



88663914



4455021

Dear Luz,

I am writing this letter to discuss the differences in these logos as I am trying diligently to get my cosmetics company logo trademark approved. My logo is the one on the left, the one on the right is another cosmetics company. I understand that they both say TD, but I personally cannot see many other similarities between the two. My logo has clean cut lines, with the T overlapping the D but not connecting into it; while their logo seems to have the sides of the T connecting right into the D. Their logo is significantly bolder in text, rounder in text, and it includes an outline around the TD letters. The fonts are not even remotely similar either, and my logo has far more white space within the circle. When looking at car companies and their logos, you can see similarities amongst them, but in reality you can differentiate between the labels. For example, Honda and Hyundai both use the letter “H” to represent their company; however people know which label goes with which car. I believe that if asked, consumers would be able to distinguish these logos with absolutely no confusion what so ever. I am graciously asking you to consider the approval of my logo as I have worked very hard for the last 20 years as a business owner to build myself up to where I am today.

Thank you for your time,

Diana Tran

Trés Diana Cosmetics