

To: Pluff Mud Mercantile, LLC(1ginamoore@gmail.com)
Subject: U.S. Trademark Application Serial No. 97120212 - PEACE LOVE & PLUFF MUD
Sent: August 25, 2022 12:50:12 PM EDT
Sent As: tmng.notices@uspto.gov

Attachments

[4945355](#)

[5947793](#)

[screencapture-www-giorgioarmanibeauty-usa-com-skincare-16612671088561](#)

[screencapture-www-armani-com-en-us-giorgio-armani-woman-clothing-16612671423791](#)

[screencapture-www-dior-com-en_us-beauty-skincare-new-skincare-16612670465371](#)

[screencapture-www-dior-com-en_us-fashion-mens-fashion-ready-to-wear-t-shirts-polos-16612670701031](#)

[screencapture-www-avon-com-category-skin-care-16612671769841](#)

[screencapture-www-avon-com-category-fashion-tops-16612672338321](#)

United States Patent and Trademark Office (USPTO)
Office Action (Official Letter) About Applicant's Trademark Application

U.S. Application Serial No. 97120212

Mark: PEACE LOVE & PLUFF MUD

Correspondence Address:

PLUFF MUD MERCANTILE, LLC

UNIT R

2408 ASHLEY RIVER RD

CHARLESTON SC 29414 UNITED STATES

Applicant: Pluff Mud Mercantile, LLC

Reference/Docket No. N/A

Correspondence Email Address: 1ginamoore@gmail.com

NONFINAL OFFICE ACTION

The USPTO must receive applicant's response to this letter within six months of the issue date

below or the application will be abandoned. Respond using the Trademark Electronic Application System (TEAS). A link to the appropriate TEAS response form appears at the end of this Office action.

Issue date: August 25, 2022

Introduction

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

Summary of Issues

- Section 2(d) - Likelihood of Confusion Refusal
- Advisory regarding Ownership of Cited Registration(s)

Section 2(d) - Likelihood of Confusion Refusal

Registration of the applied-for mark is refused because of a likelihood of confusion with the marks in U.S. Registration Nos. 4945355 and 5947793. Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.* See the attached registrations.

Trademark Act Section 2(d) bars registration of an applied-for mark that is so similar to a registered mark that it is likely consumers would be confused, mistaken, or deceived as to the commercial source of the goods and/or services of the parties. *See* 15 U.S.C. §1052(d). Likelihood of confusion is determined on a case-by-case basis by applying the factors set forth in *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361, 177 USPQ 563, 567 (C.C.P.A. 1973) (called the “*du Pont* factors”). *In re i.am.symbolic, llc*, 866 F.3d 1315, 1322, 123 USPQ2d 1744, 1747 (Fed. Cir. 2017). Any evidence of record related to those factors need be considered; however, “not all of the *DuPont* factors are relevant or of similar weight in every case.” *In re Guild Mortg. Co.*, 912 F.3d 1376, 1379, 129 USPQ2d 1160, 1162 (Fed. Cir. 2019) (quoting *In re Dixie Rests., Inc.*, 105 F.3d 1405, 1406, 41 USPQ2d 1531, 1533 (Fed. Cir. 1997)).

Although not all *du Pont* factors may be relevant, there are generally two key considerations in any likelihood of confusion analysis: (1) the similarities between the compared marks and (2) the relatedness of the compared goods and/or services. *See In re i.am.symbolic, llc*, 866 F.3d at 1322, 123 USPQ2d at 1747 (quoting *Herbko Int'l, Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1164-65, 64 USPQ2d 1375, 1380 (Fed. Cir. 2002)); *Federated Foods, Inc. v. Fort Howard Paper Co.*, 544 F.2d 1098, 1103, 192 USPQ 24, 29 (C.C.P.A. 1976) (“The fundamental inquiry mandated by [Section] 2(d) goes to the cumulative effect of differences in the essential characteristics of the goods [or services] and differences in the marks.”); TMEP §1207.01.

Applicant has applied to register the mark **PEACE LOVE & PLUFF MUD** in standard characters for “T-shirts; T-shirts for apparel; Graphic T-shirts; Short-sleeved or long-sleeved t-shirts; Tee shirts” in International Class 25.

The mark in U.S. Reg. No. 4945355 is **PLUFF MUD LOVE** in standard characters for “Body and beauty care cosmetics; Body masks; Cosmetic masks; Facial beauty masks; Facial masks; Lotions for

face and body care; Non-medicated cleansers for personal use, namely, MUD MASK; Non-medicated cleansers, namely, mud mask; Non-medicated skin care creams and lotions; Non-medicated skin care preparations; Non-medicated skin care preparations, namely, creams, lotions, gels, toners, cleaners and peels; Skin lotion; Skin lotions; Skin masks; Skin moisturizer" in International Class 3.

The mark in U.S. Reg. No. 5947793 is **ORIGINAL PLUFF MUD** in standard characters for "Clothing, namely, shirts, hats and pants" in International Class 25.

Similarity of the Marks

Marks are compared in their entireties for similarities in appearance, sound, connotation, and commercial impression. *Stone Lion Capital Partners, LP v. Lion Capital LLP*, 746 F.3d 1317, 1321, 110 USPQ2d 1157, 1160 (Fed. Cir. 2014) (quoting *Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondee En 1772*, 396 F.3d 1369, 1371, 73 USPQ2d 1689, 1691 (Fed. Cir. 2005)); TMEP §1207.01(b)-(b)(v). "Similarity in any one of these elements may be sufficient to find the marks confusingly similar." *In re Inn at St. John's, LLC*, 126 USPQ2d 1742, 1746 (TTAB 2018) (citing *In re Davia*, 110 USPQ2d 1810, 1812 (TTAB 2014)), *aff'd per curiam*, 777 F. App'x 516, 2019 BL 343921 (Fed. Cir. 2019); TMEP §1207.01(b).

Here, applicant's mark, PEACE LOVE & PLUFF MUD, is confusingly similar to the registered marks, PLUFF MUD LOVE and ORIGINAL PLUFF MUD, because they share the wording "PLUFF MUD." Applicant's mark and the registered mark in Reg. No. 4945355, PLUFF MUD LOVE, also share the term "LOVE."

Marks may be confusingly similar in appearance where similar terms or phrases or similar parts of terms or phrases appear in the compared marks and create a similar overall commercial impression. See *Crocker Nat'l Bank v. Canadian Imperial Bank of Commerce*, 228 USPQ 689, 690-91 (TTAB 1986), *aff'd sub nom. Canadian Imperial Bank of Commerce v. Wells Fargo Bank, Nat'l Ass'n*, 811 F.2d 1490, 1495, 1 USPQ2d 1813, 1817 (Fed. Cir. 1987) (holding COMMCAH and COMMUNICASH confusingly similar); *In re Corning Glass Works*, 229 USPQ 65, 66 (TTAB 1985) (holding CONFIRM and CONFIRMCELLS confusingly similar); *In re Pellerin Milnor Corp.*, 221 USPQ 558, 560 (TTAB 1983) (holding MILTRON and MILLTRONICS confusingly similar); TMEP §1207.01(b)(ii)-(iii). In this case, the marks create a similar commercial impression because the same wording PLUFF MUD appears in the compared marks.

Because the marks look and sound similar and create the same overall commercial impression, the marks are considered similar for likelihood of confusion purposes.

Relatedness of the Goods

The goods and/or services are compared to determine whether they are similar, commercially related, or travel in the same trade channels. See *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1369-71, 101 USPQ2d 1713, 1722-23 (Fed. Cir. 2012); *Hercko Int'l, Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1165, 64 USPQ2d 1375, 1381 (Fed. Cir. 2002); TMEP §§1207.01, 1207.01(a)(vi).

The compared goods and/or services need not be identical or even competitive to find a likelihood of confusion. See *On-line Careline Inc. v. Am. Online Inc.*, 229 F.3d 1080, 1086, 56 USPQ2d 1471, 1475 (Fed. Cir. 2000); *Recot, Inc. v. Becton*, 214 F.3d 1322, 1329, 54 USPQ2d 1894, 1898 (Fed. Cir. 2000); TMEP §1207.01(a)(i). They need only be "related in some manner and/or if the circumstances

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

U.S. Registration No. 4945355

Here, applicant’s goods, “T-shirts; T-shirts for apparel; Graphic T-shirts; Short-sleeved or long-sleeved t-shirts; Tee shirts,” are closely related to registrant’s goods, “Body and beauty care cosmetics; Body masks; Cosmetic masks; Facial beauty masks; Facial masks; Lotions for face and body care; Non-medicated cleansers for personal use, namely, MUD MASK; Non-medicated cleansers, namely, mud mask; Non-medicated skin care creams and lotions; Non-medicated skin care preparations; Non-medicated skin care preparations, namely, creams, lotions, gels, toners, cleaners and peels; Skin lotion; Skin lotions; Skin masks; Skin moisturizer.”

The attached Internet evidence, consisting of screenshots from the webpages of *Armani*, *Dior*, and *Avon*, establishes that the same entity commonly manufactures, produces, or provides the relevant goods and markets the goods under the same mark. Specifically, it shows that entities that commonly make or sell skincare products, like the registrant, commonly also make or sell T-shirts, like the applicant. In other words, consumers are accustomed to seeing both applicant’s and registrant’s goods provided under the same mark. As a result, the use of confusingly similar marks for both applicant’s and registrant’s goods is likely to result in consumer confusion. Thus, applicant’s and registrant’s goods are considered related for likelihood of confusion purposes. *See, e.g., In re Davey Prods. Pty Ltd.*, 92 USPQ2d 1198, 1202-04 (TTAB 2009); *In re Toshiba Med. Sys. Corp.*, 91 USPQ2d 1266, 1268-69, 1271-72 (TTAB 2009).

Accordingly, the goods are considered related for purposes of the likelihood of confusion analysis.

U.S. Registration No. 5947793

Determining likelihood of confusion is based on the description of the goods and/or services stated in the application and registration at issue, not on extrinsic evidence of actual use. *See In re Detroit Athletic Co.*, 903 F.3d 1297, 1307, 128 USPQ2d 1047, 1052 (Fed. Cir. 2018) (citing *In re i.am.symbolic, llc*, 866 F.3d 1315, 1325, 123 USPQ2d 1744, 1749 (Fed. Cir. 2017)).

In this case, the registration uses broad wording to describe "shirts," which presumably encompasses all goods of the type described, including applicant’s more narrow "T-shirts; T-shirts for apparel; Graphic T-shirts; Short-sleeved or long-sleeved t-shirts; Tee shirts." *See, e.g., In re Solid State Design Inc.*, 125 USPQ2d 1409, 1412-15 (TTAB 2018); *Sw. Mgmt., Inc. v. Ocinomled, Ltd.*, 115 USPQ2d 1007, 1025 (TTAB 2015). Thus, applicant’s and registrant’s goods are legally identical. *See, e.g., In re i.am.symbolic, llc*, 127 USPQ2d 1627, 1629 (TTAB 2018) (citing *Tuxedo Monopoly, Inc. v. Gen. Mills Fun Grp., Inc.*, 648 F.2d 1335, 1336, 209 USPQ 986, 988 (C.C.P.A. 1981); *Inter IKEA Sys. B.V. v. Akea, LLC*, 110 USPQ2d 1734, 1745 (TTAB 2014); *Baseball Am. Inc. v. Powerplay Sports Ltd.*, 71 USPQ2d 1844, 1847 n.9 (TTAB 2004)).

Additionally, the goods of the parties have no restrictions as to nature, type, channels of trade, or classes of purchasers and are “presumed to travel in the same channels of trade to the same class of purchasers.” *In re Viterra Inc.*, 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012) (quoting *Hewlett-Packard Co. v. Packard Press, Inc.*, 281 F.3d 1261, 1268, 62 USPQ2d 1001, 1005

(Fed. Cir. 2002)). Thus, applicant's and registrant's goods are related for purposes of the likelihood of confusion analysis.

Conclusion

Because the marks are similar and the goods are related and/or legally identical, there is a likelihood of confusion as to the source of applicant's goods, and registration is refused pursuant to Section 2(d) of the Trademark Act.

Advisory regarding Ownership of Cited Registration(s)

If the mark in the cited registration(s) is owned by applicant, applicant may provide evidence of ownership of the mark by satisfying one of the following:

- (1) Record the assignment with the USPTO's Assignment Recordation Branch (ownership transfer documents such as assignments can be filed online at <http://etas.uspto.gov>) and promptly notify the trademark examining attorney that the assignment has been duly recorded;
- (2) Submit copies of documents evidencing the chain of title; or
- (3) Submit the following statement, verified with an affidavit or signed declaration under 37 C.F.R. §2.20: "**Applicant is the owner of U.S. Registration No _____.**" To provide this statement using the Trademark Electronic Application System (TEAS), use the "[Response to Office Action](#)" form; answer "yes" to wizard questions #3 and #9; then, continuing on to the next portion of the form, in the "Additional Statement(s)" section, find "Active Prior Registration(s)" and insert the U.S. registration numbers in the data fields; and follow the instructions within the form for signing. The form must be signed twice; a signature is required both in the "Declaration Signature" section and in the "Response Signature" section.

TMEP §812.01; *see* 15 U.S.C. §1060; 37 C.F.R. §§2.193(e)(1), 3.25, 3.73(a)-(b); TMEP §502.02(a).

Recording a document with the Assignment Recordation Branch does not constitute a response to an Office action. TMEP §503.01(d).

Response guidelines. For this application to proceed, applicant must explicitly address each refusal and/or requirement in this Office action. For a refusal, applicant may provide written arguments and evidence against the refusal, and may have other response options if specified above. For a requirement, applicant should set forth the changes or statements. Please see "[Responding to Office Actions](#)" and the informational [video "Response to Office Action"](#) for more information and tips on responding.

Please call or email the assigned trademark examining attorney with questions about this Office action. Although an examining attorney cannot provide legal advice, the examining attorney can provide additional explanation about the refusal(s) and/or requirement(s) in this Office action. *See* TMEP §§705.02, 709.06.

The USPTO does not accept emails as responses to Office actions; however, emails can be used for

informal communications and are included in the application record. *See* 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05.

How to respond. [**Click to file a response to this nonfinal Office action.**](#)

/Abbie Chung/
Abbie Chung
Trademark Examining Attorney
Law Office 306
(571) 272-9821
abbie.chung@uspto.gov

RESPONSE GUIDANCE

- **Missing the response deadline to this letter will cause the application to abandon.** The response must be received by the USPTO before midnight **Eastern Time** of the last day of the response period. TEAS maintenance or [unforeseen circumstances](#) could affect an applicant's ability to timely respond.
- **Responses signed by an unauthorized party** are not accepted and can **cause the application to abandon**. If applicant does not have an attorney, the response must be signed by the individual applicant, all joint applicants, or someone with [legal authority to bind a juristic applicant](#). If applicant has an attorney, the response must be signed by the attorney.
- If needed, find [contact information for the supervisor](#) of the office or unit listed in the signature block.

(4) STANDARD CHARACTER MARK

PLUFF MUD LOVE

Mark Punctuated

PLUFF MUD LOVE

Translation

Goods/Services

- IC 003. US 001 004 006 050 051 052.G & S: Body and beauty care cosmetics; Body masks; Cosmetic masks; Facial beauty masks; Facial masks; Lotions for face and body care; Non-medicated cleansers for personal use, namely, MUD MASK; Non-medicated cleansers, namely, mud mask; Non-medicated skin care creams and lotions; Non-medicated skin care preparations; Non-medicated skin care preparations, namely, creams, lotions, gels, toners, cleaners and peels; Skin lotion; Skin lotions; Skin masks; Skin moisturizer. FIRST USE: 20110615. FIRST USE IN COMMERCE: 20130701

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number

86708082

Filing Date

20150729

Current Filing Basis

1A

Original Filing Basis

1A

Publication for Opposition Date

20160209

Registration Number

4945355

Date Registered

20160426

Owner

(REGISTRANT) Pluff Mud Love DBA Pluff Mud Mercantile, LLC LIMITED LIABILITY COMPANY
SOUTH CAROLINA 2408 Ashley River Rd. Unit R Charleston SOUTH CAROLINA 29414

Priority Date

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PLUFF MUD" APART FROM THE MARK AS SHOWN

Description of Mark

Type of Mark

TRADEMARK

Register

PRINCIPAL

Live Dead Indicator

LIVE

Attorney of Record

(4) STANDARD CHARACTER MARK

ORIGINAL PLUFF MUD

Mark Punctuated

ORIGINAL PLUFF MUD

Translation

Goods/Services

- IC 025. US 022 039.G & S: Clothing, namely, shirts, hats and pants. FIRST USE: 20070701. FIRST USE IN COMMERCE: 20070701

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number

88264572

Filing Date

20190116

Current Filing Basis

1A

Original Filing Basis

1A

Publication for Opposition Date

20191015

Registration Number

5947793

Date Registered

20191231

Owner

(REGISTRANT) Clayton, Kelly E INDIVIDUAL SOUTH CAROLINA 523 Holiday Drive Summerville
SOUTH CAROLINA 29483

Priority Date

Disclaimer Statement

Description of Mark

Type of Mark

TRADEMARK

Register

PRINCIPAL-2(F)

Live Dead Indicator

LIVE

Attorney of Record

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CREMA NERA SUPREME REVIVING CREAM

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★★★★★ (14) \$250.00

SKINCARE ROUTINE SET

Color + ★★★★★ (0) \$65.00

★★★★★ (14) \$160.00

★★★★★ (14) \$250.00

CREAM



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CREMA NERA TRAVEL ANTI-AGING SKINCARE ROUTINE SET \$63.00 One size available Gift Set

CREMA NUDE \$140.00 ★★★★★ (14) Select a color

CREMA NERA SUPREME REVIVING CREAM \$250.00 ★★★★★ (14) 10 oz / 30 ml

ADD TO CART ADD TO CART ADD TO CART

CREMA NERA SUPREME REVIVING CREAM \$250.00 ★★★★★ (14) 10 oz / 30 ml

ADD TO CART

CREMA NUDE \$140.00 ★★★★★ (14) Select a color

ADD TO CART

CREMA NERA TRAVEL ANTI-AGING SKINCARE ROUTINE SET \$63.00 One size available Gift Set

ADD TO CART



CREMA NERA REVIVING VOLCANIC
MASK

★★★★★ (5)

\$305.00

One size available

1.7 oz / 50 ml



CREMA NERA FIRMING PLUMPING
ESSENCE

★★★★★ (4)

\$440.00

One size available

1.7 oz / 50 ml



CREMA NERA REVISCENSILIS META
CONCENTRATE SERUM

★★★★ (4)

\$420.00

One size available

1.0 oz / 30 ml

ADD TO CART

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ADD TO CART



CREMA NERA NEO CREAM

★★★★★ (4.4)

\$260.00

One size available

4.3 oz / 125 ml



CREMA NERA SUPREME REVIVING
FACE CREAM REFILL

★★★★ (5)

\$340.00

One size available

1.7 oz / 50 ml



CREMA NERA ACQUA PANTELLERIA
HYDRA-PLUMPING TREATMENT...

★★★★★ (20)

\$160.00

One size available

5.0 oz / 150 ml

ADD TO CART

ADD TO CART

ADD TO CART



MOST LOVED





ACQUA REVISCENTALIS

CREMA NERA SUPREME LIGHT
REVIVING CREAMCREMA NERA LIGHT-REVIVING EYE
CREAM

★★★★★ [0]

\$160.00

One size available

5.0 oz / 150 ml

★★★★★ [22]

\$250.00

Select a size

1.0 oz / 30 ml

★★★★★ [7]

\$220.00

One size available

0.5 oz / 15 ml

ADD TO CART

ADD TO CART

ADD TO CART

CREMA NERA VOLUME RESHAPING
EYE SERUM

★★★★★ [0]

\$170.00

One size available

0.5 oz / 15 ml

ADD TO CART

ARMANI MEN THE MOISTURIZER
FACE & EYE

★★★★★ [34]

\$60.00

One size available

1.7 oz / 50 ml

ADD TO CART



PRIMA MOISTURIZING CREAM

★★★★★ [37]

\$120.00

One size available

1.7 oz / 50 ml

ADD TO CART

CREMA NERA VOLUME RESHAPING
EYE SERUM

★★★★★ [0]

\$170.00

One size available

0.5 oz / 15 ml

ADD TO CART

ARMANI MEN THE MOISTURIZER
FACE & EYE

★★★★★ [34]

\$60.00

One size available

1.7 oz / 50 ml

ADD TO CART



PRIMA MOISTURIZING CREAM

★★★★★ [37]

\$120.00

One size available

1.7 oz / 50 ml

ADD TO CART

CREMA NERA SUPREME FOAM-IN-CREAM CLEANSER

★★★★★ (14)
\$95.00
One size available
5.0 oz. / 150 ml

ARMANI MEN THE FACE WASH

★★★★★ (7)
\$36.00
One size available
5.0 oz. / 150 ml

ARMANI MEN THE TONER

★★★★★ (10)
\$48.00
One size available
3.4 oz. / 100 ml

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OIL-IN GEL CLEANSER

★★★★★ (5)
\$90.00
One size available
5.0 oz. / 150 ml

ARMANI PRIMA EYE & LIP CONTOUR PERFECTOR

★★★★★ (7)
\$70.00
One size available
0.5 oz. / 15 ml

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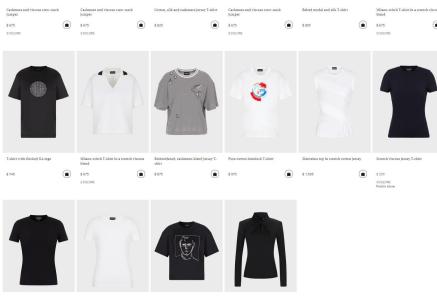
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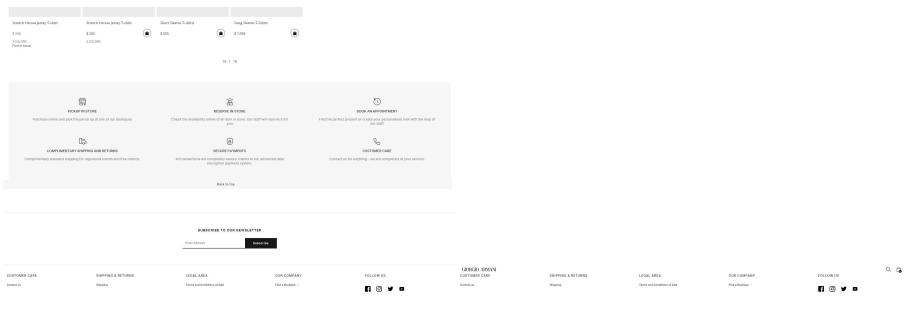
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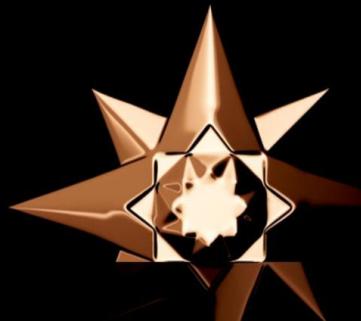


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DISCOVER

THIS IS MORE THAN A ROSE. THIS IS THE DIOR DIAMOND ROSE.

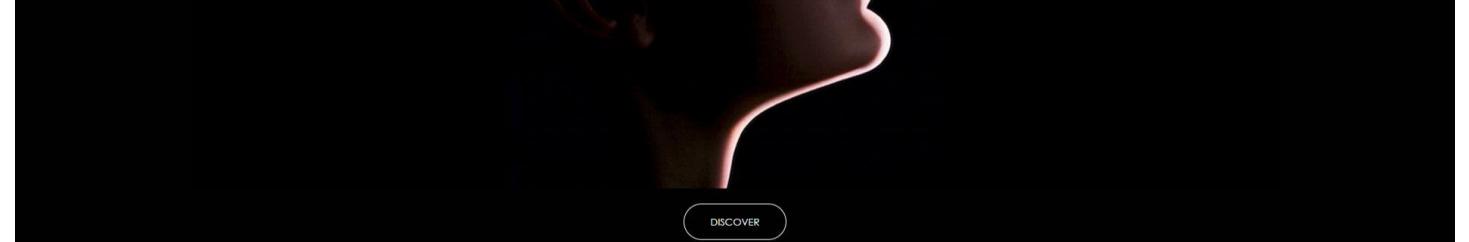
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THIS IS MORE THAN ANTI-AGEING, THIS IS AGE-REVERSING





DISCOVER

YOUR SKINCARE DIAGNOSIS



DISCOVER

THE ART OF SKINCARE

THE ART OF SKINCARE



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Exceptional Micro-Nutritive and
Revitalizing Ritual - Lotion, Serum and
Cream

\$384.00

**Dior Prestige Light-in-White - The
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Regenerating Ritual**
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Serum and Emulsion

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ml Bottle & Three Travel-Size Serums

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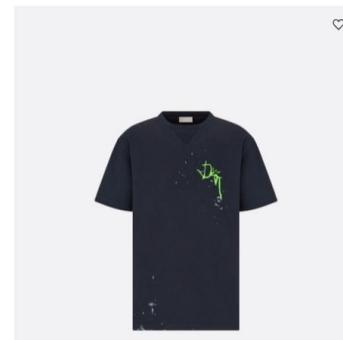


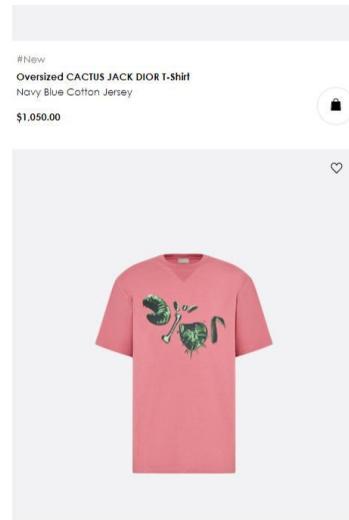
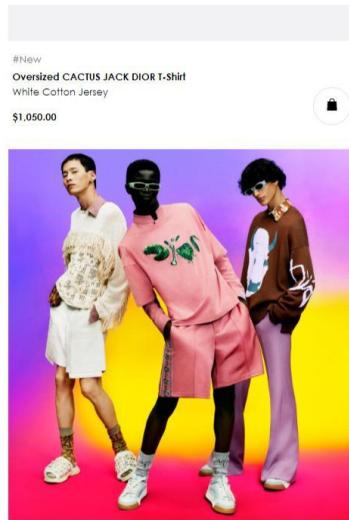
T-SHIRTS & POLOS

A testament to the savoir-faire and creativity of the House, Dior Men T-shirts and polo shirts have relaxed silhouettes elevated by elegant contemporary designs.

T-Shirts & Polos ▾ | Color ▾ Available Online

55 Articles | Sort by ▾







#New

Oversized CACTUS JACK DIOR T-Shirt
White Cotton Jersey

\$890.00



#New

Oversized CACTUS JACK DIOR T-Shirt
Black Cotton Jersey

\$890.00



#New

Oversized CACTUS JACK DIOR T-Shirt
Gray Cotton Jersey

\$850.00



#New

Oversized CACTUS JACK DIOR T-Shirt
Coffee Brown Cotton Jersey

\$850.00



#New

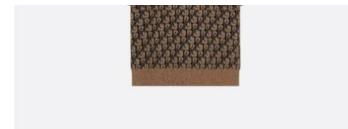
Oversized CACTUS JACK DIOR T-Shirt
Black Cotton Jersey

\$1,050.00





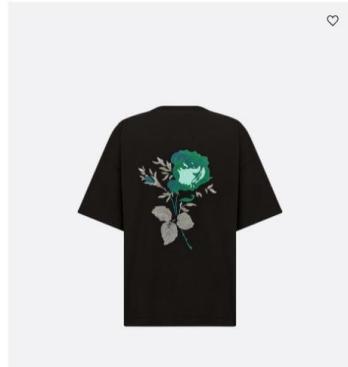
#New
Oversized CACTUS JACK DIOR T-Shirt
White Cotton Jersey
\$1,050.00



#New
Oversized CACTUS JACK DIOR Polo Shirt
Beige and Black Cotton Jacquard and Silk
\$1,650.00



#New
Oversized Dior Jardin T-Shirt
White Cotton Jersey
\$1,150.00

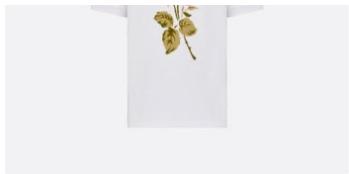


#New
Oversized Dior Jardin T-Shirt
Black Cotton Jersey
\$1,150.00



#New
Oversized Dior Jardin T-Shirt
Light Pink Cotton Jersey
\$1,150.00





#New

Relaxed-fit Dior Jardin Polo Shirt
White Cotton Piqué

\$1,200.00

#DIORESSENTIALS

CD Icon Polo Shirt
Black Cotton Piqué

\$690.00



#DIORESSENTIALS

Dior Oblique T-shirt, Relaxed Fit
Navy Blue Terry Cotton Jacquard

\$900.00



#DIORESSENTIALS

Dior Oblique T-shirt, Relaxed Fit
Off-white Terry Cotton Jacquard

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CD Icon T-shirt
White Cotton Jersey

\$650.00





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\$650.00



#New
'CHRISTIAN DIOR ATELIER' T-Shirt, Relaxed Fit
Black Cotton Jersey
\$990.00



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White Cotton Jersey
\$990.00



#New
Relaxed-fit CD 1947 T-Shirt
White Cotton Jersey
\$990.00



#New
Relaxed-fit CD 1947 T-Shirt
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\$990.00



'CD Icon' T-Shirt
Brown Cotton Jersey
\$650.00





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CD Icon Polo Shirt
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\$690.00



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Relaxed-fit Polo Shirt

Black Cotton Piqu 

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Dior Oblique Polo Shirt

Blue Cotton Jacquard

\$1,450.00



DIOR AND JACK KEROUAC Relaxed-fit T-shirt

White Slub Cotton Jersey

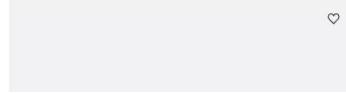
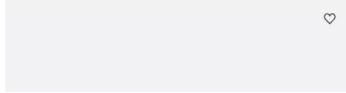
\$890.00



'CD Icon' T-shirt, Relaxed fit

Green Cotton Jersey

\$750.00







Oversized Dior Oblique Polo Shirt

Blue Terry Cotton Jacquard

\$1,050.00



Oversized Dior Oblique Polo Shirt

Orange Terry Cotton Jacquard

\$1,050.00



DIOR AND PARLEY Polo Shirt

Blue Parley Ocean Plastic® Cotton Knit Blend

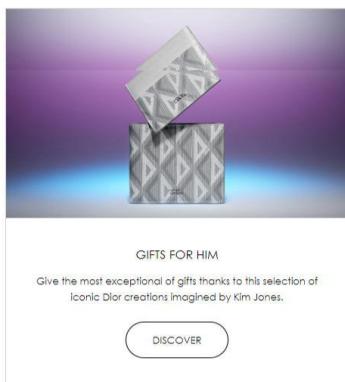
\$1,750.00



DIOR AND PARLEY Polo Shirt

Orange Parley Ocean Plastic® Cotton Knit Blend

\$1,750.00



\$890.00



DIOR AND PARLEY Zipped T-Shirt
Blue Parley Ocean Plastic® Technical Taffeta

\$1,250.00



#DIORESENTIALS
Oversized 'CHRISTIAN DIOR ATELIER' T-Shirt
White Cotton Jersey

\$750.00



#DIORESENTIALS
Oversized 'CHRISTIAN DIOR ATELIER' T-Shirt
Black Cotton Jersey

\$750.00



#DIORESENTIALS
'CD Icon' T-Shirt, Relaxed Fit
White Cotton Jersey

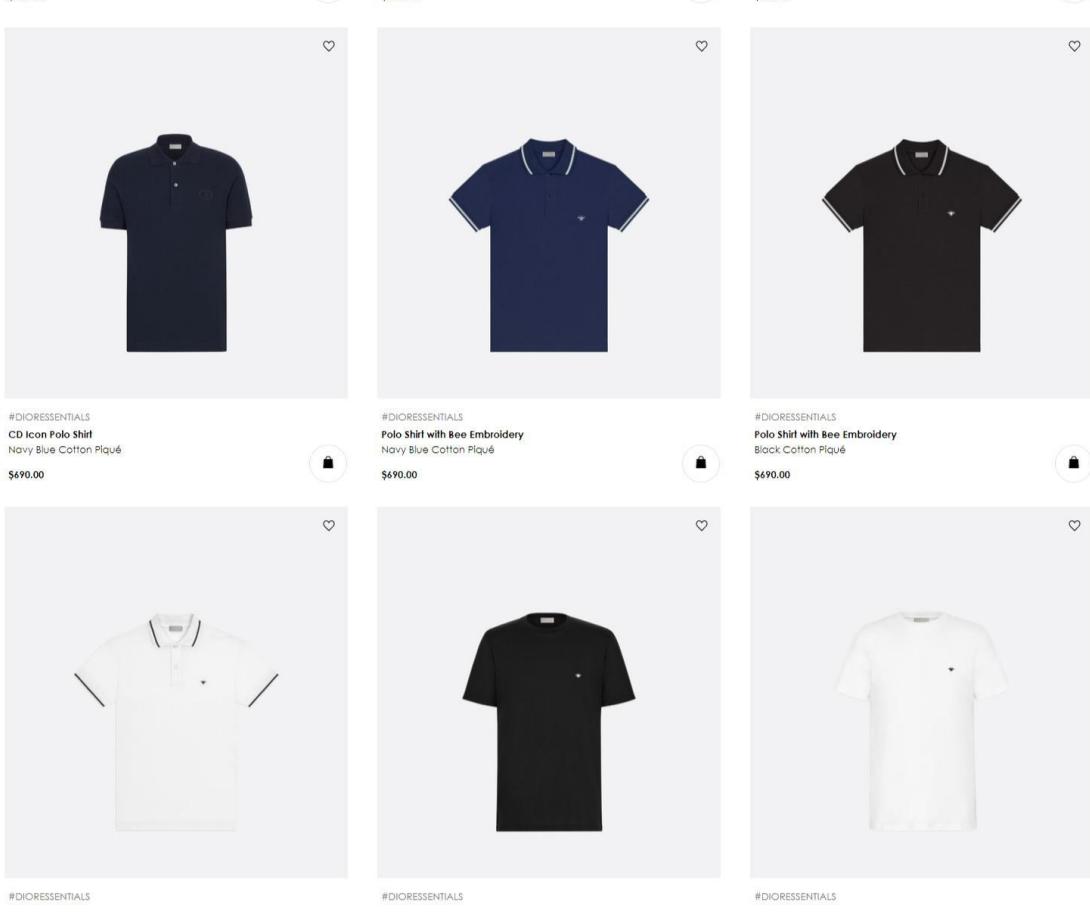
\$750.00



#DIORESENTIALS
'CD Icon' T-Shirt, Relaxed Fit
Black Cotton Jersey

\$750.00





Polo Shirt with Bee Embroidery

White Cotton Piqué

\$690.00

T-Shirt with Bee Embroidery

Black Cotton Jersey

\$650.00

T-Shirt with Bee Embroidery

White Cotton Jersey

\$650.00

Kim Jones uses his artistic genius to design Dior Men T-shirts and polo shirts that merge contemporary style with timeless elegance. Both are inspired by the House's iconic codes and men reimagined through a modern lens. Adding to the distinctive aesthetic of his collections, the Creative Director of Dior Men collaborates with a different artist every season for truly unique creations. Each and every Kim Jones collection of men's designer T-shirts and polo shirts celebrates the heritage of Christian Dior and subsequent Creative Directors by reinterpreting iconic motifs. One perennial mainstay and true favorite is the signature Dior Oblique motif, which Kim Jones continues to utilize in modern silhouettes without letting it lose its timeless appeal. He uses the motif as both a subtle accent or main focal point for numerous creations, and has also explored a variety of tonal iterations. The luxury men's T-shirts are offered in a multitude of cuts and styles. With long or short sleeves, they may feature a round neck, stand-up or V-neckline with a classically straight cut or oversized fit for a more relaxed look. The polo shirts have a sophisticated style and are completed with a collar, button placket, ribbed details, as well as an embroidered signature. Each piece is crafted in the Christian Dior ateliers fibers and flexible materials, such as wool and cotton, are used to ensure the comfort of pieces that are so key to a man's wardrobe. Kim Jones' refined take on these essentials makes them a polished addition to any outfit. Dior Men T-shirts and polo shirts are elevated enough to be worn with a suit for a play on contrasts that mixes the traditionally casual piece with a tailored look.

II

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Anew Ultimate Multi-
Regimen Cream



Anew Ultimate Regimen Set



Anew Platinum Eye & Lip



Anew Platinum Night Cream

Performance Night Cream

\$42.00
★ 4.8 - Reviews 928

(\$128 Value)

\$128.00
★ 4.8 - Reviews 434

Expected by Dec 08

Cream

\$42.00
★ 4.0 - Reviews 378

★ 4.6 - Reviews 874

\$42.00

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Isa Knox Anew Clinical
Collagen Booster Eye Lift Pro
Dual Eye System
★ 4.6 - Reviews 1899
\$40.00



Anew Platinum Regimen Set
(\$128 value)
★ 4.6 - Reviews 285
\$128.00
Expected by Aug 31



Anew Ultimate Multi-
Performance Eye System
★ 4.6 - Reviews 367
\$42.00



Anew Ultimate Multi-
Performance Day Cream SPF
25
★ 4.7 - Reviews 1667
\$42.00

[Add to Bag](#)[Add to Wait List](#)[Add to Bag](#)[Add to Bag](#)**Cleansers**

Isa Knox LXNEW Clean
Nourishing Cream Cleanser
★ 3.4 - Reviews 48
\$12.00



Farm Rx Super Greens
Cleansing Balm
★ 0.0 - Reviews 0
\$41.00
[SPECIAL OFFER >](#)



Physiogel Hypoallergenic
Daily Moisture Therapy
Dermo-Cleanser (5.1 fl. oz.)
★ 4.6 - Reviews 11
\$24.00



Isa Knox LXNEW Clean
Cleansing Brush
★ 4.4 - Reviews 110
\$47.00

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Isa Knox LXNEW Clean Balancing Gel Cleanser

* 4.6 - Reviews 17

\$12.00



Isa Knox LXNEW Clean Soothing Whipped Oil Cleanser

* 4.0 - Reviews 7

\$16.00



belif Aqua Bomb Jelly Cleanser

* 4.8 - Reviews 38

\$31.00



Mission Luxereve Foaming Wash Set

* 4.7 - Reviews 11

\$81.00

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Rice Water Bright Foaming Cleanser

* 4.8 - Reviews 358

\$13.00



Rice Water Bright Gentle Exfoliating Foaming Cleanser

* 4.8 - Reviews 40

\$15.99

Expected by Aug 31



Rice Water Bright Cleansing Facial Wipes

* 4.7 - Reviews 159

\$11.00



Isa Knox LXNEW Clean Cleansing Brush Refills

* 4.7 - Reviews 26

\$18.00

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Rice Water Bright Foaming Cleanser

* 4.8 - Reviews 358

\$13.00



Rice Water Bright Gentle Exfoliating Foaming Cleanser

* 4.8 - Reviews 40

\$15.99



Rice Water Bright Cleansing Facial Wipes

* 4.7 - Reviews 159

\$11.00



Isa Knox LXNEW Clean Cleansing Brush Refills

* 4.7 - Reviews 26

\$18.00

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Rice Water Bright Foaming Cleanser

* 4.8 - Reviews 358

\$13.00



Rice Water Bright Gentle Exfoliating Foaming Cleanser

* 4.8 - Reviews 40

\$15.99



Rice Water Bright Cleansing Facial Wipes

* 4.7 - Reviews 159

\$11.00



Isa Knox LXNEW Clean Cleansing Brush Refills

* 4.7 - Reviews 26

\$18.00

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Isa Knox LXNEW Clean 2-in-1
Exfoliating Cleansing Balm

★ 4.4 - Reviews 19

\$30.00

Jeju Aloe Fresh Soothing
Foam Cleanser

★ 4.8 - Reviews 17

\$11.99

Farm Rx Super Greens Gel
Cleanser Refill

★ 0.0 - Reviews 0

\$37.00

SPECIAL OFFER >

Farm Rx Super Greens Gel
Cleanser

★ 4.8 - Reviews 6

\$25.00

SPECIAL OFFER >

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Herb Day Foaming Cleanser:
Mungbean & Mugwort

★ 5.0 - Reviews 2

\$10.00

Herb Day Foaming Cleanser:
Aloe & Green Tea

★ 4.4 - Reviews 7

\$10.00

belif Problem Solution
Cleansing Foam

★ 0.0 - Reviews 0

\$30.00

Anew Hydra Fusion
Cleansing Micellar Water

★ 4.8 - Reviews 216

\$14.00

Expected by Sep 15

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Eye Care

Anew Vitamin C Brightening
Eye Cream

★ 4.4 - Reviews 127

\$34.00

Expected by Aug 31

Anew Platinum Eye & Lip
Cream

★ 4.0 - Reviews 378

\$42.00

Dr. Belmeur Advanced CICA
Eye Cream

★ 5.0 - Reviews 3

\$48.00

Anew Hydra Fusion De-
Puffing Eye Serum

★ 4.1 - Reviews 339

\$34.00

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Farm Rx Bakuchiol Eye Cream

★ 4.4 - Reviews 28

\$37.00

[SPECIAL OFFER >](#)

Isa Knox Anew LX Ultimate Rejuvenating Eye Serum

★ 4.5 - Reviews 52

\$50.00

Expected by Oct 13



Mission Luxereve Eye Cream Set

★ 1.0 - Reviews 1

\$188.00



Isa Knox Anew Clinical Collagen Booster Eye Lift Pro Dual Eye System

★ 4.6 - Reviews 1899

\$40.00

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Isa Knox LXNEW Platinum Sculpting Eye Cream

★ 4.0 - Reviews 7

\$50.00



Anew Ultimate Multi-Performance Eye System

★ 4.6 - Reviews 367

\$42.00



belif Moisturizing Eye Bomb

★ 4.8 - Reviews 23

\$53.00

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Lip Care





Isa Knox Anew LX Ultimate
Lip Balm
★ 1.0 - Reviews 1
\$25.00

Available in 2 shades

Select a Shade



Anew Platinum Eye & Lip
Cream
★ 4.0 - Reviews 378
\$42.00



Anew Vitamin C Overnight
Lip Mask
★ 4.5 - Reviews 15
\$34.00



Dr.Belmeur Daily Repair Cica
Moisture Lip Balm
★ 4.7 - Reviews 9
\$14.00

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Anew Vitamin C Smoothing
Lip Scrub
★ 4.6 - Reviews 8
\$34.00



Anew Vitamin C Antioxidant
Lip Treatment
★ 4.6 - Reviews 496
\$14.00

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Moisturizers



Jeju Aloe Fresh Ice



The Therapy Vegan Blending



Avon Solutions Anti-Aging



Anew Ultimate Multi-

Refreshing Soothing Gel

★ 5.0 - Reviews 18

\$11.00

Cream

★ 4.2 - Reviews 6

\$41.00

[SPECIAL OFFER >](#)

Cream

★ 4.4 - Reviews 77

\$13.00

Expected by Aug 31

Performance Night Cream

★ 4.8 - Reviews 928

\$42.00

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Avon Solutions Nurtura Replenishing Cream

★ 4.7 - Reviews 1740

\$10.00

Expected by Nov 24



Physiogel Hypoallergenic Daily Moisture Therapy Facial Cream (5.1 fl. oz.)

★ 4.7 - Reviews 7

\$42.00

[SPECIAL OFFER >](#)

Mission Luxereve Cream

★ 4.6 - Reviews 14

\$350.00



Anew Vitamin C Illuminating Priming Moisturizer

★ 4.4 - Reviews 111

\$34.00

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Anew Ultimate Supreme Advanced Performance Crème

★ 4.6 - Reviews 321

\$60.00



belif The True Cream Aqua Bomb Aloe

★ 0.0 - Reviews 0

\$42.00



Avon Solutions Banishing Cream Skin Discoloration Improver

★ 4.1 - Reviews 697

\$10.00

Expected by Oct 27



Mission Luxereve Essence Set

★ 4.6 - Reviews 8

\$106.00

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Physiogel Hypoallergenic Daily Moisture Therapy Intensive Cream for Face (3.3 fl. oz.)
★ 4.4 - Reviews 8
\$40.00

[SPECIAL OFFER >](#)



Anew Hydra Fusion Daily Beauty Defense SPF 50
★ 4.6 - Reviews 122
\$34.00



Physiogel Hypoallergenic Daily Moisture Therapy Facial Cream (2.5 fl. oz.)
★ 5.0 - Reviews 6
\$29.00



Isa Knox LXNEW Platinum Sculpting Night Cream
★ 4.5 - Reviews 13
\$50.00

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Physiogel Hypoallergenic Daily Moisture Therapy Facial Lotion (6.7 fl. oz.)
★ 4.4 - Reviews 5
\$32.00



Jeju Aloe Fresh Soothing Mist
★ 5.0 - Reviews 22
\$16.00



Physiogel Hypoallergenic Calming Relief A.I. Face Cream (3.3 fl. oz.)
★ 5.0 - Reviews 3
\$42.00



belif The True Cream Aqua Bomb
★ 4.9 - Reviews 120
\$42.00

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Anew Hydra Fusion Gel Cream

★ 4.8 - Reviews 455

\$34.00

Belif Aqua Bomb Mist

★ 0.0 - Reviews 0

\$38.00

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★ 4.7 - Reviews 1667

\$42.00

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★ 4.5 - Reviews 53

\$42.00

Avon Solutions Oil Balancing Cream

★ 4.9 - Reviews 17

\$13.00

Anew Platinum Day Cream Broad Spectrum SPF 25

★ 4.6 - Reviews 905

\$42.00

Expected by Aug 31

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belif The True Cream Moisturizing Bomb

★ 4.7 - Reviews 97

\$42.00

Anew Platinum Regimen Set (\$128 value)

★ 4.6 - Reviews 285

\$128.00

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Physiogel Hypoallergenic Calming Relief A.I. Face Lotion (6.7 fl. oz.)

★ 4.0 - Reviews 5

\$42.00

Avon Solutions Dramatic Firming Cream

★ 4.5 - Reviews 1050

\$10.00

Isa Knox LXNEW Platinum Sculpting Day Cream

★ 3.3 - Reviews 8

\$50.00

Isa Knox Anew Clinical Revitalize & Reveal Advanced Wrinkle Corrector

★ 4.6 - Reviews 707

\$40.00

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Anew Platinum Firm and Sculpt Cream for Neck and Chest
★ 4.6 - Reviews 280
\$42.00

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Anew Platinum Night Cream
★ 4.6 - Reviews 874
\$42.00



Anew Skinvincible Day Lotion SPF 50
★ 4.8 - Reviews 429
\$40.00



Anew Platinum Night 75ml
★ 0.0 - Reviews 0
\$52.00

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belif The True Cream Moisturizing Bomb Travel-Size
★ 4.5 - Reviews 25
\$24.00



Farm Rx Bakuchiol Cream
★ 4.7 - Reviews 6
\$44.00

SPECIAL OFFER >



belif The True Cream Aqua Bomb Mini
★ 4.4 - Reviews 20
\$24.00



Rice Water Bright Facial Massage Cream
★ 5.0 - Reviews 4
\$24.00

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Anew Hydra Fusion Nighttime



Farm Rx Super Greens



Isa Knox Anew LX Ultimate



Isa Knox I XNFW Platinum

Facial Treatment

* 4.8 - Reviews 162

\$34.00

Cooling Gel

* 4.8 - Reviews 17

\$37.00

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Rejuvenating Day Cream

* 4.7 - Reviews 60

\$50.00

Day Cream SPF 30

* 4.1 - Reviews 12

\$50.00

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Isa Knox LXNEW PLATINUM Sculpting Neck + Chest Cream
* 4.3 - Reviews 4
\$50.00



belif Problem Solution Moisturizer
* 0.0 - Reviews 0
\$47.50



belif Ab Cic Cream Stress Shooter
* 0.0 - Reviews 0
\$27.50



CNP Propolis Ampoule Mist
* 0.0 - Reviews 0
\$18.75

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Chia Seed Advanced Hydro Cream
* 5.0 - Reviews 1
\$26.00



CNP A-Clean All Control Moisturizer
* 0.0 - Reviews 0
\$48.75



Farm Rx Super Greens Multivitamin Moisture Cream
* 4.7 - Reviews 38
\$37.00
SPECIAL OFFER >



Anew Skinvincible Deep Recovery Cream
* 4.6 - Reviews 195
\$40.00
Expected by Aug 31

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Isa Knox Anew LX Ultimate
Rejuvenating Dual Night
Cream
★ 4.5 · Reviews 64
\$50.00



Avon Solutions Jumbo
Dramatic Firming Cream
★ 4.8 · Reviews 94
\$15.00

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★ 4.7 - Reviews 3
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★ 4.5 - Reviews 59
\$24.99

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★ 4.5 - Reviews 4
\$44.99

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★ 4.8 - Reviews 6
\$32.99

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★ 4.0 - Reviews 2
\$66.99

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Printed Cardigan

★ 3.5 - Reviews 4
\$44.99

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Printed Tunic Top

★ 3.0 - Reviews 3
\$44.99

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★ 4.8 - Reviews 17
\$37.99

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★ 4.0 - Reviews 1
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Grommet Detail Top

★ 5.0 - Reviews 1
\$39.99

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U.S. Trademark Application Serial No. 97120212

A USPTO examining attorney has reviewed your trademark application and issued an Office action. You must respond to this Office action in order to avoid your application abandoning. Follow the steps below.

- (1) [**Read the Office action**](#). This email is NOT the Office action.
- (2) **Respond to the Office action by the deadline** using the Trademark Electronic Application System (TEAS). Your response must be received by the USPTO on or before 11:59 p.m. **Eastern Time** of the last day of the response period. Otherwise, your application will be [abandoned](#). See the Office action itself regarding how to respond.
- (3) **Direct general questions** about using USPTO electronic forms, the USPTO [website](#), the application process, the status of your application, and whether there are outstanding deadlines to the [Trademark Assistance Center \(TAC\)](#).

After reading the Office action, address any question(s) regarding the specific content to the USPTO examining attorney identified in the Office action.

GENERAL GUIDANCE

- [**Check the status of your application periodically**](#) in the [Trademark Status & Document Retrieval \(TSDR\)](#) database to avoid missing critical deadlines.
- [**Update your correspondence email address**](#) to ensure you receive important USPTO notices about your application.
- [**Beware of trademark-related scams**](#). Protect yourself from people and companies that may try to take financial advantage of you. Private companies may call you and pretend to be the USPTO or may send you communications that resemble official USPTO documents to trick you. We will never request your credit card number or social security number over the phone. And all official USPTO correspondence will only be emailed from the domain “@uspto.gov.” Verify the correspondence originated from us by using your Serial Number in our database, [TSDR](#), to confirm that it appears under the “Documents” tab, or contact the [Trademark Assistance Center](#).

- **Hiring a U.S.-licensed attorney.** If you do not have an attorney and are not required to have one under the trademark rules, we encourage you to hire a U.S.-licensed attorney specializing in trademark law to help guide you through the registration process. The USPTO examining attorney is not your attorney and cannot give you legal advice, but rather works for and represents the USPTO in trademark matters.