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| L'OREAL, | } | IPC No. 14-2013-00370 |
| Opposer, | } | Opposition to: |
| | } | |
| - versus - | } | Application No. 4-2013-003774 |
| | } | Date Filed: 04 April 2013 |
| BECAUSE, INC., | } | Trademark: BECAUSE YOU |
| Respondent-Applicant. | } | DESERVE IT |
| x-----x | } | Order No. 2014 - <u>20</u> (D) |

ORDER

BECAUSE, INC. ("Respondent-Applicant") filed on 28 January 2014 a Manifestation stating that:

"1. That after a careful deliberation, Respondent's Board of Directors, have unanimously decided and approved that it is no longer interested in pursuing the above-captioned trademark.

"2. For this reason, Respondent is no longer filing its Verified Answer.


"3. In view thereof, Respondent is hereby abandoning the trademark application for BECAUSE YOU DESERVE IT."

With the abandonment by the Respondent-Applicant of its trademark application, there is no more factual or legal basis to proceed with this case.

WHEREFORE, premises considered, the instant case is hereby **DISMISSED**. Let the filewrapper of Trademark Application Serial No. 4-2013-003774 be returned, together with a copy of this Order and the Respondent-Applicant's Manifestation, to the Bureau of Trademarks for information and appropriate action.

SO ORDERED.

Taguig City, 29 January 2014.


Atty. NATHANIEL S. AREVALO
Director IV, Bureau of Legal Affairs

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