

U.S. PATENT AND TRADEMARK OFFICE

Serial No. 88/515,229
Mark: **BLISS**
Our Ref: BLSP 1908109

This is in response to a non-final Office action that issued on April 15, 2020.

Additional Information Required

The Examining Attorney has requested additional information regarding the meaning of the mark and the goods identified in the application. Applicant submits the following information and answers to the questions posed by the Examiner in the Office action:

- Explain whether the wording “BLISS” in the mark has any meaning or significance in the trade or industry in which applicant’s goods are manufactured or provided, any meaning or significance as applied to applicant’s goods, or if such wording is a term of art within applicant’s industry.

No. BLISS in the mark is Applicant’s trademark, which functions as a source-identifier for its goods and services. It does not have any meaning or significance in the trade or industry in which Applicant’s goods are manufactured or provided, it does not have any meaning or significance as applied to Applicant’s goods, and it is not a term of art within Applicant’s industry.

- Do applicant’s goods contain or applicant services include any element referred to as “Bliss?”

No

- Do applicant’s competitors use BLISS to advertise similar goods?

No

- Who is the typical consumer of applicant’s goods?

Applicant’s typical consumer can be any consumer with no regard to gender, age, or ethnic background since many different types of consumers use Applicant’s skin care and personal care products and services.

- Where are applicant’s goods typically purchased (provide examples of online and brick-and-mortar store venues)?

Applicant’s goods can be purchased both online and at brick-and-mortar store venues. Examples of online retail stores and brick-and-mortar stores venues include, but are

not limited to, Ulta Beauty and www.ulta.com, Target and www.target.com, Walmart and www.walmart.com, and Urban Outfitters and www.urbanoutfitters.com. Applicant's goods are also available at its Bliss Spa brick-and-mortar locations and on its online retail store at www.blissworld.com.

Identification of Goods

Applicant submits that “medicated lip care preparations” are in the USPTO ID Manual as a definite identification, so no further amendment to specify the preparations should be required. Applicant submits the entry for “medicated lip care preparations” from the ID manual with this response.