

United States of America

United States Patent and Trademark Office



IT WORKS!

Reg. No. 5,518,180

Registered Jul. 17, 2018

Amended Jun. 20, 2023

Int. Cl.: 3, 5, 35

Service Mark

Trademark

Principal Register

It Works Marketing, Inc. (MICHIGAN CORPORATION)
908 Riverside Drive
Palmetto, FLORIDA 34221

CLASS 3: Cosmetic body wraps in the nature of non-woven cloth wraps infused with cosmetic lotions containing botanical ingredients for tightening, toning, and firming purposes, not for athletic purposes; Cosmetic hand creams; Cosmetic preparations for skin care; Cosmetic preparations for slimming purposes; Cosmetic preparations, namely, firming lotions; Essential oils; Eye gels; Lip creams and gels; Anti-wrinkle creams; Body and beauty care cosmetics; Cosmetic preparations, namely, firming creams; Lotions for cosmetic purposes; Mask pack for cosmetic purposes; Non-medicated exfoliating preparations for skin and face; Non-medicated skin care preparations, namely, creams, lotions, gels, toners, cleaners and peels; Non-medicated skin care preparations, namely, toning and firming lotions, creams and gels for the face and body; Skin and body topical lotions, creams and oils for cosmetic use; Skin moisturizers used as cosmetics

FIRST USE 2-15-2014; IN COMMERCE 2-15-2014

CLASS 5: Dietary and nutritional supplements; Dietary supplement drink mixes; Dietary and nutritional supplements used for weight loss; Herbal supplements; Vitamin and mineral supplements; Powdered nutritional supplement drink mixes; Weight management supplements

FIRST USE 2-15-2014; IN COMMERCE 2-15-2014

CLASS 35: Distributorship services in the field of dietary supplements, nutritional supplements, weight loss products, cosmetics, personal care products, and cosmetic body wraps; Multi-level marketing services; On-line retail store services featuring dietary supplements, nutritional supplements, weight loss products, cosmetics, personal care products, and cosmetic body wraps; Online retail services through direct solicitation by distributors directed to end-users featuring dietary supplements, nutritional supplements, weight loss products, cosmetics, personal care products, and cosmetic body wraps; Retail shop-at-home party services in the field of dietary supplements, nutritional supplements, weight loss products, cosmetics, personal care products, and cosmetic body wraps

FIRST USE 9-15-2010; IN COMMERCE 9-15-2010

The mark consists of a solid circle with three silhouettes in the shape of leaves arranged on the inside of the circle to form a stylized triangle, with the wording "IT WORKS!" in stylized text just to the right of the circle.

OWNER OF U.S. REG. NO. 5309126, 3937362, 5090542

SER. NO. 87-701,757, FILED 11-29-2017

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>.