

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.
PTO Form 1478 (Rev 09/2006)
OMB No. 0651-0009 (Exp 02/28/2021)

**Trademark/Service Mark Application, Principal Register
Handwritten Signature**

To the Commissioner for Trademarks:

MARK: BRIGHT IDEA (Standard Characters, see below)

BRIGHT IDEA

The literal element of the mark consists of BRIGHT IDEA. The mark consists of standard characters, without claim to any particular font style, size, or color.

The applicant, Bliss Products Holdings LLC, a limited liability company legally organized under the laws of Florida, having an address of

770 South Dixie Highway
Coral Gables, Florida 33146
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 003: Non-medicated skin care preparations; facial moisturizer; non-medicated skin serum; non-medicated eye care preparations

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

The applicant's current Attorney Information:

..... Julia Belagorudsky and Allison Strickland Ricketts of FROSS ZELNICK LEHRMAN & ZISSU, P.C. 151

West 42nd St., 17th Fl
New York, New York 10036
United States

The attorney docket/reference number is BLSP 1909503.

The applicant's current Correspondence Information:

Julia Belagorudsky

FROSS ZELNICK LEHRMAN & ZISSU, P.C.

151 West 42nd St., 17th Fl

New York, New York 10036

212-813-5900(phone)

belagorudsky-docket@fzlz.com; ricketts-docket@fzlz.com (authorized)

E-mail Authorization: I authorize the USPTO to send e-mail correspondence concerning the application to the applicant, the applicant's attorney, or the applicant's domestic representative at the e-mail address provided in this application. I understand that a valid e-mail address must be maintained and that the applicant or the applicant's attorney must file the relevant subsequent application-related submissions via the Trademark Electronic Application System (TEAS). Failure to do so will result in the loss of TEAS Reduced Fee status and a requirement to submit an additional processing fee of \$125 per international class of goods/services.

A fee payment in the amount of \$275 will be submitted with the application, representing payment for 1 class(es).

Declaration

Read the following statements before signing. Acknowledge the statements by signing below.

- **Basis:**

- **If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a):**

- The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;
 - The mark is in use in commerce on or in connection with the goods/services in the application;
 - The specimen(s) shows the mark as used on or in connection with the goods/services in the application; and
 - To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

- **And/Or**

- **If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e):**

- The signatory believes that the applicant is entitled to use the mark in commerce;
 - The applicant has a bona fide intention to use the mark in commerce on or in connection with the goods/services in the application; and
 - To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.
- To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive.
- To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.
- The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Signature Section:

NOTE: The same person may sign the declaration on behalf of the other joint applicant(s), by merely making identical entries. The USPTO will presume that the one person who has signed was, in fact, authorized to sign on behalf of the other person(s).

Signature: _____

Signatory's Name: Anthony Gajewski

Signatory's Position: Chief Financial Officer

Signatory's Phone Number: 323-602-1238

Date Signed: _____

7/16/18

NOTE TO APPLICANT: When filed as part of the electronic form (i.e., scanned and attached as an image file), the signature page **must** include both the signature information **and** the declaration language. Do **not** include the entire application, but do ensure that the declaration language actually appears; *a signature by itself*

will not be acceptable. If, due to browser limitations, the declaration language appears on a previous page when printed, you must "merge" the declaration and signature block onto a single page prior to signing, so that the *one complete page* can be scanned to create an acceptable image file. It is recommended that you copy-and-paste the entire text form into another document, manipulate the spacing there to move the declaration and signature section to a separate page, and then print this new version of the text form to send to the signatory.

IMPORTANT INFORMATION FOR APPLICANT:**No filing fee refunds**

Once your application is submitted, the USPTO we will not cancel the filing or refund your fee. The fee is a processing fee, which the USPTO does not refund even if a registration is not issued after substantive review of the application. This is true regardless of how soon after submission you might attempt to request cancellation of the filing.

All information submitted made public

All information submitted to the USPTO at any point in the application and/or registration process will become public record, including your name, phone number, e-mail address, and street address. Please be aware that **YOU HAVE NO RIGHT TO CONFIDENTIALITY** in the information disclosed. The public will be able to view the information in the USPTO's on-line databases and through internet search engines and other on-line databases and may use this information to contact you directly. This information will remain public even if the application is later abandoned or any resulting registration is surrendered, cancelled, or expired. For any information that may be subject to copyright protection, by submitting it to the USPTO, the filer is representing that he or she has the authority to grant, and is granting, the USPTO permission to make the information available in its on-line database and in copies of the application or registration record.

Review of application

Registration is not automatic or guaranteed. A USPTO examining attorney will review your application approximately three months after the filing date for compliance with all legal requirements. This may result in a letter (an "Office action") being issued that will require you to submit a response within a strict time deadline, even if a filing company has filed the original application on your behalf. Failure to submit a timely response will result in the abandonment of your application.

[Back](#)

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PTO Form 1478 (Rev 09/2006)

OMB No. 0651-0009 (Exp 02/28/2021)

Trademark/Service Mark Application, Principal Register

NOTE: Data fields with the * are mandatory. The wording "(if applicable)" appears where the field is only mandatory under the facts of the particular application.

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	N/A
MARK INFORMATION	
*MARK	mark.jpg
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES

LITERAL ELEMENT

BRIGHT IDEA

MARK STATEMENT

The mark consists of standard characters, without claim to any particular font style, size, or color.

APPLICANT INFORMATION***OWNER OF MARK**

Bliss Products Holdings LLC

***STREET**

770 South Dixie Highway

***CITY**

Coral Gables

***STATE**

Florida

(Required for U.S. applicants)

***COUNTRY**

United States

***ZIP/POSTAL CODE**

33146

(Required for U.S. and certain international addresses)

LEGAL ENTITY INFORMATION**TYPE**

limited liability company

STATE/COUNTRY WHERE LEGALLY ORGANIZED

Florida

GOODS AND/OR SERVICES AND BASIS INFORMATION**INTERNATIONAL CLASS**

003

***IDENTIFICATION**

Non-medicated skin care preparations; facial moisturizer; non-medicated skin serum; non-medicated eye care preparations

FILING BASIS

SECTION 1(b)

ATTORNEY INFORMATION**NAME**

Julia Belagorudsky

ATTORNEY DOCKET NUMBER

BLSP 1909503

FIRM NAME

FROSS ZELNICK LEHRMAN & ZISSU, P.C.

STREET

151 West 42nd St., 17th Fl

CITY

New York

STATE

New York

COUNTRY

United States

ZIP/POSTAL CODE

10036

OTHER APPOINTED ATTORNEY

Allison Strickland Ricketts

CORRESPONDENCE INFORMATION**NAME**

Julia Belagorudsky

FIRM NAME

FROSS ZELNICK LEHRMAN & ZISSU, P.C.

STREET

151 West 42nd St., 17th Fl

CITY	New York
STATE	New York
COUNTRY	United States
ZIP/POSTAL CODE	10036
PHONE	212-813-5900
*EMAIL ADDRESS	belagorudsky-docket@fzlz.com; ricketts-docket@fzlz.com
*AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes

FEE INFORMATION

APPLICATION FILING OPTION	TEAS RF
NUMBER OF CLASSES	1
APPLICATION FOR REGISTRATION PER CLASS	275
*TOTAL FEES DUE	275

SIGNATURE INFORMATION

SIGNATORY'S NAME	Anthony Gajewski
SIGNATORY'S POSITION	Chief Financial Officer

[Back](#)