

OLAPLEX NO.6 POSITIONING MARK — 2419125

Application number

2419125

Type(s)

Position

Category

Trademark

CIPO Status

APPROVED

TM5 status

LIVE/APPLICATION/ Under Examination



The trademark application has been accepted by the Office (has met the minimum filing requirements) and that this application has been assigned to an examiner.

Filed

2025-08-20

Applicant

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](#)

Action History

| Action | Action date | Due date | Comments |
|--------|-------------|----------|----------|
| Filed  | 2025-08-20  |          |          |

Trademark description

The mark consists of stylized words "PATENTED TECHNOLOGY", "OLAPLEX.COM", "OLAPLEX", "NO.6", "BOND SMOOTHER", "LEAVE-IN STYLING TREATMENT", "ADDS MOISTURE, STRENGTHENS &", and "REDUCES FRIZZ FOR UP TO 72 HOURS". The dot symbol appearing in between the words "PATENTED TECHNOLOGY" and "OLAPLEX.COM" forms part of the trademark. The dotted lines serve only to show the position of the mark.

Index headings

PATENTED TECHNOLOGY OLAPLEX.COM OLAPLEX NO.6 BOND SMOOTHER LEAVE-IN STYLING TREATMENT ADDS MOISTURE, STRENGTHENS & REDUCES FRIZZ FOR UP TO 72 HOURS  
OLA PLEX

Vienna information (Code & Description)

- 19.7.1 Bottles or flasks in circular or elliptical horizontal cross section
- A 19.7.10 Bottles or flasks, squat
- A 19.7.12 Bottles or flasks without neck
- 26.4.2 Rectangles
- A 26.4.5 One quadrilateral
- A 26.4.18 Quadrilaterals containing one or more letters
- A 26.4.24 Quadrilaterals with dark surfaces or parts of surfaces
- 29.1.1 Red, pink, orange
- 29.1.7 Brown

Colour claim

Colour is claimed as a feature of the trademark. The rectangular box, which displays the words BOND SMOOTHER, appears in the colour copper. The color copper is claimed as a feature of the mark.

Goods (Nice class & Statement)

- 3 (1) Cosmetics; Hair care preparations; Non-medicated toiletry preparations, namely, hair styling preparations.

Claims

Priority Filing Date: March 03, 2025, Country or Office: UNITED STATES OF AMERICA, Application No. 99064335 in association with the same kind of goods

|                            |            |            |                                |
|----------------------------|------------|------------|--------------------------------|
| Created                    | 2025-08-20 |            |                                |
| Formalized                 | 2025-08-20 |            |                                |
| Pre-Assessment Letter Sent | 2025-09-11 |            | Retired Goods or Services      |
| Search Recorded            | 2026-05-25 |            |                                |
| Examiner's First Report    | 2026-05-25 | 2026-11-25 |                                |
| Correspondence Created     | 2026-08-05 | 2027-02-05 |                                |
| Approved                   | 2026-09-22 |            | APPROVED BY<br>PROGRAM EX200M1 |
| Approval Notice Sent       | 2026-09-22 |            | APPROVED BY<br>PROGRAM EX200M1 |