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

Proceeding	36534651			
Applicant	Rugged & Dapper LLC			
Applied for Mark	RUGGED & DAPPER			
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Submission	Appeal Brief			
Attachments	RUGGED & DAPPER -Ex Parte Appeal TTAB.pdf(53112 bytes) RUGGED & DAPPER -Ex Parte Appeal - Exhibit A reduced.pdf(5370884 bytes) RUGGED & DAPPER -Ex Parte Appeal - Exhibit B reduced.pdf(903768 bytes) RUGGED & DAPPER -Ex Parte Appeal - Exhibit C reduced.pdf(1936042 bytes) RUGGED & DAPPER -Ex Parte Appeal - Exhibit D reduced.pdf(877263 bytes) RUGGED & DAPPER -Ex Parte Appeal - Exhibit E reduced.pdf(1227562 bytes) RUGGED & DAPPER -Ex Parte Appeal - Exhibit E reduced.pdf(1227562 bytes) RUGGED & DAPPER -Ex Parte Appeal - Exhibit F reduced.pdf(1357224 bytes) RUGGED & DAPPER -Ex Parte Appeal - Exhibit F reduced.pdf(1357224 bytes) RUGGED & DAPPER -Request for Remand with Exhibits A & B re- duced.pdf(3289106 bytes)			
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Date	04/22/2016			

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

Serial No.: 86534651

Mark: RUGGED & DAPPER

Applicant: Rugged & Dapper LLC

Examining Attorney: Keri H. Cantone

# EX PARTE APPEAL

# **APPLICANT'S BRIEF**

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### **ISSUE ON APPEAL**

Is there a likelihood of confusion under Trademark Act Section 2(d) between Applicant's RUGGED & DAPPER application and (1) RUGGED Registration No. 3903332 owned by Coty Germany GmbH and (2) RUGGED FIX Registration No. 4103613 owned by Wella GmbH?

# PROCEDURAL BACKGROUND

On February 13, 2015, Applicant filed Application Serial No. 86534651 seeking to register the RUGGED & DAPPER mark for the following goods: "Men's Skincare, Grooming and Beauty products, namely, facial moisturizers, cleansers, oils for the face and hair, hand cream." In an Office Action dated May 22, 2015, the Examining Attorney refused to register Applicant's mark, citing a likelihood of confusion with (1) RUGGED Registration No. 3903332 owned by Coty Germany GmbH ("Coty") for "Soaps, perfumery; essential oils; cosmetics; cosmetic hair lotions" and (2) RUGGED FIX Registration No. 4103613 owned by Wella GmbH ("Wella") for overlapping goods "Hair care preparations, namely, shampoos, hair conditioners and non-medicated hair scalp treatments, namely, restructurizers and scalp conditioners." (Initial Office Action at 2.) Applicant timely responded to this Office Action on June 29, 2015. The Examining Attorney issued a final Office Action, continuing her refusal to register Applicant's mark under Section 2(d), on July 23, 2015. Applicant timely filed a Request for Reconsideration and concurrent Notice of Appeal in response to this Office Action on January 25, 2016. The Examining Attorney denied Applicant's Request for Reconsideration on February 19, 2016.

This appeal followed.

### **REQUEST FOR REMAND**

Concurrent with this brief, Applicant will also submit a Request for Remand for Inclusion of Additional Evidence. Applicant seeks to introduce evidence consisting of (1) a letter from Coty consenting to Applicant's registration of the RUGGED & DAPPER application; and

(2) third-party RUGGED and RUGGED-based marks for toiletries that further highlight the crowded field of RUGGED-based marks for toiletries, particularly men's toiletries.

### **STANDARD OF REVIEW**

This appeal arises from the Examining Attorney's final refusal to register Applicant's RUGGED & DAPPER mark and is proper under 15 U.S.C. § 1070. The Board reviews the decision of the Examining Attorney to determine "whether or not, based on the record before the examiner, the examiner's action was correct." In re Bose Corp., 772 F.2d 866, 869 (Fed. Cir. 1985).

### ARGUMENT

Applicant's RUGGED & DAPPER mark is not confusingly similar to Coty's RUGGED and Wella's RUGGED FIX registrations (the "Cited Marks"). The Examining Attorney fails to consider the highly probative fact that the Cited Marks are coexisting on the registry for overlapping goods, and erroneously assumes that Coty's consent regarding Wella's registration somehow shields the common RUGGED component of Coty's and Wella's marks from being diluted or weakened when many courts have held the opposite. The Examining Attorney also incorrectly dismisses evidence regarding the Cited Marks' coexistence with RUGGED WYPES, Registration No. 2611014 owned by Clean Plus Incorporated for "multiple purpose, presaturated cleaning towel" broadly, by focusing on extrinsic evidence of Clean Plus' use, rather than the goods recited in the registration. Further, the Examining Attorney disregards the probative value of the RUGGED, RUGGED FIX, and RUGGED WYPES registrations' coexistence for overlapping and/or highly related goods with the sweeping statement that "prior decisions and actions of other trademark examining attorneys in registering other marks have little evidentiary value and are not binding." (Request for Reconsideration Denial at 3.) Thirdparty registrations are relevant to show that a component of a mark, RUGGED in this case, is

suggestive or dilute such that the consuming public will rely on other elements to distinguish the source of the goods. Moreover, the Examining Attorney violates the anti-dissection rule by focusing on only the "rugged" component of Applicant's mark and not the mark as a whole—RUGGED & DAPPER.

When these factors, as further discussed below, are considered in light of the fact that the term "rugged" is suggestive, not highly distinctive, the relevant consumers are not likely to be confused.

# A. Confusion is Unlikely Because the RUGGED Component is Dilute and Consumers will Look to Other Elements as Source Identifiers

It is well established that in a likelihood of confusion analysis, the strength of the Cited Marks is a key factor. The more distinctive a mark is on the distinctiveness spectrum, the stronger the scope of protection it is afforded, and vice versa. In finding a likelihood of confusion between Applicant's RUGGED & DAPPER mark and the Cited Marks, the Examining Attorney fails to consider that "rugged," amongst other things, means "rough and strong in character," and is suggestive of an aspirational characteristic when used in connection with personal care products. (See, e.g., Request for Reconsideration Ex. D, print-outs of registration certificates and TSDR pages of examples of third-party RUGGED-based consumer goods products, attached as **Ex. A**). The fact that RUGGED WYPES registered based on acquired distinctiveness is additional evidence that RUGGED-based marks for personal care products should not be afforded a broad scope of protection. (Request for Reconsideration Ex. A, print-outs of RUGGED WYPES Registration No. 3675406 in Class 3 (Principal Register based on Section 2(f) acquired distinctiveness) and Registration No. 2611014 in Class 21 (Supplemental Register) registration certificates and TSDR pages, attached as **Ex. B**.)

The suggestive and dilute nature of "rugged" is highlighted by the numerous third party uses of RUGGED and RUGGED-based marks for various personal care products, particularly for men, in the marketplace. (See Request for Remand Ex. B, attached as <u>Ex. C</u>, for goods such as MR RUGGED Beard Balm Conditioner, RUGGED for Men Natural Lotion, RUGGED Rescue Natural Skin Balm, RUGGED OAK Lotion, RUGGED RESTORATION Company toiletries, RUGGED Hair & Beard Balm, RUGGED Shaving Cream Soap, RUGGED Outdoors Beard Oil, RUGGED MONKEY Beard Balm and Conditioner, RUGGED RILEY Men's Shave Soap). Because "rugged" is suggestive for personal care products, and consumers are used to seeing RUGGED and RUGGED-based marks for such goods in the marketplace, consumers have learned to look for elements other than "rugged," such as "& dapper" in this case, in order to distinguish amongst different sources.

Further, the Cited Marks' scope of protection is narrowed by the marks' coexistence with each other and the RUGGED WYPES registration for overlapping and/or highly related goods. If Coty's RUGGED registration for soaps broadly (which encompass hair soap), essential oils broadly (which encompass hair and scalp oils), and cosmetic hair lotions (which encompass hair "restructurizer" and conditioners) can coexist with Wella's RUGGED FIX registration for shampoo, hair conditioner, and hair restructurizer and scalp conditioner; and if both registrations can coexist with Clean Plus' RUGGED WYPES registration for "multiple purpose cleaning towel pre-saturated with cleaning compounds"; then the Cited Marks should be able to similarly coexist with Applicant's RUGGED & DAPPER mark. (See Request for Reconsideration Ex. E, print-outs showing third-party "hair soap" products and "hair oil" products, attached as <u>Ex. D</u>.)

# B. The Examining Attorney Fails to Consider Material Facts Regarding the Cited Marks and Third-Party RUGGED WYPES Mark

The Examining Attorney fails to consider material facts by (1) incorrectly assuming that the consent agreement between Coty and Wella negates the probative value of their coexistence on the registry for a RUGGED mark and a RUGGED-based mark for overlapping goods; (2) incorrectly dismissing the probative value regarding the Cited Marks' coexistence with Clean Plus' RUGGED WYPES registration by focusing on extrinsic evidence of Clean Plus' *use*, rather than the goods recited in the registration; and (3) incorrectly disregarding the probative value of the RUGGED, RUGGED FIX, and RUGGED WYPES registrations coexisting for overlapping and/or highly related goods with the sweeping statement that "prior decisions and actions of other trademark examining attorneys in registering other marks have little evidentiary value and are not binding." (Request for Reconsideration Denial at 3.)

First, contrary to the Examining Attorney's assumption, there is no general rule that coexistence agreements shield marks from being weakened. Indeed, courts have held the opposite. The Southern District of New York, for example, has noted that a plaintiff's coexistence with another party in the marketplace, where the coexistence was consented to, dilutes the plaintiff's rights. *See, e.g., Swatch v. Movado*, 2003 WL 1872656 at \*3 (S.D.N.Y.) (finding against summary judgment for plaintiff and noting that a third-party use with plaintiff's permission "surely dilutes the distinctiveness of plaintiff's mark"). Some courts have gone even further, treating consent agreements akin to an admission against interest or giving it an estoppellike effect. *See, e.g. California Fruit Growers Exchange v. Sunkist Baking Co.*, 166 F.2d 971, 76 U.S.P.Q. 85 (7th Cir. 1947) (no likelihood of confusion resulting from use of SUNKIST for bread where plaintiffs had consent agreement that there's no likelihood of confusion between SUNKIST for citrus fruit and SUN-KIST for canned fruit and vegetables); *Campbell Soup Co. v.* 

*Armour & Co.*, 81 F. Supp. 114, 120, 79 U.S.P.Q. 14 (D. Pa. 1948), *aff'd* on other grounds, 175 F.2d 795, 81 U.S.P.Q. 430 (3d Cir. 1949) ("plaintiffs have obtained no exclusive right of user to the red and white band for the reason that each of them have used it and diluted of whatever of value there was in it by reason of the registration to both of them"). Regardless of whether *California Fruit* or *Campbell* would be applicable here, the Examining Attorney is erroneous in assuming that the Cited Marks' coexistence for overlapping goods does not impact their rights in the RUGGED component simply because Coty consented to Wella's registration. At the very least, the Cited Marks' coexistence should be given as much weight as if Coty had not consented to Wella's registration.

Second, per TMEP Section 1207.01(a)(iii), for purposes of a Section 2(d) refusal, the scope of the RUGGED WYPES registration should be determined based on the goods recited in the registration, not by relying on extrinsic evidence. TMEP 1207.01(a)(iii) ("The nature and scope of a party's goods or services must be determined on the basis of the goods or services recited in the application or registration... If the cited registration describes goods or services broadly, and there is no limitation as to their nature, type, channels of trade, or class of purchasers, it is presumed that the registration encompasses all goods or services of the type described ..."). Here, the RUGGED WYPES registration covers "multiple purpose cleaning towel pre-saturated with cleaning compounds." The RUGGED WYPES registration does not contain a disclaimer or recitation that it is limited to industrial cleaning towels. Consequently, for a Section 2(d) analysis, the registration's scope is based on the recited goods—not extrinsic evidence, and the RUGGED WYPES registration is probative regarding the relative weakness of RUGGED-based marks for personal care items. Cleaning towels pre-saturated with cleansing compounds are overlapping—or at the very least related to—the soaps and shampoos covered by

the Cited Marks since cleansing towels and wipes are commonly used for beauty and personal care. (Request for Reconsideration Exs. B and C, print-out of Dictionary.com "soap" definition as "a substance used for washing and cleansing purposes" and print-outs of third-party facial and body soaps and pre-saturated facial and body towel cleansers, e.g., Clean & Clear Night Relaxing All-In-One Cleansing Wipes, Simple Cleansing Facial Wipes, Dude Wipes Personal Wipes, No Rinse Cleansing & Deodorizing Bath Wipes, attached as <u>Ex. E</u>.)

Third, third-party registrations are relevant to show that a component of a mark, RUGGED in this case, is suggestive or dilute such that the consuming public will rely on other elements to distinguish the source of the goods. 2 J. THOMAS MCCARTHY, MCCARTHY ON TRADEMARKS AND UNFAIR COMPETITION §11.90 (4th ed. 2010) ("Third party registrations are relevant to prove that some segment of the composite marks ... has a normally understood and well-recognized ... suggestive meaning, leading to the conclusion that that segment is relatively weak. Such registrations could also show that the PTO, by registering several marks with such a common segment, recognizes that portions of such composite marks other than the common segment are sufficient to distinguish the marks as a whole and to make confusion unlikely.") For this reason, contrary to the Examining Attorney's assertion, the existence of the RUGGED WYPES registration is not of "little evidentiary value" and the Examining Attorney has erroneously failed to give proper weight to the RUGGED WYPES registration's coexistence on the registry with the Cited Marks for overlapping or highly related goods.

# C. RUGGED & DAPPER Differs in Appearance, Meaning, and Overall Commercial Impression from the Cited Marks

The Examining Attorney also improperly dissected Applicant's RUGGED & DAPPER mark in determining a likelihood of confusion with the Cited Marks. *In re National Data Corp.*, 224 U.S.P.Q. 749, 751 (Fed. Cir. 1985) ("Likelihood of confusion cannot be predicated on a

dissection of a mark .... [T]he ultimate conclusion rests on a consideration of the marks in their entireties."). Rather than considering the commercial impression imparted by the RUGGED & DAPPER mark as a whole, the Examining Attorney simply rejects Applicant's arguments out of hand and asserts:

Adding a term to a registered mark *generally does not* obviate the similarity between the compared marks, as in the present case, nor does it overcome a likelihood of confusion under Section 2(d). TMEP §1207.01(b)(iii). In the present case, the marks are identical in part. The identical portions of the marks convey the same commercial impression in relation to the goods. The addition of the term DAPPER does not create a double meaning or double entendre in connection with the goods at issue.

(Request for Reconsideration Denial at 3 (emphasis added).)

The Examining Attorney misinterprets Section 1207.01(b)(iii). Section 1207.01(b)(iii) actually states that "[1]ikelihood of confusion is *not necessarily avoided* between *otherwise confusingly similar* marks merely by adding or deleting [matter]." Section 1207.01(b)(iii) does not establish that additions or deletions to a mark are "generally" negligible in a Section 2(d) analysis. To the contrary, Section 1207.01(b)(iii) specifically states that "[a]dditions ... may be sufficient to avoid a likelihood of confusion if: (1) the marks in their entireties convey significantly different commercial impressions; or (2) the matter common to the marks is not likely to be perceived by purchasers as distinguishing source because it is merely ... diluted"—which is precisely the case at hand. *See, e.g., Citigroup Inc. v. Capital City Bank Group, Inc.*, 637 F.3d 1344, 1356, 98 USPQ2d 1253, 1261 (Fed. Cir. 2011) (affirming TTAB's holding that applicant's CAPITAL CITY BANK marks for banking and financial services is not likely to cause confusion with opposer's CITIBANK marks for banking and financial services, based in part on determination that "capital" is the dominant element of applicant's marks, and gives a geographic connotation in addition to a look and sound distinct from opposer's marks); *Knight* 

*Textile Corp. v. Jones Investment Co.*, 75 U.S.P.Q.2d 1313, 2005 WL 1691588 (T.T.A.B. 2005) (No confusion likely between ESSENTIALS and NORTON MCNAUGHTON ESSENTIALS for identical and highly similar goods because "essentials" is weak and the addition of the NORTON MCNAUGHTON component suffices to avoid a likelihood of confusion.).

On the whole, Applicant's mark conveys a distinct commercial impression from the Cited Marks. In terms of appearance and sound, the marks only share the term "rugged," which should not be the only basis for finding a likelihood of confusion because, as discussed prior, "rugged" is relatively dilute and, in a crowded field, "customers will not likely be confused between any two of the crowd and may have learned to carefully pick out one from the other." 2 J. THOMAS MCCARTHY, MCCARTHY ON TRADEMARKS AND UNFAIR COMPETITION §11.85 (4th ed. 2010).

Applicant's mark is five syllables and thirteen letters. In contrast, the cited RUGGED mark is only two syllables and six letters, and the cited RUGGED FIX mark is only three syllables and nine letters. Further, the Cited Marks do not contain the terms "& dapper," which are distinct in sound and appearance. As discussed prior, since "rugged" is relatively weak for the relevant goods, and "& dapper" is visually and audibly the larger component of Applicant's mark, consumers may perceive "& dapper" to be the dominant element, distinguishing Applicant's mark from the Cited Marks.

The marks at issue also convey different meanings. The term "rugged" means "rough and strong in character," "strongly built or constituted," "seamed with wrinkles and furrows," or "having a rough, uneven surface." The term "dapper," on the other hand, means "neat and trim in appearance," "small and active," or "alert and lively in movement and manners." By using the ampersand "&" to conjoin "rugged" with "dapper," Applicant's mark creates a somewhat incongruous and aspirational image of a neat, trim, and lively man who also balances a rough

and strong demeanor. This is distinct from "rugged" alone, which may refer to the texture or endurance of Coty's product, or "rugged fix," which implies that Wella's product is a strong fix or will fix one's ruggedness. (Request for Reconsideration Ex. G, Merriam Webster and Dictionary.com "rugged," "dapper," and "fix" definitions attached as <u>Ex. F</u>.) These meanings are distinct from the meaning of Applicant's mark.

Consumers will perceive differences between the RUGGED & DAPPER mark and the Cited Marks because "rugged" is suggestive and relatively weak for the goods at issue, and Applicant's mark as a whole differs in appearance, sound, meaning, and overall commercial impression. *See, e.g., Conde Nast Publications, Inc. v. Miss Quality, Inc.*, 184 U.S.P.Q. 422 (C.C.P.A. 1975) (COUNTRY VOGUES for women's dresses and VOGUE for a fashion magazine and clothing patterns not confusingly similar as the common word "vogue" was outweighed by the dissimilarities between the marks viewed in their entireties); *See also Knight Textile Corp. v. Jones Inv. Co.*, 75 U.S.P.Q.2d 1313 (T.T.A.B. 2005) (NORTON MCNAUGHTON ESSENTIALS not confusingly similar to ESSENTIALS).

### CONCLUSION

In light of the above, RUGGED & DAPPER is not confusingly similar to RUGGED and RUGGED FIX based on Trademark Act Section 2(d). Applicant respectfully requests that the Board reverse the Examining Attorney's refusal to register Applicant's mark.

# FENWICK & WEST LLP

Dated: April 22, 2016

By: /Christine B. Redfield/ Christine B. Redfield, Esq. Kelly K. Yang, Esq. FENWICK & WEST LLP Silicon Valley Center 801 California Street Mountain View, CA 94041 (415) 875-2329

Attorneys for Applicant Rugged & Dapper LLC

EXHIBIT A



# Rugged Armor

Reg. No. 4,757,897 Registered June 16, 2015	SPIGEN, INC. (CALIFORNIA CORPORATION) 9838 RESEARCH DRIVE IRVINE, CA 92618
Int. Cl.: 9	FOR: CASES FOR MOBILE PHONES; CELL PHONE CASES; CLEAR PROTECTIVE COVERS SPECIALLY ADAPTED FOR PERSONAL ELECTRONIC DEVICES, NAMELY, CELL PHONES,
TRADEMARK	PERSONAL DIGITAL ASSISTANTS, TABLET PERSONAL COMPUTERS; FITTED PLASTIC FILMS KNOWN AS SKINS FOR COVERING AND PROTECTING ELECTRONIC APPARATUS, NAMELY, CELL PHONES, TABLET COMPUTERS, MP3 PLAYERS, SMARTPHONES;
SUPPLEMENTAL REGISTER	PROTECTIVE CASES FOR SMARTPHONES; PROTECTIVE COVERS AND CASES FOR CELL PHONES, LAPTOPS AND PORTABLE MEDIA PLAYERS; PROTECTIVE GLASSES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 3-17-2015; IN COMMERCE 3-17-2015.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-TICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 86-541,746, FILED P.R. 2-20-2015; AM. S.R. 3-26-2015.

WENDY GOODMAN, EXAMINING ATTORNEY



Michelle K. Len

Director of the United States Patent and Trademark Office

#### REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

# WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

#### Requirements in the First Ten Years\* What and When to File:

*First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

#### Requirements in Successive Ten-Year Periods\* What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

#### Grace Period Filings\*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

\*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see http://www.wipo.int/madrid/en/.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at http://www.uspto.gov.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at http://www.uspto.gov.

Page: 2 / RN # 4,757,897

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Rugged Armor

US Serial Number: 86541746 Application Filing Date: Feb. 20, 2015 US Registration Number: 4757897 Registration Date: Jun. 16, 2015 Filed as TEAS Plus: Yes Currently TEAS Plus: Yes Register: Supplemental Mark Type: Trademark Amended to Principal No **Date Amended to Current** Register: Register: Mar. 26, 2015 Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date:

Jun. 16, 2015

# **Mark Information**

#### Mark Literal Elements:

RUGGED ARMOR

#### 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;

- Davkets [..] minutate developed goods/services not claimed in a Section 15 affidavit of incontestability; and
   Asterisks \*..\* identify additional (new) wording in the goods/services.

For:

Cases for mobile phones; Cell phone cases; Clear protective covers specially adapted for personal electronic devices, namely, cell phones, personal digital assistants, tablet personal computers; Fitted plastic films known as skins for covering and protecting electronic apparatus, namely, cell phones, tablet computers, mp3 players, smartphones; Protective cases for smartphones; Protective covers and cases for cell phones, laptops and portable media players; Protective glasses

International Class(es): 009 - Primary Class

#### 021, 023, 026, 036, 038

Class Status:

#### ACTIVE

Mar. 17, 2015

Basis:

1(a)

#### First Use: Mar. 17, 2015

Use in Commerce:

Amended Use: No Amended ITU: No Amended 44D: No Amended 44E: No

U.S Class(es):

Basis Information (Case Level	
Filed Use: No	Currently Use: Yes
Filed ITU: Yes	Currently ITU: No
Filed 44D: No	Currently 44D: No
Filed 44E: No	Currently 44E: No

Filed 66A: No

Currently 66A: No

	No Basis: No Currently I	No Basis: No	
	Current C	Owner(s) Information	
-	Owner Name:		
Spigen, Inc.			
A CARE CONTRACTOR	ner Address:		
9975 Toledo Wa rvine, CALIFOF JNITED STATE	ey #100 NIA 92618		
	I Entity Type: CORPORATION	State or Country Where	
		Organized:	
CALIFORNIA			
	Attorney/Cor	respondence Information	
		Attorney of Record	
Att	torney Name: Heedong Chae	Docket Number:	
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	732-543		
Date	732-543	ic Representative - Not Found	Proceeding
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#### TM Staff and Location Information

TM Staff Information - None

#### File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location:

Jun. 16, 2015



# RUGGED BY NATURE

Reg. No. 4,459,956RUGGED BY NATURE, LLC (UTAH LIMITED LIABILITY COMPANY)<br/>PO BOX 910430Registered Dec. 31, 2013ST. GEORGE, UT 847910430

Int. Cls.: 9, 12, 14, 16, 18, FOR: SUNGLASSES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38). 20, and 25

FIRST USE 9-23-2013; IN COMMERCE 9-23-2013.

TRADEMARK FOR: SPARE TIRE COVERS, IN CLASS 12 (U.S. CLS. 19, 21, 23, 31, 35 AND 44).

PRINCIPAL REGISTER FIRST USE 9-23-2013; IN COMMERCE 9-23-2013.

FOR: BRACELETS; NECKLACES, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FIRST USE 9-23-2013; IN COMMERCE 9-23-2013.

FOR: BUMPER STICKERS; GENERAL PURPOSE PLASTIC BAGS; GIFT WRAP PAPER; PAPER BAGS AND SACKS; PAPER GIFT BAGS; STICKERS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 9-23-2013; IN COMMERCE 9-23-2013.

FOR: BABY BACKPACKS; BABY CARRIERS WORN ON THE BODY; BABY CARRYING BAGS; BACKPACKS, BOOK BAGS, SPORTS BAGS, BUM BAGS, WALLETS AND HAND-BAGS; CANES AND WALKING STICKS; HIKING STICKS; PURSES; TOTE BAGS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 9-23-2013; IN COMMERCE 9-23-2013.

FOR: CHAIRS; TABLES, IN CLASS 20 (U.S. CLS. 2, 13, 22, 25, 32 AND 50).

FIRST USE 9-23-2013; IN COMMERCE 9-23-2013.



Commissioner for Trademarks of the United States Patent and Trademark Office FOR: BASEBALL CAPS AND HATS; BEANIES; BELTS FOR CLOTHING; COLLARED SHIRTS; DRESS SHIRTS; HATS; HOODED SWEAT SHIRTS; JACKETS AND SOCKS; LONG-SLEEVED SHIRTS; MEN'S AND WOMEN'S JACKETS, COATS, TROUSERS, VESTS; PANTIES, SHORTS AND BRIEFS; SANDALS; SHIRTS; SHOES; SHORT-SLEEVED OR



Reg. No. 4,459,956 LONG-SLEEVED T-SHIRTS; SHORTS; SWEATERS; UNDERGARMENTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 9-23-2013; IN COMMERCE 9-23-2013.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-TICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-718,462, FILED 8-31-2012.

DAWN FELDMAN, EXAMINING ATTORNEY

Page: 2 / RN # 4,459,956

#### REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

# WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

#### Requirements in the First Ten Years\* What and When to File:

*First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

#### Requirements in Successive Ten-Year Periods\* What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

#### Grace Period Filings\*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or reminder of these filing requirements.

\*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration, see http://www.wipo.int/madrid/en/.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at http://www.uspto.gov.

Page: 3 / RN # 4,459,956

#### Generated on:

#### This page was generated by TSDR on 2016-01-25 14:56:57 EST Mark: RUGGED BY NATURE

#### RUGGED BY NATURE

US Serial Number:	85718462	Application Filing Date:
Aug. 31, 2012		
US Registration Number:	4459956	Registration Date:
Dec. 31, 2013		
Filed as TEAS Plus:	Yes	Currently TEAS Plus:
Yes		
Register:		
Principal		
Mark Type:		
Trademark		
Status:		
Registered. The registration da	ate is used to determine when post-registr	ation maintenance documents are due.
Status Date:		
Dec. 31, 2013		
Publication Date:	Feb. 05, 2013	Notice of Allowance Date:
Apr. 02, 2013		

# **Mark Information**

#### Mark Literal Elements:

RUGGED BY NATURE

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:

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

A0054451

#### **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:	
1 01.	

Sunglasses

International Class(es): 009 - Primary Class

021, 023, 026, 036, 038

Class Status:

ACTIVE

Basis:

1(a)

U.S Class(es):

Firstling	0 00 0010	Use in Commerce
Sep. 23, 2013	Sep. 23, 2013	Use in Commerce:
Charles - Dar Societ - Berning Charl		
For:		
Spare tire covers	012 Drimery Class	
International Class(es):	012 - Primary Class	U.S Class(es):
019, 021, 023, 031, 035, 044		
Class Status:		
ACTIVE		
Basis:		
1(a)		
	Sep. 23, 2013	Use in Commerce:
Sep. 23, 2013		
For:		
Bracelets; Necklaces		
International Class(es):	014 - Primary Class	U.S Class(es):
002, 027, 028, 050		
Class Status:		
ACTIVE		
Basis:		
1(a)		
First Use:	Sep. 23, 2013	Use in Commerce:
Sep. 23, 2013		
For:		
	ose plastic bags; Gift wrap paper; Paper bags and sacks; Paper	r gift bags: Stickers
International Class(es):		U.S Class(es):
002, 005, 022, 023, 029, 037,		0.0 01035(65).
Class Status:		
ACTIVE		
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ACTIVE Basis: 1(a)		Use in Commerces
ACTIVE Basis: 1(a) First Use:		Use in Commerce:
ACTIVE Basis: 1(a)		Use in Commerce:
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ACTIVE Basis: 1(a) First Use: Sep. 23, 2013 For: Baby backpacks; Baby carriers handbags; Canes and walking	Sep. 23, 2013 s worn on the body; Baby carrying bags; Backpacks, book bags, sticks; Hiking sticks; Purses; Tote bags	sports bags, bum bags, wallets and
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For: Baseball caps and hats; Beanles; Belts for clothing; Collared shirts; Dress shirts; Hats; Hooded sweat shirts; Jackets and socks; Longsleeved shirts. Men's and women's jackets, coats, trousers, vests; Panties, shorts and briefs; Sandals; Shirts; Shoes; Short-sleeved or long-sleeved t-shirts; Shorts; Sweaters; Undergarments International Class(es): 025 - Primary Class U.S Class(es): 022,039 Class Status: ACTIVE Basis: 1(a) First Use: Sep. 23, 2013 Use in Commerce: Sep. 23, 2013 **Basis Information (Case Level)** Currently Use: Yes Filed Use: No Amended Use: No Filed ITU: Yes Currently ITU: No Amended ITU: No Filed 44D: No Currently 44D: No Amended 44D: No Filed 44E: No Currently 44E: No Amended 44E: No Filed 66A: No Currently 66A: No Currently No Basis: No Filed No Basis: No Current Owner(s) Information Owner Name: Rugged By Nature, LLC Owner Address: PO Box 910430 St. George, UTAH 847910430 UNITED STATES State or Country Where Organized: Legal Entity Type: LIMITED LIABILITY COMPANY UTAH Attorney/Correspondence Information Attorney of Record Attorney Name: Robert A. Gurr Docket Number: 155 Attorney Primary Email rob@gurrlaw.com Attorney Email Address: Authorized: Yes Correspondent Correspondent Name/Address: ROBERT A. GURR GURR LAW. PLLC 1031 S BLUFF ST STE 105 ST GEORGE, UTAH 84770-5206 UNITED STATES Phone: 435-634-8854 Correspondent e-mail: rob@gurrlaw.com Correspondent e-mail Authorized: Yes Domestic Representative - Not Found **Prosecution History** Proceeding Date Description Number Dec. 31, 2013 REGISTERED-PRINCIPAL REGISTER Nov, 26, 2013 NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED Nov. 23, 2013 LAW OFFICE REGISTRATION REVIEW COMPLETED 70468

Nov. 23, 2013	ASSIGNED TO LIE	70468
Nov. 04, 2013	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Oct. 30, 2013	STATEMENT OF USE PROCESSING COMPLETE	66230
Sep. 26, 2013	USE AMENDMENT FILED	66230
Oct. 25, 2013	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66230
Sep. 26, 2013	TEAS STATEMENT OF USE RECEIVED	
Apr. 02, 2013	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Feb. 05, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Feb. 05, 2013	PUBLISHED FOR OPPOSITION	
Jan. 16, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Dec. 26, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 26, 2012	ASSIGNED TO EXAMINER	74662
Sep. 11, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 04, 2012	NEW APPLICATION ENTERED IN TRAM	

# TM Staff and Location Information

#### TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location:

Nov. 23, 2013

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

,

Reg. No. 2,269,687

United States Patent and Trademark Office Registered Aug. 10, 1999

#### TRADEMARK PRINCIPAL REGISTER

### RUGGED RUN

SANDALWOOD APPAREL CORP. (NEW YORK CORPORATION) 350 FIFTH AVENUE, SUITE 5015 NEW YORK, NY 10118

FOR: MENS AND BOYS CLOTHING, NAMELY, WOVEN AND KNIT SHIRTS, SWIM-WEAR, JACKETS, SWEATERS, PANTS AND SHORTS, IN CLASS 25 (U.S. CLS. 22 AND 39). FIRST USE 8-0-1998; IN COMMERCE 8-0-1998.

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

SN 75-353,024, FILED 9-8-1997.

DAN VAVONESE, EXAMINING ATTORNEY

#### Generated on:

#### This page was generated by TSDR on 2016-01-25 14:58:13 EST Mark: RUGGED RUN

US Serial Number:	75353024 Application Filing Date:		
Sep. 08, 1997			
US Registration Number:	2269687 Registration Date:		
Aug. 10, 1999			
Register:			
Principal			
Mark Type:			
Trademark			
Status:			
The registration has been rene	wed.		
Status Date:			
Jun. 06, 2009			
Publication Date:	Nov. 03, 1998 Notice of Allowance Date:		
Jan. 26, 1999			
	Mark Information		
Mark Literal Elements:			
RUGGED RUN			
Standard Character Claim:			
No			
Mark Drawing Type:			
1 - TYPESET WORD(S) /LETT	ER(S) /NUMBER(S)		
Disclaimer:			
"RUGGED"			
	Goods and Services		
Note: The following symbols in	dicate that the registrant/owner has amended the goods/services:		
<ul> <li>Double parenth</li> </ul>	icate deleted goods/services; esis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and entify additional (new) wording in the goods/services.		
For:			
mens and boys clothing, name	ly, woven and knit shirts, swimwear, jackets, sweaters, pants and shorts		
International Class(es): 025 - Primary Class U.S Class(es):			
022, 039			
Class Status:			
ACTIVE			
Basis:			
1(a)			
First Use:	Aug. 1998 Use in Commerce:		
Aug. 1998			
	<b>Basis Information (Case Level)</b>		

Filed No Basis:	No C	urrently No Basis:	No	
Filed 66A:	No	Currently 66A:	No	
Filed 44E:	No	Currently 44E:	No	Amended 44E: No
Filed 44D:	No	Currently 44D:	No	Amended 44D: No
Filed ITU:	Yes	Currently ITU:	No	Amended ITU: No
Filed Use:	No	Currently Use:	Yes	Amended Use: No

# **Current Owner(s) Information**

Owner Name:

CASTLEWOOD APPAREL CORP.

Owner Address: 42 WEST 39TH STREET 2ND FLOOR NEW YORK, NEW YORK UNITED STATES 10018 Legal Entity Type: CORPORATION

State or Country Where Organized:

NEW YORK

# Attorney/Correspondence Information

#### Attorney of Record

Attorney Name: ROBERT C FABER

Docket Number:

Fax:

T/1411-18 V1

Correspondent

Correspondent Name/Address:

ROBERT C FABER OSTROLENK FABER LLP 1180 AVENUE OF THE AMERICAS, 7TH FLOOR NEW YORK, NEW YORK UNITED STATES 10036

Phone: 212-382-0700

212-382-0888

# **Domestic Representative - Not Found Prosecution History**

Date	Description	Proceeding Number
Feb. 16, 2011	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jun. 06, 2009	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	59136
Jun. 06, 2009	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
May 28, 2009	ASSIGNED TO PARALEGAL	59136
May 20, 2009	TEAS SECTION 8 & 9 RECEIVED	
Aug. 22, 2006	CASE FILE IN TICRS	
Oct. 21, 2005	ASSIGNED TO PARALEGAL	70132
Sep. 25, 2005	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Sep. 22, 2005	ASSIGNED TO PARALEGAL	65765
Aug. 08, 2005	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Aug. 05, 2005	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Aug. 05, 2005	TEAS SECTION 8 & 15 RECEIVED	
Aug. 10, 1999	REGISTERED-PRINCIPAL REGISTER	
May 19, 1999	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
May 19, 1999	ASSIGNED TO EXAMINER	73355
May 12, 1999	STATEMENT OF USE PROCESSING COMPLETE	
Apr. 16, 1999	USE AMENDMENT FILED	
Jan. 26, 1999	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Nov. 03, 1998	PUBLISHED FOR OPPOSITION	
Oct. 02, 1998	NOTICE OF PUBLICATION	
Sep. 01, 1998	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 10, 1998	CORRESPONDENCE RECEIVED IN LAW OFFICE	
May 26, 1998	NON-FINAL ACTION MAILED	
May 22, 1998	ASSIGNED TO EXAMINER	73355

# **Maintenance Filings or Post Registration Information**

Affidavit of Continued

Use: Section 8 - Accepted

Affidavit of Incontestability:

Section 15 - Accepted

Renewal Date:

Aug. 10, 2009

# TM Staff and Location Information

	TT	M Staff Information - None	
		File Location	
Current Location:	POST REGISTRATION	Date in Location:	
Jun. 06, 2009			
	Assignment Ab	stract Of Title Information	
Summary			
Total Assignments:	1	Registrant:	
Sandalwood Apparel Corp.			
	Assignm	nent 1 of 1	
Conveyance:			
MERGER EFFECTIVE 01/01/	2011		
Reel/Frame:	4468/0320	Pages:	
7			
Date Recorded:	Feb. 04. 2011		
Supporting Documents:			
assignment-tm-4468-0320.pdf			
		Assignor	
Name:	SANDALWOOD APPAREL CORP.	Execution Date:	
Jan. 01, 2011			
Legal Entity Type:	CORPORATION	State or Country Where Organized:	
NEW YORK			
		Assignee	
Name:			
CASTLEWOOD APPAREL CO	DRP.		
Legal Entity Type:	CORPORATION	State or Country Where Organized:	
NEW YORK			

Address:

42 WEST 39TH STREET 2ND FLOOR NEW YORK, NEW YORK 10018

Correspondent

Correspondent Name:

OSTROLENK FABER LLP

Correspondent Address:

1180 AVENUE OF THE AMERICAS NEW YORK, NY 10036

Domestic Representative - Not Found



# RUGGED AND REFINED

Reg. No. 4,375,817 Registered July 30, 2013	FLINT AND TINDER USA, LLC (DELAWARE LIMITED LIABILITY COMPANY) PO BOX 130209 NEW YORK, NY 10013
Int. Cl.: 25	FOR: BOXER BRIEFS; BOXER SHORTS; BRIEFS; BRIEFS; KNITTED UNDERWEAR; MEN'S UNDERWEAR; PANTIES, SHORTS AND BRIEFS; UNDERWEAR; WOVEN OR KNITTED UNDERWEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).
TRADEMARK PRINCIPAL REGISTER	FIRST USE 12-3-2012; IN COMMERCE 12-3-2012.
	THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR- TICULAR FONT, STYLE, SIZE, OR COLOR. SER. NO. 85-802,874, FILED 12-14-2012.

JOHN SCHUYLER YARD, EXAMINING ATTORNEY



her Staret tes

#### REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

#### WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

#### Requirements in the First Ten Years\* What and When to File:

*First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* See 15 U.S.C. §1059.

#### Requirements in Successive Ten-Year Periods\* What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

#### Grace Period Filings\*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or reminder of these filing requirements.

\*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see http://www.wipo.int/madrid/en/.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at http://www.uspto.gov.

Page: 2 / RN # 4,375,817

#### Generated on:

#### This page was generated by TSDR on 2016-01-25 15:00:05 EST Mark: RUGGED AND REFINED

RUGGED AND REFINED

US Serial Number: 85802874 Application Filing Date: Dec. 14, 2012 US Registration Number: 4375817 **Registration Date:** Jul. 30, 2013 Filed as TEAS Plus: Yes Currently TEAS Plus: Register: Principal Mark Type: Trademark Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date:

Jul. 30, 2013

Yes

Publication Date: May 14, 2013

# **Mark Information**

Mark Literal Elements:

RUGGED AND REFINED

#### 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;

- Daube 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:

Boxer briefs; Boxer shorts; Briefs; Briefs; Knitted underwear; Men's underwear; Panties, shorts and briefs; Underwear; Woven or knitted underwear

International Class(es): 025 - Primary Class 022, 039 Class Status:

ACTIVE Basis:

1(a)

First Use: Dec. 03, 2012

Use in Commerce:

U.S Class(es):

#### Dec. 03, 2012

# **Basis Information (Case Level)**

Filed ITU:         No         Currently ITU:         No         Amended ITU:         No           Filed 44D:         No         Currently 44D:         No         Amended 44D:         No           Filed 44E:         No         Currently 44E:         No         Amended 44E:         No           Filed 66A:         No         Currently 66A:         No         Currently 66A:         No	Filed Use: Y	res C	urrently Use:	Yes	Amended Use:	No
Filed 44E: No Currently 44E: No Amended 44E: No	Filed ITU: N	lo C	Currently ITU:	No	Amended ITU:	No
	Filed 44D: N	lo C	urrently 44D:	No	Amended 44D:	No
Filed 66A: No Currently 66A: No	Filed 44E: N	lo C	Currently 44E:	No	Amended 44E:	No
	Filed 66A: N	lo C	urrently 66A:	No		

Filed	No Basis: No Currently No	Basis: No	
	Current Ov	vner(s) Information	
	Owner Name:		
	DER USA, LLC		
	ner Address:		
PO Box 130209 New York, NEW UNITED STATE	YORK 10013		
Lega	I Entity Type: LIMITED LIABILITY COMPANY	State or Country Where Organized:	
DELAWARE			
	Attorney/Corre	espondence Information	
	A	Attorney of Record	
At	torney Name: Jared I. Rothkopf		
Attorney F	Primary Email <u>irothkopf@kpglaw.com</u> Address:	Attorney Email Authorized:	
No			
		Correspondent	
	orrespondent ame/Address:		
Jared I. Rothkop GINSBERG JAO 300 S. Wacker I CHICAGO, ILLI UNITED STATE	20BS, LLC Drive Suite 2750 NOIS 60606		
	Phone: 312-660-9616	Fax:	
312-660-9612			
Correspo	ndent e-mail: irothkopf@ginsbergiacobs.com	Correspondent e-mail Authorized:	
Yes			
	Sea Weaker	Representative - Not Found	
	Prosee	cution History	
Date	Description		Proceeding Number
Aug. 07, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED		
Jul. 30, 2013	REGISTERED-PRINCIPAL REGISTER		
May 14, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED		
May 14, 2013	PUBLISHED FOR OPPOSITION		
Apr. 24, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED		
Apr. 06, 2013	LAW OFFICE PUBLICATION REVIEW COMPLETED		73797
pr. 03, 2013	ASSIGNED TO LIE		73797
Mar. 30, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER		104530
Mar. 30, 2013	ASSIGNED TO EXAMINER		73713
Jan. 03, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTER	ED IN TRAM	
Dec. 18, 2012	NEW APPLICATION ENTERED IN TRAM		
	TM Staff and	Location Information	
	TM St	taff Information - None	

File Location

Date in Location:

Current Location: PUBLICATION AND ISSUE SECTION

Jul. 30. 2013

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office Reg. No. 3,634,345 Registered June 9, 2009

### TRADEMARK PRINCIPAL REGISTER

## RUGGED EARTH OUTFITTERS

OUTRCO, INC. (DELAWARE CORPORATION) SUITE 202 103 FOULK ROAD WILMINGTON, DE 19803

FOR: MEN'S APPAREL, NAMELY, SLACKS, SHIRTS AND OUTERWEAR JACKETS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 11-0-2008; IN COMMERCE 11-0-2008.

THE MARK CONSISTS OF STANDARD CHAR-ACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "RUGGED" OR "OUTFITTERS", APART FROM THE MARK AS SHOWN.

SER. NO. 77-565,547, FILED 9-9-2008.

LYDIA BELZER, EXAMINING ATTORNEY

#### Generated on:

#### This page was generated by TSDR on 2016-01-25 15:01:10 EST Mark: RUGGED EARTH OUTFITTERS

RUGGED EARTH OUTFITTERS

US Serial Number: 77565547

#### Sep. 09, 2008

#### US Registration Number: 3634345

Jun. 09, 2009

#### Register:

Principal

Mark Type:

#### Trademark

Status:

#### A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date:

#### Mar. 20, 2015

Publication Date: Mar. 24, 2009

## **Mark Information**

#### Mark Literal Elements:

RUGGED EARTH OUTFITTERS

#### 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

#### Disclaimer:

"RUGGED" OR "OUTFITTERS"

## **Goods and Services**

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

· Brackets [..] indicate deleted goods/services;

- Daube 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:

MEN'S APPAREL, NAMELY, SLACKS, SHIRTS AND OUTERWEAR JACKETS

#### International Class(es): 025 - Primary Class 022,039 Class Status:

#### ACTIVE

Nov. 2008

#### 1(a)

First Use: Nov. 2008

Basis:

#### Use in Commerce:

U.S Class(es):

## **Basis Information (Case Level)**

Currently Use: Yes

Currently ITU: No

Currently 44D: No

Currently 44E: No

Currently 66A: No

Filed Use:	No	
Filed ITU:	Yes	
Filed 44D:	No	
Filed 44E:	No	
Filed 66A:	No	

## Amended Use: No Amended ITU: No

Amended 44D: No

Amended 44E: No

**Registration Date:** 

Application Filing Date:

Filed No Basis: No

Currently No Basis 1.1

Filed No Basis: No	Currently No Basis: No
Cu	rrent Owner(s) Information
Owner Name:	
OUTRCO, Inc.	
Owner Address:	
Suite 202 Wilmington, DELAWARE 19803 UNITED STATES	
Legal Entity Type: CORPORATION	State or Country Where Organized:
FLORIDA	
Attorn	ey/Correspondence Information
	Attorney of Record
Attorney Name: Paul W. Kruse	Docket Number:
113273-06084	
Attorney Primary Email <u>trademarks@bonelaw.con</u> Address:	Attorney Email Authorized:

#### Correspondent

Correspondent Name/Address:

PAUL W. KRUSE BONE MCALLESTER NORTON, PLLC. 511 UNION ST STE 1600 NASHVILLE. TENNESSEE 37219-1780 UNITED STATES

Phone: 615-238-6304

Correspondent e-mail: trademarks@bonelaw.com

Correspondent e-mail Authorized:

Yes

Yes

## Domestic Representative - Not Found **Prosecution History**

Date	Description	Proceeding Number
Mar. 20, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Mar. 20, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
Mar. 12, 2015	TEAS RESPONSE TO OFFICE ACTION-POST REG RECEIVED	
Mar. 02, 2015	POST REGISTRATION ACTION MAILED - SEC. 8 & 15	77315
Feb. 25, 2015	TEAS RESPONSE TO OFFICE ACTION-POST REG RECEIVED	
Feb. 10, 2015	POST REGISTRATION ACTION MAILED - SEC: 8 & 15	77315
Feb. 05, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Jan. 21, 2015	TEAS SECTION 8 & 15 RECEIVED	
Aug. 29, 2012	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Jun 09, 2009	REGISTERED-PRINCIPAL REGISTER	
Mar. 24, 2009	PUBLISHED FOR OPPOSITION	
Mar. 04, 2009	NOTICE OF PUBLICATION	
Feb. 18, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	78287
Feb. 18, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 18, 2009	USE AMENDMENT ACCEPTED	81140
Jan. 27, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	78287
Jan. 27, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	78267
Jan. 27, 2009	ASSIGNED TO LIE	78287
Jan. 20, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 16, 2009	AMENDMENT TO USE PROCESSING COMPLETE	88889
Jan. 16, 2009	USE AMENDMENT FILED	88889
Jan. 15, 2009	TEAS AMENDMENT OF USE RECEIVED	
Dec. 15, 2008	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 15, 2008	NON-FINAL ACTION E-MAILED	6325

## **Maintenance Filings or Post Registration Information**

Affidavit of Continued Use:

Section 8 - Accepted

Affidavit of Incontestability:

Section 15 - Accepted

## **TM Staff and Location Information**

TM Staff Information - None

File Location

Date in Location:

Registrant:

Pages:

Execution Date:

State or Country Where Organized:

State or Country Where Organized:

Mar. 20, 2015

## Assignment Abstract Of Title Information

Assignor

Assignee

Summary		
Total Assignments:	1	
OUTRCO, Inc.		
		Assignment 1 of 1
Conveyance:		
CHANGE OF STATE OF INCO	RPORATION	
Reel/Frame:	4848/0758	
9		
Date Recorded:	Aug. 24, 2012	
Supporting Documents:		
assignment-tm-4848-0758.pdf		
		Assi
Name:	OUTRCO, INC.	
Jun. 01. 2012		
Legal Entity Type:	CORPORATION	

Current Location: TMEG LAW OFFICE 108

DELAWARE

#### Name:

OUTRCO, INC.

Legal Entity Type: CORPORATION

### FLORIDA

Address:

## 1806 38TH AVENUE EAST BRADENTON, FLORIDA 34208

#### Correspondent Name:

PAUL W. KRUSE

## Correspondent Address:

511 UNION STREET SUITE 1600 NASHVILLE, TN 37219

Domestic Representative - Not Found

Correspondent

81140 81140

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

Reg. No. 2,955,565 United States Patent and Trademark Office Registered May 24, 2005

### TRADEMARK PRINCIPAL REGISTER

## **RUGGED WILDERNESS**

OVERSEAS DIRECT IMPORT CO., LTD. (NEW YORK CORPORATION) 43 WEST 33RD STREET, SUITE 201 AND 39). NEW YORK, NY 10001

FOR: MEN'S, WOMEN'S, CHILDREN'S AND IN-FANTS' APPAREL, NAMELY- SWIMWEAR, SHORTS, SHIRTS, TOPS, PANTS, JACKETS, UN-DERWEAR, THERMAL UNDERWEAR, JOGGING

FIRST USE 3-1-2004; IN COMMERCE 3-1-2004.

SN 78-198,110, FILED 12-27-2002.

CATHERINE CAIN, EXAMINING ATTORNEY

#### Generated on:

#### This page was generated by TSDR on 2016-01-25 15:02:44 EST Mark: RUGGED WILDERNESS

US Serial Number:	78198110	Application Filing Date:
Dec. 27, 2002		
US Registration Number:	2955565	Registration Date:
May 24, 2005		
Register:		
Principal		
Mark Type:		
Trademark		
Status:		
The registration has been rene	wed.	
Status Date:		
Jun. 18, 2015		
Publication Date:	Jul. 15, 2003	Notice of Allowance Date:
Oct. 07, 2003		
		Mark Information
Mark Literal Elements:		
RUGGED WILDERNESS		
Standard Character Claim:		
No		
Mark Drawing Type:		
1 - TYPESET WORD(S) /LETT	TER(S) /NUMBER(S)	
		Goods and Services
Note: The following symbols in	ndicate that the registrant/owner	r has amended the goods/services:
<ul> <li>Double parenth</li> </ul>	licate deleted goods/services; lesis (()) identify any goods/ser lentify additional (new) wording i	rvices not claimed in a Section 15 affidavit of incontestability; and in the goods/services.
For:		
Men's, women's, children's and underwear, [ jogging suits ] and		imwear, ] shorts, shirts, tops, pants, jackets, [ underwear, ] thermal
International Class(es):	025 - Primary Class	U.S Class(es):

022, 039

#### ACTIVE

## Basis:

Class Status:

1(a)

First Use: Mar. 01, 2004

Mar. 01, 2004

## **Basis Information (Case Level)**

Use in Commerce:

Filed Use: No

Currently Use: Yes

Amended Use: No

Filed ITU: Yes	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A; No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	
	Current Owner(s) Inform	nation
Owner Name:		
Overseas Direct Import Co., Ltd.		
Owner Address:		
43 West 33rd Street, Suite 201 New York, NEW YORK 10001 UNITED STATES		
Legal Entity Type: CORPORATIO	State or Co	untry Where Organized:
NEW YORK		
A	attorney/Correspondence Int	formation
	Attorney of Record - None	
	Correspondent	
Correspondent Name/Address:		
Joseph Sutton LAW OFFICES OF EZRA SUTTON, P.A. 900 U.S. HWY, 9 Suite 201 WOODBRIDGE, NEW JERSEY 07095 UNITED STATES		

732-634-3511

Correspondent e-mail: trademarks@ezrasutton.com esutton@ezrasutton .com

Phone: 732-634-3520

Fax:

Correspondent e-mail Authorized:

Yes Domestic Representative - Not Found

## **Prosecution History**

Date	Description	Proceeding Number
Jan. 13, 2016	ATTORNEY REVOKED AND/OR APPOINTED	
Jan 13, 2016	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jun. 25, 2015	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 18, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - MAILED	
Jun. 18, 2015	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76985
Jun. 18, 2015	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76985
May 29, 2015	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	76985
Jun. 18, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76985
May 29, 2015	PAPER RECEIVED	
Nov. 10. 2011	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - MAILED	
Nov. 10, 2011	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
Oct. 13, 2011	REGISTERED - SEC, 8 (6-YR) & SEC, 15 FILED	77315
Nov. 09, 2011	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Oct. 13, 2011	PAPER RECEIVED	
Jul. 06, 2010	NOTICE OF SUIT	
Jun. 29, 2010	NOTICE OF SUIT	
May 24, 2005	REGISTERED-PRINCIPAL REGISTER	
Mar. 31, 2005	LAW OFFICE REGISTRATION REVIEW COMPLETED	77975
Mar. 30, 2005	ASSIGNED TO LIE	77975
Mar. 18, 2005	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Mar. 17, 2005	STATEMENT OF USE PROCESSING COMPLETE	71034
Apr. 07, 2004	USE AMENDMENT FILED	71034
Mar. 01, 2005	PETITION TO REVIVE-GRANTED	66600

May 07, 2003	ASSIGNED TO EXAMINER	77767
May 08, 2003	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 25, 2003	NOTICE OF PUBLICATION	
Jul. 15, 2003	PUBLISHED FOR OPPOSITION	
Oct. 07, 2003	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jun. 29, 2004	ABANDONMENT - NO USE STATEMENT FILED	
Aug. 09, 2004	TEAS STATEMENT OF USE RECEIVED	
Aug. 11, 2004	PAPER RECEIVED	
Aug. 11, 2004	PETITION TO REVIVE-RECEIVED	
Jan. 12, 2005	INCOMPLETE PETITION NOTICE MAILED	66600
Jan. 20, 2005	PAPER RECEIVED	
Feb. 02, 2005	PAPER RECEIVED	
Feb. 02, 2005	COMMUNICATION RECEIVED FROM PETITIONER	

## **Maintenance Filings or Post Registration Information**

Affidavit of Continued Use:

Section 8 - Accepted Affidavit of Incontestability:

Section 15 - Accepted

Renewal Date:

May 24, 2015

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location:

Jun. 18, 2015



# RUGGED FRONTIER

Reg. No. 4,519,591 Registered Apr. 29, 2014	NATIONAL MILL INDUSTRY, INC (NEW YORK CORPORATION) 22 JACKSON DRIVE CRANFORD, NJ 07016
Int. Cl.: 25	FOR: MEN'S, WOMEN'S AND CHILDREN'S APPAREL, NAMELY, PANTS, SHIRTS, THERMAL UNDERWEAR, LOUNGE PANTS, SOCKS, TOPS, MITTENS, GLOVES, HATS, SCARVES, EARMUFFS, HEAD WRAPS, SWEATSHIRTS, SWEAT JACKETS, AND HEAD-
TRADEMARK	WEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).
PRINCIPAL REGISTER	FIRST USE 7-15-2013; IN COMMERCE 7-15-2013.
	THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR- TICULAR FONT, STYLE, SIZE, OR COLOR.
	SER. NO. 76-715,014, FILED 9-23-2013.

IRA J. GOODSAID, EXAMINING ATTORNEY



Michelle K. Len

Deputy Director of the United States Patent and Trademark Office

#### REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

# WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

#### Requirements in the First Ten Years\* What and When to File:

*First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

*Second Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.\* *See* 15 U.S.C. §1059.

#### Requirements in Successive Ten-Year Periods\* What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

#### Grace Period Filings\*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or reminder of these filing requirements.

\*ATTENTION MADRID PROTOCOL REGISTRANTS: The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see http://www.wipo.int/madrid/en/.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at http://www.uspto.gov.

Page: 2 / RN # 4,519,591

#### Generated on:

This page was generated by TSDR on 2016-01-25 15:03:46 EST

Mark: RUGGED FRONTIER

### RUGGED FRONTIER

Apr. 29, 2014 Publication Date: Feb. 11, 2014  Mark Literal Elements: RUGGED FRONTIER 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; Brackets [] indicate deleted goods/services not claimed in a Section 15 affidavit of incontestability; and Bers, women's and children's apparel, namely, pants, shirts, thermal underwear, lounge pants, socks, tops, mittens, gloves, hats, scarves, earmuffs, head wraps, sweatshirts, sweat jackets, and headwear International Class(es): 025 - Primary Class Class Status: ACTIVE Basis: 1(a) First Use: Jul. 15, 2013 Use in Commerce: Jul. 15, 2013 Basis Information (Case Level) Filed Use: Yes Kurrently Yes Kurrently Use: Yes Kurrently	44D: No				
Apr. 29, 2014 Publication Date: Feb. 11, 2014  Mark Literal Elements: RUGGED FRONTIER 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  Note: The following symbols indicate that the registrant/owner has amended the goods/services:	44D: No				
Apr. 29, 2014 Publication Date: Feb. 11, 2014  Mark Literal Elements: RUGGED FRONTIER 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  CGoods and Services  4 - STANDARD CHARACTER MARK  Note: The following symbols indicate that the registrant/owner has amended the goods/services:  4 - StANDARD CHARACTER MARK  For: Men's, women's and children's apparel, namely, pants, shirts, thermal underwear, lounge pants, socks, tops, miltens, gloves, hats, scares, earmults, head vraps, sweatshirts, sweat jackets, and headwear International Class(es): 025 - Primary Class  Class Status: ACTIVE Basis: 1(a) First Use: Jul. 15, 2013 Use in Commerce: Jul. 15, 2013  Basis Information (Case Level) Filed Use: Yes Amended Filed ITU: No Currently ITU: No Amended Filed 44D: No Currently 44D: No Amended Filed 44D: No Currently 44D: No Amended Filed 44E: No Currently 44E: No Amended	44D: No				
Apr. 29, 2014 Publication Date: Feb. 11, 2014  Mark Literal Elements: RUGGED FRONTIER 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  CGoods and Services  • Brackets [] indicate deleted goods/services in the goods/services. • Brackets [] indicate deleted goods/services in the goods/services. • Brackets [] indicate deleted goods/services in the goods/services. • Brackets [] indicate deleted goods/services in the goods/services. • Brackets [] indicate deleted goods/services in the goods/services. • Brackets [] indicate deleted goods/services in the goods/services. • Brackets [] indicate deleted goods/services in the goods/services. • Brackets [] indicate deleted goods/services in the goods/services. • Brackets [] indicate deleted goods/services in the goods/services. • Brackets [] indicate deleted goods/services in the goods/services. • Brackets [] indicate deleted goods/services in the goods/services. • Correct States in the goods/services in the goods/services. • Correct States in the goods/services in the goods/services. • Correct States in the goods/services in the goods/services. • Correct States in the goods/services in the goods/services. • Cass Status: ACTIVE Basis: 1(a) • First Use: Jul. 15, 2013 Use in Commerce: Jul. 15, 2013 Basis Information (Case Level) • Filed Use: Yes Currently Use: Yes Amended • Filed ITU: No Currently ITU: No Amended • Filed ITU: No Currently ITU: No Amended • Currently ITU: No Amended • Support States * Currently ITU: No * Currently IT	ITU: No				
Apr. 29, 2014 Publication Date: Feb. 11, 2014  Mark Literal Elements: RUGGED FRONTIER 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  Active Standard Character MARK  Note: The following symbols indicate that the registrant/owner has amended the goods/services.  Brackets [.] indicate deleted goods/services not claimed in a Section 15 affidavit of incontestability; and Starkinsks' (alentify additional (new) wording in the goods/services.  For:  Mark S, women's and children's apparel, namely, pants, shirts, thermal underwear, lounge pants, socks, tops, mittens, gloves, hats, scarves, earmuffs, head wraps, sweatshirts, sweat jackets, and headwear International Class(es): 025 - Primary Class Class Status: ACTIVE Basis: 10 First Use: Jul. 15, 2013 Use in Commerce: Jul. 15, 2013 Lise in					
Apr. 29, 2014 Publication Date: Feb. 11, 2014  Mark Literal Elements: RUGGED FRONTIER 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  CGoods and Services:      Brackets [.] indicate deleted goods/services:     Usuble 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:     Wen's, women's and children's apparel, namely, pants, shirts, thermal underwear, lounge pants, socks, tops, mittens, gloves, hats, scarces, earmungts, head wrangs, sweat jackets, and headwear     International Class(es): 025 - Primary Class     U.S Class(es):     U.S Class(es):     U.S Class(es):     U.S Class(es):     U.S Class(es):     Desis:     Identify Elements     Reading for the services:     International Class(es): 025 - Primary Class     U.S Class(es):	Use: No				
Apr. 29, 2014 Publication Date: Feb. 11, 2014  Mark Literal Elements: RUGGED FRONTIER 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  Note: The following symbols indicate that the registrant/owner has amended the goods/services:	Line Ale				
Apr. 29, 2014 Publication Date: Feb. 11, 2014  Mark Literal Elements: RUGGED FRONTIER Standard Character Claim: res. The mark consists of standard characters without claim to any particular font style, size, or color. Mark Drawing Type: 4 - STANDARD CHARACTER MARK  Note: The following symbols indicate that the registrant/owner has amended the goods/services:					
Apr. 29, 2014 Publication Date: Feb. 11, 2014  Mark Literal Elements: RUGGED FRONTIER Standard Character Claim: (des. The mark consists of standard characters without claim to any particular font style, size, or color. Mark Drawing Type: 1- STANDARD CHARACTER MARK  Note: The following symbols indicate that the registrant/owner has amended the goods/services:					
Apr. 29, 2014 Publication Date: Feb. 11, 2014  Mark Literal Elements: RUGGED FRONTIER Standard Character Claim: (des Standard characters without claim to any particular font style, size, or color. Mark Drawing Type: 1- STANDARD CHARACTER MARK  Coods and Services  Brackets [] indicate deleted goods/services not claimed in a Section 15 affidavit of incontestability; and Brackets [] indicate deleted goods/services not claimed in a Section 15 affidavit of incontestability; and Asterisks ** identify additional (new) wording in the goods/services.  For: Men's, women's and children's apparel, namely, pants, shirts, thermal underwear, lounge pants, socks, tops, miltens, gloves, hats, careves, earmuffs, head wraps, sweatshirts, sweat jackets, and headwear International Class(es): 025 - Primary Class Class Status: Cartye Basis: (a)					
Apr. 29, 2014 Publication Date: Feb. 11, 2014  Mark Literal Elements: RUGGED FRONTIER Standard Character Claim: (res. The mark consists of standard characters without claim to any particular font style, size, or color. Mark Drawing Type: 1- STANDARD CHARACTER MARK  Note: The following symbols indicate that the registrant/owner has amended the goods/services:					
Apr. 29, 2014 Publication Date: Feb. 11, 2014  Mark Literal Elements: RUGGED FRONTIER Standard Character Claim: (res. The mark consists of standard characters without claim to any particular font style, size, or color. Mark Drawing Type: 1 - STANDARD CHARACTER MARK  Note: The following symbols indicate that the registrant/owner has amended the goods/services:					
Apr. 29, 2014 Publication Date: Feb. 11, 2014  Mark Literal Elements: RUGGED FRONTIER Standard Character Claim: (es. The mark consists of standard characters without claim to any particular font style, size, or color. Mark Drawing Type: L-STANDARD CHARACTER MARK  CGOOds and Services L-STANDARD CHARACTER MARK  Note: The following symbols indicate that the registrant/owner has amended the goods/services:  Brackets [] indicate deleted goods/services;  Brackets [] indicate deleted goods/services;  For: Ven's, women's and children's apparel, namely, pants, shirts, thermal underwear, lounge pants, socks, tops, mittens, gloves, hats, iccarves, earmuffs, head wraps, sweatshirts, sweat jackets, and headwear International Class(es): 025 - Primary Class Class Status:					
Apr. 29, 2014 Publication Date: Feb. 11, 2014  Mark Information  Mark Literal Elements:  RUGGED FRONTIER 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  CGoods and Services:      Brackets [] indicate deleted goods/services;      Brackets [] indicate that the registrant/owner has amended the goods/services:      Brackets [] indicate deleted 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: Wen's, women's and children's apparel, namely, pants, shirts, thermal underwear, lounge pants, socks, tops, mittens, gloves, hats, scarves, earmuffs, head wraps, sweatshirts, sweat jackets, and headwear International Class(es): 025 - Primary Class					
Apr. 29, 2014 Publication Date: Feb. 11, 2014  Mark Literal Elements: RUGGED FRONTIER Standard Character Claim: (4es. The mark consists of standard characters without claim to any particular font style, size, or color. Mark Drawing Type: 4 - STANDARD CHARACTER MARK  CGoods and Services:      Brackets [] indicate deleted goods/services;      Brackets [] indicate deleted goods/services intervices and the goods/services.      Brackets [] indicate deleted goods/services intervices					
Apr. 29, 2014 Publication Date: Feb. 11, 2014  Mark Literal Elements: RUGGED FRONTIER 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  Note: The following symbols indicate that the registrant/owner has amended the goods/services:					
Apr. 29, 2014 Publication Date: Feb. 11, 2014  Mark Literal Elements: RUGGED FRONTIER 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  Note: The following symbols indicate that the registrant/owner has amended the goods/services:					
Apr. 29, 2014 Publication Date: Feb. 11, 2014  Mark Literal Elements: RUGGED FRONTIER 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  Note: The following symbols indicate that the registrant/owner has amended the goods/services:					
Apr. 29, 2014 Publication Date: Feb. 11, 2014  Mark Literal Elements: RUGGED FRONTIER 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  Note: The following symbols indicate that the registrant/owner has amended the goods/services: • Brackets [] indicate deleted goods/services;					
Apr. 29, 2014 Publication Date: Feb. 11, 2014 Mark Literal Elements: RUGGED FRONTIER 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	Brackets [] indicate deleted goods/services;				
Apr. 29, 2014 Publication Date: Feb. 11, 2014 Mark Literal Elements: RUGGED FRONTIER 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					
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Apr. 29, 2014 Publication Date: Feb. 11, 2014 Mark Information Mark Literal Elements: RUGGED FRONTIER					
Apr. 29, 2014 Publication Date: Feb. 11, 2014 Mark Information Mark Literal Elements:					
Apr. 29, 2014 Publication Date: Feb. 11, 2014 Mark Information					
Apr. 29, 2014 Publication Date: Feb. 11, 2014					
Apr. 29, 2014 Publication Date: Feb. 11, 2014					
Apr. 29, 2014					
Status Date:					
Registered. The registration date is used to determine when post-registration maintenance documents are due.					
Status:					
Frademark Dt. two					
Mark Type:					
Principal					
Register:					
Apr. 29, 2014					
iep. 23, 2013 US Registration Number: 4519591 Registration Date:					
US Serial Number: 76715014 Application Filing Date:					

Owner Name:

National Mill Industry, Inc

Owner Address:

22 Jackson Drive Granford, NEW JERSEY 07016 UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized:

NEW YORK Attorney/Correspondence Information Attorney of Record Attorney Name: Philip H. Gottfried Docket Number: 59523-0042 Attorney Primary Email ptodocket@arelaw.com Attorney Email Address: Authorized: Yes Correspondent Correspondent Name/Address: Philip H. Gottfried Amster Rothstein & Eberistein LLP 90 Park Avenue New York, NEW YORK 10016 UNITED STATES Phone: 212 336 8000 Correspondent e-mail: ptodocket@arelaw.com Correspondent e-mail Authorized: Yes Domestic Representative - Not Found **Prosecution History** Proceeding Date Description Number Jun. 19, 2014 ATTORNEY REVOKED AND/OR APPOINTED Jun. 19, 2014 TEAS REVOKE/APPOINT ATTORNEY RECEIVED Apr. 29, 2014 REGISTERED-PRINCIPAL REGISTER Feb. 11, 2014 PUBLISHED FOR OPPOSITION Jan. 22, 2014 NOTICE OF PUBLICATION Jan. 06, 2014 APPROVED FOR PUB - PRINCIPAL REGISTER 63030 Jan. 06, 2014 ASSIGNED TO EXAMINER Oct. 12. 2013 APPLICATION FILING RECEIPT MAILED NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM Oct. 08, 2013 **TM Staff and Location Information** 

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location:

Apr. 29, 2014

EXHIBIT B

Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51 and 52

United States Patent and Trademark Office Reg. No. 3,675,406 Registered Sep. 1, 2009

#### TRADEMARK PRINCIPAL REGISTER

## **RUGGED WYPES**

CLEAN PLUS INCORPORATED (MINNESOTA CORPORATION) P.O. BOX 678 138 EAST MAIN STREET

138 EAST MAIN STREET WEST CONCORD, MN 55985

FOR: MULTIPLE PURPOSE CLEANING TOWEL PRE-SATURATED WITH CLEANING COM-POUNDS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 3-1-2001; IN COMMERCE 3-1-2001.

THE MARK CONSISTS OF STANDARD CHAR-ACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR. OWNER OF U.S. REG. NO. 2,611,014.

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

SEC. 2(F).

SER. NO. 77-541,581, FILED 8-7-2008.

BRENDAN MCCAULEY, EXAMINING ATTORNEY

#### Generated on:

#### This page was generated by TSDR on 2016-01-25 14:29:53 EST Mark: RUGGED WYPES

#### RUGGED WYPES

US Serial Number: 77541581

#### Aug. 07, 2008

#### US Registration Number: 3675406

Sep. 01, 2009

Register:

Principal

Mark Type:

Trademark

Status:

#### A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date:

#### Sep. 05, 2015

Publication Date: Jun. 16, 2009

## **Mark Information**

Application Filing Date:

**Registration Date:** 

#### Mark Literal Elements:

RUGGED WYPES

#### 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

#### Disclaimer:

"WIPES"

Acquired Distinctiveness Claim:

#### In whole

## **Related Properties Information**

#### **Claimed Ownership of US**

Registrations:

#### 2611014

## **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:

Multiple purpose cleaning towel pre-saturated with cleaning compounds

International Class(es): 003 - Primary Class

001, 004, 006, 050, 051, 052 Class Status:

ACTIVE

#### Basis:

First Use: Mar. 01, 2001

Mar. 01, 2001

1(a)

Use in Commerce:

U.S Class(es):

## **Basis Information (Case Level)**

 Filed No Basis:	Na	Currently No Basis:	Na		
Filed 66A:	Na	Currently 66A:	No		
Filed 44E:	No	Currently 44E:	No	Amended 44E:	No
Filed 44D:	Na	Currently 44D:	No	Amended 44D:	No
Filed ITU:	No	Currently ITU:	No	Amended ITU:	No
Filed Use:	Yes	Currently Use:	Yès	Amended Use:	No

## **Current Owner(s) Information**

Owner Name:

Clean Plus Incorporated

Owner Address:

138 East Main Street

P.O. Box 678 West Concord, MINNESOTA 55985 UNITED STATES Legal Entity Type: CORPORATION

State or Country Where Organized:

MINNESOTA

## Attorney/Correspondence Information Attorney of Record

Correspondent

Attorney Name: Wayne A. Sivertson

55129,406102

Attorney Primary Email docketing@nrslaw.com

Address:

Yes

Correspondent Name/Address:

WAYNE A. SIVERTSON VALINE A. BIVER ISON NAWROCKI, ROONEY & SIVERTSON, P.A. 3433 Broadway Street Northeast Suite 401, Broadway Place East MINNEAPOLIS, MINNESOTA 55413-3009 UNITED STATES

#### Phone: 612-331-1464

612-331-2239

Correspondent e-mail: docketing@nrslaw.com

Yes

#### **Domestic Representative - Not Found**

### **Prosecution History**

Date	Description	Proceeding Number
Sep. 05, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Sep. 05, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK	75184
Sep. 05, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75184
Aug. 06, 2015	TEAS SECTION 8 & 15 RECEIVED	
Sep. 01, 2009	REGISTERED-PRINCIPAL REGISTER	
Jun. 16, 2009	PUBLISHED FOR OPPOSITION	
May 27, 2009	NOTICE OF PUBLICATION	
May 13, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	76537
May 12, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 12, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
May 12, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
May 12, 2009	ASSIGNED TO LIE	76537
May 12, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	

Docket Number:

Attorney Email Authorized:

Fax:

Correspondent e-mail Authorized:

Nov. 19, 2008	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Nov. 19, 2008	NON-FINAL ACTION E-MAILED	6325
Nov. 19, 2008	NON-FINAL ACTION WRITTEN	76733
Nov. 17, 2008	ASSIGNED TO EXAMINER	76733
Aug. 12, 2008	NOTICE OF PSEUDO MARK MAILED	
Aug. 11, 2008	NEW APPLICATION ENTERED IN TRAM	

## **Maintenance Filings or Post Registration Information**

Affidavit of Continued Use:

Section 8 - Accepted

.

Affidavit of Incontestability:

Section 15 - Accepted

## **TM Staff and Location Information**

TM Staff Information - None File Location

Current Location: TMO LAW OFFICE 114

Sep. 05, 2015

Date in Location:

ĩ

Int. Cl.: 21

Prior U.S. Cls.: 2, 13, 23, 29, 30, 33, 40, and 50

United States Patent and Trademark Office

Reg. No. 2,611,014 Registered Aug. 20, 2002

## TRADEMARK SUPPLEMENTAL REGISTER

#### RUGGED WYPES

CLEAN PLUS INCORPORATED (MINNESOTA CORPORATION) 138 EAST MAIN STREET PO BOX 678 WEST CONCORD, MN 55985

FOR: MULTIPLE PURPOSE, PRE-SATURATED CLEANING TOWEL, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50). NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "WIPES", APART FROM THE MARK AS SHOWN.

SER. NO. 78-045,936, FILED P.R. 1-31-2001; AM. S.R. 4-23-2002.

FIRST USE 3-1-2001; IN COMMERCE 3-1-2001.

ELLEN PERKINS, EXAMINING ATTORNEY

#### Generated on:

#### This page was generated by TSDR on 2016-01-25 14:31:34 EST Mark: RUGGED WYPES

US Serial Number:	78045936 Application Filing Date:
Jan. 31, 2001	
US Registration Number:	2611014 Registration Date:
Aug. 20, 2002	
Register:	
Supplemental	
Mark Type:	
Trademark	
Amended to Principal Register:	No Date Amended to Current Register:
Apr. 23, 2002	
Status:	
The registration has been rene	wed.
Status Date:	
Aug. 16, 2012	
	Mark Information
Mark Literal Elements:	
RUGGED WYPES	
Standard Character Claim:	
No	
Mark Drawing Type:	
1 - TYPESET WORD(S) /LETT	'ER(S) /NUMBER(S)
Disclaimer:	
"WIPES"	~ 1 1
	Goods and Services
Note: The following symbols in	ndicate that the registrant/owner has amended the goods/services:
Brackets [ ] ind	licate deleted goods/services;
<ul> <li>Double parenth</li> </ul>	esis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and entify additional (new) wording in the goods/services.
For:	
Multiple purpose, pre-saturated	d cleaning towel
International Class(es):	021 - Primary Class U.S Class(es):
002, 013, 023, 029, 030, 033, 0	040, 050
Class Status:	
ACTIVE	
Basis:	
1(a)	
First Use:	Mar. 01, 2001 Use in Commerce:
Mar. 01, 2001	
	<b>Basis Information (Case Level)</b>

Filed Use: No	Currently Use: Yes	Amended Use: No
Filed ITU: Yes	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	
Cu	irrent Owner(s) Informatio	n
Owner Name:		
Clean Plus Incorporated		
Owner Address:		
138 East Main Street West Concord, MINNESOTA 55985 UNITED STATES		
Legal Entity Type: CORPORATION	State or Country V Organ	
MINNESOTA		
Attorn	ey/Correspondence Inform	nation
And the second se	Attorney of Record	
Attorney Name: Wayne A. Sivertson	Docket Nur	nder:
55129.406101		
Attorney Primary Email docketing@nrstaw.com Address:	Attorney I Author	
es		
	Correspondent	
Correspondent Name/Address:		
Wayne A. Sivertson NAWROCKI, ROONEY & SIVERTSON, P.A. 3433 BROADWAY STREET NE Suite 401, Broadway Place East MINNEAPOLIS, MINNESOTA 55413 UNITED STATES		
Phone: 612-331-1464		Fax:
812-331-2239		
Correspondent e-mail: docketing@nrslaw.com	Correspondent e Author	
Yes		
	Domestic Representative - Not Found	

## **Prosecution History**

Date	Description	Proceeding Number
Aug. 16, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Aug. 16, 2012	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	66607
Aug. 16, 2012	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	66607
Aug. 16, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	66607
Aug. 01, 2012	TEAS SECTION 8 & 9 RECEIVED	
Aug. 19, 2008	REGISTERED - SEC. 8 (G-YR) ACCEPTED	65765
Aug. 13, 2008	ASSIGNED TO PARALEGAL	65765
Aug. 07, 2008	TEAS SECTION 8 RECEIVED	
Aug. 07, 2008	ATTORNEY REVOKED AND/OR APPOINTED	
Aug. 07. 2008	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Oct. 18, 2007	CASE FILE IN TIGRS	
Aug. 20, 2002	REGISTERED-SUPPLEMENTAL REGISTER	
Jun. 07, 2002	APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER	
Jun 07. 2002	USE AMENDMENT ACCEPTED	
May 30, 2002	AMENDMENT TO USE PROCESSING COMPLETE	
Apr. 08, 2002	USE AMENDMENT FILED	

Apr. 08, 2002 CORRESPONDENCE RECEIVED IN LAW OFFICE Apr. 08, 2002 PAPER RECEIVED Mar. 04, 2002 FINAL REFUSAL MAILED Dec. 26, 2001 CORRESPONDENCE RECEIVED IN LAW OFFICE Jun. 25, 2001 NON-FINAL ACTION MAILED

## **Maintenance Filings or Post Registration Information**

Affidavit of Continued Use:

Section 8 - Accepted

Renewal Date:

Aug. 20, 2012

## TM Staff and Location Information

TM Staff Information - None ŋ,

File Location

Current Location: GENERIC WEB UPDATE

Date in Location:

Aug. 16, 2012

**EXHIBIT C** 



You are here: Home / Shop /Mr Rugged Beard Balm Conditioner



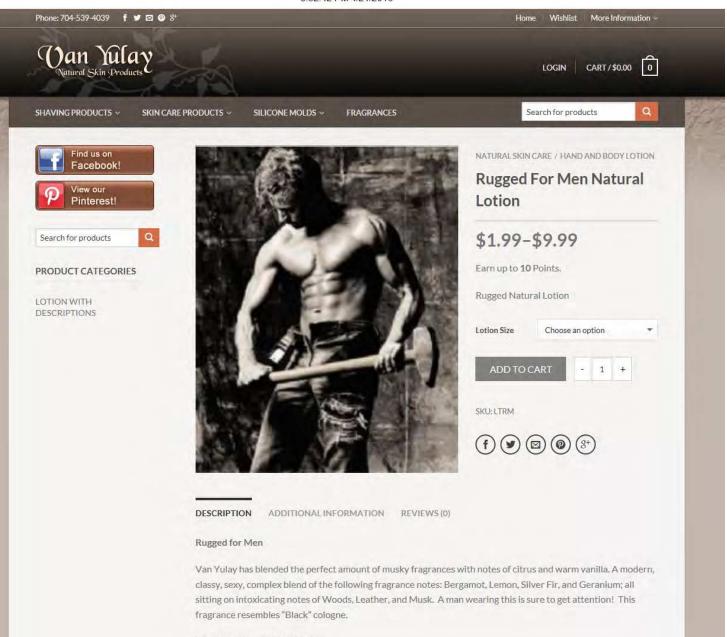


Mr Rugged Beard Balm	Conditioner	Salet
<del>39.99</del> * \$19.95		
Buy Now		
Description		
Product Description		
Minimizes beard irritation and itchiness and nourishes b	eard hair follicles.	
<ul> <li>Softens the beards making fly away beard hair easy to sl</li> </ul>	hape and style into a neat healthy appeara	ince.
Improves beard's health and safeguards your beard hair	from the elements. Nourishes beard hair	follicles with
the following super all natural ingredients – Argan oil, Jojob	a seed oil, Olive Oil, Soybean Oil, Beeswax,	Wheat
Germ Oil, Pumpkin Seed Oil, and Cedar Wood Essential Oils	j.	
Not recommended for those who don't love beard balm	s that smell great! Makes kissing more enjo	oyable for

- your partner. Each Mr Rugged Bold Beard Balm is hand made with love.
- Comes with a 100% money-back guarantee. Click the Orange button to Order Now.

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#### Natural Hand and Body Lotion

Natural Lotion penetrates deep into the skin, leaving your skin soft and supple. Never again will you have dry, cracked hands. Enjoy the benefits of Emu Oil and Shea Butter in this luxurious lotion. Our top-quality product does not contain any Mineral Oil or harmful chemicals. Perfect for all over skin care. Van Yulay Natural Lotion contains large amounts of natural ingredients, so that you feel the difference after just one use. Most lotion on the market is made with mineral oil, which just sits on the skin. Can you read all of the ingredients in your lotion that you are using? Other lotions on the market are made with harsh chemicals, which make your skin like sand paper. Van Yulay only uses natural ingredients to soothe your skin. Emu Oil is transdermal, which means it soaks right into the skin. Emu Oil is loaded with essential fatty acids and combined with rich emollients, which are necessary nutrients for re-hydrating dry, damaged skin. This formula has been infused with quality botanical extracts, nourishing oils & vitamins. Exceptional for very dry or over-exposed areas. Van Yulay makes a non-greasy lotion that has a silkiness you will love. With nature's wisdom you will get the comfort you deserve.

#### Ingredients

Herbal Water, Aloe Vera, Emu Oil, and Stearic Acid, Emulsifying Wax, Shea Butter, Glycerin, Avocado-Grapeseed-Prilla-Jojoba-Olive Oils, Liquid Silk, Rosemary, Tea Tree, Vitamin E & C, Ylang-Ylang, GSE, Fragrance, and Germaben II

**Product Features** 

- Promotes Healthy Skin
- Mineral Oil-Free
- Hydrates Dry Skin
- Absorbs Quickly

Van Yulay makes the best lotion you've ever tried or your money back!

### **RELATED PRODUCTS**

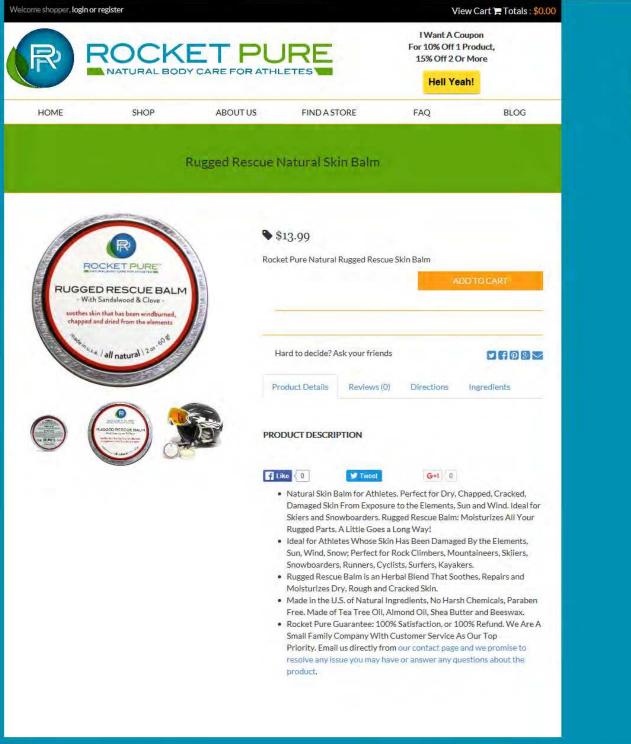


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### Copyright 2015 © Van Yulay

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finish, Sth overall! twitter.com/mariadalzotRD/stat...

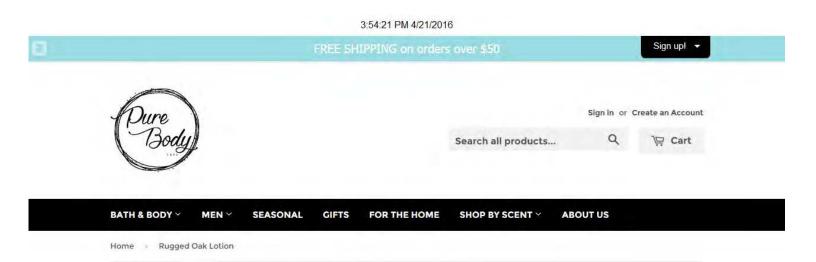
#### Check out @mariadalzotRD recap

of her 1st place finish women's and 5th overall at the Yakima Skyline Rim 25k mariadalzot.blogspot.com/2016/.

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f Y





### **Rugged Oak Lotion**

\$ 1200	
Quantity	
1	
Add to Cart	

#### 8 fl oz

Silky and smooth, our lotions are made to be light and non-greasy. Perfect for everyday use! Made with plant based natural ingredients.

Rugged Oak: For the woodsy outdoorsman, this soft musk paired with a green earthy scent will remind you of a walk in the woods.

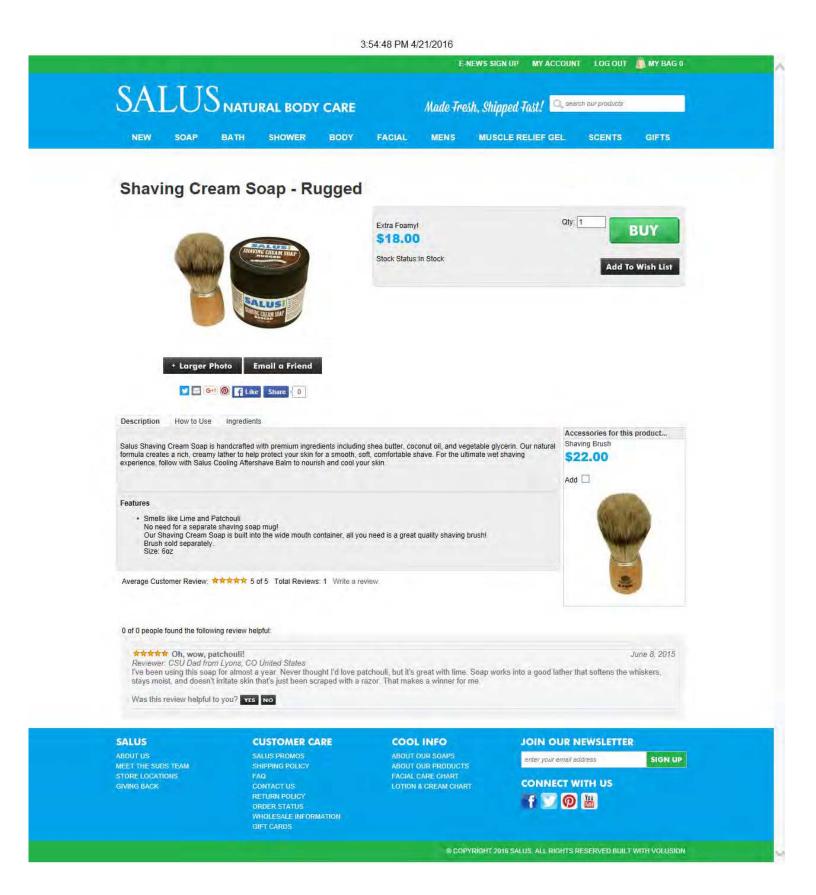
Ingredients:

- · Aqua (water) the perfect base to determine thickness
- Vegetable Glycerine Softens the skin
- Vitamin E Antioxidants to aid in cell regeneration as well as a natural preservative
- Aloe Vera Moisturizes and contains antioxidants that can help in skin hydration
- Grape Seed Oil Containsantioxidants and anti-inflammatory properties
- Organic Jajoba Oil Natural moisturizer that helps relieve tight, flaky and itchy skin
- Shea Butter Natural moisturizer and aids in skin repair of problem areas
- Sweet Almond Butter Moisturizes as it forms a protective layer on the skin
- Coconut Butter Penetrates deep layers for soft and supple skin
- Fragrance Free of phthalates

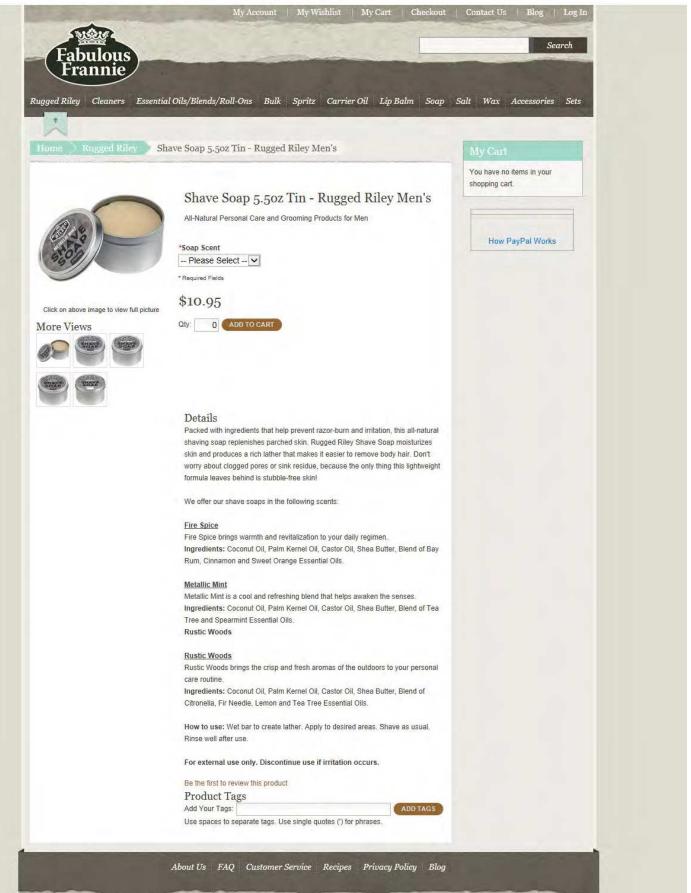


## **Customer Reviews**

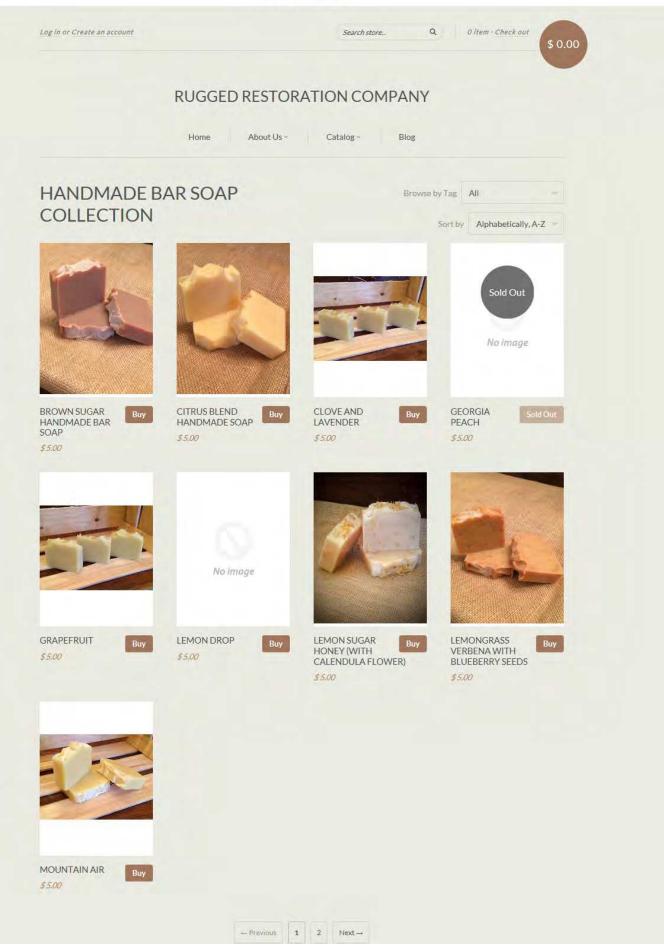
No reviews yet



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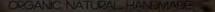
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#### 3:57:53 PM 4/21/2016

#### Looin/Sien up

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CODMIES (D



## RUGGED Men's Hard **\$3.00** Lotion

FINALLY!! An amazing hard lotion for MEN!

Handmade hard lotion. Carmie's Creations lotions are handcrafted with the only the finest organic/all natural ingredients and 100% pure, therapeutic grade A, energy infused essential oils from True Source Essential Oils.

A little of this lotion goes a LONG way and will last quite a long time. Your skin will be exfoliated, feel smooth, healthy & ultra moisturized without loading your body full of harmful ingredients. After you try this, you'll never go back to another lotion again!



#### Add To Cart

Made with Organic/All Natural: Beeswax, Shea butter, Cocoa butter, coconut oil, Vitamin E oil & a blend of 100% pure, therapeutic grade A, energy infused essential oils from True Source Essential Oils. Ultra moisturizing with a mesmerizing "Rugged" scent that the ladies are sure to LOVE!

If you are allergic to any of the ingredients listed, you may have an allergic reaction to our products. DO NOT USE THIS PRODUCT IF YOU ARE ALLERGIC TO ANY INGREDIENTS LISTED ABOVE. Not intended for human consumption or internal use.

\*\*\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease\*\*\*

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	'Rugged' Beard ()il     'Rugged' Moustache Wax       \$25.00     \$20.00       Add to cart     Add to cart	
	Rimo Beard Comb	12
	\$20.00 Add to cart	
	Coreson D	
	Get email news and special offers:	
	Email * Subscribe	
	<u>eses</u>	
	TIS THE CURE OIL IT. THAT CURES ALL!	
and the	Josefer and	

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USD	\$ Q Search.

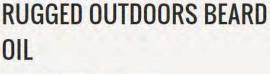
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## Sold Out

You like to keep it au naturel – just short of stripping your clothes and joining the reservation wolf pack, of course. While your appearance says rough, tough, mcgruff, you want a more subtle scent to leave behind. That's why the Rugged Outdoors is your beard oil of choice.

Blended with 100% natural oils and seductive earthy scents such as oakmoss, Rugged Outdoors is the best oil for our outdoorsy, bearded brethren.

#### What is Beard Oil?

 Beard oil moisturizes facial hair and the skin underneath your beard. Beard oil hydrates the skin and helps softens beard hair.

#### What are the benefits?

 Beardsy Beard Oil stops beard itch, stops beard-druff, moisturizes your skin, softens your facial hair, leaves behind an intoxicating subtle scent, and is made from 100% natural ingredients.

#### How to use:

 For best results, put it on after you wash your beard as your hair follicles and pores are open and can easily absorb the oil. To apply, splash a dime size amount of beard oil in your palm and massage into your skin and beard. Beard Oil can be used in conjunction with Beard Balms, used up to three times daily, and like our all natural beard balms, beard oil does not need to be rinsed out.

#### Ingredients:

- Argan Oil
- Hemp Seed Oil
- Grape Seed Oil
- Jojoba Oil
- Vetiver
- Vitamin E
- Oakmoss
- Fragrance

Category: beard care Type: Beard Oil

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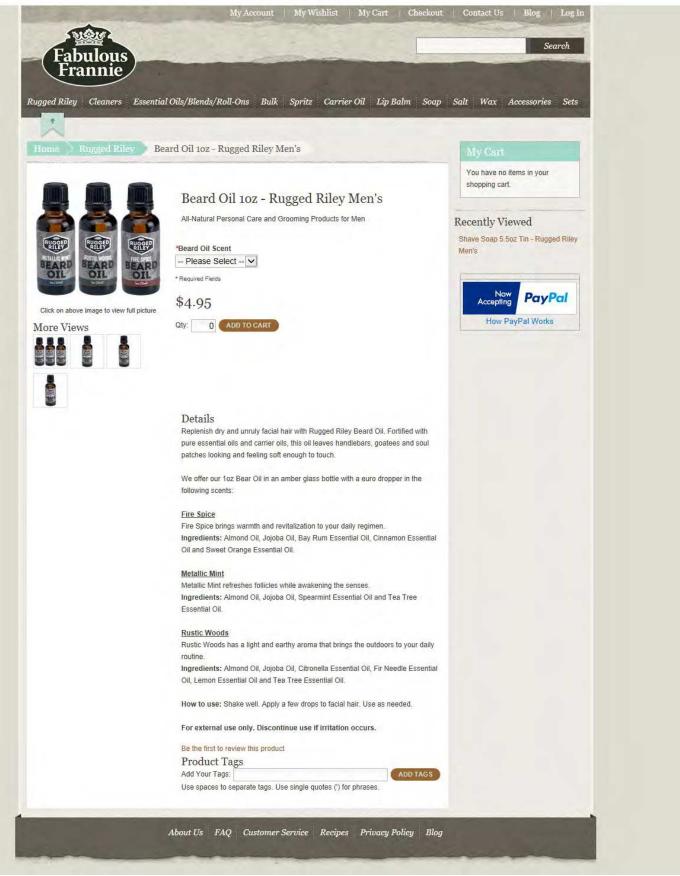


Reviews
 G Questions \ 0 Answers

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Unleash the animal inside with Rugged Monkey's line of beard care products. Every product is formulated with an air of classic sophistication that harkens to those bygone eras where men were men and grooming was a ritual and a rite of passage. Rugged Monkey wants to give your facial features the masculine edge that commands respect and gets it.

You may be a primate at heart but that's no excuse for lacking style. It's time to stop monkeying around with your grooming and join the big boys with your beard. You're ready to walk that fine line between rough and worldly with a proud mane that's never uncouth. We invite you to join us as we raise the bar on manliness with the suave simian, Rugged Monkey.

Contact us - monkey@ruggedmonkeygrooming.com





All Natural Beard Balm and Conditioner From Rugged Monkey Grooming - Tame the Wild and Evolve Your Style | Rejuvenates Skin and Smells Fantastic with Coconut Oil and Other Organic Ingredients \$12.57

BUY ON AMAZON



Complete Board and Moustache Care Oift Bachwith All Alatural

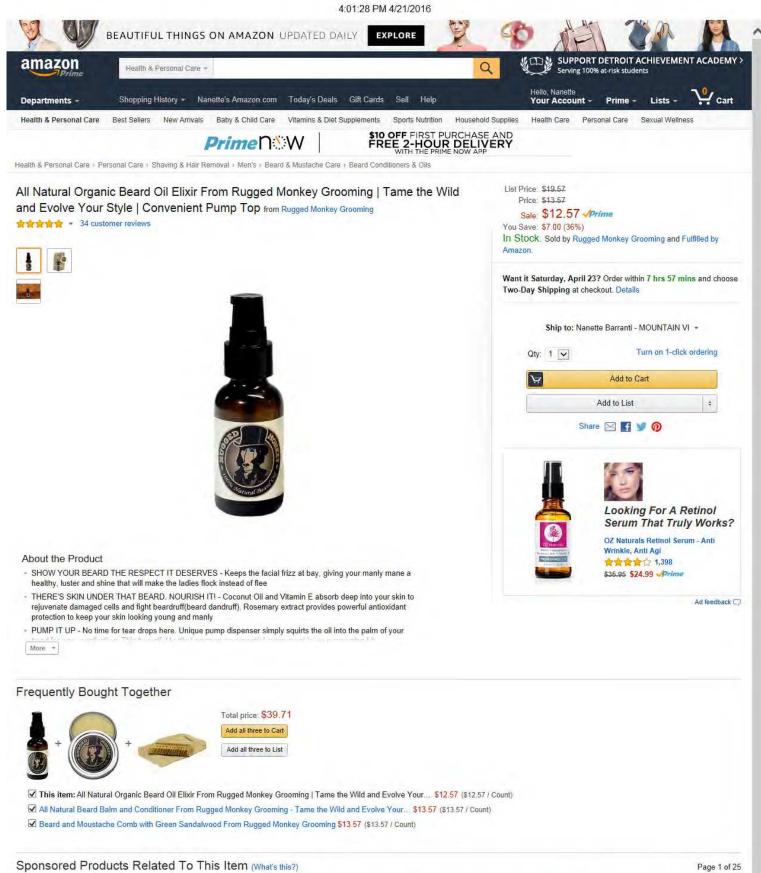
Complete Beard and Moustache Care Gift Fack with All Matural Balm, Oil, and Comb From Rugged Monkey Grooming

\$29.57

BUY ON AMAZON



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			A REPORT OF	
	RUGGED	Minimum Minimum	1 3	
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Beard and N Monkey Groo	Noustache Comb with G oming	reen Sandalwood 9	From Rugged	
\$12.57	5			
BUY ON AMAZO	N			















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	Shop for "hair soap" on Google Sponsored @	600		
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	J.R. Liggett's Coconut (Whit.         Shea Moisture Raw Shea But         Ayurvedic Soap 2.64 oz Bar(s)         Nirmal Aritha Hair Soap 75g         The Body Shop Coconut Soap           \$4.19         \$4.97         \$0.73         \$1.95         \$5.00           Jet.com         Jet.com         © Swanson         Smallflower.c         The Body Shop	Irish Spring® For Men www.colgate.com/IrishSpring - Try the 3-in-1 Invigorating Blend Made For Body, Face & Hair!		
	Organic Hair Soap - Amazon.com www.amazon.com/beauty → Luxury beauty products and more Free Shipping on Qualified Orders.	Hair Soap www.about.com/Hair+Soap → 35★★★★ Ir rating for about.com Hair Soap Answers. Search Now! Over 1 Billion Helped Annually.		
	Images for "hair soap" Report Images	70% Off Hair Growth Soap hair-growth-soap cybermonday2015.co/ ▼ Lowest Price On Hair Growth Soap Frise Shipping. In Stock, Buy Now.		
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	theartofsimple.net/how-to-clean-your-hair-without-shampool + Sep 21, 2009 - Kayla, the problem wasn't that the baking soda was too alkaline for you because soap, even natural hair soap or shampoo bar is way more	Shikakai Hair Soap shopping yahoo.com/ + Huge selection at great prices Shop Yahoo Shopping today and save!		
	Amazon.com : NaturOli Soap Nut / Soapberry Shampoo www.amazon.com > Beauty > Hair Care > Shampoo ← Amazon.com, Inc. * **** * Rating. 4.2 - 212 reviews We have formulated "EXTREME Hair" Soap Nut Shampoos with the utmost of care - selecting only the high quality, ultra-rich, effective botanical extracts and oils	Bar Soap For Hair www.ask.com/Bar+Soap+For+Hair - Over 100 Million Visitors. Discover and Explore on Ask.com!		
	Amazon.com : Nirmal Aritha Hair Soap 2.62 oz bar : Bath www.amazon.com > > Cleansers > Soaps ~ Amazon.com, Inc. * ***** Rating: 4.5 - 6 raviews Amazon.com : Nirmal Aritha Hair Soap 2.62 oz bar : Bath Soaps ; Beauty.	All Natural Vegan Soap www.clean360.org/ ~ Handmade Locally in Oakland, CA. Chemical, Sulfate & Additive Free!		
	The Grey Hair Care Shampoo Bar - Apple Valley Natural Soap www.applevalleynaturalsoap.com/the-grey-hair.care-shampoo-bar/ • Mature hair needs extra tender care, so I formulated a bar with rich conditioners, vitamins, and protecting oils. Let this bar LOVE ON your hair It's superfatted with	See your ad here »		
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	Neem & Tea Tree Organic Body & Hair Shampoo    Chagrin www.chagrinvalleysoapandsalve.com > Our Products > Body Care > Soap + \$2.95 to \$8.65 The ancient healing properties of Neem oil and Tea create a moisturizing all over body and hair shampoo particularly beneficial for acne prone skin, dandruff.			
	Soap Nut Shampoo Organic Hair Care Sulfate Free Herbal store naturoli.com/soap-nut-shampoo/ * PEORIA, AZ - JANUARY 5, 2013: Natural Solutions Magazine's 2012 "Beauty with a Conscience Awards" recommends NaturOli "EXTREME hair" Soap Nut			
	Popular items for hair soap on Etsy https://www.etsy.com/market/hair_soap + Etsy + Shop outside the big box, with unique items for hair soap from thousands of independent designers and vintage collectors on Etsy.			

 Searches related to "hair soap"

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 washing hair with soap instead of shampoo

 hair soap recipe
 washing hair with soap vs shampoo

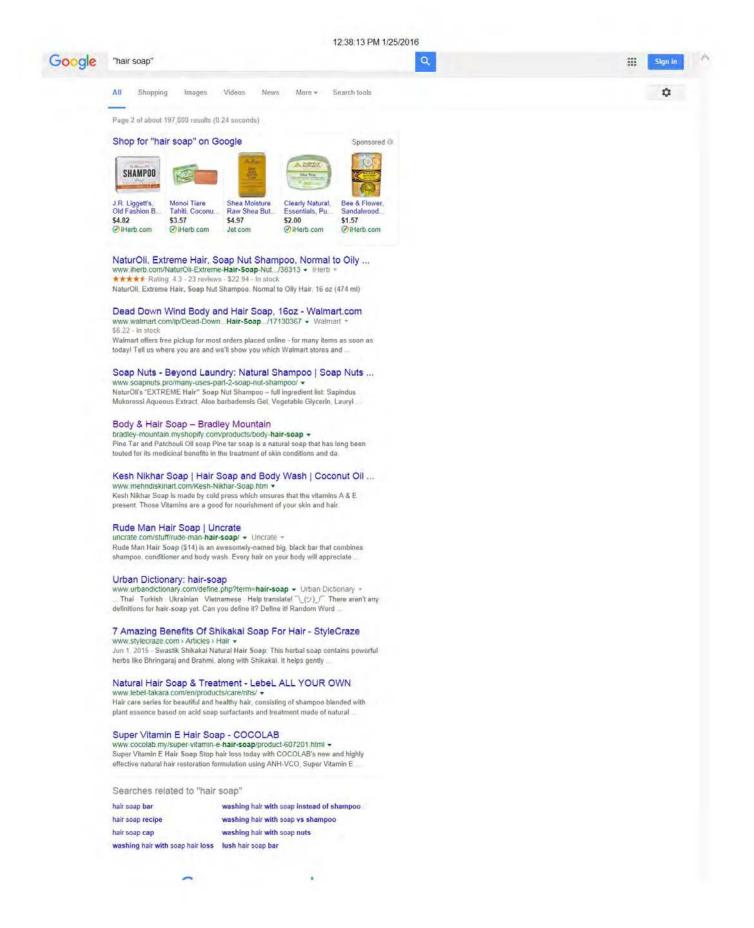
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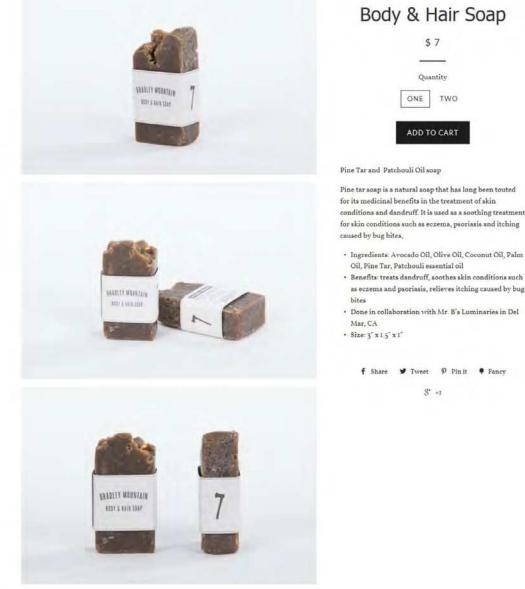
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Pine tar soap is a natural soap that has long been touted for its medicinal benefits in the treatment of skin conditions and dandruff. It is used as a soothing treatment for skin conditions such as eczema, psoriasis and itching

- as eczema and psoriasis, relieves itching caused by bug

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HOME > OUR PRODUCTS > BODY CARE > SOAP > NEEM & TEA TREE BODY & HAIR SHAMPOO





Ingredients: Organic Coconut Oli; Organic Neem Oli; Organic Sunflower & Castor Olis Infused with Organic Botanicals (Elder Flower, Calendula, Dandelion Leaf, Black Walnut Leaf, Comfrey); Water; Organic Sustainable Palm Oli; Sodium Hydroxide\*; Organic Jojoba Oli; Organic Canola Oli; Organic Essential Olis of Lavender, Tea Tree, Thyme, Peppermint; Organic Rosemary Oli Extract (a natural antioxidant)

"Used during the Saponification Process to turn oil into soap. None remains in the finished product. All real soap is made with saponified oils.

#### **NEEM & TEA TREE BODY & HAIR SHAMPOO**

The ancient healing properties of Organic Neem and Tea Tree Oils, soothing organic botanicals and nourishing oils create this moisturizing all over natural body and hair shampoo.

- Neem and Tea Tree oils are helpful for dandruff, psoriasis, and dermatitis
- Tea tree helps heal infections and skin disorders and fights acne without causing dryness or other side
- affects of modern day acne treatments
  Elder and calendula flowers help heal rashes and soothe dry, irritated skin and scalp
- Balances skin oil production
- · Soothes dry, irritated skin and scalp

#### Full Bar 5.8 oz \$8.65

Add To Shopping Bag » Trial Sample Bar 1.7 oz \$2.95 Add To Shopping Bag »



\*Certified Organic By OEFFA Made with Organic Neem Oil, Herbs and Tea Tree Oil

#### CUSTOMER TESTIMONIALS

I found the PERFECT shampoo bar that works for my scalp and hair/ I have an oily, itchy, angry scalp (sebborheic dermatitis-I seem to have a severe form of it - maybe because my hair is so thick?) which tends to flare up. After a flare up and feeling so frustrated that this happened yet, I went to the drug store and bought some dandruff shampoo. When I returned home, I remembered I had bought your neem and tea tree shampoo bar recently. I made a rinse of a couple teaspoons of Braggs Cider Vinegar and filled the bottle up with water. I shampooed my hair with the neem and tea tree shampoo bar, rinsed, poured the Braggs Cider vinegar with water rinse on my scalp and hair, and guess what?! My scalp felt so much better and the itch was gone! The redness and scalp sores are doing a fast disappearing act. My ultra thick hair was left in beautiful condition - soft, full of volume, no dryness! I will return the dandruff shampo to the drugstore and stick to your neem and tea tree instead - this stuff really works! I am so thrilled that the constant itch (felt like fire ants on my head), scalp sores, and redness is disappearing so fast! Thank you so much!

I highly recommend your wonderful tea and neem soap shampoo for problem scalp sufferers especially those who suffer like I do from sebborheic dermatitis! *Maria, Massachusetts* 

#### YOU MIGHT ALSO LIKE

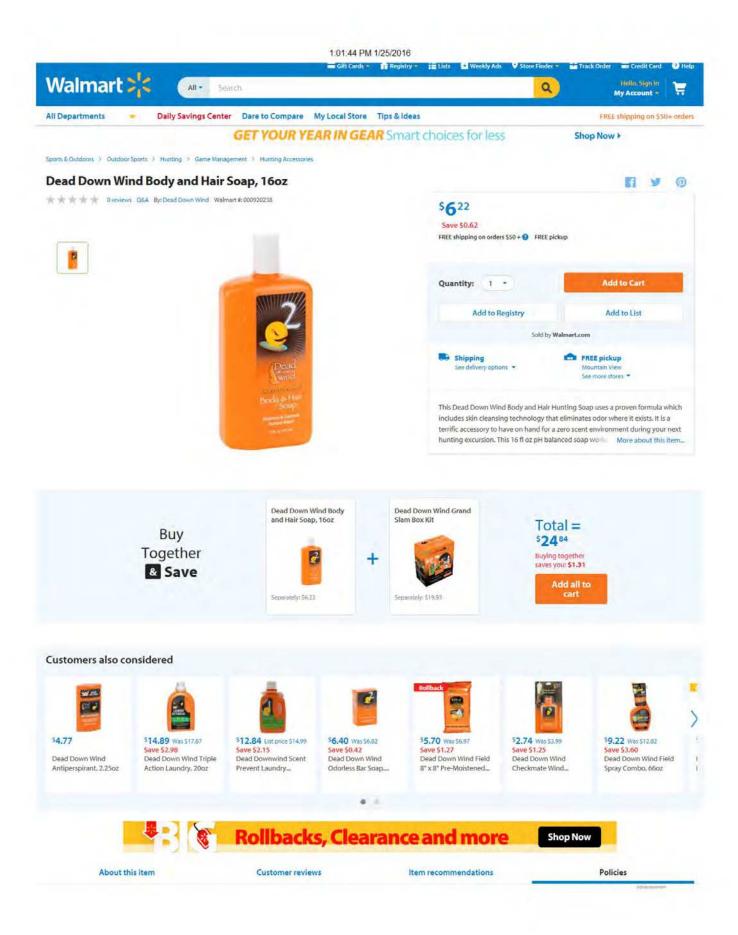


Bath Tea: Soothe My Skin



Lip Balm: Healing Herbs >>





# About this item

Important Made in USA Origin Disclaimer: For certain items sold by Walmart on Walmart.com, the displayed country of origin information may not be accurate or consistent with manufacturer information. For updated, accurate country of origin data, it is recommended that you rely on product packaging or manufacturer information.

This Dead Down Wind Body and Hair Hunting Soap uses a proven formula which includes skin cleansing technology that eliminates odor where it exists. It is a terrific accessory to have on hand for a zero scent environment during your next hunting excursion. This 16 fl oz pH balanced soap works in a 3-step process to help ensure that human odors are controlled or destroyed so game are not alerted to your presence.

#### Dead Down Wind Body and Hair Soap, 16 fl oz:

- · Cleansing technology that eliminates odor where it exists
- · 3-step process
- Dead Down Wind soap has a pH balanced, low suds/foaming formula
- Begin your hunt in a zero scent environment
- · 16 fl oz bottle

#### Specifications

Aulti Pack Indicator:	× No	
Battery Type:	Does Not Contain a Battery	
Model No.:	1216N	
Shipping Weight (in pounds):	0.95	
Product in Inches (L x W x H);	1.125 x 3.375 x 8.0	
Walmart No.:	920238	
Walmart No.:	920238 Show more	





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Dr. Scholl's Custom Fit Orthotics, CF430



\*\*\*\*\*\*

Dr. Scholl's DreamWalk Amia Hidden Arch Supports, T pr Body



Amlactin Ultra Hydrating Body Cream, 4.9 oz



59.05

Lotrimin Jock Itch Anti-Fungal Spray, 4.6 oz



Dr Scholl's: w/Comfortplus Cushioning Bunion...

\*\*\*\*\*





Dr Scholl's: Round Callus Cushions, 6 Ct

.

#### 1:05:09 PM 1/25/2016

## BOTTEGA ORGANICA

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# 100% extra-virgin olive oil hair soap. Lavender

#### \$24.00

Pure organic lavender essential oil exerts a purifying action on the scalp enhancing the natural vitamins and soothing substances contained in our extra-virgin olive oil. Active extracts from grape leaves, golden and prawn sage exert a natural anti-aging action that enhance hair radiance and youthfulness.



#### Net Wt 3.3 oz (95 g)

#### Ingredients

Olea europea (olive) fruit oil (bo), aqua (water), sodium hydroxide (lye), potassium hydroxide (lye), lavandula hybrida (lavender) flower oil\*. lavandula officinalis (lavender\*) flower extract, salvia haenkei (sage) extract (bo), vitis vinifera (grape) leaf extract (bo), linalool (eo)

\* certified organic herbs flowers and fruits (bo) harvested by Bottega Organica (eo) natural component of essential oil

Contraction of the second

#### Directions

Apply a handful of lather to scalp and hair and rinse thoroughly. Follow with hair mist of your choice. For better preservation, allow soap bar to dry after each use

#### Caution

Do not use if allergic or sensitive to any of the listed ingredients. Avoid contact with the eyes.

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9



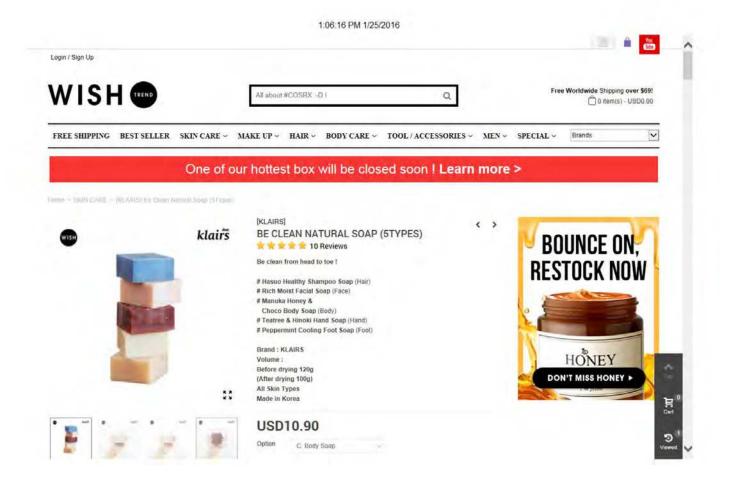
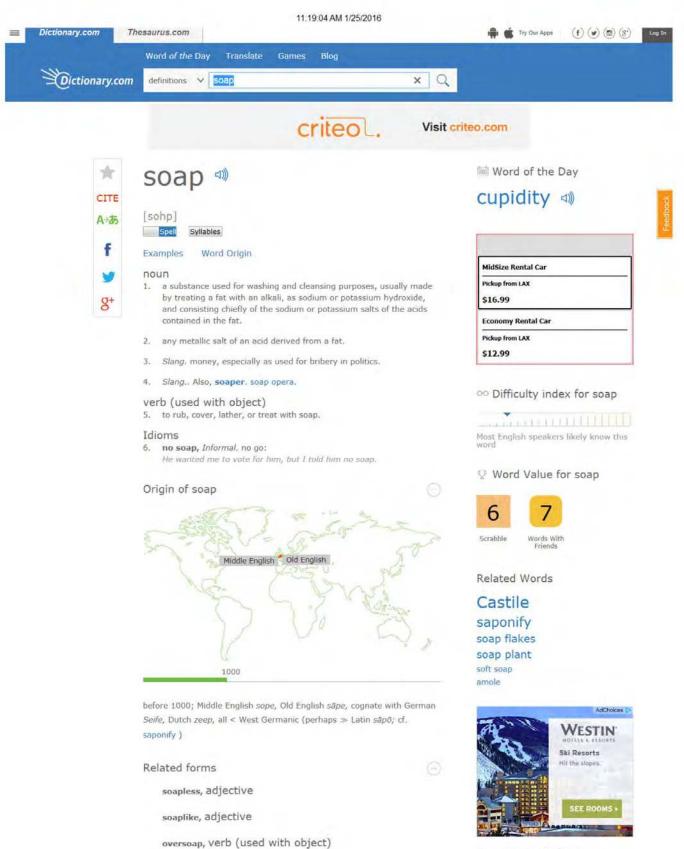


EXHIBIT E



Moorby words for soon

#### unsoaped, adjective

Dictionary.com Unabridged Based on the Random House Dictionary. © Random House, Inc. 2016-Cite This Source

#### Examples from the Web for soap

#### Contemporary Examples

Like the soap operas of yore, Marvel has replaced major and minor characters in their films as necessary.

The Coming Civil War: Iron Man Vs. Captain America 3 BEAS Rich Goldstein October 18, 2014

Polonium is also at the center of a major plot line currently playing out on the daytime scap opera General Hospital.



Radioactive Revelations Raise the Question: Who Killed Arafat? Maysoon Zayid November 7, 2013

Amid their screams of fury, one woman could be heard shouting into a phone, "People are sick of the soap operal"

Hosni Mubarak's Final Tragedy 21218 Christopher Dickey February 12, 2011

British Dictionary definitions for soap

# soap

/saup/

#### noun

- 1. a cleaning or emulsifying agent made by reacting animal or vegetable fats or oils with potassium or sodium hydroxide. Soaps often contain colouring matter and perfume and act by emulsifying grease and lowering the surface tension of water, so that it more readily penetrates open materials such as textiles See also detergent related adjective saponaceous
- 2. any metallic salt of a fatty acid, such as palmitic or stearic acid See also metallic soap
- 3. (slang) flattery or persuasive talk (esp in the phrase soft soap)  $-(\vee)$

Collins English Dictionary - Complete & Unabridged 2012 Digital Edition C William Collins Sons & Co. Ltd. 1979, 1986 C HarperCollins Publishers 1998, 2000, 2003, 2005, 2006, 2007, 2009, 2012 Cite This Source

#### Word Origin and History for soap

Old English sape "soap, salve" (originally a reddish hair dye used by Germanic warriors to give a frightening appearance), from Proto-Germanic \*saipon "dripping thing, resin" (cf. Middle Low German sepe, West Frisian sjippe, Dutch zeep, Old High German seiffa, German seife "soap," Old High German seifar "foam," Old English sipian "to drip"), from PIE \*soi-bon-, from root \*seib- "to pour out, drip, trickle" (cf. Latin sebum "tallow, suet, grease").

-----

INCALDY WULUS IUL SUAP soaked to the skin soaker soakers soaking soane soap soap boller soap bubble soap dish soap-box soap-box-derby



Romans and Greeks used oil to clean skin; the Romance language words for "soap" (cf. Italian sapone, French savon, Spanish jabon) are from Late Latin sapo "pomade for coloring the hair" (first mentioned in Pliny), which is a Germanic loan-word, as is Finnish saippua. The meaning "flattery" is recorded from 1853.

V.

1580s, from soap (n.). Related: Soaped ; soaping.

Online Etymology Dictionary, © 2010 Douglas Harper Cite This Source

#### soap in Medicine

soap (söp) n.



 A cleansing agent made from a mixture of the sodium salts of various fatty acids of natural oils and fats.

2. A metallic salt of a fatty acid, as of aluminum or iron.

#### soap V.

The American Heritage® Stedman's Medical Dictionary Copyright © 2002, 2001, 1995 by Houghton Mifflin Company. Published by Houghton Mifflin Company.

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#### soap in Science



#### soap (sop)

A substance used for washing or cleaning, consisting of a mixture of sodium or potassium salts of naturally occurring fatty acids. Like detergents, soaps work by surrounding particles of grease or dirt with their molecules, thereby allowing them to be carried away. Unlike detergents, soaps react with the minerals common in most water, forming an insoluble film that remains on fabrics. For this reason soap is not as efficient a cleaner as most detergents. The film is also what causes rings to form in bathtubs. Compare detergent.

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ENTERS - NOWER

### Slang definitions & phrases for soap

soap

#### noun

1. soft soap (1854+)

2. soap opera (1943+)

#### verb

To flatter and cajole; sweet-talk: one of those Republicans who soaped Vivien (1853+)

#### **Related Terms**

#### no soap

The Dictionary of American Slang, Fourth Edition by Barbara Ann Kipfer, PhD. and Robert L. Chapman, Ph.D. Copyright (C) 2007 by HarperCollins Publishers. Cite This Source

#### soap in Technology

4. Charle Olivia Assess Devesion

1. Simple Object Access Protocol.
2. Symbolic Optimal Assembly Program.
(2001-03-23)
The Free On-line Dictionary of Computing. 
□ Denis Howe 2010 http://foldoc.org
Cite This Source

#### Related Abbreviations for soap

### SOAP

- 1. Simple Object Access Protocol
- 2. Society for Obstetric Anesthesia and Perinatology
- 3. Spectrometric Oil Analysis Program

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#### soap in the Bible

(Jer. 2:22; Mal. 3:2; Heb. borith), properly a vegetable alkali, obtained from the ashes of certain plants, particularly the salsola kali (saltwort), which abounds on the shores of the Dead Sea and of the Mediterranean. It does not appear that the Hebrews were acquainted with what is now called "soap," which is a compound of alkaline carbonates with oleaginous matter. The word "purely" in Isa. 1:25 (R.V., "throughly;" marg., "as with lye") is lit. "as with \_bor\_.." This word means "clearness," and hence also that which makes clear, or pure, alkali. "The ancients made use of alkali mingled with oil, instead of soap (Job 9:30), and also in smelting metals, to make them melt and flow more readily and purely" (Gesenius).

Easton's 1897 Bible Dictionary Cite This Source

#### Idioms and Phrases with soap

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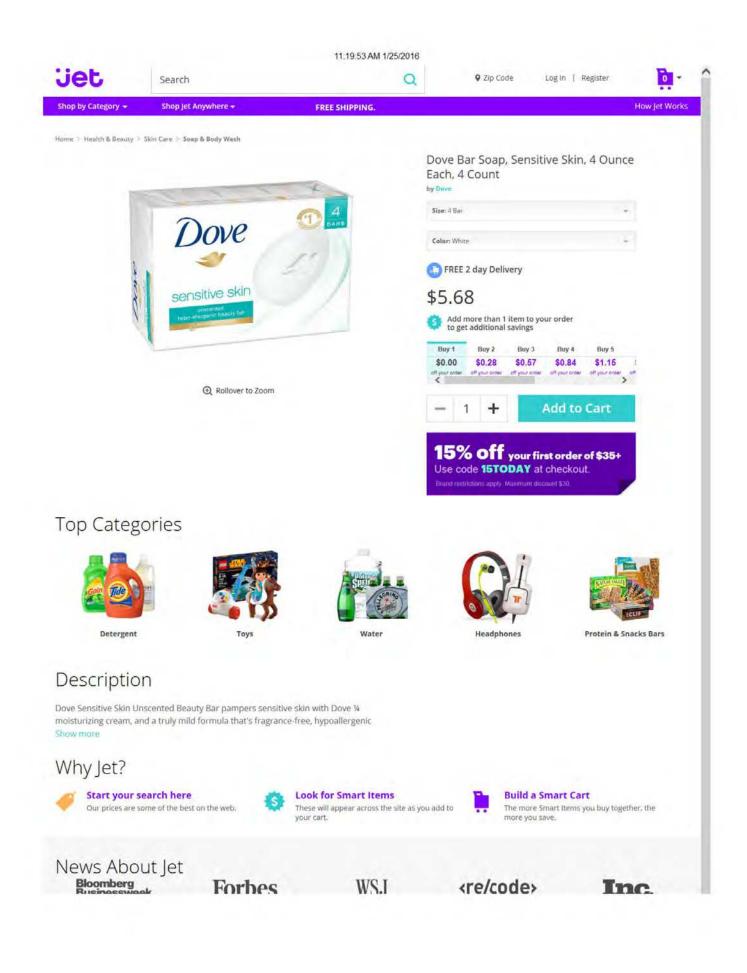
# soap

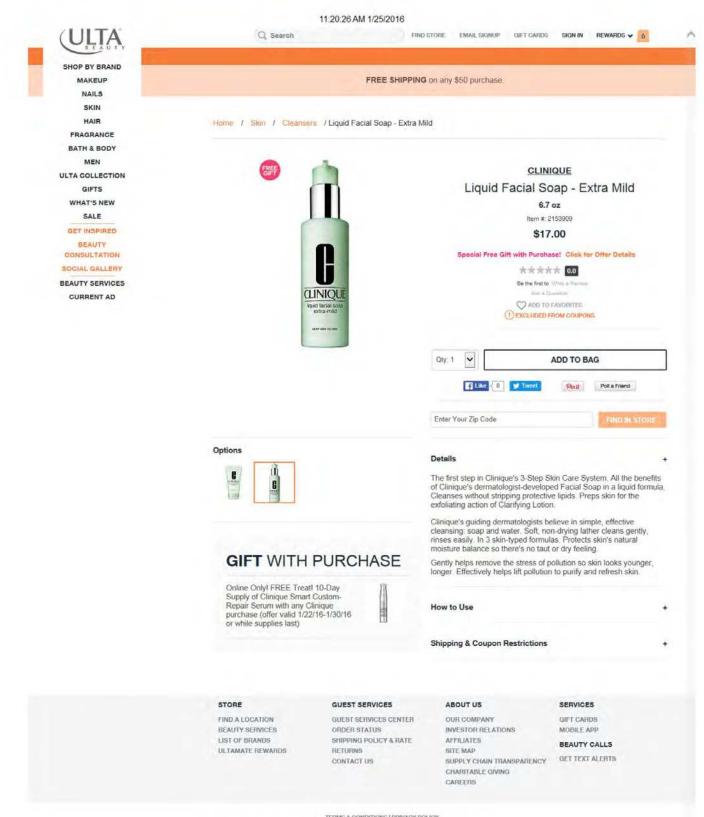
In addition to the idiom beginning with soap also see: no dice (soap) soft soap on one's soapbox

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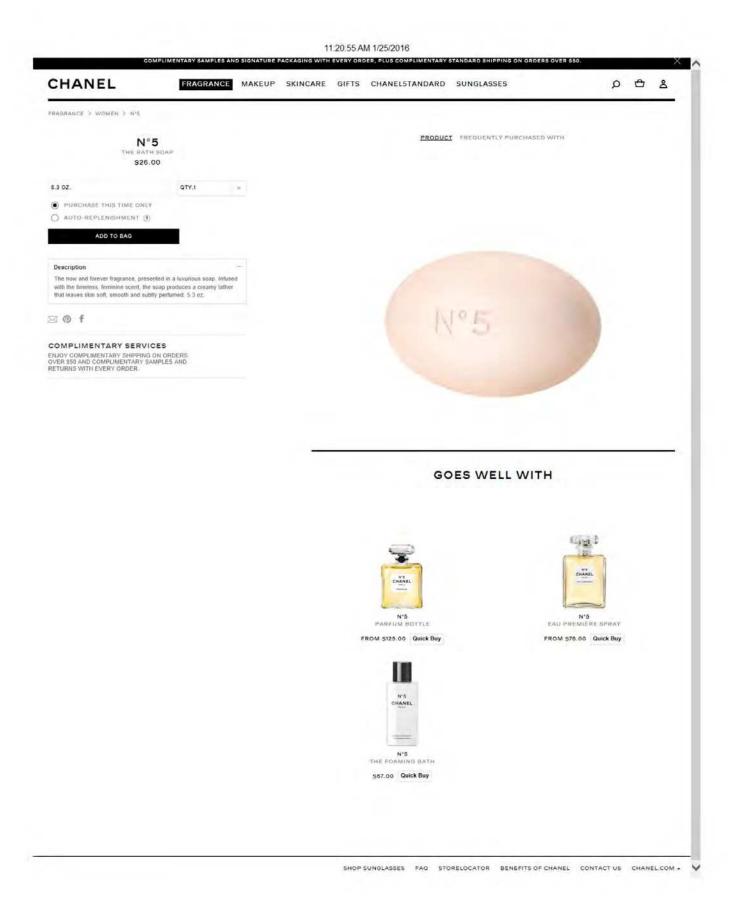
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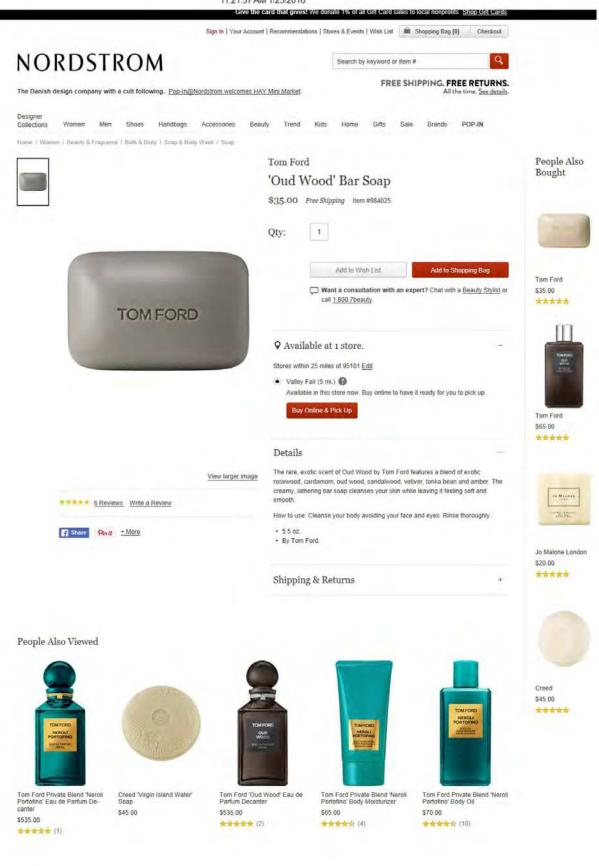


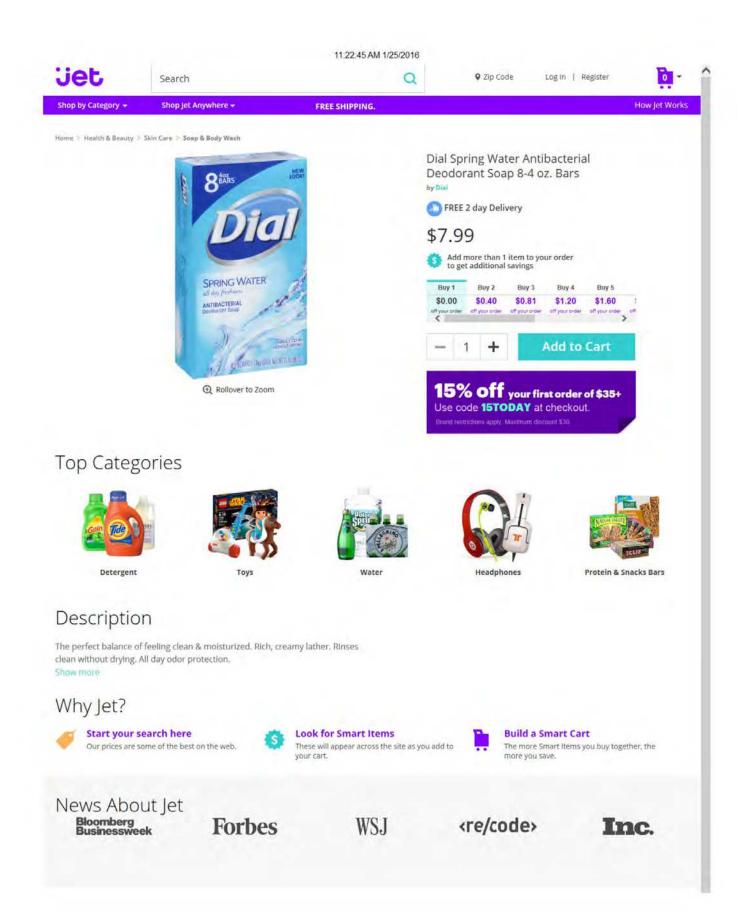
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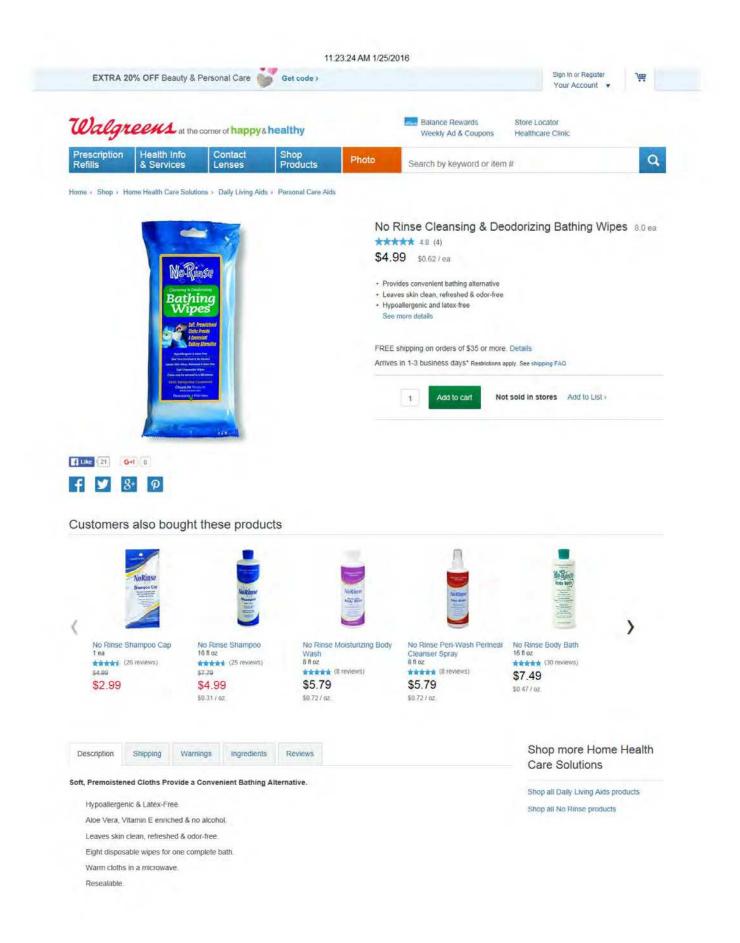
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11:21:37 AM	1/25/2016
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#### Use One No Rinse Bathing Wipe For Each of the Following Areas.

Face, neck, chest.	
Left arm	
Right arm.	
Perineum.	
Left leg.	
Right leg.	
Back	
Buttocks.	

Antibacterial formula documented to kill E. Coli, Staph, Salmonella & Strep.

Wipes are 8"x8" needle punched polypropylene/polyester/rayon blend.

100% satisfaction guaranteed

Remove one cloth at a time, reseal package to hold heat, use cloth and then discard. Do not flush!

Heating Instructions: Partially peel back label and place in microwave (for no more than one minute) or blankel warmer.

Caution: If wipes are excessively hot, do not use. Gloves reduce sensitivity to heat closely monitor heat level with infants, unresponsive or skin sensitive individuals.

For individual use only.

©No Rinse Laboratories, LLC

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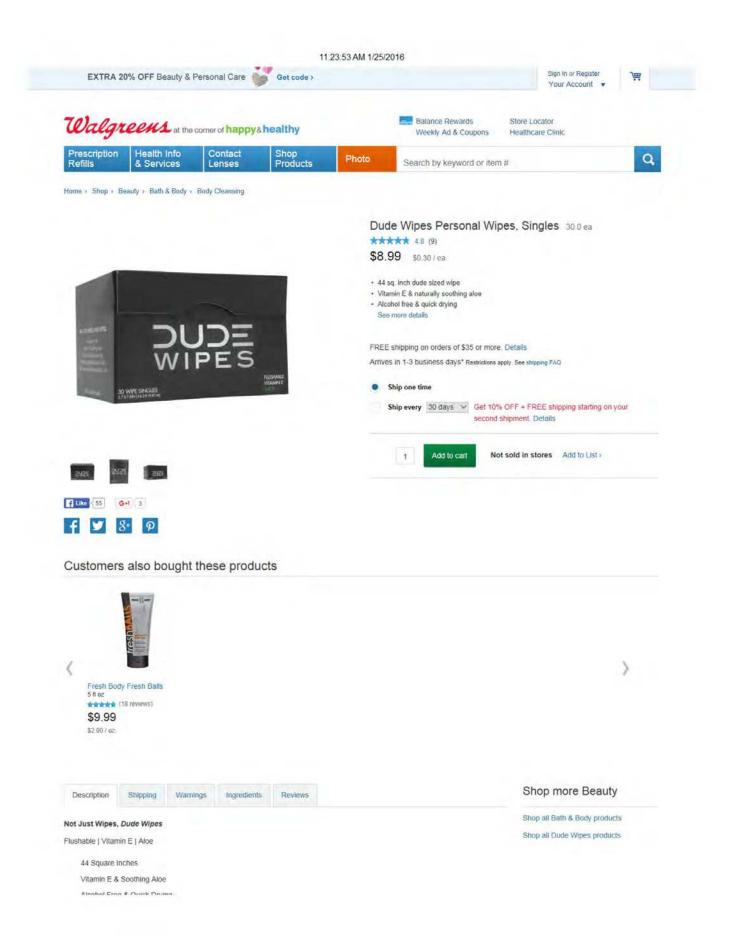
No Rinse Cleansing & Deodorizing Bathing Wipes null 8.0 ea \$4.99

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PREDITOR FREE OF GRUNDER LATYING

Tested by Scientist & Doctor Dudes

Flush 'em Anywhere (Sewer or Septic Tank)

Back in the day, we founded Dude Products out of our apartment in Chicago. Whether it was some unexpected physical activity or the aftermath of the lunchtime burrito, we realized, as guys, we are destined to smell. Something needed to be done. So on behalf of Dudekind we created Dude Wipes® to combat stank and put you back on your game wherever or whenever nature calls. - The Dudes

Toilet Paper + Dude Wipes = King of the Throne

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30 Single Wipes ~ 5.7 x 7.8 in (14.5 x 19.8 cm) Each

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Tear, unfold and wipe, Dude.

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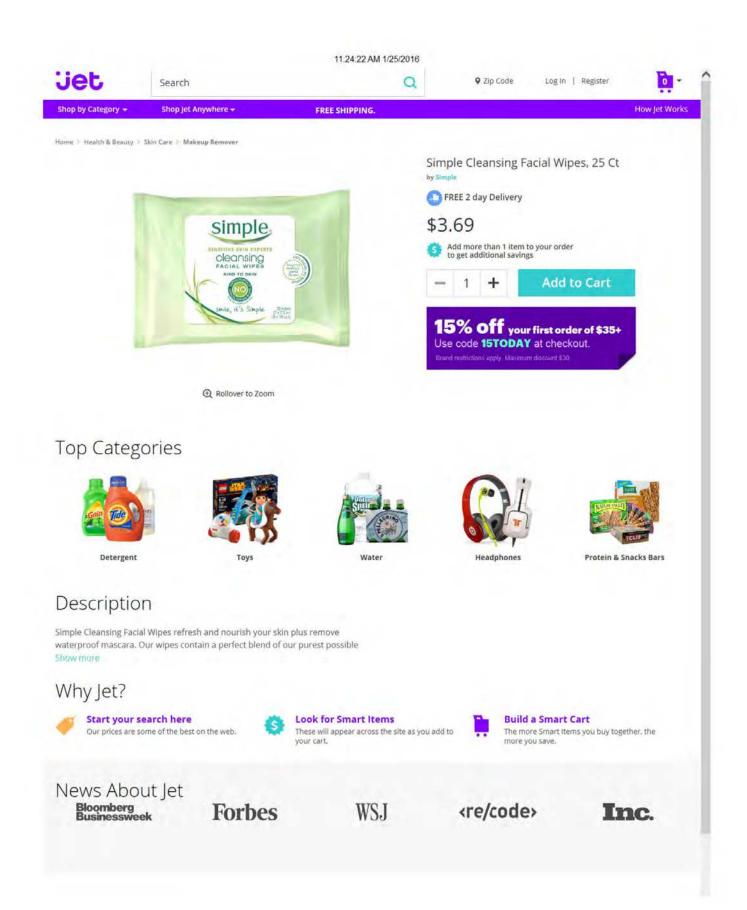
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Website Accessibility	Special Email Offers	Disability Inclusion	
Site Map	Healthcare Clinic	Diversity	Business Solutions
Help	Flu Shots	Investor Relations	
	Photo Blog	Newsroom	Balance® Financial
Balance® Rewards	Paperless Coupons	Walgreens Logos	
Offers		Sell Your Pharmacy	Well Ventures™
Program Details	Walgreens Mobile	Social Responsibility	
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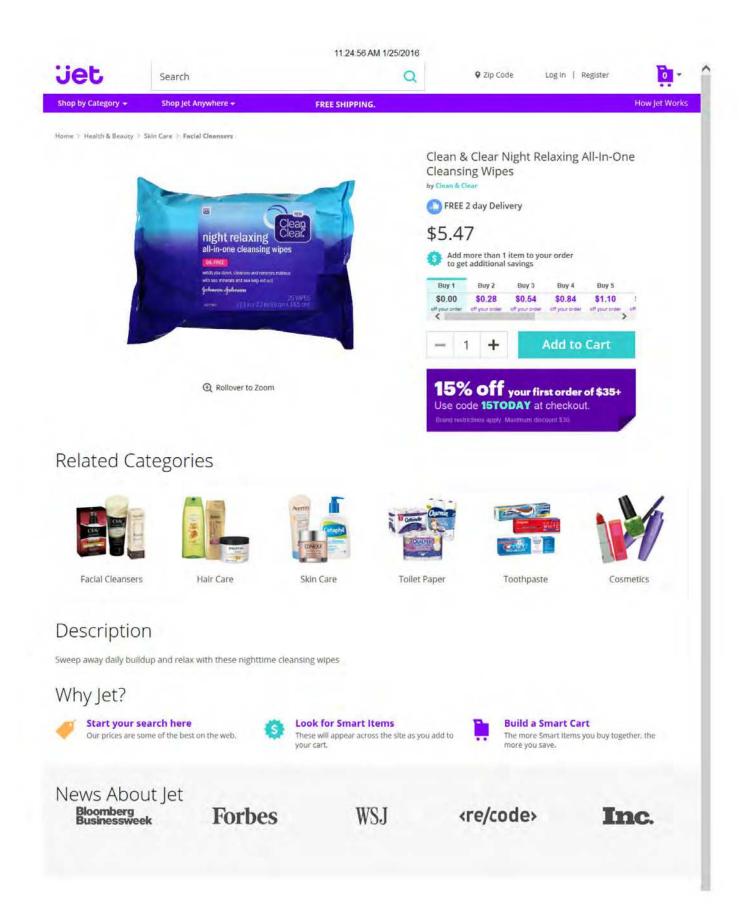
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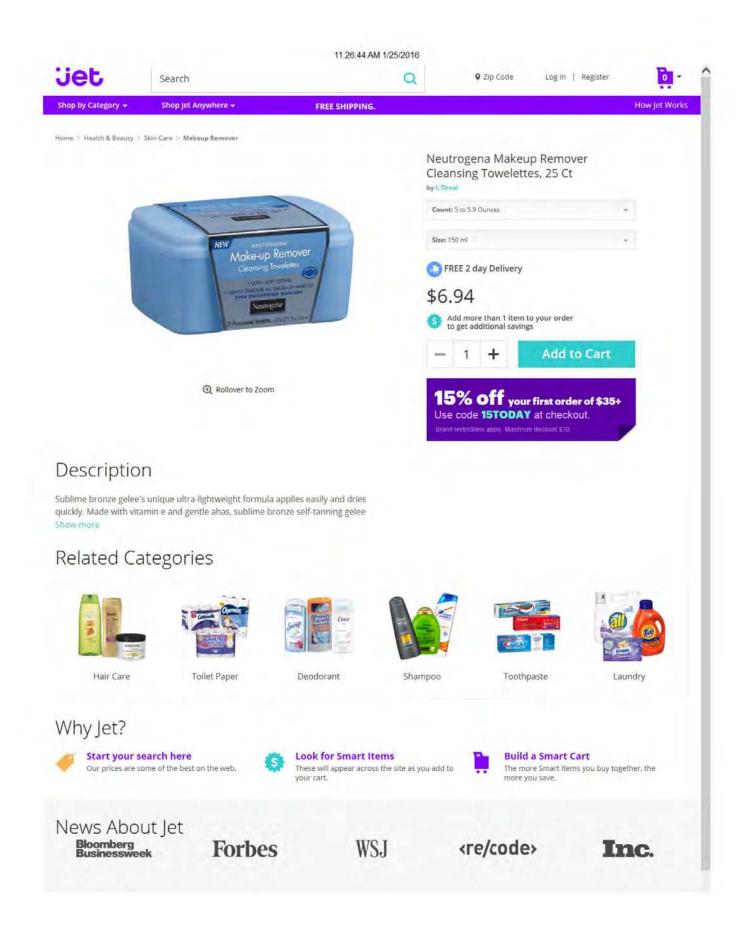
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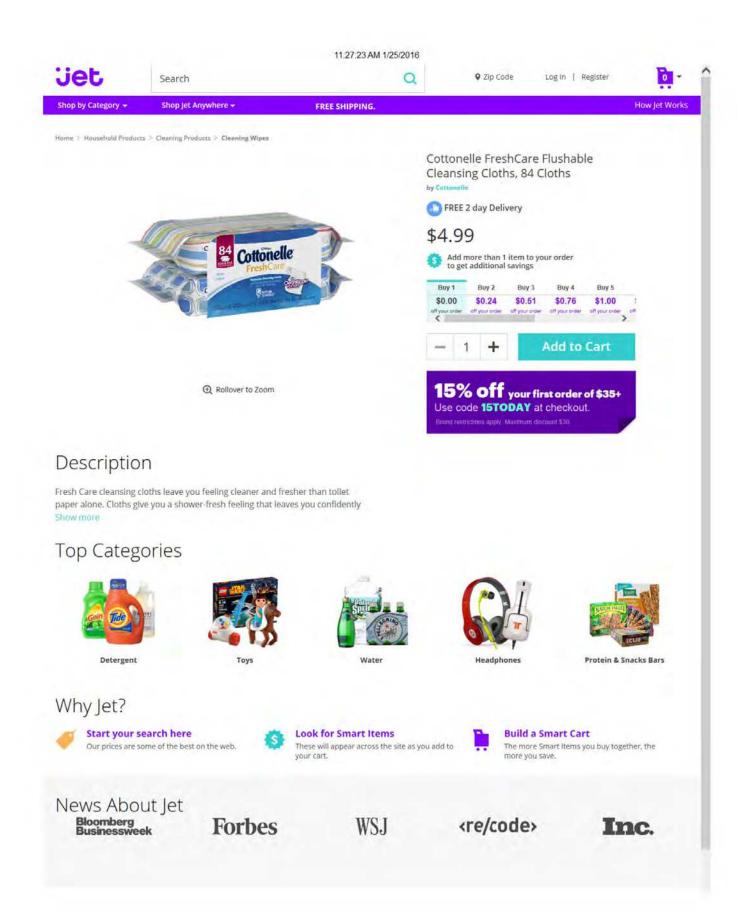
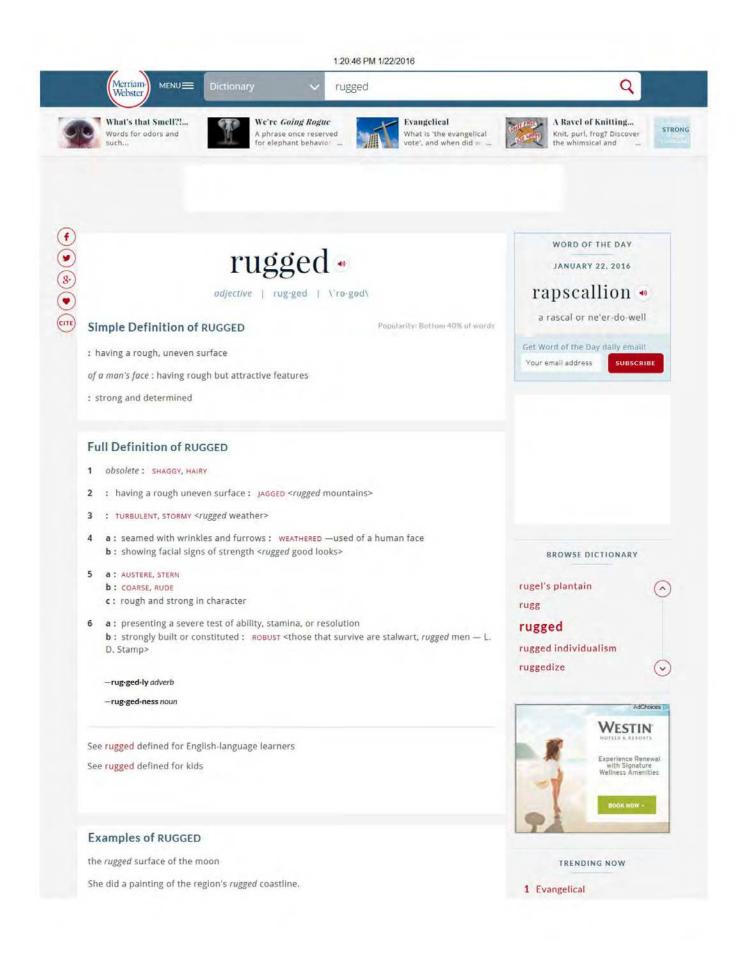


EXHIBIT F



People are attracted to his rugged good looks.

I admire her rugged individualism.

## **Origin of RUGGED**

## **Related to RUGGED**

Middle English, from Middle English \*rug

First Known Use: 14th century

Synonyms cast-iron, hard, hard-bitten, hardened, inured, hardy, stout, strong, sturdy, tough, ~

## Synonym Discussion of RUGGED

ROUGH, HARSH, UNEVEN, RUGGED, SCABROUS mean not smooth or even. ROUGH Implies points, bristles, ridges, or projections on the surface <a rough wooden board>. HARSH implies a surface or texture distinctly unpleasant to the touch <a horsh fabric that chafes the skin>. UNEVEN implies a lack of uniformity in height, breadth, or quality <an old house with uneven floors>. RUGGED implies irregularity or roughness of land surface and connotes difficulty of travel <a rugged landscape>. scABROUS implies scaliness or prickliness of surface <a scabrous leaf>.

**RUGGED Defined for Kids** 

# rugged •

adjective | rug-ged | \'re-ged\

## **Definition of RUGGED**

- 1 : having a rough uneven surface <rugged hills>
- 2 : STRONG 3, TOUGH <rugged pioneers>
- 3 : involving hardship <rugged training>

#### -rug-ged-ly adverb

-rug-ged-ness noun

## Learn More about RUGGED

Thesaurus: All synonyms and antonyms for "rugged" Spanish Central: Translation of "rugged" Nglish: Translation of "rugged" for Spanish speakers Britannica English: Translation of "rugged" for Arabic speakers What is 'the evangelical vote', an...

- 2 Pussyfoot
  - Palin endorses Donald Trump for...
- 3 Petulant Chris Christie calls Barack Obam...
- 4 Intransigence
- The passing of Alan Rickman cau...
- 5 Quagmire
  - Used by President Obama in his f...

# WORD GAMES

Take a 3-minute break and test your skills!





10 quick questions: hear them, spell them, and see how your skills compare to the crowd. TAKE THE OUIZ >

horse

dog



Test Your Knowledge - and learn some interesting things along the way.

TAKE THE QUIZ >

Seen and Heard



rugged 🕬 [ruhg-id] Spell Syllables Synonyms Examples Word Origin adjective 1. having a roughly broken, rocky, hilly, or jagged surface: rugged ground. 2. (of a face) wrinkled or furrowed, as by experience or the endurance of hardship. 3. roughly irregular, heavy, or hard in outline or form; craggy: Lincoln's rugged features. rough, harsh, or stern, as persons or nature. 4. 5. full of hardship and trouble; severe; hard; trying: a rugged life. 6. tempestuous; stormy: rugged weather. harsh to the ear: 7. rugged sounds. Origin of rugged Swedish Middle English

1300-1350

1300-50; Middle English < Scandinavian; compare Swedish rugga to roughen (of cloth); cf. rug

## Related forms

贪

CITE

A→a

f

8+

ruggedly, adverb

ruggedness, noun

101100



oo Difficulty index for rugged

. and an a state of the state o Most English speakers likely know this word

## Word Value for rugged



Words With Friends

Related Words

alliterate arête bush pilot crag qnarled

## unrugged, adjective

## Synonyms

1. uneven, irregular, craggy. 4. austere. 6. turbulent. 7. grating, cacophonous. 8. unpolished, crude.

#### Antonyms

1. smooth. 4. mild. 10. frail.

Dictionary.com Unabridged Based on the Random House Dictionary,  $\oplus$  Random House, Inc. 2016. Cite This Source

## Examples from the Web for rugged

#### Contemporary Examples

On the ground, Border Patrol agents often are not available to respond because of *rugged* terrain or other assignments.

New Drone Report: Our Border Is Not as Secure as We Thought Andrew Becker April 3, 2013

We are the land of meritocracy, *rugged* individualism and equal opportunity.

William and Kate's Royal Wedding: Enough Alreadyl John Avion April 11, 2011

"The terrain is so *rugged* that they had to bring him out slung over the back of a horse, like the Wild West," Walton recalls.

DART	The Final Run of Ultra-Marathoner	Micah True
<b>IST</b>	Nick Heil	
	May 18, 2012	
		600

British Dictionary definitions for rugged

# e

# rugged

/'rʌgɪd/

**TZA IB** 

D

## adjective

1. having an uneven or jagged surface

- 2. rocky or steep: rugged scenery
- 3. (of the face) strong-featured or furrowed

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## Word Origin and History for rugged

#### adj.

c.1300, "rough, shaggy, careworn" (originally of animals), from Old Norse rogg "shaggy tuft" (see rug ). "The precise relationship to ragged is not quite clear, but the stem is no doubt ultimately the same" [OED]. Meaning "vigorous, strong, robust" is American English, by 1848.

 $-(\vee)$ 

#### hubbly



## Nearby words for rugged

rugby head rugby league rugby union rugby-shirt rugen

rugged

rugged individualism ruggedised ruggedize ruggediy ruggedness We were challenged with a peace-time choice between the American system of rugged individualism and a European philosophy of diametrically opposed doctrines -- doctrines of paternalism and state socialism. [Herbert Hoover, speech in New York, Oct. 22, 1928]

Hoover said the phrase was not his own, and it is attested from 1897, though not in a patriotic context. Related: *Ruggedly* ; *ruggedness*.

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What Character Was Removed from the Alphabet? What mistaken pronunciation gave this character its name?

#### Apostrophes 101

This small mark has two primary uses: to signify possession or omitted letters.

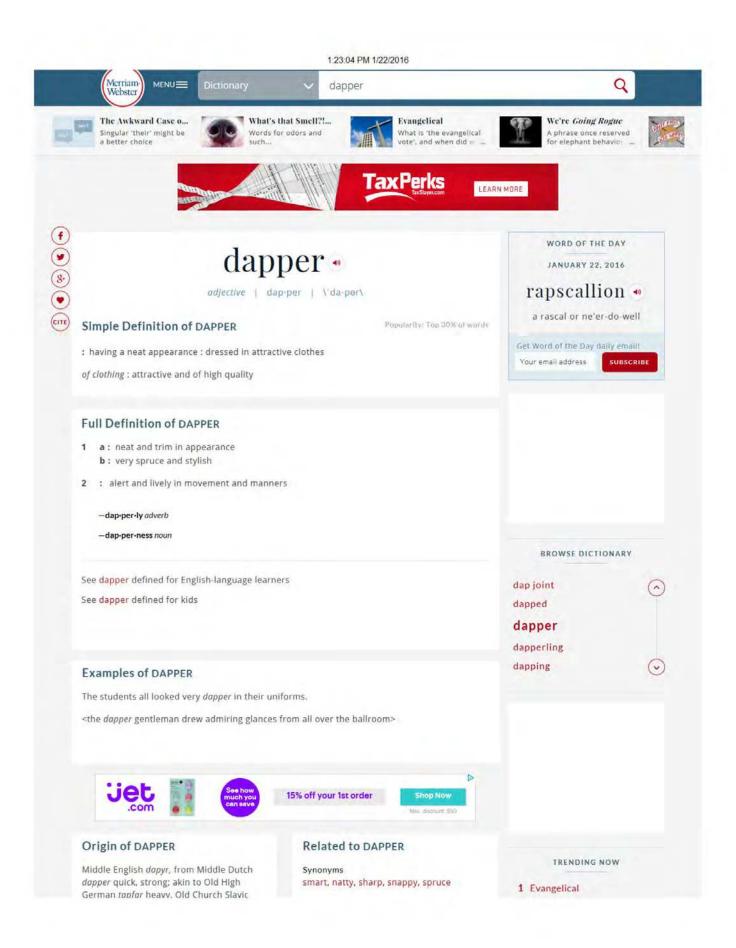
## How Do I Get a Word into the Dictionary?

People invent new words all the time, but which ones actually make it?

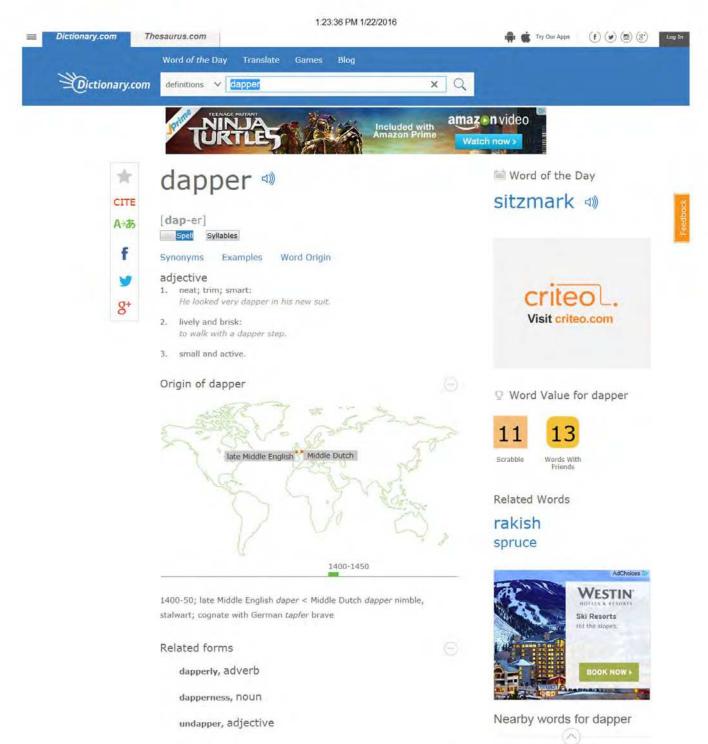
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Add Starts	Antonyms	2 Pussyfc	the evangelical vote', an
Rhymes with DAPPER			lorses Donald Trump for
capper, clapper, flapper, knapper, lapper, mapper, rapper, sapper, scrapper, snapper, strapper, tapper, trapper, wrapper, yapper,		4 Intrans	istie calls Barack Obam
DAPPER De	fined for Kids	5 Quagm Used by	<b>re</b> President Obama in his f
dapı	oer 🔹		
<i>adjective</i>   dap	rper   \'da-per\		
Definition of DAPPER			
: neat and trim in dress or appearance			
		v	ORD GAMES
Learn More about DAPPER		Take a 3-min skills!	ute break and test you
Thesaurus: All synonyms and antonyms for "da Spanish Central: Translation of "dapper" Nglish: Translation of "dapper" for Spanish spea			omeone who is hircine mells like a: dog horse goat frog
Seen and Heard What made you want to look up <i>dapper</i> ? Pleas	e tell us where you read or he	THAT S THING	0 quick questions: hear them pell them, and see how your kills compare to the crowd. AKE THE QUIZ >
the quote, if possible).		WORD	est Your Knowledge - and earn some interesting things long the way.
15 Comments		Sort by Newest *	AKE THE QUIZ >
Π		0	
Otunba Bino Gee · CEO & Founder at BINO GLOBAL Trying to figure if the word is used for complimenting w Like · Rophy · Jan 13, 2016 0.98am			
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## Synonyms

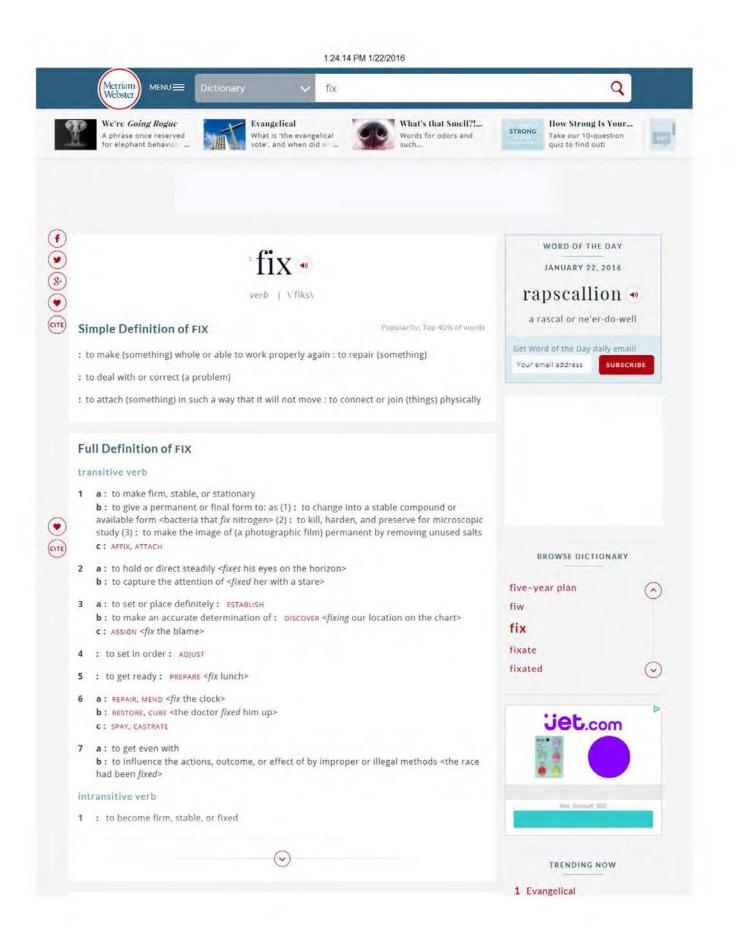
1. spruce, modish, jaunty, natty.

Dictionary.com Unabridged Based on the Random House Dictionary, © Random House, Inc. 2016. Cite This Source daphnis daphis-and-chloe dapi daplex dapped dapperd dapperty dapperness dapping dapple

Exar	mples from the Web for dapper		6
Cont	emporary Examples		
	pper man with a Georgian charm, Crumpton is sometime rican James Bond."	s called the	
BEAST	CIA's Henry Crumpton on the Heroes You'll Never Know Miranda Green November 14, 2012		
	e, the actor-dressed like a <i>dapper</i> , blood-soaked zombio lichael Jackson classic "Thriller."	e—took on	
BEAST	Joseph Gordon-Levitt's 9 Best Musical Performances; Jimmy Fallon, More Marlow Stern September 26, 2013	Lady Gaga,	
	oung actor has also gained marks for his dapper red-ca he credits to fashion designer Tom Ford.	rpet style,	
BEAST	Nicholas Hoult on 'Warm Bodies,' 'X-Men,' Jennifer Lawrence & Mor Marlow Stern January 31, 2013	e.	
	$\odot$		
1. <i>1</i> 2. s	ective neat and spruce in dress and bearing; trim small and nimble ved Forms		
	dapperiy, adverb dapperness, noun		
Wor	d Origin		
C15:	from Middle Dutch: active, nimble		
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Wor	1		
<i>adj.</i> mid-1	d Origin and History for dapper	Θ	

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## Examples of FIX

He fixed the fence last weekend.

I need to fix this dent in my car.

People expect the schools to fix whatever is wrong with their kids.

All tables on the ship will be *fixed* to the floor.

The table was *fixed* firmly to the floor.

The scarf was fixed in place with a pin.

They haven't yet fixed the date of their wedding.

They fixed the price at \$10.

Investigators are still attempting to fix the exact time of the accident.



## **Related to FIX**

depose, deposit, dispose, emplace, place,

lay, position, put, set, set up, situate, stick

~

Synonyms

Middle English, from Latin fixus, past participle of figere to fasten; akin to Lithuanian dygti to sprout, break through

#### Synonym Discussion of FIX

FASTEN, FIX, ATTACH, AFFIX mean to make something stay firmly in place. FASTEN implies an action such as tying, buttoning, nailing, locking, or otherwise securing *staten* the reins to a post-. FIX usually implies a driving in, implanting, or embedding *staten* the stake in the ground-. ATTACH suggests a connecting or uniting by a bond, link, or tie in order to keep things together *staten* the W-2 form here-. AFFIX implies an imposing of one thing on another by gluing, impressing, or nailing *saffix* your address label here-.

## **Rhymes with FIX**

Brix, mix, nix, pyx, six, Styx

# fix

noun

## Simple Definition of FIX

: a difficult or embarrassing situation

: something that solves a problem

: the act of dishonestly controlling or affecting something (such as a game or election)



What is 'the evangelical vote', an...



Test Your Knowledge - and learn some interesting things along the way.

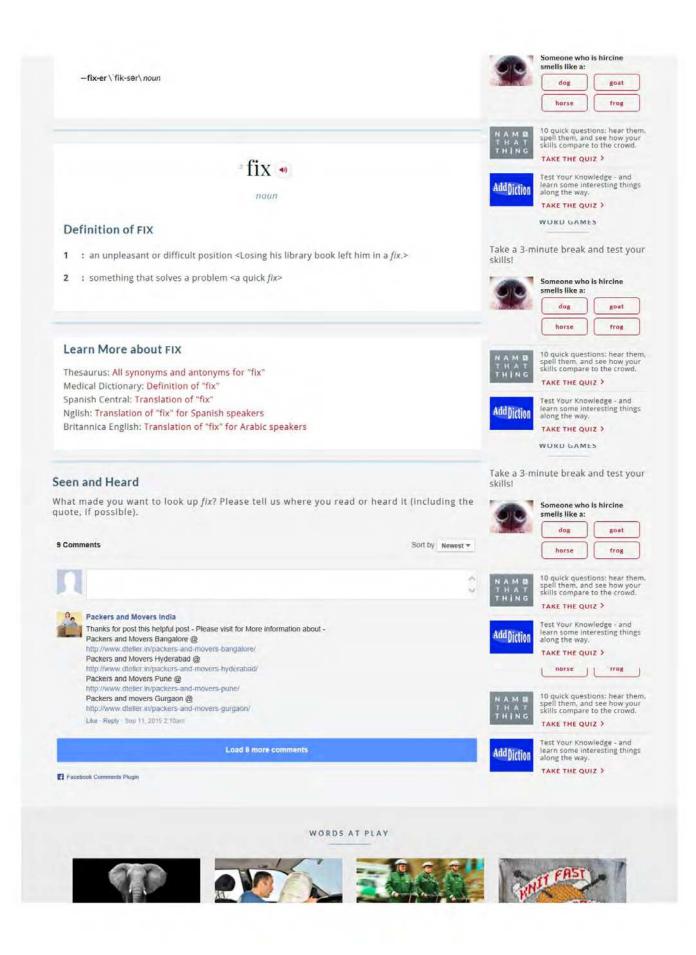
TAKE THE QUIZ >

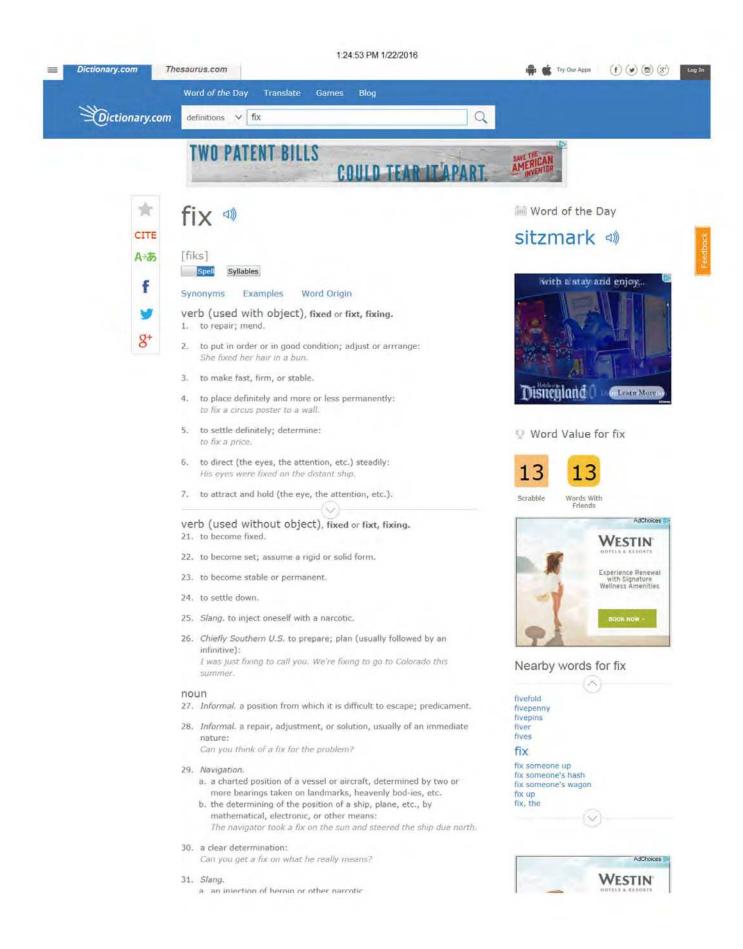
WORD GAMES

Take a 3-minute break and test your skills!



#### 11013C 1108 10 quick questions: hear them, spell them, and see how your skills compare to the crowd. Full Definition of FIX TAKE THE QUIZ > 1 : a position of difficulty or embarrassment : PREDICAMENT Test Your Knowledge - and learn some interesting things along the way. Add Diction 2 a: the position (as of a ship) determined by bearings, observations, or radio; also : a determination of one's position TAKE THE QUIZ > b: an accurate determination or understanding especially by observation or analysis WURD GAMES 3 : an act or instance of improper or illegal fixing <the fix was in> Take a 3-minute break and test your skills! : a supply or dose of something strongly desired or craved <a coffee fix>; especially: a 4 shot of a narcotic Someone who is hircine smells like a: 5 : FIXATION dog goat : something that fixes or restores : SOLUTION <an easy fix> 6 horse frog 10 quick questions: hear them, spell them, and see how your skills compare to the crowd. See fix defined for English-language learners TAKE THE QUIZ > Test Your Knowledge - and learn some interesting things along the way. AddDiction TAKE THE QUIZ > Examples of FIX WURD GAMES There's no easy fix to this problem. Take a 3-minute break and test your The result was unexpected, and some people suspect a fix. skills! Someone who is hircine smells like a: dog goat First Known Use of FIX **Related to FIX** horse frog 1809 Synonyms 10 quick questions: hear them, spell them, and see how your skills compare to the crowd. bind, box, catch-22, corner, dilemma, predicament, hole, impasse, jackpot [chiefly TAKE THE QUIZ > 6~ Test Your Knowledge - and learn some interesting things along the way. Add Diction TAKE THE QUIZ > **FIX Defined for Kids** WURU GAMES Take a 3-minute break and test your fix 🔹 skills Someone who is hircine verb | \'fiks\ smells like a: dog goat **Definition of FIX** horse frog fixed fix-ing 10 quick questions: hear them, spell them, and see how your skills compare to the crowd. 1 : 'REPAIR 1, MEND < Dad fixed the broken gate.> TAKE THE QUIZ > 2 : to make firm or secure <We fixed the tent pegs in the ground.> Test Your Knowledge - and learn some interesting things along the way. Add Diction 3 : to hold or direct steadily <Fix your eyes on this.> TAKE THE QUIZ > : to set definitely : ESTABLISH <Let's fix the date of the meeting.> 4 WURD GAMES : to get ready : PREPARE <fix dinner> 5 Take a 3-minute break and test your : to cause to chemically change into an available and useful form <These soil bacteria fix 6 skills! nitrogen.>





- an an righteen a construction restantion
- b. the narcotic or amount of narcotic injected.
- c. a compulsively sought dose or infusion of something: to need one's daily fix of soap operas on TV.
- 32. Slang.
  - a. an underhand or illegal arrangement, especially one secured through bribery or influence.
  - b. a contest, situation, etc., whose outcome is prearranged dishonestly.

#### Verb phrases

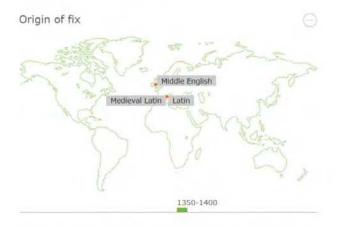
- 33. fix on /upon, to decide on; determine:
  - We won't be able to fix on a location for the banquet until we know the number of guests.

## 34. fix up, Informal.

- a. to arrange for:
- to fix up a date.
- b. to provide with; furnish.
- c. to repair; renew.
- d. to smooth over; solve:
- They weren't able to fix up their differences.

## Idioms

- 35. fix one's wagon, Informal. to exact retribution for an offense; treat someone vengefully:
  - I'll dock his pay and that will fix his wagon.
- 36. in a fix, Older Slang. pregnant.



1350-1400; 1900-05 for def 29; 1935-40 for def 31; Middle English fixen (v.) < Medieval Latin fixāre, derivative of Latin fixus fixed, past participle of figere to fasten

## Related forms

fixable, adjective

fixability, noun

overfix, verb

refix, verb (used with object), refixed, refixing.

unfixable, adjective

## Synonyms

 correct, amend. 3, 4. fasten, secure, stabilize. <u>Fix, establish imply</u> making firm or permanent. To <u>fix</u> is to fasten in position securely or to make more or less permanent against change, especially something



already existing: to fix a bayonet on a gun; fix a principle in one's mind. To establish is to make firm or permanent something (usually newly)

### Usage note

E

Eix meaning "to repair" appears to have been used first in America, but it is long established and has been used in England since the early 19th century: The engineer quickly fixed the faulty valve. The verb use is fully standard in all varieties of speech and writing, and objections to it on the grounds of style merely reflect personal prejudice, not the practice of

N

Dictionary.com Unabridged		
Based on the Random House Dictionary, @	Random House,	Inc. 2016,
Cite This Source		

Examples from the Web for fix

#### Contemporary Examples

Because they created this crisis and now seem unable to fix it.



CinemaSins, the film criticism/comedy YouTube channel of Jeremy Scott and Chris Atkinson, seems poised to fix all that.

BARY	The Witty Genius of YouTube's CinemaSins: Everything Wrong with Your Favorite
AST	Movie
	Rich Goldstein
	April 2, 2014

The House and Senate write up the *fix* the White House wants, but they attach it to something Obama hates.

The GOP Could Make Obama Kill Obamacare Michael Tomasky November 9, 2014

British Dictionary definitions for fix

# fix

/fiks/

#### verb (mainly transitive)

- 1. (also intransitive) to make or become firm, stable, or secure
- 2. to attach or place permanently: fix the mirror to the wall
- 3. (often foll by up) to settle definitely; decide: let us fix a date

 $-(\mathbf{v})$ 

Collins English Dictionary - Complete & Unabridged 2012 Digital Edition William Collins Sons & Co. Ltd. 1979, 1986 © HarperCollins Publishers 1998, 2000, 2003, 2005, 2006, 2007, 2009, 2012 Cite This Source

## Word Origin and History for fix

3

#### V.

late 14c., "set (one's eyes or mind) on something," probably from Old French "fixer, from fixe "fixed," from Latin fixus "fixed, fast, immovable, established, settled," past participle of figere "to fix, fasten," from PIE root "dhigw- "to stick, to fix."

Sense of "fasten, attach" is c.1400; that of "settle, assign" is pre-1500 and evolved into "adjust, arrange" (1660s), then "repair" (1737). Sense of "tamper with" (a fight, a jury, etc.) is 1790. As euphemism for "castrate a pet" it dates from 1930. Related: *Fixed*; *fixedly* (1590s); *fixing*.

#### n.

"position from which it is difficult to move," 1809, American English, from fix (v.). Meaning "dose of narcotic" is from 1934, shortened from *fix-up* (1867, originally in reference to liquor).

Online Etymology Dictionary, © 2010 Douglas Harper Cite This Source

## fix in Science

#### fix (fiks)

- To convert inorganic carbon or nitrogen into stable, organic compounds that can be assimilated into organisms. Photosynthetic organisms such as green plants fix carbon in carbohydrates as food; certain bacteria fix nitrogen as ammonia that can be absorbed directly or through nitrification by plant roots. See more at carbon fixation, nitrogen fixation.
- To convert a substance, especially a gas, into solid or liquid form by chemical reactions.
- To kill and preserve a tissue specimen rapidly to retain as nearly as possible the characteristics it had in the living body.

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Slang definitions & phrases for fix

## Θ

## fix

## noun

- A fight, game, etc, of which the winner has been fraudulently predetermined : The World Series that year was a blatant fix (1890s+)
- (also fix-up) A dose of a narcotic, esp an injection of heroin; blast: afixto calm her jittery nerves (1930s+ Narcotics)

The Dictionary of American Slang, Fourth Edition by Barbara Ann Kipfer, PhD. and Robert L. Chapman, Ph.D. Copyright (C) 2007 by HarperCollins Publishers. Cite This Source

## fix in Technology

Θ

 Federal Information Exchange.
 Financial Information eXchange. (2001-05-14)

1. The fixed point combinator. Called Y in combinatory logic. Fix is a higher-order function which returns a fixed point of its argument (which is a function). fix :: (a -> a) -> a fix f = f (fix f) Which satisfies the equation fix f = x such that f x = x. Somewhat surprisingly, fix can be defined as the non-recursive lambda abstraction :

```
fix = \langle h . (\langle x . h (x x)) (\langle x . h (x x)) \rangle
Since this involves self-application, it has an infinite type. A function
defined by
f x1 .. xN = E
can be expressed as
If f does not occur free in E (i.e. it is not recursive ) then this reduces to
simply
f = \ x1 ... \ xN . E
In the case where N = 0 and f is free in E, this defines an infinite data
object, e.g.
ones = fix (\ ones . 1 : ones) = (\ ones . 1 : ones) (fix (\ ones . 1 : ones))
= 1 : (fix (\ ones . 1 : ones)) = 1 : 1 : ...
Fix f is also sometimes written as mu f where mu is the Greek letter or
alternatively, if f = \langle x \rangle. E, written as mu x . E.
Compare quine.
[Jargon File ]
(1995-04-13)
2. bug fix.
(1998-06-25)
The Free On-line Dictionary of Computing, © Denis Howe 2010 http://foldoc.org
Cite This Source
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Related Abbreviations for fix

9

## FIX

Federal Internet Exchange The American Heritage& Abbreviations Dictionary, Third Edition Copyright © 2005 by Houghton Miffiln Company. Published by Houghton Miffiln Company. All rights reserved. Cite This Source

Idioms and Phrases with fix

Θ

# fix

fix someone's wagon

also see: get a fix get a fix on

if it ain't broke don't fix it in a fix

The American Heritage® Idioms Dictionary Copyright © 2002, 2001, 1995 by Houghton Mifflin Company. Published by Houghton Mifflin Company. Cite This Source

fix up



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

In re Application of: Rugged & Dapper LLCSerial No.:86/534,651Filed:February 13, 2015Mark:RUGGED & DAPPERLaw Office:104Examining Attorney:Keri H. Cantone

## **REQUEST FOR REMAND FOR INCLUSION OF ADDITIONAL EVIDENCE**

To the Trademark Trial and Appeal Board:

Pursuant to 37 CFR §2.142(d) and TMBP § 1207.02, Applicant respectfully requests that the Board grant the introduction of additional evidence and restore jurisdiction of the abovereferenced application to the Examining Attorney. Applicant seeks to introduce evidence consisting of a letter from Coty Germany GmbH, owner of the cited mark RUGGED Registration No. 3903332, consenting to the Applicant's registration of RUGGED & DAPPER Application Serial No. 86534651. Letter attached as **Exhibit A**. This request, if granted, may obviate the Examining Attorney's refusal to register the above-referenced application and render the Appeal in this matter moot, thereby conserving the resources of the Trademark Trial and Appeal Board. Further, this evidence was not previously available as the parties signed the consent on April 21, 2016. It is believed that these reasons constitute good cause for this Request.

Further, Applicant seeks to introduce evidence consisting of print-outs of third-party RUGGED and RUGGED-based marks in connection with various toiletries, including soaps, lotions, and various hair products, attached as **Exhibit B**. This evidence highlights the crowded field of RUGGED-based marks for toiletries regarding the second cited mark RUGGED FIX Registration No. 4103613 owned by Wella GmbH, and Applicant respectfully submits that this constitutes good cause. Applicant therefore requests that the Board remand the above-referenced application to the Examining Attorney for consideration of the Amendment and that the additional evidence may be made of record, and to stay this Appeal pending a decision by the Examining Attorney.

Respectfully submitted,

Dated: April 22, 2016

/Christine B. Redfield/ Christine B. Redfield, Esq. Kelly K. Yang, Esq. FENWICK & WEST LLP 801 California Street Mountain View, CA 94041 (650) 988-8500

Attorney for Applicant

EXHIBIT A

## LETTER OF CONSENT

This letter constitutes Coty Germany GmbH's ("Coty") consent to Rugged & Dapper LLC's ("Rugged & Dapper") registration of the mark RUGGED & DAPPER U.S. Application Serial No. 86534651 (the "Rugged & Dapper Application"). This letter further constitutes Rugged & Dapper's consent to Coty's registration of the mark RUGGED U.S. Application Serial No. 86903756 (the "Coty Application").

Coty is the owner of RUGGED U.S. Registration No. 3903332 for "Soaps, perfumery; essential oils; cosmetics; cosmetic hair lotions" (the "Coty Registration"). Coty is also the owner of the Coty Application for the same goods.

The U.S. Patent and Trademark Office has cited the Coty Registration against the Rugged & Dapper Application. Coty hereby consents to Rugged & Dapper's registration of RUGGED & DAPPER U.S. Application Serial No. 86534651 for "Men's Skincare, Grooming and Beauty products, namely, facial moisturizers, cleansers, oils for the face and hair, hand cream."

The U.S. Patent and Trademark Office has cited the Rugged & Dapper Application against the Coty Application. Rugged & Dapper consents to Coty's registration of RUGGED for "Soaps, perfumery; essential oils; cosmetics; cosmetic hair lotions".

This mutual letter of consent is given because the marks and their use with respect to the identified goods and the distribution of the RUGGED & DAPPER products on amazon.com and expected distribution through a website and in select boutiques are sufficiently different to avoid a likelihood of confusion among the relevant purchasing public.

This mutual letter of consent may be executed in any number of counterparts, each of which shall constitute an original and all of which together shall constitute one and the same instrument.

COTY GERMANY GMBH Elishera Jasie 10 Name: Procurist operfist Title: 4/21/16 Date: 10 RUGGED & DAPPER LLC m Name: Janine Labagn

Title: (i - Founde) Date: 4/21/14

# RUGGED & DAPPER LLC

Name: RYAN LABAQUI

Title: CO-FOUNDER Date: 4/21/2016 EXHIBIT B



You are here: Home / Shop /Mr Rugged Beard Balm Conditioner



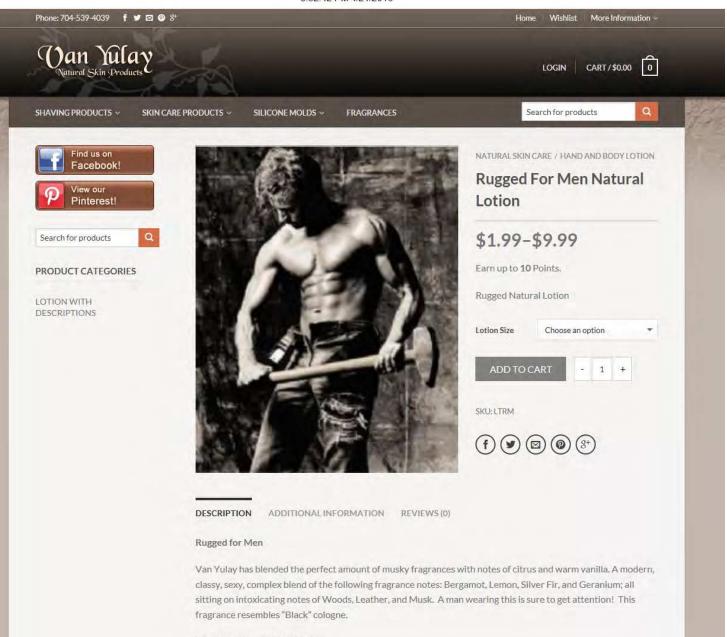


Mr Rugged Beard Balm	Conditioner	Salet
<del>39.99</del> * \$19.95		
Buy Now		
Description		
Product Description		
Minimizes beard irritation and itchiness and nourishes b	eard hair follicles.	
<ul> <li>Softens the beards making fly away beard hair easy to sl</li> </ul>	hape and style into a neat healthy appeara	ince.
Improves beard's health and safeguards your beard hair	from the elements. Nourishes beard hair	follicles with
the following super all natural ingredients – Argan oil, Jojob	a seed oil, Olive Oil, Soybean Oil, Beeswax,	Wheat
Germ Oil, Pumpkin Seed Oil, and Cedar Wood Essential Oils	j.	
Not recommended for those who don't love beard balm	s that smell great! Makes kissing more enjo	oyable for

- your partner. Each Mr Rugged Bold Beard Balm is hand made with love.
- Comes with a 100% money-back guarantee. Click the Orange button to Order Now.

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### Natural Hand and Body Lotion

Natural Lotion penetrates deep into the skin, leaving your skin soft and supple. Never again will you have dry, cracked hands. Enjoy the benefits of Emu Oil and Shea Butter in this luxurious lotion. Our top-quality product does not contain any Mineral Oil or harmful chemicals. Perfect for all over skin care. Van Yulay Natural Lotion contains large amounts of natural ingredients, so that you feel the difference after just one use. Most lotion on the market is made with mineral oil, which just sits on the skin. Can you read all of the ingredients in your lotion that you are using? Other lotions on the market are made with harsh chemicals, which make your skin like sand paper. Van Yulay only uses natural ingredients to soothe your skin. Emu Oil is transdermal, which means it soaks right into the skin. Emu Oil is loaded with essential fatty acids and combined with rich emollients, which are necessary nutrients for re-hydrating dry, damaged skin. This formula has been infused with quality botanical extracts, nourishing oils & vitamins. Exceptional for very dry or over-exposed areas. Van Yulay makes a non-greasy lotion that has a silkiness you will love. With nature's wisdom you will get the comfort you deserve.

#### Ingredients

Herbal Water, Aloe Vera, Emu Oil, and Stearic Acid, Emulsifying Wax, Shea Butter, Glycerin, Avocado-Grapeseed-Prilla-Jojoba-Olive Oils, Liquid Silk, Rosemary, Tea Tree, Vitamin E & C, Ylang-Ylang, GSE, Fragrance, and Germaben II

**Product Features** 

- Promotes Healthy Skin
- Mineral Oil-Free
- Hydrates Dry Skin
- Absorbs Quickly

Van Yulay makes the best lotion you've ever tried or your money back!

## **RELATED PRODUCTS**

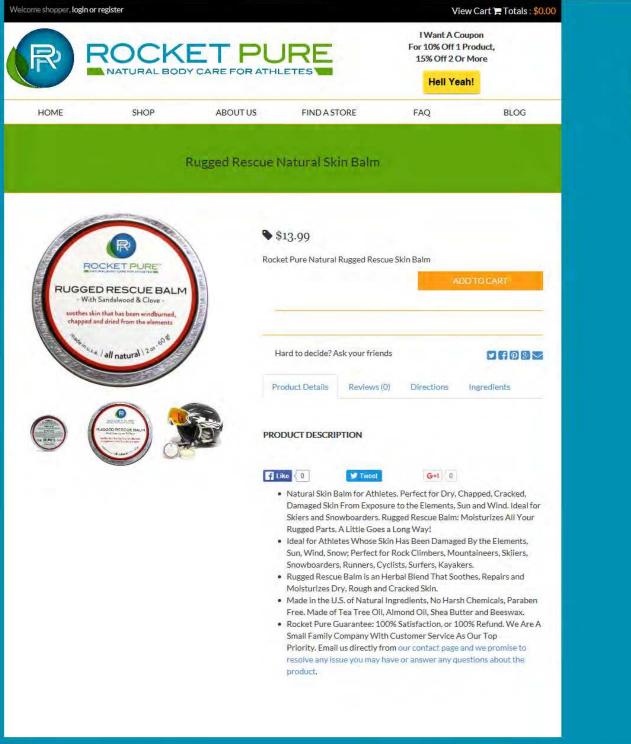


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#### BLOGS

Winter Cracking You Up – In a bad way? Rocket Pure Sponsoring Shedhorn Ski Mountaineering Race Rocket Pure Adds Foot and Shoe Deodorizing Powders to Line of Natural Body Care Products Natural Anti-Chafe Balm Stick Joins Rocket Pure's List of Products for Athletes Rocket Pure Releases New

## LATEST TWEETS

finish, Sth overall! twitter.com/mariadalzotRD/stat...

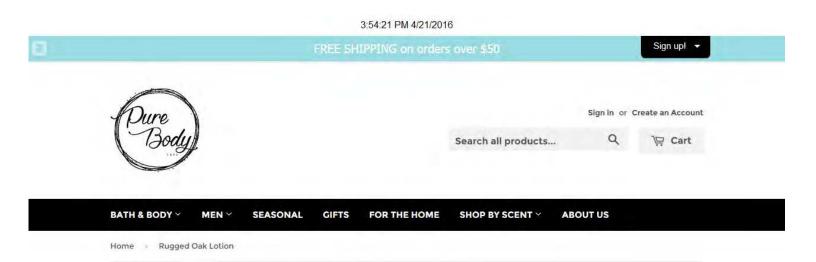
#### Check out @mariadalzotRD recap

of her 1st place finish women's and 5th overall at the Yakima Skyline Rim 25k mariadalzot.blogspot.com/2016/.

I Want A Coupon For 10% Off 1 Product, 15% Off 2 Or More



f y





## **Rugged Oak Lotion**

\$ 1200	
Quantity	
1	
Add to Cart	

## 8 fl oz

Silky and smooth, our lotions are made to be light and non-greasy. Perfect for everyday use! Made with plant based natural ingredients.

Rugged Oak: For the woodsy outdoorsman, this soft musk paired with a green earthy scent will remind you of a walk in the woods.

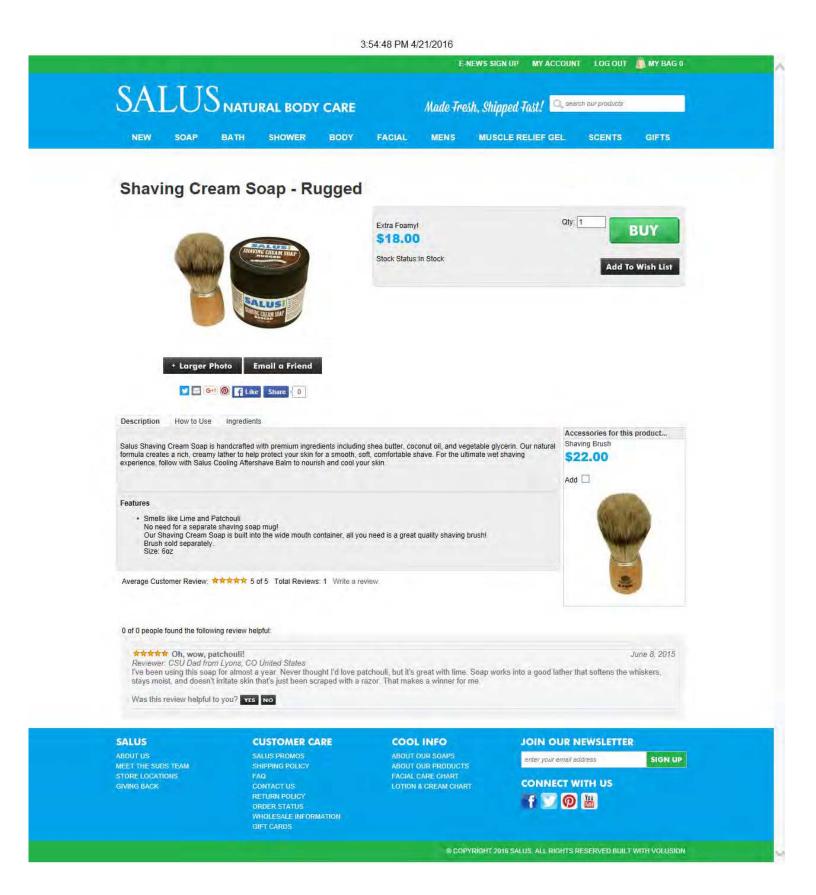
Ingredients:

- · Aqua (water) the perfect base to determine thickness
- Vegetable Glycerine Softens the skin
- Vitamin E Antioxidants to aid in cell regeneration as well as a natural preservative
- Aloe Vera Moisturizes and contains antioxidants that can help in skin hydration
- Grape Seed Oil Containsantioxidants and anti-inflammatory properties
- Organic Jajoba Oil Natural moisturizer that helps relieve tight, flaky and itchy skin
- Shea Butter Natural moisturizer and aids in skin repair of problem areas
- Sweet Almond Butter Moisturizes as it forms a protective layer on the skin
- Coconut Butter Penetrates deep layers for soft and supple skin
- Fragrance Free of phthalates

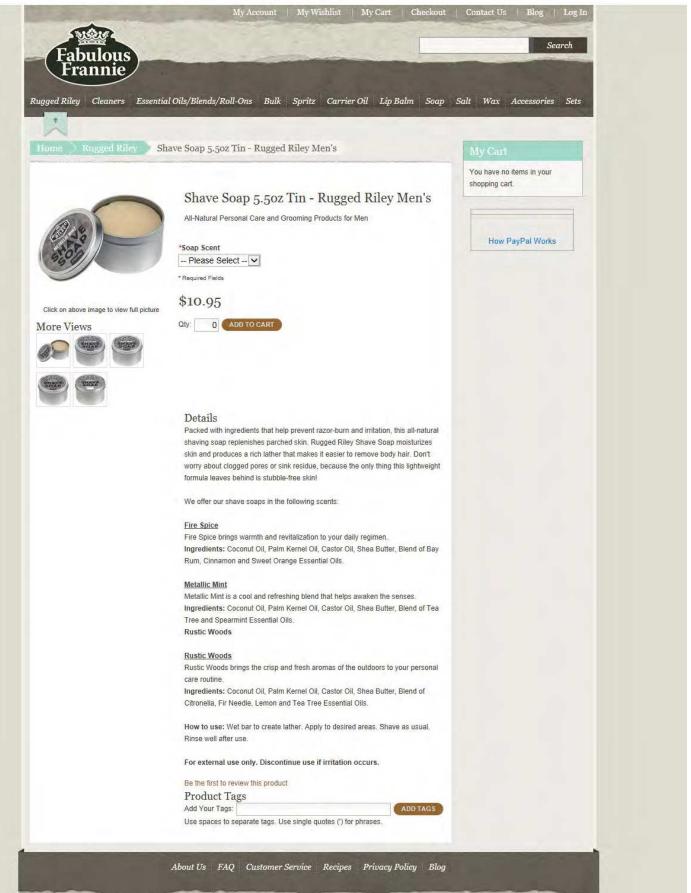


# **Customer Reviews**

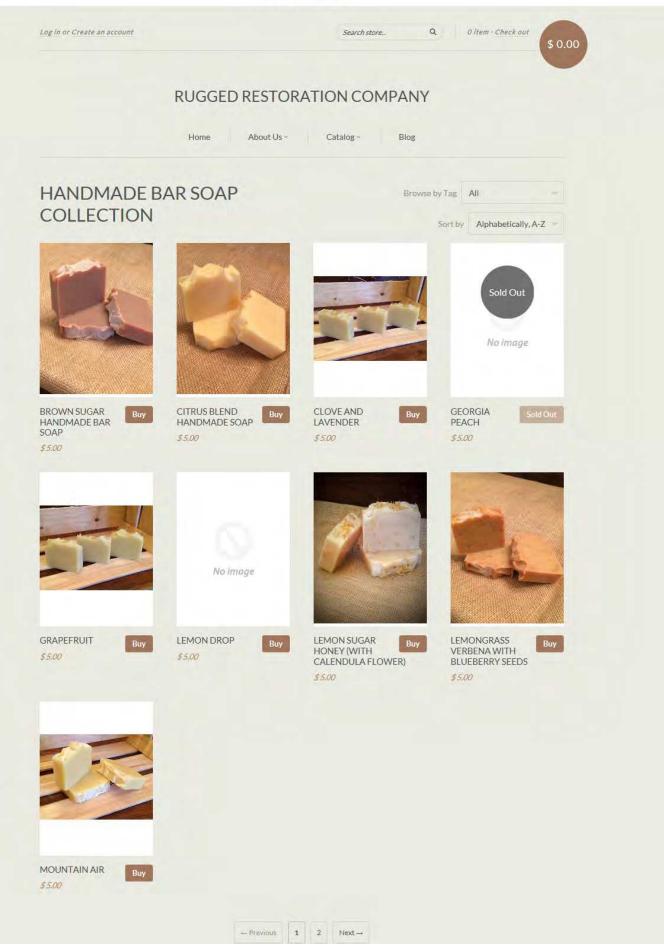
No reviews yet



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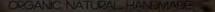
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# RUGGED Men's Hard **\$3.00** Lotion

FINALLY!! An amazing hard lotion for MEN!

Handmade hard lotion. Carmie's Creations lotions are handcrafted with the only the finest organic/all natural ingredients and 100% pure, therapeutic grade A, energy infused essential oils from True Source Essential Oils.

A little of this lotion goes a LONG way and will last quite a long time. Your skin will be exfoliated, feel smooth, healthy & ultra moisturized without loading your body full of harmful ingredients. After you try this, you'll never go back to another lotion again!



### Add To Cart

Made with Organic/All Natural: Beeswax, Shea butter, Cocoa butter, coconut oil, Vitamin E oil & a blend of 100% pure, therapeutic grade A, energy infused essential oils from True Source Essential Oils. Ultra moisturizing with a mesmerizing "Rugged" scent that the ladies are sure to LOVE!

If you are allergic to any of the ingredients listed, you may have an allergic reaction to our products. DO NOT USE THIS PRODUCT IF YOU ARE ALLERGIC TO ANY INGREDIENTS LISTED ABOVE. Not intended for human consumption or internal use.

\*\*\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease\*\*\*

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Like us on Facebook



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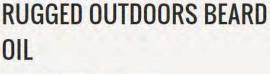
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< Products





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# Sold Out

You like to keep it au naturel – just short of stripping your clothes and joining the reservation wolf pack, of course. While your appearance says rough, tough, mcgruff, you want a more subtle scent to leave behind. That's why the Rugged Outdoors is your beard oil of choice.

Blended with 100% natural oils and seductive earthy scents such as oakmoss, Rugged Outdoors is the best oil for our outdoorsy, bearded brethren.

#### What is Beard Oil?

 Beard oil moisturizes facial hair and the skin underneath your beard. Beard oil hydrates the skin and helps softens beard hair.

### What are the benefits?

 Beardsy Beard Oil stops beard itch, stops beard-druff, moisturizes your skin, softens your facial hair, leaves behind an intoxicating subtle scent, and is made from 100% natural ingredients.

## How to use:

 For best results, put it on after you wash your beard as your hair follicles and pores are open and can easily absorb the oil. To apply, splash a dime size amount of beard oil in your palm and massage into your skin and beard. Beard Oil can be used in conjunction with Beard Balms, used up to three times daily, and like our all natural beard balms, beard oil does not need to be rinsed out.

## Ingredients:

- Argan Oil
- Hemp Seed Oil
- Grape Seed Oil
- Jojoba Oil
- Vetiver
- Vitamin E
- Oakmoss
- Fragrance

Category: beard care Type: Beard Oil

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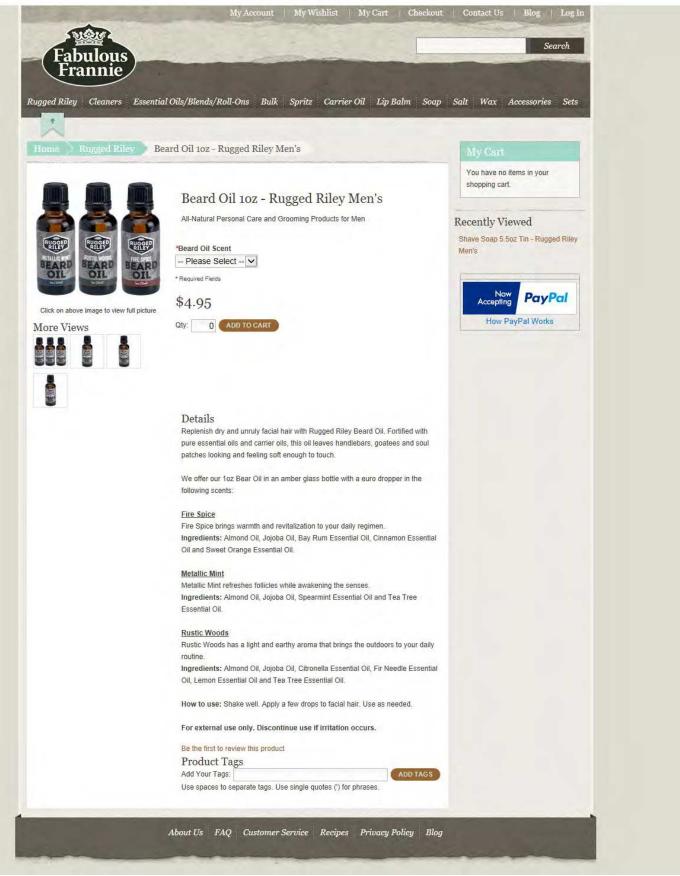


Reviews
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Unleash the animal inside with Rugged Monkey's line of beard care products. Every product is formulated with an air of classic sophistication that harkens to those bygone eras where men were men and grooming was a ritual and a rite of passage. Rugged Monkey wants to give your facial features the masculine edge that commands respect and gets it.

You may be a primate at heart but that's no excuse for lacking style. It's time to stop monkeying around with your grooming and join the big boys with your beard. You're ready to walk that fine line between rough and worldly with a proud mane that's never uncouth. We invite you to join us as we raise the bar on manliness with the suave simian, Rugged Monkey.

Contact us - monkey@ruggedmonkeygrooming.com





All Natural Beard Balm and Conditioner From Rugged Monkey Grooming - Tame the Wild and Evolve Your Style | Rejuvenates Skin and Smells Fantastic with Coconut Oil and Other Organic Ingredients \$12.57

BUY ON AMAZON



Complete Board and Moustache Care Oift Bachwith All Alatural

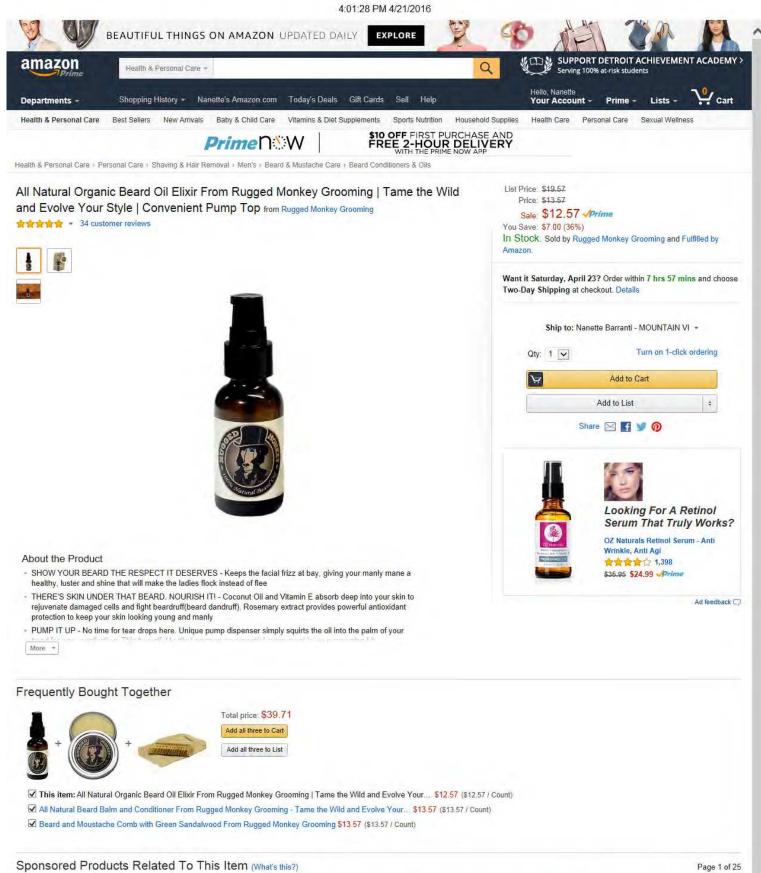
Complete Beard and Moustache Care Gift Fack with All Matural Balm, Oil, and Comb From Rugged Monkey Grooming

\$29.57

BUY ON AMAZON



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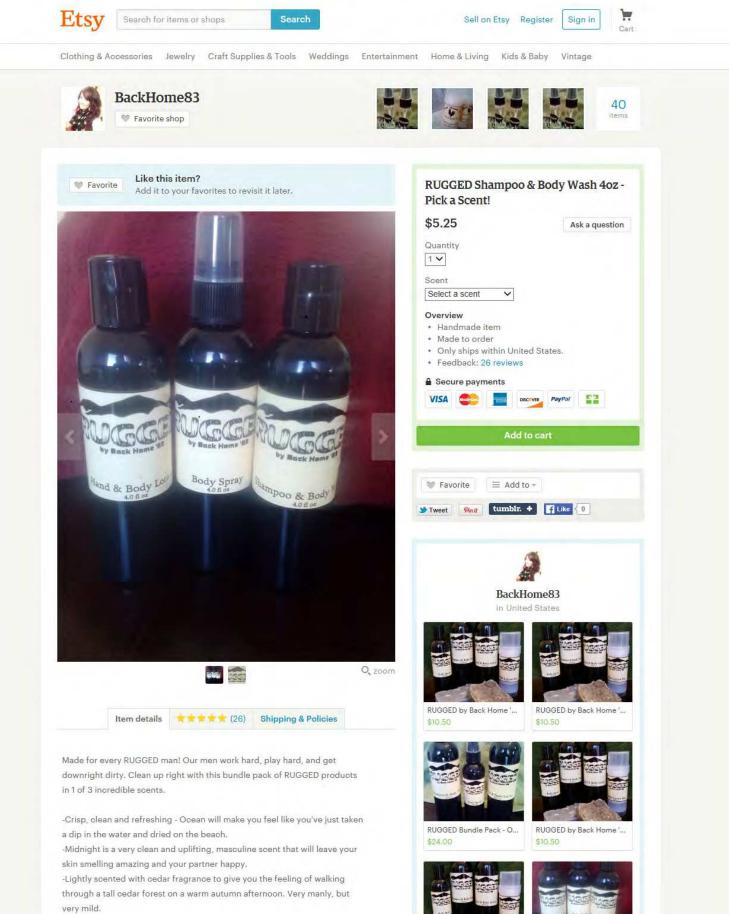








#### 10:19:55 AM 4/22/2016



4oz bottle Shampoo & Body Wash

Here's the facts: Just like all the products at Back Home '83, great love and care goes into making the best product for all my customers. There were no exceptions when it came to designing RUGGED - a line of bath and body products made specially for men.

And even RUGGED men can have sensitive skin and want certain attributes to their products.

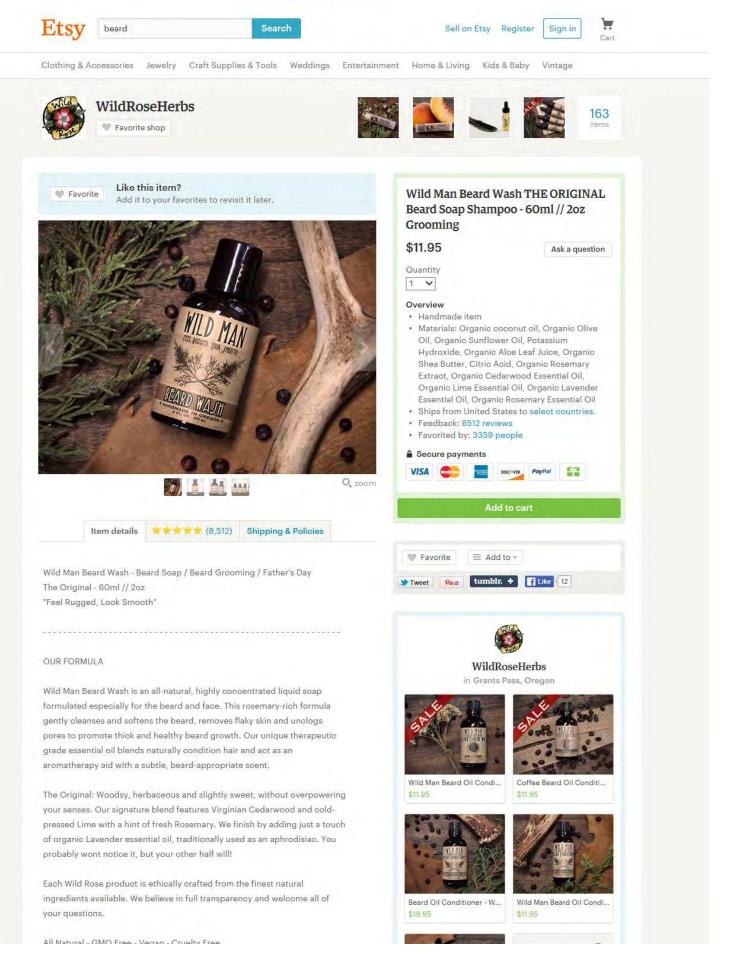
Here's a few: paraben free, hypo-allergenic (unscented), no detergents, no sodium sulfates, no alcohol, gluten free, biodegradable, no animal products or testing.

Want it gift wrapped for that special RUGGED man in your life? Just make a note when you order!



elated to this item							
Bath & Beauty RUGGE	D Shampoo	Body Wash	Body Spray	Lotion Men	Man Men's	Bundle Gift P	Pack Gift
sted on Apr 1, 2016 41 view	<ul> <li>Add item to treat</li> </ul>	выту				Rep	oon this (terri to Etsy
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#### HOW TO USE BEARD WASH

Wild Man Beard Wash is very concentrated - use just a few drops to lather up a damp beard. Larger beards may require slightly more product to get a good lather. Massage down to the base of the beard, gently scrubbing skin. Rinse well and dry thoroughly. This product can be used twice a week to every day depending on hair/skin type. A dry beard will require less washing, an oily beard will require more. Follow with Wild Man Beard Conditioner:

#### www.etsy.com/listing/79196292/wild-man-beard-oil-conditioner-the

May also be used in combination with Wild Man Beard Cream: www.etsy.com/listing/108340178/wild-man-beard-cream-the-original-beard

All Wild Rose products are extremely concentrated. With recommended use, this bottle will last the average-sized beard 3-4 months or more. Offering pure, undiluted products not only saves you on shipping, but it also keeps excess waste and packaging out of the landfill.

Ingredients: Cocos nucifera (coconut) oil,\* Olea europaea (olive) oil,\* Helianthus annuus (sunflower) oil,\* potassium hydroxide, Aloe barbadensis leaf juice,\* oitric acid, Butyrospermum parkii (shea butter),\* Rosemarinus officinalis extract,\* essential oils of Juniperus virginiana (oedarwood),\* Citrus aurantifolia (lime),\* Lavandula officinalis (lavender)\* and Rosemarinus officinalis (rosemary)\*

\*organic

Wild Man Beard Wash comes in a 2oz amber BPA-free plastic bottle with a pop-up disc cap.

For external use only. Avoid contact with eyes. Keep out of reach of children. Discontinue use if irritation occurs.

Regular user? Check out our bulk Beard Wash and save! www.etsy.com/listing/114766263/wild-man-beard-wash-the-original-bulk

Also available in a 60ml // 2oz size; www.etsy.com/listing/114765876/wild-man-beard-wash-the-original-60ml

Exclusive Wild Rose gift wrap is available for purchase here: www.etsy.com/listing/80163413/gift-wrap-for-wild-rose-herbs

Please read Wild Rose's Shop Policies before ordering: www.etsy.com/shop/WildRoseHerbs/policy

#### INTERNATIONAL CUSTOMERS

All international orders will ship via USPS First Class Mail with insurance. Most orders arrive within two to four weeks but can take longer, especially during holidays. Cost of shipping includes insurance should your order become lost in the mail. Claims may be filed 45 days after the date of shipment. Please contact us if you do not receive your order within 45 days. Customs fees vary and are the sole responsibility of the buyer. Items





Wild Man Beard Oil Condi... \$12.49 Natural Cologne Oil WILD... \$6.99



Beard Wash Soap Wild M... \$19.95



Beard Wash Soap Wild M... \$11.95 returned for non-payment of customs fees will be refunded less the cost of shipping and fees. PLEASE NOTE: We cannot mark international items as "gifts" or alter the cost of goods!

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### Meet the owner of WildRoseHerbs Learn more about the shop and process



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Rugged Soap for Him by Rinse Both & Body

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# **Rugged Soap**

Part Number: 10RUG \*\*\*\* 0 Review(s) Price Price: \$6.95 Availability: In Stock

Quantity 1

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Description
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Rugged. A clean fresh scent that isn't delicate at all blended with activated charcoal for a bit of manly grit. Made for him, but great for her too.

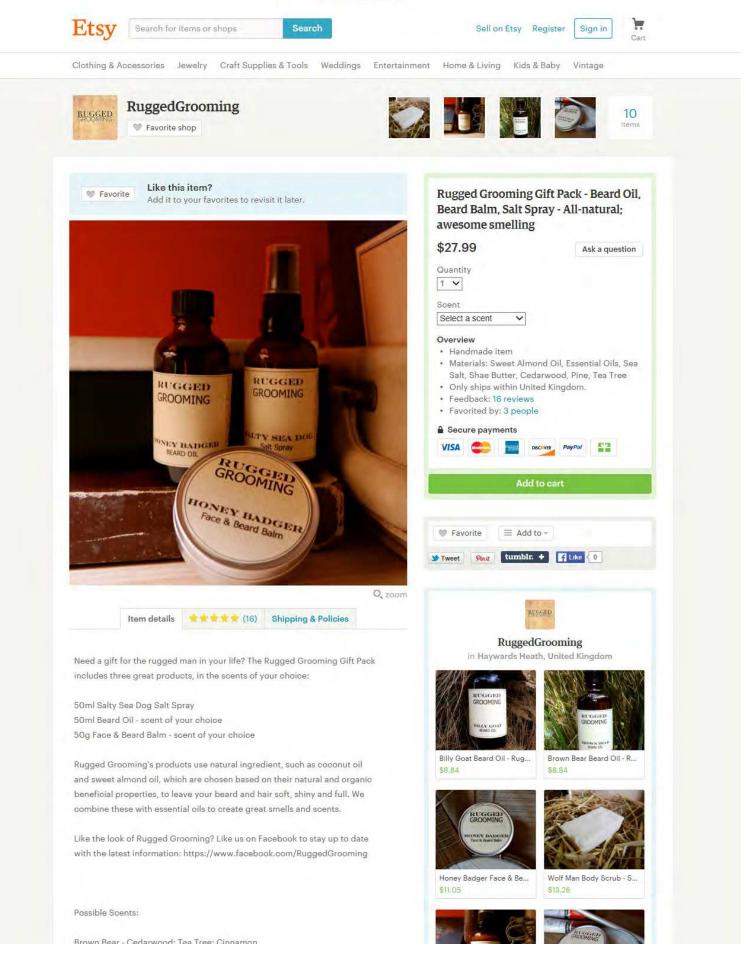
Great as a hand & all over body soap.

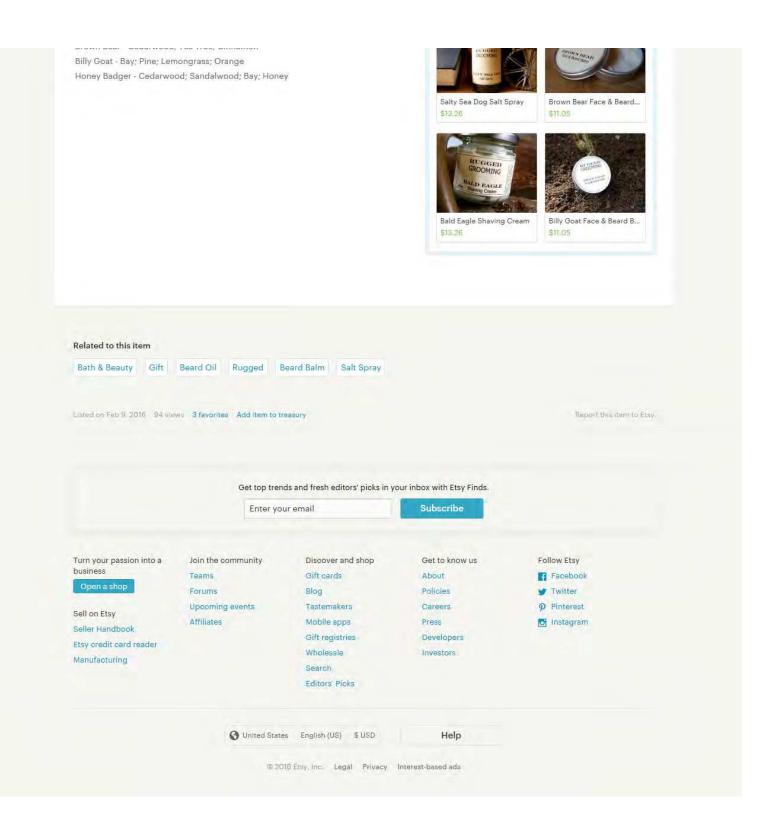
Contains a saponified blend of Shea & Cocoa Butters, Olive, Refined Sweet Almond, High Oleic Sunflower, Coconut & Palm Kernel Oils along with Activated Charcoal & Fragrance Oils.

We make our soaps fram scratch the same way grandma did (with the exception of digital scales & refined ingredients) & each ingredient in our bars has a purpose. Our soaps lather well (really because we're lather kinda people) & will clean your skin without leaving you with that dry, tight, allgator skin feeling. Because our soaps are made the old fashioned way, each bar retains the glycerin that is naturally produced in the soap making process.

98% natural, gluten free, vegan friendly

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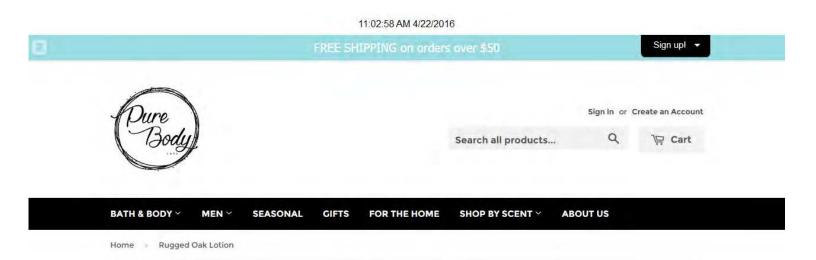


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	d lotion help to mend split ends and reinforce growth to reduce the risk of breakage
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	BEARD Silicones provide heat protection without leaving the hair looking greasy or
	ay ordinary beard oil can
	MING SOLUTION This beard conditioner is safe for color-treated, straightened and
	eated growth, so every man can benefit from it SKIN Mr. Rugged never adds parabens or sodium chloride to our beard lotion
	afe for your beard and gentle to your complexion

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## **Rugged Oak Lotion**

\$ 1200	
Quantity	
1	
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## 8 fl oz

Silky and smooth, our lotions are made to be light and non-greasy. Perfect for everyday use! Made with plant based natural ingredients.

Rugged Oak: For the woodsy outdoorsman, this soft musk paired with a green earthy scent will remind you of a walk in the woods.

Ingredients:

- · Aqua (water) the perfect base to determine thickness
- · Vegetable Glycerine Softens the skin
- Vitamin E Antioxidants to aid in cell regeneration as well as a natural preservative
- Aloe Vera Moisturizes and contains antioxidants that can help in skin hydration
- · Grape Seed Oil Containsantioxidants and anti-inflammatory properties
- Organic Jajoba Oil Natural moisturizer that helps relieve tight, flaky and itchy skin
- Shea Butter Natural moisturizer and aids in skin repair of problem areas
- Sweet Almond Butter Moisturizes as it forms a protective layer on the skin
- + Coconut Butter Penetrates deep layers for soft and supple skin
- Fragrance Free of phthalates



# **Customer Reviews**

No reviews yet