
Personal Care & Cosmetics

With a deep roster of clients across the spectrum of personal care products and services, Fross Zelnick has seen virtually every conceivable issue relating to trademark, trade dress, and copyright rights for such products, whether they be mass-market soaps, luxe anti-aging products, or classic fragrances. The Firm represents clients in the personal care, cosmetics, and fragrance fields throughout the entire brand lifecycle – from clearing and providing advance advice on proposed brand names and slogans, to developing and executing local and international registration programs, to managing brand enforcement strategies and handling litigation, to licensing, acquisition and divestitures.

The Firm's experience in clearing registering brand names and slogans allows us to understand the breadth of our clients' needs in this area and – for example – know the difference between foundational brand names and seasonal or other temporal phrases and taglines, which helps us advise clients on the best allocation of client resources and energies. With respect to disputes, our knowledge of the market and players allows us to help clients navigate all manner of disputes, whether it be to combat counterfeits and look-alikes locally or manage multijurisdictional disputes with competitors.

Strengths that Matter to our Clients:

- Deep experience and understanding of the industry and internal market segments
- Knowledge of both traditional and non-traditional trademarks

Decisions

Revelations Perfume v. Prince Rogers Nelson

Chanel, Inc. v. Camacho & Camacho LLP

Rodan & Fields, LLC v. Estee Lauder Cos.

Clinique Laboratories LLC v. Absolute Dental, LLC

Chanel, Inc. v. Makarczyk

Glow Indus., Inc. v. Lopez

Echo Design Group, Inc. v. Zino Davidoff S.A.

Sun Pharmaceuticals v. Tanning Research

Pump, Inc. v. Collins Management

Jane Ring v. Estee Lauder, Inc.

Estée Lauder Cosmetics Ltd. v. Casas

Representative Experience

- Representative client brands include Parfums Christian Dior, Estée Lauder, Guerlain, BeautiControl, Neutrogena, Clinique, Origins, MAC, Colgate, SoftSoap, Speed Stick, Harry's, Bliss, Jergens, Listerine, John Frieda, BandAid, Palmolive and Acuvue