

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

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Ser. No. : 85/049,641  
Mark : COMPOUND W  
Applicant : Medtech Products Inc.  
Filed : May 27, 2010  
Class : 5 and 10  
Examining Attorney : Jeffrey DeFord

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DECLARATION OF ERIC KLEE UNDER SECTION 2(f) OF THE TRADEMARK ACT

The undersigned, hereby being 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 may jeopardize the validity of this application or any resulting registration, declares that:

1. I am authorized to execute this declaration on behalf of the Applicant.
2. The term COMPOUND in the COMPOUND W mark has become distinctive of Applicant's Class 5 dermatologicals due to Applicant's substantially exclusive and continuous use of the COMPOUND W mark for such goods in interstate commerce and extensive advertising and promotion of the mark in association with such goods since at least as early as 1954.
3. For fiscal year 2010, Applicant spent approximately \$2,289,000 advertising the COMPOUND W brand wart remover products, approximately \$1,652,200 of which was directed specifically toward the aforementioned Class 5 goods. For fiscal year 2011, Applicant spent approximately \$2,279,000 advertising the COMPOUND W brand wart remover products, approximately \$1,061,800 of which was directed specifically toward the aforementioned Class 5 goods.
4. Applicant is attaching representative advertising and promotional materials featuring use of the COMPOUND W mark throughout the years, including various product packaging, printouts from Applicant's COMPOUND W website located at [www.compoundw.com](http://www.compoundw.com) and still images from Applicant's many COMPOUND W television ads.
5. COMPOUND W is the Number 1 pharmacist recommended topical wart remover, as evidenced by the attached information available at [www.otcguide.net](http://www.otcguide.net).

6. Applicant is attaching numerous third party articles referencing the COMPOUND W wart remover products from such sources as MSNBC; *Pediatric News*; *Family Practice News*; *Internal Medicine News*; *Natural Health*; *Men's Health*; *Redbook* and *Girl's Life*.
7. Applicant operates a website located at [www.compoundw.com](http://www.compoundw.com) dedicated to its COMPOUND W brand wart remover products. Between September 1, 2008 and December 2010, Applicant's website garnered 180,316 unique "human" visitors (as opposed to Internet "spiders") and averaged 1,373 page views per day. Between January 1, 2011 and March 24, 2011, Applicant's website garnered 16,636 unique visitors.
8. As a result of the evidence set forth above, the term COMPOUND has become distinctive of Applicant's goods.
9. All statements made of the undersigned's own knowledge are true, and all statements made on information and belief are believed to be true.

MEDTECH PRODUCTS INC.

Eric Klee Sec

Eric Klee

Secretary and General Counsel

Date: 8/7/11

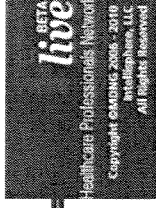




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## Freeze Off® Wart Removal System



Compound W Freeze Off® Wart Removal System is an innovation in wart removal that enables you to easily and effectively freeze and remove common and plantar warts in the convenience of your home. For years, doctors have performed a simple "wart freezing" process in their offices that quickly removes warts. In the past, this procedure could only be done in a medical professional's office. Now Compound W Freeze Off® Wart Removal System has taken this type of treatment and made it available over-the-counter for use at home. The product works by applying a foam applicator to the center of the wart for no more than 40 seconds. The applicator tip is cooled to about -55° C. Typically, the wart falls off within two weeks' time and new skin grows in its place. Generally, as little as one self-administered treatment is required.

### Features

- Removes warts fast with as few as 1 treatment
- There is no faster or easier over-the-counter way to remove common warts
- The method doctors use
- Safe to use on kids ages four & older

### Also Available: Freeze Off® Plantar Wart Removal System

- Removes stubborn plantar warts with as few as 1 treatment
- Includes comfort pads that cushion and protect feet

### Instructions

- [Click here](#) for directions in English — prior generation dispensing system
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# CDA Launches Compound W Freeze Off By Kristen Rountree

August 05 2010 Advertising & Branding

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**BOSTON** Carrafiello Diehl & Associates will target consumers in a new campaign promoting a wart removal product previously available only in a doctor's office.

CDA's 15-second television spot, which begins airing Aug. 18, touts Compound W Freeze Off, a product in a spray can that people can use in their homes. The commercial opens with a scientist explaining how he prepares the product, and then shows a woman applying it to her young daughter.

The tagline, "The method professionals use," closes out the spot.

The campaign will run through the end of the year; spending is nearly \$10 million, according to a client representative.

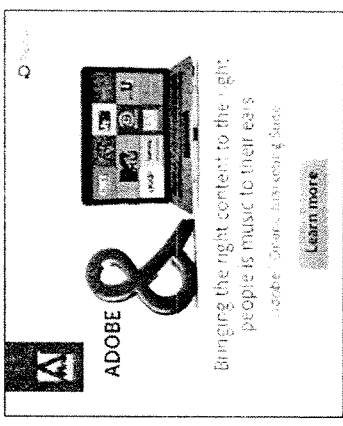
CDA has worked with Medtech Products, which markets the Compound W brand, since last year. Other clients of the Irvington, N.Y., agency include Wyeth Consumer Health, The WD-40 Co. and the Spic and Span Co.

## Related Articles

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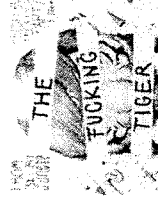
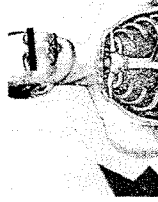
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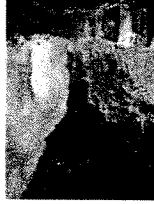
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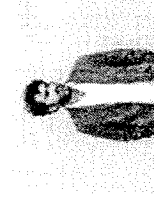
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# Prestige Brands 4Q net income rises on buyouts

**AP** Associated Press

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updated 5/12/2011 6:37:02 AM ET

IRVINGTON, N.Y.— Prestige Brands Holdings Inc.'s net income nearly doubled in its fiscal fourth quarter, benefiting from acquisitions and improved revenue from brands including Chloraseptic sore throat medicine and Compound W wart remover.

## Major Market Indices

Revenue topped Wall Street's estimate of \$95.2 million.

The owner of an assortment of health care and household products earned \$6.4 million, or 13 cents per share, in the quarter compared with \$3.3 million, or 7 cents per share, a year earlier.

For the year, Prestige's net income fell 9 percent to \$29.2 million, or 58 cents per share, compared with \$32.1 million, or 64 cents per share, in the prior year.

Excluding charges tied to the acquisitions of Dramamine and Blacksmith Brands, earnings from continuing operations rose to 18 cents per share from 14 cents per share.

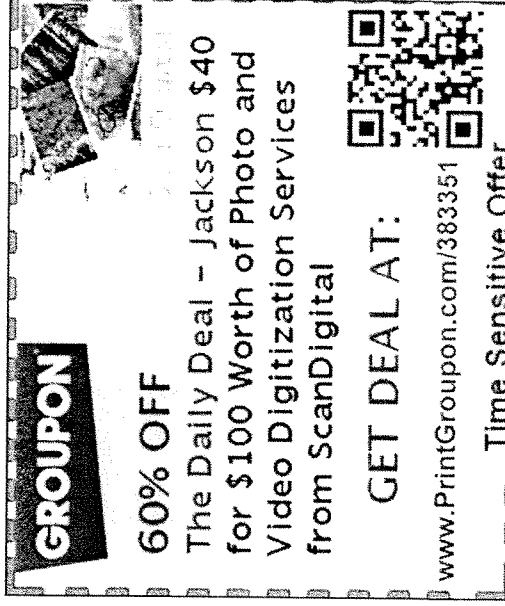
Taking out costs tied to the acquisitions as well as paying off debt, adjusted earnings from continuing operations rose to 79 cents per share from 67 cents per share.

Analysts polled by FactSet predicted earnings of 18 cents per share.

Annual revenue increased 16 percent to \$333.7 million.

Revenue for the three months ended March 31 climbed 44 percent to \$95.6 million from \$66.4 million, helped by the additions of Blacksmith and Dramamine. Prestige, based in Irvington, N.Y., also reported increased revenue from its Clear Eyes, Little Remedies and Doctor's NightGuard brands.

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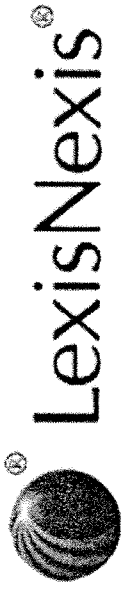
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Pediatric News

November 1, 2002

**SECTION:** Pg. 38(1) Vol. 36 No. 11 ISSN: 0031-398X

**ACC-NO:** 95056512

**LENGTH:** 66 words

**HEADLINE:** Waterproof Wart Pads;  
Products;

Compound W Maximum Strength Waterproof One Step Pads for Common Warts from Medtech Inc. ;  
Brief Article

**BODY:**

Compound W Maximum Strength Waterproof One Step Pads for Common Warts combine salicylic acid with the extra cushioning of a waterproof pad to remove common warts. Waterproofing allows the pad to remain in place during activities that involve water, such as showering or swimming. It also offers pads with Garfield characters for children, according to Medtech Inc., 800-443-4908, [www.compoundw.com](http://www.compoundw.com).

**LOAD-DATE:** January 27, 2006



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Family Practice News

October 15, 2002

**SECTION:** Pg. 41(1) Vol. 32 No. 20 ISSN: 0300-7073

**ACC-NO:** 94041096

**LENGTH:** 66 words

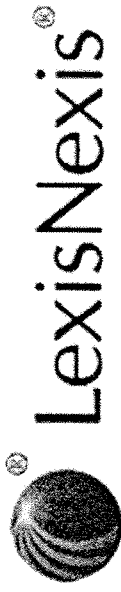
**HEADLINE:** Waterproof wart pads;  
Products;

Compound W Maximum Strength Waterproof One Step Pads for Common Warts from Medtech Inc.;  
Brief Article

**BODY:**

→ Compound W Maximum Strength Waterproof One Step Pads for Common Warts combine salicylic acid with the extra cushioning of a waterproof pad to remove common warts. Waterproofing allows the pad to remain in place during activities that involve water, such as showering or swimming. It also offers pads with Garfield characters for children, according to Medtech Inc., 800-443-4908, [www.compoundw.com](http://www.compoundw.com).

**LOAD-DATE:** February 22, 2008



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January 1, 2003

**SECTION:** Pg. 44(1) Vol. 36 No. 1 ISSN: 1097-8690

**ACC-NO:** 97175935

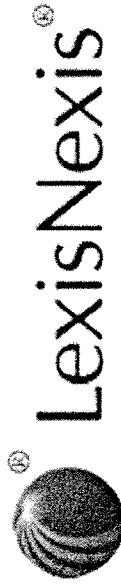
**LENGTH:** 72 words

**HEADLINE:** Waterproof wart pads.;  
Products.

**BODY:**

Compound W Maximum Strength Waterproof One Step Pads for Common Warts combines salicylic acid with the extra cushioning of a waterproofpad to remove common warts. The waterproofing feature allows the pad to remain in place during activities that involve water, such as showering or swimming. Compound W also offers pads with Garfield characters for children. For more information, contact Medtech Inc., 800-443-4908, [www.compoundw.com](http://www.compoundw.com).

**LOAD-DATE:** February 11, 2008



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Natural Health

October 1, 2005

**SECTION:** Pg. 91(2) Vol. 35 No. 9 ISSN: 1067-9588

**ACC-NO:** 136652369

**LENGTH:** 783 words

**HEADLINE:** Put a hex on warts: home remedies spell trouble for this vexing skincondition;  
healing remedies

**BYLINE:** Weede, Tom

**BODY:**

WARTS ARE UNSIGHTLY, embarrassing, and stubbornly persistent. So it's not surprising they're the subject of medical myths and old wives' tales--just stay away from toads and witches and you'll be all right, right?

Not quite. Warts are caused by one of the more than 150 families of non-genital human papilloma virus, or HPV--which is transferred person to person, or through objects touched by those infected. "Warts are like many other types of infections," explains Audrey Kunin, M.D., author of *The DERMA doctor Skinstruction Manual*. "Certain people are prone to picking up infections over and over because their bodies don't recognize that particular germ and do what they're supposed to do--kill it."

Common warts typically occur on the hands, while plantar warts are found on the soles of the feet; the latter can also grow in clusters. Usually rough to the touch and skin-colored, both types may produce a black dot.

A number of natural remedies are available to treat warts. Salicylic acid, originally derived from white willow bark, is found in over-the-counter remedies such as Compound W and Occlusal-HP; it cures 75 percent of non-genital wart cases, according to a review published in the *British Medical Journal*, and can be even more effective than cryotherapy, in which dermatologists use liquid nitrogen to freeze warts. (Compound W also makes Freeze Off, a do-it-yourself cryotherapy kit that employs a mix of dimethyl ether, propane, and isobutane.)

Standard wart medications should not be used on your face or genitals. But on your hardier skin, even if it's sensitive, you can try other remedies in addition to or in place of salicylic acid, says Andrew Gaedert, an Oakland, Calif.-based herbalist and author of *Healing Skin Disorders*. "Some plant remedies work quite well," he says. "They basically interrupt the viral replication."

Gaeddert suggests steeping a few cloves of crushed garlic in 4 ounces of castor oil for several days, then applying the mixture topically to the wart three times a day using fresh gauze or an adhesive strip. Or try three parts rubbing alcohol or witch hazel combined with one part each tinctures ofcelandine, thuja, and blood root (availableat speciality stores or through an herbalist), applied to the wart three times daily. Thuja is actually the most common homeopathic treatment for warts. It should be taken in the 30C or 30X potency twice daily for three days only, advises Miranda Castro, author of The Complete Homeopathy Handbook. "If it doesn't work pretty quickly," she says,"seek the advice of a homeopathic practitioner who can take more than your warts into account and select a remedy for your whole picture."

In the end, the most effective relief might be in your tool drawer, according to a study published in the Archives of Pediatric & Adolescent Medicine. For up to two months, children and young adult patients applied small pieces of duct tape over a wart for six days at a time, then removed the tape, soaked the wart, and rubbed it gently withan emery board or pumice stone. After leaving the tape off overnight, they re-taped in the morning. Eighty-five percent of patients who did this lost the warts completely, compared with 60 percent of a group who had their warts frozen with liquid nitrogen. Why does it work? The reasons aren't clear, but by providing a local irritation, it mayactivate the immune system to help replace diseased tissue with healthy skin.

To avoid getting warts in the first place, Gaeddert recommends oral formulas that combine astragalus with reishi and maitake mushrooms,which may promote the healthy function of the immune system. In addition, follow these tips to stay HPV-free:

- \* Wash your hands often.
- \* Avoid biting your nails, which can open skin to infection.
- \* Use moisturizer to heal cracked and damaged skin.
- \* Wear plastic sandals around swimming pools or in public showers.
- \* Use foot powders and change socks regularly to keep your feet dry.

#### WHEN TO GO PRO

Common warts are benign and easy to treat at home. However, alwayscheck with your doctor if:

- \* A wart is painful, looks infected, or doesn't go away with home treatment.
- \* You have anal or genital warts.
- \* You're diabetic or have a weakened immune system.
- \* A wart changes color or appearance.

In addition to cryotherapy, a dermatologist may offer several options to treat warts:

cantharidin--a topical treatment that causes blistering under the wart, lifting it off the skin  
cutting or burning--though this can leave scarring  
immunotherapy--injecting an agent to provoke an allergic response  
pulsed dye laser--a generally non-scarring technique that destroysblood vessels supporting the wart  
photodynamics--a promising therapy using non-ionizing radiation



**LOAD-DATE:** January 24, 2008



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Men's Health

November 1, 1998

**SECTION:** Pg. p57(1) Vol. V13 No. N9 ISSN: 1054-4836

**ACC-NO:** 21210443

**LENGTH:** 535 words

**HEADLINE:** Warts up?;  
wart removal procedures;  
Brief Article

**BODY:**

The best ways to remove those unsightly bumps

IF YOU SPROUT A SMALL WART, resist the temptation to slice the little bugger off with your pocketknife. Warts are caused by the human papillomavirus (HPV), a common bug with 60 different strains (one of which causes genital warts), and tiny tissue fragments could spread warts elsewhere on your body. Below are some smarter budnipping options from Terrence Cronin Jr., M.D., a dermatologist at the University of Miami. "Skin cancer can look like a wart," warns Dr. Cronin, solet a doctor inspect nubs that keep coming back.

REMOVAL METHOD

HOW IT WORKS

Do-it-yourself remedies

Over-the-counter products such as DuoFilm and Compound W contain salicylic acid, which dissolves small warts. Apply the product daily, and the wart will usually fall off within a month.

Surgery

A doctor can freeze more-stubborn warts with liquid nitrogen (a procedure called cryotherapy), causing them to fall off

in about two weeks. If you can't wait that long, the doctor can lop the offender off with a scalpel.

**Lasers**

Carbon-dioxide lasers sear the wart. Pulse-dye lasers destroy the blood vessels that feed it, causing it to shrivel within a few weeks.

**Topical drugs**

The newest drugs, Aldara and Condyllox, work only on genital warts. Physicians may prescribe dinitrochlorobenzene (DNCB) for extensive warts, but it's not FDA-approved for this

**REMOVAL METHOD**

UPS AND DOWNS

**Do-it-yourself remedies**

They're cheap, they don't involve a doctor, and they won't scar. "If the salicylic acid doesn't work after four weeks, though, have a physician remove the wart," says Dr. Cronin.

**Surgery**

There's no scarring with cryotherapy, but it often requires several treatments. Scalpel surgery can cause scarring, but it takes only one visit. Opt for scalpel surgery only if you have a large wart.

**Lasers**

[CO.sub.2] lasers may release smoke that, if inhaled, can cause throat warts. (Yikes!) Pulse-dye lasers may require several treatments.

**Topical drugs**

You may exchange one dermal affliction for another: DNCB can cause a skin rash.

**REMOVAL METHOD**

COST

**Do-it-yourself remedies**

Less than \$10

Warts up?; wart removal procedures; Brief Article Men's Health November 1, 1998

Surgery	\$30 to \$100
\$100 Lasers	for the CO2, \$500 for the pulse-dye
Topical drugs	\$100 or more

**GRAPHIC:** photograph  
table  
illustration

**LOAD-DATE:** March 13, 2008