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# Essentials Plus

<b>Word Mark</b>	ESSENTIALS PLUS
<b>Goods and Services</b>	IC 003. US 001 004 006 050 051 052. G & S: toothpaste
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	<b>87416782</b>
<b>Filing Date</b>	April 19, 2017
<b>Current Basis</b>	1B
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	July 25, 2017
<b>Owner</b>	(APPLICANT) Cabot Hill Naturals, Inc. CORPORATION NEW HAMPSHIRE 62 Bridge Street Lancaster NEW HAMPSHIRE 03584
<b>Attorney of Record</b>	Scott Ellison
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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# CLINIC ESSENTIALS

**Word Mark** CLINIC ESSENTIALS

**Goods and Services** IC 003. US 001 004 006 050 051 052. G & S: non-medicated mouthwash  
 IC 005. US 006 018 044 046 051 052. G & S: medicated mouthwash; medicated fluoride mouthwash  
 IC 021. US 002 013 023 029 030 033 040 050. G & S: toothbrushes and dental floss

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 86421608

**Filing Date** October 13, 2014

**Current Basis** 1B

**Original Filing Basis** 1B

**Published for Opposition** April 26, 2016

**Owner** (APPLICANT) Johnson & Johnson CORPORATION NEW JERSEY One Johnson & Johnson Plaza New Brunswick NEW JERSEY 08933

**Attorney of Record** Rachelle Laroche Miller

**Prior Registrations** 4365094;4370784

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CLINIC" APART FROM THE MARK AS SHOWN

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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# IRONKIDS ESSENTIALS

**Word Mark** IRONKIDS ESSENTIALS

**Goods and Services** IC 003. US 001 004 006 050 051 052. G & S: Hair shampoo; hair conditioner; body washes; bubble bath; tooth paste

IC 005. US 006 018 044 046 051 052. G & S: Vitamins; gummy vitamins; adhesive bandages for skin wounds

IC 021. US 002 013 023 029 030 033 040 050. G & S: Tooth brushes

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 87498909

**Filing Date** June 21, 2017

**Current Basis** 1B

**Original Filing Basis** 1B

**Published for Opposition** November 14, 2017

**Owner** (APPLICANT) World Triathlon Corporation CORPORATION FLORIDA 3407 W. Dr. Martin Luther King Jr. Blvd Suite 100 Tampa FLORIDA 33607

**Attorney of Record** William G. Giltinan

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ESSENTIALS" IN INTERNATIONAL CLASS 5 APART FROM THE MARK AS SHOWN

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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**HILL COUNTRY ESSENTIALS**

**Word Mark** HILL COUNTRY ESSENTIALS

**Goods and Services** IC 003. US 001 004 006 050 051 052. G & S: HAIR SHAMPOO, HAIR CONDITIONER, FACIAL CLEANSERS, SKIN MOISTURIZERS, HAND LOTION, BODY LOTION, BREATH FRESHENERS, MOUTHWASH, PRE-SHAVE CREAM, SHOWER GEL, BODY WASHES, EYE CREAM, EYE LOTION, BEAUTY SERUMS. FIRST USE: 20080719. FIRST USE IN COMMERCE: 20080719

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 77490690

**Filing Date** June 4, 2008

**Current Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** May 19, 2009

**Registration Number** 4242188

**Registration Date** November 13, 2012

**Owner** (REGISTRANT) HEB GROCERY COMPANY, LP HEBCO GP, L.L.C., A TEXAS LIMITED LIABILITY COMPANY, ITS SOLE GENERAL PARTNER. (TX LTD PARTNERSHIP) LIMITED PARTNERSHIP TEXAS CORPORATE LAW DEPARTMENT 646 S. MAIN SAN ANTONIO TEXAS 78204

**Attorney of Record** Sherri L. Eastley

**Prior Registrations** 2151066;2245292;2890694;AND OTHERS

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE



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# AGE ESSENTIAL

**Word Mark** AGE ESSENTIAL

**Goods and Services** IC 005. US 006 018 044 046 051 052. G & S: Medicated mouth and oral care products, namely, medicated toothpaste, dissolvable strips to stop bleeding in the mouth from minor cuts, oral spray for boosting energy, oral spray for the cessation of smoking, medicinal preparations for the mouth and as sprays; meal replacement powders for making drinks, medicated chewing gum; mouth and oral lozenges, namely, cough lozenges, medicated lozenges, throat lozenges, zinc supplement lozenges; medicated mouth washes; medicated mouth and oral sanitizer, namely, mouth cavity cleansers; medicated candy; Medicated mouth care products, namely, mouth and oral antiseptics; medicated mouth care products, namely, orally ingested gel for boosting energy, and, medicated brush-on oral care gels; medicated preparations and moisturizing mouth washes for relief of dry mouth and associated symptoms and conditions. FIRST USE: 20100801. FIRST USE IN COMMERCE: 20100801

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 85135657

**Filing Date** September 22, 2010

**Current Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** June 14, 2011

**Registration Number** 4305637

**Registration Date** March 19, 2013

**Owner** (REGISTRANT) OCHC LLC LIMITED LIABILITY COMPANY OHIO 3695 Tolland Road Shaker Heights OHIO 44122  
(LAST LISTED OWNER) OASIS CONSUMER HEALTHCARE LLC LIMITED LIABILITY COMPANY OHIO 812 HURON ROAD CLEVELAND OHIO 44115

**Assignment Recorded** ASSIGNMENT RECORDED  
BRIAN E. TURUNG

**Attorney of Record**

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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# OFFICE ESSENTIALS

**Word Mark** OFFICE ESSENTIALS

**Goods and Services** IC 003. US 001 004 006 050 051 052. G & S: Non-medicated mouthwash. FIRST USE: 20120131. FIRST USE IN COMMERCE: 20120131

IC 005. US 006 018 044 046 051 052. G & S: Medicated mouthwash; fluoride mouthwash. FIRST USE: 20120131. FIRST USE IN COMMERCE: 20120131

IC 021. US 002 013 023 029 030 033 040 050. G & S: Toothbrushes and dental floss. FIRST USE: 20120131. FIRST USE IN COMMERCE: 20120131

IC 044. US 100 101. G & S: Providing information in the field of oral care. FIRST USE: 20121031. FIRST USE IN COMMERCE: 20121031

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 85156641

**Filing Date** October 20, 2010

**Current Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** March 22, 2011

**Registration Number** 4365094

**Registration Date** July 9, 2013

**Owner** (REGISTRANT) JOHNSON & JOHNSON CORPORATION NEW JERSEY One Johnson & Johnson Plaza New Brunswick NEW JERSEY 089337001

**Attorney of Record** Jake D. Feldman

**Type of Mark** TRADEMARK. SERVICE MARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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# ZEN ESSENTIALS

**Word Mark** ZEN ESSENTIALS

**Goods and Services** IC 003. US 001 004 006 050 051 052. G & S: Cosmetic preparations for skin care; Skin cleansers; Skin conditioners; Skin creams; Skin lotions; Skin soaps; Skin toners; Hair care preparations; Hair care lotions; Hair conditioners; Hair creams; Hair lotions; Beauty soap; Cosmetic soaps; Perfumery; Essential oils; Cosmetics and cosmetic preparations; Cosmetics and make-up; Body Lotions; Hand lotions; lip balms; Facial scrubs; Body scrub; Dentifrices. FIRST USE: 20120512. FIRST USE IN COMMERCE: 20120512

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 86073882

**Filing Date** September 25, 2013

**Current Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** February 25, 2014

**Registration Number** 4529152

**Registration Date** May 13, 2014

**Owner** (REGISTRANT) Martin, Launa INDIVIDUAL UNITED STATES 884 Emerals Bay Rd South Lake Tahoe CALIFORNIA 96150

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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**LISTERINE ESSENTIAL CARE**

**Word Mark** LISTERINE ESSENTIAL CARE  
**Goods and Services** IC 003. US 001 004 006 050 051 052. G & S: toothpaste. FIRST USE: 20001020. FIRST USE IN COMMERCE: 20001020  
**Standard Characters Claimed**  
**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Serial Number** 77591101  
**Filing Date** October 13, 2008  
**Current Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** January 27, 2009  
**Registration Number** 3606056  
**Registration Date** April 14, 2009  
**Owner** (REGISTRANT) Johnson & Johnson CORPORATION NEW JERSEY One Johnson & Johnson Plaza New Brunswick NEW JERSEY 089337001  
**Attorney of Record** Rachelle Laroche Miller  
**Prior Registrations** 0041413;0118052;0240162;AND OTHERS  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR).  
**Live/Dead Indicator** LIVE

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**Word Mark** LAVISH ESSENTIALS

**Goods and Services** IC 003. US 001 004 006 050 051 052. G & S: Tooth whitening pastes. FIRST USE: 20170303. FIRST USE IN COMMERCE: 20170303

**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design Search Code** 05.03.25 - Leaf, single; Other leaves  
26.01.12 - Circles with bars, bands and lines

**Serial Number** 87330336

**Filing Date** February 9, 2017

**Current Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** July 11, 2017

**Registration Number** 5392901

**Registration Date** January 30, 2018

**Owner** (REGISTRANT) LAVISH ESSENTIALS CORPORATION CANADA 2600 DON MILLS ROAD UNIT#212 NORTH YORK CANADA M2J 3B4

**Assignment Recorded** ASSIGNMENT RECORDED

**Description of Mark** The color(s) Gold and light green is/are claimed as a feature of the mark. The mark consists of the stylized words "LAVISH ESSENTIALS" in gold, shown to the left of a light green circle having light green vertical lines within its right half. In the left half of the circle is a leaf which is light green at its top and gold in its lower portion.

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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**Typed Drawing**

**Word Mark** ULTIMATE ESSENTIAL MOUTHCARE  
**Goods and Services** IC 003. US 001 004 006 050 051 052. G & S: dentifrice and non-medicated mouthwash. FIRST USE: 19970514. FIRST USE IN COMMERCE: 19970514  
 IC 005. US 006 018 044 046 051 052. G & S: medicated mouthwash. FIRST USE: 19970514. FIRST USE IN COMMERCE: 19970514  
**Mark Drawing Code** (1) TYPED DRAWING  
**Serial Number** 75220708  
**Filing Date** January 2, 1997  
**Current Basis** 1A  
**Original Filing Basis** 1B  
**Published for Opposition** August 12, 1997  
**Registration Number** 2159720  
**Registration Date** May 19, 1998  
**Owner** (REGISTRANT) Warsowe, Marc INDIVIDUAL UNITED STATES 3130 Spring Street Redwood City CALIFORNIA 94063  
 (LAST LISTED OWNER) LOTUS BRANDS, INC. CORPORATION WISCONSIN 1100 LOTUS DRIVE SILVER LAKE WISCONSIN 53170  
**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** Joseph T. Nabor  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MOUTHCARE" APART FROM THE MARK AS SHOWN  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20080604.  
**Renewal** 1ST RENEWAL 20080604  
**Live/Dead Indicator** LIVE

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**Typed Drawing**

**Word Mark** SHAKLEE ESSENTIALS  
**Goods and Services** IC 003. US 001 004 006 050 051 052. G & S: SOLID AND LIQUID SKIN CLEANSERS, [ PREPARATION FOR GROOMING HAIR, HAIR SHAMPOO, HAIR CONDITIONER, ] SKIN MOISTURIZER, DENTIFRICE [, PERSONAL DEODORANT ]. FIRST USE: 19880408. FIRST USE IN COMMERCE: 19880408  
**Mark Drawing Code** (1) TYPED DRAWING  
**Serial Number** 73735038  
**Filing Date** June 16, 1988  
**Current Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** December 13, 1988  
**Registration Number** 1527668  
**Registration Date** March 7, 1989  
**Owner** (REGISTRANT) SHAKLEE CORPORATION CORPORATION DELAWARE 4747 WILLOW ROAD PLEASANTON CALIFORNIA 94588  
**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** LISA M. CALDWELL  
**Prior Registrations** 1010096;1385011  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20090317.  
**Renewal** 1ST RENEWAL 20090317  
**Live/Dead Indicator** LIVE

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**Typed Drawing**

**Word Mark** ORGANIC ESSENTIALS  
**Goods and Services** IC 003. US 001 004 006 050 051 052. G & S: skin and facial creams, skin and facial cleansers, hand creams, hand cleansers, skin and facial night creams, skin and facial wrinkle creams, skin and facial moisturizers, skin and hair conditioners, shaving creams, hair shampoos, liquid and bar hand and body soaps, [ sun blocks, ] body deodorants, toothpastes, mouthwashes, mouth sprays, [ perfumes, colognes, facial and body powders, ] and personal care products, namely, facial scrub, skin cleansing pads, [ hair styling gels, hair sprays, hair mousse, ] cleansing body washes, eye creams, sunscreens, [ skin self tanners, ] skin toners, facial masques, hand and body lotions, and foot lotions, for topical use and not for ingestion. FIRST USE: 19970814. FIRST USE IN COMMERCE: 19970814

**Mark Drawing Code** (1) TYPED DRAWING

**Serial Number** 75980118

**Filing Date** June 24, 1997

**Current Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** July 13, 1999

**Registration Number** 2439570

**Registration Date** March 27, 2001

**Owner** (REGISTRANT) FREELIFE INTERNATIONAL, LLC. LIMITED LIABILITY COMPANY CONNECTICUT 333 QUARRY ROAD MILFORD CONNECTICUT 06460

(LAST LISTED OWNER) FREELIFE INTERNATIONAL HOLDINGS, LLC LIMITED LIABILITY COMPANY CONNECTICUT 4950 S. 48th Street PHOENIX ARIZONA 85040

**Assignment Recorded** ASSIGNMENT RECORDED

**Attorney of Record** L S VAN LANDINGHAM III

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ORGANIC" APART FROM THE MARK AS SHOWN

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20101123.

**Renewal** 1ST RENEWAL 20101123

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# ESSENTIALLY LAVENDER

**Word Mark** ESSENTIALLY LAVENDER

**Goods and Services** IC 003. US 001 004 006 050 051 052. G & S: body lotion, massage oil, hair shampoo, hair conditioner, facial wash, body polish, mouthwash, lip balm, facial and skin toner, facial moisturizing cream, hand lotion, aloe gel, anti-aging cream, bath oil, body moisturizers, body oil, body mists, and personal deodorants. FIRST USE: 20021001. FIRST USE IN COMMERCE: 20030331

**Mark Drawing Code** (1) TYPED DRAWING

**Serial Number** 7655408

**Filing Date** October 30, 2003

**Current Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** June 1, 2004

**Registration Number** 2876950

**Registration Date** August 24, 2004

**Owner** (REGISTRANT) Monroe, Cary INDIVIDUAL UNITED STATES 13471 Grain Lane San Diego CALIFORNIA 92129

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "LAVENDER" APART FROM THE MARK AS SHOWN

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20140516.

**Renewal** 1ST RENEWAL 20140516

**Live/Dead Indicator** LIVE

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# PALMOLIVE SCENT ESSENTIALS

<b>Word Mark</b>	PALMOLIVE SCENT ESSENTIALS
<b>Goods and Services</b>	IC 003. US 001 004 006 050 051 052. G & S: DISHWASHING LIQUID. FIRST USE: 20130200. FIRST USE IN COMMERCE: 20130200
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	85817681
<b>Filing Date</b>	January 8, 2013
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	May 7, 2013
<b>Registration Number</b>	5032151
<b>Registration Date</b>	August 30, 2016
<b>Owner</b>	(REGISTRANT) Colgate-Palmolive Company CORPORATION DELAWARE 300 Park Avenue New York NEW YORK 10022
<b>Attorney of Record</b>	Chehrazade Chemcham
<b>Prior Registrations</b>	0732251;0861145;1961815;AND OTHERS
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SCENT" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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**PALMOLIVE ESSENTIAL CLEAN**

**Word Mark** PALMOLIVE ESSENTIAL CLEAN  
**Goods and Services** IC 003. US 001 004 006 050 051 052. G & S: Dishwashing detergent. FIRST USE: 20170300. FIRST USE IN COMMERCE: 20170300  
**Standard Characters Claimed**  
**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Serial Number** 87003080  
**Filing Date** April 15, 2016  
**Current Basis** 1A  
**Original Filing Basis** 1B  
**Published for Opposition** August 23, 2016  
**Registration Number** 5330586  
**Registration Date** November 7, 2017  
**Owner** (REGISTRANT) Colgate-Palmolive Company CORPORATION DELAWARE 300 Park Avenue New York NEW YORK 10022  
**Attorney of Record** Chehrazade Chemcham  
**Prior Registrations** 0861145;1961815;3686061  
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**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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