

# United States of America

## United States Patent and Trademark Office

# IL MAKIAGE

**Reg. No. 5,646,199**

**Registered Jan. 08, 2019**

**Amended Feb. 25, 2025**

**Int. Cl.: 3, 21, 35, 41**

**Service Mark**

**Trademark**

**Principal Register**

ODDITY TECH LTD (ISRAEL LIMITED LIABILITY COMPANY)  
8 HACHARASH ST.  
TEL AVIV, ISRAEL 6761304

CLASS 3: false eyelashes; nail varnish, nail lacquer; concealer for face and body in the nature of, skin blemish concealer, concealer palette, liquid concealer, cream concealer; corrector, for face and body in the nature of, color corrector, liquid corrector, cream corrector, pencil corrector; primer, namely, makeup primer, face primer; blush for face and body in the nature of, mineral baked blush, mineral blush, loose powder blush; skin bronzer, for face and body in the nature of, mineral baked bronzer, Mineral Loose Powder Bronzer; eye and face highlighter, namely, mineral baked highlighter, Mineral Loose Powder Shimmer; [ cleansers for cosmetic brushes, namely, makeup Brush Cleanser; skin cleansers, namely, makeup remover, makeup remover wipes, eye make-up remover, Oil-free makeup remover; ] make-up base, for face and body in the nature of, compact foundation, liquid foundation, poured foundation, long lasting foundation, cream foundation, powder foundation; eye color in the nature of, cream eye shadow, loose eye shadow, pressed eye shadow, powder eye shadow, mineral baked eye shadow, compact eye shadow, mineral eye shadow, eye liner, namely, Gel eye liner, ink eye liner, eye pencil; eyebrow gel, eyebrow mascara, eyebrow pencils; mascara; makeup fixer, namely, makeup setting spray; powder for make-up for face and body in the nature of, compact powder, pressed powder, loose powder, foundation powder, mineral powders, namely, mineral foundation, mineral powders, mineral baked powders; lip color, namely, lip gloss, lip cream, lip liner, lip palette, lip pencil, lipstick, liquid lipstick; cosmetic pencils, namely, eyebrow pencils, lip pencil, eye pencil, corrector pencil

FIRST USE 6-1-2018; IN COMMERCE 6-1-2018

CLASS 21: Cosmetic brushes and makeup brushes, namely, face brushes, eye brushes, brow brushes, lip brushes; applicators for cosmetics, namely, applicator sticks for applying make-up; applicators for make-up, namely, applicator sticks for applying make-up; cosmetic sponges; make-up sponges; [ make-up removal sponges; ] makeup tools, namely, face brushes, eye brushes, brow brushes, lip brushes

FIRST USE 6-1-2018; IN COMMERCE 6-1-2018

CLASS 35: [ Retail store services featuring beauty and cosmetics products; wholesale store services featuring beauty and cosmetics products; marketing and sales promotion

*Coke Moya Smeed*

Acting Director of the United States Patent and Trademark Office



by managing and operating customers clubs, customer reward programs, lotteries, competitions, prizes, coupons and special offers; product demonstration services and workshops; demonstration of goods for advertisement purposes; in shop and online demonstration of makeup goods; qualification in the field of makeup and cosmetics, namely, verifying the credentials of qualified makeup artists and providing certificates related thereto; all the aforementioned services also provided online ] \* online demonstration of makeup goods; online retail store services featuring beauty and cosmetics products; Online wholesale store services featuring beauty and cosmetics products; Online marketing and sales promotion by managing and operating customer reward programs, coupons and special offers; Online product demonstration services and workshops; Online demonstration of goods for advertisement purposes \*

FIRST USE 6-1-2018; IN COMMERCE 6-1-2018

CLASS 41: [ Workshops, educational demonstrations and classes in the field of makeup, beauty and cosmetics products; Education, and providing of training in the field of makeup and cosmetics; providing in shop and online classes in the field of makeup; all the aforementioned services also provided online ] \* providing online classes in field of makeup; online workshops, educational demonstrations and classes in the field of makeup, beauty and cosmetics products; Online education, and providing of training in the field of makeup and cosmetics \*

FIRST USE 6-1-2018; IN COMMERCE 6-1-2018

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

PRIORITY CLAIMED UNDER SEC. 44(D) ON ISRAEL APPLICATION NO. 293073, FILED 03-29-2017, REG. NO. 293073, DATED 06-03-2018, EXPIRES 03-29-2027

OWNER OF U.S. REG. NO. 1480375

The wording "IL MAKIAGE" has no meaning in a foreign language.

SER. NO. 87-390,423, FILED 03-29-2017

## **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>.