

TO THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: LIKEU

Serial NO.:88610447

For: Cheng Yao

Examiner:Young Wolfe,Trademark Examining Attorney

Law Office: 122

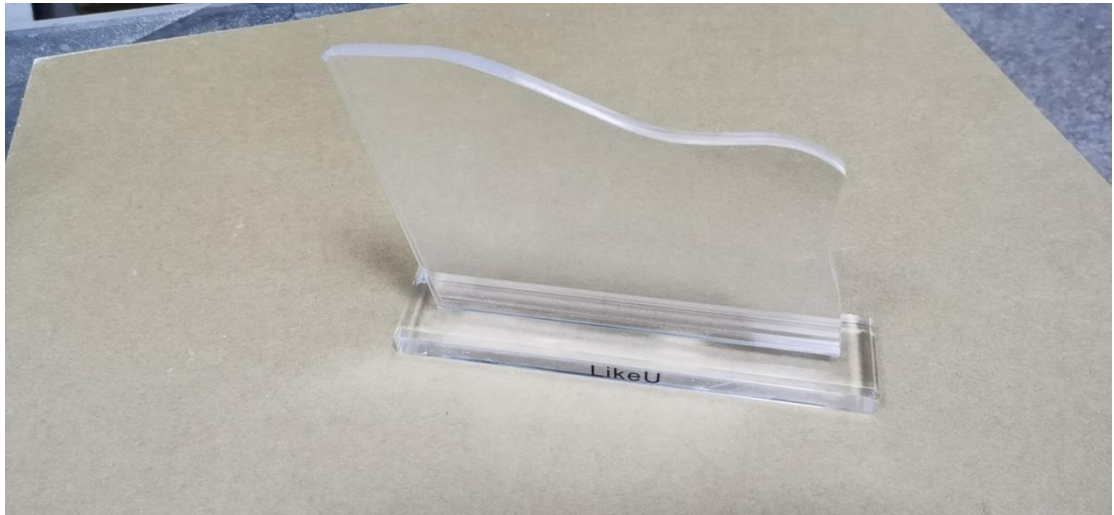
RESPONSE TO OFFICE ACTION DATED December 12, 2019

This is response to Office Action dated December 12, 2019.The applicant, Cheng Yao,respectfully requests that the application be reconsidered.

1. .Identify the particular good(s) listed in the application for which the specimen(s) was submitted to show use of the mark.













2. The specimen was not created for submission with this application.

3. We focus online selling. Our online store is on Amazon.

Our websites are:

https://www.amazon.com/dp/B07BSYRVWC?ref=myi_title_dp

The screenshot shows the Amazon product page for the 'LikeU Makeup Organizer, 360 Degree Rotating Adjustable Cosmetic Storage Display Case with 8 Layers Large Capacity, Fits Jewelry, Makeup Brushes, Lipsticks and More, Clear Transparent'. The product is priced at \$26.88 and has a 4.5-star rating from 1,267 reviews. The page includes a 'Lower Priced Item to Consider' banner, a product image, and a detailed description. The description highlights the organizer's versatility and ease of use, noting it is suitable for various settings like dorm rooms, apartments, and RVs. It also mentions a 30-day satisfaction guarantee. The page features a 'Select delivery location' dropdown, a 'See All Buying Options' button, and social sharing options.

https://www.amazon.com/dp/B07C9S2L8B?ref=myi_title_dp

The screenshot shows the Amazon product page for the 'LikeU Acrylic Makeup Storage Organizer-Easily Organize your Cosmetics, Jewelry, Hair Accessories, Lipstick and Brushes, 4 Drawers With 8 Grid, Clear Pack of 1'. The product is priced at \$16.99 and has a 4.5-star rating from 866 reviews. The page includes a product image, a detailed description, and a 'GONEX Keep your travel toiletries well organized' advertisement. The description highlights the organizer's ease of use and suitability for various settings like dorm rooms, apartments, and RVs. It also mentions a 30-day satisfaction guarantee. The page features a 'Select delivery location' dropdown, a 'See All Buying Options' button, and social sharing options.

https://www.amazon.com/dp/B083DHY2KN?ref=myi_title_dp

The screenshot shows the Amazon product page for the LikeU Acrylic Makeup Brush Organizer Storage Station Cube. The product is a clear acrylic cube with four vertical compartments. The price is \$55.99 with free shipping. The page includes a detailed description, a list of features, and a 'Buy Now' button. The breadcrumb trail is: Beauty & Personal Care > Tools & Accessories > Bags & Cases > Cosmetic Display Cases.

Beauty & Personal Care > Tools & Accessories > Bags & Cases > Cosmetic Display Cases

LikeU Acrylic Makeup Brush Organizer Storage Station Cube for Bathroom Vanity, Cabinet, Countertops - Holds Lip Gloss, Eyeshadow Palettes, Brushes

by LikeU

Price: **\$55.99 & FREE Shipping**

Item is returnable in 30 days and restocking fee may apply

- This storage unit provides plenty of space to store and organize your beauty essentials and go-to products: Store magnetic eyelashes, tweezers, lipstick, lip pencils, lip liner, eye shadows, eye liner, blush palettes, face powder, lip balm and blenders; Keep nail polish and accessories neatly contained and more can all be organized keeping your vanity or bathroom counter tops neat and tidy
- Stack organizers to create vertical, space-saving storage; Use side-by-side to make a custom storage solution that fits your needs; Perfect for making the most out of your space; Decorative knobs make opening and closing drawers simple and convenient
- Works well on makeup tables, vanities, table tops, counters, in cabinets, pantry and more; Great for small spaces - college dorm rooms, apartments, condos, RVs and campers; Use throughout the home to add storage wherever you need it - try in kitchen, laundry/utility room, home office, craft room, kids room, bedroom, closet, vanity; Organizers make it easy to organize small or crowded bathroom spaces and keep clutter away
- Made of durable acrylic. Food safe. Easy Care - clean with mild soap and water; Do not place in dishwasher
- SERVICE: If for any reason you're not completely happy with your purchase - if it breaks, if it's damaged in shipping, or even if you change your mind - simply let us know and we will either replace it or turn your money back, your choice!

Roll over image to zoom in

\$55.99 & FREE Shipping

Get it as soon as Jan. 21 - 23 when you choose **Expedited Shipping** at checkout.

Only 11 left in stock - order soon.

Qty: 1

\$55.99 + Free Shipping

Add to Cart

Buy Now

Ships from and sold by IEEX-SHOP.

Select delivery location

Add to List

https://www.amazon.com/dp/B083DJWRKN?ref=myi_title_dp

The screenshot shows the Amazon product page for the LikeU Horizontal Double-Sided Stand Up Sign Holder. The product is a clear acrylic sign holder with a wavy top edge. The price is \$49.99 with free shipping. The page includes a detailed description, a list of features, and a 'Buy Now' button. The breadcrumb trail is: Office Products > Office & School Supplies > Store Signs & Displays > Store Sign Holders.

Office Products > Office & School Supplies > Store Signs & Displays > Store Sign Holders

LikeU Horizontal Double-Sided Stand Up Sign Holder, Pack of 1

by LikeU

Price: **\$49.99 & FREE Shipping**

- Made from high quality crystal clear acrylic with polished edges. Our sign holder has a lengthier back to secure your pictures or documents in place
- Each piece is wrapped in plastic to prevent scratching, encased in expanded polystyrene foam, and packaged in a sturdy carton box for the ultimate protection.
- Our slant back acrylic sign holders are perfect for both home and professional use. Use them in restaurants, trade shows, reception areas, schools, weddings, fairs, and so much more
- Contemporary and elegant acrylic construction will blend in with any décor. It's versatile and you can add to any space whether you're using it for pictures, signage, menu holders, and much more.
- If for any reason you're not completely happy with your purchase - if it breaks, if it's damaged in shipping, or even if you change your mind - simply let us know and we will either replace it or turn your money back, your choice!

DASHER PRODUCTS

8.5 x 11 Inches Acrylic Sign Holders - 6 Pack

\$49.99 & FREE Shipping

Get it as soon as Jan. 21 - 23 when you choose **Expedited Shipping** at checkout.

Only 8 left in stock - order soon.

Qty: 1

\$49.99 + Free Shipping

Add to Cart

Buy Now

Ships from and sold by IEEX-SHOP.

Select delivery location

Add to List

https://www.amazon.com/dp/B083DJF2PN?ref=myi_title_dp

The screenshot shows the Amazon product page for the 'LikeU Acrylic Jewelry Makeup Cosmetic Storage Display Organizer'. The product is a clear acrylic organizer with multiple compartments. The price is \$59.99 with free shipping. The page includes a product image, a detailed description, a list of features, a customer review, and purchase options like 'Add to Cart' and 'Buy Now'.

LikeU Acrylic Jewelry Makeup Cosmetic Storage Display Organizer, Great for Cosmetics, Jewelry, Hair Accessories, Bathroom Counter or Dresser
by LikeU

Price: **\$59.99** & **FREE Shipping**

Item is returnable in 30 days and restocking fee may apply

- Make all your jewelry and cosmetics in one place.
- **MATERIAL & SIZE** - Made of durable clear acrylic; Overall: 9 1/2"W x 5 1/2"D x 7 1/2"H
- Perfect for storing lipsticks, foundations, bronzers, blushes, eye shadows, primers, powders, perfumes
- Clear acrylic makeup organizer matches any decor. A perfect makeup organizer has enough space for you to find what you need in time, create your own personalized makeup and cosmetics beauty counter.
- **SATISFACTION GUARANTEE:** our team make the best service, the best use of acrylic, if quality and Transport damage problems can choose a replacement or refund, no problem, which is why it come with a 30-day satisfaction guarantee.

Vetelli Leo Mens Toiletry Bag and Dopp Kit - Lots of Pockets, Lots of Space with Large Compartments and a Durable Design Makes it Easy...
Shop now

\$59.99 & **FREE Shipping**
Get it as soon as Jan. 21 - 23 when you choose **Expedited Shipping** at checkout.

In Stock.
Qty: 1

\$59.99 + Free Shipping
Add to Cart
Buy Now

Ships from and sold by **IEEK-SHOP**.

Select delivery location
Add to List

https://www.amazon.com/dp/B083DGY4QM?ref=myi_title_dp

The screenshot shows the Amazon product page for the 'LikeU Clear Acrylic Soap Dispenser'. The product is a clear acrylic dispenser with a brushed nickel pump holder. The price is \$59.99 with free shipping. The page includes a product image, a detailed description, a list of features, a customer review, and purchase options like 'Add to Cart' and 'Buy Now'.

LikeU Clear Acrylic Soap Dispenser - Refillable Wash Hand Liquid, Dish Detergent, Shampoo Lotion Bottle with Brushed Nickel Pump Holder
by LikeU

Price: **\$59.99** (\$119.98 / l) & **FREE Shipping**

Item is returnable in 30 days and restocking fee may apply

- Crystal clear acrylic bottle, cute and gorgeous, use it as decoration to exemplify your unique taste as well. Can be placed in bathroom countertop, kitchen sink, laundry room
- Used for holding daily liquids such as dishwashing detergent, laundry liquid, shampoo, bath body wash, mouthwash, etc.
- **304 STAINLESS STEEL PUMP TOP**- Superb quality keeps its long-term metallic gloss, not easy to rust
- safe to fill with variety of room-temperature daily use liquids. Reusable, refillable, eco-friendly, recyclable.
- **100% REFUND** - If our soap dispensers doesn't perform as expected, please contact us immediately. Get the money back or get a new one. It's also a great gift idea!

Easy-Tang Soap Dispenser for Kitchen, Bathroom - Refillable Wash Hand Liquid Clear Glass Bottle, Colored Jar with Stainless Steel...
Shop now

\$59.99 & **FREE Shipping**
Get it as soon as Jan. 21 - 23 when you choose **Expedited Shipping** at checkout.

Only 5 left in stock - order soon.
Qty: 1

\$59.99 + Free Shipping
Add to Cart
Buy Now

Ships from and sold by **IEEK-SHOP**.

Select delivery location
Add to List

4. We have provided the information in question 3, as above displayed. The goods will be delivered to the purchasers by Amazon after the payment is done.
5. The date of goods bearing the mark were first available for purchase

within the United States: 01/01/2019

The date of the first sale of the goods to or within the United States: 01/01/2019

The goods are still for sale to or within the United States in that environment.

6. Since we sell our goods online, we have no paper invoices but only the screenshots of purchase orders which are shown below.

The screenshot shows the Amazon Seller Central interface for a specific order. The order ID is 111-9069683-8483427. The order summary indicates it was shipped on Friday, September 21, 2018, via Amazon Second Day shipping. The product is a 'LikeU Acrylic Makeup Storage Organizer'. The sales channel is Amazon.com. The 'Sales proceeds' section shows a total of US\$15.39, including a tax of US\$1.40. The 'Seller Notes' section is empty, and the 'Manage Feedback' section shows no feedback has been left.

Status	Image	Product name	More information	Quantity	Unit price	Proceeds
Payment complete		LikeU Acrylic Makeup Storage Organizer-Easily Organize your Cosmetics,Jewelry,Hair Accessories,Lipstick and Brushes,4 Drawers With B Grid,Clear Pack of 1 ASIN: B07C952L8B SKU: Y-6726Q	Listing ID: 0330UE85NVK Order Item ID: 15465644154274	1	US\$15.99	Item subtotal: US\$15.99 Tax: US\$1.40 Item total: US\$15.39

The screenshot shows the 'Manage Orders' page in Amazon Seller Central. It displays a list of orders with columns for Order date, Order details, Image, Product name, Customer option, Order Status, and Action. The list shows four orders, all of which are 'Completed'. The first order is from 11 months ago, and the others are from 1 year ago. The product for all orders is the 'LikeU Rotating Makeup Organizer'.

Order date	Order details	Image	Product name	Customer option	Order Status	Action
11 months ago 2/15/2019 7:54 PM PST	v2R5H561 Fulfillment method: Amazon Sales channel: Non-Amazon Seller order ID: v2R5H561		LikeU Rotating Makeup Organizer,Adjustable Acrylic Cosmetic Storage and Organizer,Fits Creams,Lipstick,Nail Polish,Brushes,Jewelry and More,10.65" x 10.65" x 13.75",Pack of 1 ASIN: B0785YRWC SKU: Y-1702M Quantity: 1	Standard	Complete	More information +
1 year ago 12/24/2018 7:32 PM PST	112-376079-1398615 Buyer name: HANBA Fulfillment method: Amazon Sales channel: Amazon.com Seller order ID: 112-376079-1398615		LikeU Rotating Makeup Organizer,Adjustable Acrylic Cosmetic Storage and Organizer,Fits Creams,Lipstick,Nail Polish,Brushes,Jewelry and More,10.65" x 10.65" x 13.75",Pack of 1 ASIN: B0785YRWC SKU: Y-1702M Quantity: 1 Item subtotal: US\$18.99	Second Day	Payment complete	More information + Refund Order
1 year ago 12/23/2018 5:31 PM PST	112-423880-5681013 Buyer name: Tracy Fulfillment method: Amazon Sales channel: Amazon.com Seller order ID: 112-423880-5681013		LikeU Rotating Makeup Organizer,Adjustable Acrylic Cosmetic Storage and Organizer,Fits Creams,Lipstick,Nail Polish,Brushes,Jewelry and More,10.65" x 10.65" x 13.75",Pack of 1 ASIN: B0785YRWC SKU: Y-1702M Quantity: 1 Item subtotal: US\$18.99	Standard	Payment complete	More information + Refund Order
1 year ago 12/23/2018 6:32 AM PST	113-006042-5958615 Buyer name: Terry Fulfillment method: Amazon Sales channel: Amazon.com Seller order ID: 113-006042-5958615		LikeU Rotating Makeup Organizer,Adjustable Acrylic Cosmetic Storage and Organizer,Fits Creams,Lipstick,Nail Polish,Brushes,Jewelry and More,10.65" x 10.65" x 13.75",Pack of 1 ASIN: B0785YRWC SKU: Y-1702M Quantity shipped: 1 Item subtotal: US\$18.99	Second Day	Payment complete Refund applied (1)	More information + Refund Order

amazon sellercentral

Order ID: # 112-3760679-1398615 Your Seller Order ID: # 112-3760679-1398615

Order summary

Ship by: **Thu, Dec 27, 2018** Shipping service: **Second Day**
Purchase date: **Mon, Dec 24, 2018, 7:32 PM PST** Fulfillment: **Amazon**
Sales channel: **Amazon.com**

Ship to
KATY, TX 77449-6147 Contact Buyer: **MARIA**

Order contents

Status	Image	Product name	More information	Quantity	Unit price	Proceeds
Payment complete		LikeU Rotating Makeup Organizer, Adjustable Acrylic Cosmetic Storage and Organizer, Fits Creams, Lipstick, Nail Polish, Brushes, Jewelry and More, 10.65" x 10.	Listing ID: 0330UE795Y2 Order Item ID: 17085349104698	1	US\$18.99	Item subtotal: US\$18.99 Item total: US\$18.99

Sales proceeds
Billing country/region: US
Payment method: Standard
Items total: US\$18.99
Grand total: **US\$18.99**

Seller Notes
For your records only, will not be displayed to the buyer.

Manage Feedback
MARIA has not left you feedback for this order yet.

Dated: Nanchang, China

January 21, 2020

Signed: /s/ Cheng Yao
Cheng Yao, Owner