

From: Donegan, Daniel

Sent: 5/5/2019 9:40:42 PM

To: TTAB Efilng

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 87496907 - LESS IS MORE BY BRANDHUBER & - 311168-00001 - Request for Reconsideration Denied - Return to TTAB - Message 2 of 8

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Attachment Information:

Count: 44

Files: 86971840P002OF004.JPG, 86971840P003OF004.JPG, 86971840P004OF004.JPG, 87058970P001OF003.JPG, 87058970P002OF003.JPG, 87058970P003OF003.JPG, 87096881P001OF010.JPG, 87096881P002OF010.JPG, 87096881P003OF010.JPG, 87096881P004OF010.JPG, 87096881P005OF010.JPG, 87096881P006OF010.JPG, 87096881P007OF010.JPG, 87096881P008OF010.JPG, 87096881P009OF010.JPG, 87096881P010OF010.JPG, 87101560P001OF005.JPG, 87101560P002OF005.JPG, 87101560P003OF005.JPG, 87101560P004OF005.JPG, 87101560P005OF005.JPG, 87185646P001OF003.JPG, 87185646P002OF003.JPG, 87185646P003OF003.JPG, 87232795P001OF004.JPG, 87232795P002OF004.JPG, 87232795P003OF004.JPG, 87232795P004OF004.JPG, 87273151P001OF014.JPG, 87273151P002OF014.JPG, 87273151P003OF014.JPG, 87273151P004OF014.JPG, 87273151P005OF014.JPG, 87273151P006OF014.JPG, 87273151P007OF014.JPG, 87273151P008OF014.JPG, 87273151P009OF014.JPG, 87273151P010OF014.JPG, 87273151P011OF014.JPG, 87273151P012OF014.JPG, 87273151P013OF014.JPG, 87273151P014OF014.JPG, 87664365P001OF003.JPG, 87664365P002OF003.JPG

**DESIGN MARK**

**Serial Number**

87058970

**Status**

REGISTERED

**Word Mark**

QIVARO

**Standard Character Mark**

No

**Registration Number**

5159419

**Date Registered**

2017/03/14

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

**Owner**

Rydex Enterprises, LLC LIMITED LIABILITY COMPANY NEW YORK 87-07 57th  
Road Elmhurst NEW YORK 11373

**Goods/Services**

Class Status -- ACTIVE. IC 003. US 001 004 006 050 051 052. G & S:  
Aromatic essential oils; Beauty masks; Cakes of soap; Cleansing milk  
for toilet purposes; Cosmetic creams; Cosmetic preparations for baths;  
Cosmetic preparations for skin care; Cosmetic preparations for  
slimming purposes; Cosmetics; Disinfectant soap; Dry shampoos; Hair  
lotions; Lipsticks; Lotions for cosmetic purposes; Make up removing  
preparations; Massage gels other than for medical purposes; Oils for  
cosmetic purposes; Shampoos; Skin whitening creams; Hair conditioners;  
Make-up kits comprised of cosmetics; Non-medicated bath preparations;  
Non-medicated toiletries. First Use: 2016/05/00. First Use In  
Commerce: 2016/05/00.

**Goods/Services**

Class Status -- ACTIVE. IC 005. US 006 018 044 046 051 052. G & S:  
Acne treatment preparations; Albumin dietary supplements; Amino acids  
for medical purposes; Bacteriological culture mediums; Bouillons for  
bacteriological cultures; Dietary fiber to aid digestion; Enzyme

dietary supplements; Enzyme preparations for medical purposes; Flaxseed oil dietary supplements; Food for babies; Insect repellents; Lecithin dietary supplements; Medicinal hair growth preparations; Mineral food supplements; Nutritional supplements; Pharmaceutical preparations for skin care; Pharmaceutical preparations for treating dandruff; Stem cells for medical purposes; Syrups for pharmaceutical purposes for the treatment of skin conditions; Therapeutic medicated bath preparations; Vaginal washes; Vitamin preparations; Flaxseed dietary supplements; Food supplements, namely, anti-oxidants; Media for bacteriological cultures; Medical preparations for slimming purposes; Medicated ointments for treating dermatological conditions; Medicated serums for treatment of skin; Pollen dietary supplements; Propolis dietary supplements. First Use: 2016/05/00. First Use In Commerce: 2016/05/00.

**Description of Mark**

The mark consists of the word "QIVARO" with a crown appearing above the wording and surrounded by two parallel borders.

**Colors Claimed**

Color is not claimed as a feature of the mark.

**Translation Statement**

The wording "QIVARO" has no meaning in a foreign language.

**Filing Date**

2016/06/03

**Examining Attorney**

KIM, SOPHIA S.

**Attorney of Record**

Brent D. Sausser



Print: May 5, 2019

87096881

**DESIGN MARK**

**Serial Number**

87096881

**Status**

REGISTERED

**Registration Number**

5617900

**Date Registered**

2018/11/27

**Type of Mark**

TRADEMARK; SERVICE MARK

**Register**

PRINCIPAL

**Mark Drawing Code**

(2) DESIGN ONLY

**Owner**

INSTYTUTUM AG LIMITED LIABILITY COMPANY SWITZERLAND Gubelstrasse 12  
6300 Zug SWITZERLAND

**Goods/Services**

Class Status -- ACTIVE. IC 003. US 001 004 006 050 051 052. G & S:  
Abrasive paper; adhesives for affixing false hair; adhesives for  
affixing false eyelashes; adhesives for cosmetic purposes; after-shave  
lotions; air fragrancing preparations; almond oil for cosmetic  
purposes; almond soap; almond milk for cosmetic purposes; aloe vera  
preparations for cosmetic purposes; alum stones being astringents;  
amber being perfume; antiperspirant soap; antiperspirants being  
toiletries; antistatic preparations for household purposes; aromatics  
being essential oils; astringents for cosmetic purposes; badian  
essence for cosmetic purposes; balms other than for medical purposes,  
namely, body, hair, hand, foot, face, lip balms; bath salts, not for  
medical purposes; bath preparations, not for medical purposes; beard  
dyes; beauty masks; bergamot oil; bleaching salts; bleaching soda;  
bleaching preparations being decolorants for cosmetic purposes; breath  
freshening sprays; breath freshening strips; cake flavourings being  
essential oils; cakes of toilet soap; canned pressurized air for  
cleaning and dusting purposes; carbides of metal being abrasives;  
cleaning chalk; cleaning preparations; preparations for cleaning  
dentures; cleansing milk for toilet purposes; cloths impregnated with  
a detergent for cleaning; cobblers' wax; color-brightening chemicals  
for household purposes for laundry; colorants for toilet purposes;  
colour-removing preparations for cosmetic purposes; corundum being  
abrasive; cosmetic preparations for baths; cosmetic preparations for

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