

**Application number**

1854661

**Registration number**

TMA1077984

**Type(s)**

Design

**Category**

Trademark

**CIPO Status**

REGISTERED

**TM5 status**

LIVE/REGISTRATION/Issued  
and Active



The trademark application has  
been registered with the Office.

**Filed**

2017-08-18

**Registered**

2020-04-30

**Registration Expiry Date**

2030-04-30

**Registered Owner**

Alterity Concepts LLC  
125 Fremont Place  
Los Angeles, California 90005  
UNITED STATES OF  
AMERICA

**Agent**

ANDREA FRIEDMAN-RUSH  
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**Old Owner**

Eve Hansen LP  
805 East Grinnell Dr.

**Index headings**

E EVE HANSEN

**Vienna information (Code & Description)**

5.3.11	Other leaves
A 5.3.13	Stylized leaves
5.3.16	More than four leaves, scattered leaves, bunches of leaves -- Note: Not including surfaces or backgrounds covered with a repeated figurative element composed of leaves (25.7.25).
27.5.1	Letters presenting a special form of writing
A 27.5.4	Letters embellished or decorated with a drawing or composed of a collection of drawings
27.3.1	Letters or numerals representing a human being or a part of the human body, an animal or a part of an animal's body, a plant, a heavenly body, a natural phenomenon or an object
A 27.3.11	Letters or numerals representing a plant
26.1.1	Circles
A 26.1.3	One circle or ellipse
A 26.1.18	Circles or ellipses containing one or more letters
A 26.1.15	Circles or ellipses containing representations of animals, parts of animals' bodies or plants
26.11.1	One line or one band
A 26.11.12	Curved lines or bands (except a 26.11.13)
A 26.1.26	Circles or ellipses with cutout areas

**Goods (Nice class & Statement)**

3	(1) Non-medicated hair care preparations; preparations and lotions for protecting hair from heat; Cosmetic oils; Facial creams; Non-medicated Eye Creams and Gels; Hair shampoos, conditioners, and oils; Non-medicated skin care preparations, shampoos, conditioners, preparations for the care and beauty of the hair; non-medicated preparations for nourishing the hair; beauty care cosmetics; non-medicated preparations for nourishing the skin; cosmetic preparations for the skin, scalp and body; solid powder for compacts; preparations for removing make-up; skin moisturizers; essential oils for personal use; after shave lotions; cosmetics preparations for baths, namely, bath salts and scrubs for cosmetic purposes; bleaching preparations for cosmetic use; aromatherapy oils and preparations, namely, essential oils for use in aromatherapy; cosmetic skin whitening creams; cosmetic hair dyes; eye make-up; cosmetic preparations for use in the shower and bath, namely bath and shower salts and scrubs; body and facial soaps, essential oils for cosmetic purposes, dentifrices, antiperspirants; deodorants for personal care; beauty masks; cosmetic cream, cosmetic masks, body powder and body scrubs; hand and body lotions; shaving preparations, non-medicated bath preparations, namely, beads, crystals,
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Burbank, CA 91501  
UNITED STATES OF  
AMERICA

## Documents

[View documents](#)

foam, gels, oil and powder; scented body sprays; exfoliate gels, moisturizing skin lotions, skin scrubs; self-tanning and artificial tanning preparations; cosmetic face creams, namely, non-medicated anti-aging creams and serums; skin creams, sun tan milk, sun tan lotions, shaving foams, sun tan oils and gels; sun screens; cosmetic preparations to alleviate sunburn; beauty lotions; beauty Oils; beauty soap; body and beauty care cosmetics.

## Claims

Proposed Use in CANADA

## Recordals (known also as Footnotes)

### CHANGE IN TITLE / CHANGEMENT EN TITRE:

TYPE OF CHANGE / GENRE DE CHANGEMENT: Assignment / Cession

DATE REGISTERED / DATE DE L'ENREGISTREMENT: 2019-11-19

DATE OF CHANGE / DATE DE CHANGEMENT: 2018-02-26

COMMENTS / COMMENTAIRES: FROM: Eve Hansen LP

TO: Alterity Concepts LLC

Voir Preuve au dossier/See evidence on File No. 1854661

## Action History

Action	Action date	Due date	Comments
Filed	2017-08-18		
Created	2017-08-28		
Formalized	2017-08-29		
Search Recorded	2018-10-03		
Examiner's First Report	2018-10-03	2019-04-03	
Approved	2019-07-02		
Approval Notice Sent	2019-07-02		
Advertised	2019-07-24		Vol.66 Issue 3378
Registration Pending	2019-10-16		
Registration Fee Notice Sent	2019-10-16	2020-04-16	
Agent Changed	2019-11-19		From: 7948 To: / Voir Preuve au dossier/See evidence on File No. 1854661
Change of Title Registered	2019-11-19		Assignment / Voir Preuve au dossier/See evidence on File No. 1854661
Agent Changed	2020-01-09		From: To: 7948
Registered	2020-04-30	2030-04-30	