

**To:** SAVE FACE BEAUTY([graceyamat@icloud.com](mailto:graceyamat@icloud.com))  
**Subject:** U.S. Trademark Application Serial No. 97120705 - SAVE FACE  
**Sent:** August 24, 2022 08:46:32 PM EDT  
**Sent As:** [tmng.notices@uspto.gov](mailto:tmng.notices@uspto.gov)

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### Attachments

[1ATTACHMENT1.JPG](#)  
4453514  
[1ATTACHMENT2.JPG](#)  
97008228  
[1ATTACHMENT3.JPG](#)  
[screencapture-www-rarebeauty-com-products-blot-glow-touch-up-kit-16613822461401](#)  
[screencapture-www-rarebeauty-com-products-always-an-optimist-4-in-1-mist-mini-16613823276651](#)  
[screencapture-www-sephora-com-product-sephora-collection-organic-cotton-swabs-P460703-16613826114981](#)  
[screencapture-www-sephora-com-product-triple-action-cleansing-water-cleanse-purify-P445724-16613826815931](#)  
[screencapture-www-sephora-com-product-sephora-collection-firming-day-moisturizer-with-peptides-P483090-16613827418031](#)  
[screencapture-www-almay-com-makeup-removers-face-makeup-remover-oil-free-makeup-eraser-sticks-16613828740211](#)  
[screencapture-www-almay-com-face-primer-almay-skin-perfecting-comfort-care-primer-16613829239391](#)

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

**U.S. Application Serial No.** 97120705

**Mark:** SAVE FACE

**Correspondence Address:**

SAVE FACE BEAUTY  
12932 MOORPARK ST APT 1  
STUDIO CITY CA 91604 UNITED STATES

**Applicant:** SAVE FACE BEAUTY

**Reference/Docket No.** N/A

**Correspondence Email Address:** [graceyamat@icloud.com](mailto:graceyamat@icloud.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 24, 2022

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

### **Summary of Issues that Applicant Must Address**

1. Trademark Act Section 2(d) Refusal - Likelihood of Confusion
2. ADVISORY - Application Not Entitled to Register – One Pending Application with Earlier Filing Date
3. Requirement to Clarify the Identification of Goods
4. Multiple Class Requirements – Section 1(a) Basis
5. Requirement to Clarify the Mark Description

### **Trademark Act Section 2(d) Refusal - Likelihood of Confusion**

Registration of the applied-for mark is refused because of a likelihood of confusion with the mark in U.S. Registration No. 4453514. Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.* Please see the enclosed registration at Attachment 1. Registrant's mark is SAVEFACE in standard characters for "Cosmetic creams for skin care; Cosmetic preparations against sunburn; Cosmetic preparations for protecting the skin from the sun's rays; Cosmetic preparations for skin care; Cosmetic sunscreen preparations; Skin conditioning creams for cosmetic purposes."

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 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 . *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 and differences in the marks.”); TMEP §1207.01.

### 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).

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 the present case, the proposed mark is SAVE FACE in stylized form and the registered mark is SAVE-FACE in standard characters. The marks are identical in sound and connotation and virtually identical in appearance because they consist of the same words in the same order. The hyphen between the words in the registered mark is a visually minor element that does not obviate the overall similarity of the parties' marks, which both connote the phrase "save face."

The stylization in the proposed mark does not obviate the similarity of the marks because the registered mark is in standard characters and could be displayed in a similar font and style. A mark in typed or standard characters may be displayed in any lettering style; the rights reside in the wording or other literal element and not in any particular display or rendition. See *In re Viterra Inc.*, 671 F.3d 1358, 1363, 101 USPQ2d 1905, 1909 (Fed. Cir. 2012); *In re Mighty Leaf Tea*, 601 F.3d 1342, 1348, 94 USPQ2d 1257, 1260 (Fed. Cir. 2010); 37 C.F.R. §2.52(a); TMEP §1207.01(c)(iii). Thus, a mark presented in stylized characters and/or with a design element generally will not avoid likelihood of confusion with a mark in typed or standard characters because the word portion could be presented in the same manner of display. See, e.g., *In re Viterra Inc.*, 671 F.3d at 1363, 101 USPQ2d at 1909; *Squirtco v. Tomy Corp.*, 697 F.2d 1038, 1041, 216 USPQ 937, 939 (Fed. Cir. 1983) (stating that “the argument concerning a difference in type style is not viable where one party asserts rights in no particular display”).

For these reasons, the parties' marks convey a highly similar overall commercial impression.

### Relatedness of the Goods

The goods 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); *Herbko 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).

Determining likelihood of confusion is based on the descriptions of the goods 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)).

Applicant's goods consist of "Beauty products. Touch-Up Kit and eye make-up remover swabs."

Registrant's goods consist of "Cosmetic creams for skin care; Cosmetic preparations against sunburn; Cosmetic preparations for protecting the skin from the sun's rays; Cosmetic preparations for skin care; Cosmetic sunscreen preparations; Skin conditioning creams for cosmetic purposes."

In this case, the application uses broad wording to describe "beauty products," which presumably encompasses all goods of the type described, including registrant's more narrowly identified goods comprising "Cosmetic creams for skin care; Cosmetic preparations against sunburn; Cosmetic preparations for protecting the skin from the sun's rays; Cosmetic preparations for skin care; Cosmetic sunscreen preparations; Skin conditioning creams for cosmetic purposes." *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 in part. *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 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.

However, the compared goods 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] 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).

Applicant's goods comprising a "touch up kit" and "eye makeup remover swabs" are closely related to goods in the cited registration, such as "Cosmetic preparations for skin care," because these types of goods are personal care products that commonly originate from a single source under the same mark. Attachment 3, consisting of screenshots from the websites of Rare Beauty, Sephora and Almay, establishes that the same entity commonly produces the relevant goods and markets the goods under the same mark, and that the relevant goods are sold through the same trade channels and used by the same

classes of consumers in the same fields of use. 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).

### Summary

Because applicant's mark is nearly identical to the registered mark, and because applicant's goods are legally identical and/or closely related to goods in the cited registration, there is a likelihood of confusion as to the source of the goods.

The overriding concern is not only to prevent buyer confusion as to the source of the goods and/or services, but to protect the registrant from adverse commercial impact due to use of a similar mark by a newcomer. *See In re Shell Oil Co.*, 992 F.2d 1204, 1208, 26 USPQ2d 1687, 1690 (Fed. Cir. 1993). Therefore, any doubt regarding a likelihood of confusion determination is resolved in favor of the registrant. TMEP §1207.01(d)(i); *see Hewlett-Packard Co. v. Packard Press, Inc.*, 281 F.3d 1261, 1265, 62 USPQ2d 1001, 1003 (Fed. Cir. 2002); *In re Hyper Shoppes (Ohio), Inc.*, 837 F.2d 463, 464-65, 6 USPQ2d 1025, 1026 (Fed. Cir. 1988).

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

### **ADVISORY - Application Not Entitled to Register – One Pending Application with Earlier Filing Date**

The filing date of pending U.S. Application Serial No. 97008228 precedes applicant's filing date. Please see the referenced application at Attachment 2. If the mark in the referenced application registers, applicant's mark may be refused registration under Trademark Act Section 2(d) because of a likelihood of confusion between the two marks. *See 15 U.S.C. §1052(d); 37 C.F.R. §2.83; TMEP §§1208 et seq.* Therefore, upon receipt of applicant's response to this Office action, action on this application may be suspended pending final disposition of the earlier-filed referenced application.

In response to this Office action, applicant may present arguments in support of registration by addressing the issue of the potential conflict between applicant's mark and the mark in the referenced application. Applicant's election not to submit arguments at this time in no way limits applicant's right to address this issue later if a refusal under Section 2(d) issues.

### *Ownership of Prior-Filed Application*

It is noted that the applicant is SAVE FACE BEAUTY, a limited liability company of California, while the owner of the prior-filed application is Save Face Beauty LLC, a limited liability company of Florida. The parties have the same physical address, and thus it appears that there may be a relationship between the parties.

If the mark in the potentially conflicting prior-filed application has been assigned to applicant, applicant may provide evidence of ownership of the mark to avoid a possible refusal under Trademark Act Section 2(d) based on a likelihood of confusion. *See 15 U.S.C. §1052(d); TMEP §812.01.*

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 Application Serial No. 97008228."** 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, check the box for "Miscellaneous Statement" and write in the free form text field for the "Miscellaneous Statement" that "Applicant is the owner of Application Serial No(s). 97008228," inserting the relevant application serial number(s); 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).

### **Requirement to Clarify the Identification of Goods**

The wording "beauty products" in the identification of goods must be clarified because it is indefinite, too broad and could include goods in more than one international class. *See* 37 C.F.R. §2.32(a)(6); TMEP §§1402.01, 1402.03. For example, this wording could encompass "cosmetic skin care preparations" in International Class 3, "tweezers" in International Class 8, and "cosmetic spatulas" in International Class 21. Therefore, applicant must specify the particular types of the goods using the common commercial or generic names for the goods, and classify the goods in the proper international class(es).

The identification for "kits" in International Class 3 is indefinite and must be clarified. *See* 37 C.F.R. §2.32(a)(6); TMEP §§1401.05(a), 1402.01, 1402.03. Kits generally consist of a group of component goods that (1) share a common theme, or (2) are used to make a particular product. *See* TMEP §1401.05(a). Applicant must amend the identification to list the components of the kits, using the guidelines below. *See id.*

*For kits consisting of a group of components that share a common theme*, the identification should specify the theme followed by the wording "comprising" or "comprised of" and a list of the components that make up the kit, with all of the components in the predominant class listed first. *See id.* Generally, a kit is classified in the same international class as the majority of the components in the kit. *See id.* For example, "nail care kits comprised of nail polish, nail polish remover, false nails, nail files, and printed instruction manuals" are in International Class 3, the class of the kits' primary

components which are listed first in the kits' components (with "nail files" in International Class 8, and "printed instruction manuals" in International Class 16 listed after the International Class 3 components).

*If there are no components that are more dominant than another in a shared-theme kit*, the first component listed after the wording "comprising" or "comprised of" will determine the class of the kit. *See id.* For example, "tool kits comprising hand saws and power-driven saws" are in International Class 8 (the class for "hand saws"), and "tool kits comprising power-driven saws and hand saws" are in International Class 7 (the class for "power-driven saws").

Kit components must include only goods, not services. TMEP §1401.05(a). For example, if computer software is listed as a component of a kit, the identification must indicate that the computer software is recorded or downloadable in International Class 9 and does not include the services of providing temporary use of online non-downloadable software in International Class 41 or 42. *See id.* An identification for a kit including software also must specify the function and any field of use of the software. *See id.*

Open-ended wording, such as "kits comprised of one or more of the following," is unacceptable and should not be included in the identification. *Id.* Identifications must be clear and specific to enable proper classification of the goods and to facilitate determination of likelihood of confusion under 15 U.S.C. §1052(d). *See* TMEP §1402.03(a).

For examples of other acceptable identifications for kits (e.g., sewing kits, face painting kits), please see the USPTO's *U.S. Acceptable Identification of Goods and Services Manual*.

The wording "eye makeup remover swabs" in the identification of goods is indefinite and must be rewritten to clarify the nature of the goods. *See* 37 C.F.R. §2.32(a)(6); TMEP §1402.01.

#### *Scope Advisory*

Applicant's goods and/or services may be clarified or limited, but may not be expanded beyond those originally itemized in the application or as acceptably amended. *See* 37 C.F.R. §2.71(a); TMEP §1402.06. Applicant may clarify or limit the identification by inserting qualifying language or deleting items to result in a more specific identification; however, applicant may not substitute different goods and/or services or add goods and/or services not found or encompassed by those in the original application or as acceptably amended. *See* TMEP §1402.06(a)-(b). The scope of the goods and/or services sets the outer limit for any changes to the identification and is generally determined by the ordinary meaning of the wording in the identification. TMEP §§1402.06(b), 1402.07(a)-(b). Any acceptable changes to the goods and/or services will further limit scope, and once goods and/or services are deleted, they are not permitted to be reinserted. TMEP §1402.07(e).

#### *Suggested Amendments*

Applicant should note that any wording in **bold** or in ***bold italics*** below offers guidance and/or shows the changes being proposed for the identification of goods and/or services. If there is wording in applicant's version of the identification of goods and/or services that should be removed, it will be shown in bold with a line through it such as this: **~~strikethrough~~**. Applicant should enter its amendments in standard font. If applicant wishes to accept the suggested deletions, applicant must manually delete the struck through wording in any USPTO response form. Copying and pasting the

language below will not result in deletion of the struck through wording, which will remain within the identification.

Applicant may adopt the following identification of goods if accurate:

International Class 3: Beauty products, namely, {specify types in Class 3 using generic names, e.g., *cosmetic preparations*}; touch-up kits comprised of {specify components, listing primary Class 3 components first, e.g., *eye makeup remover, cotton swabs for cosmetic use and cosmetic facial blotting papers*}; cotton swabs impregnated with eye makeup ~~remover swabs~~ removing preparations

International Class 8: Beauty products, namely, {specify types in Class 8 using generic names, e.g., *tweezers*}

International Class 21: Beauty products, namely, {specify types in Class 21 using generic names, e.g., *cosmetic spatulas*}

For assistance with identifying and classifying goods in trademark applications, please see the USPTO's online searchable *U.S. Acceptable Identification of Goods and Services Manual*. See TMEP §1402.04.

### **Multiple Class Requirements – Section 1(a) Basis**

Applicant must clarify the number of classes for which registration is sought.

The application references goods based on use in commerce in more than one international class; therefore, applicant must satisfy all the requirements below for each international class:

(1) **List the goods by their international class number** in consecutive numerical order, starting with the lowest numbered class.

(2) **Submit a filing fee for each international class** not covered by the fee already paid (view the [USPTO's current fee schedule](#)). Specifically, the application identifies goods based on use in commerce that are classified in at least three classes; however, applicant submitted a fee sufficient for only one class. Applicant must either (a) submit the filing fees for the classes not covered by the submitted fees or (b) restrict the application to the number of classes covered by the fees already paid.

(3) **Submit verified dates of first use of the mark** anywhere and in commerce **for each international class**. [See more information about verified dates of use.](#)

(4) **Submit a specimen for each international class.** The current specimen is acceptable for International Class 3 only; and applicant needs a specimen for any additional classes. [See more information about specimens.](#)

**Examples of specimens.** Specimens for goods include a photograph of (1) the actual goods bearing the mark; (2) an actual container, packaging, tag or label for the goods bearing the mark; or (3) a point-of-sale display showing the mark directly associated with

the goods. *See* 37 C.F.R. §2.56(b)(1), (c); TMEP §§904.03(a)-(m). A webpage specimen submitted as a display associated with the goods must show the mark in association with a picture or textual description of the goods and include information necessary for ordering the goods. TMEP §904.03(i); *see* 37 C.F.R. §2.56(b)(1), (c).

Any webpage printout or screenshot submitted as a specimen must include the webpage's URL and the date it was accessed or printed on the specimen itself, within the TEAS form that submits the specimen, or in a verified statement under 37 C.F.R. §2.20 or 28 U.S.C. §1746 in a later-filed response. *See* 37 C.F.R. §2.56(c); TMEP §§904.03(i), 1301.04(a).

(5) **Submit a verified statement** that “**The specimen was in use in commerce on or in connection with the goods and/or services listed in the application at least as early as the filing date of the application.**” [See more information about verification.](#)

*See* 37 C.F.R. §2.86(a); TMEP §§1403.01, 1403.02(c).

For an overview of the requirements for a Section 1(a) multiple-class application and how to satisfy the requirements online using the Trademark Electronic Application System (TEAS) form, see the [Multiple-class Application webpage](#).

### **Requirement to Clarify the Mark Description**

Applicant must submit an amended description of the mark because the current one is not clearly written. 37 C.F.R. §2.37; *see* TMEP §§808.01, 808.02. Descriptions must be accurate and clearly identify all the literal and design elements in the mark. *See* 37 C.F.R. §2.37; TMEP §§808 *et seq.*

The following description is suggested, if accurate: **The mark consists of the stylized wording "SAVE FACE" where the letter "E" in each word consists of three horizontal lines and where the letter "A" in each word has a diagonal cross member.**

### **Response Information**

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

If applicant has any questions about this Office action, please contact the undersigned examining attorney.

/Linda Lavache/  
Trademark Examining Attorney  
Law Office 106  
(571) 272-7187  
[linda.lavache@uspto.gov](mailto:linda.lavache@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.

# Attachment 1

**(4) STANDARD CHARACTER MARK**

**SAVE-FACE**

**Mark Punctuated**

SAVE-FACE

**Translation**

**Goods/Services**

- IC 003. US 001 004 006 050 051 052.G & S: Cosmetic creams for skin care; Cosmetic preparations against sunburn; Cosmetic preparations for protecting the skin from the sun's rays; Cosmetic preparations for skin care; Cosmetic sunscreen preparations; Skin conditioning creams for cosmetic purposes. FIRST USE: 19961007. FIRST USE IN COMMERCE: 19961007

**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

**Design Code**

**Serial Number**

85768695

**Filing Date**

20121101

**Current Filing Basis**

1A

**Original Filing Basis**

1A

**Publication for Opposition Date**

20131008

**Registration Number**

4453514

**Date Registered**

20131224

**Owner**

(REGISTRANT) Sun-Pro of California, Inc. CORPORATION CALIFORNIA 2548 Fletcher Parkway El Cajon CALIFORNIA 92020

**Priority Date**

**Disclaimer Statement**

**Description of Mark**

**Type of Mark**

TRADEMARK

**Register**  
PRINCIPAL

**Live Dead Indicator**  
LIVE

**Attorney of Record**

# Attachment 2

**(4) STANDARD CHARACTER MARK**

SAVE FACE BEAUTY

**Mark Punctuated**

SAVE FACE BEAUTY

**Translation**

**Goods/Services**

- IC 003. US 001 004 006 050 051 052.G & S: Beauty products. Touch-Up Kit and eye make-up remover swabs. FIRST USE: 20210526. FIRST USE IN COMMERCE: 20210526

**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

**Design Code**

**Serial Number**

97008228

**Filing Date**

20210902

**Current Filing Basis**

1A

**Original Filing Basis**

1A

**Publication for Opposition Date**

**Registration Number**

**Date Registered**

**Owner**

(APPLICANT) Save Face Beauty LLC LIMITED LIABILITY COMPANY FLORIDA 12932 MOORPARK ST APT 1 STUDIO CITY CALIFORNIA 91604

**Priority Date**

**Disclaimer Statement**

**Description of Mark**

**Type of Mark**

TRADEMARK

**Register**

PRINCIPAL

**Live Dead Indicator**

LIVE

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# Attachment 3

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## Blot & Glow Touch-Up Kit

A refillable 2-in-1 compact that teams up your touch-up essentials—blotting papers and a radiant powder-filled puff—for freshening up on the go.

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FREE STAY VULNERABLE LIP BALM DLX SAMPLE W/ \$35+ ORDER. CODE: [STAYGLOSSY](#) [READ MORE](#) 





Cruelty Free      Vegan      Paraben Free  
Talc Free      Dermatologist Tested      Suitable for Sensitive Skin

## Details

Cut shine—not glow—with these refillable mess-free, stress-free essentials.

Smooth, absorbent blotting sheets (100 ct) gently lift away excess oil from skin while keeping makeup in place.

Universal pre-filled powder puff contains a radiant, talc-free powder. Dab it on for extra shine control with a soft blurring effect that never looks flat—and won't flash back.



### How to Use

Touching up has never been this easy. Gently press an individual sheet of blotting paper over shiny areas of the

What's in it?

Mica, Synthetic Fluorphlogopite, Silica,  
Squalane, Lauroyl Lysine...

[M O R E](#)

face to absorb excess oil...

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WHY SELENA LOVES IT

“I had to make this for myself  
and my friends. It's *perfect* for  
touching up!”

SELENA GOMEZ

This is *Your*



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### Reviews & Answers

4.5

★★★★★

WRITE A REVIEW

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★★★★★ LOVE THIS PRODUCT, MY SKIN  
Sulin L. verified buyer 09/17/20  
**Skin Type:** Combination **Shade Group:** Light **Age Range:** 18-24  
LOVE this product. My skin is mostly dry but can get very greasy and oily in my forehead and chin area when I wear makeup and this product is so amazing. Everything you need in one beautiful compact. I love it!

★★★★★ THE POWDER PUFF!!!  
Lauren N. verified buyer 08/24/22  
**Skin Type:** Oily **Shade Group:** Light **Age Range:** 18-24  
The powder puff is everything! After I reapply sunscreen I wait for it to set and use the puff. It's amazing!!! The compact is great too.

★★★★★ SELENA IS A GENIUS!  
Christina F. verified buyer 08/24/22  
**Skin Type:** Combination **Shade Group:** Light Medium **Age Range:** 45-54  
I never seen anything like this. Selena is a genius! It's so small and perfect and I keep it in my purse. It's great for when you need a touch up.

★★★★★ PERFECT FOR ON THE GO  
Elizabeth N. verified buyer 08/22/22  
**Skin Type:** Combination **Shade Group:** Light Medium **Age Range:** 18-24  
so sleek, convenient, and easy to refill!! I

0 0



59 7

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## Always An Optimist 4-In-1 Mist Mini

An ultra-fine, glow-boosting mist in a portable mini size so you can hydrate, prime, set, and refresh skin wherever you go.

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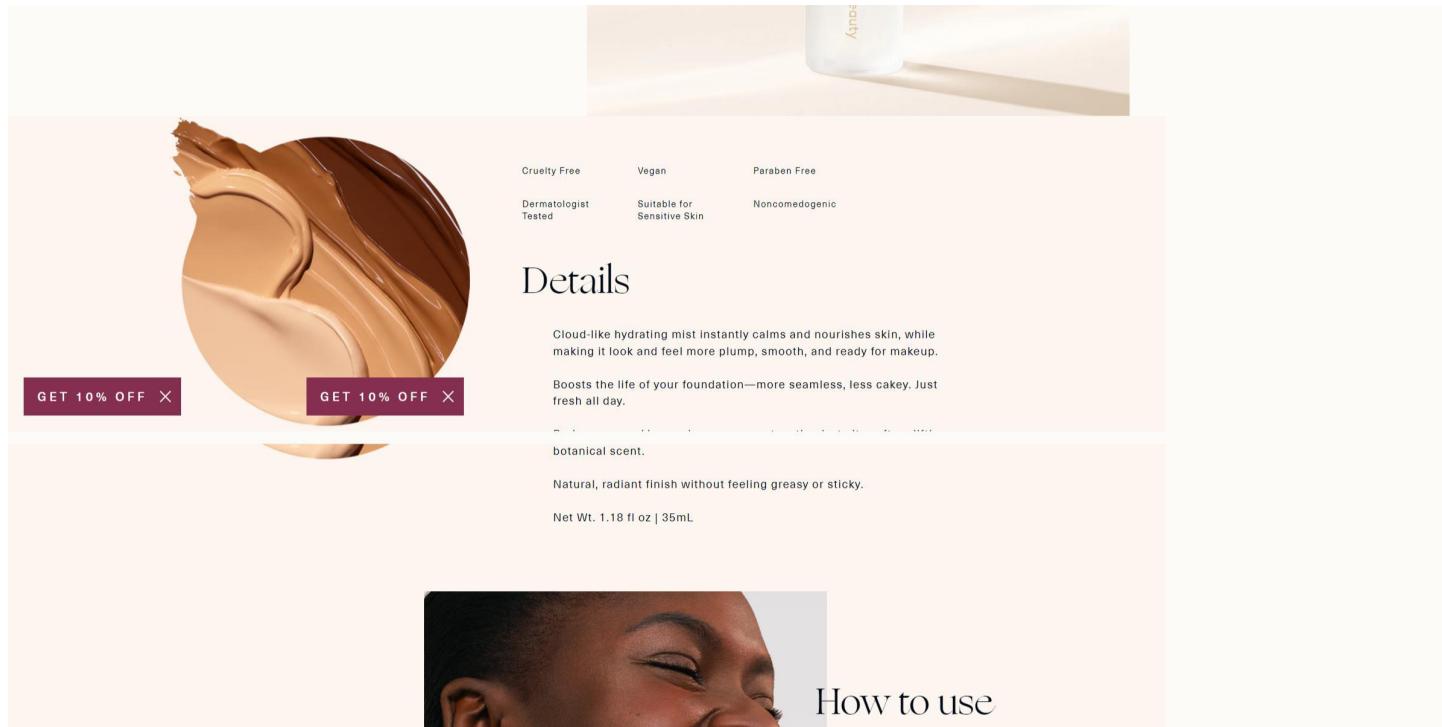
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## What's in it?

Unique bi-phase mist features one layer of water-based actives, and one layer of nourishing oils that stay separated until you shake them.

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Shake well to fully mix. With eyes closed, spritz 2-4 times at least 10 inches away from your face. This one's a true multitasker!...

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### WHY SELENA LOVES IT

“I love to keep my skin **hydrated**, so I always keep this on me. It's so versatile!”

SELENA GOMEZ

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## REVIEWS & Answers

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5.0



WRITE A REVIEW

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2 results

★★★★★

MIST

Giovanna G. verified buyer  
08/23/22

Skin Type: Combination  
Shade Group: Medium  
Age Range: 18-24

It is one of the best things I've ever used! Everyone  
should buy it

0 0

★★★★★

CUTE!

Destiny T. verified buyer  
08/19/22

Skin Type: Combination  
Shade Group: Light  
Age Range: 18-24

I love this spray and this mini is just adorable!

0 0

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### SEPHORA COLLECTION

Organic Cotton Swabs

★ ★ ★ ★ ★ 83 | Ask a question | ♥ 17.7K

\$3.00 get it for \$2.85 (5% Off) with Auto-Replenish

or 4 payments of \$0.75 with Klarna or afterpay

Clean + Planet Positive Beauty

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Size: 200 Swabs

Standard size

200 Swabs

Shipping & Returns

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## Highlights



Vegan >



Clean + Planet Positive >

## About the Product

Item 2300218  
**ONLY AT SEPHORA**

**What it is:** An ultra-soft cotton swab that's the ideal tool for beauty and cleansing regimens.

**Skin Type:** Normal, Dry, Combination, and Oily

**What Else You Need to Know:** Made with 100 percent cotton fibers, these cotton swabs (made in France) are plastic-free. They are also vegan, come in eco-packaging, and the cardboard and swab sticks are made with materials from sustainably managed forests. They help perfect makeup application and removal and ear cleansing without damaging the skin.

[Show more](#)

## Ingredients



## How to Use



## Compare Similar Products

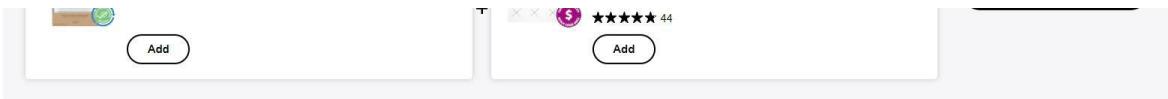


					
SEPHORA COLLECTION Organic Cotton Swabs	SEPHORA COLLECTION Organic Cotton Pads	Lancôme Bi-Facil Double-Action Eye Makeup Remover	CLINIQUE Take The Day Off Makeup Remover For ...	SEPHORA COLLECTION Triple Action Cleansing Water - Cleanse + Purify	SEPHORA COLLECTION Waterproof Eye Makeup Remover
<a href="#">See Details</a>	<a href="#">See Details</a>				
Price <b>\$3.00</b>	<b>\$4.50</b>	<b>\$32.00</b>	<b>\$23.00</b>	<b>\$12.00</b>	<b>\$11.00</b>
Fill Size 200 Swabs	50 Pads	4.2 oz/ 125 mL	4.2 oz/ 125 mL	6.76 fl oz/ 200 mL	4.2 oz / 125 mL
Rating <b>★★★★★ 83</b>	<b>★★★★★ 233</b>	<b>★★★★★ 3.8K</b>	<b>★★★★★ 3.2K</b>	<b>★★★★★ 119</b>	<b>★★★★★ 3.9K</b>
Ingredient Highlights Vegan, Clean + Planet Positive	Vegan, Clean Plus Planet Positive			Vegan, Good for: Pores, Clean Plus Planet Positive, Good for: Acne/Blemishes, Best for Dry, Combo, Normal Skin	

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MAKE UP FOR EVER Artist Color Refillable Makeup Palette <b>\$4.00</b> <b>★★★★★ 256</b>	The Ordinary Niacinamide 10% + Zinc 1% Oil Control Serum <b>\$6.50</b> <b>★★★★★ 5.4K</b>	The Ordinary Glycolic Acid 7% Exfoliating Toning Solution <b>\$10.00</b> <b>★★★★★ 2.7K</b>	The Ordinary Hyaluronic Acid 2% + B5 Hydrating Serum <b>\$7.50</b> <b>★★★★★ 3.4K</b>	Shiseido Facial Cotton <b>\$12.00</b>  <b>★★★★★ 2.8K</b>	The Ordinary AHA 30% + BHA 2% Exfoliating Peeling ... <b>\$8.00</b> <b>★★★★★ 3.1K</b>





## Questions & Answers (3)

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### Most Recent Questions

Q: Are the cotton swabs biodegradable/eco friendly? How do you dispose them?

Asked 14 Apr 2022 by MaddieMon

A: Yes and garbage

Answered 25 Apr 2022 by kelsaay

Helpful? △ (0) | ▽ (1)

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Skin Type ▾

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★★★★★

3 d ago

✓ Recommended

Perfect as intended

Just loves these! Tips don't fall apart or leave little fuzzies behind like other brands!

Helpful? △ (0) | ▽ (0)



BrittxBinx

Brown eyes, Brunette hair,  
Light skin tone, Oily skin

Sephora Employee

★★★★★

6 d ago

✓ Recommended

LOVE LOVE LOVE THESE !! I definitely recommend these !

Helpful? △ (0) | ▽ (0)



heidiannn

Blue eyes, Black hair, Fair skin  
tone, Combination skin

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**SEPHORA COLLECTION**  
Triple Action Cleansing Water - Cleanse + Purify

★ ★ ★ ★ 119 | Ask a question | ❤ 12.8K

**\$12.00** get it for **\$11.40 (5% Off)** with Auto-Replenish

or 4 payments of \$3.00 with **Klarna** or **afterpay** ⓘ

Clean + Planet Positive Beauty

LEARN MORE



Size: 6.76 fl oz/ 200 mL

Standard size

6.76 fl oz/ 200 mL

Mini size

1.69 fl oz/ 50 mL

Value size

13.5 oz/ 400 mL

Shipping & Returns



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## Highlights



Vegan >



Good for: Pores



Clean + Planet Positive >



Good for: Acne/Blemishes



Best for Dry, Combo, Normal Skin

## About the Product

Item 2163517  
**ONLY AT SEPHORA**

**What it is:** A cleansing water, formulated with zinc and aloe vera, that efficiently removes makeup from the face and eyes while purifying the skin.

**Skin Type:** Normal, Dry, Combination, and Oily

**Skincare Concerns:** Blemishes, pores, oiliness

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## Ingredients



## How to Use

+

## Compare Similar Products

					
<b>SEPHORA COLLECTION</b> Triple Action Cleansing Water - Cleanse + Purify	<b>SEPHORA COLLECTION</b> Waterproof Eye Makeup Remover	<b>beautyblender</b> Blendercleanser® Liquid Charcoal Unscented ...	<b>SEPHORA COLLECTION</b> Organic Cotton Pads	<b>SEPHORA COLLECTION</b> Organic Cotton Swabs	<b>Lancôme</b> Bi-Facil Double-Action Eye Makeup Remover
<a href="#">See Details</a>	<a href="#">See Details</a>	<a href="#">See Details</a>	<a href="#">See Details</a>	<a href="#">See Details</a>	<a href="#">See Details</a>
<b>Price</b>	\$12.00	\$11.00	\$13.00	\$4.50	\$3.00
<b>Fill Size</b>	6.76 fl oz/ 200 mL	4.2 oz / 125 mL	3 oz/ 88 mL	50 Pads	200 Swabs
<b>Rating</b>	★★★★☆ 119	★★★★☆ 3.9K	★★★★☆ 12	★★★★☆ 233	★★★★★ 83
<b>Ingredient Highlights</b>	Vegan, Good for: Pores, Clean + Planet Positive, Good for: Acne/Blemishes, Best for Dry, Combo, Normal Skin		Vegan, Without Sulfates SLS & SLES, Without Parabens, Without Phthalates	Vegan, Clean Plus Planet Positive	Vegan, Clean Plus Planet Positive

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\$20.00	\$18.00	\$13.00	\$3.50	\$12.00	\$12.00
★★★★☆ 929	★★★★☆ 442	★★★★☆ 6.7K	★★★★☆ 286	★★★★☆ 324	★★★★☆ 379

## Frequently Bought Together



**SEPHORA COLLECT...** \$12.00  
Triple Action  
Cleansing Water - ...  
6.76 fl oz/ 200 mL



**SEPHORA COLLECT...** \$18.00  
All Day Hyaluronic  
Acid Hydrator ...  
1.69 oz/ 50 mL



**SEPHORA COLLECT...** \$18.00  
Nourishing  
Moisturizer with ...  
1.69 oz/ 50 mL

Total Price: \$48.00

## Questions & Answers (15)

Ask a question



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### Most Recent Questions

Q: Can you use this instead of a cleanser? I occasionally have severe back pain and can't bend over the sink to wash my face.

Asked 9 Jun 2022 by tehm

A: Hi! While this helps to breakdown makeup/dirt/debris, you will still need to use a cleanser to thoroughly cleanse the skin.

[Answered 46 days ago by Sephora Customer Support](#)

Images from reviews





Sort ▾ Your Beauty Matches ⓘ Rating ▾ Verified Purchases Skin Type ▾ Skin Concerns ▾ Age Range ▾ Content ▾

Viewing 1-6 of 117 reviews

★★★★★

27 d ago

✓ Recommended

This is the best micellar water and something I will never be without. Leaves your skin feeling sooo clean.

Helpful? △ (0) | ▽ (0)



MikHansen

Blue eyes, Blonde hair, Light skin tone, Normal skin

★★☆☆☆

Verified Purchase

22 Jul 2022

Purchased this because Sephora no longer is carrying Miracle Water. It doesn't come close to working as well.

Helpful? △ (1) | ▽ (1)



Corleone1

Blue eyes, Blonde hair, Fair skin tone, Normal skin

## About the Brand

+

**Related Content:** top eye makeup removers, makeup removers for oily skin, wipes for skin, oil-free makeup removers, makeup removers for dry skin, eye makeup removers for sensitive eyes, best micellar water for dry skin, acne cleansing brush, refreshing face wipes, water based facial cleanser

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**SEPHORA COLLECTION**  
Firming Day Moisturizer with Peptides

★ ★ ★ ★ ★ 9 | Ask a question | ❤ 1.1K

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Size: 1.69 oz/ 50 mL

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## Highlights



Best for Dry, Combo, Normal Skin



Good for: Loss of firmness



Fragrance Free



Vegan >



Clean + Planet Positive >

## About the Product

Item 2452068  
ONLY AT SEPHORA

**What it is:** A day cream with peptides from natural origin for nourished, visibly firmed, and younger-looking skin.

**Skin Type:** Normal, Dry, Combination, and Oily

**Skincare Concerns:** Fine Lines and Wrinkles, Dryness, and Loss of Firmness and Elasticity

**Formulation:** Cream

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## Ingredients



## How to Use



## Compare Similar Products



						
	<b>SEPHORA COLLECTION</b> Firming Day Moisturizer with Peptides	<b>SEPHORA COLLECTION</b> Nourishing Moisturizer with Prebiotics	<b>SEPHORA COLLECTION</b> All Day Hyaluronic Acid Hydrator Moisturizer	<b>SEPHORA COLLECTION</b> Illuminating Hydrator - Radiance + Smoothing	<b>fresh</b> Mini Rose & Hyaluronic Acid Deep Hydration ...	<b>Summer Fridays</b> Mini Cloud Dew Oil-Free Gel Cream
<b>Price</b>	\$18.00	\$18.00	\$18.00	\$17.00	\$17.00	\$17.00
<b>Fill Size</b>	1.69 oz/ 50 mL	1.69 oz/ 50 mL	1.69 oz/ 50 mL	50 mL/ 1.69 oz	0.5 oz/ 15 mL	0.5 oz/ 15 mL
<b>Rating</b>	★★★★☆ 9	★★★★★ 408	★★★★★ 379	★★★★☆ 43	★★★★☆ 47	★★★★★ 491
<b>Ingredient Highlights</b>	Best for Dry, Combo, Normal Skin, Good for: Loss of firmness, Fragrance Free, Vegan, Clean + Planet Positive	Best for Dry, Combo, Normal Skin, Good for: Dryness, Vegan, Fragrance Free, Clean Plus Planet Positive	Best for Dry, Combo, Normal Skin, Good for: Dryness, Hyaluronic Acid, Fragrance Free, Vegan, Clean Plus Planet Positive	Vegan, Clean Plus Planet Positive	Good for: Dullness/Uneven Texture, Hyaluronic Acid, Clean at Sephora, Good for: Dryness, Without Parabens, Best for Dry, Combo, Normal Skin	Good for: Dryness, Plumping, Hydrating, Clean at Sephora, Best for Normal Skin

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<b>SEPHORA COLLECTION</b> Firming Night Cream with Peptides <b>\$18.00</b> ★★★★☆ 28	<b>SEPHORA COLLECTION</b> Brightening Eye Cream with Caffeine and ... <b>\$18.00</b> ★★★★☆ 442	<b>SEPHORA COLLECTION</b> Ultra Glow Serum: Glow + Strengthen Vitamin C ... <b>\$20.00</b> ★★★★☆ 929	<b>SEPHORA COLLECTION</b> Clean Skin Gel Cleanser with Prebiotics <b>\$12.00</b> ★★★★★ 379	<b>SEPHORA COLLECTION</b> Ultra Glow Toner with Vitamins C + E <b>\$12.00</b> ★★★★★ 91	<b>SEPHORA COLLECTION</b> Smoothing Cleanser <b>\$12.00</b> ★★★★★ 138

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1.69 oz/ 50 mL

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NEW SEPHORA COLLECT... Hydrating Leave In Conditioner \$12.00  
4.73 oz / 140 mL

★★★★★: 5 Add

NEW SEPHORA COLLECT... Strengthening Shampoo with Biotin \$12.00  
10.14 oz / 300 mL

★★★★☆: 2 Add

Total Price: \$42.00

Add All to Basket

Asked 28 Apr 2022 by rainycottageaday

A: It's still there, this one is just fragrance free.

Answered 5 May 2022 by NicoCleo

Helpful? △ (1) | ▽ (2)

[Answer this question](#)

## Ratings & Reviews (9)

[Write a review](#)

### Summary



3.3 ★

9 Reviews

Product reviews are managed by a third party to verify authenticity and compliance with our [Ratings & Reviews Guidelines](#)

Images from reviews



## About the Brand

+

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MAKEUP REMOVERS / FACE MAKEUP REMOVERS

# Oil Free Makeup Eraser Sticks

- DERMATOLOGIST TESTED
- FRAGRANCE FREE
- HYPOALLERGENIC



★★★★★ (21)

The simple fix for makeup mess-ups

Buy Now - \$5.49



**Description**

**Details**

**How To Use It**

Thanks to our clever makeup remover sticks, smudges and redos are no biggie—no matter where you are.

## Reviews

### Reviews

★★★★★ 4.2 | 21 Reviews

2 out of 2 (100%) reviewers recommend this product

Search topics and reviews

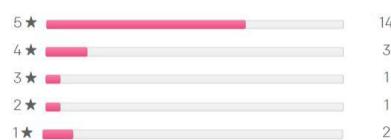


Reviews

WRITE A REVIEW

**Rating Snapshot**

Select a row below to filter reviews.

**Average Customer Ratings**

Overall 4.2

**1-8 of 21 Reviews****Sort by: Most Relevant** ▾**Marilyn**

Cape Cod

Review 1

Votes 13

Age 55 to 64

Skin Tone Fair

Eye Color Blue

Beauty Expertise Average

Would you purchase again Yes

· 3 years ago

**Surprise!**

I bought these makeup eraser sticks on a whim not really knowing what to expect. It's the first time I've seen them, and I'm not sure how long they've been around. These are terrific! I used one for the first time this morning to remove a little excess liner under my eyes. The stick was easy to use, instantly removed the excess, and there is no residue. I am thrilled to have found them. You will be, too, if you try them...

**Recommends this product** ✓ YesHelpful? **Yes** · 13   **No** · 0   **Report****GUTTED**

CHICAGO

Review 1

Votes 6

Age 55 to 64

Skin Tone Olive

Eye Color Brown

Beauty Expertise Expert

Would you purchase again Yes

· 5 months ago

**WHY DID YOU DISCONTINUE THE MOST PERFECT ITEM???**

Totally gutted that you discontinued what is my all-time favorite "must-have" item in my handbag at all times! You're the only company that made these most functional little tools for those of us that wear black eye makeup! PLEASE bring them back! I cannot understand why you stopped making them! They're seriously an item I use every day 365 days a year! UGH - have to go back to carrying liquid and cotton buds again??....NO!! :(

**Product Uses** Every day for any occasion**Recommends this product** ✓ YesHelpful? **Yes** · 6   **No** · 0   **Report**

**tinan55**

Reviews 2  
Votes 0

★★★★★ · 8 months ago

## I love these q-tips

I love these q-tips with a hollow tube in the middle. The liquid in the middle is a botanical blend of aloe cucumber and green tea which when you pop the end the liquid drains into the other end a cotton tip and it allows you to remove mascara that has touched your eyelid or any other mistakes I know I could use a regular Q-tip that has been moistened but there's something about these that is really neat. He they cost about five dollars depending on where you buy them for 24 sticks. I really like them and will continue to purchase them (when I find them again).  
I highly recommend

influenster Originally posted on influenster.com

**SUSSAN**

Montgomery, AL.

Review 1  
Votes 0

Age 45 to 54

Skin Tone Olive

Eye Color Brown

Beauty Expertise Average

Would you purchase again Yes

★★★★★ · 9 months ago

## LOVE THIS PRODUCT

I HAVE BEEN USING THIS PRODUCT FOR YEARS AND THERE IS NOTHING OUT THERE LIKE THIS AS FAR AS THE PRACTICALITY+CLEANLINESS OF IT.  
I DO LIKE Q-TIPS IN MY PURSE FOR CLEANING UP MASCARA AND OTHER AREAS OF MY FACE BUT THE FORMULA IN THESE ARE THE BEST FOR REMOVING EYE MAKEUP WITHOUT MESSING ANYTHING ELSE UP.  
I ALSO USE THEM FOR EXFOLIATING MY LIPS AND FOR REMOVING LIP PRODUCTS WHEN I AM ON-THE-GO, YOU SHOULD CONSIDER MARKETING THIS PRODUCT FOR THIS PURPOSE AS WELL.  
P.S. YOU SHOULD ALSO CONSIDER MAKING A LIP STAIN WITH THIS CONCEPT

Helpful? Yes · 0 No · 0 Report

**laceeface**

Review 1  
Votes 0

★★★★★ · 3 years ago

These make-up eraser sticks are the bomb.com! I don't know how I ever lived without these! Before these when I made mistakes with my mascara or eyeliner I would wait for it to dry then roll a q-tip over the accident and hope for the best. With these eraser sticks, I don't wait for the mistake to dry. I just snap the colored end of the stick and use the other side to remove the mistake SO GENTLY!! These are AMAZING! I will continue to repurchase these makeup eraser sticks! I bought this at CVS for around five dollars.

influenster Originally posted on influenster.com

**kristinanns**

Review 1  
Votes 0

★★★★★ · 3 years ago

Handy thing to keep in your bag if you are away from home and need to touch up or redo a part of your eye makeup. You snap the top off the swab and it releases liquid down the shaft of the swab to moisten it so you can fix eye makeup mistakes or overdrawn lipliner e.g. these are hard to find. I always buy them in 3's at Kroger when they got them you don't want them to be so old they dry out but I go thru them fairly solid rate. #teamalwaysrebuy

**influenster** Originally posted on influenster.com

**jaxattax87**

Review 1  
Votes 0

★★★★★ · 2 years ago

I love these little things for eyeliner mistakes. They are super convenient to leave in my purse! They are quite affordable, and when you snap the top off the one end, the makeup remover that is in the stick of the q-tip floods the opposite end.. it is just the perfect amount of liquid to wet the tip, but not to over saturate it.

**influenster** Originally posted on influenster.com

**ptsang101**

Review 1  
Votes 0

★★★★ · 2 years ago

This product gets a lot of points in my book because of how unique and practical they are. It's so convenient to have makeup remover inside of a cotton swab so it's great for travel/doing your makeup on the go. They are so useful when doing winged liner because you can clean up/sharpen up the edges. Also, if you struggle with eyeliner and glitter getting trapped in your upper lash line, these are great for that, too! My critique of this product is that in order to make the makeup remover saturate the tip of the cotton swab, you have to snap off one end of the cotton tip and have only one usable side of the cotton swab. I usually use these when I'm home, so I'll just use a separate makeup remover or micellar water to saturate the tiny tip left in my hand, but what a waste! I definitely understand why this has to happen in order for the makeup remover to dispense, but you will end up going thorough these very quickly. Luckily, I get these on sale a lot at CVS and never pay full price.

**influenster** Originally posted on influenster.com

**1–8 of 21 Reviews**





### Gentle Oil Free Eye Makeup Remover Liquid

★★★★★ (3)  
1 Shade

\$6.49



### Longwear & Waterproof Eye Makeup Remover Liquid

★★★★★ (24)  
1 Shade

\$5.99



### Almay Biodegradable Longwear & Waterproof Eye Makeup Remover Pads™

★★★★★ (51)  
2 Shades

\$8.49



### Almay Biodegradable Oil Free Micellar Eye Makeup Remover Pads™

★★★★★ (59)  
2 Shades

\$8.49

< >

# *Hypoallergenic. Fragrance Free. Cruelty Free.*

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FACE / PRIMER

# Almay Skin Perfecting Comfort Care™ Primer

DERMATOLOGIST TESTED

FRAGRANCE FREE

HYPOALLERGENIC



★★★★★ (854)

Skin visibly retexturized  
with use

SHEER PINK (100)



Buy Now - \$12.99



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**Description**

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**Details**

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**How To Use It**

Makeup primer meets skin care in our latest multitasking primer's unique formula. This moisture-locking primer visibly firms and smooths out your skin's natural texture before makeup application (or on its own), while also improving the look and feel of your skin over time.



## Reviews

## Reviews

★★★★★ 4.5 | 854 Reviews

771 out of 824 (94%) reviewers recommend this product

Search topics and reviews

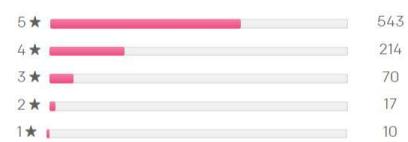


### Reviews

WRITE A REVIEW

#### Rating Snapshot

Select a row below to filter reviews.



#### Average Customer Ratings

Overall ★★★★★ 4.5

1–8 of 854 Reviews

Sort by: Most Relevant ▾



ktlynn

Reviews 6  
Votes 11

★★★★★ · 2 years ago

Received Free Product

This product goes on smooth and light and non-greasy. It's very nice and doesn't feel like another layer on my skin. My skin seems to feel softer after I apply it. I haven't noticed any reactions from it on my sensitive combination skin either. However, other than my skin feeling good, I can't tell a big difference in how I look when I use it or when I don't. If anything, it maybe helps the foundation and concealer go on a little easier, but it's a slight difference. While I'm not sure I'd buy the product, it may make a bigger difference for some people and I'll keep using the sample I received, because I do like the way it makes my skin feel.

**Recommends this product** ✓ Yes

Helpful? Yes · 3 No · 0 Report

luciana

Reviews 6  
Votes 3

★★★★★ · 2 years ago

Received Free Product

Skin Perfecting Comfort Matte Primer.  
ABSOLUTELY AMAZING! I'm so in love with this primer! The primer is so smooth and silky, it adds a really nice nosey tint to my skin and really brightens it up if it's looking a little dull. It helps to keep my makeup looking great all day. I went for my evening run with my makeup on and even though I was dripping wet when I was finished, my makeup still looked awesome! All in all, I find this to be the best primer I've ever used and I literally get excited to use it because I know my skin is going to feel and look amazing when I do! I received a free product for the purpose of my review. Opinions are 100% my own.

**Recommends this product** ✓ Yes

Helpful? Yes · 3 No · 0 Report

brandyo

Reviews 6  
Votes 8

★★★★★ · 2 years ago

Received Free Product

I am obsessed with the Almay Skin Perfecting Comfort Care Primer Base! I love how it is made lightweight and when applying it feels smooth, soft and silky! Instantly absorbs and moisturizes my skin with a non-greasy feeling. Giving my skin a firmer appearance with even toned skin, dries quick and locks my makeup look in place all day with no caking, melting, or streaking! It's made with skin care benefits Glycerin that has helped hydrate and plump my skin, Bicosome that is made to improve the look of my skin, Hyaluronic acid and vitamin B5 helps even out my skin texture and reduce the appearance of fine lines. Also Hypoallergenic Dermatologist tested Clean Cruelty Free Fragrance Free

**Recommends this product** ✓ Yes

Helpful? Yes · 4 No · 0 Report

**beliza**Reviews 8  
Votes 16**★★★★★** · 2 years ago

Received Free Product

I wanted to review this primer last from all of the Almay products I tried in order to evaluate my skin after a week of consistent use.

It is easy to apply and doesn't take a lot to get a thin layer over my entire face. There is a scent to it that is a bit strange but it fades quickly. The primer minimizes my pores' appearance by providing a smooth barrier for even foundation coverage. It doesn't "blur" pore size like some primers but the after effect is the same. I have had no negative effects, zero breakouts and will purchase this again.

**Recommends this product** ✓ Yes

Helpful? Yes · 7 No · 0 Report

**suzers**Reviews 6  
Votes 20**★★★★★** · 2 years ago

Received Free Product

I'm not a primer person at all. I've tried the very high end and the super cheap drugstore and never found one that I like, but I REALLY like this. I don't think this makes my makeup last longer than normal it as still started to look worn down around hour 8 (which is why I only give it 4 stars,) but it makes initial application look amazing. My pores look smaller and smoothed over, and foundations that are normally medium coverage become full coverage and apply like a dream. It's very thick out of the tube and feels like glue in your hand. When you apply it, it feels super sticky but dries soft after about 30-60 seconds. The first time I put it on, I genuinely thought I'd hate it, but I really enjoy this.

**Recommends this product** ✓ Yes

Helpful? Yes · 4 No · 0 Report

**dhivya**Reviews 6  
Votes 7**★★★★★** · 2 years ago

Received Free Product

First, the matte foundation is perfect for my skin tone and feels smooth on my sensitive skin, does not add shine and that's great! Second, the concealer is awesome to disappear all the flaws on my skin, gives a flawless finish! Third, the super primer makes my skin look all radiant! Fourth, the blush adds a subtle pinkish glow to my cheeks! Fifth, the lip oil is ultra hydrating and adds a lovely tint to my lips. Finally the moist towelettes are great way to remove any make up and impurities from my skin, and gives a dewy finish to my skin care routine. Overall, love all the products :)

**Recommends this product** ✓ Yes

Helpful? Yes · 3 No · 0 Report

flutter420

Reviews 6  
Votes 4

★★★★ · 2 years ago

Received Free Product

Primer has always been a product I've not been sure of or used that much and the ones I did use never seemed to do much, until I tried this! Almay Skin Perfecting Comfort Matte Primer worked well. Went on easily and worked great with my cover up....It did seem to make a difference on how well my cover-up went on and how it looked...being new to this type of product will keep me using it to see exactly how well it works even with other products. I'd recommend this to others...especially if you use a primer already but are not happy with it...this primer is great!

Recommends this product ✓ Yes

Helpful? Yes · 3 No · 0 Report

thesassyone

Reviews 6  
Votes 3

★★★ · 2 years ago

Received Free Product

Almay Skin perfecting comfort matte primer was ok but was not the best. Not really seeing the effects when applied alone. When applied and placed under foundation, it did help a little. Help make up look better and stay on face longer. Over all I have tried better primers. This primer is half and half. Might like it and might not like it. Almay is known for being hypoallergenic, fragrance free and cruelty free. I did not get broken out using this product. This was my honest opinion. The product was provided for me for free to try out to give my honest review of the product.

Recommends this product ✓ Yes

Helpful? Yes · 1 No · 0 Report

1–8 of 854 Reviews



BEST SELLER

NEW





Almay CC  
Luminous Primer™

★★★★★ (40)

\$11.49



Almay Skin  
Perfecting™  
Comfort Matte  
Foundation

★★★★★ (849)  
16 Shades

\$13.99



Almay Smart  
Shade Anti-Aging  
Skintone  
Matching™  
Makeup

★★★★★ (323)  
6 Shades

\$13.99



Almay Clear  
Complexion™  
Makeup

★★★★★ (697)  
16 Shades

\$15.99



*Hypoallergenic. Fragrance Free.  
Cruelty Free.*

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## **United States Patent and Trademark Office (USPTO)**

### **USPTO OFFICIAL NOTICE**

Office Action (Official Letter) has issued

on August 24, 2022 for

**U.S. Trademark Application Serial No. 97120705**

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.

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User: Linda Lavache

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<b>10</b>	face[bi,ti] not dead[ld]	2592	0	0	0	0:02
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