

Watch Report

Mary Que

Type

Word Mark

Mark

MARY QUE

Goods and Services

cosmetics

Jurisdiction

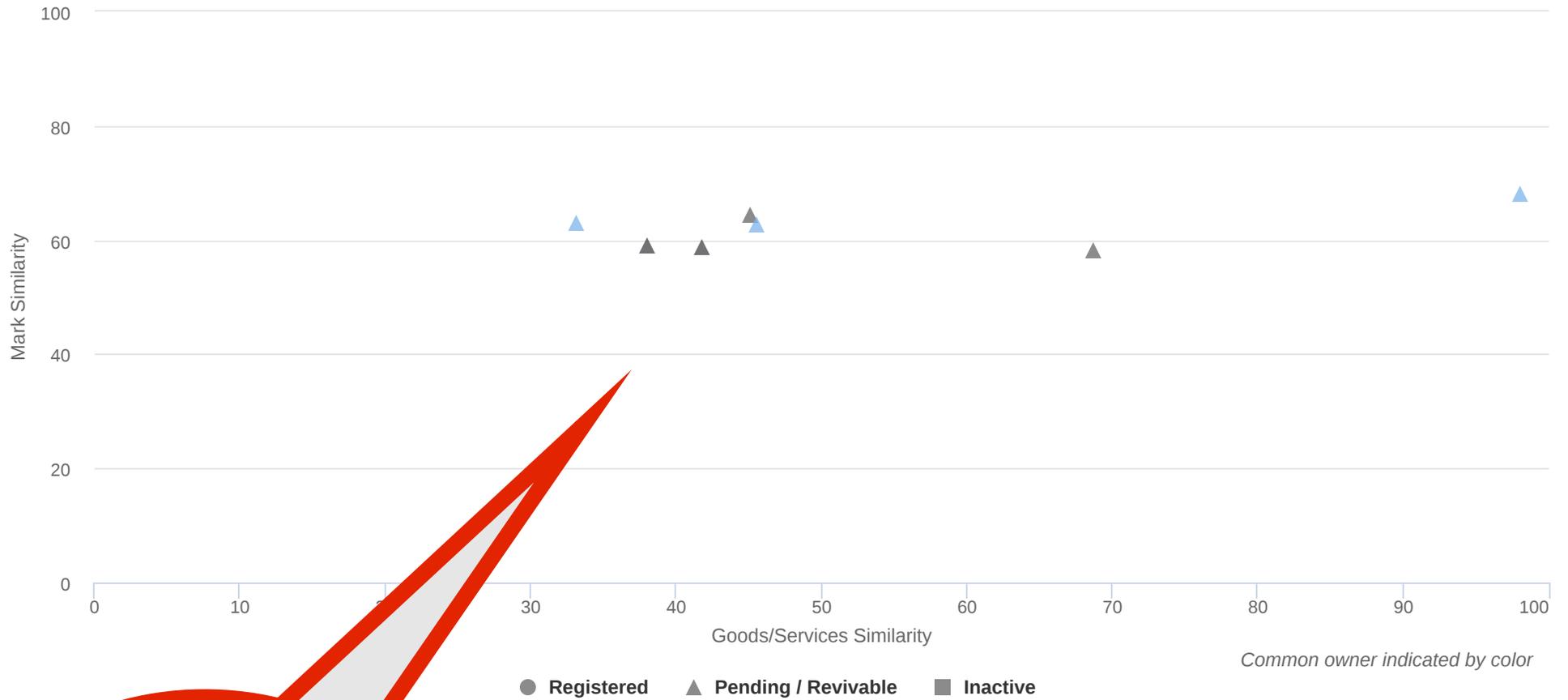
 US

09/26/2021

This is a “Bronze” level Trademark Monitoring Report. The MARK and “Goods and Services” (representing Class Code(s)) are featured here.

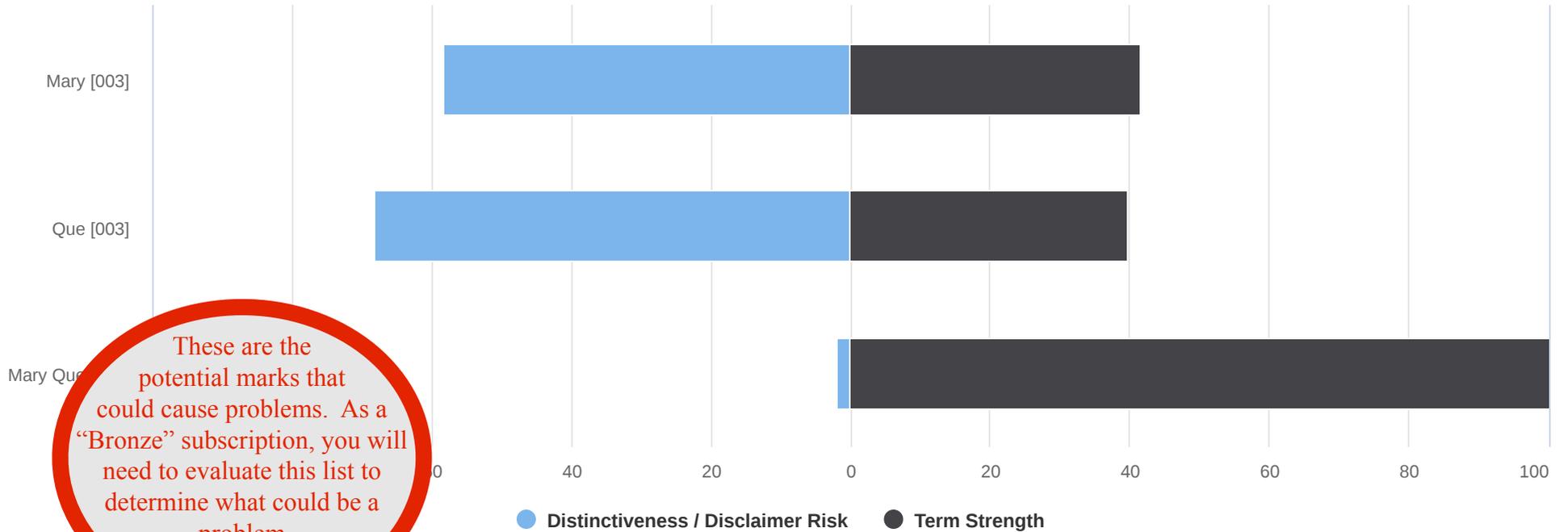
This is a hypothetical, where we’ve pretended to monitor MARY QUE as a pre-existing trademark, knowing that this would trigger any hits related to MARY KAY. This is intended to show that the word “QUE” has a similar sound (even though it looks very different) to the word “KAY”, and it is therefore important to relate the two words KAY and QUE. Furthermore, “QUE” is the Spanish word for “Who”, and therefore the English word “WHO” can also be an issue, along with synonyms of WHO. This is intended as an exercise in trademark monitoring only, and is done WITHOUT the permission of Mary Kay, Inc., and our use of these examples is in no way intended to imply a relationship or approval by or from Mary Kay, Inc.

Confusion Risks



This scattergram plot provides an analysis of potential problems. Marks in the upper-right represent the greatest problems and issues. Lower-left the least problematic.

Descriptiveness Risk / Term Strength



These are the potential marks that could cause problems. As a “Bronze” subscription, you will need to evaluate this list to determine what could be a problem

	Mark	Details	Goods/Services	Owner
1. ★	<p>⚠ YOUR POTENTIAL IS OUR PURPOSE MARY KAY</p> <p>Jurisdiction: 🇺🇸 US Serial: 90705313</p>	<p>Pending Filed: 05/12/2021 Current Basis: ITU</p> <p>New Application - Assigned To Examiner</p>	<p>003 cosmetics; fragrances for personal use; non-medicated skin care preparations; non-medicated toiletry preparations</p>	<p>Mary Kay Inc. 16251 Dallas Parkway Addison TEXAS 75001 US</p>
2. ★	<p>⚠ MARY MAGDALENE SKINCARE</p> <p>Jurisdiction: 🇺🇸 US Serial: 90904661</p>	<p>Pending Filed: 08/26/2021 First Use: 02/01/2019 Current Basis: Use</p> <p>New Application - Record Initialized Not</p>	<p>003 body scrubs, face scrubs, face masks, facial serums, bath salts, cleanser.; everything is handmade</p>	<p>Shatanyan, Hakop 14850 Hesby st, #103 Sherman Oaks CALIFORNIA 91403 US</p>

		Assigned To Examiner		
3	<p>MLA</p> <p>Jurisdiction:  US</p> <p>Serial: 90520539</p>	<p>Published</p> <p>Pub: 09/14/2021</p> <p>Opp: 10/14/2021</p> <p>Filed: 02/09/2021</p> <p>10/24/2021</p> <p>Current Basis: ITU</p> <p>Published For Opposition</p>	<p>003 non-medicated skin care preparations</p>	<p>Amerian Cosmeceuticals, LLC</p> <p>2336 Santa Monica Blvd. Santa Monica CALIFORNIA 90404 US</p> <p>Attorney: Michael J. Hoisington, Esq.</p>
4.	<p>MARY KAY PINK WEEKEND</p> <p>Jurisdiction:  US</p> <p>Serial: 90684135</p>	<p>Pending</p> <p>Filed: 04/30/2021</p> <p>Current Basis: ITU</p> <p>New Application - Assigned To Examiner</p>	<p>003 advertising, marketing and promotional services in the field of cosmetics, beauty care, and direct sales; business development services; developing promotional campaigns for business; marketing services; promoting the goods and services of others; on-line wholesale and retail store services featuring the direct sale of non-medicated cosmetics and toiletry preparations, non-medicated skin care preparations, fragrances for personal use, and nutritional supplements; providing advertising, marketing and promotional services, namely, developing and advertising campaigns; designing and creating web pages; providing business development services in the field of cosmetics, beauty care, and direct sales; providing business development, publicity and sales services</p>	<p>Mary Kay Inc.</p> <p>16251 Dallas Parkway Addison TEXAS 75001 US</p>
5.	<p>MARY JUREK DESIGN INC</p> <p>Disclaims: "DESIGN INC"</p> <p>Jurisdiction:  US</p> <p>Serial: 90240070</p>	<p>Published</p> <p>Pub: 09/07/2021</p> <p>Opp: 10/07/2021</p> <p>Filed: 10/07/2020</p>	<p>008 knives being tableware; spoons being tableware; knives being tableware; spreaders in the nature of small knives for food</p> <p>021 bowls; candlesticks; cruets; flasks; jugs; mugs; pitchers; plates; pots; saucers; food servers; vases;</p>	<p>Mary Jurek Design, Inc.</p> <p>2301 W. 205th St., Ste. 114 Torrance CALIFORNIA 90501 US</p>

Hyperlinked, so you can go directly to the USPTO to look this up and view the TSDR.

Relevant dates, including when the Opposition Period starts if approved by the USPTO.

		<p>First Use: 06/30/1997 Current Basis: Use</p> <p>Published For Opposition</p>	<p>beakers, namely, wide-mouthed drinking cups for household use; bottle openers; bottle stands; bread boards; butter-dish covers; butter dishes; cake servers; candle extinguishers; candy boxes; caviar sets in the nature of caviar coolers; coasters, not of paper or textile; cocktail shakers; cocktail sticks; cocktail stirrers; containers for household or kitchen use; containers for ice; dishes; gravy boats; holders for flowers and plants; ice buckets; ice pails; napkin rings; pepper mills; hand-operated; scoops for household purposes; soap holders and boxes; tea pots; trays for household purposes; beverage glassware; drinking glasses; drinking vessels; flower pots; flower pot holders; heat-insulated containers for beverages; household utensils, namely, kitchen tongs; ice scoops; ice cream scoops; insulated containers for food or beverages; insulating sleeve holder for bottles; kitchen containers; kitchen ladles; napkin holders; non-electric candelabras; non-electric portable coolers; pepper pots; pot holders; salt shakers; salt and pepper shakers; serving forks; serving platters; serving scoops; serving spoons; serving trays; cabarets being serving trays; serving tongs; soap containers; soap dishes; thermal insulated containers for food or beverages; toothbrush holders; candy dishes; ice cream holders in the nature of household containers for ice cream; cooking forks; cooking spoons</p>	<p>Attorney: Denise M. Guzman</p>
<p>6.</p> <p></p>	<p>! MARY JUREK DESIGN INC Disclaims: "DESIGN INC" Jurisdiction:  US Serial: 90240163</p>	<p>Published Pub: 09/07/2021 Opp: 10/07/2021 Filed: 10/07/2020 First Use: 06/30/1997</p>	<p>008 forks being tableware; spoons being tableware; knives being tableware; spreaders in the nature of small knives for food</p> <p>021 bowls; candlesticks; cruets; flasks; jugs; mugs; pitchers; plates; pots; saucers; food servers; vases; beakers, namely, wide-mouthed drinking cups for</p>	<p>Mary Jurek Design, Inc. 2301 W. 205th St., Ste. 114 Torrance CALIFORNIA 90501 US Attorney: Denise M. Guzman</p>



Current Basis: Use

Published For
Opposition

household use; bottle openers; bottle stands; bread boards; butter-dish covers; butter dishes; cake servers; candle extinguishers; candy boxes; caviar sets in the nature of caviar coolers; coasters, not of paper or textile; cocktail shakers; cocktail sticks; cocktail stirrers; containers for household or kitchen use; containers for ice; dishes; gravy boats; holders for flowers and plants; ice buckets; ice pails; napkin rings; pepper mills; hand-operated; scoops for household purposes; soap holders and boxes; tea pots; trays for household purposes; beverage glassware; **drinking glasses**; drinking vessels; flower pots; flower pot holders; heat-insulated containers for beverages; household utensils, namely, kitchen tongs; ice scoops; ice cream scoops; insulated containers for food or beverages; insulating sleeve holder for bottles; kitchen containers; kitchen ladles; napkin holders; non-electric candelabras; non-electric portable coolers; pepper pots; pot holders; salt shakers; salt and pepper shakers; serving forks; serving platters; serving scoops; serving spoons; serving trays; cabarets being serving trays; serving tongs; soap containers; soap dishes; thermal insulated containers for food or beverages; toothbrush holders; candy dishes; ice cream holders in the nature of household containers for ice cream; cooking forks; cooking spoons

7.



**! MARY KAY YOUR
POTENTIAL IS OUR
PURPOSE**

Jurisdiction: US

Serial: [90705361](#)

Pending
Filed: 05/12/2021
Current Basis: ITU

**New Application -
Assigned To Examiner**

016 boxes, cartons, storage containers, and packaging containers made of paper or cardboard; gift bags; plastic bags for packing; **printed materials, namely, written articles in the field of cosmetics and beauty care**; printed matter, namely, paper signs, books, manuals, curricula, newsletters,

Mary Kay Inc.

16251 Dallas Parkway
Addison TEXAS 75001
US

			informational cards and brochures in the field of cosmetics and beauty care	
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