

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Mark: NATURALLY EFFECTIVE (Standard Characters)
Int'l Class/Goods: IC 003: Non-medicated mouthwashes; Toothpastes
Docket No.: 802-T037-10-US

Trademark/Service Mark Application, Principal Register

To the Commissioner for Trademarks:

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

The applicant, MGE Holdings LLC, a limited liability company legally organized under the laws of Delaware, having an address of

9461 Charleville Blvd #744
Beverly Hills, California 90212
United States

requests registration of the trademark 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: non-medicated mouthwashes and toothpastes.

In International Class 003, the mark was first used by the applicant or the applicant's related company or licensee predecessor in interest at least as early as 06/25/2019, and first used in commerce at least as early as 06/25/2019, and is now in use in such commerce. The applicant is submitting one specimen showing the mark as used in commerce on or in connection with any item in the class of listed goods, consisting of a screenshot of applicant's e-commerce website bearing the applied-for mark from which non-medicated mouthwashes and toothpastes are available for purchase.

The applicant's current Attorney Information and current Correspondence Information is:

Louis C. Paul of Louis C. Paul & Associates, PLLC
250 Park Avenue, 7th Floor
New York, New York 10177
United States
212-223-8200(phone)
212-223-8200(fax)
docketing@paulipgroup.com (authorized)

The attorney docket/reference number is 802-T037-10.

E-mail Authorization: I authorize the USPTO to send e-mail correspondence concerning the application to the applicant or 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 Plus 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 \$225 will be submitted with the application, representing payment for one (1) class.

Read the following statements before signing. Acknowledge the statements by checking the boxes and signing below.

For International Class 003; 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 sought to be registered;
- The mark is in use in commerce on or in connection with the goods in the application;
- The specimen(s) shows the mark as used on or in connection with the goods 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 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:

Signature: 
Kourosh Maddahi (Jun 25, 2019)

Signatory's Name: Kourosh Maddahi DDS

Signatory's Position: Owner

Date Signed: Jun 25, 2019

Signatory's Phone: 310-888-7797



Sensitivity Kit

Naturally Effective™

Tooth sensitivity is no joke. It can stop you from enjoying really important things like coffee and ICE CREAM.

Our Patent Pending Technology, PROGUARD™ is dentist formulated and clinically proven to help you say goodbye to tooth sensitivity without the use of harsh chemicals. This mineral rich, botanical regimen is certified non-toxic with a gentle, minty flavor.

Sensitivity Kit with PROGUARD™

(2 Month Supply)

additional images



65 reviews



1 \$45

Subscribe and Save!

- One-time purchase
- Subscribe & Save 10% (\$40.50)

ADD TO CART

Buy with PayPal

[More payment options](#)








802-T037-10_Naturally_Effective

Final Audit Report

2019-06-26

Created:	2019-06-26
By:	Paul IP Group (lpaul@paulipgroup.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAAx7QTUOnEnMIEs2jIGV4qK-kncMGdhaSI

"802-T037-10_Naturally_Effective" History

-  Document created by Paul IP Group (lpaul@paulipgroup.com)
2019-06-26 - 2:38:06 AM GMT- IP address: 24.46.139.253
-  Document emailed to Kourosh Maddahi (kmaddahi2@aol.com) for signature
2019-06-26 - 2:39:11 AM GMT
-  Email viewed by Kourosh Maddahi (kmaddahi2@aol.com)
2019-06-26 - 3:06:05 AM GMT- IP address: 172.90.225.210
-  Document e-signed by Kourosh Maddahi (kmaddahi2@aol.com)
Signature Date: 2019-06-26 - 3:06:37 AM GMT - Time Source: server- IP address: 172.90.225.210
-  Signed document emailed to Paul IP Group (lpaul@paulipgroup.com) and Kourosh Maddahi (kmaddahi2@aol.com)
2019-06-26 - 3:06:37 AM GMT