



World Intellectual Property
Organisation (WIPO)
International Bureau
34, Chemin des Colombettes
1211 Geneva 20
Switzerland

Your Reference:
International Registration No:
WO0000001439011
Examiner: Melanie Oliver
Direct Telephone: +44(0)1633814241
Date: 19 December 2018

Please reply by **19 February 2019** quoting the International Registration number

Dear Sir/Madam,

Intl Reg No: WO0000001439011
Mark: AIRTOUCH
Holder: Sarbashev Vladimir Borisovich
Classes: 41, 44

Notification of a Provisional Partial Refusal of Protection (not based on an opposition) by the Intellectual Property Office

I have examined your designation under the Trade Marks Act 1994 and carried out a search of the relevant trade mark registers. Your designation does not appear to meet the requirements for Protection for the following reasons.

Absolute grounds for refusal

The designation is not acceptable in Class 41 and 44. There is an objection under Section 3(1)(b) and (c) of the Act. This is because the mark consists exclusively of a sign which may serve in trade to designate the kind and subject matter of the services e.g. education; education information; hairdressing and beauty salon services all being or relating to airtouching.

The term 'Airtouch' is a term used in trade to describe a hair colouring technique. Therefore, there is a need to keep this term free for others to use.

I have attached internet references which shows that the term is being used descriptively in trade.

As a result, the mark in its totality would not be seen as a distinctive trademark which is capable of fulfilling the essential function of a trademark. This is to designate one single trade source from those of others.

Overcome Objection

The objection relating to Section 3(1)(b) and (c) can be overcome by deleting the objectionable terms below:

Class 41

Modelling for artists; academies [education]; education information; providing on-line electronic publications, not downloadable; practical training [demonstration]; arranging and conducting of workshops [training]; arranging and conducting of in-person educational forums; arranging and conducting of seminars; arranging and conducting of symposiums; vocational retraining; providing on-line videos, not downloadable; educational examination; on-line publication of electronic books and journals; publication of texts, other than publicity texts; teaching; educational services provided by schools.

Class 44

Hair implantation; hairdressing; beauty salon services; health spa services.

Search for earlier trademarks – for your information only

I have searched the relevant trade mark registers and found earlier trade marks that I think you should be aware of. My initial view is that your trade mark and your services are similar to the earlier trade marks and their services. Therefore the public are likely to confuse your trade mark with the earlier trade marks.

The earlier trade marks I found are listed at the end of this report.

I am not refusing to accept your designation because of the earlier trade marks. Should you decide to proceed with your designation I am obliged to inform the owners of the marks listed below, that your designation will be published in our online journal. I will only notify UK trade marks and International Registrations (UK). UK trade marks begin with the prefix 'UK'. International UK trade marks begin with the prefix 'WO'.

We do not notify holders of European Union Trade Marks (EUTM) or International Registrations (EU), which also have protection in the UK; these are for your information only

If you proceed, your designation will be published in the online Trade Marks Journal and anyone can oppose your designation should they have grounds to do so. If such action were to be successful, this would likely result in a costs award against you. Further information can be found on our website:

ipo.gov.uk/tmoppose

Next steps

If you disagree with my assessment of your designation, you can write or telephone me. My contact details are shown at the top of this letter.

If following this discussion, you still disagree with my findings you have the right to request a hearing with a senior officer to argue against the absolute grounds

issues raised. You cannot request a hearing in respect of the earlier trademarks as these are not formal objections.

If your address is outside of the European Community, the Isle of Man or the European Economic Area you must provide us with a contact address in one of the above areas. This can be done by filling in and returning a Form TM33 "Appointment of change of Representative (for trade mark owners or holders)". This form is available at:

ipo.gov.uk/tmforms

If you do not reply by the date shown above, I will publish it in our online Trade Marks Journal, but only for:

Class 41 and 44 for a specification of:

Class 41

Booking of seats for shows; discotheque services; publication of books; recreation information; entertainment information; movie studio services; health club services [health and fitness training]; nightclub services [entertainment]; layout services, other than for advertising purposes; microfilming; videotape editing; production of radio and television programmes; screenplay writing; game services provided on-line from a computer network; aikido instruction; gymnastic instruction; correspondence courses; training services provided via sim organization of competitions [education or entertainment]; arranging of beauty contests; organization of cosplay entertainment events; organization of fashion shows for entertainment purposes; organization of shows [impresario services]; organization of sports competitions; vocational guidance [education or training advice]; amusement park services; sign language interpretation; television entertainment; organization of balls; organization of exhibitions for cultural or educational purposes; providing recreation facilities; arranging and conducting of colloquiums; arranging and conducting of congresses; arranging and conducting of conferences; arranging and conducting of concerts; providing on-line music, not downloadable; providing television programs, not downloadable, via video-on-demand services; providing films, not downloadable, via video-on-demand services; providing sports facilities; providing amusement arcade services; cinema presentations; presentation of circus performances; presentation of live performances; presentation of variety shows; theatre productions; conducting guided climbing tours; conducting fitness classes; film production, other than advertising films; rental of audio equipment; rental of video cameras; rental of video cassette recorders; rental of videotapes; rental of show scenery; rental of sound recordings; toy rental; rental of cinematographic apparatus; rental of motion pictures; rental of lighting apparatus for theatrical sets or television studios; rental of radio and television sets; rental of skin diving equipment; rental of sports equipment, except vehicles; rental of stage scenery; electronic desktop publishing; radio entertainment; entertainer services; entertainment services; writing of texts; news reporters services; party planning [entertainment]; music composition services; subtitling; tutoring; holiday camp services [entertainment]; conducting guided tours; disc jockey services; personal trainer services [fitness

training]; karaoke services; club services [entertainment or education]; songwriting; cultural, educational or entertainment services provided by art galleries; providing museum facilities [presentation, exhibitions]; orchestra services; translation; scriptwriting, other than for advertising purposes; ticket agency services [entertainment]; coaching [training]; sport camp services; recording studio services; language interpreter services; nursery schools; photography; photographic reporting; production of shows.

Class 44

Turkish bath services; depilatory waxing; health center services; nursing home services; medical advice for individuals with disabilities; dentistry services; pharmacy advice; aromatherapy services; manicuring; massage; palliative care; body piercing; medical assistance; preparation of prescriptions by pharmacists; medical equipment rental; rental of sanitation facilities; sanatorium services; health care; health counselling; flower arranging; tattooing; aquaculture services; visagists' services; convalescent home services; rest home services; medical clinic services; alternative medicine services; opticians' services; orthodontic services; services of a psychologist; sauna services; solarium services; telemedicine services; therapy services; nursing, medical; physical therapy; plastic surgery.

The provisional refusal of all other services will then become final.

Yours faithfully

Melanie Oliver

Trade Marks Registry

Earlier Marks

1) Earlier Mark:

Trade Mark ID: EU012647657

Domain: EUTM

Mark Representation

AIRxTouch

Filing Date/Date of Designation: 28/02/2014

Goods & Services

Class: 9

Computer programs; Computer software; Computer software for recognising and recording gestures and movements; Computers and computer peripheral devices; Receivers and sensors for recognising gestures and movements.

Class: 41

Providing of training; Providing information via computer networks in the field of education or entertainment.

Class: 42

Computer services and consultancy; Design, development, rental, maintenance and updating of computer hardware and software; Computer programming; Technical research.

Owner/Holder Details

Name: iNUI Studio S.A.

Address: 2, Rue Du Commerce

Town: Foetz

Postcode: 3895

Country: LU

Representative Details

Name: Emmanuelle RAGOT

Address: 69 boulevard de la Petrusse

Town: Luxembourg

Postcode: 2320

Country: LU

2) Earlier Mark:

Trade Mark ID: EU016795023

Domain: EUTM

Mark Representation

AIR TOUCH

Filing Date/Date of Designation: 01/06/2017

Goods & Services

Class: 9

Computer programs [downloadable software]; Computer software; Computer software for recognising and recording gestures and movements; Computers and computer peripherals; Smartphones and peripherals therefor; Cell phones and peripherals for portable telephones; Apparatus for recording, transmission or reproduction of sound or images; Apparatus enabling interaction with computer equipment by means of movements and gestures; Receivers and sensors for recognising gestures and movements.

Class: 41

Providing of training; Providing of training in the field of touchless interactivity, in particular in the field of information technology; Providing information via computer networks in the field of education or entertainment.

Class: 42

Information technology services and advice, in particular in the field of touchless interactivity; Design, development, rental, maintenance and updating of computer software, in particular in the field of touchless interactivity; Design, development and rental of computers; Computer programming; Technical research.

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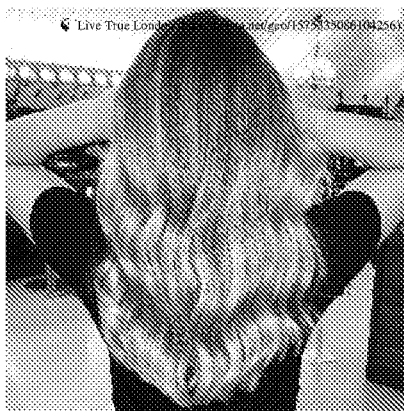
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Live True London (<http://hotsta.net/livetruelondon/3313213478>)

@livetruelondon Instagram profile

We're full service independent hairdressers We love hair. We love fashion. ☎ Clapham 020 7627 0169 ☎ Vauxhall 020 7582 6312 ☎ Brixton 020 7924 9506

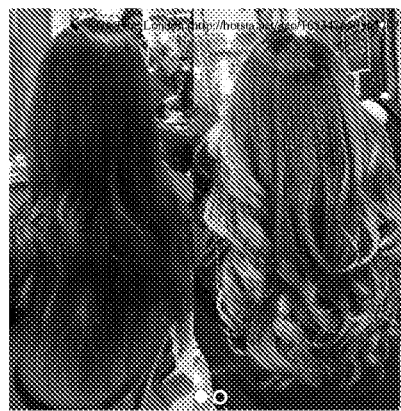
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248 likes / 5 comments / 12 hours ago

SILK A silky, healthy looking balayage perfectly blended to look natural and easy to wear this holiday season. Hair by Ludovic at the Clapham salon . . . #livetruelondon (<http://hotsta.net/tag/livetruelondon>) #silkyhair (<http://hotsta.net/tag/silkyhair>)



521 likes / 11 comments / 4 days ago

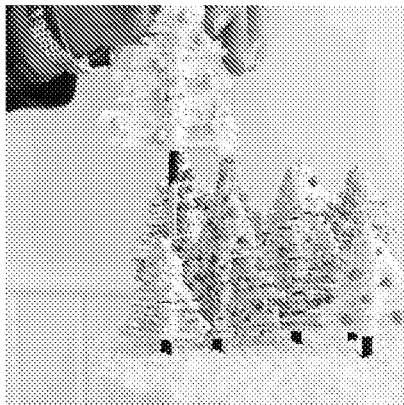
COLOUR CORRECTION Colour corrections can certainly be challenging, especially when removing red. Beautiful ash balayage colour correction, achieved in one sitting! Hair by Sinead at the Vauxhall and Nine Elms salon . . . #livetruelondon (<http://hotsta.net/tag/livetruelondon>) #colourcorrection (<http://hotsta.net/tag/colourcorrection>)



(<http://hotsta.net/media/19321898316488669>)

275 likes / 8 comments / 7 days ago

BLENDED Try a beautifully blended blonde balayage: our next appointment to take your festive style to the next level. Hair by Claire at the Vauxhall and Nine Elms salon . . . #livetruelondon (<http://hotsta.net/tag/livetruelondon>) #vauxhall (<http://hotsta.net/tag/vauxhall>)



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74 likes / 0 comments / 11 days ago

There's nothing better than a Christmas themed cake with sprinkles on a rainy London December day! . . . #livetruelondon (<http://hotsta.net/tag/livetruelondon>) #inspiration (<http://hotsta.net/tag/inspiration>)



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759 likes / 8 comments / 17 days ago

BRUNETTE Soft ashy tones blend perfectly to create a natural looking dynamic colour. At Live True, we use Redken's premium professional colours to achieve colour that is iridescent and leaves hair looking healthy. Hair by Sinead at the Vauxhall and Nine Elms Salon



(<http://hotsta.net/media/19278986648781935>)

330 likes / 5 comments / 13 days ago

PASTEL BLUE Full of shine, isn't this pastel blue lovely? Hair by Paco using Redken colour and Olaplex. Vauxhall and Nine Elms salon . . . #livetruelondon (<http://hotsta.net/tag/livetruelondon>) #pastelblue (<http://hotsta.net/tag/pastelblue>)



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281 likes / 11 comments / 28 days ago

CARAMEL Add depth to your dark tones this party season with a natural looking caramel balayage! Hair by Flora at the Clapham salon for the lovely @mariyaa1227... #livetruelondon (<http://hotsta.net/tag/livetruelondon>) #caramel (<http://hotsta.net/tag/caramel>)



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396 likes / 13 comments / 1 months ago

RED A classic red manicure... sometimes there is nothing better! Nails by Aiona at the Vauxhall salon... #livetruelondon (<http://hotsta.net/tag/livetruelondon>) #nineeelms (<http://hotsta.net/tag/nineeelms>)



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310 likes / 12 comments / 1 months ago

SHINE No matter what colour you go for, whether a balayage, highlights or a full head of colour, bright, light reflecting healthy looking hair will make your colour stand out at much more. At Live True, we pride ourselves on using only the best professional colouring products on the market that will not only protect your hair but will help make it look for vibrant than ever before. We also recommend that all of our clients add Olaplex to their colouring services to further help strengthen and repair their locks. Hair by Ramona at the Clapham salon...



(<http://hotsta.net/media/1921339018621903478>)



(<http://hotsta.net/media/1913922834670617478>)

467 likes / 12 comments / 1 months ago

THE NATURAL LOOKING BALAYAGE Blended with your dark tones, this balayage looks effortlessly natural & easy to rock day to day. Hair by Marianna at the Clapham salon... #livetruelondon (<http://hotsta.net/tag/livetruelondon>) #londonbalayage (<http://hotsta.net/tag/londonbalayage>)



(<http://hotsta.net/media/1906114312327256378>)

469 likes / 9 comments / 1 months ago

GOLDEN BALAYAGE Full of shine, this iridescent balayage was achieved using the new air touch balayage method. With no backcombing, this technique is gentle on the hair and more comfortable for the client than the standard method. Creating a perfect blend all the way towards the ends, ask your stylist about this technique at your next appointment. Hair by Marianna at the Vauxhall and Nink salons... #livetruelondon (<http://hotsta.net/tag/livetruelondon>) #vauxhall (<http://hotsta.net/tag/vauxhall>)

+

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Organic hair colour in London or how to dye you hair without chemicals

... (jscriptvoid(0);)

It is a fact that anything that we put on our skin gets absorbed into a blood stream and hair dye is not an exception. If you have sensitive scalp or skin disorders such as eczema or if you are pregnant then you would have asked yourself a question: how can I look good and stay as natural as possible?

To avoid the harmful chemicals being absorbed into your blood stream you have got two options:

Using hair dying techniques that ensure that hair dye does not come in direct contact with your scalp. These techniques include foils, balayage, chatouche, air-touch.



The advantage of this option is the natural multi-dimensional seamless hair colour. The downside is: the more coverage you want (if you have greys) the more sectioning will be needed and the more it will cost you.

If blond suits you, highlights or air-touch are good options to camouflage the appearance of greys.

If you have lots of greys and you would like the full coverage then you should consider plant-based dyes such as henna, cassia and indigo.

Here comes option N 2.

The important thing about herbal dyes and their main difference from the chemical dyes is that they do not lift your hair colour they just add pigment to you existing pigment. That means that grey hair will be left more translucent and bright.

If you are very hair conscious it is best to consult a specialist before trying herbal hair dye. (/contact)

Cassia (or colourless henna) can be used to dilute the red pigment of the henna make it lighter and softer to give your greys a beautiful strawberry blond colour.



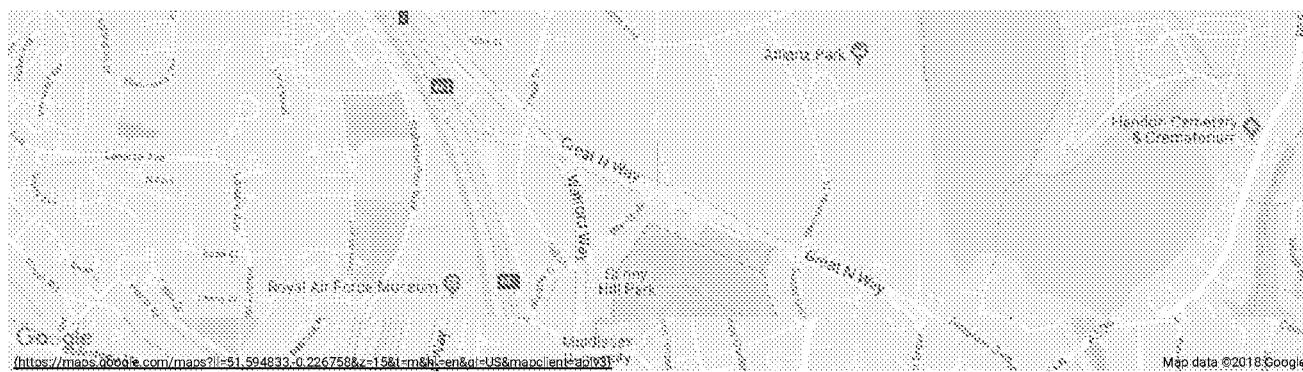
Indigo is a natural blue pigment it can not be used on its own on hair but only in combination with henna to create a cooler result: brown or black. Henna and indigo are often used as a 2 step colour process particularly if you need to cover greys. First the henna is applied and processed and then indigo is applied.



Both with henna and indigo the true colour only reveals itself after about 3 days as it keeps processing while on the hair that is why is it not recommended to wash you hair for 3 days.

The other thing one has to know about using indigo is that it will be impossible to remove from the hair should you wish to change your hair colour. It is a commitment. Unless you have short hair and you are happy to experiment you have to think carefully before you use it. If you have been dying your hair brown for a while and are happy about it then using henna and indigo is a beautiful healthy option for your hair.

Contrary to the common belief that henna does not go well with chemical dyes, it does! It should be a good quality henna though (make sure you get pure stuff) you can remove it with bleach or use chemical dye once it has been 2- or 3 month after you last henna application.



For further inquiries
please call:

Open from 9:00 to 21:00

Hendon, NW4 4RE

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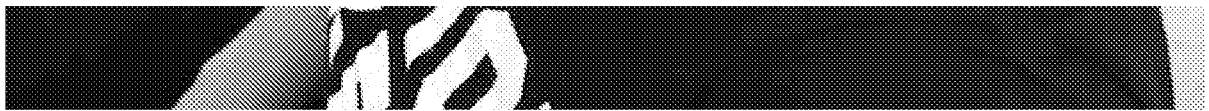
The Rose Brown Hair Colour Trend

🕒 7 MONTHS AGO 💬 0 COMMENTS

Rose brown hair is this season's twist on the rose gold look that rocked 2018. Rose brown hair is good for blondes and brunettes alike, it is especially good for brunettes who want to try out pastels but with minimal bleach application for a more natural finish.

It is a great tone to try out if you want to change your look or want to experiment with colour.





Rose Brown Hair with Soft Waves by Orlando at Live True London

With a brunette base and sections of soft pink and red worked through the result is a beautiful warm rose brown hair colour that is easy to wear.



Straight Rose Brown Hair by Younes at Live True London Brix



Beautiful Rose Brown Hair by Paco at Live True London Vauxhall and

Clients with darker hair can still master the look with the tones put through lighter balayage form. The air touch balayage technique can also be used for a more natural blend of colour for clients who are new to colouring their hair. All rose brown is so versatile that it works on nearly all skin tones!

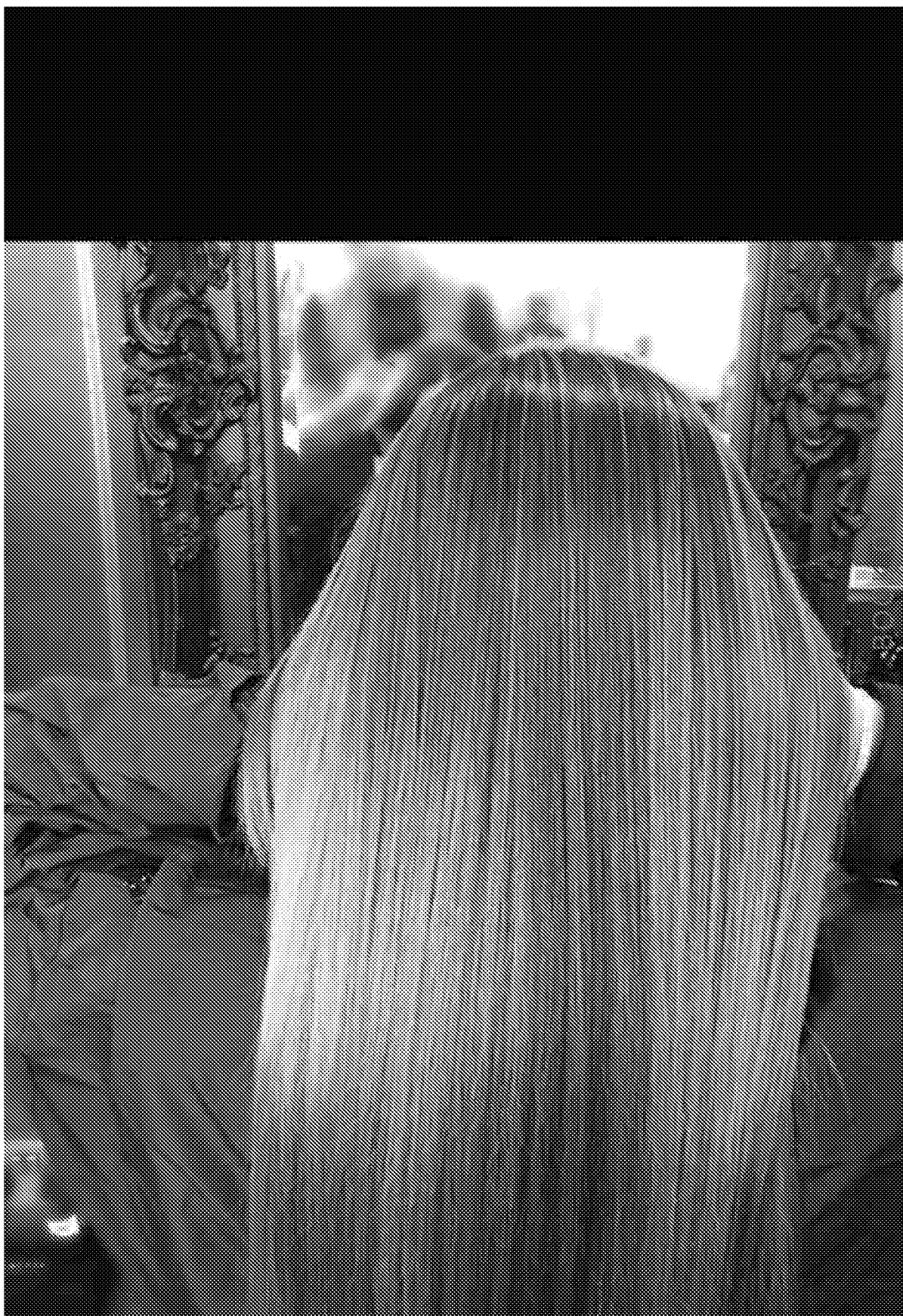


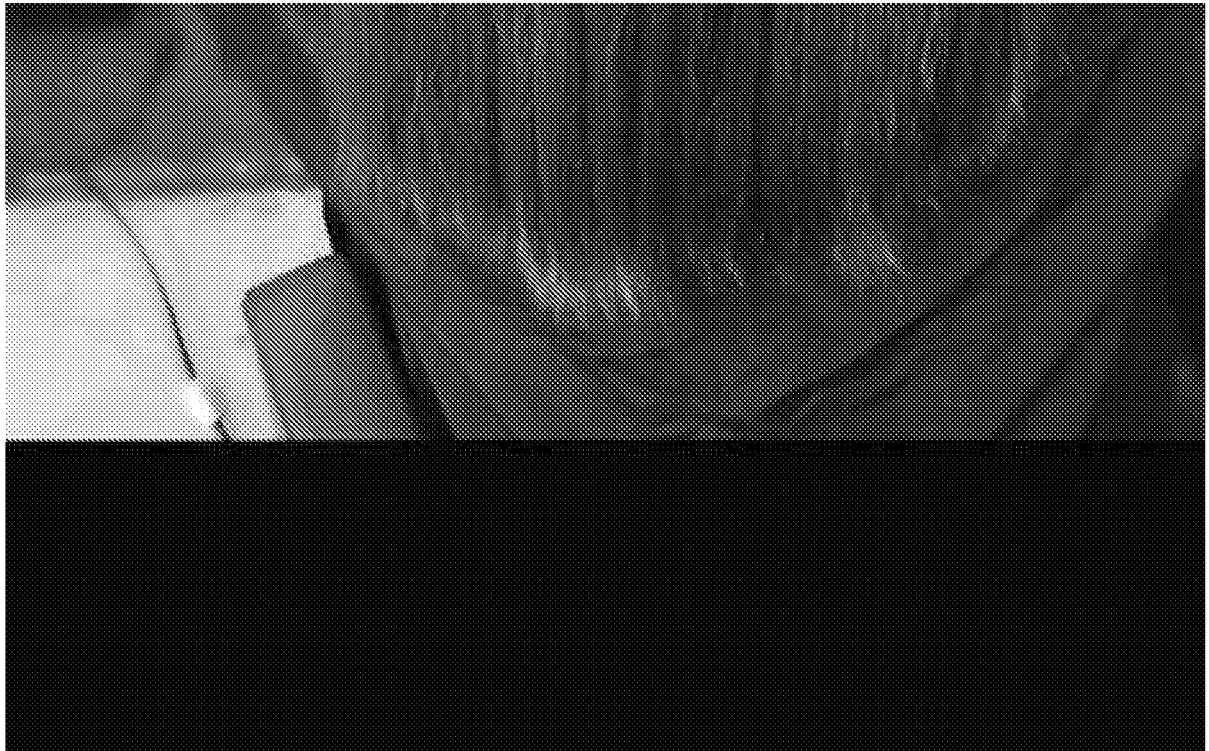
Beautiful Rose Brown Hair by Paco at Live True London Vauxhall and





Rose Brown Hair by Younes at Live True London Brixton





Rose Brown Hair by Sean at Live True London Vauxhall and Nine

Speak to your stylist about having an Olaplex treatment during the colour process, this will maintain hair health especially if you have virgin hair. Olaplex is applied internally in the hair to fix broken bonds and protects the hair structure during the colouring process. This causes less damage during colouring and helps to maintain the colour making it last longer.

We recommend our clients add a Redken Chemistry Treatment to their colour service. This mask can be completely personalised to your hair condition and type, ensuring that your post colour hair is looking its best!

To maintain your colour, invest in a shampoo and conditioner designed to help your colour last such as Redken's Colour Extend Magnetics range or Pureology Colour range. Use a hydrating mask such as Pureology's Hydrate Superfood Treatment once a week to give your hair a post colour boost and help maintain its shine.

Book your rose brown hair appointment today at one of our three London locations.


Live True London Clapham | 020 7627 0169


Live True London Vauxhall | 020 7582 6312

Live True London Brixton | 020 7924 9506

TAGS: Balayage, Blow Dry, Brixton Hairdresser, Hair Clapham, Hair Color, Hair Colour, hair salon bri:
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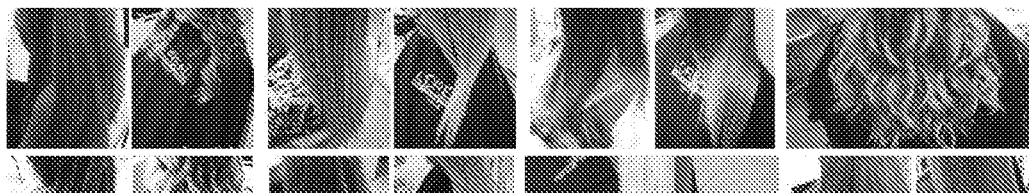
📍 PC „Panorama“



Hair Colouring

We carry out colouring with various techniques, such as balayage, ombre, sombre, millration (strands), airtouch, babylights, etc. Examples of colouring are available in ↓Masters' work↓, you can select a master for your needs in Team.

Masters' work





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