

# United States of America

## United States Patent and Trademark Office



**Reg. No. 2,790,081**

**Registered Dec. 09, 2003**

**Renewal Term Begins Dec.  
09, 2013**

**10 Year Renewal/Amended**

**Int. Cl.: 3, 26, 44**

**Service Mark**

**Trademark**

**Principal Register**

SEPHORA (FRANCE SOCIÉTÉ PAR ACTIONS SIMPLIFIÉE (SAS))

41 rue Ybry

Neuilly-Sur-Seine, FRANCE 92200

CLASS 3: [ Perfumes; toilet waters; eau de cologne; essences for perfumes; smelling potpourris; incense; lotions for cosmetic purpose; skin creams; skin lotions; fluid creams; tissues impregnated with cosmetic lotions; hand lotions; beauty masks; hand creams; skin whitening creams; creams for the hair care; hair conditioners; hair lotions; depilatories; depilatory wax; shaving soaps; shaving creams; after shave lotions; sun creams and lotions; preparations to facilitate tanning; instant tanning preparations; toothpaste; cosmetic soaps; toilet soaps; shampoos; shower gel; bath gel; bath oils; bath beads; talcum powder for toilet; toilet milks; baby oils; baby powders; make-up removers; lipsticks; eyelash mascara; hair mascara; nail varnish; varnish removers; blushes; make-up powders; eye shadows; eye pencils; eyebrow pencils; cheek pencils; hair bleaches; beard dyes; hair dyes; hair creams or gels; hair sprays; brilliantine; false nails; false eyelashes; essential oils for personal use; non-medicated skin care preparations; non-medicated bath salts; nail care preparations; cosmetics preparations for slimming purposes, namely, creams and lotions for cellulite reduction; lip care preparations; bath foam; make-up; adhesives and decorative motives for cosmetic use, namely, adhesives for attaching artificial eyelashes and fingernails, nail glitter \* adhesives and decorative motives for cosmetic use, namely, adhesives for attaching artificial eyelashes; ] bath gel; [bath oils; beauty masks;] blushes; eye shadows; eye pencils; eyebrow pencils; eyelash mascara; [ false eyelashes; ] hand creams; hand lotions; [ instant tanning preparations; ] make-up; make-up powders; make-up removers; nail care preparations;[ nail glitter;] nail varnish; [ perfumes; shaving creams;] shower gel; skin creams; skin lotions [ ; sun creams and lotions; toilet soaps; toothpaste; varnish removers ]\*

*Katherine Kelly Vidal*

Director of the United States  
Patent and Trademark Office



CLASS 26: [ Wigs; hairpieces; tufts; false beards; false hair; false mustaches; hair ornaments; hair paddings; barrettes for hair; hair nets; hair bands; hair pins; hair curling pins; false tresses of hair; false chignons; hair ribbons; ] ponytail holders [ ; scrunchies; artificial flowers for hair; hair pearls; head bands for the hair; ornamental novelty buttons; clothing accessories, namely, feathers for ornamentation; non-electric hair curlers; clothing accessories, namely, brooches not made of precious metal and not imitation jewelry ]

CLASS 44: [ Beauty salons; ] services of consultation and advice in the fields of perfumery, cosmetics and beauty

PRIORITY CLAIMED UNDER SEC. 44(D) ON FRANCE APPLICATION NO. 99825811, FILED 11-26-1999, REG. NO. 99825811, DATED 11-26-1999, EXPIRES 11-26-2009

The mark consists of a "S" logo.

SER. NO. 76-052,522, FILED 05-19-2000

## **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>.