

ESTTA Tracking number: **ESTTA1302760**

Filing date: **08/09/2023**

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	Chromadex, Inc.		
Entity	Corporation	Citizenship	California
Address	10900 WILSHIRE BLVD., SUITE 600 LOS ANGELES, CA 90024 UNITED STATES		

Attorney information	KATHERINE R. MCMORROW KNOBBE, MARTENS, OLSON & BEAR, LLP 2040 MAIN STREET, 14TH FLOOR IRVINE, CA 92614 UNITED STATES Primary email: efiling@knobbe.com Secondary email(s): Kate.McMorrow@knobbe.com 949 760 0404		
Docket no.	CDEX.185N		

Registration subject to cancellation

Registration no.	5747483	Registration date	05/07/2019
Register	Principal		
Registrant	Avior Nutritionals L.L.C. 1155 HWY 190 SUITE 400 COVINGTON, LA 70433 UNITED STATES		

Goods/services subject to cancellation

Class 005. First Use: Dec 30, 2018 First Use In Commerce: Dec 30, 2018 All goods and services in the class are subject to cancellation, namely: Nutritional supplements containing nicotinamide adenine dinucleotide co-enzymes
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Grounds for cancellation

Abandonment	Trademark Act Section 14(3)
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Attachments	Petition to Cancel TRU NAD.pdf(140306 bytes)
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Signature	/Katherine R. McMorrow/
Name	Katherine R. McMorrow
Date	08/09/2023

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

ChromaDex, Inc.,
Petitioner,

v.

Avior Nutritionals L.L.C.,

Respondent.

Cancellation No: _____

Reg. No.: 5,747,483

Mark: TRU NAD+

PETITION FOR CANCELLATION

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

Dear Sir or Madam:

Petitioner, ChromaDex, Inc. (“Petitioner” or “ChromaDex”), a California corporation, having a principal place of business at 10900 Wilshire Blvd, Los Angeles, CA 90024, believes it has been and will continue to be damaged by Registration No. 5,747,483 for the mark TRU NAD+ (“Respondent’s Registration”), registered on the Principal Register for “Nutritional supplements containing nicotinamide adenine dinucleotide co-enzymes” and hereby petitions to cancel the same on the ground that Avior Nutritionals L.L.C. (“Respondent”) has abandoned its mark.

Respondent’s Registration No. 5,747,483 is described as follows:

Mark: TRU NAD+

Goods: Nutritional supplements containing nicotinamide adenine dinucleotide co-enzymes

Filed: June 22, 2018

Registered: May 7, 2019

Claimed First Use: December 30, 2018

As grounds for cancellation, it is alleged that:

1. Petitioner is a global bioscience company and leading developer, manufacturer, and marketer of dietary and nutritional supplements. Petitioner's groundbreaking research has led to, among other things, its flagship ingredient and supplement sold under the TRU NIAGEN® and NIAGEN® trademarks. Petitioner's TRU NIAGEN® supplement, which was launched in 2016, amounted to over \$60 million in sales in 2022 alone. More than \$90 million has been spent in third-party research on Petitioner's NIAGEN® products.

2. ChromaDex's patented NIAGEN® supplement ingredient was first commercialized in 2013 and has been reviewed and accepted by some of the most rigorous regulatory bodies in the world, including the FDA. Discussed in more than one hundred preclinical studies, more than twenty-five published human clinical studies, and more than forty patents, ChromaDex's NIAGEN® supplement and ingredient increases cellular defense, energy, and repair, which ultimately lead to supported cellular function and metabolism, and healthy aging.

3. ChromaDex is the owner of various TRU-formative marks in connection with dietary and nutritional supplements, and related goods and services.

4. For example, ChromaDex is the owner of U.S. Trademark Registration No. 5,370,103 ("103 Registration") for the TRU NIAGEN® mark for "dietary and nutritional supplements" in Class 5. The '103 Registration issued January 2, 2018 and is based on an application filed in the United States Patent and Trademark Office ("USPTO") on June 20, 2017. A true and correct copy of the specifics of the '103 Registration obtained from the PTO's database is attached hereto as Exhibit 1 and made of record.

5. ChromaDex is also the owner of U.S. Trademark Registration No. 7,012,856 ("856 Registration") for the TRU BELIEVER® mark for "On-line retail store services featuring dietary and nutritional supplements; Retail store services featuring dietary and nutritional supplements"

in Class 35. The '856 Registration issued March 28, 2023 and is based on an application filed in the USPTO on May 1, 2020. A true and correct copy of the specifics of the '856 Registration obtained from the PTO's database is attached hereto as Exhibit 2 and made of record.

6. ChromaDex is also the owner of U.S. Application No. 98/084,355 (“the '355 Application”) for the TRU NAD+ mark for “Ingredients for use in the manufacturing of dietary supplements, nutritional products, pharmaceuticals, cosmetics, cosmetic preparations, pet products, and personal care products; Chemical reagents for non-medical purposes; Chemicals for use in industry and science; Chemicals for use in the biochemical and chemical industry; Assays for research purposes; Diagnostic preparations for scientific or research use” in Class 1; “Cosmetics; cosmetic preparations; non-medicated toiletry preparations; chemicals sold as components of cosmetics and cosmetic preparations; nutritional supplements sold as a component of cosmetics and cosmetic preparations; cosmetic preparations; body and beauty care cosmetics; cosmetic preparations for body care; cosmetic preparations for skin care; cosmetic preparations in the form of scrubs, lotions, oils, serums, toners, moisturizers, creams, gels, powders, aerosols, sprays, emulsions, pomades, and masks; cosmetic suntan preparations; cosmetic soaps; cosmetic preparations for bath and shower; hair care preparations; cosmetics for animals; make-up; make-up preparations; perfume; cologne; nail care preparations; nail polish” in Class 3; “Dietary and nutritional supplements; diagnostic kits consisting primarily of monoclonal antibodies, buffers, and reagents for use in disease testing; diagnostic preparations for medical purposes; diagnostic agents, preparations and substances for medical purposes; dietary supplements and preparations; medical and veterinary preparations and articles” in Class 5; “On-line retail store services featuring dietary supplements, nutritional supplements, cosmetics, cosmetic preparations, pet products, personal care products, food, and beverages; Retail store services featuring dietary supplements,

nutritional supplements, cosmetics, cosmetic preparations, pet products, personal care products, food, and beverages” in Class 35; “Providing a website and non-downloadable publications in the nature of articles, newsletters, and blog posts in the field of health, fitness, exercise, workouts, wellness, lifestyle, cosmetics, pet products, personal care products, healthy eating, dietary and nutritional supplements, and nutrition; Providing information and reviews about physical fitness, exercise and fitness workouts” in Class 41; “Medical and scientific research information in the field of health, nutrition, dietary and nutritional supplements, cosmetics, pet products, personal care products, cellular energy, nicotinamide adenine dinucleotide, and nicotinamide riboside; Providing scientific information in the field of research regarding health, nutrition, dietary and nutritional supplements, cosmetics, pet products, personal care products, cellular energy, nicotinamide adenine dinucleotide, and nicotinamide riboside; Providing scientific research information in the field of clinical studies; Providing a website featuring educational information in the field of clinical research” in Class 42; and “Providing information about health, lifestyle, wellness, cosmetics, personal care products, pet products, healthy eating, dietary and nutritional supplements, and nutrition” in Class 44. The ’355 Application was filed in the USPTO on July 13, 2023. A true and correct copy of the specifics of the ’355 Application obtained from the PTO’s database is attached hereto as Exhibit 3 and made of record.

7. On information and belief, Respondent has abandoned the TRU NAD+ mark in Respondent’s Registration by discontinuing use of said mark in connection with the goods listed in Respondents’ Registration, with no intent to initiate or resume use.

8. Accordingly, ChromaDex believes that the mark has been abandoned within the meaning of 15 U.S.C. § 1127 and that Respondent’s Registration should be canceled.

9. On information and belief, Respondent has not used the TRU NAD+ mark for the

goods in Respondent's Registration for a period of more than three years, constituting *prima facie* evidence of abandonment.

10. ChromaDex will be damaged by the continued registration of the TRU NAD+ mark as Respondent's Registration conflicts with ChromaDex's rights.

11. In view of Respondent's abandonment of the TRU NAD+ mark in Respondent's Registration, Respondent is not entitled to continued registration of the mark pursuant to Section 14(3) of the Trademark Act, 15 U.S.C. § 1064(3), and as such, said registration should be canceled.

WHEREFORE, ChromaDex requests that Respondent's Registration be canceled and that this Petition for Cancellation be sustained in favor of ChromaDex.

Please charge any additional fees or credit overpayment to Deposit Account No. 11-1410.

Respectfully submitted,

KNOBBE, MARTENS, OLSON & BEAR, LLP

Dated: August 9, 2023

By: /Katherine R. McMorrow/
Susan M. Natland
Jessica C. Sganga
Katherine R. McMorrow
2040 Main Street, 14th Floor
Irvine, CA 92614
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*Attorneys for Petitioner,
ChromaDex, Inc.*

EXHIBIT 1

Generated on: This page was generated by TSDR on 2023-08-09 17:50:46 EDT

Mark: TRU NIAGEN

TRU NIAGEN

US Serial Number: 87497901

Application Filing Date: Jun. 20, 2017

US Registration Number: 5370103

Registration Date: Jan. 02, 2018

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jan. 02, 2018

Publication Date: Oct. 17, 2017

Mark Information

Mark Literal Elements: TRU NIAGEN

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

International Registration Number: 1393923

International Application(s) /Registration(s) Based on this Property: A0071627/1393923

Claimed Ownership of US Registrations: 4606519

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Dietary and nutritional supplements

International Class(es): 005 - Primary Class

U.S Class(es): 006, 018, 044, 046, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 2016

Use in Commerce: Jun. 2016

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: ChromaDex Inc.

Owner Address: 10900 Wilshire Blvd., Suite 600
Los Angeles, CALIFORNIA UNITED STATES 90024

Legal Entity Type: CORPORATION

State or Country: CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jessica Sganga

Docket Number: CDEX.032T

Attorney Primary Email Address: efiling@knobbe.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Jessica Sganga
Knobbe, Martens, Olson & Bear, LLP
2040 MAIN STREET, 14TH FLOOR
IRVINE, CALIFORNIA UNITED STATES 92614

Phone: 949-760-0404

Fax: 949-760-9502

Correspondent e-mail: efiling@knobbe.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 24, 2023	TEAS SECTION 8 & 15 RECEIVED	
Jan. 02, 2023	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Feb. 19, 2020	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 19, 2020	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 19, 2020	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Feb. 19, 2020	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 19, 2020	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jan. 02, 2018	REGISTERED-PRINCIPAL REGISTER	
Oct. 17, 2017	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Oct. 17, 2017	PUBLISHED FOR OPPOSITION	
Sep. 27, 2017	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Sep. 07, 2017	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 06, 2017	ASSIGNED TO EXAMINER	83189
Jun. 27, 2017	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED	
Jun. 23, 2017	NEW APPLICATION ENTERED	

TM Staff and Location Information

TM Staff Information - None

File Location**Current Location:** PUBLICATION AND ISSUE SECTION**Date in Location:** Jan. 02, 2018

Proceedings

Summary**Number of Proceedings:** 2**Type of Proceeding: Opposition****Proceeding Number:** [91282598](#)**Filing Date:** Dec 29, 2022**Status:** Terminated**Status Date:** Mar 31, 2023**Interlocutory Attorney:** ASHLYN LEMBREE**Defendant****Name:** Bestway Brands LLC**Correspondent Address:** BESTWAY BRANDS LLC
8 THE GREEN, SUITE A,
DOVER DE UNITED STATES , 19901**Correspondent e-mail:** bmuller@bestwaybrands.com , leeyong@bestwaybrands.com , 330133448@qq.com , 2398877838@qq.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
TRU NMN		90457901	

Plaintiff(s)**Name:** ChromaDex, Inc.**Correspondent Address:** KATHERINE R. MCMORROW
KNOBBE, MARTENS, OLSON & BEAR, LLP
2040 MAIN STREET, 14TH FLOOR
IRVINE CA UNITED STATES , 92614**Correspondent e-mail:** efiling@knobbe.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
TRU NIAGEN		87497901	5370103

Prosecution History

Entry Number	History Text	Date	Due Date
6	TERMINATED	Mar 31, 2023	
5	BD DECISION: OPP SUSTAINED	Mar 31, 2023	
4	NOTICE OF DEFAULT	Feb 18, 2023	
3	INSTITUTED	Dec 29, 2022	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 29, 2022	Feb 07, 2023
1	FILED AND FEE	Dec 29, 2022	

Type of Proceeding: Opposition**Proceeding Number:** [91274699](#)**Filing Date:** Feb 23, 2022**Status:** Terminated**Status Date:** Jul 29, 2022**Interlocutory Attorney:** JENNIFER KRISP**Defendant****Name:** NeoGen Wellness, LLC**Correspondent Address:** RANDY MICHELS
TRUST TREE LEGAL, P.C.
798 BERRY ROAD #41400

NASHVILLE TN UNITED STATES , 37204

Correspondent e-mail: randy@trust-tree.com , docket@trust-tree.com , bill@trusttree.com , kevin@trusttree.com , yoches@trusttree.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
NEOGEN LIFE		90539766	

Plaintiff(s)

Name: ChromaDex, Inc.

Correspondent Address: KATHERINE R. MCMORROW
KNOBBE, MARTENS, OLSON & BEAR, LLP
2040 MAIN STREET, 14TH FLOOR
IRVINE CA UNITED STATES , 92614

Correspondent e-mail: efiling@knobbe.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
NIAGEN		85932490	4606519
TRU NIAGEN		87497901	5370103

Prosecution History

Entry Number	History Text	Date	Due Date
11	TERMINATED	Jul 29, 2022	
10	BD DECISION: OPP SUSTAINED	Jul 29, 2022	
9	W/DRAW OF APPLICATION	Jul 14, 2022	
8	EXTENSION OF TIME GRANTED	Jul 05, 2022	
7	P MOT FOR EXT W/ CONSENT	Jul 05, 2022	
6	EXTENSION OF TIME GRANTED	Jun 02, 2022	
5	P MOT FOR EXT W/ CONSENT	Jun 02, 2022	
4	ANSWER	Apr 04, 2022	
3	INSTITUTED	Feb 23, 2022	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 23, 2022	Apr 04, 2022
1	FILED AND FEE	Feb 23, 2022	

EXHIBIT 2

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Mark: TRU BELIEVER

TRU BELIEVER

US Serial Number: 88897727

Application Filing Date: May 01, 2020

US Registration Number: 7012856

Registration Date: Mar. 28, 2023

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Mar. 28, 2023

Publication Date: Sep. 01, 2020 Notice of Allowance Date: Oct. 27, 2020

Mark Information

Mark Literal Elements: TRU BELIEVER

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *...* identify additional (new) wording in the goods/services.

For: On-line retail store services featuring dietary and nutritional supplements; Retail store services featuring dietary and nutritional supplements

International Class(es): 035 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 28, 2019

Use in Commerce: Jun. 28, 2019

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: ChromaDex, Inc.

Owner Address: 10900 Wilshire Blvd., Suite 600
Los Angeles, CALIFORNIA UNITED STATES 90024

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jessica Sganga

Docket Number: CDEX.065T

Attorney Primary Email Address: efiling@knobbe.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Jessica Sganga
KNOBBE, MARTENS, OLSON AND BEAR, LLP
2040 MAIN STREET, 14TH FLOOR
IRVINE, CALIFORNIA UNITED STATES 92614

Phone: 949-760-0404

Fax: 949-760-9502

Correspondent e-mail: efiling@knobbe.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 28, 2023	NOTICE OF REGISTRATION CONFIRMATION EMAILED	
Mar. 28, 2023	REGISTERED-PRINCIPAL REGISTER	
Feb. 21, 2023	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Feb. 20, 2023	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jan. 17, 2023	STATEMENT OF USE PROCESSING COMPLETE	66230
Dec. 13, 2022	USE AMENDMENT FILED	66230
Jan. 12, 2023	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66230
Dec. 13, 2022	TEAS STATEMENT OF USE RECEIVED	
Oct. 28, 2022	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Oct. 26, 2022	SOU EXTENSION 4 GRANTED	98765
Oct. 26, 2022	SOU EXTENSION 4 FILED	98765
Oct. 26, 2022	TEAS EXTENSION RECEIVED	
Apr. 27, 2022	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Apr. 25, 2022	SOU EXTENSION 3 GRANTED	98765
Apr. 25, 2022	SOU EXTENSION 3 FILED	98765
Apr. 25, 2022	TEAS EXTENSION RECEIVED	
Oct. 28, 2021	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Oct. 26, 2021	SOU EXTENSION 2 GRANTED	98765
Oct. 26, 2021	SOU EXTENSION 2 FILED	98765
Oct. 26, 2021	TEAS EXTENSION RECEIVED	
Apr. 24, 2021	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Apr. 22, 2021	SOU EXTENSION 1 GRANTED	98765
Apr. 22, 2021	SOU EXTENSION 1 FILED	98765
Apr. 22, 2021	TEAS EXTENSION RECEIVED	
Oct. 27, 2020	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Sep. 01, 2020	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Sep. 01, 2020	PUBLISHED FOR OPPOSITION	
Aug. 12, 2020	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	

Jul. 28, 2020 APPROVED FOR PUB - PRINCIPAL REGISTER
Jul. 27, 2020 ASSIGNED TO EXAMINER
May 14, 2020 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED
May 05, 2020 NEW APPLICATION ENTERED

82095

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Feb. 20, 2023

EXHIBIT 3

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Mark: TRU NAD+

TRU NAD+

US Serial Number: 98084355

Application Filing Date: Jul. 13, 2023

Register: Principal

Mark Type: Trademark, Service Mark

TM5 Common Status Descriptor:



LIVE/APPLICATION/Awaiting Examination

The trademark application has been accepted by the Office (has met the minimum filing requirements) and has not yet been assigned to an examiner.

Status: New application awaiting assignment to an examining attorney. [See current trademark processing wait times](#) for more information.

Status Date: Jul. 17, 2023

Mark Information

Mark Literal Elements: TRU NAD+

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (...) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Ingredients for use in the manufacturing of dietary supplements, nutritional products, pharmaceuticals, cosmetics, cosmetic preparations, pet products, and personal care products; Chemical reagents for non-medical purposes; Chemicals for use in industry and science; Chemicals for use in the biochemical and chemical industry; Assays for research purposes; Diagnostic preparations for scientific or research use

International Class(es): 001 - Primary Class

U.S Class(es): 001, 005, 006, 010, 026, 046

Class Status: ACTIVE

Basis: 1(b)

For: Cosmetics; cosmetic preparations; non-medicated toiletry preparations; chemicals sold as components of cosmetics and cosmetic preparations; nutritional supplements sold as a component of cosmetics and cosmetic preparations; cosmetic preparations; body and beauty care cosmetics; cosmetic preparations for body care; cosmetic preparations for skin care; cosmetic preparations in the form of scrubs, lotions, oils, serums, toners, moisturizers, creams, gels, powders, aerosols, sprays, emulsions, pomades, and masks; cosmetic suntan preparations; cosmetic soaps; cosmetic preparations for bath and shower; hair care preparations; cosmetics for animals; make-up; make-up preparations; perfume; cologne; nail care preparations; nail polish

International Class(es): 003 - Primary Class

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

Class Status: ACTIVE

Basis: 1(b)

For: Dietary and nutritional supplements; diagnostic kits consisting primarily of monoclonal antibodies, buffers, and reagents for use in disease testing; diagnostic preparations for medical purposes; diagnostic agents, preparations and substances for medical purposes; dietary supplements and preparations; medical and veterinary preparations and articles

International Class(es): 005 - Primary Class

U.S Class(es): 005, 006, 018, 044, 046, 051, 052

Class(es):**Class Status:** ACTIVE**Basis:** 1(b)**For:** On-line retail store services featuring dietary supplements, nutritional supplements, cosmetics, cosmetic preparations, pet products, personal care products, food, and beverages; Retail store services featuring dietary supplements, nutritional supplements, cosmetics, cosmetic preparations, pet products, personal care products, food, and beverages**International Class(es):** 035 - Primary Class**U.S Class(es):** 100, 101, 102**Class Status:** ACTIVE**Basis:** 1(b)**For:** Providing a website and non-downloadable publications in the nature of articles, newsletters, and blog posts in the field of health, fitness, exercise, workouts, wellness, lifestyle, cosmetics, pet products, personal care products, healthy eating, dietary and nutritional supplements, and nutrition; Providing information and reviews about physical fitness, exercise and fitness workouts**International Class(es):** 041 - Primary Class**U.S Class(es):** 100, 101, 107**Class Status:** ACTIVE**Basis:** 1(b)**For:** Medical and scientific research information in the field of health, nutrition, dietary and nutritional supplements, cosmetics, pet products, personal care products, cellular energy, nicotinamide adenine dinucleotide, and nicotinamide riboside; Providing scientific information in the field of research regarding health, nutrition, dietary and nutritional supplements, cosmetics, pet products, personal care products, cellular energy, nicotinamide adenine dinucleotide, and nicotinamide riboside; Providing scientific research information in the field of clinical studies; Providing a website featuring educational information in the field of clinical research**International Class(es):** 042 - Primary Class**U.S Class(es):** 100, 101**Class Status:** ACTIVE**Basis:** 1(b)**For:** Providing information about health, lifestyle, wellness, cosmetics, personal care products, pet products, healthy eating, dietary and nutritional supplements, and nutrition**International Class(es):** 044 - Primary Class**U.S Class(es):** 100, 101**Class Status:** ACTIVE**Basis:** 1(b)

Basis Information (Case Level)

Filed Use: No**Currently Use:** No**Filed ITU:** Yes**Currently ITU:** Yes**Filed 44D:** No**Currently 44E:** No**Filed 44E:** No**Currently 66A:** No**Filed 66A:** No**Currently No Basis:** No**Filed No Basis:** No

Current Owner(s) Information

Owner Name: Chromadex, Inc.**Owner Address:** 10900 Wilshire Blvd., Suite 600
Los Angeles, CALIFORNIA UNITED STATES 90024**Legal Entity Type:** CORPORATION**State or Country Where Organized:** CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Susan M. Natland**Docket Number:** CDEX.191T**Attorney Primary Email Address:** efiling@knobbe.com**Attorney Email Authorized:** Yes

Correspondent

Correspondent SUSAN M. NATLAND
Name/Address: KNOBBE, MARTENS, OLSON & BEAR, LLP
2040 MAIN STREET, 14TH FLOOR
IRVINE, CALIFORNIA UNITED STATES 92614

Phone: 949-760-0404

Fax: 949-760-9502

Correspondent e-mail: efiling@knobbe.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jul. 17, 2023	NEW APPLICATION ENTERED	

TM Staff and Location Information

TM Staff Information - None
File Location

Current Location: NEW APPLICATION PROCESSING

Date in Location: Jul. 17, 2023