

United States of America

United States Patent and Trademark Office

SEPHORA

Colorful

Reg. No. 5,043,230

Registered Sep. 20, 2016

Corrected Apr. 23, 2024

Int. Cl.: 3

Trademark

Principal Register

SEPHORA (FRANCE société par actions simplifiée (sas))

41 rue Ybry

NEUILLY SUR SEINE, FRANCE F-92200

CLASS 3: [Perfumery products, namely, perfumes; toilet water; eau de Cologne; perfume bases, namely, essential oils for use in the manufacture of perfumes; essential oils; incense; cosmetics for skin care; nail care products, namely, nail polish, nail lacquer, nail polish base coat; cosmetic preparations for slimming; lotions for cosmetic use; skin lotions; skin creams; fluid skin creams; tissues impregnated with cosmetic lotions; hand lotions; beauty masks; hand creams, skin whitening creams;] lip care products, namely, lip balm; [hair care creams; hair-conditioners; conditioners; hair lotions; depilatories, depilatory wax; shaving products, namely, shaving gel; shaving soap; shaving foam; after-shave preparations; sun care lotions and creams; cosmetics for promoting skin tanning; self-tanning cosmetics; non-medicated toiletries; dentifrices; cosmetic soaps; soaps for toilet purposes; shampoos; shower gels not for medical use; bath gels not for medical use; bath oils not for medical use; bath salts; foaming bath products, namely, bubble baths; bath beads; talcum powder for toilet use, cleansing milk for toilet use; baby oils not for medical use;] make-up [, make-up removers; lipstick; mascaras for eyelashes; hair mascaras; nail polish; nail-polish removers] ; blushers; make-up powders; eye shadows; eye pencils [; eyebrow pencils; blusher pencils; hair bleaches; beard dyes; hair dyes; hair styling creams and gels; hair sprays; brilliantine; false nails; false eyelashes; adhesives and decorative transfers for cosmetic use; temporary tattoos for the body and nails for use as cosmetics]

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

PRIORITY DATE OF 06-06-2014 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1242779 DATED 12-05-2014,
EXPIRES 12-05-2024

SER. NO. 79-163,431, FILED 12-05-2014

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

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

Requirements in the First Ten Years*

What and When to File:

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

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

Grace Period Filings*

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

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

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

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