

Application number

2408336

Registration number

TMA1457134

Type(s)

Standard Characters

Category

Trademark

CIPO Status

REGISTERED

TM5 status

LIVE/REGISTRATION/Issued
and Active



The trademark application has
been registered with the Office.

Filed

2025-06-28

Registered

2026-10-23

Registration Expiry Date

2036-10-23

Registered Owner

Olaplex, Inc.
1187 Coast Village Road #1-
520
Santa Barbara, CA 93108
UNITED STATES OF
AMERICA

Agent

AMY CROLL
(Origins IP)
1750 Courtwood Crescent,
Suite 300
Ottawa
ONTARIO K2C2B5

Documents

[View documents](#)

Index headings

DESIGNED TO DEFY

Goods (Nice class & Statement)

3 (1) Non-medicated skin care preparations; Hair care preparations; Non-medicated scalp care preparations; Cosmetics

Services (Nice class & Statement)

35 (1) On-line retail store services featuring cosmetics, hair care preparations, non-medicated toiletry preparations, skin care preparations, bags, cases for hair care, skin care, cosmetic, and personal beauty care products and tools, hair care products, hair care tools, hair care and personal beauty care supplies, brushes, combs, and hair care, skin care, cosmetic, and personal beauty care accessories; Retail store services featuring cosmetics, hair care preparations, non-medicated toiletry preparations, skin care preparations, bags, cases for hair care, skin care, cosmetic, and personal beauty care products and tools, hair care products, hair care tools, hair care and personal beauty care supplies, brushes, combs, and hair care, skin care, cosmetic, and personal beauty care accessories

Claims

Priority Filing Date: January 14, 2025, Country or Office: UNITED STATES OF AMERICA, Application No. 98961701 in association with the same kind of goods and in association with the same kind of services

Action History

Action	Action date	Due date	Comments
Filed	2025-06-28		
Created	2025-06-28		
Formalized	2025-06-28		
Pre-Assessment Letter Sent	2025-07-10		Retired Goods or Services
Search Recorded	2026-03-24		
Examiner's First Report	2026-03-24	2026-09-24	
Approved	2026-05-13		APPROVED BY PROGRAM EX200M1
Approval Notice Sent	2026-05-13		APPROVED BY PROGRAM EX200M1
Advertised	2026-08-05		Vol.73 Issue 3745
Registration Pending	2026-10-23		
Registered	2026-10-23	2036-10-23	