

**To:** Brendan M. Shortell([shortell@lambertpatentlaw.com](mailto:shortell@lambertpatentlaw.com))  
**Subject:** U.S. Trademark Application Serial No. 97118869 - MATRIX HORMONES - 21-055-FC  
**Sent:** August 23, 2022 10:01:55 AM EDT  
**Sent As:** [tmng.notices@uspto.gov](mailto:tmng.notices@uspto.gov)

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**Attachments**

[3077567](#)  
[3108684](#)  
[5383325](#)  
[79331382](#)  
[5505472](#)  
[screenshot-www-weightlossandvitality-com-services-facial-aesthetics-16611734004991](#)  
[screenshot-infiniteathlete-net-16611736583701](#)  
[screenshot-balancedbodiessandysprings-com-facial-services-16611738294971](#)  
[prime health.jpg](#)  
[facial aesthetics.jpg](#)  
[balanced bodies.jpg](#)  
[weight loss and hormone therapy 2.jpg](#)  
[weight loss and bhormone therapy.jpg](#)

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

**U.S. Application Serial No.** 97118869

**Mark:** MATRIX HORMONES

**Correspondence Address:**  
BRENDAN M. SHORTELL  
LAMBERT SHORTELL & CONNAUGHTON  
100 FRANKLIN STREET, SUITE 903  
BOSTON MA 02110 UNITED STATES

**Applicant:** Advanced Anti-Aging Solutions

**Reference/Docket No.** 21-055-FC

**Correspondence Email Address:** [shortell@lambertpatentlaw.com](mailto:shortell@lambertpatentlaw.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 23, 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 Refusals
- Advisory regarding Potential Section 2(d) Refusal - Prior-Filed Application

### **Section 2(d) - Likelihood of Confusion Refusals**

Registration of the applied-for mark is refused because of a likelihood of confusion with the marks in U.S. Registration Nos. **3077567**, **3108684**, **5383325**, and **5505472**. 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 "MATRIX HORMONES" in standard characters for “Consulting services in the field of hormone replacement therapy; Medical clinic providing weight loss solutions, services and programs, nutrition counseling, hormone therapy, including, bioidentical hormone replacement, anti aging therapy, and natural hormone therapy, medical aesthetic procedures,

including, laser hair removal, laser peels, botulinum toxin treatments, microdermabrasion, liposuction, vein treatments, vein therapy, cellulite treatments, body contouring treatments, injectable filler treatments, facials, and skin care” in International Class 44.

U.S. Registration No. 3077567 is "MATRIX ADVOCARE NETWORK" in standard characters for “health care consulting services” in International Class 44.

U.S. Registration No. 3108684 is "MATRIX ENERGETICS" in standard characters for “Medical services, namely providing physical, mental and emotional health care, through consultation, therapy with nutritional supplementation and medical devices” in International Class 44.

U.S. Registration No. 5383325 is "MATRIX MEALS" in standard characters for "Health care services for individuals, namely, weight loss program services, weight loss diet planning and supervision, weight management programs, and consulting services in the fields of diet, weight loss, diet planning, lifestyle wellness, health and nutrition" in International Class 44.

U.S. Registration No. 5505472 is "MATRIXVIEW" in standard characters for "Medical services; providing laser therapy for treating medical conditions; laser skin and mucosa rejuvenation services; laser skin and mucosa tightening services; cosmetic treatment of the face, skin and mucosa; laser aesthetic procedures, namely, skin tightening and rejuvenation services; removal of tattoos and pigmented lesions..." in International Class 44.

#### 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, "MATRIX HORMONES", is confusingly similar to the registered marks, because they all share the term "MATRIX", and it appears first in all the marks. Consumers are generally more inclined to focus on the first word, prefix, or syllable in any trademark or service mark. *See Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondee En 1772*, 396 F.3d 1369, 1372, 73 USPQ2d 1689, 1692 (Fed. Cir. 2005) (finding similarity between VEUVE ROYALE and two VEUVE CLICQUOT marks in part because “VEUVE . . . remains a ‘prominent feature’ as the first word in the mark and the first word to appear on the label”); *Century 21 Real Estate Corp. v. Century Life of Am.*, 970 F.2d 874, 876, 23 USPQ2d 1698, 1700 (Fed Cir. 1992) (finding similarity between CENTURY 21 and CENTURY LIFE OF AMERICA in part because “consumers must first notice th[e] identical lead word”); *see also In re Detroit Athletic Co.*, 903 F.3d 1297, 1303, 128 USPQ2d 1047, 1049 (Fed. Cir. 2018) (finding “the identity of the marks’ two initial words is particularly significant because consumers typically notice those words first”).

In the present case, applicant's mark contains the additional wording "HORMONES" and U.S. Registration No. 3077567 and U.S. Registration No. 5383325 contains the additional wording "NETWORK" and "MEALS" respectively. This wording will not obviate a likelihood of confusion

because it is disclaimed in the marks, as it is descriptive of the services. Although marks are compared in their entireties, one feature of a mark may be more significant or dominant in creating a commercial impression. *See In re Viterro Inc.*, 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012); *In re Nat'l Data Corp.*, 753 F.2d 1056, 1058, 224 USPQ 749, 751 (Fed. Cir. 1985); TMEP §1207.01(b)(viii), (c)(ii). Disclaimed matter that is descriptive of or generic for a party's goods and/or services is typically less significant or less dominant when comparing marks. *In re Detroit Athletic Co.*, 903 F.3d 1297, 1305, 128 USPQ2d 1047, 1050 (Fed. Cir. 2018) (citing *In re Dixie Rests., Inc.*, 105 F.3d 1405, 1407, 41 USPQ2d 1531, 1533-34 (Fed. Cir. 1997)); TMEP §1207.01(b)(viii), (c)(ii).

U.S. Registration No.5505472, U.S. Registration No. 3108684, and U.S. Registration No. 3077567 also contain additional wording, "VIEW", "ENERGETICS", and "ADVOCARE". These additional words will not obviate a likelihood of confusion because they do not alter or transform the meaning of the marks, and thus, are less significant in terms of commercial impression.

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

### Relatedness of the Services

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, U.S. Registration No. 3077567 uses broad wording to describe "health care consulting services," which presumably encompasses all services of the type described, including applicant's more narrow "consulting services in the field of hormone replacement therapy." U.S. Registration No.5505472 uses broad wording to describe "medical services" which presumably encompasses all services of the type described, including applicant's more narrow, "Medical clinic providing weight loss solutions, services and programs, nutrition counseling, hormone therapy, including, bioidentical hormone replacement, anti aging therapy, and natural hormone therapy, medical aesthetic procedures, including, laser hair removal, laser peels, botulinum toxin treatments, microdermabrasion, liposuction, vein treatments, vein therapy, cellulite treatments, body contouring treatments, injectable filler treatments, facials, and skin care." U.S. Registration No.5383325 uses broad wording to describe "Health care services for individuals, namely, weight loss program services, weight loss diet planning and supervision, weight management programs, and consulting services in the fields of diet, weight loss, diet planning, lifestyle wellness, health and nutrition" which presumably encompasses all services of the type described, including applicant's more narrow, "Medical clinic providing weight loss solutions, services and programs, nutrition counseling...." *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 services 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 services 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 Viterro 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 and/or services are related.

The 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); *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).

The compared 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 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).

The attached Internet evidence, consisting of screenshots from third-party websites such as, *Healthy Beginnings Wellness & Esthetics*, *Weight Loss & Vitality*, *PrimeHealth MD*, *Infinite Athlete*, and *Balanced Bodies Anti-Aging Clinic* establishes that the same entity commonly provides the services and markets the services under the same mark. Specifically, this evidence demonstrates that the same entity offers services in the fields of weight loss, hormone therapy, and esthetics, and also provide supplements and nutritional counseling as well. Thus, applicant's and registrant's services 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 services are considered related for purposes of the likelihood of confusion analysis.

### Conclusion

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

### Advisory regarding Potential Section 2(d) Refusal - Prior-Filed Application

The filing date of pending U.S. Application Serial No. **79331382** and **79331382** precedes applicant's filing date. See attached referenced application. 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.

While applicant is not required to respond to the issue of the pending application, applicant must respond to the Section 2(d) Refusals above within the six month deadline mentioned above to avoid abandonment.

**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 refusals 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.](#)

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## 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**

MATRIX ADVOCARE  
NETWORK

**Mark Punctuated**

MATRIX ADVOCARE NETWORK

**Translation**

**Goods/Services**

- IC 044. US 100 101.G & S: Health care consulting services. FIRST USE: 19950101. FIRST USE IN COMMERCE: 19950101
- IC 045. US 100 101.G & S: Providing patient advocacy services for the elderly and people with disabilities. FIRST USE: 19950101. FIRST USE IN COMMERCE: 19950101

**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

**Design Code**

**Serial Number**

78394204

**Filing Date**

20040331

**Current Filing Basis**

1A

**Original Filing Basis**

1B

**Publication for Opposition Date**

20050607

**Registration Number**

3077567

**Date Registered**

20060404

**Owner**

(REGISTRANT) Case Management Systems, Inc. CORPORATION MINNESOTA Suite 505 3300 County Road 10 Minneapolis MINNESOTA 55429 (LAST LISTED OWNER) MATRIX ADVOCARE NETWORK, INC. CORPORATION MINNESOTA 7550 FRANCE AVENUE SUITE 210 MINNEAPOLIS MINNESOTA 554345624

**Priority Date**

**Disclaimer Statement**

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

**Description of Mark**

**Type of Mark**

SERVICE MARK

**Register**

PRINCIPAL

**Live Dead Indicator**

LIVE

**Attorney of Record**

JOHN PICKERILL



**(4) STANDARD CHARACTER MARK**

**MATRIX ENERGETICS**

**Mark Punctuated**

**MATRIX ENERGETICS**

**Translation**

**Goods/Services**

- IC 044. US 100 101.G & S: Medical services, namely providing physical, mental and emotional health care, through consultation, therapy with nutritional supplementation and medical devices. FIRST USE: 20030401. FIRST USE IN COMMERCE: 20030401

**Mark Drawing Code**

**(4) STANDARD CHARACTER MARK**

**Design Code**

**Serial Number**

**78441092**

**Filing Date**

**20040624**

**Current Filing Basis**

**1A**

**Original Filing Basis**

**1A**

**Publication for Opposition Date**

**20060404**

**Registration Number**

**3108684**

**Date Registered**

**20060627**

**Owner**

**(REGISTRANT) Matrix Energetics International Inc CORPORATION WASHINGTON Suite B 19324 40th Avenue West Lynnwood WASHINGTON 98036**

**Priority Date**

**Disclaimer Statement**

**Description of Mark**

**Type of Mark**

**SERVICE MARK**

**Register**

PRINCIPAL

**Live Dead Indicator**

LIVE

**Attorney of Record**

E. Russell Tarleton

(4) STANDARD CHARACTER MARK

Matrix Meals

**Mark Punctuated**

MATRIX MEALS

**Translation**

**Goods/Services**

- IC 044. US 100 101.G & S: Health care services for individuals, namely, weight loss program services, weight loss diet planning and supervision, weight management programs, and consulting services in the fields of diet, weight loss, diet planning, lifestyle wellness, health and nutrition. FIRST USE: 20130422. FIRST USE IN COMMERCE: 20130502

**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

**Design Code**

**Serial Number**

87076400

**Filing Date**

20160618

**Current Filing Basis**

1A

**Original Filing Basis**

1A;1B

**Publication for Opposition Date**

20170418

**Registration Number**

5383325

**Date Registered**

20180123

**Owner**

(REGISTRANT) GOLO, LLC LIMITED LIABILITY COMPANY DELAWARE 700 Prides Crossing, Suite 304 Newark DELAWARE 19713

**Priority Date**

**Disclaimer Statement**

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

**Description of Mark**

**Type of Mark**

SERVICE MARK

**Register**  
PRINCIPAL

**Live Dead Indicator**  
LIVE

**Attorney of Record**  
Caitlin Byczko

**(4) STANDARD CHARACTER MARK**

**MatrixTight**

**Mark Punctuated**  
MATRIXTIGHT

**Translation**

**Goods/Services**

- IC 010. US 026 039 044.G & S: Lasers for medical use; laser beam instruments for medical use; medical lasers for dermatological and aesthetic purposes; lasers for rejuvenation and tightening of the skin and mucosa; lasers for the cosmetic treatment of the face, skin and mucosa
- IC 044. US 100 101.G & S: Providing laser therapy for treating medical conditions; laser skin and mucosa rejuvenation services; laser skin tightening services; cosmetic laser treatment of skin; providing information in the field of medical laser treatment

**Mark Drawing Code**  
(4) STANDARD CHARACTER MARK

**Design Code**

**Serial Number**  
79331382

**Filing Date**  
20210819

**Current Filing Basis**  
66A

**Original Filing Basis**  
66A

**Publication for Opposition Date**

**Registration Number**

**Date Registered**

**Owner**  
(APPLICANT) FOTONA d.o.o. a limited liability company LIMITED LIABILITY COMPANY SLOVENIA  
Stegne 7 SI-1000 Ljubljana SLOVENIA

**Priority Date**  
20210222

**Disclaimer Statement**

**Description of Mark**

**Type of Mark**  
TRADEMARK. SERVICE MARK

**Register**  
PRINCIPAL

**Live Dead Indicator**  
LIVE  
**Attorney of Record**

(4) STANDARD CHARACTER MARK

## MatrixView

**Mark Punctuated**

MATRIXVIEW

**Translation**

**Goods/Services**

- IC 009. US 021 023 026 036 038.G & S: Measuring apparatus and instruments, namely, temperature indicators and temperature meters not for medical use; temperature sensors
- IC 010. US 026 039 044.G & S: Lasers for surgical and medical use; lasers for dental use; lasers for dermatological and aesthetic purposes; lasers for rejuvenation and tightening of the skin and mucosa; lasers for the cosmetic treatment of the face, skin and mucosa; lasers for the cosmetic therapy of the face and skin; temperature sensors for medical use, namely, temperature indicators for medical use; temperature sensors as parts of laser systems for medical, cosmetic, dermatological, aesthetic and dental procedures
- IC 044. US 100 101.G & S: Medical services; providing laser therapy for treating medical conditions; laser skin and mucosa rejuvenation services; laser skin and mucosa tightening services; cosmetic treatment of the face, skin and mucosa; laser aesthetic procedures, namely, skin tightening and rejuvenation services; removal of tattoos and pigmented lesions; dental laser treatments; providing news and information in the field of medical laser treatment

**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

**Design Code**

**Serial Number**

79215271

**Filing Date**

20170510

**Current Filing Basis**

66A

**Original Filing Basis**

66A

**Publication for Opposition Date**

20180417

**Registration Number**

5505472

**Date Registered**

20180703

**Owner**

(REGISTRANT) FOTONA d.o.o. LIMITED LIABILITY COMPANY SLOVENIA Stegne 7 SI-1000  
Ljubljana SLOVENIA

**Priority Date**

20170220

**Disclaimer Statement****Description of Mark****Type of Mark**

TRADEMARK. SERVICE MARK

**Register**

PRINCIPAL

**Live Dead Indicator**

LIVE

**Attorney of Record**

John C. Holman





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- Chemical peels - stimulate your skin's collagen production and eliminate damaged layers
- Dermaplaning - uses a scalpel to remove dead or dry skin manually
- Laser hair removal - to permanently remove unwanted hairs

While this list isn't exhaustive, your specialist can recommend which combination will give you the best results.

Your aesthetics specialist at Weight Loss and Vitality can recommend dermal fillers to:

- Restore lip or cheek volume
- Recontour your facial features
- Soften creases
- Smooth skin folds, wrinkles, and fine lines
- Adjust areas of your nose, jawline, or chin

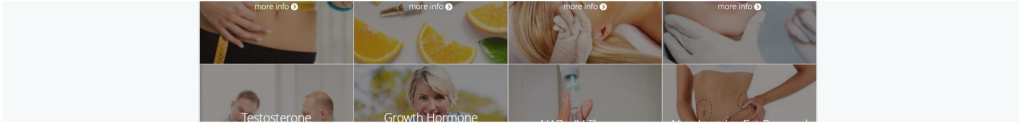
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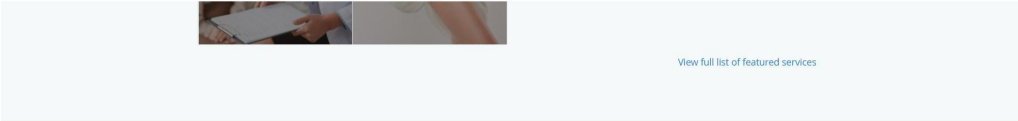
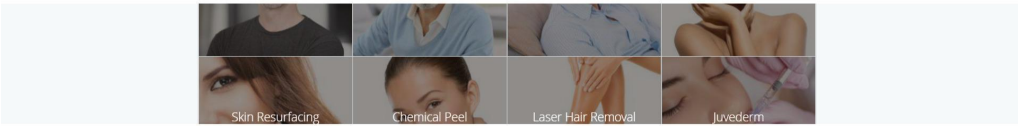
Your specialist at Weight Loss and Vitality might recommend Pellevé to address:

- Wrinkles
- Fine lines
- Cellulite
- Milia

During your consultation, your specialist tells you how many Pellevé sessions you'll need to meet your aesthetic goals. In most cases,

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4.96 / 5



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As you know from previous experience, a lot of medical practices base your treatment on reimbursements. Infinite Athlete strives to change medicine. This is why we are the



lowest cost, no insurance, no wait times, and personable. Our staff is passionate about your health and dedicated to providing you with abundant knowledge. All of our staff are patients and have experienced firsthand the positive changes that Infinite Athlete's therapies have provided. As a patient, you are more than just a number. We pride ourselves on building personal relationships with each and every patient.

Join the Infinite Athlete family!

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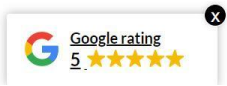


Mon-Fri: 10 AM – 6PM



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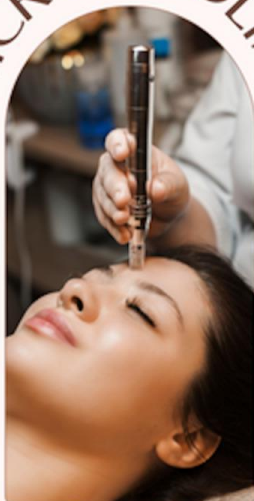


# Facial Services

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MicroNeedling is a non-invasive skin rejuvenation procedure that creates

# MICRONEEDLING



Microneedling is a non-invasive skin rejuvenation procedure that creates micro-injuries into the skin to regenerate NEW collagen production. MicroNeedling is ideal for patients who are looking for a quick, and effective way to improve the texture and tone of their skin.

This is the perfect treatment for aging skin!

Medical-grade MicroNeedling with a combination of Triple C Vitamin blend, Apple Stem Cells, Hyaluronic acid & Niacinamide. Daily SPF30 is required to avoid Hyperpigmentation

MicroPen EVO-

MicroNeedling.....\$250

Package of 3.....\$700

## Menu of Aesthetics Services

Service	Time	Price	Description
Socite' Signature Medi-facial	75 Min	\$100	Looking for a more youthful glow? Try our signature medi-facial that combines deep cleansing and prepping the skin, as well as the power of superfruit enzymes to gently exfoliate the skin, while a natural heating clay mask is layered over top for deeper exfoliation.
			This Medi-facial directly targets the skin, eye, neck and decollete area by utilizing the most advanced doses of peptides and

The Intense Firmin Medi-facial	90 Min	\$120	antioxidants available in the market, skin will appear firmer, smoother and tighter. A skin firming mask finishes off this treatment and provides the ultimate in firming effects.
The Skin Bright Medi-facial	90 Min	\$150	A skin brightening treatment designed specifically for sun damage and pigmented skin. This Medi-facial combines exfoliation, VitC, DNA repair agents and antioxidants to help lighten pigmentation and reduce excess inflammation in the skin.
The Clear Skin Medi-facial +LED Blue Light	90 Min	\$175	Oily/Acne/Problematic skin prone to acne breakouts? This treatment focuses on deep double cleansing, clearing and unclogging pores, and sanitizing skin to prevent breakouts from occurring. Enzymes and mild AHA are used in conjunction with LED Blue Light to help with bacterial overgrowth.
The Oxygen Medi-facial	90 Min	\$190	This intense Medi-facial treatment harnesses the powerful effects of delivering a boost of Oxygen directly into the skin. This Medi-facial provides the following benefits: Increases circulation, promotes cleanliness and revitalization for the skin, lightens pigmentation, targets acne clearing by killing bacteria, heals and soothes skin bringing back radiance and freshness.
Deluxe Dermaplaning Medi-facial	90 Min	\$200	This treatment is an exfoliating treatment customized for your skin type. It requires the use of a sterile, surgical scalpel blade to gently "plane" the skin's surface, removing the top-most layer of dead skin along with fine, vellus hair (aka peach fuzz). NOT recommended for active cystic IV grade acne. SPF 30 highly recommended daily.
Men's Medi-Facial	75 Min	\$125	This treatment is tailored for men and specific needs. It's important to shave the day before this treatment to avoid skin irritation. This treatment can be for teens or any oily skin clients. Includes: double cleanse, warm towel, deep thermal enzyme exfoliation with steam, marine calming peptide mask corrective serums, light moisture + SPF30.
Medical-grade Chemical peels	90 Min	\$150-\$325+	For the woman or man on the go that just needs a good peel treatment to remove dead skin to leave skin glowing and refreshed customized medical-grade chemical peels from Mild to Medium and Deep strength (AHA/BHA, 15%-30% Lactic peel, 30% Mandelic peel.) Highly recommended consultation with our licensed and certified Aesthetician.

Balanced Bodies Sandy Springs Anti-Aging Clinic

Schedule your FREE consultation

678-974-5684



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Lose weight in the comfort of your own home! This has been a HUGE hit with our patients. Contact us to start!

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### MEDICAL WEIGHT LOSS AT ATLANTA, GA

STEPS TO WEIGHT LOSS

MEDICAL WEIGHT LOSS

BODY FAT ANALYSIS

NUTRITIONAL COUNSELING

PRESCRIPTION WEIGHT LOSS

HORMONE REPLACEMENT THERAPY

IV HYDRATION THERAPY

SUPPLEMENTS

#### Hours

Monday: Closed

Tuesday: 11:00 am - 7:00 pm

Wednesday: 7:00 am - 2:00 pm

Thursday: 7:00 am - 2:00 pm

Friday: Closed

Saturday: Closed

#### Services

Weight Loss Medication

Body Fat Analysis

Prescription Weight Loss

Hormone Therapy

IV Hydration

Supplements

#### Medical Weight Loss

Weight Loss Medication

Body Fat Analysis

Prescription Weight Loss

Hormone Therapy

IV Hydration

Supplements

<https://www.primehealthmd.com/locations/atlanta.html#>

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[Schedule Free Consultation Now!](#)

## Facial Aesthetics

ANTI-AGING MEDICINE

BODY COMPOSITION  
ENHANCEMENT

MEDICAL CANNABIS  
CARD

CELLULITE REDUCTION

Weight Loss and Vitality > Our Services > Facial Aesthetics

### Weight Loss and Vitality

Medical Weight Loss & Cosmetic Surgery  
located in Alexandria, VA, Manassas, VA, &  
Washington, DC

Facial a  
skin's y  
Vitality  
providi  
produc  
possibl  
an app

FACIAL AESTHETICS

IV VITAMIN THERAPY

MEN'S HEALTH

NON-INVASIVE FAT  
REMOVAL

SURGICAL PROCEDURES

TESTING AND  
DIAGNOSTIC  
EVALUATIONS

THYROID OPTIMIZATION

WEIGHT LOSS

WOMEN'S HEALTH

BOTOX

CHEMICAL PEEL

DERMAL FILLERS

JUVEDERM

LASER HAIR REMOVAL

SKIN RESURFACING

Tweet

Save

5

to restore your  
ight Loss and  
s committed to  
kincare  
time as  
online to book

## Facial Aesthetics Q & A

### What are common facial aesthetics treatments?

During your appointment at Weight Loss and Vitality, your aesthetics specialist can recommend a series of treatments to meet your skin care goals, including:

<https://www.weightlossandvitality.com/services/facial-aesthetics> [orejuvenation - fixes skin abnormalities through an intense pulsed light \(IPL\)](#)

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<https://www.weightlossandvitality.com/services/facial-aesthetics>





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Male Hormone Replacement  
Female Hormone Replacement  
Medical Weight Loss  
Peptide Therapy  
Restore Sex Drive  
IV Nutrient Therapy  
Nutrient Therapy  
Body Contouring

# Balanced Bodies Sandy Springs Feel Better + Age Better

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<https://www.healthybeginningswellness.com/antiaging-bhrt>

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in Alexandria, VA, Manassas, VA, & Washington, DC

CALL US

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ANTI-AGING MEDICINE

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► IV VITAMIN THERAPY

► MEN'S HEALTH

► NON-INVASIVE FAT  
REMOVAL

► SURGICAL PROCEDURES

TESTING AND  
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EVALUATIONS



"Great clinic with personal and knowledgeable providers!"

THYROID OPTIMIZATION

► WEIGHT LOSS

► WOMEN'S HEALTH



NIKOL A. GOOGLE

BIOIDENTICAL  
HORMONE THERAPY

NON-INVASIVE  
LABIAPLASTY

URINARY INCONTINENCE

LVC

## About Weight Loss & Vitality

The highly experienced medical team at the state-of-the-art aesthetic, functional, and integrative medicine practice Weight Loss and Vitality, with locations in Manassas and Alexandria, Virginia; and Washington, DC, caters to both men and women in the surrounding areas. The team takes pride in helping patients restore their

Hello! 🤖

Ask us a question and we'll text you back.

Ask



## United States Patent and Trademark Office (USPTO)

### USPTO OFFICIAL NOTICE

Office Action (Official Letter) has issued  
on August 23, 2022 for  
**U.S. Trademark Application Serial No. 97118869**

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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- **[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.