

United States of America

United States Patent and Trademark Office

BEAUTYLISH

Reg. No. 4,729,317

Registered Apr. 28, 2015

Corrected Apr. 30, 2024

Int. Cl.: 9, 35, 41, 42, 44

Service Mark

Trademark

Principal Register

Beautylish, Inc. (DELAWARE CORPORATION)
230 California Street, Suite 405
San Francisco, CALIFORNIA 94111

CLASS 9: Downloadable software, mobile application software, and computer software, namely, mobile application software that feature blogs and publications in the nature of articles, stories, and tutorials, in the field of beauty, make-up, nails, hair care, skin care, wellness, exercise; computer software to provide information, content, advice and recommendations to users in the field of beauty via internet websites and mobile devices; computer software for searching information regarding beauty products and consumer information to assist customers in selecting appropriate beauty products; e-commerce software to allow users to purchase beauty related products and services from websites and via mobile devices; computer software to provide information and content in the field of beauty, product information, recommendations, demonstrations, ratings, and how-to videos of techniques and tips

FIRST USE 10-21-2011; IN COMMERCE 10-21-2011

CLASS 35: Retail and online retail store services in the field of cosmetics, skin care, hair care, nail care, and beauty products featuring cosmetics, make-up, nail, perfume, skin care, bath and body products, hair care products, and preparations, tools and accessories related to the aforementioned goods; providing a searchable computer database featuring information regarding beauty products and consumer information to assist customers in selecting appropriate beauty products; product demonstration of cosmetics, beauty, skin, hair, and nail care products; distribution and dissemination of advertising materials; promoting the products and services of others; organization of exhibitions, conferences, and trade shows for commercial or advertising purposes, sales promotion; marketing in the field of cosmetics, make-up, nail, perfume, skincare, bath and body products, hair care products, and preparations, tools and accessories related to the aforementioned goods; providing consumer information in the field of cosmetics, beauty, skin and hair care products

FIRST USE 8-15-2012; IN COMMERCE 8-15-2012

CLASS 41: Providing a website featuring blogs and non-downloadable publications in the nature of articles, stories, and tutorials, in the field of beauty, make-up, nails, hair care, skin care, wellness, exercise; providing a website for entertainment purposes featuring photos and videos about beauty, make-up, nail, skincare, hair care products

Katherine Kelly Vidal

Director of the United States
Patent and Trademark Office



and related tools, accessories, and techniques; on-line journals, namely, blogs featuring information in the fields of cosmetics, makeup, fragrances, hair care products, health and wellness, beauty news, beauty trends, and beauty gossip

FIRST USE 9-22-2010; IN COMMERCE 9-22-2010

CLASS 42: Providing a website that gives users the ability to create customized web pages featuring user-defined information in the form of blog posts, new media content, other on-line content and on-line web links to other websites; providing interactive non-downloadable mobile application software for accessing retail store services in the field of cosmetics and beauty products; providing interactive non-downloadable mobile application software for searching information regarding beauty products and consumer information to assist customers in selecting appropriate beauty products; providing interactive non-downloadable mobile application software for displaying consumer information in the field of cosmetics, beauty, skin and hair care products; Hosting an online community website for members for the purpose of discussion of beauty, make-up, nail, skincare, hair care products and related tools, accessories, and techniques; computer services, namely, creating an online community for users to participate in discussions, get and provide reviews, feedback, and recommendations to and from their peers, engage in social, business, and community networking all in the field of fashion and beauty; developing and hosting a server on a global computer network for the purpose of facilitating e-commerce via such a server; providing a website featuring temporary use of non-downloadable software for searching information regarding beauty products and consumer information to assist customers in selecting appropriate beauty products

FIRST USE 9-22-2010; IN COMMERCE 9-22-2010

CLASS 44: Consultation services in the field of make-up, namely, on-line makeup consultation services and in-person makeup consultation and application services; make-up application services; advisory and consultancy services in the field of cosmetics, make-up, beauty care

FIRST USE 2-28-2013; IN COMMERCE 2-28-2013

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

SER. NO. 86-976,109, FILED 11-16-2013

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>.