

# Watch Report

## Mary Que

### Type

Word Mark

### Mark

MARY QUE

### Goods and Services

cosmetics and make-up

### Jurisdiction

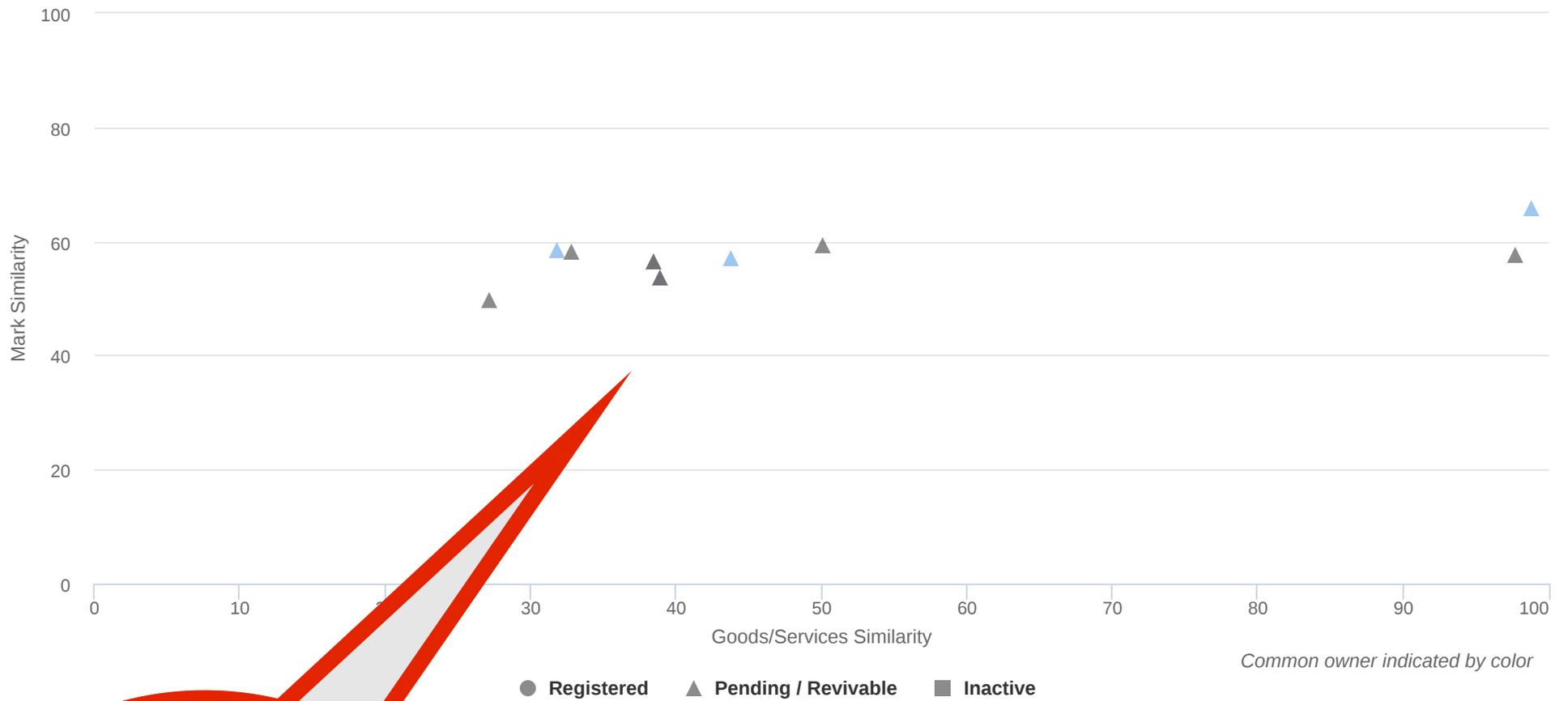
 US

09/26/2021

This is what “Silver” and “Gold” level Trademark Monitoring Reports look like. The MARK and “Goods and Services” (representing Class Code(s)) are featured here.

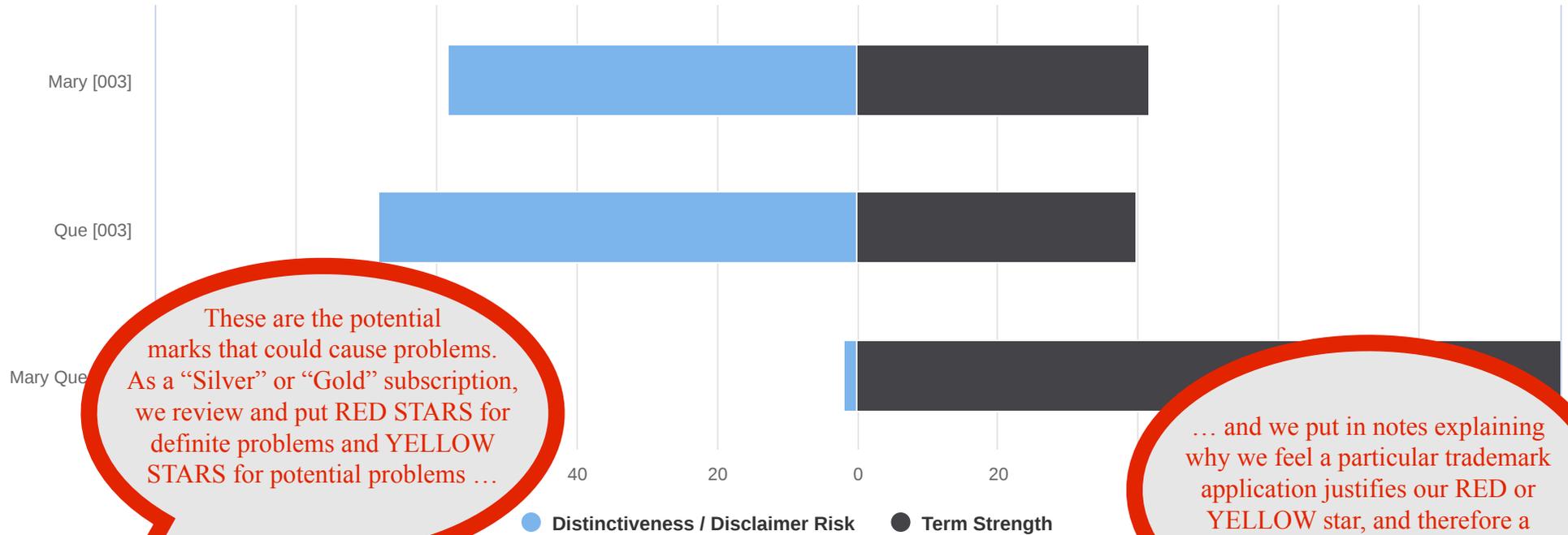
*This is a hypothetical, where we’ve pretended to monitor MARY QUE as a pre-existing trademark, knowing that this would trigger any hits related to MARY KAY. This is intended to show that the word “QUE” has a similar sound (even though it looks very different) to the word “KAY”, and it is therefore important 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 "Silver" or "Gold" subscription, we review and put RED STARS for definite problems and YELLOW STARS for potential problems ...

... and we put in notes explaining why we feel a particular trademark application justifies our RED or YELLOW star, and therefore a concern.

#	Mark	Details	Goods/Services
1. ★	<b>YOUR POTENTIAL IS OUR PURPOSE MARY KAY</b> Jurisdiction:  US Serial: 907051135	Pending Filed: 05/12/2021 Current Basis: ITU Assigned To Examiner	003 cosmetics; fragrances for personal use; non-medicated skin care preparations; non-medicated toiletry preparations Mary Kay Inc. 16251 Dallas Parkway Addison TEXAS 75001 US

In our hypothetical to illustrate how our trademark monitoring works, we assume MARY QUE is the pre-existing trademark, and MARY KAY is new and trying to register. In this example, "YOUR POTENTIAL IS OUR PURPOSE" would be one part of the mark, along with "MARY KAY" as the second part that I would argue infringes on MARY QUE. This means we should oppose this trademark application.

2. ★	<b>COZ MARY</b> Jurisdiction:  US Serial: 90440135	Published Pub: 08/17/2021 Filed: 12/31/2020	003 aftershave; body paint; car wax; cosmetic bath colourants; make-up preparations; oils for cleaning purposes; pet fragrances; sun-tanning oils Ding M... No.092,5th Villager Group Hengxin Village, Dongjiao Township
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		<p>First Use: 09/26/2020 Current Basis: Use</p> <p><b>Published For Opposition</b></p>	<p>Xiangxiang,Hunan 411400 CN</p> <p>Attorney: Adriano Pacifici</p>
<p>3.</p> <p>☆</p>	<p>❗ <b>MARY MAGDALENE SKINCARE</b> Jurisdiction: 🇺🇸 US Serial: 90904661</p>	<p>Pending Filed: 08/26/2021 First Use: 02/01/2019 Current Basis: Use</p> <p><b>New Application - Record Initialized Not Assigned To Examiner</b></p>	<p><b>003</b> 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>
<p>4.</p> <p>★</p>	<p>❗ <b>MARY KAY PINK WEEKEND</b> Jurisdiction: 🇺🇸 US Serial: 90684135</p>	<p>Pending Filed: 04/30/2021 Current Basis: ITU</p> <p><b>New Application - Assigned To Examiner</b></p>	<p><b>035</b> advertising services; advertising, marketing and promotion 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, development of advertising campaigns for social media, e-mail, and web pages; providing business information in the field of cosmetics, beauty care, and direct sales; providing business information via a web site; publicity and sales promotion relating to goods and services</p> <p>Mary Kay Inc.  16251 Dallas Parkway Addison TEXAS 75001 US</p>
<p>This is a different class code, but still within the "field of cosmetics." It is something that should be actively opposed.</p>			

<p>5. </p>	<p><b>! MARY JUREK DESIGN INC</b>          Disclaims: "DESIGN INC"          Jurisdiction:  US          Serial: <a href="#">90240070</a></p>	<p>Published          Pub: 09/07/2021  <b>Opp: 10/07/2021</b>          Filed: 10/07/2020          First Use:          06/30/1997          Current Basis: Use          Published For  <b>Opposition</b></p>	<p><b>008</b> forks being tableware; spoons being tableware; knives being tableware; spreaders in the nature of small knives for food          bowls; candlesticks; cruets; flasks; jugs; mugs; pitchers; pots; saucers; food servers; vases; beakers, including mouthed drinking vessels; household use, including household use, including boards; butter-dish covers; servers; candle extinguishers; sets in the nature of caviar; paper or textile; cocktail shakers; cocktail stirrers; containers for use; containers for ice; dishes for flowers and plants; ice buckets; rings; pepper mills; hand-operated; scoops for household purposes; soap holders and boxes; tea pots; trays for household purposes; beverage glassware; <b>drinking glasses</b>; 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>Mary Jurek Design, Inc.          2301 W. 205th St., Ste. 114          Torrance CALIFORNIA 90501          US          Attorney: Denise M. Guzman</p>
<p>6.</p>	<p><b>! MARY JUREK DESIGN</b></p>	<p>Published</p>	<p><b>008</b> forks being tableware; spoons being tableware;</p>	<p>Mary Jurek Design, Inc.</p>

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



INC

Disclaims: "DESIGN INC"

Jurisdiction: US

Serial: 90240163



Pub: 09/07/2021

Opp: 10/07/2021

Filed: 10/07/2020

First Use:

06/30/1997

Current Basis: Use

Published For

Opposition

knives being tableware; spreaders in the nature of small knives for food

021 bowls; candlesticks; cruets; flasks; jugs; mugs; pitchers; plates; pots; saucers; food servers; vases; 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

2301 W. 205th St., Ste. 114  
Torrance CALIFORNIA 90501  
US

Attorney: Denise M. Guzman

7.

MARYROSE

Jurisdiction: US

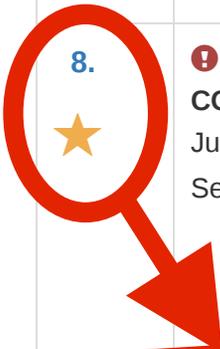
Pending

Filed: 03/31/2021

035 on-line retail store services featuring a wide variety of consumer goods of others; on-line retail

MaryRose Boutique & Products  
LLC

☆	Serial: <a href="#">90614555</a>	Current Basis: ITU  New Application - Record Initialized Not Assigned To Examiner	store services featuring clothing, shoes, jewelry, custom designed t-shirts, natural soap, body wash, bath soaks, bath bombs, body oils ; retail store services featuring clothing, shoes, jewelry, custom designed t-shirts, natural soap, body wash, bath soaks, bath bombs, body oils	200 Highpoint Dr Apt 101 Romeoville ILLINOIS 60446 US  Attorney: Alexandra DeNeve
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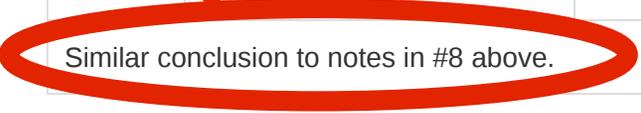
8. ★	<b>! MARY KAY CONFIDENCE 350</b> Jurisdiction:  US Serial: <a href="#">90850558</a>	Pending Filed: 07/27/2021 Current Basis: ITU  New Application - Record Initialized Not Assigned To Examiner	<b>041</b> education services, namely, providing classes and disseminating educational materials in the field of skin care, beauty care, cosmetics, and direct sales ; arranging and conducting business seminars in the field of skin care, beauty care, cosmetics, and direct sales; conducting workshops and seminars in skin care, beauty care, cosmetics, and direct sales	DBA Mary Kay Inc. Mary Kay Inc.  16251 Dallas Parkway Addison TEXAS 75001 US
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This is a different class code, that would typically be considered dissimilar to cosmetics. However, if these services are going to encounter the same folks in the same industry, same trade channels, same trade shows, etc, then we could have a problem. It would depend on the circumstances, types of products and the marketplace in general. May need to be opposed.



9. ★	<b>! MARY KAY YOUR POTENTIAL IS OUR PURPOSE</b> Jurisdiction:  US Serial: <a href="#">90705361</a>	Pending Filed: 05/12/2021 Current Basis: ITU  New Application - Assigned To Examiner	<b>016</b> 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, informational cards and brochures in the field of cosmetics and beauty care	Mary Kay Inc.  16251 Dallas Parkway Addison TEXAS 75001 US
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Similar conclusion to notes in #8 above.