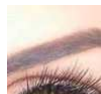
\$0.00



Classic Novaminx Lash Set

Novalash Certified Lashista will carefully place classic lashes on each of your own eyelashes creating a fluffy and full look. Novalash Adhesive is instantly water proof and oil free making aftercare a breeze! Please arrive 10 min. early to complete consent forms and remove eye makeup.

\$230.00



Hybrid Eyelash Extension Set

Novalash Certified Lashista will carefully place a mix of volume & classic lashes on each of your own eyelashes creating a fluffy and full look. Please arrive 10 min. early to complete consent



Volume Eyelash Extension Set

Novalash Certified Lashista will carefully make 2d, 3d, 4d, 5d volume fans and place them on your own eyelashes creating a fluffy and full look.



6848 Five Star Blvd. Ste. 3

Rocklin, CA 95677

916-786-face

myfaceboutique@yahoo.com



Other Technicians Lashes (Inlays)

Novalash Certified Lashista will add in Novalash's in between your existing lashes in order to transition you to our brand. Note: If there is 70% or more lash loss, additional fees may apply.

Starting at \$75.00

Classic/Hybrid 1 Week Fill-45 Min.

Novalash Certified Lashista will carefully fill your lashes. Note: If there is 70% or more lash loss, additional fees may apply.

Starting at \$45.00

Classic/Hybrid 3 Week Fill-1 Hour 15 Min.

Novalash Certified Lashista will carefully fill your lashes. Note: If there is 70% or more lash loss, additional fees may apply.

Starting at \$65.00

Volume 2 Week Fill-1 hour 15 min.

Novalash Certified Lashista will carefully fill your volume lashes. Note: If there is 70% or more lash loss, additional fees may apply.

Starting at \$65.00

Candied Lashes

Your Novalash Lashista will add sparkling lashes to your existing lashes to give you a more glamorous look! We carry 6 of the hottest colors to choose from. Your eyes will pop & sparkle!

Starting at \$30.00

Before-Appointment Preparation

- Be sure your natural lashes are perfectly clean and free of mascara or oily make-up removers
- Come prepared to relax and enjoy a safe, comfortable procedure

Technicians Lashes (Inlays)

Novalash Certified Lashista will add in Novalash's in between your existing lashes in order to transition you to our brand. Note: If there is 70% or more lash loss, additional fees may apply.

Starting at \$90.00

Classic/Hybrid 2 Week Fill-1 Hour

Novalash Certified Lashista will carefully fill your lashes. Note: If there is 70% or more lash loss, additional fees may apply.

Starting at \$55.00

Volume 1 week fill-45 min.

Novalash Certified Lashista will carefully fill your volume lashes. Note: If there is 70% or more lash loss, additional fees may apply.

Starting at \$55.00

Volume 3 Week Fill-1 Hour 20 Min.

Novalash Certified Lashista will carefully fill your volume lashes. Note: If there is 70% or more lash loss, additional fees may apply.

Starting at \$75.00

Bottom Lashes

Novalash Certified Lashista will add in Novalash's lashes to your bottom lashes.

Starting at \$50.00

Lash Removal

\$35.00

Ask About Our After-Care Kit

- 1 Mascara ~ a glycol-free and carbonate-free product safe for use on extensions between touch-ups
- 1 Mascara Brush ~ for fluffing and grooming lashes daily for maximum beauty
- Night-Time Conditioner & Cleanser Pads ~ cleans the eye area of dirt, pollutants and make-up before bed. Nourishes lashes & delicate eye area with pomegranate seed extract for increased radiance



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916-786-face

myfaceboutique@yahoo.com



BOOK NOW

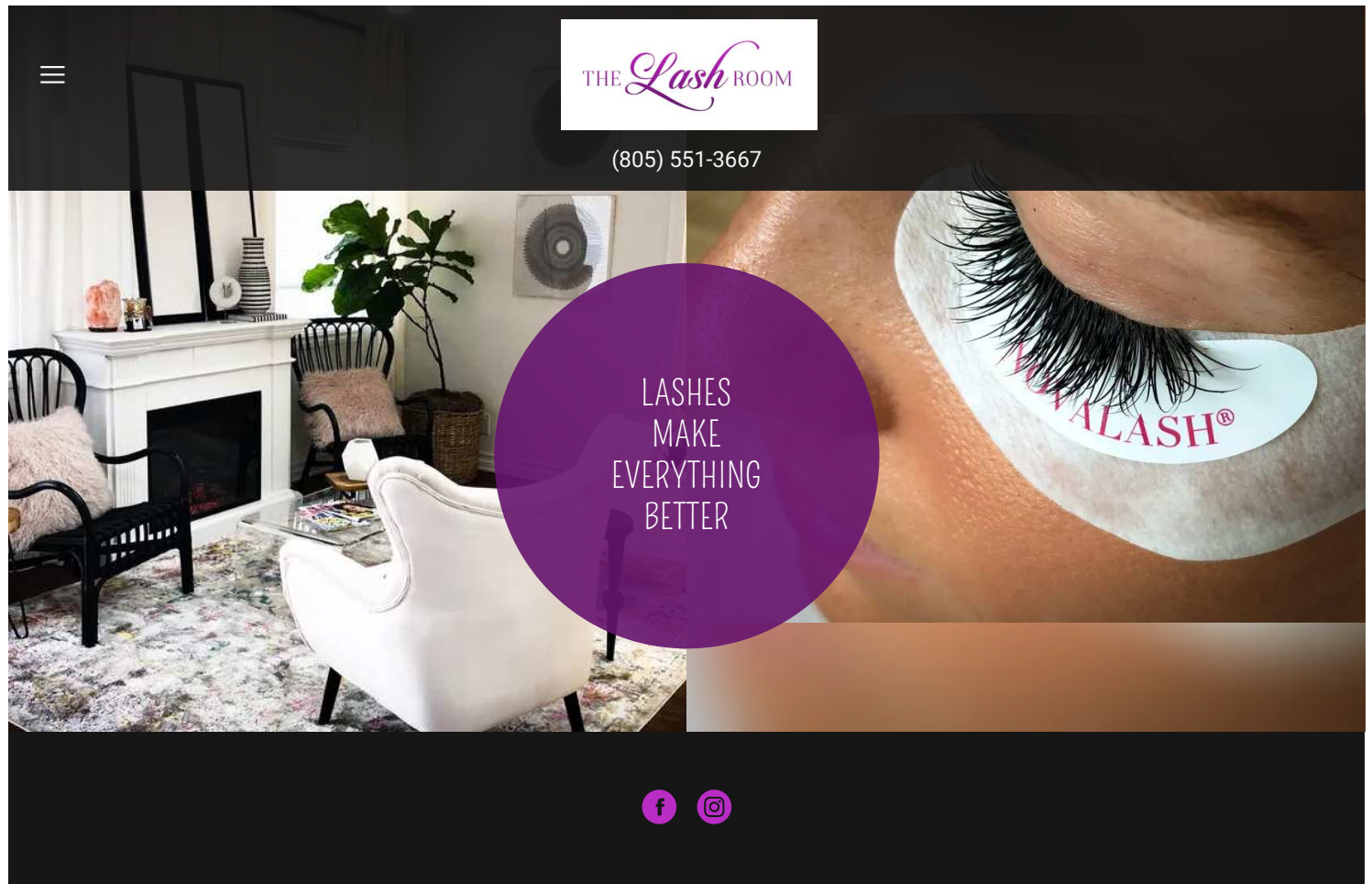


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THE LASH ROOM



Lash Extensions

Jacqueline has been helping women look and feel beautiful with "Battable" lashes since 2007. She was first introduced to lashes in 2006 by a friend. From that moment on, lashes have been her passion. She believes that every woman should feel glamorous every day whether rolling out of bed to do carpool or a night out on the town.

THE *Lash* ROOM

(805) 551-3667



Novalash and LABapro

In 2010 she became certified with **Novalash**. In 2016 she expanded her services with American Volume. In 2017 she became a **Novalash** Trainer for The Lash And Brow Academy.

JOIN OUR MAILING LIST

Sign up to hear from us about specials, sales, and events at The Lash Room in Westlake Village

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PHOTO GALLERY



CONTACT US

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Email*

Message



(805) 551-3667

SEND

The Lash Room at NV Beauty Lounge

3625 Thousand Oaks Blvd. Suite 249, Westlake Village, CA 91362

(805) 551-3667

lovethelashroom@gmail.com

Hours

By Appointment Only

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Three Convenient Locations:

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(<https://goo.gl/maps/a3Mo7dt2Zsr>) | Arcadia

(<https://goo.gl/maps/3K3h7arocEy>)

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Arcadia: 626.7

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At Platinum Lashes our team of professional lash artist's will work with you to create a look that fits you, from natural to extreme and anywhere in between. If you want to look younger and have longer, thicker, fuller eyelashes without the hassle of mascara then lash extensions are for you.

Unlike Spas and Hair salons, Platinum Lashes specializes in Lash Artistry and lashes are not an add on service, its our only service. We're the largest lash extension studio in Southern California, so make an appointment today and see how long, luxurious lashes can change your look!

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1-Hour Appointment

Two Week Fill: \$65

1.5-Hour Appointment

Three Week Fill: \$75

2-Hour Appointment

Customer Reviews

5 ★★★★★ based on 451 reviews

★★★★★ **Adriana M.** on 5/2/2019

Outstanding customer service by Adrienne ! Belinda and Alexis do an outstanding and fabulous job. I fall asleep every time thx to the music and the serenity

★★★★★ **Stephanie V.** on 4/30/2019

Patient, caring, personalized service. Didn't feel rushed

★★★★★ **Charie D.** on 4/29/2019

Wonderful service and my lashes are always on point

★★★★★ **Mariposa P.** on 4/28/2019

Great customer service beautiful shop and great eyelash professionals.

★★★★★ **Margie T.** on 4/26/2019

Because I love my lashes and Belinda did an outstanding job

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[TSDR](#)

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Platinum Peptide Serum

Word Mark	PLATINUM PEPTIDE SERUM
Goods and Services	IC 003. US 001 004 006 050 051 052. G & S: Skin care products, namely, non-medicated skin serum made in significant part of peptides. FIRST USE: 20060616. FIRST USE IN COMMERCE: 20060616
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	88109744
Filing Date	September 8, 2018
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	December 4, 2018
Registration Number	5680739
Registration Date	February 19, 2019
Owner	(REGISTRANT) Suzuki, David S. INDIVIDUAL UNITED STATES 2244 1st Ave South Seattle WASHINGTON 98134
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PEPTIDE SERUM" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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[TSDR](#)

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Platinum Peptide Cream

Word Mark	PLATINUM PEPTIDE CREAM
Goods and Services	IC 003. US 001 004 006 050 051 052. G & S: Non-medicated skin care preparations, namely, creams made in significant part of peptides. FIRST USE: 20060616. FIRST USE IN COMMERCE: 20060616
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	88109741
Filing Date	September 8, 2018
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	December 4, 2018
Registration Number	5680738
Registration Date	February 19, 2019
Owner	(REGISTRANT) Suzuki, David S. INDIVIDUAL UNITED STATES 2244 1st Ave South Seattle WASHINGTON 98134
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PEPTIDE CREAM" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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[TSDR](#)

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Platinum Restore Eye Cream

Word Mark	PLATINUM RESTORE EYE CREAM
Goods and Services	IC 003. US 001 004 006 050 051 052. G & S: Eye cream; Non-medicated skin care preparations, namely, creams. FIRST USE: 20060616. FIRST USE IN COMMERCE: 20060616
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	88109747
Filing Date	September 8, 2018
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	December 4, 2018
Registration Number	5680740
Registration Date	February 19, 2019
Owner	(REGISTRANT) Suzuki, David S. INDIVIDUAL UNITED STATES 2244 1st Ave South Seattle WASHINGTON 98134
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "RESTORE EYE CREAM" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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Start List At: OR Jump to record: **Record 30 out of 130**

[TSDR](#)

[ASSIGN Status](#)

[TTAB Status](#)

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PLATINUM SEAMLESS

Word Mark

PLATINUM SEAMLESS

Goods and Services

IC 003. US 001 004 006 050 051 052. G & S: liquid adhesives for use in installing hair extensions; products for hair care, namely, hair care preparations, hair cleaning preparations, hair conditioners, hair shampoos. FIRST USE: 20080530. FIRST USE IN COMMERCE: 20080530

IC 026. US 037 039 040 042 050. G & S: hair extensions; hair extensions and instruction manual of attachment methods sold together as a kit; false hair; adhesive tape for use in attaching hair extensions and hair accessories to human and/or synthetic hair; hair extension kits consisting primarily of hair extensions, adhesive fasteners, remover, shampoo, and instructional materials; hair extension kits consisting primarily of hair extensions, adhesive fasteners, and instructional materials. FIRST USE: 20080131. FIRST USE IN COMMERCE: 20080131

Standard Characters Claimed

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Serial Number

87000385

Filing Date

April 14, 2016

Current Basis

1A

Original Filing Basis

1B

Published for Opposition

March 21, 2017

Registration Number

5216390

Registration Date

June 6, 2017

Owner

(REGISTRANT) Great Hair, Inc. CORPORATION FLORIDA 1029 North Florida Mango, Suite 11 West Palm Beach FLORIDA 33409

Attorney of Record

Daniel C. Crilly

Prior Registrations

3793663

Type of Mark

TRADEMARK

Register

PRINCIPAL-2(F)

Live/Dead Indicator

LIVE

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[TSDR](#)

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[TTAB Status](#)

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platinum vuvu

Word Mark PLATINUM VUVU
Goods and Services IC 003. US 001 004 006 050 051 052. G & S: Cosmetics; non-medicated skin care preparations; beauty serums; beauty lotions; cosmetic soaps; shampoos; face lotions; facial cleansers; facial moisturizers; facial soaps. FIRST USE: 20130801. FIRST USE IN COMMERCE: 20150331

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 86165258

Filing Date January 14, 2014

Current Basis 1A

Original Filing Basis 1B

Published for Opposition June 10, 2014

Registration Number **4818685**

Registration Date September 22, 2015

Owner (REGISTRANT) Platinum vuvu Corporation CORPORATION JAPAN 2-5-8, Ginza, Chuo-ku Tokyo JAPAN 1040061

Attorney of Record Curtis B. Hamre

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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List At: OR to record: **Record 109 out of 130**

[TSDR](#) [ASSIGN Status](#) [TTAB Status](#) *(Use the "Back" button of the Internet Browser to return to TESS)*

PLATINUM BLACK

Word Mark	PLATINUM BLACK
Goods and Services	IC 044. US 100 101. G & S: Hair salon services. FIRST USE: 20090201. FIRST USE IN COMMERCE: 20090201
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77062890
Filing Date	December 12, 2006
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	July 17, 2007
Registration Number	3616507
Registration Date	May 5, 2009
Owner	(REGISTRANT) Haase, Michael INDIVIDUAL UNITED STATES 10943 Ocean Drive Culver City CALIFORNIA 90230
Attorney of Record	Elizabeth Keschner
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE

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Start List At: OR Jump to record: **Record 65 out of 130**

[TSDR](#) [ASSIGN Status](#) [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)

ABSOLUTE PLATINUM

Word Mark	ABSOLUTE PLATINUM
Goods and Services	IC 003. US 001 004 006 050 051 052. G & S: hair coloring preparations. FIRST USE: 20130100. FIRST USE IN COMMERCE: 20130100
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85657496
Filing Date	June 21, 2012
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	December 24, 2013
Registration Number	4614236
Registration Date	September 30, 2014
Owner	(REGISTRANT) L'Oreal société anonyme (sa) FRANCE 14 Rue Royale Paris FRANCE 75008
Attorney of Record	Dyan Finguerra-DuCharme
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PLATINUM" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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[TSDR](#) [ASSIGN Status](#) [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)

Platinum Brightening Cream

Word Mark	PLATINUM BRIGHTENING CREAM
Goods and Services	IC 003. US 001 004 006 050 051 052. G & S: Non-medicated skin care preparations, namely, creams. FIRST USE: 20060616. FIRST USE IN COMMERCE: 20060616
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	88109749
Filing Date	September 8, 2018
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	December 4, 2018
Registration Number	5680741
Registration Date	February 19, 2019
Owner	(REGISTRANT) Suzuki, David S. INDIVIDUAL UNITED STATES 2244 1st Ave South Seattle WASHINGTON 98134
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BRIGHTENING CREAM" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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Start List At: OR Jump to record: **Record 83 out of 130**

[TSDR](#)

[ASSIGN Status](#)

[TTAB Status](#)

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PLATINUM CLINIC

Word Mark PLATINUM CLINIC
Goods and Services IC 044. US 100 101. G & S: Cosmetic and plastic surgery services; Cosmetic skin care services; Hair transplant services; Laser treatments for hair removal and dermatological lesions; Medical cosmetic clinic services, namely, anti-aging services using hormone therapy, bioidentical hormone replacement, and natural hormone therapy; Weight management services, namely, providing weight loss or weight maintenance programs; Physician services, namely, conducting physical examinations of patients to prescribe tests and to create custom health profiles for patients. FIRST USE: 20111101. FIRST USE IN COMMERCE: 20111101
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 85764639
Filing Date October 26, 2012
Current Basis 1A
Original Filing Basis 1A
Published for Opposition August 6, 2013
Registration Number 4420820
Registration Date October 22, 2013
Owner (REGISTRANT) Platinum Clinic P.A. CORPORATION FLORIDA 3015 N. Ocean Drive #112 Fort Lauderdale FLORIDA 33308
Attorney of Record Daliah Saper
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CLINIC" APART FROM THE MARK AS SHOWN
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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Start List At: OR Jump to record: **Record 16 out of 130**

[TSDR](#)

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PLATINUM DELUX

Word Mark PLATINUM DELUX
Goods and Services IC 003. US 001 004 006 050 051 052. G & S: Non-medicated lotions for skin and face; anti-aging creams and lotions; anti-aging toner; non-medicated anti-aging serum; beauty serums; cosmetic creams and lotions; facial cream and lotion; skin cream and lotion; wrinkle removing skin care preparations; wrinkle resistant cream; wrinkle-minimizing cosmetic preparations for topical facial use. FIRST USE: 20170808. FIRST USE IN COMMERCE: 20170912
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 87335129
Filing Date February 14, 2017
Current Basis 1A
Original Filing Basis 1B
Published for Opposition September 12, 2017
Registration Number **5571404**
Registration Date September 25, 2018
Owner (REGISTRANT) OVADIA, SHMUEL INDIVIDUAL ISRAEL 1504 BAY ROAD #1016 MIAMI BEACH FLORIDA 33139
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DELUXE" APART FROM THE MARK AS SHOWN
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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Start List At: OR Jump to record: **Record 101 out of 130**

[TSDR](#)

[ASSIGN Status](#)

[TTAB Status](#)

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PURE PLATINUM

Word Mark PURE PLATINUM
Goods and Services IC 003. US 001 004 006 050 051 052. G & S: Hair shampoos and conditioners, hair relaxers, and hair styling preparations, all sold only to professional hair salons for professional use. FIRST USE: 20020900. FIRST USE IN COMMERCE: 20020900
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 78446903
Filing Date July 7, 2004
Current Basis 1A
Original Filing Basis 1A
Published for Opposition December 20, 2005
Registration Number **3067529**
Registration Date March 14, 2006
Owner (REGISTRANT) Image Media International, Inc. CORPORATION CALIFORNIA 11953 Prairie Avenue Hawthorne CALIFORNIA 90250
(LAST LISTED OWNER) PASSION BEAUTY, INC. CORPORATION CALIFORNIA 11953 S. PRAIRE AVENUE HAWTHORNE CALIFORNIA 90250
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record William C. Conkle
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE PLATINUM APART FROM THE MARK AS SHOWN
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20160427.
Renewal 1ST RENEWAL 20160427
Live/Dead Indicator LIVE

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[TSDR](#) [ASSIGN Status](#) [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)

PLATINUM RENEW TREATMENT

Word Mark PLATINUM RENEW TREATMENT

Goods and Services IC 044. US 100 101. G & S: cosmetic facial and body treatment services, namely, facials and skin care, chemical peels, microdermabrasion, micro-needling and phototherapy treatments, all provided in a medical spa. FIRST USE: 20160518. FIRST USE IN COMMERCE: 20160518

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 87052241

Filing Date May 27, 2016

Current Basis 1A

Original Filing Basis 1A

Published for Opposition December 12, 2017

Registration Number **5409962**

Registration Date February 27, 2018

Owner (REGISTRANT) Fisher, Garth INDIVIDUAL UNITED STATES 120 South Spalding Drive, Suite 222 Beverly Hills CALIFORNIA 90212

Attorney of Record Louis C. Paul

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "TREATMENT" APART FROM THE MARK AS SHOWN

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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

NOVALASH, INC)	
)	Cancellation No. 92068796
Petitioner,)	
v.)	Registration No. 4634186
)	
THE LASH COMPANY &)	Mark: PLATINUM LASHES
SKIN CARE LLC)	
)	
Respondent)	

RESPONDENT’S OPPOSITION TO PETITIONER’S MOTION FOR SUMMARY JUDGMENT

Respondent THE LASH COMPANY & SKIN CARE LLC hereby responds to NOVALASH, INC.’s (hereinafter “Petitioner”) Motion for Summary Judgment by and through its undersigned counsel, and asks this Board to deny Petitioner’s Motion for Summary Judgment and find in favor of Respondent as a matter of law.

I. INTRODUCTION

Respondent, The Lash Company & Skin Care LLC, opposes Petitioner’s Motion for Summary Judgment and respectfully requests that the Trademark Trial and Appeal Board deny this Motion, because, in the least, there is a genuine issue of material fact as to the issues in this pending Cancellation proceeding. The cumulative evidence in this case gives rise to multiple questions of material fact which could and should result in a finding in favor of the Respondent, namely, Petitioner’s disjointed basis for filing the present cancellation, its claims of standing, priority, and likelihood of confusion.

As one basis for cancellation, Petitioner has asserted likelihood of confusion between Petitioner’s and Respondent’s marks. Given the breadth of criteria and fact-based analysis

required in making a determination of likelihood of confusion Respondent respectfully asserts that the claim of likelihood of confusion raises multiple issues of material fact that require more than a summary analysis. In this case, the differing channels of trade and target consumers, differences in the goods and services offered by the Petitioner and Respondent, weakness of the “Platinum” mark, and considerable simultaneous use without instances of actual confusion are relevant considerations which weigh in favor of Respondent. In addition, there is a genuine issue of material fact over Petitioner’s claim of priority for “Platinum” as a standalone mark.

In light of these facts, and the facts contained herein, Petitioner’s Motion for Summary Judgment must fail as a matter of law. Respondent respectfully requests that this Board deny Petitioner’s Motion and find in favor of the Respondent in this action.

II. COUNTER-STATEMENT OF FACTS

Respondent is the owner of U.S. Registration No. 4634186 for the mark “PLATINUM LASHES” for use in connection with “*Eyelash extensions, namely, artificial eyelashes; adhesives for affixing false eyelashes; eyelash products, namely eyelash tint*” in International Class 003, and “*Eyelash application, namely eyelash extension services*” in International Class 044. (See, Respondent’s Application for Registration, dated January 14, 2014).

Respondent’s Application for registration of its PLATINUM LASHES mark was filed on January 14, 2014 based on its use of the mark in commerce in connection with the aforementioned goods and services. Respondent’s Application was reviewed by the USPTO as part of the registration process. As part of this process, the assigned trademark examining attorney searched the USPTO database of registered and pending marks and did not find any conflicting marks that would bar registration under Trademark Act Section 2(d), based on a

likelihood of confusion, Petitioner's Registration of its PLATINUM BOND mark notwithstanding. It is undisputed that Petitioner's PLATINUM BOND registration was not cited as a conflict to registration of Respondent's PLATINUM LASHES mark. Respondent's PLATINUM LASHES mark was published for opposition on June 24, 2014. No third-party objections to registration of Respondent's mark were filed, and Respondent's mark was registered on November 4, 2014. Respondent's PLATINUM LASHES mark has been continuously in use in connection with the identified goods and services since January 2014.

On June 2, 2015, Petitioner filed an application for registration of the mark "PLATINUM BOND HIGH SPEED" for use in connection with *"Cosmetics, namely, artificial eyelashes, false eyelash extensions, artificial eyelash appliques in the nature of glitter adhered to artificial eyelashes and false eyelash extensions and adhesives for attaching artificial eyelashes; chemicals used for the application and removal of artificial eyelashes being cosmetic preparations"* in International Class 003; *"Education in the nature of training individuals in the field of selecting and applying false eyelashes, face and eye make-up"* in International Class 041; and *"Beauty care services for human beings, namely, personalizing styles for face and eye make-up, artificial eyelashes and artificial eyelash extensions; applying, maintaining, and removing artificial eyelashes and artificial eyelash extensions being beauty care"* in International Class 044. (U.S. Serial No. 86648221).

The assigned trademark examining attorney searched the USPTO database of registered and pending marks and did not find any conflicting marks that would bar registration of Petitioner's PLATINUM BOND HIGH SPEED mark under Trademark Act Section 2(d), based on a likelihood of confusion, Respondent's PLATINUM LASHES mark notwithstanding.

On March 29, 2018, Petitioner filed U.S. Application Serial no. 87854849 seeking registration of the mark "PLATINUM", based on an intent to use the mark in connection with the same classes of goods and services as its PLATINUM BOND and PLATINUM BOND HIGH SPEED marks. On May 1, 2018, the USPTO Examining Attorney issued an Office Action denying registration of Petitioner's PLATINUM mark, based on a determination that Petitioner "simply removed the wording LASHES from the registered mark" and that its PLATINUM mark could "appear to prospective purchasers as a shortened form of [Respondent's] mark." (EXHIBIT 1, Office Action, Application Serial No. 87854849, dated May 1, 2018, p 3). Further, the Examining Attorney found that because Petitioner relied on only the word "platinum", Petitioner's mark did not "create a distinct commercial impression from the registered mark because it contains some of the wording in the registered mark and does not add any wording that would distinguish it from that mark." *Id.*

At no time since January 2014 has either party objected to continued simultaneous registration or use of the PLATINUM BOND, PLATINUM LASHES, or PLATINUM BOND HIGH SPEED marks by their respective owners, until the outset of this proceeding. Similarly, no facts are on record, or have been purported by either party to suggest any instances of actual confusion between the parties' use of their respective marks.

On June 22, 2018, after Petitioner's Application Serial No. 87854849 was refused registration, Petitioner filed a Petition to Cancel Respondent's PLATINUM LASHES mark, based on its prior registration of its PLATINUM BOND mark, and denial for registration of its PLATINUM Application, Serial No. 87854849. (TTABVue Dkt. No. 1).

On July 25, 2018, Respondent answered the Petition, denying any likelihood of confusion between its PLATINUM LASHES mark and Petitioner's PLATINUM BOND mark. (TTABVue Dkt. No. 4).

III. STANDARD OF REVIEW FOR SUMMARY JUDGMENT

A motion for summary judgment is a pre-trial device to dispose of cases in which "the movant shows that there is *no* genuine dispute as to *any* material fact and the movant is entitled to judgment as a matter of law." Fed.R.Civ.P. 56(a) (emphasis added). Petitioner's burden is to demonstrate the absence of any genuine dispute of material fact and that Petitioner is entitled to judgment as a matter of law. *Anderson v. Liberty Lobby, Inc.* 477 U.S. 242, 256-57 (1986). A material fact is a fact that could matter to (have legal impact on) the outcome of the case. *Id.* at 248. Respondent is entitled to the benefit of the doubt. *Lloyd's Food Products Inc. v. Eli's Inc.*, 987 F.2d 766, 25 USPQ2d 2027, 2029 (Fed. Cir. 1993); *see also* TBMP §528.01.

Petitioner's burden for a summary judgment motion is greater than the evidentiary burden at trial. *See, e.g. Gasser Chair Co. v. Infanti Chair Manufacturing Corp.*, 60 F.3d 770, 34 USPQ2d 1822, 1824 (Fed. Cir. 1995). To prevail on a motion for summary judgment filed in connection with a Section 2(d) claim under the Lanham Act, the movant must demonstrate that there is no genuine issue of material fact that 1) the movant has standing to bring the proceeding; 2) the movant has registered or previously used a mark sufficient to establish proprietary rights, and 3) contemporaneous use of the parties' respective marks with the respective goods would be likely to cause confusion, mistake or to deceive consumers. *Cunningham v Laser Golf Corp.*, 222 F. 3d 943 (Fed. Cir. 2000).

When analyzing a motion for summary judgment, it is incumbent upon the Board to determine, as a threshold matter, whether there exists an issue of material fact requiring trial. *Anderson v. Liberty Lobby, Inc.*, 477 U.S. 242, 242-243, 106 S. Ct. 2505, 2511 (1986). A material fact is genuinely in dispute "if the evidence is such that a reasonable jury could return a verdict for the non-moving party." *Id.* In determining whether such a question of fact is raised, the Board must resolve any ambiguities, and draw all inferences, in favor of the non-moving party, and may grant the motion only if the evidence, taken in that light, reflects that there is no genuine issue of material fact and that the moving party is entitled to judgment as a matter of law. *Schwapp v. Town of Avon*, 118 F.3d 106, 110 (2d Cir. 1997); *Chambers v. TRM Copy Centers Corp.*, 43 F.3d 29, 37 (2d Cir. 1994).

Thus, summary judgment is not appropriate where all the relevant facts have not been confirmed, or where there is disagreement as to the facts to be considered, which, when viewed in the light most favorable to the non-moving party, could result in a finding on its behalf. In the instant case, the parties disagree regarding the facts related to Respondent's use of its PLATINUM LASHES marks in commerce, priority of use, and whether there is a likelihood of confusion between Respondent's mark and the marks cited by Petitioner.

IV. ARGUMENT

A. STANDING

Standing is a threshold issue that must be pleaded and proven by the plaintiff in every inter partes case. *See Empresa Cubana Del Tabaco v. Gen. Cigar Co.*, 753 F.3d 1270, 111 USPQ2d 1058, 1062 (Fed. Cir. 2014); *Ritchie v. Simpson*, 171 F.3d. 1092, 50 USPQ2d 1023, 1025-26 (Fed. Cir. 1999). Thus, to prevail on summary judgment, Opposer must not only establish a valid ground

for opposition, but must also prove his standing. *See Sinclair Oil Corp. v. Kendrick*, 85 USPQ2d 1032, 1037 (TTAB 2007).

Petitioner relies on its pending trademark application, U.S. Serial No. 87854849 as the basis for its assertion of standing to file this Motion. *See, e.g., Weatherford/Lamb Inc. v. C&J Energy Serv. Inc.*, 96 USPQ2d 1834, 1837 (TTAB 2010) (finding standing on basis of plaintiff's making of record the USPTO Office action suspending plaintiff's pending application pending possible refusal based on alleged likelihood of confusion with defendant's registration). Notably, however, Petitioner's basis for cancellation of Respondent's PLATINUM LASHES mark is not its pending PLATINUM application. Instead, Petitioner relies on its PLATINUM BOND registration as the basis for cancellation, and only casually references its PLATINUM application in its Petition. (EXHIBIT 2, Petition for Cancellation). Petitioner has failed, in both its pleadings and the present motion, to connect the office action it received for its PLATINUM mark for likelihood of confusion with Respondent's mark and its assertion that there is a likelihood of confusion between its PLATINUM BOND mark and Respondent's PLATINUM LASHES mark.

B. RESPONDENT HAS PRIORITY OF USE IN ITS PLATINUM LASHES MARK

The exclusive right to a trademark belongs to one who first uses it in connection with specified goods or services. *McClean v. Fleming*, 96 U.S. 245, 24 L.Ed. 828 (1877); 3 R. Callman, *Unfair Competition, Trademarks and Monopolies* § 76.2(c) (3d ed. 1969). Such use need not have gained wide public recognition. *Kathreiner's Malzkaffee Fabriken v. Pastor Kneipp Medicine Co.*, 82 F. 321 (7th Cir. 1897); *Waldes v. International Manufacturers' Agency*, 237 F. 502 (S.D.N.Y. 1916). Even a single use in trade may sustain trademark rights if followed by continuous

commercial utilization. *Ritz Cycle Car Co. v. Driggs-Seabury Ordnance Corp.*, 237 F.125 (S.D.N.Y.1916).

A putative trademark owner uses a mark in commerce for purposes of the Act if he uses it in a manner “*sufficiently public to identify or distinguish marked goods in appropriate segment of public mind.*” *Harod v Sage Prods., Inc.* 188 F Supp 2d 1369, 62 USPQ2d 1022 (2002, SD Ga), reconsideration den, dismd, dismd without prejudice, in part, injunction gr (2002, SD Ga) 2002 US Dist LEXIS 16822 [citing *BLUE BELL, INC. v. FARAH MANUFACTURING COMPANY, INC.*, 508 F.2d 1260 (5th Cir. 1975)].

Petitioner relies on its PLATINUM application as the basis for standing in this action. All the evidence taken together shows that Respondent’s use in commerce of its PLATINUM LASHES mark precedes Petitioner’s Application for Registration of its purported “PLATINUM” mark, which was filed as an intent to use application, and thus a finding of summary judgment in favor of Respondent is appropriate on this factor alone.

In determining priority of trademarks, the Board looks at the total picture presented by the evidence. “[W]hether a particular piece of evidence by itself establishes prior use is not necessarily dispositive as to whether a party has established prior use by a preponderance. ***Rather, one should look at the evidence as a whole, as if each piece of evidence were part of a puzzle which, when fitted together, establishes prior use.***” *West Florida Seafood, Inc. v. Jet Restaurants*, 31 F.3d 1122, 31 USPQ2d 1660, 1663 (Fed. Cir. 1994). [Emphasis added].

Trademark rights are based on use of a name as a trademark. Section 1 of the Trademark Act, 15 U.S.C. §1051, permits application for registration of “a trademark used in commerce”

(15 U.S.C. §1051(a)) or of a trademark that a person has a bona fide intention to use in commerce (15 U.S.C. §1051(b)).

Section 45 of the Trademark Act, 15 U.S.C. §1127, defines “commerce” as “all commerce which may lawfully be regulated by Congress.” Section 45 considers any use in which the mark is placed on goods, their containers, or the displays associated therewith or on the tags or labels affixed to the goods.

The definition of use in commerce was amended by the Trademark Law Revision Act of 1988 (TLRA), Public Law 100-667, 102 Stat. 3935, to add the phrase “the bona fide use of a mark in the ordinary course of trade, and not made merely to reserve a right in a mark.” The primary purpose of the amendment was to eliminate the practice of “token use,” or use made solely to reserve rights in a mark.

Respondent first began using its PLATINUM LASHES mark in connection with eyelash extension services and eyelash extension products on or about January 2014. Respondent filed its application for registration of its PLATINUM LASHES mark on January 14, 2014 for use in connection with *“Eyelash extensions, namely, artificial eyelashes; adhesives for affixing false eyelashes; eyelash products, namely eyelash tint”* in International Class 003, and *“Eyelash application, namely eyelash extension services”* in International Class 044. Respondent’s mark was registered on November 4, 2014. Petitioner filed its application for registration of its PLATINUM mark on March 29, 2018 based on an intent-to-use the mark in connection with *“Cosmetics, namely, artificial eyelashes, false eyelash extensions, artificial eyelash appliqués and adhesives for attaching artificial eyelashes; chemicals used for the application and removal of artificial eyelashes”* in International Class 003; *“Education in the nature of training individuals in*

selecting and applying false eyelashes, face and eye make-up” in International Class 041; and *“Beauty care, namely, personalizing styles for face and eye makeup and false eyelashes, namely, applying and removing face and eye makeup, and applying and removing false eyelashes”* in International Class 044. Petitioner does not allege use of its PLATINUM mark prior to the date of filing the Respondent’s initial application.

C. THERE IS AT LEAST A GENUINE ISSUE OF MATERIAL FACT AS TO WHETHER THERE IS A LIKELIHOOD OF CONFUSION BETWEEN THE PARTIES’ MARKS

i. The Dissimilarity of the Marks

Section 2(d) of the Trademark Act bars registration of marks if a likelihood of confusion exists between it and another mark. Petitioner’s burden for a summary judgment motion based on a claim of likelihood of confusion is greater than the evidentiary burden at trial. *See, e.g. Gasser Chair Co. v. Infanti Chair Manufacturing Corp.*, 60 F.3d 770, 34 USPQ2d 1822, 1824 (Fed. Cir. 1995). Although the *Du Pont* factors provide guidance for determining likelihood of confusion cases, “...there is no mechanical test for determining likelihood of confusion...” *TMEP 1207.01*. Simply put, “...each case must be decided on its own facts.” *Du Pont* at 1361. In evaluating the similarities between marks, the emphasis must be on the recollection of the average purchaser who normally retains a general, rather than specific, impression of trademarks. *Sealed Air Corp. v. Scott Paper Co.*, 190 USPQ 106, 108 (TTAB 1975).

The first relevant *Du Pont* factor that must be considered is “[t]he similarity or dissimilarity of the marks *in their entirety* as to appearance, sound, connotation and commercial impression.” (emphasis provided) *Du Pont* at 1361. The *Du Pont* court examined the “entireties” of the marks to be compared, and not just the portions of the marks that are similar. *Id.* See also *In re Hearst Corp.*, 25 U.S.P.Q.2d 1238, 1239 (Fed. Cir. 1992); *China Healthways Institute Inc. v.*

Xioming Wang, 83 U.S.P.Q.2d 1123 (TTAB 2007). Indeed, the test of likelihood of confusion is not whether the marks can be distinguished when subjected simply to a side-by-side comparison.

Other factors must also be considered to determine whether such similarity leads to a likelihood of confusion as to the source of the goods or services. When considering the similarity of the marks, "[a]ll relevant facts pertaining to the appearance and connotation must be considered."

Recot, Inc. v. M.C. Becton, 214 F.3d 1322, 1329, 54 USPQ2d 1894, 1897 (Fed. Cir. 2000).

Petitioner relies significantly on the effect of the disclaimers of the terms "LASHES" and "BOND" in Respondent's and Petitioner's marks, respectively. A disclaimer for a registered mark or for a party's application to register its mark should not be considered when assessing marks for a likelihood of confusion. Specifically, 15 U.S.C. Sec. 1056 provides:

(b) No disclaimer, including those made under paragraph (d) of section 7 of this Act, shall prejudice or affect the applicant's or registrant's rights then existing or thereafter arising in the disclaimed matter, or his right of registration on another application if the disclaimed matter be or shall have become distinctive of his goods or services.

Thus, the technicality of a disclaimer in a party's application to register its mark has no legal effect on the issue of likelihood of confusion. The public is unaware of what words have been disclaimed during prosecution of the trademark application at the USPTO. *In re National Data Corp.*, 753 F.2d 1056, 224 USPQ 749, 751 (Fed.Cir.1985).

Petitioner's PLATINUM BOND mark and Respondent's PLATINUM LASHES mark create distinct commercial impressions from one another, when viewed in their entireties, with the additional wording present in each mark. In fact, in two separate and distinct evaluations, two different USPTO Examiners reviewed first, Respondent's PLATINUM LASHES application, and then Petitioner's PLATINUM BOND HIGH SPEED application, and found no conflicting marks in the

USPTO database of registered and pending marks that would bar registration. The USPTO Examiner assigned to examine Petitioner's PLATINUM application only found a likelihood of confusion between Respondent's PLATINUM LASHES mark and Petitioner's PLATINUM mark, for the reason that Petitioner's PLATINUM mark did not "create a distinct commercial impression from the registered mark because it contains some of the wording in the registered mark and *does not add any wording that would distinguish it from that mark.*" [EXHIBIT 1]. Arguably, if Petitioner were not the owner of PLATINUM BOND and PLATINUM HIGH SPEED BOND, these registrations would also have been cited against any stand-alone "Platinum" application.

ii. The Differences Between the Parties' Goods and Services

The second *du Pont* factor precisely asks us to consider "[t]he similarity or dissimilarity and nature of the goods or services as described in an application or registration or in connection with which a prior mark is in use." *E. I. du Pont* 476 F.2d at 1357; *see also Octocom Systems, Inc. v. Houston Computers Services Inc.*, 918 F.2d 937, 16 U.S.P.Q. 2d 1783, 1787 (Fed. Cir. 1990).

The issue is not whether the goods will be confused with each other, but rather whether the public will be confused as to their source. *See Recot Inc. v. M.C. Becton*, 214 F.3d 1322, 1329, 54 USPQ2d 1894, 1898 (Fed. Cir. 2000). If the goods or services in question are not related or marketed in such a way that they would be encountered by the same persons in situations ***that would create the incorrect assumption that they originate from the same source***, then, even if the marks are identical, confusion is not likely. *See, e.g., Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1371, 101 USPQ2d 1713, 1723 (Fed. Cir. 2012); *Shen Mfg. Co. v. Ritz Hotel Ltd.*, 393 F.3d 1238, 1244-45, 73 USPQ2d 1350, 1356 (Fed. Cir. 2004); *Local Trademarks, Inc. v. Handy Boys Inc.*, 16 USPQ2d 1156, 1158 (TTAB 1990). In the instant case, the marks are not

identical, and the goods associated with each mark will not be marketed in a manner which would create confusion as to the source of Respondent's and Applicant's goods.

While it is true that the Parties offer their goods and services "in the salon and spa industry" the parties do not market their goods in a manner in which they would be encountered by the same persons in situations that would create the incorrect assumption that they originate from the same source.

Petitioner adopted the PLATINUM BOND mark for use in connection with Novalash's eye lash extension adhesive. [See, Declaration of Sophy Merszei at ¶4]. Petitioner sells its PLATINUM BOND and PLATINUM BOND HIGH SPEED goods "to stylists, cosmetologists, aestheticians, makeup artists, and other professionals *who have been trained and certified by Novalash to provide eyelash extension application services.*" *Id.* at ¶11 [emphasis added]. Petitioner's CEO further clarifies, consumers seeking eyelash extension services "seek out salons that offer Novalash certified professionals and request eyelash extension services from these certified professionals using only Novalash products." *Id.*

Petitioner does not provide any of the goods and services offered in connection with its PLATINUM BOND mark to end user consumers seeking eyelash extensions or eyelash extension services. In fact, Petitioner's PLATINUM BOND adhesive can only be purchased and used by professionals certified to provide eyelash extension application services using Novalash products. (Declaration of Sophy Merszei at ¶11). It is unlikely that consumers are even aware of Petitioner's PLATINUM BOND mark, as the products are marketed to those customers seeking eyelash extensions under the Novalash name. Ms. Merszei clearly states that individuals seeking lash extension services would specifically seek out Novalash certified professionals, rather than

looking for individual product names, such as Petitioner's PLATINUM BOND adhesive. These individuals would know that only Novalash certified professionals can use Novalash products to provide eyelash extension services. Petitioner's goods and services relate to products offered to certified professionals who are trained by Petitioner to provide services. Petitioner does not provide eyelash extension services, but instead, provides training, education and products to professionals who work in the spa and salon industry, and includes its PLATINUM BOND adhesives as a component of that training.

Respondent relies on its PLATINUM LASHES mark for use in connection with its eyelash extension services and related products. Unlike Petitioner, Respondent markets its goods and services directly to consumers seeking eyelash extensions and related products, and Respondent provides those goods and services directly to individual customers under its Platinum Lashes mark. Respondent's lash extensions are custom made for its studios and provided to consumers at PLATINUM LASHES locations. (EXHIBIT 3).

Contrary to Petitioner's blanket characterization of its goods and services, and effort to lump the Parties together as providers of the same goods and services, the goods or services in question are not related or marketed in such a way that they would be encountered by the same persons in situations ***that would create the incorrect assumption that they originate from the same source.***

iii. The Channels of Trade

Petitioner does not provide any of the goods and services offered in connection with its PLATINUM BOND mark to end user consumers seeking eyelash extensions or eyelash extension services. In fact, Petitioner's PLATINUM BOND adhesive can only be purchased and used by

professionals certified to provide eyelash extension application services using Novalash products. This is clearly noted on Petitioner's website showing its products. (EXHIBIT 4). For a professional to obtain certification, thereby allowing them access to Novalash's PLATINUM BOND adhesive, a professional can enroll in one of 3 training programs, varying in price between \$559.00-\$1275.00. (EXHIBIT 5). Professionals then participate in an eight-hour training day to meet Petitioner's requirements for certification. *Id.*

Further, by Petitioner's own words, consumers specifically seek out salons offering Novalash certified professionals, as they are aware that the source of those goods and services is Novalash. Petitioner's website allows consumers to find providers of eyelash extension services using Novalash products. (EXHIBIT 6). In fact, many of these "certified professionals" include the Novalash name on their websites. (See, for example, EXHIBITS 7-9).

These professionals do not market Novalash's PLATINUM BOND adhesives, and Novalash's PLATINUM BOND adhesives are not offered for sale to consumers who obtain eyelash extension services from Novalash-certified professionals.

Respondent, on the other hand, provides all of its goods and services under its PLATINUM LASHES mark. Each location for eyelash extension services provided by Respondent is called PLATINUM LASHES, and identified clearly on its website at www.platinumlashes.com. (EXHIBIT 10). Respondent is clearly indicated as the source of its PLATINUM LASHES goods and services to its relevant end-user consumers. As such, Petitioner's PLATINUM BOND mark and Respondent's PLATINUM LASHES mark are offered in distinct channels of trade and to different direct consumers. Thus, this factor weighs in favor of Respondent that there is no likelihood of

confusion between the marks on this basis. Summary judgment in Respondent's favor would be appropriate on this issue.

iv. Petitioner Has Not Addressed All of the Relevant *DuPont* Factors

Petitioner has addressed only three of the factors identified in *In re E.I. DuPont de Nemours & Co., supra*, as pertinent to an analysis of the likelihood of confusion, namely similarity of marks, and similarity of goods and services, and an incomplete analysis regarding the relevant channels of trade. Although these factors can be the most significant, Petitioner has produced no evidence to support the assertion that they are the only relevant factors. In this case, for instance, the weakness of Petitioner's claimed "PLATINUM" mark and the absence of evidence of confusion, both unaddressed by Petitioner in its Brief, are pertinent to the *DuPont* analysis. Similarly, further information regarding the channels of trade as well as the sophistication of the relevant consumer, the conditions in which the products are purchased or services are offered, the sophistication of the relevant consumers, and the length of time without actual confusion all suggest, in the least, a genuine dispute of material facts for which summary judgment is not appropriate.

**1. The Number and Nature of "Platinum" Marks Render
Petitioner's Marks Weak**

The sixth *du Pont* factor requires consideration of any evidence pertaining to "the number and nature of similar marks in use on similar goods." *E.I. du Pont* at 1357. Third party registrations may be considered to demonstrate the meaning of a word which comprises the mark, or a portion thereof, to show that there is a well-known and commonly understood meaning of that word and that the mark has been chosen to convey that meaning. See *Red Carpet Corporation v. Johnstown American Enterprises Inc.*, 7 U.S.P.Q.2d 1404 (TTAB 1988) and *Dubonnet Wine*

Corporation v. Schneider, 218 U.S.P.Q. 331 (TTAB 1983). The conclusion to be drawn in such a case is that there is an inherent weakness in a mark comprised in whole or in part of the word in question and that, therefore, the question of likelihood of confusion is colored by that weakness to the extent that only slight differences in the marks may be sufficient to distinguish one from the other. *Id.*

Numerous third-party uses of the term “PLATINUM” as a component of marks indicate a “crowded field” and further demonstrate the weakness of Petitioner’s marks. *Palm Bay Imports, Inc. v. Veuve Clicquot Ponsardin Maison Fondée En 1722*, 396 F. 3d 1369, 1373; 73 U.S.P.Q.2d 1689 (Fed. Cir. 2005) (citing *General Mills, Inc. v. Kellogg Co.*, 824 F.2d 622, 626-27 (8th Cir. 1987) (“Evidence of third-party use of similar marks on similar goods is relevant to show that a mark is relatively weak and entitled to only a narrow scope of protection”)); McCarthy § 11:85. (“[A] mark that is hemmed in on all sides by similar marks on similar goods cannot be very ‘distinctive’. It is merely one of a crowd of marks. For example, there are at least 130 registered live marks in Classes 003, 041, and/or 044, which rely on the term “platinum” as a component. (See, for example, EXHIBITS 11-22.). In such a crowd, customers will not likely be confused between any two of the crowd, and have learned to carefully pick out one from the other.

In the instant case, Petitioner’s PLATINUM BOND and PLATINUM marks are weak, and entitled to only a very narrow scope of protection. *Ameritech Inc. v American Technologies Corp.*, 811 F.2d 960, 966; 1 U.S.P.Q. 2d 1861 (6th Cir. 1987) (“the stronger the trademark, the greater the protection afforded”). As discussed in *DuPont*, the relatively large number of similar marks and third-party users discussed above indicates that the scope of protection provided to any one mark is relatively narrow and limited to the distinctions between other factors of the marks

and/or the related goods/services. Based on this crowded field, Respondent believes that consumers are conditioned to distinguishing between different marks, a fact that reduces or eliminates any potential for confusion between Petitioner's PLATINUM BOND mark and Respondent's PLATINUM LASHES mark.

As discussed in *DuPont*, the relatively large number of similar marks and third-party users discussed above indicates that the scope of protection provided to any one mark is relatively narrow and limited to the distinctions between other factors of the marks and/or the related goods/services. Based on this crowded field, Respondent believes that consumers are conditioned to distinguishing between different marks, a fact that reduces the potential for confusion in this case, or at least creates a genuine issue of material fact as to this determination.

2. Actual Confusion

The absence of any reported instances of confusion is meaningful where the record indicates appreciable and continuous use by the parties of their respective marks for a significant period of time in the same markets. *Gillette Canada Inc. v. Ranir Corp.*, 23 USPQ2d 1768, 1774 (TTAB 1992). In other words, the absence of confusion is probative where there has been a reasonable opportunity for confusion to have occurred. *Barbara's Bakery Inc. v. Landesman*, 82 USPQ2d 1283, 1287 (TTAB 2007) (the probative value of the absence of actual confusion depends upon there being a significant opportunity for actual confusion to have occurred); *Red Carpet Corp. v. Johnstown American Enterprises Inc.*, 7 USPQ2d 1404, 1406-1407 (TTAB 1988); *Central Soya Co., Inc. V. North American Plant Breeders*, 212 USPQ 37, 48 (TTAB 1981) ("the absence of actual confusion over a reasonable period of time might well suggest that the likelihood of

confusion is only a remote possibility with little probability of occurring”).” *Citigroup Inc. v. Capital City Bank Group, Inc.*, 94 USPQ2d 1645, (TTAB 2010).

Respondent has offered its goods and services in connection with its PLATINUM LASHES mark since at least January 2014. Petitioner asserts that its PLATINUM BOND mark has been in use at least that long, suggesting the Parties’ marks have been in use concurrently for at least four and ½ years without any purported instances of actual confusion. This fact, undisputed by Petitioner, supports Respondent’s assertion that there is no likelihood of confusion between Respondent’s PLATINUM LASHES mark and Petitioner’s PLATINUM BOND mark, and at least raises a genuine issue of material fact on this issue overall.

V. CONCLUSION

Summary judgment in the instant case is not appropriate. The cumulative evidence in this case gives rise to multiple questions of material fact, which could result in a finding in favor of the Respondent. Respondent’s PLATINUM LASHES mark has been used in commerce in connection with eyelash extension services and related products since at least January 2014. Respondent has raised several issues of material fact including Petitioner’s disjointed basis for filing the present cancellation, its claim of standing, priority and likelihood of confusion. In particular, Respondent has outlined multiple factors under *DuPont* that clearly present issues of material fact including differing channels of trade and target consumers, differences in the goods and services offered by the Petitioner and Respondent, weakness of the “Platinum” mark, and considerable simultaneous use without instances of actual confusion. Finally, there is a genuine issue of material fact over Petitioner’s claim of priority for “Platinum” as a standalone mark. Based on all of the foregoing, a determination in this matter is not one that should be made “as

a matter of law” but instead, should be made only after a thorough examination of the evidence as a whole, “as if each piece of evidence were part of a puzzle which, when fitted together, establishes prior use.”

There are genuine issues of material fact, which could result in a finding in favor of the non-moving party, Respondent. Petitioner’s motion for summary judgment is, therefore, improper and should be denied as a matter of law or granted in favor of Respondent.

Respectfully Submitted,

Date: May 3, 2019

THE LASH COMPANY & SKIN CARE LLC

By: /HEATHER M. DENT, ESQ./
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CERTIFICATE OF SERVICE

I hereby certify that on May 3, 2019, a true and correct copy of the foregoing Respondent's
Opposition to Petitioner's Motion for Summary Judgment was served upon:

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By Electronic Mail.

I further certify that the foregoing paper is being filed electronically via the Electronic
System for Trademark Trials and Appeals (ESTTA).

Date: May 3, 2019

/Heather M. Dent/
Heather M. Dent