

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Mark: LUMINEUX  
International Classes and Goods/Services: IC 003: Non-medicated mouth washes; Teeth whitening strips impregnated with teeth whitening preparations; Toothpaste  
IC 021: Toothbrushes  
Docket No.: 802-T029-10-US

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

To the Commissioner for Trademarks:

**MARK:** LUMINEUX (Standard Characters)

The literal element of the mark consists of LUMINEUX. 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/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 mouth washes; Teeth whitening strips impregnated with teeth whitening preparations; Tooth whitening preparations; Toothpaste

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 8/1/2019, and first used in commerce at least as early as 8/15/2019, 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/services, consisting of a screen shot of applicant's e-commerce website from which products bearing the applied-for mark are sold.

International Class 021: Tooth brushes

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 8/1/2019, and first used in commerce at least as early as 8/15/2019, 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/services, consisting of a screen shot of applicant's e-commerce website from which products bearing the applied-for mark are sold..

## Active Prior Registrations

The applicant claims ownership of active prior U.S. Registration Numbers 5829559, 5829549, 5567316 and 5562827.

## Translation

The English translation of LUMINEUX in the mark is LUMINOUS.

The applicant's current Attorney Information:

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The attorney docket/reference number is 802-T029-10.

The applicant's current Correspondence Information:

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**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 \$450 will be submitted with the application, representing payment for 2 classes.

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

For International Classes 003 and 021; 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 specimens show 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.

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:

Signature:   
Kourosh Maddahi (Aug 18, 2019)

Signatory's Name: Kourosh Maddahi DDS

Signatory's Position: CEO


Date Signed: **Aug 18, 2019**

Signatory's Phone: 310-888-7797

oralessentials.com

Whitening Kit – Lumineux Oral Essentials™

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### Whitening Kit

Now trending, a beautiful, luminous smile without the sensitivity. Our Whitening Kit is clinically proven to remove years of stains without the harsh bleaches and chemicals found in other whitening products. Our non-toxic ingredients won't take your enamel with them. No Sensitivity. No Pain. All the Gain.

Whiter Teeth Without the Sensitivity!

(1 Month Supply)

532 reviews

1 \$ 45

Subscribe and Save!

One-time purchase

Subscribe & Save 10% (\$ 40.50)

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Rewards

oralessentials.com

Eco-Friendly Bamboo Toothbrush – Lumineux Oral Essentials™

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### Eco-Friendly Bamboo Toothbrush

ORAL PERFECTION™

Soft bristles made from castor oil, and a bamboo handle make for an eco and enamel friendly brush like none other.

Size: (Pack of 4)

14 reviews

1 \$ 16

ADD TO CART

Buy with Apple Pay

More payment options

Rewards






# MGE | US Trademark LUMINEUX | 802-T029

Final Audit Report

2019-08-18

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