

**UNITED STATES PATENT AND TRADEMARK OFFICE
APPLICATION FOR REGISTRATION OF A TRADEMARK**



MARK:

CLASSES: 3, 5, 10 & 21

APPLICANT: Colgate-Palmolive Company

ADDRESS: 300 Park Avenue
New York, NY 10022

ENTITY: A corporation organized and existing under the laws of Delaware

OUR REF: CPC 1312102

The above-identified applicant has a bona fide intention to use the above mark in commerce on or in connection with the following goods and/or services, and requests that said mark be registered in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 under Section 1(b):

Class 3: Oral care preparations; cosmetic oral care preparations; oral care products; toothpaste; mouthwash; dental rinses; dentifrices; tooth-whitening preparations

Class 5: Medicated oral care preparations; medicines for dental purposes; medicated oral care products; medicated toothpaste; medicated mouthwash; medicated dental rinses; a professional tooth whitening system consisting of whitening preparations, syringes and mouth trays; pre-filled dental trays for applying dental compositions to teeth; dental lacquer

Class 10: Dental apparatus and instruments; apparatus for care of teeth, gums and mouth; an applicator cartridge pen pre-filled with a tooth whitening preparation; syringes for applying dental preparations

Class 21: Oral care products; toothbrushes; electric toothbrushes; dental floss; interdental cleaners; dental applicator brushes

The colors red and white are claimed as a feature of the mark. The mark consists of COLGATE in white lettering within a red chevron with a folded arrow emerging from behind the chevron. The folded arrow is darker red on the left, shading to a lighter red on the right. The red color is Pantone 485.

Applicant claims ownership of U.S. Registration Numbers 4063840, 060595, 427475 and others.

ADDRESS FOR CORRESPONDENCE

Applicant requests that all correspondence in connection with this application be directed to its attorneys, the law firm of Fross Zelnick Lehrman & Zissu, P.C., 866 United Nations Plaza, New York, New York 10017, Attention: Allison Strickland Ricketts (Telephone 212-813-5900).

INTENTION AS OF FILING DATE

If this application is signed after the application filing date, the applicant verifies that it had a bona fide intention to use the mark in commerce on or in connection with the goods and services listed in this application as of the application filing date.

DECLARATION

The undersigned being hereby warned that willful false statements and the like so made 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 any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark or service mark sought to be registered, or, if the application is being filed under 15 U.S.C. 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the above identified mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods or services of such other person, to cause confusion, or to cause mistake, or to deceive; and all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Colgate-Palmolive Company

By: Melanie Bradley
[Signature]

Name: Melanie Bradley
[Typed or printed]

Title (if applicable): Chief Oral Care Trademark Counsel

Date of signature: 12/10/2013